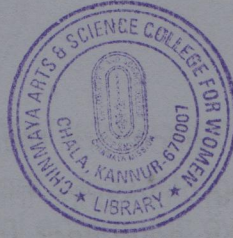


K20P 1138

Reg. No. :

Name :



III Semester M.Com. Degree (CBSS – Reg./Suppl./Imp.)
Examination, October 2020
(2014 Admission Onwards)
COM3C11 : MARKETING MANAGEMENT

Time : 3 Hours

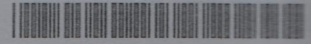
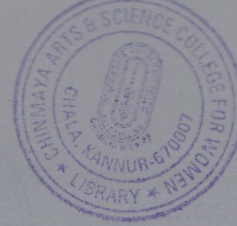
Max. Marks : 60

SECTION – A

Answer any four questions in this Section. Each question carries 1 mark for Part (a), 3 marks for Part (b) and 5 marks for Part (c).

1. a) What is marketing mix ?
b) Specify the importance of Marketing.
c) List out the ethical issues in Marketing.
2. a) What is viral marketing ?
b) Highlight the social oriented concept of Marketing.
c) Briefly explain the factors influencing buying behaviour.
3. a) What do you mean by consumer value ?
b) How does sales promotion differ from advertising ?
c) Describe the problems of rural marketing.
4. a) What is Marketing Myopia ?
b) Point out essential qualities of a Brand.
c) Detail the factors governing selection of channels of distribution.
5. a) What is consumer delight ?
b) Mention the qualities of a good advertisement copy.
c) Relationship marketing is about building lifelong relationships between a brand and its customers – Comment.

P.T.O.



6. a) Define salesmanship.
- b) Describe the features of Agricultural Marketing.
- c) What is product positioning ? Describe the importance of selecting a products line for gaining competitive advantage in FMCG industry India. (4×9=36)

SECTION – B

Answer the two questions in this Section. Each question carries 12 marks.

7. a) Discuss various stages in Product Life Cycle.

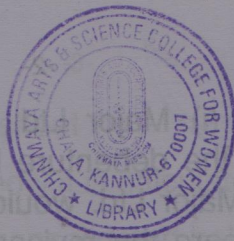
OR

- b) Explain the role of marketing intermediaries with example.

8. a) Enumerate the various methods of pricing.

OR

- b) Enumerate the causes of poor sales and suggest the measures for the increase in sales through effective promotional activities. (2×12=24)



K20P 1139

Reg. No. :

Name :

III Semester M.Com. Degree (CBSS – Reg./Suppl./Imp.)
Examination, October 2020
(2014 Admission Onwards)
COM3C12 – CORPORATE ACCOUNTING

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this Section. **Each** question carries **1** mark for Part a), **3** marks for Part b) and **5** marks for Part c) :

1. a) What is Purchase Consideration ?
- b) Explain the conditions for "Pooling of interest" method of Amalgamation.
- c) Given below are the balance sheets of Major Ltd. and Minor Ltd. as on 31-3-2018. Minor Ltd. was merged with Major Ltd. as on 1-4-2018 :

	Major Ltd.	Minor Ltd.		Major Ltd.	Minor Ltd.
	Rs.	Rs.		Rs.	Rs.
Share capital :			Sundry fixed		
Equity shares of Rs. 10	5,00,000	3,00,000	assets	6,00,000	4,00,000
Reserves and surplus	3,00,000	1,75,000	Non trade		
Export profit reserve	80,000	40,000	investments	1,50,000	1,00,000
12% debentures	1,20,000	1,25,000	Current assets :		
Trade creditors	1,00,000	60,000	Stock	2,00,000	1,50,000
Provision for taxation	1,00,000	50,000	Debtors	2,00,000	1,00,000
Proposed dividend	1,20,000	60,000	Bank balance	1,50,000	60,000
			Preliminary expenses	20,000	-
	13,20,000	8,10,000		13,20,000	8,10,000

P.T.O.



Other information : (i) Major Ltd., would issue sufficient number of debentures at par to the debenture holders of Minor Ltd. (ii) For every share of Minor Ltd., Major Ltd. would issue one share at a premium of Rs. 2 per share. Prepare the revised balance sheet of Major Ltd. after merger assuming it to be in the nature of purchase.

