

**MASTER OF PHILOSOPHY/DOCTOR OF  
PHILOSOPHY IN COMMERCE  
(MPHILCOM/PHDCOM)**

**Term-End Examination**

**December, 2018**

00303

**RCO-012 : SPECIALIZATION COURSE (IN THE  
SELECTED AREA OF RESEARCH INTEREST)**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : (i) This question paper comprises five areas of specialization.*

*(ii) Attempt any **one** of the areas of specialization relating to your area of research topic.*

*(iii) Each specialization carries maximum of 100 marks and all questions carry equal marks.*

*(iv) Specific instructions for the specialization area :*

*“Accounting and Taxation” : You have to choose **one** of these, **either** Accounting or Taxation.*

**SPECIALIZATION 1**  
**Accounting and Taxation**

**PART A**  
**Accounting**

*Attempt any five questions.*

1. "Anticipate no profits but provide for all possible losses." Elucidate this statement. Does conservatism convention clash with 'objectivity' and 'consistency' ? Justify your views. 20
  
2. "Management Accounting provides immense help to managerial personnel to take various decisions." Explain this statement giving suitable examples to support your answer. 20
  
3. (a) "Decisions taken on the basis of financial statements may not be regarded as final and accurate." Comment by giving suitable examples.  
  
(b) What is financial analysis ? Explain the techniques used for the analysis of financial statements. 10+10
  
4. "Cash Flow Statement is a managerial device." Discuss and explain the objectives and limitations of Cash Flow Statements. 20
  
5. "Standard costing is always accompanied by a system of budgetary control." Explain this statement and bring out the advantages of standard costing. 20

## PART B

### Taxation

*Attempt any five questions.*

1. "Tax planning is an act within the four corners of the act and it is not a colourable device to avoid tax." Discuss this statement, by taking any case study of your choice. 20
2. Describe the items includable in determining the assessable value under Custom Duty Act and also explain valuation rule under the Act. 20
3. (a) Who is empowered to grant exemption from payment of GST and under what circumstances can such exemption be granted?  
(b) What are the conditions prescribed to avail input tax credit? What are the relevant documents to claim input tax credit? 10+10
4. Discuss the provisions of the Income Tax Act regarding prosecution in case of failure to deduct tax at source or pay such deducted tax in case of willful attempt to evade payment of tax. 20
5. Discuss the important points to be considered at the time of establishing of new business regarding the place, from tax planning points of view. 20

6. (a) What are the objectives of reporting to management ? State the general principles to be borne in mind while designing the report to be given to management.
- (b) What do you mean by GAAP (Generally Accepted Accounting Principles) ? Explain the structure of GAAP. 10+10
7. Write short notes on the following : 2×10=20
- (a) Harmonization of Financial Reporting Standards
- (b) Consolidated Financial Statements of Foreign Subsidiaries
8. Discuss the meaning and objectives of Responsibility Accounting. What are various types of Responsibility Centers ? Discuss with examples. 20

6. What aspects are included in Tax Management ?  
Explain them by giving examples. 20
7. Write short notes on the following : 2×10=20
- (a) Tax Evasion
  - (b) Tax Avoidance
8. What are the main provisions of tax planning in  
respect of the following : 10+10
- (a) Employees remuneration
  - (b) Introduction of voluntary retirement
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**SPECIALIZATION 2**  
**International Business**

*Attempt any five questions.*

1. "Globalization has been significantly influencing the global economy." Give your arguments with examples and discuss the forces of globalization. 20
2. The international business may be facilitated by the key economic forces of the country. Discuss with examples and explain these key economic forces. 20
3. Discuss various modes of entry for entering into international market. Suggest suitable entry mode for engineering products. 20
4. Why does Government impose barriers on international trade ? Explain various non-tariff barriers influencing the international trade. 20
5. (a) Describe the recent issues related to multilateral trade agreements.  
(b) Discuss the impact of multilateral trading system on world trade. 10+10
6. Explain the mandatory and optional product modifications required for international marketing. Give suitable examples. 20

