

FINAL YEAR M.Com. DEGREE EXAMINATION, APRIL/MAY 2021

(SDE)

M.Com.

MC 4E (HR) 01—PERFORMANCE MANAGEMENT

(2015 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 2 marks.

1. What is organizational performance ?
2. What is the purpose of performance evaluation ?
3. What is managerial effectiveness ?
4. What do you mean by performance appraisal ?
5. What is motivation ?

(5 × 2 = 10 marks)

Part B

Answer any four questions.

Each question carries 10 marks.

6. What are the features of performance management ?
7. Briefly explain the scope of performance management.
8. Why is Measuring Organizational Performance Important ?
9. Why employee evaluation a demotivating in organizations ?
10. What are the roles of a leader ?
11. What are the instruments used for performance appraisal ?

(4 × 10 = 40 marks)

Turn over

Part C

Answer any two questions.

Each question carries 15 marks.

12. What are the key factors which lead to the success of performance management ?
13. What are the advantages and disadvantages of performance management ?
14. What are the competencies needed for effective performance management system ?

(2 × 15 = 30 marks)

CHMK LIBRARY UNIVERSITY OF CALCUTTA

FINAL YEAR M.Com. DEGREE EXAMINATION, APRIL/MAY 2021**(SDE)****M.Com.****MC 4E (HR) 01—PERFORMANCE MANAGEMENT****(2015 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

MC 4E (HR) 01—PERFORMANCE MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. In most organizations, which of the following is primarily responsible for appraising an employee's performance?
 - (A) Employee's direct supervisor.
 - (B) Company appraiser.
 - (C) Human resources manager.
 - (D) EEO representative.
2. What is the first step in the appraisal process?
 - (A) Giving feedback.
 - (B) Defining the job.
 - (C) Administering the appraisal tool.
 - (D) Making plans to provide training.
3. Which performance appraisal technique lists traits and a range of performance values for each trait?
 - (A) Behaviourally anchored rating scale.
 - (B) Graphic rating scale.
 - (C) Forced distribution.
 - (D) Critical incident.
4. The most popular method for ranking employees is the _____ method.
 - (A) Graphic ranking scale.
 - (B) Constant sum ranking scale.
 - (C) Alternation ranking.
 - (D) Paired comparison.
5. Which performance appraisal tool requires a supervisor to maintain a log of positive and negative examples of a subordinate's work-related behavior?
 - (A) Alternation ranking.
 - (B) Paired comparison.
 - (C) Forced distribution.
 - (D) Critical incident.
6. Which of the following is NOT a characteristic of the critical incident method for performance appraisal?
 - (A) Providing examples of excellent work performance.
 - (B) Comparing and ranking employees within a group.
 - (C) Connecting specific incidents with performance goals.
 - (D) Reflecting performance throughout the appraisal period.
7. Which appraisal method combines the benefits of narrative critical incidents and quantified scales by assigning scale points with specific examples of good or poor performance?
 - (A) Behaviourally anchored rating scale.
 - (B) Constant sums rating scale.
 - (C) Graphic rating scale.
 - (D) Alternation ranking.

8. Which of the following terms refers to setting specific measurable goals with each employee and then periodically reviewing the progress made ?
- (A) Behaviourally anchored rating scale.
 - (B) Management by objective.
 - (C) Narrative form technique.
 - (D) Forced distribution.
9. Which of the following is a performance appraisal problem that occurs when a supervisor's rating of a subordinate on one trait biases the rating of that person on other traits ?
- (A) Recency effect.
 - (B) Halo effect.
 - (C) Central tendency.
 - (D) Discrimination.
10. Which of the following is the best way for a supervisor to correct a performance appraisal problem caused by unclear standards ?
- (A) Focusing on performance instead of personality traits.
 - (B) Using graphic rating scales to rank employees.
 - (C) Avoiding the use of extremely low ratings.
 - (D) Using descriptive phrases to illustrate traits.
11. Which performance appraisal problem is associated with supervisors giving all of their subordinates consistently high ratings ?
- (A) Central tendency.
 - (B) Leniency.
 - (C) Strictness.
 - (D) Recency effect.
12. Which of the following has most likely occurred when a supervisor conducting a performance appraisal is influenced by a subordinate's individual differences such as age, sex and race ?
- (A) Bias.
 - (B) Unclear standards.
 - (C) Central tendency.
 - (D) Broad banding.
13. Employee performance appraisals are conducted by all of the following except :
- (A) Peers.
 - (B) Supervisors.
 - (C) Competitors.
 - (D) Subordinates.

