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5 SEM TDC FIMT (CBCS) C 512

2024

(November)

COMMERCE

(Core)

Paper : C-512

(Financial Management)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) Write True or False : 1×4=4

(i) Pervasive, intensive and significant are the characteristics of finance manager.

(ii) Wealth maximization incorporates the time value of money.

(iii) Retained earnings have implicit cost only.

(iv) Liquidity decisions are concerned with working capital management.

(b) Fill in the blanks : 1×4=4

(i) The relationship between change in sales and change in operating profit is known as _____.

- (ii) Management of working capital deals with the _____ liquidity position of the firm.
- (iii) The most popular source of short-term funding is _____.
- (iv) External source of finance does not include _____.

2. Write short notes on any *four* of the following : 4×4=16

- (a) Trade credits
- (b) Capital gearing
- (c) Risk-return tradeoff
- (d) Importance of working capital
- (e) Stable dividend policy

3. (a) What do you mean by finance functions? Explain some of the crucial financial problems that a financial manager faces today. 4+10=14

Or

(b) Define 'Financial Management'. Explain the profit maximization and wealth maximization objectives of Financial Management. 4+5+5=14

4. (a) Explain the significance of working capital for a manufacturing concern. What shall be the consequences if a firm has—

- (i) redundant working capital;
- (ii) inadequate working capital? 4+5+5=14

Or

(b) Dibrugarh Ltd. is a newly setup enterprise. With the help of the following particulars, determine the measure of working capital : 14

(i) Various elements of cost bear the following relationship to the selling price, i.e., ₹ 300 p.u. :

- Materials—40%
- Labour—30%
- Overhead—20%

(ii) Production in 2024–25 is estimated to be 8000 units

(iii) Materials are expected to remain in stores for an average period of 1 month

(iv) Finished goods are likely to stay in warehouse for 2 months on average

(v) Each unit of production will be in process for ½ a month on average

(vi) 50% of sales will be on credit. Customers are allowed 2 months credit

(vii) Credit period allowed by suppliers is 1 month

(viii) Lag-in-payment of labour is 1 month. 50% of overheads consists of salaries of non-production staff

(ix) Allow 20% to your computed figures for contingencies

(x) Assume that sales and production follow a constant pattern

5. (a) Why are capital budgeting decisions more important? Explain briefly the following methods of capital budgeting bringing out the advantages and disadvantages of each : 4+5+5=14

(i) Pay-back period method

(ii) Net present value method

Or

- (b) The data relating to two companies are as given below :

	Company—A	Company—B
Capital (in ₹)	8,00,000	7,50,000
12% Debentures (in ₹)	6,00,000	5,50,000
Output (units) per annum	80000	70000
Selling price/unit (in ₹)	30	250
Fixed costs per annum (in ₹)	7,00,000	14,00,000
Variable cost per unit (in ₹)	20	55

You are required to calculate the Operating leverage, Financial leverage and Combined leverage of two companies and also comment on their relative risk position. 14

6. (a) Discuss the irrelevance theory of dividend decision by using Modigliani and Miller approach (MM Model). 14

Or

- (b) What do you understand by retained earnings? Discuss the merits and limitations of ploughing back of profits as a source of finance. 4+10=14

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5 SEM TDC POM (CBCS) C 511

2024

(November)

COMMERCE

(Core)

Paper : C-511 (Group—III)

(Principles of Marketing)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) Fill in the blanks : 1×4=4

(i) Marketing research and market survey are _____.

(ii) _____ includes the acts of individuals directly involved in obtaining and using economic goods and services including sequence of decision processes that precede.

(2)

(iii) _____ dimension covers the core specifications or physical attributes related to services, brand, package, product life cycle and product planning development.

(iv) _____ stands for project evaluation and review technique.

(b) State whether the following statements are True or False : $1 \times 4 = 4$

(i) Consumer is the king in modern concept of marketing.

(ii) All publicity is advertising.

(iii) Brand management holds the key in the modern marketing.

(iv) Promotion strategy lays down the broad principles.

2. Write short notes on any *three* of the following : $4 \times 3 = 12$

(a) Traditional concept of marketing

(b) Consumer behaviour

(c) Price strategy

(d) After-sales service

(3)

3. (a) Define marketing and state its importance in today's world. $4+8=12$

Or

(b) What is marketing mix? What are the elements of marketing mix? Explain briefly. $4+8=12$

4. (a) What do you mean by market segmentation? Discuss its objectives and also the importance of market segmentation in India. $4+(4+4)=12$

Or

(b) What are the various stages in consumer buying process? What are the personal, psychological and social factors that influence consumer behaviour? $6+6=12$

5. (a) What do you mean by product development? Discuss the various stages involved in the development of a new product. $4+8=12$

Or

(b) What is brand name and trademark? Explain their relative merits and demerits. $4+8=12$

6. (a) What do you mean by promotion? Explain the need for promotional activities. What are the components of promotion? $2+5+5=12$

(4)

Or

(b) Explain the factors influencing promotional mix. 12

7. (a) Discuss the role of physical distribution system and discuss the components of physical distribution in modern marketing. 6+6=12

Or

(b) Discuss the role of wholesaler and retailer in modern marketing. 6+6=12