7. Critically examine various pricing methods used in international marketing. Which method do you think would be suitable for fashion garments export? 20
8. Write short notes on any *two* of the following: 2×10=20
- (a) Intellectual Property Rights
  - (b) Role of Trade in Services in Economic Development
  - (c) South Asian Association for Regional Cooperation (SAARC) — its role and functions
  - (d) EPRG Framework
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**SPECIALIZATION 3**  
**Banking and Finance**

*Attempt any five questions.*

1. What are Exchange Rates ? How are they determined ? What role does RBI play in foreign exchange market ? Discuss. 5+10+5=20
  
2. What is electronic banking ? Describe the innovations that have taken place in commercial banking in India. 20
  
3. Discuss the role and functions of cooperative banks in providing rural finance. 20
  
4. Discuss the reforms that have taken place in Indian capital markets in the recent past. 20
  
5. What are financial institutions ? Critically examine the working of any one financial institution of your choice. 5+15=20
  
6. Differentiate between the following : 10+10
  - (a) Promissory Note and Bill of Exchange
  - (b) Hire Purchase and Lease Financing



7. (a) What are Mutual Funds ? Discuss the working of Mutual Funds.
- (b) Explain the different schemes of mutual funds, with examples. 10+10
8. Write short notes on any *two* of the following : 2×10=20
- (a) Venture Capital
- (b) Statutory Liquidity Ratio
- (c) Foreign Exchange Bank
- (d) Non-Banking Finance Company (NBFC)
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## SPECIALIZATION 4

### Marketing Management

*Attempt any five questions.*

1. What are the major differences between “market driven” and “market driving” firms ? Explain with the help of Indian conglomerates. *10+10*
  
2. (a) Explain the concept of marketing mix taking an example each from the product and service marketing firms.  
(b) What is meant by breadth, depth, and consistency of product mix ? Explain by giving suitable examples. *12+8*
  
3. (a) Discuss the marketing concept. What are its pillars ? Explain its relevance to marketing firms in India.  
(b) Discuss the role of Information Technology in marketing decisions. *10+10*
  
4. (a) Identify critical factors in Balance scorecard and Value chain analysis.  
(b) Explain PEST framework with the help of an example of your choice from the Indian marketing environment. *10+10*
  
5. Distinguish between any **four** of the following : *4×5=20*
  - (a) Retailing and E-tailing
  - (b) Buzz and Viral Marketing
  - (c) Direct and Interactive Marketing
  - (d) Marketing and Franchising
  - (e) Media Marketing and Advertising

6. Briefly comment on the following : 4×5=20

- (a) Marketing critical success factors are often industry specific.
- (b) Formulation of marketing strategy is concerned with matching the organization's capabilities.
- (c) Change establishes patterns of market behaviour.
- (d) Competition is implicit in marketing strategies.

7. What are the factors to be taken into consideration at the time of pricing of a new product ? Explain various pricing strategies used by firms in India. 10+10

8. Write short notes on any *four* of the following : 4×5=20

- (a) Functional Areas of Marketing Interface
- (b) Product Positioning
- (c) Product-Line Analysis
- (d) Surrogate Advertising
- (e) Zero-Level Channel

## SPECIALIZATION 5

### Entrepreneurship and Small Business Management

*Attempt any five questions.*

1. Examine the role of micro, small and medium enterprises in the economic development of India. 20
2. What is Feasibility Study ? Discuss the different types of feasibility analysis of business. Give relevant examples 20
3. How does the Behaviour theory of leadership differ from Trait theory of leadership ? Discuss. Which theory is more applicable in a democratic society and why ? Give reasons to support your view. 12+8
4. What management principles are applied in Business Enterprise Management ? Explain their application in business by giving suitable examples. 20
5. (a) Discuss the need and process of Human Resource Planning in an industrial organisation.
- (b) What are women enterprises ? Explain various barriers to women entrepreneurship in India. 10+10
6. Explain Social Entrepreneurship. Give examples of social entrepreneurs in India and explain their role as change agents. 20
7. What is Corporate Social Responsibility ? How is its different from Corporate Governance ? Explain with examples. 20
8. Describe in detail the steps involved in enterprise formation. What Registration formalities are involved ? Discuss. 20