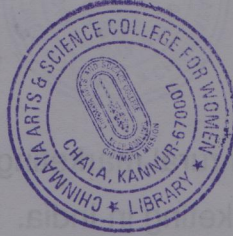




K21P 1027

Reg. No. : .....

Name : .....



**III Semester M.Com. Degree (CBSS – Reg./Suppl./Imp.)**  
**Examination, October 2021**  
**(2018 Admission Onwards)**  
**COM3C11 : MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

**SECTION – A**

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

1. a) Define Marketing Mix.  
b) Explain Strategic Marketing Planning.  
c) Describe Marketing Management Process.
2. a) Define Consumer Decision Making.  
b) Explain Consumer Value.  
c) Describe Consumer Satisfaction and Consumer Delight.
3. a) Define a Brand.  
b) Explain Marketing Myopia.  
c) Describe functions of packaging.
4. a) Define Price Lining.  
b) Explain Pricing Policy.  
c) Describe different pricing methods.
5. a) Define Distribution Mix.  
b) What are Marketing Channels ?  
c) Explain Recent Trends in Channel Management.

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6. a) Define Rural Market.  
b) What are the problems of rural marketing in India ?  
c) Describe agricultural marketing in India.

(4×9=36)

SECTION – B

Answer the following questions. **Each** question carries **12** marks.

7. a) Explain Social, Environmental and Ethical Issues in marketing.

OR

- b) Explain Product Life Cycle.

8. a) Explain the status of Consumer Protection in India.

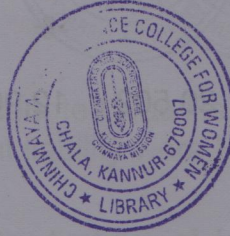
OR

- b) Discuss factors considered for the selection of advertising media. (2×12=24)





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Reg. No. : .....

Name : .....

**III Semester M.Com. Degree (CBSS – Reg./Suppl./Imp.)**  
**Examination, October 2021**  
**(2018 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) Define the term Amalgamation.  
 b) Distinguish between amalgamation by merger and by purchase.  
 c) On 31<sup>st</sup> March 1999, X Ltd. was absorbed by Y Ltd., the later taking over all the assets and liabilities of the former on book values. The consideration for the business was fixed at Rs. 4,00,000 to be discharged by the transferee company in the form of its fully paid-up equity shares of Rs. 10 each, to be distributed among the shareholders of the transferor company, each shareholders getting two shares for every one share held in the transfer company. The of the two companies as on 31<sup>st</sup> March 1999 stood as under :

Liabilities	Y Ltd.	X Ltd.	Assets	Y Ltd.	X Ltd.
Authorised			Goodwill	2,00,000	60,000
Share Capital	15,00,000	5,00,000	Plant and		
Issued and			Machinery	4,12,000	1,00,000
Subscribed			Furniture	80,000	30,000
Capital of			Stock in		
Rs. 10 each	9,00,000	2,00,000	Trade	2,65,500	60,000
General			Sundry		
Reserve	1,80,000	50,000	Debtors	2,21,200	46,000

P.T.O.





Profit and Loss	20,502	12,900	Prepaid		
Workmen			Insurance	—	700
Compensation			Income Tax		
Fund	12,000	9,000	Refund	—	6,000
Sundry Creditors	58,567	30,456	Cash in Hand	869	356
Staff Provident			Cash at Bank	14,000	8,300
Fund	10,200	4,000			
Provision for					
Taxation	12,300	5,000			
	<b>11,93,569</b>	<b>3,11,356</b>		<b>11,93,569</b>	<b>3,11,356</b>

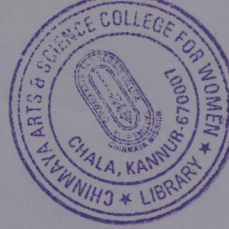
Amalgamation expenses amounting to Rs. 1,000 were paid by Y Ltd.  
You are required to :

Prepare Realisation Account and Equity Shareholders Account in the book of X Ltd. Prepare the Balance Sheet of Y Ltd. after amalgamation in the nature of merger.

