Code No. : 5645 Sub. Code : WKCM 11/ VKCC 11

M.Com. (CBCS) DEGREE EXAMINATION, NOVEMBER 2024.

First Semester

Commerce – Core

BUSINESS FINANCE

(For those who joined in July 2023 onwards)

Time : Three hours Maximum : 75 marks

PART A — (15 × 1 = 15 marks)

Answer ALL questions.

Choose the correct answer :

1. Time value of money is expressed through

   (a) Dividend rate

   (b) Interest rates

   (c) Discounting rates

   (d) Annuity

2. The process of calculating the future value of present cash flows is called

(a) Discounting

(b) Doubling

(c) Compounding

(d) Perpetual

3. A fund created by appropriating a fixed sum of money to meet certain future liabilities is called

(a) Sinking fund   (b) Annuity

(c) Insurance   (d) Present value

4. The risk of portfolio can be measured by

(a) Arithmetic mean

(b) Standard deviation

(c) Correlation

(d) Regression

5. A portfolio having two risky securities can be turned risk less

(a) The securities are completely positively correlated

(b) If the correlation ranges between zero and one

(c) The securities are completely negatively correlated

(d) None of the above

6. The risk which arises due to general, economy wide factor is

(a) Material risk   (b) Unique risk

(c) Default risk   (d) Income risk

7. Close – end leasing is also known as

(a) Walk away lease   (b) Financial lease

(c) True lease   (d) Ballon lease

8. A form of equity financing designed especially for funding high risk and high reward Project is known as

(a) Factoring   (b) Working capital

(c) Venture capital   (d) Short-term capital

9. The most liquid asset is

(a) Bank balance   (b) Cash

(c) Debtors   (d) stock

10. ABC analysis is

(a) Always better control

(b) Advantage of better control

(c) At best control

(d) None of the above

11. Cash includes

    (a) Coins   (b) Cheques

    (c) Currency note   (d) All the above

12. A firm can follow strict credit policy in case its products have

    (a) No demand   (b) High demand

    (c) Low demand   (d) High supply

13. Capital budgeting deals with

    (a) Working capital

    (b) Long term investments

    (c) Short term investment

    (d) None of these

14. Net present value is difference between

    (a) Cash received and paid

    (b) Investment and income

    (c) Present value of cash inflows and outflows

    (d) None of these

15. IRR is the rate of return at which

    (a) NPV is Nil

    (b) NPV is Positive

    (c) NPV is Negative

    (d) ARR is Nil

PART B — (5 × 4 = 20 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

16. (a) Describe the scope of business finance.

Or

    (b) Mr. Ram deposits Rs. 10,000 for 3 years at 10%. What is the compound value of his Deposits?

17. (a) Summarize the sources of risk.

Or

    (b) Mr.Raju holds on Shares in Naveen Ltd. He estimates the possible return and their probability as under. Calculate the expected return and SD.

Possible return (%)	Probability
−20	0.10
−10	0.10
20	0.50
30	0.30

18. (a) Indicate the limitations of Lease financing.

Or

    (b) Who is an Angel investors? Explain its types.

19. (a) Monthly cash requirement   - Rs. 60,000
    Fixed cost per transaction   - Rs. 10
    Interest rate on marketable
    securities   - 6 % p.a
    You are required to calculate optimum cash balance.

Or

(b) A factory requires 1500 units of an item per month, each costing Rs. 27. The cost per order is Rs. 150 and the inventory carrying charges work out to 20 percent of the average inventory.

Find out the Economic Oder Quantity and the number of orders per year.

20. (a) A project cost of Rs. 500,000 yield annually a profit of Rs. 80,000 after depreciation @ 12% per annum. But before tax of 50%. Estimate pay back period.

Or

(b) Project X initially costs Rs. 25,000. It generates the following cash inflows:

Year	Cash inflows Rs.	Present Value of Re. 1 at 10 %
1	9,000	0.909
2	8,000	0.826
3	7,000	0.751
4	6,000	0.683
5	5,000	0.621

Taking the cut — off rate as 10%, suggest whether the project should be accepted or not.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

21. (a) Describe the objectives of Business finance.

Or

(b) Sri Vignesh industries Ltd. Offers 12% interest on fixed deposits. What is the effective rate of interest if compounding in done

(i) Half yearly

(ii) Quarterly

(iii) Monthly?

22. (a) Explain various approaches for measurement of Business return.

Or

(b) The Return on investment of Companies Sun Ltd. and Moon Ltd. are given below. Using Co-efficient of variation. Determine which Company has higher risk?

Year	Sun Ltd.	Moon Ltd.
2010	12	15
2011	15	12
2012	16	14
2013	13	11

23. (a) Enumerate the advantages Leasing.

Or

(b) Explain the various stages of venture capital financing.

24. (a) From the following you are required to calculate

(i) Debtors turnover and

(ii) Average age of debtors

	2015 Rs.	2014 Rs.
Net sales	18,00,000	15,00,000
Debtors at the beginning	1,72,000	1,60,000
Debtors at the end	2,34,000	1,72,000

Or

(b) The following information is available from the records of a firm:

(i) On an average, accounts receivable are collected after 80 days; Inventories have an average of 100 days and Accounts payable are paid approximately 60 days after they arise.