2. a) Who is a contributory ?
 b) Explain the different methods of liquidation.
 c) AB Ltd. went into liquidation with the following liabilities :

Secured creditors Rs. 40,000 (securities realised Rs. 50,000)

Preferential creditors Rs. 1,200

Unsecured creditors Rs. 61,000

Liquidation expenses Rs. 500

The liquidator is entitled to a remuneration of 3% on the amounts realised (including securities in the hands of secured creditors) and 1.5% on the amount distributed to the unsecured creditors. The various assets (excluding the securities in the hands of the secured creditors) realised Rs. 52,000. Prepare the liquidator's statement of account showing the payment made to unsecured creditors.

3. a) What is Double Account System ?
 b) Distinguish between Double Account System and Single Account System.
 c) From the following details relating to an electricity undertaking you are required to prepare Capital Account and General Balance Sheet as at 31st March 2018 under the Double Account System :

Authorised Capital : 8,000 shares of Rs. 100 each. Issued capital : 4,000 shares of Rs. 100 each fully paid (out of which 500 shares were issued during the year). 13% Debentures Rs. 2,00,000; Trade Creditors Rs. 50,000, Reserve Fund Rs. 1,00,000, Trade debtors Rs. 90,000 and Cash at Bank Rs. 50,000. Reserve Fund Investments (Cost) Rs. 1,00,000;

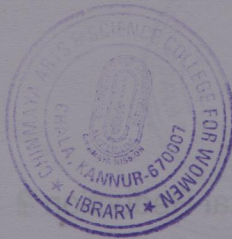
Market value Rs. 1,10,000, Stock Rs. 60,000.

Fixed assets – spent up to 31-3-2017; Machinery Rs. 3,00,000;
 Buildings Rs. 2,00,000;

Additions during the year Machinery Rs. 60,000, Buildings Rs. 10,000.

Depreciation Fund : Machinery Rs. 70,000; Buildings Rs. 10,000.

Profit and Loss Account Rs. 40,000.

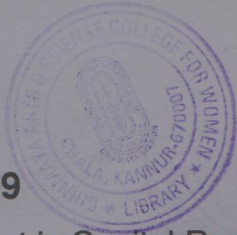


- 4. a) What is consolidated balance sheet ?
- b) What is Minority Interest and how it is calculated ?
- c) From the following prepare a consolidated balance sheet of X Ltd . and its subsidiary Y Ltd. :

Balance Sheet of X Co. Ltd. and Y Co. Ltd. as on 31-3-2018

	X Ltd.	Y Ltd.		X Ltd.	Y Ltd.
	Rs.	Rs.		Rs.	Rs.
Issued capital :			Land and buildings	15,20,000	—
Shares of			Plant and machinery	2,24,000	32,000
Rs. 80 each	16,00,000	1,60,000	Shares in Y Ltd.		
Reserves	8,00,000	—	(1,800 shares of		
P and L A/c	1,60,000	2,40,000	Rs. 80 each)	2,88,000	—
Sundry creditors	4,80,000	32,000	Current assets	10,08,000	4,00,000
	30,40,000	4,32,000		30,40,000	4,32,000

- 5. a) What is the treatment of Bonus in reduction of premium in Life Insurance Business ?
- b) Explain Reserve for unexpired risks in the context of General Insurance Business.
- c) A life insurance company disclosed a fund of Rs. 40,00,000 and the balance sheet total of Rs. 90,00,000 on 31-3-2019 before taking the following into consideration :
 - i) A claim of Rs. 20,000 was intimated and admitted but not paid during the year.
 - ii) A claim of Rs.12,000 outstanding in the books for 8 years is written back.
 - iii) Interest on securities accrued Rs. 1,600 but not received during the year.
 - iv) Rent of own buildings occupied Rs. 4,000.
 - v) Premium of Rs. 1,200 is payable under re-insurance.
 - vi) Re-insurance recoveries Rs. 52,000.
 - vii) Bonus utilised in reduction of premium Rs. 20,000.
 - viii) Agents commission to be paid Rs. 16,000. Calculate revised value of the Life Insurance Fund after adjusting the above omissions.