2. a) Explain the meaning of reconstruction of a company. What are its types ?  
b) Distinguish between Absorption and Reconstruction of Companies.  
c) On January 31, 1998 a compulsory winding-up was made against X Company limited, the following particulars being disclosed :

	Book Value	Estimate to Produce
Cash in hand	100	100
Debtors	4,000	3,600
Land and Building	60,000	48,000
Furniture	20,000	20,000
Unsecured Creditors	20,000	—
Debentures :		
Secured on Land and Building	42,000	—
Secured on Floating Charge	10,000	—
Preferential Creditors	6,000	—
Share capital @ Rs. 10 each	3,20,000	—





Estimated liability for bills discounted was Rs. 6,000 estimated to rank at Rs. 6,000. Other contingent liability were Rs. 12,000 estimated to rank at Rs. 12,000.

The company was formed on the first day of January 1993 and has made losses of Rs. 3,31,900.

Prepare statement of affairs and deficiency account.

- 3. a) What do you mean by liquidation of a company ?
- b) Describe the different modes of winding up.
- c) Balance Sheet of H Ltd. and S Ltd. On 31<sup>st</sup> March 1999 were as follows :

Liabilities	H Ltd.	S Ltd.	Assets	H Ltd.	S Ltd.
Share capital			Land and		
10% preference			Building		
shares of			at cost	3,10,000	1,60,000
Rs. 100 each	-	1,00,000	Machinery		
Equity Shares of			less 10%		
Rs. 100 each	10,00,000	4,00,000	depreciation	2,70,000	1,35,000
General Reserve	1,00,000	50,000	3000 Shares		
Profit and Loss			in S Ltd.	4,50,000	-
balance on 1-4-98	40,000	30,000	Stock at cost	2,20,000	1,50,000
Profit for 98-99	2,00,000	80,000	Sundry		
Sundry Creditors	1,50,000	70,000	Debtors	1,55,000	90,000
			Cash and		
			Bank balance	85,000	1,95,000
	<b>14,90,000</b>	<b>7,30,000</b>		<b>14,90,000</b>	<b>7,30,000</b>

H Ltd. acquired 3000 equity shares in S Ltd. On 1<sup>st</sup> October 1998, as on the date of acquisition, H Ltd. found that the value of land and buildings and machinery of S Ltd. should be Rs. 1,50,000 and 1,92,000 respectively.

Prepare a consolidated Balance Sheet as on 31<sup>st</sup> March 1999 taking into consideration the fact that assets are to be taken at their proper values.

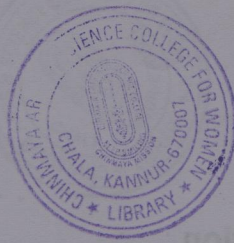




4. a) What are the salient features of Double Account System ?  
 b) What are the advantages and disadvantages of Double Account System ?  
 c) How does Double Account System differ from Single Account System and Double Entry System ?
5. a) Define a holding company.  
 b) How would you ascertain the amount of minority interest ?  
 c) The following balances are extracted from the books of City Light Supply Corporation as on 31<sup>st</sup> March 2000.

Equity shares		1,64,700	
Debentures		60,000	
Sundry creditors on open account		300	
Depreciation Account		75,000	
Capital expenditure on 31-03-1999	2,85,000		—
Capital expenditure during 1999-2000	18,300		—
Sundry debtors for current supplied	12,000		—
Other debtors	150		—
Stores in hand	1,500		—
Cash in hand	1,500		—
Cost of generation of electricity	9,000		—
Cost of distribution of electricity	1,500		—
Rent, rates and taxes	1,500		—
Management expenses	3,600		—
Depreciation	6,000		—
Interest on debentures	3,000		—
Interim dividend	6,000		—
Sale of current	—	39,000	
Meter rent	—	1,500	
Balance of Net Revenue Account as on 1 <sup>st</sup> April 1999	—	8,550	
<b>Total</b>	<b>3,49,050</b>	<b>3,49,050</b>	





Prepare :

- a) Capital Account
  - b) Revenue Account
  - c) Net Revenue Account
  - d) General Balance Sheet from the above Trial Balance.
6. a) What is life assurance fund ?
- b) What is the basic difference between Life Insurance and General Insurance ?
- c) What is meant by reinsurance ? How it is helpful to insurance companies ?

SECTION – B

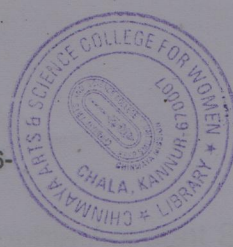
Answer **any two** of the following. **Each** carries **12** marks.