(ii) The firm spends a total of Rs. 16,20,000 annually at a constant rate.

(iii) It can earn 10% on investment.

Code No. : 5645

Calculate

(1) The Firms Cash cycle

(2) Cash turnover assuming 360 days in a year

(3) Minimum amount of cash to be maintained to meet payments when they become due.

(4) Savings by reducing the average age of inventories to 70 days.

25. (a) Bharath Ltd. Has Rs. 2,00,000 to invest. The following proposals are under Consideration. The cost of capital of the company is estimated to be 15%.

Project	Initial Outlay Rs.	Cash Inflow Rs.	Life (years)
A	1,00,000	25,000	10
B	70,000	20,000	8
C	30,000	6,000	20
D	50,000	15,000	10

Rank the project on the basis of :

(i) Net present value method

(ii) Profitability index method.

Or

Code No. : 5645

(b) Initial investment   -   Rs. 60,000

Life of asset   -   4 Years

Estimated net annual Cash Flows :

	Rs.
I year	15,000
II year	20,000
III year	30,000
IV year	20,000

Calculate Internal Rate of Return (IRR).

Note :   The following tables gives the present value of Re.1 due in 'n' number of years.

Year	P.v. Factor at 10 %	P.v. Factor at 12 %	P.v. Factor at 14 %	P.v. Factor at 15 %
1	0.909	0.892	0.877	0.869
2	0.826	0.797	0.769	0.756
3	0.751	0.711	0.674	0.657
4	0.683	0.635	0.592	0.571

Reg. No. : ....

Code No. : 5646 Sub. Code : WKCM 12/
VKCC 12

M.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2024

First Semester

Commerce – Core

DIGITAL MARKETING

(For those who joined in July 2023 onwards)

Time : Three hours Maximum : 75 marks

PART A — (15 × 1 = 15 marks)

Answer ALL questions.

Choose the correct answer :

1. Challenges in digital marketing include
   (a) decreased customer engagement
   (b) limited data availability
   (c) difficulty in tracking customer behaviour
   (d) lack of competition

2. Targeting specific geographic locations with personalized marketing efforts is called
   (a) market segmentation
   (b) hyperlocal marketing
   (c) environmental marketing
   (d) social media marketing

3. The use of electronic devices and systems to conduct business is referred as
   (a) brick-and-mortar business
   (b) social media marketing
   (c) big data marketing
   (d) e-commerce

4. The process of tailoring products and promotions for specific customer segments in online marketing mix is
   (a) E-promotion (b) E-product
   (c) Targeting (d) Distribution

5. The primary goal of 'E-promotion' methods in online marketing is
   (a) driving online traffic
   (b) creating offline brand awareness
   (c) enhancing user experience
   (d) increasing website loading speed

6. A concept that enables personalized marketing strategies for specific customer groups is
   (a) product positioning
   (b) consumer segmentation
   (c) e-commerce
   (d) e-service

7. In digital marketing, SEM stand for
   (a) Systematic Email Marketing
   (b) Social Engagement Marketing
   (c) Strategic Electronic Marketing
   (d) Search Engine Marketing

8. Partnering with individuals or businesses to promote products is called
   (a) affiliate marketing
   (b) interactive display advertising
   (c) social media marketing
   (d) opt-in-email marketing

9. A digital media channel that involves creating content for a specific audience and distributing it online for publicity is
   (a) Interactive Display Advertising
   (b) Search Engine Marketing
   (c) Viral Marketing
   (d) ePR

10. The process of Electronic Customer Relationship Management focuses on
    (a) ignoring customer feedback
    (b) building customer relationships
    (c) automating all customer interactions
    (d) reducing customer interactions

11. The term 'Dynamics of online consumer visit' refers to
    (a) consumer preferences for specific website colours
    (b) frequency of consumers visiting physical stores
    (c) changes in consumer behaviour during online visits
    (d) static nature of online consumer behaviour

12. The main purpose of collecting customer data for Database Marketing is to
    (a) create personalized marketing strategies
    (b) offer more information to customers
    (c) increase loading time on websites
    (d) ignore customer preferences

13. The metric which is crucial for evaluating engagement on LinkedIn is

   (a) Endorsements

   (b) Profile Views

   (c) Connections Growth Rate

   (d) Social Selling Index

14. An earned social media metric that measures the number of times users have clicked on shared content to visit the brand's website is

   (a) follower growth rate

   (b) impressions

   (c) click-through rate

   (d) pay-per-click

15. Individuals or entities with significant influence on others purchasing decisions can be referred as

   (a) Social Media Channels

   (b) Content Writers

   (c) Personal Influencers

   (d) Opinion Leaders

PART B — (5 × 4 = 20 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

16. (a) List two emerging trends in digital marketing and explain their significance.

Or

   (b) Describe the concept of segments based digital marketing.

17. (a) Elucidate the influence of website characteristics on online purchase decisions.