K20P 1139

-4-



6. a) What is Capital Reduction ?
b) Distinguish between Internal Reconstruction and External Reconstruction.
c) Following are the liabilities and assets of A Ltd. as on 31-3-2019 :

Liabilities	Rs.	Assets	Rs.
Share capital : 3,000 5% Preference shares of Rs. 100 each		Goodwill	22,500
6,000 Equity shares of Rs. 100 each	6,00,000	Land and Buildings	3,00,000
6% Debentures	1,50,000	Machinery	4,50,000
Bank overdraft	1,50,000	Stock	65,000
Creditors	75,000	Debtors	70,000
		Cash	7,500
		Surplus A/c	3,60,000
	12,75,000		12,75,000

On the above date, the company adopted the following :

- The Preference shares are to be reduced to fully paid shares of Rs. 75 each and Equity shares are to be reduced to shares of Rs. 40 each fully paid.
- The debenture holders took over stock and debtors in full satisfaction of their claims.
- The fictitious and intangible assets are to be eliminated.
- The land and buildings to be appreciated by 30% and Machinery to be depreciated by 33%.
- The expenses of reconstruction amounted to Rs. 4,500.

Pass Journal Entries.

(4×9=36)



SECTION – B

Answer the **two** questions in this Section. **Each** question carries **12** marks :

7. a) The Green Ltd. is absorbed by the Yellow Ltd. Given below are the Balance Sheets of the companies taken after revaluation of their assets on a uniform basis :

	Green Ltd. Rs.	Yellow Ltd. Rs.		Green Ltd. Rs.	Yellow Ltd. Rs.
Authorised capital :			Sundry assets	17,83,500	44,00,000
Shares of Rs. 10 each	<u>10,00,000</u>	<u>60,00,000</u>	Cash at bank	20,000	1,30,000
Paid up capital :			Preliminary expenses		
9,000 shares of Rs. 100 each, Rs. 80 paid up	7,20,000	-	(not written off)	15,000	-
40,000 shares of Rs. 100 each. Rs. 60 paid up	-	24,00,000	Discount on issue of shares (not written off)	-	20,000
Reserve fund	6,50,000	13,00,000			
Profit and Loss A/c	2,78,500	6,40,000			
Creditors	1,40,000	2,10,000			
Bills payable	30,000	-			
	18,18,500	45,50,000		18,18,500	45,50,000

The holder of every three shares in the Green Ltd. was to receive five shares in the Yellow Ltd. plus as much cash as is necessary to adjust the rights of share holders of both the companies in accordance with the intrinsic values of the shares as per respective Balance Sheets. Journalise the above transactions in the books of Yellow Ltd. and prepare the balance sheet of Yellow Ltd. giving effect to the above scheme of absorption.

OR



- b) From the balance sheets and information given below prepare consolidated balance sheet :

Balance Sheet as at 31-3-2018

	H Ltd. Rs.	S Ltd. Rs.		H Ltd. Rs.	S Ltd. Rs.
Share capital :			Fixed assets	4,00,000	60,000
Shares of Rs. 10			Stock	3,00,000	1,20,000
each fully paid	5,00,000	1,00,000	Debtors	75,000	85,000
Profit and loss	2,00,000	60,000	Bills receivable	20,000	-
Reserves	60,000	40,000	Shares in S Ltd.		
Bills payable	-	15,000	7,500 at cost	75,000	-
Creditors	1,10,000	60,000	Preliminary expenses	-	10,000
	8,70,000	2,75,000		8,70,000	2,75,000

Additional Information :

- The Bills accepted by S Ltd. are all in favour of H Ltd.
- The Stock of H Ltd. includes Rs. 25,000 bought from S Ltd. at a profit to the latter of 20% on sales.
- All the profit of S Ltd. has been earned since the shares were acquired by H Ltd. But there was already a reserve of Rs. 40,000 at that date.

8. a) On January 31st 2018 a compulsory order for winding up was made against X Co. Ltd., the following particulars being disclosed.

	Book Value Rs.	Estimated to Produce Rs.
Cash in hand	100	100
Debtors	4,000	3,600
Land and Buildings	60,000	48,000
Furniture and fixtures	20,000	20,000
Unsecured creditors	20,000	
Debentures :		
Secured on land and buildings	42,000	
Secured on floating charge	10,000	
Preferential creditors	6,000	
Share capital (3,200 shares of Rs. 100 each)	3,20,000	

Estimated liability for bills discounted was Rs. 6,000 estimated to rank at Rs. 6,000. Other contingent liabilities were Rs. 12,000 estimated to rank at Rs. 12,000. The company was formed on the first day of January 2013 and has made losses of Rs. 3,13,900. Prepare statement of affairs and Deficiency Account.

