**2016/ODD/03/11/**
**COM–304 (A/B/C/D) (C)/233**

**PG Odd Semester (CBCS) Exam., December—2016**

COMMERCE

**( 3rd Semester )**

Course No. : COM–304 (C)

*Full Marks* : 75
*Pass Marks* : 30

*Time* : 3 hours

*The figures in the margin indicate full marks for the questions*

Candidates are to answer option paper *either* COM–304 (AC) *or* COM–304 (MR) *or* COM–304 (FM) *or* COM–304 (HR)

OPTION—A

Course No. : COM–304 (AC)

**( ACCOUNTING THEORY )**

Answer **five** questions, selecting **one** from each Unit

UNIT—I

**1.** *(a)* Define accounting theory. 5

*(b)* Discuss the importance of GAAP in the development of accounting theory and practice. 10





**2.** "The accounting function operates in a socio-economic framework, policies and activities which have a major bearing on accounting structures and processes."

In the light of the above statement, explain how accounting systems are influenced by economic, social and legal environments. 15

UNIT—II

**3.** Discuss the approaches to the formulation of accounting theory. 15

**4.** Narrate the evolution of accounting theory. 15

UNIT—III

**5.** Explain the relevance of accounting standards. Also discuss the role of ASB in accounting standard setting process in India. 15

**6.** Write notes on (any *two*) : 7½×2=15

*(a)* Ind AS

*(b)* IFRS

*(c)* GAAP

*(d)* Regulatory approach to standard setting

UNIT—IV

**7.** Explain the concept of measurement of income. Elucidate briefly the accounting concept of income and economic concept of income. 5+10=15

**8.** Explain the following : 7½+7½=15

*(a)* Subjectivity in measurement of inventory valuation

*(b)* Criteria for revenue recognition

UNIT—V

**9.** Discuss the purposes and rationale of cash flow accounting. Explain the characteristics of cash flow accounting. 6+9=15

**10.** Write a note on corporate social reporting practices in India. 15





OPTION—B

Course No. : COM–304 (MR)

**( ADVERTISING AND SALES MANAGEMENT )**

Answer **five** questions, selecting **one** from each Unit

UNIT—I

**1.** Explain the role of advertising on the consumers. Discuss the economic impact of advertising on the advertisers. 7½+7½=15

**2.** Elucidate the significance of advertising as marketing mix element. 15

UNIT—II

**3.** Explain the models for preparing advertising budget. 15

**4.** Describe in detail the various methods of compensating an advertising agency. 15

UNIT—III

**5.** Describe the essentials of a sound advertising copy. Also explain the processes involved in preparing advertising campaign. 7½+7½=15

**6.** Explain the methods of measuring advertising effectiveness. 15

UNIT—IV

**7.** Write notes on : 7½+7½=15

*(a)* Sales Territories

*(b)* Sales Quotas

**8.** Explain the objectives of sales organization. Also delineate the steps involved in setting up a sales organization. 6+9=15

UNIT—V

**9.** Define sales promotion. Explain the various tools of consumers' sales promotion. 5+10=15

**10.** "Good salesmen are not born, but made." Do you agree with the statement? Give appropriate reasons for your answer. 15





OPTION—C

Course No. : COM–304 (FM)

**( INTERNATIONAL FINANCIAL MANAGEMENT )**

Answer **five** questions, selecting **one** from each Unit

UNIT—I

**1.** Define International Financial Management. Also delineate the components and importance of International Financial Management. 5+10=15

**2.** What are the major components of BOP? Discuss in brief the factors responsible for current account deficit in India. 7+8=15

UNIT—II

**3.** Define exchange rate regime. Differentiate between the fixed exchange rate regime and flexible exchange rate regime of exchange rate management. 5+10=15

**4.** Write short notes on any *two* of the following : 7½×2=15

*(a)* Euro Market

*(b)* Global Depository Receipts (GDRs)

*(c)* World Bank

*(d)* American Depository Receipts (ADRs)

UNIT—III

**5.** *(a)* What is meant by foreign exchange market? Write a note on exchange rate quotations in foreign exchange market. 3+7=10

*(b)* How is exchange rate determined in spot market? 5

**6.** *(a)* Discuss the mechanism of currency dealing in foreign exchange market. 7½

*(b)* What is effective exchange rate? How is it computed? 3+4½=7½

UNIT—IV

**7.** What do you mean by forecasting of exchange rate? Describe the importance of exchange rate forecasting. Also discuss any two techniques of exchange rate forecasting. 3+6+6=15

**8.** Discuss any *one* of the following theories : 15

*(a)* Purchasing power parity theory of exchange rate

*(b)* Interest rate parity theory of exchange rate





UNIT—V

**9.** What is meant by foreign exchange exposure? Also explain, in detail, the measure for minimizing risk in foreign exchange exposure. 5+10=15

**10.** Write short notes on any *two* of the following : 7½×2=15

*(a)* Translation Exposure

*(b)* Tax Havens

*(c)* Double Tax Avoidance Agreement in India

*(d)* Consolidated Net Exposure

OPTION—D

Course No. : COM–304 (HR)

**( ORGANIZATIONAL CHANGE, DEVELOPMENT AND EFFECTIVENESS )**

UNIT—I

**1.** Delineate in detail the environmental and situational variables that force change. Also describe any one model of changes. 9+6=15

**OR**

**2.** Define organizational development. Also write the types of OD. 6+9=15

UNIT—II

**3.** Describe the concept of organizational climate and culture. Also delineate any one approach to organizational culture. 7+8=15

**OR**

**4.** Describe the nature of organizational effectiveness. Also write the factors which determine the organizational effectiveness. 5+10=15

UNIT—III

**5.** Describe various channels and methods of communication. 15

**OR**

**6.** Write a note on communication network. 15

UNIT—IV

**7.** Define and differentiate creativity and innovation. What steps should organizations initiate to create a climate for creativity? 6+9=15





**OR**

**8.** Write a note on any *one* creative problem-solving technique from amongst the following : 15

*(a)* Brainstorming

*(b)* Synectics

UNIT—V

**9.** What do you understand by heuristics and biases in decision making? How would you improve the effectiveness of problem solving and decision making? 7+8=15

**OR**

**10.** Write notes on business ethics and corporate governance. 15

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