Or

   (b) Explain the significance of E-promotion in digital marketing.

18. (a) Discuss the arguments against using digital media channels.

Or

   (b) Outline the merits of online campaigns in Facebook.

19. (a) Describe the significance of data base marketing.

Or

   (b) Explain the stages involved in online consumer decision making process.

20. (a) Discuss the key components of measurement framework in Digital Analytics.

Or

   (b) Write short notes on game based marketing.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

21. (a) Summarize the evolution of digital marketing tools and techniques.

Or

   (b) Explore the challenges faced by businesses in implementing effective digital marketing campaigns.

22. (a) Discuss the strategies employed in consumer segmentation for online businesses.

Or

   (b) Explicate the role of E-price to ensure competitiveness in online markets.

23. (a) Discuss the pros and cons of Interactive display advertising.

Or

   (b) Elucidate the basic objectives of ePR.

24. (a) Describe the cultural implications of key website characteristics in digital marketing.

Or

   (b) Explain the need for next generation CRM in detail.

25. (a) Explain various measurement metrics for Instagram.

Or

   (b) Elaborate on the benefits of digital brand analysis.

_____

Reg. No. : ....

Code No. : 5647   Sub. Code : WKCM 13/ VKCC 13

M.Com. (CBCS) DEGREE EXAMINATION, NOVEMBER 2024.

First Semester

Commerce – Core

BANKING AND INSURANCE

(For those who joined in July 2023 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (15 × 1 = 15 marks)

Answer ALL questions.

Choose the correct answer :

1. SFMS is primarily used for:
   (a) Online shopping
   (b) Secure messaging within financial institutions
   (c) Real-time stock trading
   (d) Social media communication

2. In NEFT, settlements occur in batches at specific intervals during the business day. What is the typical settlement interval for NEFT transactions in India?
   (a) 15 minutes
   (b) 1 hour
   (c) 2 hours
   (d) 24 hours

3. Which of the following is a key advantage of RTGS over NEFT?
   (a) Lower transaction fees
   (b) Instant and real-time settlement
   (c) No transaction limits
   (d) Only available for corporate customers

4. What is one of the applications of AI in banking?
   (a) Monitoring customer service queues
   (b) Conducting physical bank audits
   (c) Performing manual document verification
   (d) None of the above

5. Why is AI considered important in banking?
   (a) It reduces customer data security
   (b) It increases the need for human intervention
   (c) It enhances efficiency, reduces costs, and improves customer service
   (d) It leads to higher transaction fee

6. What does "Cloud Banking" refer to?
   (a) Banks providing weather forecasts
   (b) Banks operating entirely in the cloud
   (c) Banks offering loans for cloud infrastructure
   (d) Banks that store money in the clouds

7. Which function of insurance involves spreading the risk of a few policyholders over a larger group?
   (a) Risk pooling
   (b) Risk transfer
   (c) Risk retention
   (d) Risk avoidance

8. What is the primary role of an insurance broker?
   (a) Selling insurance policies directly to customers
   (b) Representing and advising policyholders on insurance matters
   (c) Assessing and documenting insurance claims
   (d) Underwriting insurance policies

9. Which of the following insurance intermediaries represents multiple insurance companies?
   (a) Insurance broker
   (b) Insurance agent
   (c) Surveyor and loss assessor
   (d) Third-party administrator

10. What is a key aspect of customer service in the insurance industry?
    (a) High premium rates
    (b) Quick claims denials
    (c) Timely and efficient support to policyholders
    (d) Complex policy documentation

11. What does "Quality of Service" in insurance refer to?
    (a) The price of insurance policies
    (b) The speed of claim settlement
    (c) The ethical conduct of agents
    (d) The location of insurance offices

12. Insurance agents play a crucial role in:
    (a) Rejecting insurance claims
    (b) Maximizing profits for the insurance company
    (c) Advising and assisting customers with their insurance needs
    (d) Managing underwriting processes

13. Corporations often use which financial tool to manage currency exchange rate risks?
    (a) Swaps
    (b) Leverage
    (c) Dividends
    (d) Warrants

14. What financial tool is used to hedge against the fluctuations in the price of an underlying asset?

   (a) Insurance policy   (b) Derivative

   (c) Share certificate   (d) Savings account

15. What is one of the primary purposes of stress testing in risk management?

   (a) Identifying the best-performing investments

   (b) Evaluating the financial institution's response to adverse scenarios

   (c) Ensuring high returns on investments

   (d) Increasing market volatility

PART B — (5 × 4 = 20 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

16. (a) Explain the role of FINTECH in banking arena.

   Or

   (b) Write short notes on SWIFT.

17. (a) Differentiate between Block chain and DLT.

   Or

   (b) Discuss the features of Crypto currency.

18. (a) Explain the doctrine of subrogation.

   Or

   (b) What are the secondary functions of insurance?

19. (a) Write any five regulations of IRDA.

   Or

   (b) Explain Ombudsman.

20. (a) Explain corporate risk management and its tools.

   Or

   (b) Describe the ways to identify and evaluate potential risk by Individuals.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 600 words.