OR



K20P 1139

b) Prepare a Revenue Account in respect of Fire Business from the following details for the year 2019-20 :

	Rs.
Reserve for unexpired risks on 1-4-2019 @ 50%	1,80,000
Additional reserve	36,000
Estimated liability for claims intimated on 1-4-2019	31,000
Estimated liability for claims intimated on 31-3-2020	42,000
Claims paid	3,65,000
Legal expenses	6,000
Re-insurance Recoveries	32,000
Medical expenses	4,000
Bad debts	800
Premium recovered	4,86,000
Premiums on re-insurance accepted	32,000
Premiums on re-insurance ceded	43,000
Commission on direct business	48,600
Commission on re-insurance accepted	1,600
Commission on re-insurance ceded	2,150
Expenses of management	90,000
Interest, dividends and rent	24,000
Profit on sale of investment	3,000
Create Reserve on 31-3-2020 to the same extent as on 1-4-2019.	

(2x12=24)



K20P 1140

Reg. No. :

Name :

III Semester M.Com. Degree (CBSS – Reg./Suppl./Imp.)

Examination, October 2020

(2014 Admission Onwards)

COM3C13 – INCOME TAX LAW AND PRACTICE

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer any four questions in this Section. Each question carries 1 mark for Part (a), 3 marks for Part (b) and 5 marks for Part (c).

1. a) Who is a deemed assessee ?
b) How would you determine the residential status of an H.U.F. ?
c) Mr. P is a not- ordinarily resident in India for the P.Y 2019-2020. He had the following incomes during the previous year.

	Rs.
i) Salary earned and received in Singapore	6,00,000
ii) Profit on sale of a property in Thailand	2,00,000
iii) Income from a house property in India	1,70,000
iv) Income from a business in Mumbai	3,00,000
v) Income from a business in Hong Kong (controlled from India)	2,70,000
vi) Dividend from a Japanese company	1,00,000
vii) Profit from a business in Chennai (controlled from Hong Kong)	8,00,000
viii) Share of profit from an H.U.F.	2,00,000

Compute the Total Income of Mr. P for the A.Y. 2020-21.

2. a) Give any two examples for fully exempted allowances.
b) Explain the provision on the taxability of gratuity under Section 10 (10) of the Income Tax Act, 1961.
c) Mr. B furnishes the following information on his income for the year 2019-2020.
i) Basic salary Rs. 1,00,000
ii) Employer's contribution to Recognised Provident Fund Rs. 10,000
iii) Interest on P.F. Balance at 9.5% p.a. Rs. 9,500
iv) Travelling allowance Rs. 2,400
v) City Compensatory Allowance Rs. 10,000
vi) Bonus Rs. 15,000
vii) Entertainment allowance Rs. 5,000

P.T.O.



- viii) Unfurnished house at Patna for which the employer pays a rent of Rs. 2,500 p.m. but recovers only Rs. 200 p.m. from his salary.
 ix) Free gas and electricity provided by employer at a cost of Rs. 500 p.m.
 x) The employer has provided a small car for official and private purposes. The expenses of private purposes are met by Mr. B himself.
 Compute the Taxable Salary of Mr. B for the A.Y. 2020-2021.

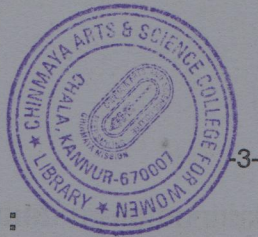
3. a) What is the Annual Value of a self-occupied house ?
 b) Explain the deductions available from the annual value of a let out house property.
 c) Mr. H owns a house property at Salem which is let out for residential purposes. The particulars of the property are as follows :

	Rs.
i) Annual rent	60,000
ii) Municipal value	48,000
iii) Municipal tax paid by the tenant	4,000
iv) Repairs incurred by the tenant	3,000
v) Expenses paid by Mr. H :	
Fire insurance premium	2,000
Water charges	5,400
Lift maintenance	2,400
Collection charges	1,000
vi) On 1.08.2019 he recovered unrealized rent of Rs. 4,500 which was earlier allowed as a deduction	

Compute the Income from House Property of Mr. H for the A.Y. 2020-2021.

4. a) What is unabsorbed depreciation ?
 b) Explain the provision regarding deductions to be allowed in respect of expenditure on scientific research.
 c) Mr. K is an advocate in Mumbai. He has prepared the following Income and Expenditure Account for the year ending 31st March, 2020.

