

Reg. No. :

D 1074

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

(For the candidates admitted from 2007 onwards)

M.Com. (CA) DEGREE EXAMINATION,
DECEMBER 2013.

Second Year

Commerce with Computer Applications

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

Each question carries 20 marks.

(5 × 20 = 100)

1. Is there any difference between sales management and marketing management? If so, explain how these two functions differ in scope and activities.
2. What is a new product? How is it developed?
3. Discuss the various methods of pricing.
4. "One of the major assets of a firm is its channel of distribution". Discuss.

5. Explain the merits and demerits of various sales promotion methods.
 6. "Personal selling is two-way communication best suited to a company marketing products with a poor brand loyalty" — Discuss.
 7. "Money spent on advertisement is wasteful". Do you agree? Give reasons.
 8. What is meant by advertising agency? Summarize the factors influencing the selection of advertising agency.
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DECEMBER 2013.**

Second Year

Commerce with Computer Applications

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 various segments of capital market in India. Discuss its recent initiatives.
2. What is meant by 'Fundamental Analysis'? How is it useful to a prospective investor?
3. Discuss the various methods for evaluating the leasing proposal.
4. Outline the growth of mutual fund in India.

A company planning to acquire the above computer, wants advice whether it would be more economical to purchase the computer or take it on lease. What would be your advice if the cost capital is to be taken at 10% p.a. The present values of Re 1 and Re 1/12 paid monthly at the end of n years both at 10% are as follows:

After Year (n)	Present value of Rs 1/12 paid monthly	Present value
1	0.950	0.909
2	0.864	0.826
3	0.785	0.751
4	0.714	0.683
5	0.649	0.621
6	0.591	0.564

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Second Year

Commerce with Computer Applications

E- COMMERCE

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

Each question carries 20 marks.

1. List the electronic Commerce applications described. Identify any two additional common applications of electronic commerce.
2. State and explain the various components of the I-way.
3. What are micro payments? Narrate the special considerations involved in the design of an online micro payment system?

4. What is meant by online marketing? Explain its recent development.
 5. Discuss the impact of EDI on the supply chain management of a manufacturing plant.
 6. What is meant by consumer data interface? Explain its emerging tools.
 7. Enumerate the various "mobile Information Access Devices".
 8. Write a note on:
 - (a) Mobile computing framework
 - (b) Multimedia and digital vides.
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Commerce with Computer Applications

VISUAL BASIC

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

Each question carries 20 marks.

(5 × 20 = 100)

1. Illustrate the common properties of VR form.
2. Enumerate various controls in VB.
3. What is control array? Explain with examples.
4. State the differences between scope and life time variables with suitable programming examples.

5. Discuss applications of VB and its libraries.
 6. Explain various data base tools in VB.
 7. What is ADO? How is rate accessed?
 8. How data report can be designed in VB? Give details.
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