09/08/23

Printing Pages : 2 | B.Com(H)-403 | (B) (SVSU) : 2022-2023/S

Enrollment No. | | | | | | | | | | | |

B.Com(H)

2nd Year Examination

Subject Name - Financial Management

[Time:03:00 Hours] [Max.Marks:70]

Note : Attempt all the questions as per given instructions

I Multiple Choice Question [MCQ] -Attempt All **[15x1=15]**

1.In his traditional role a Financial Manager is responsible for----.

A) proper utilization of funds B) arrangement of financial resources

C) acquiring capital assets of the organization D) efficient management of capital

2. ………….. refers to the difference between current assets and current liabilities.

A) Differential working capital B) Net working capital

C) Operational working capital D) None of the above

3. Maximization of Shareholders Wealth is reflected in---

A) Sales Maximization B) Number of Shareholders

C) Market Price of Equity Shares D) none of the above

4. Finance function involves:

A) Procurement of finance only B) Expenditure of funds only

C) Safe custody of funds D) Procurement and effective utilization of funds

5. Which decisions are taken by the financial manager?

A) Investment Decisions B) Financing Decisions C) Dividend Decision D) All the above

6.Traditional approach confines finance function only to _________ funds

A) Raising B) Mobilizing C) Utilizing D) Financing

7. The objective of financial management is to ______________.

A) generate the maximum net profit

B) generate the maximum retained earnings

C) generate the maximum wealth for its shareholders

D) generate maximum funds for the firm at the least cost.

8. Profit available for dividend distribution is called ____

A) Capital profit B) Divisible profit C) Capital Reserve D) None of these

9. Dividend policy determines –

A) what portion of earnings will be paid out to stockholders

B) what portion will be retained in the business to finance long-term growth.

C) Only (A) not (B)

D) Both (A) and (B)

10. To get a broad idea of the risk profile of a business, one should look at their ________

A) Capital structure B) Dividend policy C) Profit and loss statement D) None of the above

11. Which of the following is not included in the capital structure?

A) Long term debt B) Preferred stock C) Current assets D) Retained earnings

12. Which of the following options is a part of the Capital Structure of a company?

A) Short-term borrowings B) Accounts payable C) Equity shares D) None of the above

13. ____is the cost that has already been incurred for financing a particular project.

A) Future Cost B) Historical Cost C) Implicit Cost D) Opportunity Cost

14. Capital Budgeting is a part of:

A) Investment Decision B) Working Capital Management

C) Marketing Management D) Capital Structure

15. A proposal is not a Capital Budgeting proposal if it:

A) is related to Fixed Assets B) brings long-term benefits

B) brings short-term benefits only D) has very large investment

[P.T.O.]

II . Short Question-Answer any five questions. **[5x5=25]**

1. Define capital Structure . When should it be called optimum?
2. What do You mean by Marginal Cost and Average Cost ?
3. XYZ company issues 1,000 , 10% preference shares of Rs. 100 each at a premium of 10% redeemable after 5 years at par . Calculate cost of preference Capital.
4. What do You mean by the Payback Period Method of Capital Budgeting ? Give its merits and demerits.
5. What do you mean by Dividend ? Also explain Proposed Dividend and Interim Dividend.
6. What do you mean by Gross Working Capital and Net Working Capital? Give their formulas.
7. Explain the role of Financial Manager in the modern economy .

III. Long Question. Attempt any three questions. **[3x10=30]**

1. What do You mean by Working Capital ? Explain various types of working capital in detail.
2. Write a note on Walter's Model of dividend .
3. What do you mean by Capital Budgeting ? Explain various techniques which are used for evaluating capital projects.
4. Write a short notes-

   I) Capital structure   II)) Financial Structure   III) Asset Structure.

5. (A) Ashoka Ltd. is considering the purchase of a machine. Two machines are available A and B. The cost of each machine is Rs. 60,000. Each machine has an expected life of 5 years. Profit before tax during the expected life of the machines are given below :

Year	Machine-A(Rs.)	Machine - B(Rs.)
1	15,000	5,000
2	20,000	15,000
3	25,000	20,000
4	15,000	30,000
5	10,000	20,000

Following the method of return on investment. Ascertain which of the alternatives will be more profitable.