21. (a) Explain the various electronic payments methods in banking sector.

   Or

   (b) Explain the financial disruptors in banking.

22. (a) Enumerate the types of Block chain.

   Or

   (b) Explain the future trends in banking industry.

23. (a) Discuss the code of conduct followed in insurance sector.

   Or

   (b) Explain the duties of insurance agent.

24. (a) Explain Agent communication with customer service.

   Or

   (b) Enumerate the quality of customer service in Insurance sector.

25. (a) Explain corporate risk management and its tools.

   Or

   (b) Describe the ways to identify and evaluate potential risk by Individuals.

Code No. : 5649   **Sub. Code : WKCE 12/ VKCE 12**

M.Com. (CBCS) DEGREE EXAMINATION, NOVEMBER 2024.

First Semester

Commerce

Elective — OPERATIONS RESEARCH

(For those who joined in July 2023 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (15 × 1 = 15 marks)

Answer ALL questions.

Choose the correct answer :

1. The distinguishing features of an LP is

   (a) the problem has an objective function and constraints

   (b) all functions in the problem are linear

   (c) optimal values for the decision variables are produced

   (d) all of the above

2. The non-negativity requirement is included in an LP because

   (a) it makes the model easier to solve

   (b) it makes the model correspond more closely to the real-world problem

   (c) both (a) and (b)

   (d) neither of the above

3. The north-west corner rule

   (a) is used to find an initial feasible solution

   (b) is used to find an optimal solution

   (c) is based on the concept of minimizing opportunity cost

   (d) none of the above

4. The assignment problem consists of the following elements ——————

   (a) a set of n jobs

   (b) a set of n facilities

   (c) a set of cost, one for each pair of job facility

   (d) all of the above

5. The drawback to using the transportation problem method in solving an assignment problem is that

   (a) a degeneracy results from every improvement in the total cost

   (b) the assignment problem can't be formulated as a transportation problem

   (c) the assignment problem is an unbalanced transportation problem

   (d) too many alternative optimal results

6. In Vogel's approximation method, the opportunity cost associated with a row is determined by

   (a) the difference between the smallest cost and the next smallest cost in that row

   (b) the difference between the smallest unused cost and the next smallest unused cost in that row

   (c) the difference between the smallest cost and next smallest unused cost in the row

   (d) none of the above

7. When Minimax and Maximum criteria matches, then

   (a) Fair game exists

   (b) Unfair game is exists

   (c) Mixed strategy exists

   (d) Saddle point exists

8. Identify the wrong statement

   (a) game without saddle point is probabilistic

   (b) game with saddle point will have pure strategies

   (c) game with saddle point cannot be solved by dominance rule

   (d) game without saddle point uses mixed strategies

9. This is not allowed in sequencing of 'n' jobs on two machines

   (a) passing

   (b) loading

   (c) repeating the job

   (d) once loaded on the machine it should be completed before removing from the machine

10. The PERT/Cost model assumes that

    (a) each activity achieves its optimistic time

    (b) the costs are uniformly distributed over the life of the activity

    (c) that activity times are statistically independent

    (d) none of the above

11. The calculation of the probability that the critical path will be completed by time T

    (a) assumes that activity times are statistically independent

    (b) assumes that total time of the critical path has approximately a beta distribution

    (c) requires knowledge of the standard deviation for all activities in the network

    (d) all of the above

12. What is PERT analysis based on

    (a) Optimistic time   (b) Pessimistic time

    (c) Most likely time   (d) All of the above

13. A major goal of queuing is to

    (a) minimize the cost of providing service

    (b) provide models which help the manager to trade off the cost of service

    (c) maximise expected return

    (d) optimize system characteristics

14. Decision theory is concerned with

    (a) the amount of information that is available

    (b) criteria for measuring the 'goodness' of a decision

    (c) selecting optimal decisions in sequential problems

    (d) all of the above

15. Which of the following does not apply to a decision tree?

    (a) A square node is a point at which a decision must be made

    (b) A circular node represents an encounter with uncertainty

    (c) One chooses a sequence of decisions which have the greatest probability of success

    (d) One attempts to maximise expected return

PART B — (5 × 4 = 20 marks)

Answer ALL questions, choosing either (a) or (b).

16. (a) Solve the following LP problem using graphical method:

    Minimise $Z = 2x_1 + 3x_2$

    Subject to

    $$x_1 + x_2 \geq 6$$
    $$7x_1 + x_2 \geq 14$$
    $$x_1 \text{ and } x_2 \geq 0$$

    Or

    (b) Consider the linear programming model and solve it using the simplex method.

    Maximise $Z = 6x_1 + 8x_2$

    Subject to

    $$5x_1 + 10x_2 \leq 60$$
    $$4x_1 + 4x_2 \leq 40$$
    $$x_1 \text{ and } x_2 \geq 0$$

17. (a) Write a short note on solution procedure for transportation problem.

Or

(b) Discuss the various methods of solving an assignment problem.

