

Reg. No. :

D 1732

Q.P. Code : [D 07 PMCA 06]

(For candidates admitted from 2007 onwards)

M.Com. DEGREE EXAMINATION, MAY 2009.

Second Year

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. What is SEBI? Discuss its functions and powers.
2. Explain 'Fundamental Analysis'. How is a fundamental analysis useful to a prospective investor?
3. "The scope of merchant banking is great in India"
Elaborate.
4. Define a mutual fund and describe the various schemes that can be offered by it.

5. What is 'Credit Rating'? Explain the objectives, strategy adopted, progress and achievements of CRISIL.

6. Arun is evaluating a security. One year Treasury bills are currently paying 9.1%. Calculate investment's expected return and its standard deviation should he invest in this security?

Probability :	.15	.30	.40	.15
Return :	15%	7%	10%	5%

7. Give the following information about two securities on joint probability distribution of returns for investments in the security of X Co. and Y Co. Calculate the covariance and correlation coefficient between two investments.

Probability	X Co.	Y Co.
.10	-12%	12
.15	-7%	15
.20	5%	20
.25	10%	10
.30	12%	5

8. Initial investment Rs. 60,000

Life of the Asset 4 years

Estimated Net Annual Cash Flows :

1st year Rs. 15,000

2nd Year Rs. 20,000

3rd Year Rs. 30,000

4th Year Rs. 20,000.

Compute the internal rate of return and also advice the lessor about the leasing out decision if his expected minimum rate of return is 15%.

Note : Present value factor at various rates of discount.

Year	10%	12%	14%	15%	16%
1	0.909	0.892	0.877	0.869	0.862
2	0.826	0.797	0.769	0.743	0.756
3	0.751	0.711	0.674	0.657	0.640
4	0.683	0.635	0.592	0.571	0.552

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Computer Applications

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

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(5 × 20 = 100)

1. 'Marketing planning and control can be considered as the nerve- centre of marketing management'- Elucidate.
2. Discuss the 'Product Life Cycle' and its implication for marketing management.
3. What are the various methods of pricing a new product? Which do you recommend and why?
4. List out and explain the factors influencing the selection of channels of distribution.

5. What are the objectives of sales promotion? Why is it needed?

6. "Salesmen are born and not made". Discuss.

7. "Money spent on advertisement is wasteful". Do you agree? Give reasons.

8. What do you mean by advertisement copy? Discuss its elements.

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Second Year

Computer Applications

VISUAL BASIC

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

Each question carries 20 marks.

1. State and explain the various tools available in Visual Basic IDE.
2. Discuss the classification of controls in Visual Basic.
3. How will you declare variables in Visual Basic?
4. Write a Visual Basic Program to calculate students mark statements using command button and text boxes.

5. How do you link the controls on a form to the ADO data control?

6. A database contains the following details in 'Invoice Reporting'.

Inventory Number, Product Name, Product Price, Required Quantity.

Calculate the amount of sales, Surcharge and net amount.

7. List out and explain the events for the data control.

8. What are the reports in Visual Basic? Discuss.

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E-COMMERCE

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

Each question carries 20 marks.

(5 × 20 = 100)

1. Discuss the framework of e-commerce.
2. What are the different types of e-commerce solutions? Explain.
3. What is EPS? State and explain its types.
4. List out and explain the essential requirements in designing good website.
5. Define EDI. How is EDI implemented?

6. What is supply chain management? Explain its uses.

7. Explain the role of internet on "Advertising and Marketing".

8. What do you mean by Video Conferencing? Discuss its features and uses.

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