The average rate of tax may be taken at 50%.

(B) XYZ company has purchased Patent Rights for Rs. 60,000 for a period of three years. The Earning after taxes are given below:

Year	EAT (RS.)
1	10,000
2	10,000
3	10,000

Compute Payback Period by assuming that depreciation is provided on a straight line basis.

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10/08/23

Printing Pages : 2 **Paper Code: B.COM H-405** **(B) (SVSU) : 2022-2023/S**

Enrollment No.

B.COM(H)

4TH SEMESTER, 2ND YEAR EXAMINATION

PROJECT MANAGEMENT

[Time : 3:00 Hours] **[Max. Marks : 70]**

I. Long Question: Answer Any Three **[10X3= 30]**

1. Explain Project Life Cycle and discuss it with the help of example.
2. Discuss the difference between Payback period & Discounted Payback Period.
3. Discuss the different techniques to evaluate project investment.
4. What do you understand by SWOT Analysis? Explain with the help of example.

II. Short Question: Answer Any Five **[5 X5 =25]**

1. Define Project Management
2. What is the importance of market survey in project identification?
3. What do you understand by Project rating index.
4. How is the data collected for market survey for project evaluation?
5. Discuss the different project charts & layouts.
6. Explain the concept of SCBA. Give its importance

Objective Question : Answer all Questions **[15 X 1= 15]**

QUESTION	Option A	Option B	Option C	Option D
1. How can organizational structures that are characterized by democratic and inclusive styles of management be described?	Hierarchical	Bureaucratic	Flat	Functional
2. What is the term for an autonomous business entity within an overall corporate enterprise which is set apart from other areas of the business?	Subsidiary	Strategic partnership	Strategic alliance	Strategic business unit
3. Which of the following is the process of understanding the knowledge, skills, and abilities needed to manage a task and then matching the team members with the right skills to do that work?	Benchmarking	Expediting	Procurement	Delegation
4. Risk must be considered in the _____ phase and weighed against the potential benefit of the project's success in order to decide if the project should be chosen.	completion	execution	planning	initiation
5. While assessing your project processes, you have identified some uncontrolled process variations. Which of the following would be the appropriate chart you may use for this purpose?	Pareto diagram	PERT chart	Control chart	HR personnel chart
6. A horizontal bar chart that shows project tasks against a calendar is called	Milestone	goal	Gantt chart	PERT chart

[P.T.O.]

7. Which from the following is NOT a tangible element?	Fixtures	Trademarks	Monetary assets	Stockholder equity
8. Assembling project team and assigning their responsibilities are done during which phase of a project management?	Initiation	Planning	Execution	Closure
9. The PERT in project management means program evaluation and ____ technique.	Resource	reconciliation	reconsideration	review
10. Who is named as Father of Value Analysis ?	Lawrence D. Miles	George Terborgh	Michael Jucius	Edwin B. Flippo
11. A critical path network diagram does NOT:	Help determine the amount of float	Identify the particularly important activities	Calculate earned value	Calculate the duration of the whole project
12.An uncertain event or condition that, if it occurs, has a positive or negative effect on a project objective is termed.	Random Chance	Disaster	Risk	Hazard
13. Which is the first stage in the project management model?	Understanding the project environment	Project definition	Project control	Project planning
14. A good starting point for developing time and cost estimates is	Past experience	Work packages	Task analysis	Time and motion studies
15. Typical kinds of costs found in a project include	Direct costs	Project overhead costs	General and administrative costs	A, B, and C are all included

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11/08/23

Printing Pages : 2 **Paper Code: B.com(H)-SEC 05** **(B) (SVSU) : 2022-2023/S**

Enrollment No.												

