K. L.E.SOCIETY'S
SHRI MRITYUNJAYA COLLEGE OF ARTS & COMMERCE, DHARWAD
Accredited with A+ Grade by NAAC at 4th Cycle

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M.COM. 1ST SEM (CBCS) QUESTION PAPERS , APRIL 2023

15-05-2024

9007—IS COM—Feb. 2023

FIRST SEMESTER M.Com. DEGREE EXAMINATION, APRIL 2023

Commerce

PG 63T101—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

Section A

1. Answer any *six* sub-questions. Each sub-question carries 2 marks :

   (a) State the meaning of demarketing.

   (b) Differentiate between Latent demand and Non-existent demand.

   (c) What do you mean by segmentation ?

   (d) State the meaning of value proposition.

   (e) Differentiate between performance quality and conformance quality.

   (f) Give meaning of down-market stretching.

   (g) What is co-branding ?

   (h) Define brand equity.

   (i) Differentiate between market skimming and penetration pricing methods.

   (j) State various categories of buyers in the market.

   (6 × 2 = 12 marks)

Section B

Answer any **three** *questions.*
Each question carries 6 marks.

2. Explain different types of consumer goods.

3. "The organisation itself is the first micro environmental component that affect the marketer". Explain.

4. Explain the steps to create the brand positioning.

5. What is intensive, selective and exclusive distribution ?

6. Discuss online marketing challenges.

   (3 × 6 = 18 marks)

Turn over

Section C

Answer any **three** *questions.*

Each question carries 15 marks.

7. How has marketing management changed in recent years ? Discuss.

8. Explain various steps involved in new product design process.

9. Discuss various steps in developing effective communications in a market.

10. Explain the three C's Model for price setting.

11. Discuss the reasons that an organisation invests in good packaging strategy.

(3 × 15 = 45 marks)

FIRST SEMESTER M.Com. (CBCS) DEGREE EXAMINATION, APRIL 2023

9009—IS COM—FEB—2023

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Commerce

PG63T103—ORGANISATIONAL BEHAVIOUR

Time : Three Hours

Maximum : 75 Marks

Section A

1. Answer any *six* of sub-questions. Each sub-questions carries 2 marks :

   (a) What do you mean by formal social system ?

   (b) What is work force diversity ?

   (c) What is meant by halo effect ?

   (d) What is Balance theory ?

   (e) Give meaning of 'Team'.

   (f) What is 'pooled independence' ?

   (g) What do you mean by transformational leadership ?

   (h) What is Managerial Grid ?

   (i) Give meaning of 'Integrative bargaining'.

   (j) What is role ambiguity ?

   (6 × 2 = 12 marks)

Section B

Answer any **three** *of the following.*
Each question carries 6 marks.

2. How does the psychology helps for Organisational behaviour ?

3. What are the difference between Attitudes and Values ?

4. State the determinants of Group behaviour.

5. Explain suitability of democratic style of leadership for an organisation.

6. State the techniques for conflict resolution.

Section C

(3 × 6 = 18 marks)

Answer any **three** *of the following.*
Each question carries 15 marks.

7. Discuss the significance of OB and its limitations.

8. Explain the determinants of Job satisfaction.

Turn over

9. What are the inter-group conflicts ? Explain group decision making process.

10. Explain Vroom's and Porter and Lawler's Expectancy theories.

11. Define Stress. Explain ill effects of stress on human beings. How do people manage stress ?

$(3 \times 15 = 45 \text{ marks})$

9010—IS COM—FEB—2023

FIRST SEMESTER M.Com. (CBCS) DEGREE EXAMINATION, APRIL 2023

Commerce

PG63 T104—STRATEGIC MANAGEMENT

Time : Three Hours　　　　　　　　　　　　　　　　　　　Maximum : 75 Marks

Section A

Answer any **six** *sub-questions.*
Each question carries 2 marks.

1. (a) What is meant by strategic intent ?

   (b) Define strategic management.

   (c) State the importance of objective setting.

   (d) Define mission in your own words.

   (e) Mention some of the important characteristics of environment.

   (f) What are the five forces that affect the industry structure ?

   (g) How do you prepare 'SAP' ?

   (h) What is meant by business strategy ?

   (i) Why are personal values and business ethics important to strategists ?

   (j) What is basic nature of strategy evaluation ?

   (6 × 2 = 12 marks)

Section B

Answer any **three** *of the following questions.*
Each question carries 6 marks.

2. Discuss the roles that the board of directors play in strategic management.

3. Explain how Gap analysis focussing on strategic alternatives.

4. Explain need of SWOT analysis in corporate level decisions.

5. Briefly explain cost leadership and differentiation strategy.

6. Write a note on role of budgeting in strategic control system.

   (3 × 6 = 18 marks)

Section C

Answer any **three** *of the following questions.*
Each question carries 15 marks.