7. a) A Ltd. and B Ltd. were amalgamated on and from 1<sup>st</sup> April 2000. A new company AB Ltd. was formed to takeover the business of existing companies. The Balance Sheet of A Ltd. and B Ltd. on 31st March 2000 are given below :

(figures in thousands)

	A Ltd.	B Ltd.		A Ltd.	B Ltd.
Share capital			Fixed assets	4,800	3,200
of Rs. 10 each	2,400	1,600	Less : Dep.	800	600
12% Preference				4,000	2,600
Share of			Investments	1,600	600
Rs. 100 each	1,200	800	Stock	1,200	600
Capital Reserve	800	600	Debtors	1,600	800
General Reserve	1,200	600	Cash at Bank	1,200	600
Profit and Loss	400	200			
Secured loans	1,600	800			
Trade creditors	1,200	400			
Tax provision	800	200			
	<b>9,600</b>	<b>5,200</b>		<b>9,600</b>	<b>5,200</b>



**Other Information :**

- 1) Preference shareholders of the two companies are issued equivalent number of 15% preference shares of AB Ltd. at an issued price of Rs. 125 per shares.
- 2) AB Ltd. will issue one equity shares of Rs. 10 each for every shares of A Ltd. and B Ltd. The shares are issued at a premium of Rs. 5 per shares.

Prepare the Balance Sheet of AB Ltd. on the assumption that the amalgamation is in the nature of merger.

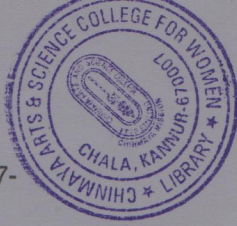
OR

- b) The following information was extracted from the book of a limited company on 31<sup>st</sup> December, 1998 on which date a winding up order was made.

Cash in hand	5,000
Stock in trade (estimated to produce Rs. 15,000)	20,000
Fixture and Fittings (estimated to produce Rs. 2,100)	3,000
Plant and Machinery (estimated to produce Rs. 15,600)	15,000
Land and Building (estimated to produce Rs. 45,000)	30,000
Book debts (estimated to produce Rs. 5,200)	6,200
Unsecured creditors	70,000
Preferential creditors	2,000
Creditors fully secured (Value of securities Rs. 11,000)	9,000
Creditors partly secured (Value of securities Rs. 6,000)	10,000
Bank overdraft, secured by second charge on all the assets of the company	8,000
10% debentures secured by floating charge on all the assets of the company (interest paid)	50,000
Equity share capital-6000 shares of Rs. 10 each	60,000
11% preference share capital - 6500 shares of Rs. 10 each	65,000
Calls in arrears on equity shares (estimated to produce Rs. 1,000)	2,500

Make out Statement of Affairs as regards to creditors and contributories.





8. a) Explain the following items :

- i) Money at call and short notice
- ii) Discounting of bills
- iii) Acceptance, endorsement
- iv) Inter-office adjustments,
- v) Non-banking assets
- vi) Rebate on bills discounted.

OR

b) Write notes on :

- i) Contingency reserve
  - ii) Capital base
  - iii) Development reserve
  - iv) Tariffs and dividend control reserve
  - v) Depreciation reserve
  - vi) Restriction on dividends.
-





K21P 1029

Reg. No. : .....

Name : .....

**III Semester M.Com. Degree (CBSS – Reg./Suppl./Imp.)**  
**Examination, October 2021**  
**(2018 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) What is assessment year ?  
b) How would you determine the residential status of a company ?  
c) Mr. Raghu, who was born and brought up in India, went for further studies to U.K on 1<sup>st</sup> March, 2018 and came back to India on 1<sup>st</sup> October, 2019 early in the morning. Determine his residential status for the A.Y 2020-2021 by stating the rules thereunder.
2. a) What is transferred balance ?  
b) Explain the provision on the treatment of encashment of earned leave.  
c) Mr. John is employed in a company in Hyderabad on a basic salary of Rs. 20,000 p.m. He is getting D.A of Rs. 1,000 p.m. The company paid the annual premium of Rs. 10,000 on the life insurance policy of Mr. John. His two children are getting free education in a school owned by the company. The cost of education per child is Rs. 800 p.m. He was also provided with a free unfurnished house with a fair value of Rs. 30,000. The company has allotted him 1000 shares of the company @ Rs. 100 per share, the FMV of shares being Rs. 150 per share.