B.COM(H)
2ND YEAR, 4TH SEMESTER EXAMINATION
PERSONAL SELLING

[Time : 3:00 Hours] **[Max. Marks : 70]**

I. Long Question: Answer Any Three **[10X3=30]**

Q1. **Case study:-**

Mr. Nithin Singhania's father has a good business of iron and steel. He wants to go to USA for his MBA but his father thinks that he should join the business. On the basis of emerging trends, do you think that Mr. Singhania should send his son to USA? Give any three reasons in support of your answer. In order to achieve target production of 50,000 units per month, the Production Manager of Action Shoes Ltd had to operate on double shifts. The workers are paid overtime charges. To earn higher wages workers try to go slow during normal working hours and complete their targets during overtime hours. Though the manager could achieve his target and produced 5000 units but at a higher production cost.

1. Q1. In your point of view, what is lacking in management?
2. Identify the values missing in the production manager and the employees of the organization.

Q2.Personal selling is a means of implementing marketing program? Explain in Brief.

Q3.What is motivation? Explain the Herzberg theory of motivation with example.

Q4.Marketing of products to customers, companies use different approaches explain these approaches? Discuss 4 Ps

Q5.Sale forecast can be termed as an indicator of what is likely to happen in future explain it?

II. Short Question: Answer Any Five **[5 X5=25]**

Q1. What is Problem Solving Selling?

Q2. Discuss the myth of personal selling?

Q3.Dsicuss different approaches of marketing ?

Q4.Write a note on: Customer satisfaction in Marketing ?

Q5.Define the steps of sale process?

Q6.How the qualities of good salesman affect selling process ?

Q7.Difference between personal selling salesmanship and sales management?

III. Objective Question : Answer all Questions **[15 X 1= 15]**

S.No.	**Question**	**Option A**	**Option B**	**Option C**	**Option D**
1	The process of planning, analysing, controlling and implementing the activities of sales force is classified as	Indirect sales management	direct sales management	sales force management	persuasion management
2	The field sales force is also called as	inside sales force	outside sales force	channel intermediaries	none of the above
3.	The last step in personal selling process is	present and demonstrate	follow up	closing	approach
4	Sales and Distribution Management majorly focuses on the________ aspect of an organization	Buying	Selling	Negotiating	Producing

[P.T.O.]

5	Personal selling is used extensively in _________ products.	Simple and less technical	Complex and non-technical	Complex and highly technical	Simple & highly technical
6	Personal selling is one of the oldest profession in the world.(T) 2.personal selling is the interpersonal arm of the promotion mix. (T) Personal selling is one of the oldest profession in the world.(T) 2.personal selling is the interpersonal arm of the promotion mix. (T) personal selling comes under which 4 Ps.	Product	place	Price	Promotion
7	Which is not the quality of sales personal.	To deceive customer	Communication	Satisfaction to customer	Loyalty towards company
8	Personal selling is the fastest-growing technology used in the internet.	True	False		
9	The first step in the selling process is the	Preparation	Follow up	Satisfaction	None
10	Personal selling is one of the -----professions in the world - a)latest b)oldest c)eldest d)newest Difference between marketing and selling is	Profit	Customer satisfaction	Company view	None
11	Qualifying a prospect is	identical with checking references for an applicant	determining which applicant to hire	conducting an exit interview	determining if a prospect is interested in a product
12	-----------refers to the administration of the personal selling component of a company's marketing program.	Sales management	Distribution Management	Promotion Management	Marketing Management
13	Sales and Distribution Management majorly focuses on the___________ aspect of an organization.	Buying	Selling	Negotiating	Producing
14	Personal selling is used extensively in _______ products.	Simple and less technical	Complex and non-technical	Complex and highly technical	Simple & highly technical
15	Personal selling has ________ communication.	One Way	Two Way	Indirect	Direct

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Printing Pages : 3

B.COM(H)- 401
(C) (SVSU) : 2022-2023/S

Enrollment No.												

