

Reg. No. : .....

**D 2092**

**Q.P. Code : [D 07 PMCA 05]**

(For the candidates admitted from 2007 onwards)

**M.Com. (CA) DEGREE EXAMINATION, MAY 2014.**

**Second Year**

**Commerce with Computer Application**

**MARKETING MANAGEMENT**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**Each question carries 20 marks.**

**(5 × 20 = 100)**

1. 'Marketing planning and control can be considered as the nerve-centre of marketing management'. Elucidate.
2. Is there any difference between Sales Management and Marketing Management? If so, explain how these two functions differ in scope and activities.
3. State the various stages in the Product Life Cycle. Explain its significance in the marketing mix and in product planning and development.

4. Briefly explain the different kinds of pricing.
  5. "The middleman can be eliminated, but his functions cannot". Elaborate
  6. Define Sales Promotion. Discuss its tools.
  7. "Money spent on advertisement is wasteful". Do you agree? Give reasons.
  8. State the meaning of 'Advertising Agency'. Summarise the tasks of an advertising agency.
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**D 2093**

**Q.P. Code : [D 07 PM CA 06]**

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M.Com. (CA) DEGREE EXAMINATION, MAY 2014.

Second Year

Commerce with Computer Application

**FINANCIAL AND INVESTMENT MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

Each question carries 20 marks.

(5 × 20 = 100)

1. Explain the meaning of the term 'New Issue market'. How does it differ from the 'secondary market'? Are they connected to each other?
2. What are charts? How are they interpreted in technical analysis?
3. State and explain the main sources of finance available to industries for meeting short term as well as long term, financial requirements.

4. Critically evaluate the functioning of mutual funds in India.
5. Briefly discuss the various rating agencies functioning in the Indian capital market.
6. Mr.X is considering an investment in one of two securities. Give the information that follows, which investment is better, based on risk (as measured by the standard deviation) and return?

Security 'B'		Security 'C'	
Probability	Return	Probability	Return
0.30	19%	0.20	22%
0.40	15%	0.30	6%
0.30	11%	0.30	14%
		0.20	-5%

7. After thoroughly adjusting M.M. Traders, you project the company's dividend at 0.20 rate for the next two years and at 0.14 for the following three years, and to level off at 0.07 thereafter. You estimate a required rate of 0.12. M.M. Traders currently pays a dividend of 1.20 per share, what is the fundamental value of a share of M.M. Traders stock?

8. From the information given below, you are required to advise about leasing out of the asset.

Cost equipment ₹ 4,00,000

Average cost of capital to the lessor 12%

Allowable depreciation 20% under SLM

Expected life of the asset = 5 years

Salvage value = Nil

Lease rent payable at the end of each of 5 years  
₹ 1,50,000

Corporate tax of lessor = 50%

PV of annuity of ₹ 1 for 5 years at 12% is ₹3.605.

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**D 2094**

**Q.P. Code : [D 07 PMCA 07]**

(For the candidates admitted from 2007 onwards)

M.Com. (CA) DEGREE EXAMINATION, MAY 2014.

Second Year

Commerce with Computer Application

**E-COMMERCE**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

Each questions carries 20 marks.

(5 × 20 = 100)

1. What is E-commerce? Outline the anatomy of E-commerce applications.
2. State and explain the various electronic payment methods.
3. How does EDI work? Explain its benefits.
4. Explain the various advertisement methods used on the web.

5. What are the main activities to be performed under SCM and how E-business supports SCM?
  6. What is multimedia? Explain the various media elements involved in it.
  7. Summarise the components of I-way.
  8. What is meant by video conferencing? Why is it needed at this juncture?
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**D 2095**

**Q.P. Code : [D 07 PMCA 08]**

(For the candidates admitted from 2007 onwards)

**M.Com. (CA) DEGREE EXAMINATION, MAY 2014.**

**Second Year**

**Commerce with Computer Application**

**VISUAL BASIC**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**\*All questions carry equal marks.**

**(5 × 20 = 100)**

1. Enumerate the common properties of VB.
2. Illustrate the function of list box and combo controls in VB.
3. State and explain VB applications and libraries.
4. What is ADO? Discuss its data binding.
5. Explain Data grid controls in VB.



6. Write a detailed notes on :
    - (a) Picture and Image controls.
    - (b) Control arrays.
  7. How are strings implemented in VB?
  8. Discuss 'Data access in SAGA'.
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