Compute the taxable salary of Mr. John for the A.Y. 2020-2021.

P.T.O.





3. a) What is Gross Annual Value ?
- b) What is pre-construction period ? Explain the provision regarding the admissibility of interest for pre-construction period.
- c) Mr. Abu owns a big house having a municipal value of Rs. 80,000 while the standard rent is Rs. 90,000. The house is used as follows :
- 25% portion for self-residence
  - 25% portion for his business purpose
  - 25% portion let out for residential purpose @ Rs. 2,000 p.m
  - 25% portion let out for a commercial purpose @ Rs. 2,000 p.m

Municipal tax paid is Rs. 9,000. Interest taken on loan for the purchase of the house is Rs. 24,000. Compute the income from house property of Mr. Abu for the A.Y. 2020-2021.

4. a) What is block of assets ?
- b) Explain the provision regarding deductions to be allowed in respect of expenditure on family planning.
- c) Mr. A furnished the following particulars for the A. Y. 2020-2021 :

	Rs.
Loss from business	2,00,000
Loss from specified business	70,000
Depreciation allowance for the current year	40,000
Income from house property (computed)	4,00,000
Items carried forward from the earlier years :	
Business loss for the A. Y. 2016- 17	2,40,000
Unabsorbed depreciation for the A. Y. 2017-18	1,00,000

Compute the gross total income of Mr. A for the A. Y. 2020-2021.

5. a) What are casual incomes ?
- b) How would you compute agricultural income out of the composite income of the following business :
- Sugar factory which uses sugarcane cultivated in its own farm.
  - Growing and manufacturing of centrifuged latex.
  - Growing and manufacturing of tea.





- c) Mr. Gupta built a house in 2001-02 at a cost of Rs. 2,00,000 for self-residence. On 1<sup>st</sup> August, 2019 he sold his house for Rs.15,00,000 and purchased a new flat on 1<sup>st</sup> January, 2020 for Rs. 5,00,000. Stamp fee paid Rs. 50,000 for registration. He paid 2% brokerage on sale and purchase of the property. Compute his capital gains.
6. a) What do you mean by clubbing of income ?  
b) Explain the provisions regarding set off of losses.  
c) From the following information, compute income from other sources of Mr. Akalank for the A. Y. 2020-2021 :  
a) Gift of Rs. 50,000 from his friend.  
b) Gift of jewellery worth Rs. 2,00,000 from his fiancée.  
c) Gift of Rs. 21,000 each from his two friends on his marriage.  
d) Gift of Rs. 68,000 from his father's brother.  
e) Rs. 8,000 as interest on government securities.  
f) Rs. 8,100 as interest on tax free debentures of GE Ltd. (not listed)  
g) Winning from lottery Rs. 70,000 (net).  
h) Interest on Post Office Savings Bank A/c Rs. 4,000.  
i) Family pension Rs. 60,000.

(4×9=36)

SECTION – B

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

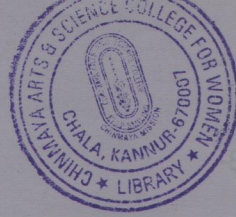
7. Explain the deductions available to an individual under section 80 of the Income Tax Act, 1961.

OR

Compute the tax liability of Mr. R for the A.Y. 2020-2021 under each of the following cases :

- i) Total Income Rs. 2,20,000 and Agricultural Income Rs. 20,000  
ii) Total Income Rs. 2,80,000 and Agricultural Income Rs. 4,000  
iii) Total Income Rs. 12,00,000 and Agricultural Income Rs. 40,000





8. Explain the capital gains which are exempt from tax.

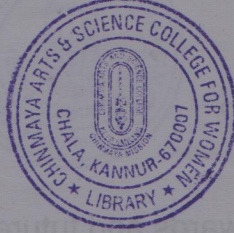
OR

The following particulars have been submitted by Mr. Ram Lal in the capacity of Karta of an H.U.F. Compute the total income of the H.U.F. for the Assessment Year 2020-21