14. Which of the following terms refers to a performance appraisal based on surveys from peers, supervisors, subordinates, and customers ?
- (A) 360-degree feedback. (B) Team appraisals.
(C) Upward feedback. (D) Rating committee.
15. When conducting an appraisal interview, supervisors should do all of the following except :
- (A) Ask open-ended questions.
(B) Talk in terms of objective work data.
(C) Give specific examples of poor performance.
(D) Compare the person's performance to that of other employees.
16. Alternative work arrangements include all of the following except :
- (A) Part-time work. (B) Flexible hours.
(C) On-site child care. (D) Job sharing.
17. One of the major barriers to career advancement experiencing by working ladies is :
- (A) Difficulty in balancing work and family life.
(B) Top management is usually male oriented.
(C) Lack of educational opportunities.
(D) Common perception that woman cannot be better boss.
18. Who is in the best position to observe and evaluate an employee's performance for the purposes of a performance appraisal ?
- (A) Peers. (B) Customers.
(C) Top management. (D) Immediate supervisor.
19. The aim of performance management is to :
- (A) Ensure employee has the tools needed to perform the job.
(B) Consolidate goal setting.
(C) Evaluate employee's performance against standards.
(D) Ensure employee's performance is supporting the company's strategic aims.
20. Reasons for appraising a subordinate's performance includes :
- (A) Appraisals play an integral role in performance management.
(B) Appraisals play a part in the employer's salary raise decisions.
(C) The supervisor and the employee together develop a plan for correcting the employee's deficiencies.
(D) All of the above.

FINAL YEAR M.Com. DEGREE EXAMINATION, APRIL/MAY 2021**(SDE)****M.Com.****MC 4E (M) 02—SERVICE MARKETING****(2015 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

MC 4E (M) 02—SERVICE MARKETING

(Multiple Choice Questions for SDE Candidates)

1. Green marketing is a part of _____.
 - (A) Social marketing.
 - (B) Service marketing.
 - (C) Relationship marketing.
 - (D) Rural marketing.
2. Solutions used to minimize the marketing problems attributed to heterogeneity include :
 - (A) Standardizing the service.
 - (B) Using multi-site location.
 - (C) Stressing tangible clues.
 - (D) None of these.
3. People have to physically present themselves so that they become immersed within the service process. This type of service process is referred to as :
 - (A) Possession processing.
 - (B) Physical processing.
 - (C) People process.
 - (D) None of these.
4. An approach that encompasses a wide range of relationships, not just with customers, but also those that organizations develop with suppliers, regulators, government, competitors, employees, and others, is referred to as :
 - (A) Relationship marketing.
 - (B) Market exchange.
 - (C) Service failure.
 - (D) Shared responsibility.
5. _____ is defined as the caring, individualized attention that the firm provides its customers.
 - (A) Empathy.
 - (B) Responsiveness.
 - (C) Sympathy.
 - (D) Assurance.
6. _____ are the only service distributors which do not require direct human interaction.
 - (A) Electronic channels.
 - (B) SSTs.
 - (C) Direct service channels.
 - (D) Speculative channels.
7. _____ are those qualities that buyers evaluate before purchase.
 - (A) Search qualities.
 - (B) Experience qualities.
 - (C) Credence qualities.
 - (D) None of above.