18. (a) Solve the following game graphically and find the value of the game:

Player B

$$\begin{array}{c} & B_1 & B_2 & B_3 \\ \text{Player A} \quad A_1 \\ A_2 \end{array} \begin{pmatrix} 8 & 4 & -2 \\ -2 & -1 & 3 \end{pmatrix}$$

Or

(b) Find the sequence that minimizes the total elapsed time required to complete the following tasks on two machines:

Task :	I	II	III	IV	V	VI	VII	VIII	IX
Machine A :	4	10	8	18	12	16	14	10	8
Machine B :	12	16	14	8	6	18	6	16	22

19. (a) Define the term replacement and describe the some important replacement policies.

Or

(b) Draw network diagram from following activities and find critical path and total slack of activities:

Job :	A	B	C	D	E	F
Job time (days) :	13	8	10	9	11	10
Immediate predecessor :	–	A	B	C	D	E
Job :	G	H	I	J	K	
Job time (days) :	8	6	7	14	18	
Immediate predecessor :	F	E	H	G, I	J	

20. (a) Discuss the main concepts associated with decision theory approach to problem solving.

Or

(b) XYZ Tailoring House has one tailor specialized in men's shirts. The number of customers requiring stitching of shirts appears to follow Poisson distribution with mean arrival rate of 12 per hour. Customers are attended to by the tailor on a first-come first-served basis, and they are willing to wait for service if there be queue. The time the tailor takes to attend a customer is exponentially distributed with a mean of 4 minutes. Required:

(i) The utilization parameter (i.e., traffic intensity)

(ii) The probability that the queuing system is idle

(iii) The average time the tailor is free on 8-hour working day.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

21. (a) Explain the basic terms involved in simplex procedure.

Or

(b) Critically examine the different types of operation research models.

22. (a) Consider the assignment problem as shown in the table. In this problem, 5 different jobs are to be assigned to 5 different operators such that the total processing time is minimized. The matrix entries represent processing times in hours.

Operator

		1	2	3	4	5
	1	10	12	15	12	8
	2	7	16	14	14	11
Job	3	13	14	7	9	9
	4	12	10	11	13	10
	5	8	13	15	11	15

Develop a zero-one programming model.

Or

(b) Consider the problem of allocating raw materials from four different warehouses to five different plants. The availability of the raw material in the four warehouses are 25 ton, 30 ton, 20 ton and 30 ton. The demand of the raw material in the five plants are 20 ton, 20 ton, 30 ton, 10 ton and 25 ton. It is not possible to ship the raw material from warehouse 4 to plant 4 because of steep road. From the unit costs of transportation (in hundreds) given in table, find the optimal shipping plan for the raw material (use least cost cell method to obtain the initial basic feasible solution).

Plant

		1	2	3	4	5	Supply
	1	10	2	3	15	9	25
	2	5	10	15	2	4	30
Warehouse	3	15	5	14	7	15	20
	4	20	15	13	–	8	30
Demand		20	20	30	10	25	105

Note: Cost figures are given in Rupees hundred.

23. (a) Given the following data regarding the processing times of some jobs on three machine M_1, M_2 and M_3. The order of processing is M_1 - M_2 - M_3. Determine the sequence that minimizes the total elapsed time (T) required to complete the following jobs. Also evaluate T and idle time of M_2 and M_3.

Jobs Processing Time (Minutes)

	M_1	M_2	M_3
A	30	40	60
B	80	30	70
C	70	20	50
D	40	50	110
E	90	10	50
F	80	40	60
G	70	30	120

Or

(b) Solve the following game graphically and find the value of the game :

Player B

$$\text{Player A} \quad \begin{array}{c} A_1 \\ A_2 \end{array} \begin{array}{ccc} B_1 & B_2 & B_3 \\ \left[\begin{array}{ccc} 8 & 4 & -2 \\ -2 & -1 & 3 \end{array} \right] \end{array}$$

24. (a) A small project consisting of eight activities has the following characteristics:

Time Estimates (in Weeks)

Activity	Preceding activity	Most optimistic time (a)	Most likely time (m)	Most pessimistic time (b)
A	None	2	4	12
B	None	10	12	26
C	A	8	9	10
D	A	10	15	20
E	A	7	7.5	11
F	B, C	9	9	9
G	D	3	3.5	7
H	E, F, G	5	5	5

(i) Draw the PERT network for the project.

(ii) Prepare the activity schedule for the project.

Or

(b) The data collected in running a machine, the cost of which is Rs.60,000 are given below:

Year	1	2	3	4	5
Resale value (Rs.)	42,000	30,000	20,400	14,400	9,650
Cost of spares (Rs.)	4,000	4,270	4,880	5,700	6,800
Cost of labour (Rs.)	14,000	16,000	18,000	21,000	25,000

Determine the optimal period for replacement of the machine.

25. (a) A contractor is excavating a site for the removal of 1,00,000 cubic metres of materials. He has the choice of using a scoop loader or a shovel crane. He has leased 10 trucks at Rs.100 per hour. A scoop loader costs costs Rs.200 per hour while the cost of shovel crane is Rs.300 per hour. Once work

has been started, the trucks arrive according to a Poisson process with a mean rate of 7 trucks per hour. The truck-filling times are exponentially distributed. A scoop loader can fill trucks at an average rate of 10 per hour. The shovel care is faster, on the average capable of filling 15 trucks per hour.