- i) Profit from family business Rs. 30,000 after charging an amount of Rs. 6,000 given as salary to Karta's brother who has helped in the family business.
- ii) Income from separate business Rs. 36,000 carried on by a brother of Karta in his individual capacity. Funds were provided to him by H.U.F. Interest received by H.U.F. on the above funds advances Rs. 5,000.
- iii) Director's fee received by Karta Rs.5,000
- iv) Interest received on loan Rs. 400
- v) Long term capital gain Rs. 20,800
- vi) Donation to a charitable institution Rs. 8,000 by cheque which is approved u/s 80 G .
- vii) Rent of a property let out is Rs. 15,000 p.a., municipal taxes paid in respect of the house Rs. 1,500 and interest on loan taken to repair the house is Rs. 1,800.
- viii) Dividend from Indian company Rs. 10,000 (Gross)
- ix) Interest received on tax-free debentures of an Indian company Rs. 9,000
- x) Municipal value of the self-occupied house of the family Rs. 45,000. Interest on loan taken to repair the house is Rs. 7,500. **(2×12=24)**



K21P 1030



Reg. No. : .....

Name : .....

**III Semester M.Com. Degree (CBSS – Reg./Suppl./Imp.)  
Examination, October 2021  
(2018 Admission Onwards)**

**COM 3C14 : 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 exotic options.  
b) What do you mean by “strangle” ?  
c) What do you mean by “collar width” ?
2. a) Explain the term ‘out-of-money’.  
b) Differentiate between hedging and speculations.  
c) Explain the risk involved in derivative markets.
3. a) What do you mean by ration spread ?  
b) Expand and explain STRIPS.  
c) Differentiate between forwards and futures.
4. a) Expand and explain FTSE.  
b) What do you mean by commodity feature ?  
c) What is call options ? What are its features ?
5. a) What do you mean by American option ? Explain its features.  
b) Explain the parties in future contract.  
c) What is put bear spread ? Explain its features.

P.T.O.



K21P 1030



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) Define currency futures. What are its features ? Discuss the hedging with currency futures.

OR

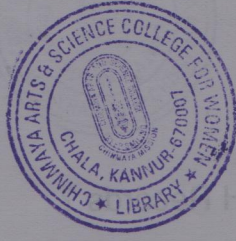
- b) Current market price of the shares of A Ltd. is Rs. 100 and an option with exercise price of Rs. 115 for a call option with twelve months to expiration. It is expected that spot price of these shares at the end of three months from now might increase by 60% of the current spot price or it might decline by 20% of the current spot price. If risk free rate of interest is 10% p.a., find out the price of the call option.

8. a) Discuss the regulatory framework of derivative trading in India.

OR

- b) Explain briefly the different classification of options. (2×12=24)





K21P 1031

Reg. No. : .....

Name : .....

**III Semester M.Com. Degree (CBSS – Reg./Suppl./Imp.)  
Examination, October 2021  
(2018 Admission Onwards)**

**COM3C15 : HUMAN RESOURCE MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

**SECTION – A**

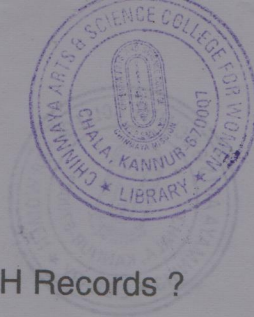
**Each** question carries **1** mark for Part **(a)**, **3** marks for Part **(b)** and **5** marks for Part **(c)**.

1. a) Define Performance Appraisal.  
b) Explain HR Planning Process.  
c) Describe the methods and techniques of Performance Appraisal.
2. a) Define Training.  
b) Explain Training Process  
c) Describe organisation and planning of Training Function.
3. a) Define Training Climate  
b) Explain developing training modules.  
c) Describe different kinds of Technical Training.
4. a) Define Grievance.  
b) Explain the causes of Grievance.  
c) Describe the Procedure of Grievance Handling.
5. a) Define HR Outsourcing.  
b) What are the legal requirements of HR Outsourcing ?  
c) Explain the liabilities of Contractors and Companies with respect to HR Outsourcing ?

P.T.O.



K21P 1031



6. a) Define Group Dynamics.
- b) What are the objectives of H Records ?
- c) Describe the methods of HR Audit.

(4×9=36)

SECTION – B

Answer the following questions. **Each** question carries **12** marks.

7. a) Explain the importance of Group Dynamics.

OR

- b) Explain the facilities and training aids in your organisation.

8. a) Explain Training Needs Assessment.

OR

- b) Discuss the emerging issues in HRM.

(2×12=24)