8. Which one of the following stages of the marketing research process is most expensive ?
- (A) Data analysis. (B) Data collection.
(C) Developing the research plan. (D) Report writing.
9. Services that do not meet customer expectations are called :
- (A) Service failures. (B) Critical incidents.
(C) Servuction failures. (D) Service recovery.
10. _____ is example of a service where the customer typically goes to the service organization.
- (A) House painting. (B) A credit card company.
(C) A taxi services. (D) The theatre.
11. If a firm is practicing _____ the firm is training and effectively motivating its customer-contract employees and all of the supporting service people to work as a team to provide customer satisfaction.
- (A) Double-up-marketing. (B) Internal marketing.
(C) Interactive marketing. (D) Service marketing.
12. Service is delivered within the marketing environment. The macro environment can be analyzed using which of the following tools ?
- (A) SWOT. (B) PEST.
(C) TOWS. (D) None of these.
13. A _____ is a form of product that consist of activities, benefits or satisfaction offered for sale that are essentially intangible and do not result in ownership of anything ?
- (A) Goods. (B) Needs.
(C) Wants. (D) Services.
14. Which of the following is not an element of physical evidence ?
- (A) Motivation. (B) Team work.
(C) Customer training. (D) Flow of activities.

15. Servicescape model is developed by _____.
- (A) Booms and Bitner. (B) A parasuraman.
(C) Len Berry. (D) Philp kotler.
16. Which of the following laws requires that employers offer continuation of health care insurance after a person leave employment ?
- (A) COBRA. (B) ERISA.
(C) HIPAA. (D) State insurance statute.
17. Internal marketing deals with :
- (A) Marketing the products to employees.
(B) Marketing the in the local market.
(C) Marketing the products inside the country.
(D) Identifying and taking care of employees needs and wants.
18. In effective target, marketers should focus on :
- (A) Market segmentation. (B) Market targeting.
(C) Marketing positioning. (D) All the above.
19. To introduce the new products to world of consumers is the main goal of _____.
- (A) Entertainment. (B) Advertising.
(C) Boost the sales. (D) Online marketing.
20. The term marketing refers to :
- (A) New product concepts and improvement.
(B) Advertising and promotion activities.
(C) A philosophy that stresses customer values and satisfaction.
(D) Planning sales campaigns.

FINAL YEAR M.Com. DEGREE EXAMINATION, APRIL/MAY 2021

(SDE)

M.Com.

MC 4E (M) 02—SERVICE MARKETING

(2015 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all questions.**Each carries 2 marks.*

1. What is service ?
2. What is industrial marketing?
3. What is mass marketing ?
4. What is service blueprinting ?
5. What is the advantage of demographic segmentation ?

(5 × 2 = 10 marks)

Part B

*Answer any four questions.**Each carries 10 marks.*

6. What are the steps for choosing a target market segmentation ?
7. What are the functions of market segmentation ?
8. What is the purpose of Psycho-demographic segmentation ?
9. What is the strategy of target marketing ?
10. Differentiate between consumer marketing and institutional marketing.
11. What are the various factors that affect the price determination by tourism enterprises ?

(4 × 10 = 40 marks)

Turn over

Part C

Answer any two questions.

Each carries 15 marks.

12. What is the role of marketing mix in financial industry ?
13. Explain its basic characteristics of service marketing.
14. What are the factors influencing consumer behavior in the marketing of services ?

(2 × 15 = 30 marks)

CHMK LIBRARY UNIVERSITY OF CALCUTTA

FINAL YEAR M.Com. DEGREE EXAMINATION, APRIL/MAY 2021**(SDE)****M.Com.****MC 4E (M) 03—SUPPLY CHAIN AND LOGISTIC MANAGEMENT****(2015 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

