

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

00148

Term-End Examination

December, 2017

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

Time : 3 hours

Maximum Marks : 100

Note : (i) This question paper comprises of 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. What do you mean by Accounting Standards ? What are its objectives ? Describe the importance of International Accounting Standards in the present context. *4+6+10*

2. What do you understand by Analysis of Financial Statements ? Briefly discuss various techniques of analysing financial statements. *6+14*

3. Explain the procedure of preparing 'Cash Flow Statement' as per Accounting Standards-3 Revised. Also give its format as per 'Indirect method'. *10+10*

4. What is meant by Responsibility Centres ? How are these centres determined ? Explain their utility to the management. *4+6+10*

5. "Accounting provides information to various users." Comment. Discuss accounting as an information system. *10+10*

6. "Management Accounting aims at providing financial results of the business to the management for taking decisions." Explain. 20
7. Explain controllable and non-controllable variances, giving appropriate examples. How does this distinction help the management in controlling costs? 14+6
8. Write short notes on any *two* of the following : 10+10
- (a) Target Costing
 - (b) Activity Based Costing
 - (c) Currency Fluctuations
 - (d) Financial Reporting Standards

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. 20

2. On the basis of location, nature and size of a business, certain deductions and exemptions are available under the Income Tax Act, 1961. Explain such exemptions and deductions in brief. 20

3. (a) Explain the procedure of filing the appeal before the first appellate authority.
(b) Discuss the procedure relating to recovery of tax. 10+10

4. Write short notes on any *two* of the following : 10+10
 - (a) Best Judgement Assessment
 - (b) Prosecution and Offences
 - (c) Refund of Tax
 - (d) Applying for PAN (Permanent Account Number)

5. Define VAT. How is it different from Sales Tax ?
Discuss the advantages of VAT. 4+6+10

6. When and how are service tax returns filed ?
What are the consequences of non-filing of
returns ? Explain the services that are exempted
from service tax. 4+6+10
7. Write short notes on the following : 5+5+5+5
- (a) Turnover
 - (b) Declared Goods
 - (c) Appropriate State
 - (d) Sale Price
8. What do you mean by Drawback of Duties ?
Explain the procedure of recovery and refund of
custom duties. 6+14
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SPECIALIZATION 2
International Business

Attempt any five questions.

1. (a) Do you think that economic environment influences international business ? Substantiate your answer with suitable examples.

(b) How do non-tariff barriers influence international trade ? Discuss and substantiate your answer with suitable examples. *10+10*

2. How does FDI accelerate the economic growth of developing countries ? Critically examine and describe the recent trends of FDI flows in India. *20*

3. (a) Describe the role of trade in services in the economic development of a country.

(b) Discuss the composition and direction of international trade in services. *10+10*

4. (a) Describe the factors influencing the packaging decision in international marketing.

(b) Discuss the significance of Branding for customers and sellers. Do you think that branding facilitates in creating and sustaining the market ? Justify your answer. *10+10*

5. Discuss the factors affecting pricing decisions in international marketing. Also explain the pricing methods used in international marketing. *10+10*
6. Would you like to follow a standardised promotion mix or adapted promotion mix for international marketing ? Substantiate your answer with suitable examples. *20*
7. Distinguish between the following : *10+10*
- (a) Domestic product life cycle and International product life cycle
 - (b) Consumer promotion and Business promotion
8. Write short notes on any *two* of the following : *10+10*
- (a) Legal Environment of International Business
 - (b) South Asian Association for Regional Cooperation
 - (c) Intellectual Property Rights
 - (d) Digital Marketing
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SPECIALIZATION 3
Banking and Finance

Attempt any five questions.

1. What do you mean by a Commercial Bank ? What are its functions ? Discuss the role of commercial banks in the economic development of India. 4+6+10
2. How does the RBI control foreign exchange in India ? Explain the objectives and methods of exchange control. 10+10
3. Define Money Market. What are its salient features ? Discuss the components of money market. 3+7+10
4. How are the transactions on stock exchanges carried out ? Describe the advantages of stock market for the economic growth of India. 8+12
5. What do you mean by Credit Rating ? Analyse the important features of the credit rating business in India. 5+15
6. What are the components of priority sector in relation to the banking system ? Give a description of targets for priority sector lending by scheduled commercial banks. 8+12

7. "The foreign exchange market is highly liquid."
Justify this statement and state the various guidelines taken by the RBI of foreign exchange market before the introduction of the new economic policy. 20
8. Write short notes on any *two* of the following : *10+10*
- (a) NPAs
 - (b) Bancassurance
 - (c) Arbitrage Pricing Theory
 - (d) Credit Monitoring
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SPECIALIZATION 4
Marketing Management

Attempt any five questions.

1. (a) What are the marketing concepts in the modern context and what are its implications for marketers ?
(b) Discuss the impact of information technology in marketing decisions. *10+10*

2. (a) How does marketing environment, like economic, technological, socio-cultural, demographic, political, legal and competitive, put its impact on launching new products ?
(b) When is penetration pricing a good option ? *12+8*

3. Why is Competitors' Analysis essential in today's turbulent environment ? How far is it possible to predict competitors' response to marketing action ? *10+10*

4. (a) Discuss the marketing activities of a big trading house dealing with multiple items.
(b) Discuss web based marketing programmes. *10+10*

5. Distinguish between any **four** of the following : 4×5=20
- (a) Direct and Interactive marketing
 - (b) Buzz and Viral marketing
 - (c) Analysis of Variance (ANOVA) and Analysis of Covariance (ANCOVA)
 - (d) Price discounts and Allowances
 - (e) Descriptive design and Experimental design
6. (a) What are the steps involved in the introduction of new products ? Discuss.
- (b) What is Promotion ? Explain the ingredients of promotion mix in detail. 12+8
7. (a) What is Brand ? What are its advantages ? Is branding socially desirable ?
- (b) Explain the various characteristics of service marketing. 10+10
8. Write short notes on any **four** of the following : 4×5=20
- (a) Product Line Analysis
 - (b) Demarketing
 - (c) Zero Level Channel
 - (d) Surrogate Advertising
 - (e) Concepts of Positioning

SPECIALIZATION 5

Entrepreneurship and Small Business Management

Attempt any five questions.

1. Define Entrepreneurship. What factors have led to the growth of entrepreneurship in India ? 5+15
2. What is Feasibility study ? Discuss the different types of feasibilities carried out and the steps involved in conducting these feasibilities. 5+15
3. What is meant by Entrepreneurial Management ? Discuss its key issues and risk management. 5+15
4. What is the importance of Human Resource Management in an organisation ? Discuss its basic functions and explain them in brief, with examples. 5+15
5. Describe the characteristics of micro-business. How does it contribute to the national economy ? Discuss the advantages and challenges of micro-business. 5+5+10
6. How is New-age entrepreneurship different from Conventional entrepreneurship ? Giving suitable examples, discuss how new-age entrepreneurs are driving India's economy. 10+10
7. (a) What are the different leadership styles ? Discuss the application of these styles in an organisation.
(b) What is a Social Entrepreneur ? Giving suitable examples, discuss how social entrepreneurs contribute to social harmony in India. 10+10
8. "Ethical behaviour and corporate social responsibility bring significant benefits to a business." Elaborate giving suitable examples. 20