

**MASTER OF PHILOSOPHY / DOCTOR OF
PHILOSOPHY IN COMMERCE**

Term-End Examination

00065

June, 2015

**RCO-002 : SPECIALIZATION COURSE (IN THE
SELECTED AREA OF RESEARCH INTEREST)**

Time : 3 hours

Maximum Marks : 100

Note :

- (i) *This question paper comprises five areas of specialisation.*
- (ii) *Attempt any one of the areas of specialisation relating to your area of research topic.*
- (iii) *Each specialisation carries maximum of 100 marks and all questions carry equal marks.*
- (iv) *Specific instructions for the specialisation area :*

"Accounting and Taxation" : You have to choose one of these, either Accounting or Taxation.

SPECIALISATION – 1 : ACCOUNTING AND TAXATION

PART A

ACCOUNTING

Attempt any five questions.

1. Explain the basic functions of an accounting system. Suggest a suitable scheme for designing and installing an accounting system for a business organisation. 10+10

2. Define Cash Flow Statement. Describe the various activities related thereto and the approaches that are used for preparing a Cash Flow Statement. 3+7+10

3. What are the different responsibility centres ? Explain those centres in brief. How far are these centres helpful to the management ? 3+9+8

4. "Management Accounting aims at providing financial results of a business for use by the management in taking decisions." Discuss. Also state the limitations of management accounting. 12+8

5. Explain the concept of variance analysis. Discuss its significance in decision-making. Explain the controllable and non-controllable variances by giving suitable examples. 3+7+10

6. Describe the various ratios that help the management in analysing the financial position of a business concern and determining the short-term and long-term solvency position of a business. 20
7. Distinguish between the following : 10+10
- (a) Traditional Costing and Activity Based Costing
 - (b) Currency Fluctuations and Exchange Rate Fluctuations
8. Write short notes on any *two* of the following : 10+10
- (a) IFRS
 - (b) Depreciation Accounting
 - (c) Consolidated Financial Statements

PART B
TAXATION

Attempt any five questions.

1. Explain the nature and scope of Tax planning and describe its various types with regard to specific managerial decisions. 8+12

2. What are the legal/penal actions that can be taken in case the retail sale price is not mentioned on the packet or is unduly tampered with while selling? 20

3. Explain the important deductions that are statutorily available under Section 4 of the Central Excise Act, 1944. 20

4. (a) "Goods manufactured or produced in India, which were exported and are imported later into India will be treated at par with other goods imported into India." Is the proposition correct or is any concession provided on such imports? Comment. 10

- (b) As per the provisions of the Customs Act, 1962, how is duty ought to be determined where the imported goods consist of articles liable to different rates of duty and imported as a 'set of articles'? 10

5. Write a detailed note on the constitutional provisions governing the levy of custom duties. 20

6. Discuss the provisions in respect of appointment of officers of customs, ports, airports, etc. 20
7. State the powers of the Central Government in granting exemption from Service tax. 20
8. Write short notes on the following : 4×5
- (a) Harmonised System of Nomenclature
 - (b) Person-in-charge under Customs Act, 1962
 - (c) Procedure for E-payment of Service tax
 - (d) Tax Evasion

SPECIALISATION – 2 : INTERNATIONAL BUSINESS

Attempt any five questions.

1. (a) Discuss the impact of Regional Economic Groupings. Substantiate your answer with suitable examples.

(b) Do you think that the Regional Economic Groupings help in improving the welfare of people within the region ? 10+10

2. Describe the recent trends in world trade. Discuss the problems faced by the developing countries in this context. 10+10

3. (a) “A nation’s balance of payments is said to be in equilibrium when it is neither drawing upon its international reserves to make excess payments nor accumulating such reserves as a result of its receipts.” Amplify this statement and describe the factors affecting balance of payments.

(b) Describe the methods of correcting disequilibrium in balance of payments. 10+10

4. “Product development is an important way of satisfying the growing requirements of customers.” Discuss. Also give suitable examples and describe the process of the product development. 20

5. Your company has introduced a new toothpaste in the market. Discuss the sales promotion techniques you would like to recommend to enthruse consumers, distributors and the company's own salesforce to promote the product. 20
6. Why do firms become transnational ? Critically examine the contributions of transnational corporations for the host countries with suitable examples. 20
7. Distinguish between the following : 10+10
- (a) Local brand and Global brand
 - (b) Adaptation and Standardisation of international advertising
8. Write short notes on any *two* of the following : 10+10
- (a) Association of South East Asian Nations
 - (b) Counter trade
 - (c) E-marketing
 - (d) Cross border mergers and acquisitions

SPECIALISATION – 3 : BANKING AND FINANCE

Attempt any five questions.