MC 4E (M) 03—SUPPLY CHAIN AND LOGISTIC MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. Which of the following is true for supply chain management ?
 - (A) The physical material moves in the direction of the end of chain.
 - (B) Flow of the cash backward through the chain.
 - (C) Exchange of information moves in both the direction.
 - (D) All the above.
2. Distribution requirement planning is a system for :
 - (A) Inventory management.
 - (B) Distribution planning.
 - (C) Both (A) and (B).
 - (D) None of these.
3. 3-PL stands for :
 - (A) Three points logistics.
 - (B) Third party logistics.
 - (C) Three points location.
 - (D) None of the above.
4. The input to a transformation process include all of the following except :
 - (A) Material.
 - (B) People.
 - (C) Information.
 - (D) Assembly.
5. Which came last in the development of manufacturing techniques ?
 - (A) Learn production.
 - (B) Division of labor.
 - (C) Mass production.
 - (D) Interchangeable parts.
6. All the following costs are likely to decrease a result of better quality except :
 - (A) Customer dissatisfaction.
 - (B) Maintenance cost.
 - (C) Scrap cost.
 - (D) Warranty and service cost.
7. A supply chain includes the chain of entities involved in the planning, procurement, production and _____ of products and services.
 - (A) Distribution.
 - (B) Supply.
 - (C) Demand.
 - (D) Transport.

8. TQM refers to :
- (A) Total quantity management. (B) Total quality management.
(C) Total quality marketing. (D) Total quotient management.
9. Getting the right goods to the right location at the right time for the least cost is known as :
- (A) Market facilities. (B) Market logistics.
(C) Market distribution. (D) None of the above.
10. _____ uses advanced materials handling systems under the direction of a central computer.
- (A) Storage warehouses. (B) Distribution warehouses.
(C) Automated warehouses. (D) None of the above.
11. _____ is the provision of service to customers before, during and after a purchase.
- (A) Customer service. (B) Product management.
(C) Purchase management. (D) None of the above.
12. What technique deal with the problem of supply sufficient facilities to production lines or individuals that require uneven service ?
- (A) Supply-demand theory. (B) PERT.
(C) Inventory theory. (D) Queing theory.
13. The business term that involves choosing a supplier, agreeing what to buy at a certain price and by when is called ?
- (A) Logistics. (B) Supply chain management.
(C) Stock control. (D) Procurement.
14. Expand SPC :
- (A) Standard process control. (B) Statistical performance control.
(C) Standard production control. (D) Statistical production control.
15. Which of the following is not included in logistic costs?
- (A) Storage of material and waste. (B) External and internal transport.
(C) Storage of semi-finished products. (D) None of these.

16. Which of the following document is a contract between the owner of goods and carrier (as with domestic shipments) ?
- (A) Consular invoice. (B) Commercial invoice.
(C) Certificate of value. (D) Bill of lading.
17. Non-destructive methods of inspecting and identify goods in transportation systems is called :
- (A) Radiography. (B) Cargo scanning.
(C) Produce inspection. (D) Goods verification.
18. 4PL stands for :
- (A) Fourth Party Logistic Provider. (B) Four Point Logistics Provider.
(C) Location Provider. (D) None of these.
19. Which of the following is not an input into logistics ?
- (A) Land. (B) Competitive advantage.
(C) Facilities. (D) Equipment.
20. _____ is referred as professional working in the field of logistics management ?
- (A) Manager. (B) Warehouse man.
(C) Logistician. (D) None of these.

FINAL YEAR M.Com. DEGREE EXAMINATION, APRIL/MAY 2021**(SDE)****M.Com.****MC 4E (M) 03—SUPPLY CHAIN AND LOGISTIC MANAGEMENT****(2015 Admissions)****Time : Three Hours****Maximum : 80 Marks****Part A***Answer all questions.**Each carries 2 marks.*

1. Define procurement.
2. What is supply chain event management ?
3. What is holding cost ?
4. What is value chain analysis ?
5. What is material flow ?

(5 × 2 = 10 marks)**Part B***Answer any four questions.**Each question carries 10 marks.*

6. Briefly explain the goals of supply chain management.
7. Briefly explain various factors affecting transportation performance.
8. What is the importance of logistics ?
9. What are the functions of supply chain manager ?
10. What is JIT ? Write a short note in the importance of JIT ?
11. Write short note on : (a) Minimum level ; (b) Maximum level ; (c) Reorder level.