Determine the optimal equipment choice.

Or

(b) Briefly explain the different types of steps in decision tree analysis theory.

Code No. : 5650   Sub. Code : WKCE 13/
                                              VKCE 13

M.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2024.

First Semester

Commerce

Elective — BEHAVIOURAL FINANCE

(For those who joined in July 2023 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (15 × 1 = 15 marks)

Answer ALL questions.

Choose the correct answer :

1. The concept of "anchoring" in behavioral finance refers to :

   (a) A cognitive bias where individuals rely too heavily on the first piece of information encountered

   (b) A method to reduce investment risk

   (c) A rational approach to decision-making

   (d) A market prediction tool

2. Exponential discounting and hyperbolic discounting are related to

   (a) Calculating present value

   (b) Assessing market risk

   (c) Decision-making under uncertainty

   (d) Technical analysis

3. Which bias refers to the tendency to overestimate the likelihood of positive events?

   (a) Hindsight bias   (b) Loss aversion

   (c) Optimism bias   (d) Anchoring

4. The Efficient Markets Hypothesis (EMH) suggests that financial markets are

   (a) Always perfectly efficient

   (b) Rarely efficient

   (c) Semi-efficient

   (d) Not influenced by economic factors

5. Which theory is based on the concept of expected utility and assumes that investors make rational decisions?

   (a) Behavioral finance theory

   (b) Efficient Markets Hypothesis

   (c) Prospect theory

   (d) Rational choice theory

6. Market efficiency is a key concept in financial markets. Which of the following statements is true?

   (a) All financial markets are always perfectly efficient

   (b) Market efficiency can vary over time and across markets

   (c) Efficient markets are characterized by constant bubbles

   (d) Market efficiency is not influenced by investor behavior

7. Asset management and behavioral factors are related to

   (a) The efficient allocation of resources in a portfolio

   (b) The use of technical analysis in stock trading

   (c) The avoidance of cognitive biases in investment decisions

   (d) The prediction of market crashes

8. Active portfolio management often involves :

   (a) Passive strategies to minimize risk

   (b) Consistently outperforming the market

   (c) Avoiding any emotional decisions

   (d) Following the Efficient Markets Hypothesis

9. In the context of behavioral finance, the case for psychological influence in fundamental information and technical analysis suggests that

   (a) Investors should avoid using psychological factors in their analysis

   (b) Psychological factors can affect decision-making and market behavior

   (c) Technical analysis is superior to fundamental analysis

   (d) Cognitive biases have no impact on financial markets

10. Mechanisms of external factor influence on risk perception and attitudes are related to

   (a) Government regulations

   (b) Environmental factors

   (c) Human psychology and emotional regulation

   (d) Technological advancements

11. Active portfolio management is often associated with :

   (a) Consistently outperforming the market

   (b) Passive investment strategies

   (c) Avoiding any consideration of behavioral factors

   (d) Minimizing risk

12. The source of systematic underperformance in active portfolio management can be attributed to

    (a) Efficient market conditions

    (b) Rational investor behavior

    (c) Cognitive biases and behavioral factors

    (d) Strict regulatory oversight

13. The neurophysiology of risk-taking involves understanding how the brain

    (a) Processes mathematical calculations

    (b) Evaluates economic indicators

    (c) Responds to fear and reward signals in decision-making

    (d) Manages regulatory compliance

14. Personality traits and risk attitudes in different domains suggest that

    (a) Risk attitudes are consistent across all individuals

    (b) Personality has no impact on risk preferences

    (c) People may exhibit different risk attitudes in financial and non-financial contexts

    (d) Risk attitudes only depend on market conditions

15. In the context of behavioral finance, the term "neurophysiology" primarily refers to:

    (a) The study of economic indicators and market data

    (b) The functioning of the brain and nervous system in decision-making

    (c) The analysis of historical stock prices

    (d) The use of technical indicators in trading

PART B — (5 × 4 = 20 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

16. (a) State the objectives of Behavioural finance.

    Or

    (b) Identify the applications of investment decision cycle.

17. (a) Explain "investor rationality" in the context of financial decision-making.

    Or

    (b) How does the EMH classify markets into different forms of efficiency?

18. (a) Examine the market predictability, and how does it relate to the Efficient Markets Hypothesis (EMH).

    Or

    (b) Discuss the key forms of market efficiency proposed by the EMH.

19. (a) Describe the role of behavioral factors in shaping corporate decisions on capital structure.

    Or

    (b) Explain the mechanisms through which external factors influence risk perception.

20. (a) Explain some common methods used for experimental measurement of emotions.

    Or

    (b) Explain how an individual's personality affects their risk preferences.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

21. (a) Identify the difference between the exponential discounting and hyperbolic discounting.

    Or

    (b) Describe the role of financial decision-making under uncertainty.

22. (a) Explain the core principles of the Expected Utility Theory (EUT).

    Or

    (b) Explain the Efficient Markets Hypothesis (EMH) and its implications.