B.COM(H)

IInd YEAR EXAMINATION

Research Methodology (B.COM(H)-401)

[Time : 3:00 Hours] **[Max. Marks : 70]**

I Long Question : Answer Any Three **[10×3=30]**

1. Define research and Research Methodology. Elaborate the Research process in detail.
2. Discuss Differences between Primary and Secondary Data. Categorize different sources of Secondary Data.
3. Design a Questionnaire to collect data on the consumer preferences in cold drinks product category.
4. What is Data analysis? Explain how it is conducted briefly.

II. Short Question: Answer any Five **[5×5=25]**

1. Compare Bar and Pie Diagrams. Explain how they are used in analyzing Data.
2. Explain the objectives of research in detail with examples.
3. Explain the Concept of Correlation and how and why it is used.
4. What is Measurement & Scaling? Compare different types of Scales.
5. Differentiate between Exploratory, Descriptive and Causal Research Designs.
6. What is Latin Square Design? Give example.
7. Discuss the structure of a report. Explain the use of references.
8. Discuss differences between sample and census study
9. Compare different types of non-probability sampling methods.

III. Objectives Question: Answer All Question **[15×1=15]**

1. **Event A can be inferred to cause event B if...**
   a. Whenever A happens, B happens.
   b. If A doesn't happen, B doesn't happen either.
   c. A happens before B.
   d. All of the above.

[P.T.O.]

2. A researcher designs an experiment to test how variables interact to influence job-seeking behaviours. The main purpose of the study was:
   a. Description b. Prediction
   c. Exploration d. Explanation

3. A variable that is presumed to cause a change in another variable is called:
   a. An intervening variable
   b. A dependent variable
   c. An independent variable
   d. A numerical variable

4. Researchers posit that performance-related pay increases employee motivation which in turn leads to an increase in job satisfaction. What kind of variable is 'motivation"' in this study?
   a. Extraneous b. Confounding
   c. Intervening d. Manipulated

5. Validity of a research can be improved by
   a. Taking the true representative sample of the population
   b. Eliminating extraneous factors
   c. Both (a) and (b)
   d. None of these

6. ________ Method requires a person known as the interviewer asking questions generally in a face-to-face contact to the other person or persons.
   a. Personal interview
   b. Face to Face Interview
   c. Telephonic Interview
   d. Observation

7. Stratified sampling can be carried out with .... proportion across the strata proportionate stratified sample.
   a. Unequal b. Same c. Different d. Purposive

8. Which of the following is a method of probability sampling?
   a. Cluster sampling b. Quota sampling
   c. All of the above d. None of the above

9. Which of the following titles communicates the likely contents of the report the best?
   a. The consequences of suggestive interviewing on subsequent eyewitness testimony.
   b. All in a fluster: the consequence of policing strategies.
   c. A study of the influence of suggestive interviewing.
   d. The susceptibility of people to suggestive interviewing.

10. Validity in interviews is strengthened by the following EXCEPT:
   a. Building rapport with interviewees
   b. Multiple questions cover the same theme
   c. Constructing interview schedules that contain themes drawn from the literature
   d. Prompting respondents to expand on initial responses

11. Which of the following is not true about visual methods?
   a. They are not reliant on respondent recall
   b. They have low resource requirements
   c. They do not rely on words to capture what is happening
   d. They can capture what is happening in real time

12. What is the major attribute of Correlation Analysis?
   a. Association among variables
   b. Difference among variables
   c. Regression among variables
   d. Variations among variables

13. A research intends to explore the result of possible factors for the organization of effective mid-day meal interventions. Which research method will be most appropriate for this study?
   a. Descriptive survey method
   b. Historical method
   c. Ex-post facto method
   d. Experimental method

14. Which one among the following statement is true in the context of the testing of hypotheses?
   a. It is only the alternative hypotheses that can be tested.
   b. It is only the null hypotheses that can be tested.
   c. Both the alternative and the null hypotheses can be tested.
   d. Both the alternative and the null hypotheses cannot be tested.

15. A researcher is interested in studying the prospects of a particular political party in an urban area. So, what tool should he prefer for the study?
   a. Rating Scale
   b. Interview
   c. Questionnaire
   d. Schedule

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08/08/23

Printing Pages : 4

Paper Code: B.Com(H)-402
(A) (SVSU) : 2022-2023/S

EnrollmentNo.