(4 × 10 = 40 marks)**Turn over**

10. Zeeta Electronics is a domestic company in which public are substantially interested. The following are the particulars of income in respect of the PY 2016-17 :

(a) Interest on Government securities	20,000
(b) Income from business	5,00,000
(c) Short term capital gains	15,000
(d) Long term capital gains	33,000
(e) Dividend from an Indian company (gross)	... 10,000
(f) Dividend from a foreign company	10,000
(g) Book profit u/s 115 JB	9,00,000

Compute total income and tax liability of Zeeta Electronics.

11. Compute the tax payable by X Ltd. for the assessment year 2016-17:

- Total income is Rs. 3,00,000 and book profit is Rs. 18,00,000.
- Total income is Rs. 14,00,000 and book profit is Rs. 18,00,000.

(4 × 10 = 40 marks)

Section C

*Answer any two questions.
Each question carries 15 marks*

- What are the factors to be considered while setting up of a business unit from the tax planning point of view ?
- Ramesh and Adasrsh want to start a business, the estimated profits of which for the year are Rs. 5,00,000. They have two options for selecting a form of organization :
 - Partnership firm :
 - Interest on capital of Rs. 5,00,000 each
 - Salary Rs. 1,00,000 p.a. each
 - Equal distribution of remaining profits
 - Company :
 - Rs. 2,50,000 each as share capital and Rs. 2,50,000 each as loan @ 15%
 - Salary Rs. 1,00,000 p. a. each
 - Distribution of remaining profits as dividends equally Which option is better from tax point of view ?

14. From the following information determine whether the assessee should purchase an asset or take on lease :

Cost of asset	Rs. 1,00,000
Rate of depreciation	15%
Rate of interest	10%
Repayment of loan by the assessee	Rs. 20,000 p.a.
Rate of tax	30.9%
Residual value	Rs. 20,000 after 5 years
Profit of the assessee (before depreciation, interest and tax/before lease rent and tax)	Rs. 1,00,000
Lease rent	Rs.30,000 p.a. (2 × 15 = 30 marks)

FINAL YEAR M.Com. DEGREE EXAMINATION, APRIL/MAY 2021**(SDE)****M.Com.****MC 4E (HR) 02—COMPENSATION MANAGEMENT****(2015 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

MC 4E (HR) 02—COMPENSATION MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. Compensation is reward to the employee for their :
 - (A) Performance.
 - (B) Work.
 - (C) Contribution to organization.
 - (D) Smartness.
2. First step of compensation process (management) is :
 - (A) Developing of pay Structure.
 - (B) Evaluation of Job.
 - (C) Pricing of Job.
 - (D) Analysis of Job.
3. The following is a prerequisites :
 - (A) Club membership.
 - (B) Provident fund.
 - (C) Medical allowance.
 - (D) Group Insurance.
4. The following is not a part of remuneration model :
 - (A) Job description.
 - (B) Job evaluation.
 - (C) Job hierarchy.
 - (D) Job analysis.
5. The industrial peace is secured through voluntary _____ and compulsory_____.
 - (A) Compromise and Arbitration.
 - (B) Adjudication and Arbitration.
 - (C) Work Committee and Industrial Tribunal.
 - (D) Negotiation and Adjudication.
6. When did The Equal Remuneration Act 1976, come into force ?
 - (A) 01 April 1976.
 - (B) 01 March 1976.
 - (C) 01 May 1976.
 - (D) 08 March 1976.
7. Fringe benefits are :
 - (A) Supplementary compensation.
 - (B) Base of compensation.
 - (C) Merit plan.
 - (D) Bonus.