	Rs.		Rs.
To Office expenses	1,30,000	By Fees from clients	3,25,000
To Charity	20,000	By Special fees for being	
To Donation	1,00,000	Notary Public	2,60,000
To Household expenses	60,000	By Gifts from clients	20,000
To Telephone expenses	10,000	By Interest from bank	1,30,000
To Income tax	42,000	By Salary as lecturer	60,000
To Rent	4,000	By House rent	15,000
To Electricity charges	6,000		
To Salary to staff	26,000		
To Purchase of motor car	3,00,000		
To Life Insurance Premium	4,000		
To Excess of Income over Expenditure	1,08,000		
	8,10,000		8,10,000



Other information :

- i) Mr. K lives in one-half of the house and the other half is used as his office. Rent and electricity are in respect of this house.
 - ii) Half of the car expenses are for personal use.
 - iii) Depreciate motor car by 15%
- Compute the Income from Profession of Mr. K.

5. a) What are deemed incomes ?

b) Mr. D gives the following information :

Building purchased in 2005-06	Rs. 2,50,000
Sold in December 2019	Rs. 30,62,500
Purchased bonds of NHAI in April, 2020, Redeemable after 5 years	Rs. 24,00,000

C.I.I. for 2005-06 is 117 and for 2019-20 is 289. Compute the Taxable Capital Gain.

c) Explain any five differences between short term capital gain and long term capital gain.

6. a) What is Section 80 U ?

b) Explain the provisions regarding clubbing of income of a minor child.

c) Mrs. Q furnishes the following particulars of her income during the P.Y. 2019-2020.

	Rs.
i) Royalty from mining	36,000
ii) Income from units of mutual fund	16,000
iii) Winnings from lottery (net)	2,80,000
iv) Family pension p.m.	6,000
v) Dividend from Tata Tea Ltd.	16,000
vi) Rent from sub-letting (rent paid Rs. 500 p.m.)	9,600
vii) Income from agriculture in Punjab	60,000
viii) Interest on Bank Deposits (net)	36,000

Compute her Income from Other Sources for the A.Y 2020-2021. (4×9=36)

SECTION – B

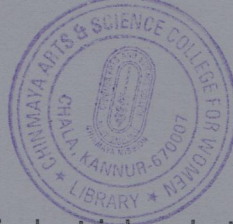
Answer any two questions in this Section. Each question carries 12 marks.

7. Enumerate any 12 fully exempted incomes.

OR

Compute the tax liability of Mr. Gupta of 86 years for the A.Y 2020-2021.

	Rs.
i) Agricultural income in India	5,00,000
ii) Rent received from house property	1,20,000



iii) Profit from an industrial undertaking before deducting the following :		6,00,000
Depreciation as per Income Tax Act	20,000	
Business loss brought forward	50,000	
iv) Profit from jewellery business		4,70,000
v) Capital gains :		
Short term u/s 111A	10,000	
Long term	<u>90,000</u>	1,00,000
vi) Loss from speculative business		50,000
vii) Interest on Govt. securities		30,000
viii) Interest from post office		25,000
ix) Winnings from horse race		50,000
x) Payment towards pension fund of LIC		12,000
xi) Payment by cheque to mediclaim insurance premium of his wife aged 81 years		35,000
xii) Deposit in PPF account of his wife		1,00,000

8. Explain the provisions regarding set off and carry forward of losses.

OR

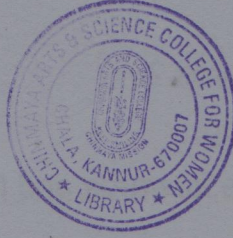
The following details have been supplied by Sri Nawal, the Karta of an H.U.F. You are required to compute the Total Income of the family and its tax liability for the A.Y. 2020-2021.

	Rs.
Profit from the business of purchase and sale of shares	8,60,000
Security Transaction Tax paid on above	2,40,000
Short term capital gains	7,500
Long term capital gains	9,000
Long term capital loss	7,700
Rent received from house property	21,000
Local tax paid on the above house property	3,000
Interest received on Govt. securities	9,000
Interest on loan taken to purchase the above securities	6,000
Interest on Savings Bank Account	20,000
Donation to Jawaharlal Nehru Memorial Trust by cheque	6,000
Premium paid on life insurance policy of Karta	3,060

(2×12=24)

Reg. No. :

Name :



III Semester M.Com. Degree (CBSS – Reg./Suppl./Imp.) Examination,
October 2020
(2017 Admission Onwards)
COM3C14 : DERIVATIVES AND RISK MANAGEMENT

Time : 3 Hours

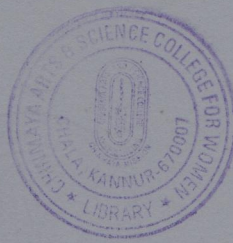
Max. Marks : 60

SECTION – A

Answer any four questions in this Section. Each question carries 1 mark for Part (a), 3 marks for Part (b) and 5 marks for Part (c).