B.COM. (H)
2nd YEAR EXAMINATION
Business Statistics

[Time : 3:00 Hours] [Max. Marks : 70]

I Long Question: Answer Any Three [10×3=30]

1. Define classification and tabulation of data with their types and examples.

2. Bring out the applications of statistics in economics and business administration, as a scientific tool. Also, point out any limitations of it.

3. Calculate the regression analysis of Y on X and X on Y from the following data:

X	2	4	8	5	7	4	6	8	5
y	6	5	8	7	4	2	5	9	8

4. Calculate the mean from the following data:

Marks	f
10 - 20	5
20 – 30	12
30 – 40	18
40 – 50	21
50 – 60	25
60 – 70	28
70 – 80	32
80 – 90	35

[P.T.O.]

II. Short Question: Answer any Five **[5×5=25]**

1. What is meant by index number? Explain the types of it with formula.
2. Explain what do you understand by time series analysis? Why Time series is considered an effective tool of forecasting?
3. Explain the regression analysis and its applications with examples.
4. Define sources and graphical presentation of data. Explain with examples its types and importance.
5. What do you mean by mean, median, mode? Define their merits (advantages) and demerits (disadvantages).
6. Explain the grouping methods of mode.
7. What do mean by standard deviation? Explain the application of it.
8. Calculate the correlation from the following data:

X	5	2	4	7	8	4	2	6	8
y	5	7	8	3	2	6	5	7	4

9. Calculate the standard deviation from the following data:

X	5	10	15	20	25		30	35	40	45
F	5	4	7	8	6		5	4	8	7

10.Compute a Price Index for the following by (i) Simple Aggregative Method, and (ii) Average of Price Relative Method :

Commodities	A	B	C	D	E	F
Price in 2009 (Rs.)	20	30	10	25	40	50
Price in 2014 (Rs.)	25	30	15	35	45	55

3

III. Objectives Question: Answer All Question[15×1=15]

1.Any measure indicating the center of a set of data, arranged in an increasing or decreasing order of magnitude, is called a measure of:

(a) Skewness (b) Symmetry

(c) Central tendency (d) Dispersion

2.Scores that differ greatly from the measures of central tendency are called:

(a) Raw scores (b) The best scores

(c) Extreme scores (d) Z-scores

3.The measure of central tendency listed below is:

(a) The raw score (b) The mean

(c) The range (d) Standard deviation

4.The total of all the observations divided by the number of observations is called:

(a) Arithmetic mean (b) Geometric mean

(c) Median (d) Harmonic mean

5.The sample mean is a:

(a) Parameter (b) Statistic (c) Variabl (d) Constant

6.The science of collecting, organizing, presenting, analyzing and interpreting data to assist in making more effective decisions is called:

(a) Statistic (b) Parameter

(c) Population (d) Statistics

7.An orderly set of data arranged in accordance with their time of occurrence is called:

(a) Arithmetic series (b) Harmonic series

(c) Geometric series (d) Time series

[P.T.O.]

8.A time series consists of:
(a) Short-term variations (b) Long-term variations
(c) Irregular variations (d) All of the above

9.The graph of time series is called:
(a) Histogram (b) Straight line
(c) Histogram (d) Ogive

10.The measure of dispersion listed below is:
(a) The raw score (b) The mean
(c) The range (d) Standard deviation

11.An average that multiplies all values and finds a root of the number is called:
(a) Arithmetic mean (b) Geometric mean
(c) Median (d) Harmonic mean

12.The sum of the squares of the deviations about mean is:
(a) Zero (b) Maximum
(c) Minimum (d) All of the above

13.Ten families have an average of 2 boys. How many boys do they have together?
(a) 2 (b) 10 (c) 12 (d) 20

14.The population mean μ is called:
(a) Discrete variable (b) Continuous variable
(c) Parameter (d) Sampling unit

15.The arithmetic mean is highly affected by:
(a) Moderate values (b) Extremely small values
(c) Odd values (d) Extremely large values

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