8. Incentives depends upon :
- (A) Productivity. (B) Sales.
(C) Profits. (D) All of the above.
9. The remuneration system needs to meet the following type(s) of equity :
- (A) Internal. (B) External.
(C) Individual. (D) All of the above.
10. Equal Remuneration Act 1976, prohibits discrimination in matters relating to remuneration on the basis of :
- (A) Religion. (B) Region.
(C) Sex. (D) All of the above.
11. In India, _____ wage is determined mainly for sweated industries.
- (A) Minimum. (B) Fair.
(C) Living. (D) Standard.
12. Compensation is a systematic approach to providing monetary value to employees in exchange for _____.
- (A) Skills. (B) Knowledge.
(C) Work performed. (D) Damages held.
13. Compensation is a _____ approach to providing monetary value to employees in exchange for work performed :
- (A) Traditional. (B) Modern.
(C) Classic. (D) Systematic.
14. _____ is given to improve motivation and productivity among employees.
- (A) Salary. (B) Incentive wages.
(C) Fringe benefits. (D) Compensation.

15. Non-monetary incentives are called :
- (A) Wages. (B) Fringe benefits.
(C) Salaries. (D) Allowances.
16. _____ is fixed on the basis of change in consumer price index.
- (A) Dearness Allowance. (B) Basic.
(C) Fringe. (D) Bonus.
17. What is the alternate name for incentives ?
- (A) Gratuity. (B) Paid holidays.
(C) Payments by result. (D) None of the above.
18. Which are the three types of equities mentioned in the equity theory ?
- (A) Internal. (B) External.
(C) Individual. (D) All of the above.
19. Fair wage is a wage paid to worker which is sufficient to fulfill his :
- (A) All necessities. (B) Basic necessities.
(C) Luxury lifestyle. (D) All of the above.
20. Following is a type of incentive :
- (A) Financial incentive. (B) Non-financial incentive.
(C) Semi-financial incentive. (D) All of the above.

FINAL YEAR M.Com. DEGREE EXAMINATION, APRIL/MAY 2021

(SDE)

M.Com.

MC 4E (HR) 02—COMPENSATION MANAGEMENT

(2015 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all questions.
Each question carries 2 marks.*

1. What do you mean by Compensation ?
2. What are incentive plans ?
3. What do you mean by profit sharing ?
4. What is job description ?
5. What is ESIC ?

(5 × 2 = 10 marks)

Part B

*Answer any four questions.
Each question carries 10 marks.*

6. What are the objectives of Compensation Management ?
7. Briefly describe the principles of Compensation Management.
8. Briefly explain the employee statutory benefit programmes in India.
9. What are the advantages and disadvantages of co-partnership ?
10. Briefly explain the components of expectancy theory of wages.
11. What are the factors to be considered while determining compensation package ?

(4 × 10 = 40 marks)

Turn over

Part C

Answer any two questions.

Each question carries 15 marks.

12. How profit sharing plan operates ? What are the advantages and disadvantages of profit sharing plan ?
13. What are motivational theories ? Explain any four motivational theories.
14. Explain in detail the various economic theories of wage determination.

(2 × 15 = 30 marks)

CHMK LIBRARY UNIVERSITY OF CALICUT

FINAL YEAR M.Com. DEGREE EXAMINATION, APRIL/MAY 2021**(SDE)****M.Com.****MC 4E (F) 03—STRATEGIC FINANCIAL MANAGEMENT****(2015 Admissions)****(Multiple Choice Questions for SDE Candidates)****Part II****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

MC 4E (F) 03—STRATEGIC FINANCIAL MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

Part II

1. The term capital structure refers to _____.
 - (A) Shareholders equity.
 - (B) Current asset and current liabilities.
 - (C) Total asset minus liabilities.
 - (D) Composition of debt and equity.
2. According to _____ principle the ideal pattern of capital structure is one that tends to minimize the cost of financing.
 - (A) Control principle.
 - (B) Cost principle.
 - (C) Risk principle.
 - (D) Flexibility principle.
3. Traditional approach of capital structure is also known as _____.
 - (A) Neutral approach.
 - (B) Mixed approach.
 - (C) Intermediate approach.
 - (D) Parallel.
4. A lease agreement grants lessee the right to _____.
 - (A) Own the asset.
 - (B) Use the asset.
 - (C) Own and use the asset.
 - (D) Sell the asset.
5. ‘Sale and lease back’ arrangement is suitable for a lessee having _____.
 - (A) Liquidity crisis.
 - (B) Surplus fund.
 - (C) High profit.
 - (D) Loss.
6. Economic value added is based on the _____.
 - (A) Profit.
 - (B) Residual wealth.
 - (C) Gross wealth.
 - (D) None of these.
7. The ways in which mergers and acquisitions occur do not include :
 - (A) Conglomerate takeover.
 - (B) Vertical integration.
 - (C) Diversification.
 - (D) Horizontal integration.