1. State the various functions of commercial banks and explain the relevance and importance of their role in the economic development of a country. 12+8

2. (a) What do you mean by credit rating ? Analyse its objectives and importance.
(b) Role of factors has increased significantly in India. Comment. 10+10

3. (a) Give a detailed account of different types of risks pertaining to electronic banking.
(b) State the special features of a current account in a bank. 12+8

4. (a) How has the international financial system emerged in its present form ? Discuss.
(b) Differentiate between Capital account and Current account with respect to international financial system. 10+10

5. (a) Explain the concept and objectives of Venture Capital Funds.
(b) What are the major advantages of investment in mutual funds ? 10+10

6. What do you mean by foreign exchange
(i) forward contract, (ii) future contract and
(iii) option contract ? Give suitable examples
showing the working of any two. 8+6+6
7. (a) Why are the stock markets most watched
by investors and reported of most
frequently ? Discuss.
- (b) Forex market is highly liquid. Justify. 10+10
8. (a) Describe the circumstances under which
the interest and/or installment of principal
is treated as non-performing asset.
- (b) Explain the benefits of mergers to the
shareholders of the related companies. 10+10

SPECIALISATION – 4 : MARKETING MANAGEMENT

Attempt any five questions.

1. What are the major objectives of pricing ? What factors influence Price ? How do the different stages of Product Life Cycle (PLC) affect the pricing decision ? Explain giving suitable examples. 4+4+12

2. (a) Discuss the steps involved in marketing research process.
(b) What are the various marketing research tools and techniques used by a marketer ? 10+10

3. (a) Discuss the factors which have led to increased usage of Internet Marketing in India.
(b) What is the importance of Retail logistics in India ? 10+10

4. Distinguish between any *four* of the following : 4×5
 - (a) Analysis of Variance (ANOVA) and Analysis of Covariance (ANCOVA)
 - (b) Risks and Opportunism
 - (c) Marketing Channels and Value Networks
 - (d) Survey and Questionnaire
 - (e) E-commerce vs M-commerce Marketing

5. Write short notes on any **four** of the following : 4×5
- (a) Selecting the Communication Channels
 - (b) Maximizing Customer Lifetime Value (CLV)
 - (c) Key Psychological Processes
 - (d) Ethical Issues in Channel Relations
 - (e) Building Brand Equity
6. (a) What are the factors which are considered in designing and managing Integrated Marketing Channels ?
- (b) What type of distribution channel will you use for (i) Electronic Products, (ii) FMCG Products ? 10+10
7. (a) What is Integrated Marketing Communication ? What are its elements ? Discuss in brief.
- (b) What are the methods used for promoting products in (i) Rural Areas, (ii) Tier II Cities ? 10+10
8. What are Product Line decisions ? What steps are involved in New Product Development ? Explain the steps in brief and discuss why new products generally fail at the introduction stage. 5+5+10

SPECIALISATION – 5 : ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Attempt any five questions.

1. (a) What is Social Entrepreneurship ? Discuss its role in socio-economic development of a nation.
(b) Discuss the nature and scope of agencies that help in formulating and financing projects. 4+16

2. What is a detailed project report ? Discuss its importance in starting a new business venture. How is it evaluated ? 3+7+10

3. (a) Entrepreneurs are born, not made. Do you agree with the statement ? Give reasons in support of your answer.
(b) Also discuss two important theories of entrepreneurship. 10+10

4. (a) What is Limited Liability Partnership (LLP) ? Explain the steps involved in it.
(b) How does diffusion of innovations take place ? Explain the process involved. 10+10

5. (a) What is Feasibility Study ? How is it done ? Explain briefly.

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- (b) What is a Business Plan ? What are the steps involved in preparing a Business Plan ? 10+10
6. (a) Differentiate between an entrepreneur and an intrapreneur.
- (b) Describe the legal requirements to set up a new business. 10+10
7. (a) What factors lead to Organisational Change ? How is change brought about in the organisation ?
- (b) What is Organisational Culture ? Discuss the OCTAPACE Model of Organisational Culture. 10+10
8. (a) How are Leaders different from Entrepreneurs ? Explain the characteristics of both Leaders and Entrepreneurs.
- (b) Discuss the various Leadership Styles of Leaders with suitable examples. 10+10
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