



PG – 1302

IV Semester M.Com. Degree Examination, August/September 2025

COMMERCE

4.1 : Business Analytics (CBCS) (2021-22)

Equivalent Paper to 4.1 Commodity Markets (CBCS – 2014-15)

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any seven** questions out of ten. **Each** question carries **two** marks : **(7×2=14)**

1. a) Define prescriptive analytics.
- b) What is SWOT in business analytics ?
- c) What is recruitment analytics ?
- d) What is manpower forecasting ?
- e) What are Paid Ad Metrics ?
- f) Define data mining.
- g) Differentiate between organic and non-organic traffic.
- h) What is customers churn ?
- i) What is cash flow forecasting ?
- j) Give the meaning for customer journey analytics.

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks : **(4×5=20)**

2. What importance of business analytics with new sources of data ?
3. Explain compensation and benefits planning in HR.
4. Explain attrition analytics with few examples.

P.T.O.



5. How can analytics be used in marketing ?
6. What is the role of analytics in CRM ?
7. Explain financial analytics applications.

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks : **(2×12=24)**

8. Elucidate the business analytics tools and techniques used by professional.
9. Explain widely used categories of marketing analytics tools.
10. Describe in detail the purchasing pattern analytics in relation to CRM.
11. Explain liquidity analytics in detail.

SECTION – D

12. Answer the following question. **(1×12=12)**

You are the newly hired marketing analytics manager at “VogueVista India”, a fast-growing online fashion retailer specializing in contemporary Indian apparel and accessories. VogueVista primarily targets young, fashion-conscious consumers in Tier-1 and Tier-2 cities across India. In the last quarter, VogueVista spent ₹ 25 Lakhs across various digital marketing channels, including : Google Search Ads(SEM) : Keywords like “designer kurtis online”, “Party wear sarees”, “latest fashion India.” “Social Media Ads (Instagram and Facebook) : Highly visual campaigns targeting specific demographics and interests. Influencer Marketing : Collaborations with fashion influencers on instagram and YouTube. Email Marketing : Promotional emails sent to their subscriber base. While overall sales have increased, the management team is concerned about the efficiency of their marketing spend. They want to understand which channels are delivering the best Return on Ad Spend (ROAS) and how to optimize future investments to maximize Customer Lifetime Value (CLTV).



You have access to the following data :

- Google Analytics Data : Website traffic by source/medium, bounce rates, time on site, conversion rates (add-to-cart, purchase completion) for different channels.
- Ad Platform Data : Ad spend, impressions, clicks, Click-Through Rates (CTR) from Google Ads, Facebook Ads Manager.
- CRM Data : Individual customer purchase history (date of purchase, order value, product categories bought), customer acquisition source, email open/click rates.
- Campaign Data : Specific budget allocated to each channel per campaign.

Questions :

- a) What are the key metrics you would focus on for each channel and why ?
- b) Propose two distinct customer segments you would create based on their purchasing behavior.



PG – 1303

IV Semester M.Com. Degree Examination, August/September 2025

(CBCS Scheme) (2021 – 22)

COMMERCE

Paper – 4.2 : Forensic Accounting and Auditing

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any seven** out of ten. **Each** question carries **two** marks. (7×2=14)

1. a) Give the meaning of forensic audit.
- b) List any two different types of frauds with examples.
- c) Who are fraudsters ?
- d) State any four fraud detection techniques used by professional accountants.
- e) Mention any three common traits found in fraudsters.
- f) State any two benefits of forensic accounting.
- g) What is fraud risk assessment ?
- h) Name two types of red flags that may indicate the presence of fraud.
- i) Mention any two Computer-Assisted Auditing Tools (CAATs).
- j) What is internal fraud ?

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. (4×5=20)

2. Explain the role and responsibilities of a professional forensic accountant in investigating corporate fraud.
3. Illustrate the fraud cycle with a practical case of bank fraud.
4. Examine the effectiveness of professional analytical procedures in detecting revenue recognition fraud.
5. Apply profiling techniques to identify a fraudster within an organization.

P.T.O.



6. Describe the significance and key benefits of a forensic audit in fraud detection.
7. Examine the tools of forensic data analysis.

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks. **(2×12=24)**

8. Explain how horizontal and vertical analysis help in detecting financial statement fraud.
9. Analyze the various risk factors that increase the likelihood of fraud within an organization.
10. Examine the differences between forensic audit and regular financial audit with suitable examples.
11. Demonstrate the use of Computer-Assisted Auditing Techniques (CAATs) to investigate suspicious transactions.

SECTION – D

12. Answer the following questions. **(1×12=12)**

A public-listed manufacturing company, TechnoFab Ltd. has recently faced declining profits despite stable sales. An internal whistleblower alleges that a senior procurement manager is involved in collusion with certain vendors, resulting in over-invoicing, kickbacks and the supply of substandard raw materials. A forensic audit is initiated to investigate possible procurement and vendor fraud.