8. How do we calculate Economic Value Added (EVA) ?
- (A) $EVA = NOPAT - (WACC \times \text{Capital invested})$.
 - (B) $EVA = NOI - \text{Cost of capital}$.
 - (C) $EVA = EPS \times WACC$.
 - (D) $EVA = PER \times WACC$.
9. Economic value added indicates _____.
- (A) Value added to economy.
 - (B) Financial performance based on residual wealth.
 - (C) Net profit.
 - (D) Expected amount of dividend.
10. The acquisition of a firm in the same industry, but at a different stage of the production process is called :
- (A) Conglomerate.
 - (B) Forward.
 - (C) Vertical.
 - (D) Horizontal.
11. The distribution of shares in a subsidiary to existing parent company's stockholder is called _____.
- (A) Bear hug.
 - (B) Spin off.
 - (C) Buy out.
 - (D) Split off.
12. PAC stands for _____.
- (A) Persons acting on concert.
 - (B) Promoters acting in concert.
 - (C) Public announcement for consolidation.
 - (D) Public acting concert.
13. White knight relates to _____.
- (A) Green mail.
 - (B) Crown Jewel.
 - (C) Litigation.
 - (D) People pill.

14. The process by which company or organisation is divided and thereby becomes an independent business is called _____.
- (A) Spin out. (B) Spin off.
(C) Split off. (D) Sell off.
15. _____ is an acquisition in which management team of the company purchases assets and operation they manage.
- (A) LBO. (B) MBO.
(C) Demerger. (D) Stubs.
16. SGR stands for :
- (A) Sustainable growth rate. (B) Statutory growth rate.
(C) Stable growth rate. (D) Suitable growth rate.
17. The term trading on equity is generally used for _____ financial leverage.
- (A) Unfavourable. (B) Moderate.
(C) Less than 1. (D) Favourable.
18. Trading on equity implies having a _____ debt-equity ratio.
- (A) Low. (B) Medium.
(C) High. (D) Normal.
19. The return available from the project after the pay-back period is not considered in the case of _____.
- (A) Net present value. (B) Profitability index.
(C) Internal rate of return. (D) Pay-back period method.
20. The concept of EVA has been developed by _____.
- (A) Alfred Marshal. (B) Benjamin Fleming.
(C) Stern Steward. (D) Charles H. Dow.

FINAL YEAR M.Com. DEGREE EXAMINATION, APRIL/MAY 2021

(SDE)

M.Com.

MC 4E (F) 03—STRATEGIC FINANCIAL MANAGEMENT

(2015 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I (Descriptive Questions)

PART A

*Answer all questions.
Each question carries 2 marks.*

1. What is SVA ?
2. Explain about financial leverage.
3. What do you mean by leveraged leasing ?
4. Write a note on business risk.
5. What is Net Present Value ?

(5 × 2 = 10 marks)

PART B

*Answer any four questions.
Each question carries 10 marks.*

6. Explain The Net Operating Income Theory of Capital structure with example.
7. Explain various types of leasing.
8. Why companies opt for merger ? Explain.
9. Differentiate between NPV and IRR methods of evaluation.
10. Briefly explain the profit maximization and wealth maximization concepts of financial management.

Turn over

11. Find market value of the M/s. Sricharan Ltd. and overall cost of capital from the following information :

- Net Income Rs. 58,000.
- Debt - Rs. 3,00,000 at 8.9% p.a.
- Cost of Equity Share Capital - 14% p.a.

