2019/EVEN/03/11/
COM–403 (AC/FM/HR/MR)/248

PG Even Semester (CBCS) Exam., May—2019

COMMERCE

(4th Semester)

Course No. : COMCC–403

Full Marks : 70
Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions

Candidates have to answer *either* from Option—A *or* Option—B *or* Option—C *or* Option—D

OPTION—A

Course No. : COMCC–403 (AC)

(ACCOUNTING THEORY AND CONTEMPORARY ISSUES IN ACCOUNTING)

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

UNIT—I

1. *(a)* What are the objectives of accounting? 4

(b) Discuss how the socioeconomic and legal and statutory environmental factors influence accounting practices. 10

2. Write a detailed note on development of accounting theory and practice in abroad. 14

UNIT—II

3. Define accounting theory. Discuss the new approaches to the formulation of accounting theory. 4+10=14

4. Discuss the elements of the conceptual framework for accounting and reporting in India. 14

UNIT—III

5. *(a)* State the objectives of cash flow accounting. 6

(b) Distinguish between historical accounting and cash flow accounting. 8

6. Define the concept of 'revenue' in accounting. Narrate the criteria for measurement and recognition of 'revenue' in accounting. 4+10=14

UNIT—IV

7. Write short notes on the following : 7+7=14

(a) Social reporting

(b) Auditor's report

8. *(a)* What is value added accounting? State its objectives. 4+6=10

(b) Distinguish between Value-Added Statement and Profit & Loss Account. 4

UNIT—V

9. Explain the current purchasing power and current cost accounting techniques of inflation accounting. 7+7=14

10. *(a)* Explain the concepts of environmental accounting and environmental auditing. 4+4=8

(b) Examine the scope of environmental auditing. 6

OPTION—B

Course No. : COMCC–403 (FM)

(SECURING ANALYSIS AND PORTFOLIO MANAGEMENT)

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

UNIT—I

1. What is expected return in investment? How is it measured? Is information on return alone sufficient to make a rational investment decision? Justify your views. 4+5+5=14

2. Discuss the different financial assets with their characteristics from investment prospective. Delineate the kind of financial informations and their sources used by the investors. 7+7=14

UNIT—II

3. Discuss, in brief, the economy-industry-company analysis framework to security analysis. Distinguish between fundamental analysis and technical analysis. 9+5=14

4. Write short notes on any *two* of the following : 7×2=14

(a) Relative strength index (RSI)

(b) Exponential moving average

(c) Bullish and bearish trend

UNIT—III

5. *(a)* What is intrinsic value of a share in finance? Discuss the challenges of valuing a share for multiple-year holding period. 3+5=8

(b) Mr. Jadav wishes to buy 1000 shares of ONGC with the motive to sell out at the end of six years. He estimated that ONGC will pay ₹ 10 per share as dividend for first three years, ₹ 12 per share for fourth year and ₹ 15 per share for last two years. He further estimated that, at the end of six years holding period, the share can be sold for ₹ 1,200 per share. At what price, Mr. Jadav should buy today for these shares if his required rate of return is 10%? 6

(Present value factor at 10% return, 1st year 0·909, 2nd year 0·826, 3rd year 0·751, 4th year 0·683, 5th year 0·621 and 6th year 0·564)

6. What is current yield of a bond? Distinguish between yield to call (YTC) and yield to maturity (YTM). Discuss the relationship between market return and bond price. 4+5+5=14

UNIT—IV

7. *(a)* Explain the concept of efficient market hypothesis. Discuss three forms of market efficiency. 4+5=9

(b) Can portfolio risk be reduced through diversification? Explain with an example. 5

8. *(a)* Explain the concept of efficient frontier in the context of portfolio selection. Distinguish between the feasible set of portfolios and the efficient set of portfolios. 4+4=8

(b) Consider a portfolio of four securities with the following characteristics :

Security	*Weight*	β_i	α_i	*Residual variance* (percent) σ^2_{ei}
1	0·15	– 0·28	0·91	23
2	0·30	0·76	0·87	60
3	0·20	2·56	1·17	52
4	0·35	– 0·16	0·97	86

Assuming the return on market index to be 14·5 percent and the standard deviation of return on market index to be 16 percent, calculate the portfolio return and risk under single-index model. 6

UNIT—V

9. "CAPM postulates the nature of the relationship between the expected return and the systematic risk of a security." Explain. 14

10. What is portfolio revision? Highlight the constraints in portfolio revision. Discuss the different situations where evaluation of performance of portfolio becomes necessary. 4+5+5=14

OPTION—C

Course No. : COMCC–403 (HR)

(INDUSTRIAL RELATIONS)

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

UNIT—I

1. Explain the concept of Industrial Relations. Elucidate the relevancy of Gandhian approach to industrial relations in the present context. 6+8=14

2. *(a)* Why is industrial workforce analysis needed in industrial relations? Explain. 7

(b) Do you think labour turnover will have implication on industrial relations? Discuss. 7

UNIT—II

3. Define trade union. Why do employees join trade unions? Explain the tactics adopted by unions to influence the management. 3+6+5=14

4. "In highly industrialized countries, trade unions are considered as an important instrument of economic correction." Discuss. 14

UNIT—III

5. Give your argument for the owner's absolute right to manage an enterprise. Explain the significance of different levels of labour management cooperation in industrial set up. 7+7=14

6. Discuss the nature, scope and significance of collective bargaining. 5+5+4=14

UNIT—IV

7. Describe, in detail, the causes and consequences of industrial disputes. 8+6=14

8. Distinguish between indiscipline and misconduct. Explain the need for a sound grievance handling procedure. 7+7=14

UNIT—V

9. Describe the constitutions and functions of ILO. Also present a brief overview of Indian Labour Conference. 9+5=14

10. Discuss in detail about the causes and effects of occupational diseases, hazards and industrial accidents. 7+7=14

OPTION—D

Course No. : COMCC–403 (MR)

(MARKETING RESEARCH AND CONSUMER BEHAVIOUR)

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

UNIT—I

1. Discuss the importance of Marketing Research. Throw light on the pertinent issues that a researcher may face in the conduct of research on consumers with reference to India. 6+8=14

2. Elaborately discuss the various stages involved in the conduct of marketing research. 14

UNIT—II

3. *(a)* Write a note on the various types of research designs. 7

(b) Explain the various types of scales. 7

4. Discuss the various components of a research report. Also throw light on the generally accepted guidelines that one should follow at the time of report writing. 9+5=14

UNIT—III

5. Define the term 'consumer segmentation'. What are the bases of segmentation? Also discuss the role of culture and family in moulding consumer purchase decision with appropriate examples. 3+5+6=14

6. *(a)* Discuss the types of consumer decisions. 6

(b) Write on various stages in consumer decision making. 8

UNIT—IV

7. Discuss the 'Engel-Kollat-Blackwell Model' with appropriate diagram. Also highlight its limitation. 10+4=14

8. Explain the economic, psychological and sociological approaches to consumer behaviour. 14

UNIT—V

9. Discuss the role of perception in consumer behaviour. Also state the factors for perceptional distortions in consumers. 8+6=14

10. Critically analyze Sigmund Freud's psychoanalytical theory and Pavlovian theory of learning with reference to better understanding the behaviour of the customers in the market. 14

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