23. (a) Determine various types of fundamental information available to market participants.

    Or

    (b) Examine the sources of systematic underperformance in active portfolio management.

24. (a) Discuss the systematic approach of using behavioral factors in corporate decision-making.

    Or

    (b) Explain the capital structure dependence on market timing.

25. (a) Bring out the significance of measuring risk-related emotions in financial decision-making.

    Or

    (b) Explain the neurophysiology of risk-taking, including the areas of the brain involved in decision-making.

———

Code No. : 5665   Sub. Code : VKCSE 11

M.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2024.

First Semester

Commerce

Skill Enhancement Course — PRINCIPLES OF EVENT
MANAGEMENT

(For those who joined in July 2024 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (15 × 1 = 15 marks)

Answer ALL the questions.

Choose the correct answer :

1. What is the role of technical staff in event management?

    (a) Managing guest relations

    (b) Handling logistics and transportation

    (c) Setting up and operating equipment like sound, lights and visuals

    (d) Creating social media content

2. Why is it important to establish policies and procedures in event management?

    (a) To save time during the event

    (b) To ensure consistency, safety and legal compliance

    (c) To increase profits

    (d) To attract more sponsors

3. What is the purpose of record keeping systems in event management?

    (a) To maintain a financial budget only

    (b) To track the number of attendees

    (c) To ensure all important information is documented for future reference and analysis

    (d) To monitor social media mentions

4. Which government authority is commonly involved in providing safety services at large events?

    (a) Police and Fire Brigade

    (b) Event Catering Services

    (c) Local Retailers

    (d) Ticketing Agencies

5. Which of the following utilities must be ensured at the event venue?

    (a) Free WiFi

    (b) Electricity and Water

    (c) Mobile Charging Stations

    (d) Parking Spaces

6. Why is it important to coordinate with ambulance services for large events?

    (a) To manage the crowd

    (b) To provide emergency medical assistance

    (c) To guide VIP guests

    (d) To handle ticket distribution

7. Why is organizing tables important in event management?

    (a) To ensure proper guest seating and arrangement

    (b) To display event banners

    (c) To promote sponsors

    (d) To store event equipment

8. Why is communication important in managing an event?

    (a) To create event decorations

    (b) To ensure all team members and stakeholders are informed and aligned

    (c) To print event tickets

    (d) To manage security at the venue

9. How does Computer Aided Event Management (CAEM) help event planners?

    (a) By designing event posters

    (b) By automating scheduling, budgeting, and task management

    (c) By serving food at the event

    (d) By booking entertainers

10. What is the concept of Public Relations (PR)?

    (a) Advertising products to customers

    (b) Building and maintaining a positive image for an organization

    (c) Selling event tickets

    (d) Designing websites for companies

11. What is one limitation of public relations?

    (a) It guarantees immediate sales

    (b) It requires no planning

    (c) It may not provide instant measurable results

    (d) It replaces advertising completely

12. Why are brainstorming sessions important in public relations planning?

    (a) To make budget estimates

    (b) To generate creative ideas and solutions for PR campaigns

    (c) To analyze financial statements

    (d) To manage technical aspects of an event

13. What is a key job responsibility of a corporate events organizer?

    (a) Cooking meals for the event

    (b) Coordinating logistics and ensuring the event runs smoothly

    (c) Designing the company's website

    (d) Managing the company's finances

14. What is one of the main priorities when ensuring the safety of guests and participants at a corporate event?

    (a) Ensuring proper seating arrangements

    (b) Implementing security measures and emergency protocols

    (c) Offering free giveaways

    (d) Making sure the entertainment is exciting

15. Why is entertainment often included in corporate events?

    (a) To boost ticket sales

    (b) To engage attendees and create a memorable experience

    (c) To reduce the cost of the event

    (d) To serve as background music for presentations

PART B — (5 × 4 = 20 marks)

Answer ALL the questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

16. (a) What is the purpose of a record-keeping system in event management?

    Or

    (b) Explain the role of an event manager.

17. (a) Define Phonographic Performance License (PPL) and when is it required.

    Or

    (b) What are utilities like electricity and water important in event planning?

18. (a) What is the purpose of preparing a planning schedule for an event?

    Or

    (b) How does Computer-Aided Event Management (CAEM) assist in event planning?

19. (a) How do brainstorming sessions contribute to public relations planning?

    Or

    (b) What are the limitations of public relations?

20. (a) Why is budgeting important in corporate event planning?

    Or

    (b) What are the safety measures should be considered for guests and participants at a corporate event?

PART C — (5 × 8 = 40 marks)

Answer ALL the questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

21. (a) Analyze the scope of event makers and their contribution to the overall success of an event.

    Or

    (b) Describe the process of establishing policies and procedures for events and explain their significance.

22. (a) Discuss the general details and procedures for obtaining permissions and licenses before holding an event.

    Or

    (b) List out the major principles for holding a successful event.

23. (a) Explain the roles of event managers for different types of events.

    Or

    (b) Discuss the process of organizing tables and assigning responsibilities for an event.