(4 × 10 = 40 marks)

PART C

*Answer any two questions.
Each question carries 15 marks.*

12. Discuss in detail why Leasing is better than buying.
13. XY Ltd. is intending to invest excess funds with it. Details of the alternative investment projects having a cost of 10% P.A. are given below :

	A	B
Initial Investment	30,000	45,000
Estimated Life	4 Years	5 Years
Scrap Value	2,000	3,500

Estimated cash inflows from the projects are as follows :

Year	A	B
1	12,000	15,000
2	15,000	12,000
3	10,000	11,000
4	7,000	10,000
5	—	8,500

PVF at 10%: 0.909, 0.826, 0.751, 0.683, 0.621, 0.564.

Suggest XY Ltd. the project which they can invest in.

14. M/s. Kumar Dhavan Ltd. Has assets in which it has capital invested of Rs. 100 crores. The after-tax operating income on assets-in-place is Rs. 15 crore. The return on capital employed of 15%, and company has a cost of capital of 10%. Estimate the present value of economic value added of the firm from its assets-in-place.

(2 × 15 = 30 marks)

FINAL YEAR M.Com. DEGREE EXAMINATION, APRIL/MAY 2021

(SDE)

M.Com.

MC 4C 15—COST MANAGEMENT

(2015 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I (Descriptive Questions)

PART A

*Answer all questions.**Each question carries 2 marks.*

1. What are cost drivers ?
2. Describe target costing.
3. What is inter-process profit ?
4. Explain business process re-engineering.
5. What are joint products and by-products ?

(5 × 2 = 10 marks)

PART B

*Answer any four questions.**Each question carries 10 marks.*

6. Explain the benefits of Activity Based Costing.
7. Briefly explain material variances.
8. Differentiate between job costing and process costing.
9. Explain the advantages of standard costing.
10. In process Y, 135 units were introduced at a cost of Rs. 2,080. The additional expenses incurred in this process amounted to Rs. 720. The normal process loss is 20 % of the units entered and the scrap is sold @ Rs. 3 per unit. The output during the process was 120 units and it was transferred to process Z. Prepare Necessary accounts.

Turn over

11. From the following particulars compute :

- (a) Material cost variance.
- (b) Material price variance.
- (c) Material usage variance.

Quantity of materials purchased	—	3000 units
Value of materials purchased	—	Rs. 9,000
Standard quantity of material required per tonne	—	30 units
Standard rate of material	—	Rs. 2.50 per unit
Opening stock of materials	—	nil
Closing stock of materials	—	500 units
Output during the period	—	80 tonnes

(4 × 10 = 40 marks)

PART C

Answer any two questions.

Each question carries 15 marks.

12. With the help of the following information, calculate : Equivalent production, Cost per unit and prepare Necessary accounts :

No. of units introduced in process A	3,000
Units completed and transferred to process B	2,100
No. of units in process at the end of the period	800
Normal process loss on units introduced	5 %
Stage of completion of closing work in progress :	
Material	70 %
Labour	50 %
Overheads	50 %
Value of scrap realized	Re. 1 per unit
Cost of material	Rs. 11,895
Wages	Rs. 6,125
Overheads	Rs. 7,350

13. What is product life cycle costing? Explain the phases of product life cycle costing.
14. In a manufacturing concern, the standard time fixed for a month is 8000 hours. A standard wage rate of Rs. 2.25 per hour has been fixed. During one month, 50 workers were employed and the average working days in a month are 25. A worker works for 7 hours in a day. Total wage bill of the factory for the month amounts to Rs. 2,1875. There was a stoppage of work due to power failure (idle time) for 100 hours. Calculate :
- (a) Labour cost variance.
 - (b) Rate of pay variance.
 - (c) Net labour efficiency variance.
 - (d) Idle time variance.

(2 × 15 = 30 marks)

CHMK LIBRARY UNIVERSITY OF CALICUT