1. a) Explain the term performance bond.
b) What do you mean by “straddle” ?
c) What do you mean by Monte Carlo valuation ?
2. a) What do you mean by Quasi-arbitrage ?
b) Explain spot price.
c) What do you mean by Imperfect hedge ? Explain the reason for imperfect hedging.
3. a) What do you mean by options ?
b) What do you mean by put options and call options ?
c) Explain the term option writer and what are the risk factors of option writer ?
4. a) Expand and explain FTSE.
b) What do you mean by commodity feature ?
c) What are the different types of margin in future contract ?
5. a) What do you mean by European option ? Explain its features.
b) Explain the parties in option contract.
c) How do you classify option and future ?

P.T.O.



6. a) What is meant by forwards ?
 b) Explain the term hedging.
 c) How do you classify the forwards and future ?

(4×9=36)

SECTION – B

Answer any two questions in this Section. Each question carries 12 marks.

7. a) What are the advantages and disadvantages of derivatives ? Explain.

OR

- b) What is the price of a European put option on a non-dividend paying stock when the stock price is Rs. 69, the strike price is Rs. 70, the risk-free interest rate is 5% per annum, the volatility is 35% per annum, and the time to maturity is six months ?

8. a) What are the different option strategies ? Explain in detail.

OR

- b) The price, strike price and time until expiration are given below for 3 European call options on the same non-dividend paying stock.

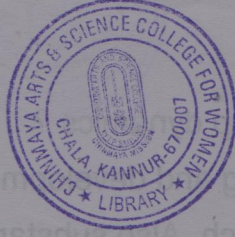
	Option Price	Strike Price	Expiration
Option A	8.00	50.00	1 year
Option B	7.70	52.00	1.5 years
Option C	7.50	53.00	2.0 years

An arbitrageur sees an arbitrage opportunity and therefore buys or sells exactly one of Option B at time 0. Subsequently, the actual stock prices emerge as described in the table below :

Time	Stock Price
1 year	50.00
1.5 years	52.50
2.0 years	52.50

The continuously compounded risk-free rate of return is 6%. Arbitrage profits are accumulated at the risk-free rate of return. Determine the value of the arbitrage profits at the end of 2 years.

(2×12=24)



K20P 1143

Reg. No. :

Name :

**III Semester M.Com. Degree (CBSS – Reg./Suppl./Imp.)
Examination, October 2020
(2014 Admission Onwards)
COM3C15 : HUMAN RESOURCE MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

SECTION – A

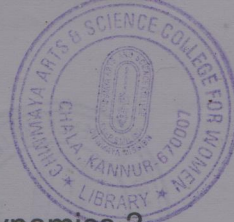
Answer **any four** questions in this Section :

Each question carries 1 mark for Part (a), 3 marks for Part (b) and 5 marks for Part (c) :

1. a) What is HR Audit ?
b) “HR Sourcing is important in recruitment to improve quality of hiring” – Elucidate.
c) Furnish the objectives of HR Records.
2. a) What is Performance Appraisal ?
b) Discriminate between promotion and transfer.
c) State the prominent handicaps of HRP.
3. a) What do you mean by training ?
b) What do you mean by 360 degree appraisal ?
c) Briefly explain Hot Stove rule.
4. a) What is TQM ?
b) Distinguish between Dismissal and Retrenchment.
c) Elaborate the importance of suggestion scheme.
5. a) What do you mean by attitudinal training ?
b) Differentiate between HRM and HRD.
c) Point out the emerging issues in HRM.

P.T.O.

K20P 1143



6. a) What do you mean by Group dynamics ?
- b) Distinguish between training and development.
- c) Define the term HR Research. Also substantiate the need for it. **(4×9=36)**

SECTION – B

Answer the **two** questions in this Section :

Each question carries **12** marks :

7. a) What are the causes of grievances ? Explain the grievance handling procedures.

OR

- b) How will you identify the training need of manufacturing organisation ? Explain important training methods.

8. a) Detail the process of recruitment.

OR

- b) In the present scenario, HR managers perform a variety of responsibilities – Discuss them. **(2×12=24)**