24. (a) Explain the concept and nature of Public Relations (PR).

    Or

    (b) Explain the process of public relations strategy and planning.

25. (a) Discuss the job responsibilities of a corporate events organizer.

    Or

    (b) Examine the need for entertainment in corporate events.

———————

Code No. : 5665   Sub. Code : VKCSE 11

M.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2024.

First Semester

Commerce

Skill Enhancement Course — PRINCIPLES OF EVENT
MANAGEMENT

(For those who joined in July 2024 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (15 × 1 = 15 marks)

Answer ALL the questions.

Choose the correct answer :

1. What is the role of technical staff in event management?

   (a) Managing guest relations

   (b) Handling logistics and transportation

   (c) Setting up and operating equipment like sound, lights and visuals

   (d) Creating social media content

2. Why is it important to establish policies and procedures in event management?

   (a) To save time during the event

   (b) To ensure consistency, safety and legal compliance

   (c) To increase profits

   (d) To attract more sponsors

3. What is the purpose of record keeping systems in event management?

   (a) To maintain a financial budget only

   (b) To track the number of attendees

   (c) To ensure all important information is documented for future reference and analysis

   (d) To monitor social media mentions

4. Which government authority is commonly involved in providing safety services at large events?

   (a) Police and Fire Brigade

   (b) Event Catering Services

   (c) Local Retailers

   (d) Ticketing Agencies

5. Which of the following utilities must be ensured at the event venue?

   (a) Free WiFi

   (b) Electricity and Water

   (c) Mobile Charging Stations

   (d) Parking Spaces

6. Why is it important to coordinate with ambulance services for large events?

   (a) To manage the crowd

   (b) To provide emergency medical assistance

   (c) To guide VIP guests

   (d) To handle ticket distribution

7. Why is organizing tables important in event management?

   (a) To ensure proper guest seating and arrangement

   (b) To display event banners

   (c) To promote sponsors

   (d) To store event equipment

8. Why is communication important in managing an event?

   (a) To create event decorations

   (b) To ensure all team members and stakeholders are informed and aligned

   (c) To print event tickets

   (d) To manage security at the venue

9. How does Computer Aided Event Management (CAEM) help event planners?

   (a) By designing event posters

   (b) By automating scheduling, budgeting, and task management

   (c) By serving food at the event

   (d) By booking entertainers

10. What is the concept of Public Relations (PR)?

    (a) Advertising products to customers

    (b) Building and maintaining a positive image for an organization

    (c) Selling event tickets

    (d) Designing websites for companies

11. What is one limitation of public relations?

    (a) It guarantees immediate sales

    (b) It requires no planning

    (c) It may not provide instant measurable results

    (d) It replaces advertising completely

12. Why are brainstorming sessions important in public relations planning?

    (a) To make budget estimates

    (b) To generate creative ideas and solutions for PR campaigns

    (c) To analyze financial statements

    (d) To manage technical aspects of an event

13. What is a key job responsibility of a corporate events organizer?

    (a) Cooking meals for the event

    (b) Coordinating logistics and ensuring the event runs smoothly

    (c) Designing the company's website

    (d) Managing the company's finances

14. What is one of the main priorities when ensuring the safety of guests and participants at a corporate event?

    (a) Ensuring proper seating arrangements

    (b) Implementing security measures and emergency protocols

    (c) Offering free giveaways

    (d) Making sure the entertainment is exciting

15. Why is entertainment often included in corporate events?

    (a) To boost ticket sales

    (b) To engage attendees and create a memorable experience

    (c) To reduce the cost of the event

    (d) To serve as background music for presentations

PART B — (5 × 4 = 20 marks)

Answer ALL the questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

16. (a) What is the purpose of a record-keeping system in event management?

        Or

    (b) Explain the role of an event manager.

17. (a) Define Phonographic Performance License (PPL) and when is it required.

        Or

    (b) What are utilities like electricity and water important in event planning?

18. (a) What is the purpose of preparing a planning schedule for an event?

        Or

    (b) How does Computer-Aided Event Management (CAEM) assist in event planning?

19. (a) How do brainstorming sessions contribute to public relations planning?

        Or

    (b) What are the limitations of public relations?

20. (a) Why is budgeting important in corporate event planning?

        Or

    (b) What are the safety measures should be considered for guests and participants at a corporate event?

PART C — (5 × 8 = 40 marks)

Answer ALL the questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

21. (a) Analyze the scope of event makers and their contribution to the overall success of an event.

        Or

    (b) Describe the process of establishing policies and procedures for events and explain their significance.

22. (a) Discuss the general details and procedures for obtaining permissions and licenses before holding an event.

        Or

    (b) List out the major principles for holding a successful event.

23. (a) Explain the roles of event managers for different types of events.

        Or

    (b) Discuss the process of organizing tables and assigning responsibilities for an event.

24. (a) Explain the concept and nature of Public Relations (PR).

        Or

    (b) Explain the process of public relations strategy and planning.

25. (a) Discuss the job responsibilities of a corporate events organizer.

        Or

    (b) Examine the need for entertainment in corporate events.

———