7. Explain the major considerations before a strategists for the turnaround and liquidation strategy.

8. Explain various characteristics of objectives which helps to take effective decisions in strategic management.

Turn over

9. Explain issues involved in joint ventures with benefits and drawbacks in joint ventures.

10. Explain different tools and techniques used for organisational appraisal.

11. Explain different methods and process of strategic evaluation and control.

(3 × 15 = 45 marks)

FIRST SEMESTER M.Com. (CBCS) DEGREE EXAMINATION, APRIL 2023

PG63T105—SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

Section A

Answer any **six** *sub-questions.*
Each sub-questions carries 2 marks.

1. (a) Give meaning of short selling. What are its limitations ?

   (b) What is market portfolio ? How it is formed ?

   (c) Mention differences between Fundamental and Technical analysis.

   (d) Identify stock market oscillators and indicators.

   (e) What is information ratio ?

   (f) What is capital market line ? State its significance.

   (g) Give meaning of multi-factor model.

   (h) What is the effect of risk-free asset on portfolio beta ?

   (i) What is meant by portfolio rebalancing ?

   (j) State classification of returns under net selectivity method.

(6 × 2 = 12 marks)

Section B

Answer any **three** *questions.*
Each question carries 6 marks.

2. "The CAPM implies that investors require a higher return to hold highly volatile securities." Explain.

3. Explain steps in formulating of optimal risky portfolio under the index-model.

4. A stock costing Rs. 120 pays no dividends. The possible prices that the stock might sell for at the end of the year and the respective probabilities are :

Price (Rs.)	Probabilities
115	0.1
120	0.1
125	02
130	0.3
135	0.2
140	0.1

Turn over

Required :

(a) Calculate the expected return.

(b) Calculate the standard deviation of returns.

5. The return on stock A and market portfolio for a period of 6 years are as follows :

Year	Return A (%)	Return on market portfolio (%)
1	12	8
2	15	12
3	11	11
4	2	– 4
5	10	9.5
6	– 12	– 2

Required :

(i) Characteristic line for Stock A.

(ii) The systematic and unsystematic risk of stock A.

6. Suppose that the market can be described by the following three sources of systematic risk with associated risk premiums :

Factor	Risk premium
Industrial Production (i)	6 %
Interest rates (R)	2
Consumer confidence (C)	4

The return on a particular stock is generated according to the following equation :

$$r = 15\% + 1.0I + 0.5R + -0.75C + e.$$

Find the equilibrium rate of return on this stock using the APT. The T-bill rate is 6 %. Is the stock over or underpriced ? Explain.

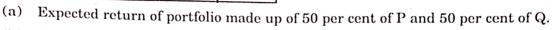(3 × 6 = 18 marks)

Section C

Answer any **three** *questions.*

Each question carries 15 marks.

7. Explain the APT model. Explain how the usefulness of theory depends on the number of systematic factors in the economy.

8. Explain the methods of testing EMH in weak and semi-strong forms.

9. Returns on shares of P Ltd. and Q Ltd. for the past two years are as under :

	2020	2021
P Ltd.	11 %	17 %
Q Ltd.	20 %	8 %

(a) Expected return of portfolio made up of 50 per cent of P and 50 per cent of Q.

(b) Expected return of portfolio made up of 60 % of P and 40 % of Q.

(c) Find out standard deviation of each stock.

(d) What is the covariance and coefficient of correlation between P and Q ?

(e) If P and Q stock is invested in the ratio of 2/3 : 1/3, what is portfolio risk ?

(f) If the ratio of investment in P and Q is 1 : 1, then what is the overall portfolio risk and why it has gone up ?

10. Vivek is holding 1,000 shares of Right Clarke Ltd. The current rate of dividend paid by the company is Rs. 5 per share and the share is being sold at Rs. 50 per share in the market. However, several factors are likely to change during the course of the year as indicated below :

	Existing	Revised
Risk free rate	14 %	12 %
Market risk premium	8 %	6 %
Beta vaue	1.42	1.27
Expected growth rate	6 %	10 %

In view of above factors, whether Vivek should buy, hold or sell the shares and why ?

11. A study by a Mutual Fund has revealed the following data in respect of three securities :

Securities	(%)	Correlation with index
A	20	0.60
B	18	0.95
C	12	0.75

The standard deviation of market portfolio (BSE Sensex) is observed to be 15 %.

(a) What is the sensitivity of returns of each stock with respect to the market ?

(b) What is the covariance among the various stocks ?

(c) What would be the risk of portfolio consisting of all the three stocks equally ?

(d) What is the total, systematic and unsystematic risk of the portfolio in (iv) ?

(3 × 15 = 45 marks)