- a) Identify three key physical or documentary sources within the procurement department where paper evidence of fraud might be found. Explain the kind of evidence expected.
 - b) Describe two unconventional digital evidence sources (not emails) to detect collusion between employees and vendors. What forensic tools or techniques would you use ?
 - c) You're examining security footage and access logs. What two red flags could suggest fraudulent behavior within the procurement process ?
 - d) Highlight the role of witness interviews in this forensic audit.
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PG – 1304

IV Semester M.Com. Examination, August/September 2025

COMMERCE

4.3 : Corporate Reporting Practices – II (CBCS) (2021 – 22)

Equivalent Paper to 4.3 : Corporate Reporting Practices – II (CBCS) (2014 – 15)

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** out of ten. **Each** question carries **two** marks. **(7×2=14)**
- What are the key objectives of corporate reporting as outlined by the IASB Framework ?
 - Distinguish between financial reporting and general-purpose financial statements.
 - Mention two key differences between IFRS and Ind AS in terms of treatment of financial instruments.
 - What is the significance of convergence between Ind AS and IFRS in global financial reporting ?
 - What are the components of Other Comprehensive Income (OCI) ?
 - Explain the meaning of 'Earnings Per Share (EPS)' and why it is important for investors.
 - List any two principles of good corporate governance as per SEBI guidelines.
 - What is the role of an Audit Committee in ensuring effective corporate reporting ?
 - What is integrated reporting and how does it differ from traditional reporting ?
 - Briefly explain the concept of sustainability reporting.

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. **(4×5=20)**

- Describe the qualitative characteristics of financial information as per the IASB Conceptual Framework. Why are these characteristics important for users of financial statements ?
Compare and contrast the treatment of lease accounting under Ind AS 116 and IFRS 16. Provide examples to illustrate your answer.
- What are the key elements of corporate governance disclosure as per SEBI (LODR) regulations ? Discuss their relevance in improving transparency and accountability.
- What is derecognition of financial assets ? State the condition under which derecognition occurs.

P.T.O.



5. From the following details of ABC Ltd., calculate Basic and Diluted Earnings Per Share (EPS) for the year ended 31st March 2025 :

- Net Profit After Tax : ₹ 18,00,000
- Number of Equity Shares Outstanding : 3,00,000
- 10% Convertible Debentures : ₹ 5,00,000 (Each ₹ 1,000 debenture convertible into 20 equity shares)
- Interest on debentures is tax-deductible. Corporate Tax Rate : 30%
- No change in equity during the year

Instructions :

- Compute interest saved due to conversion
- Adjust net profit and shares accordingly
- Present both Basic and Diluted EPS with workings.

6. Prepare the statement of changes in equity from the following information of XYZ Ltd. for the year ended 31st March 2025 :

Particulars	₹
Opening Equity Share Capital	20,00,000
Opening Retained Earnings	12,00,000
Profit for the year	8,00,000
Interim Dividend Paid	2,00,000
Final Dividend Declared	1,50,000
Gain on Revaluation of PPE (net of tax)	3,00,000
Issue of new shares at premium (face ₹ 10, premium ₹ 5)	1,00,000 shares
Share Issue Expenses	50,000

Instructions :

- Present a vertical format of statement of changes in equity.
- Include equity share capital, retained earnings, revaluation reserve and share premium
- Incorporate all changes accurately.

7. The following are extracts from the financial data of MNO Ltd. for the year ended 31st March 2025.

Particulars	₹
Revenue from operations	1,20,00,000
Cost of goods sold	75,00,000
Administrative expenses	10,00,000
Finance costs	5,00,000



Fair Value Gain on FVTOCI investments	2,00,000
Revaluation Gain on Land	3,50,000
Actuarial Loss on Gratuity Scheme	1,00,000
Deferred Tax on OCI items (net)	70,000 (Liability)

Prepare a statement of Profit and Loss (single statement format) including :

- Profit before tax
- Profit after tax (Assume tax rate = 25%)
- Other Comprehensive Income
- Total Comprehensive Income.

SECTION - C

Answer **any two** questions out of four. **Each** question carries **twelve** marks. (2×12=24)

- Explain the elements of the IASB Conceptual Framework for Financial Reporting and discuss how these elements assist in the development and presentation of financial statements. Illustrate your answer with practical examples.
- Critically examine the key differences between Ind AS and IFRS with regard to revenue recognition, financial instruments and lease accounting. Explain the rationale behind such differences and their impact on corporate reporting in India.
- On 1st April 2025, X Ltd. acquired 80% of the equity shares of Y Ltd. for ₹ 24,00,000. The balance sheet of Y Ltd. on the date of acquisition was as follows :

Particulars	₹
Share capital (₹ 10 each)	20,00,000
Reserves and surplus	4,00,000
Assets	
Non-Current Assets	18,00,000
Current Assets	10,00,000
Total	28,00,000

Additional Information :

- The fair value of identifiable net assets of Y Ltd. was ₹ 30,00,000 on the acquisition date.
- Non-Controlling Interest (NCI) is to be measured at fair value, which is ₹ 6,00,000.
- Goodwill is to be recognized, if any.

Required :

- Calculate the consideration transferred and the total fair value of the business.
- Determine the goodwill or gain from the bargain purchase.

Prepare the journal entries in the books of X Ltd. relating to the acquisition.

- A company provides the following financial information for the year ended 31st March 2025 :
 - EBIT : ₹ 48,00,000
 - Depreciation : ₹ 12,00,000
 - Tax rate : 30%



- Equity Share Capital : ₹ 50,00,000
- Reserves and Surplus : ₹ 30,00,000
- Debt (12% debentures) : ₹ 40,00,000
- Cost of Equity : 14%
- WACC : 11%
- Capital Employed at the beginning of the year : ₹ 1,10,00,000

Required :

- a) Calculate Net Operating Profit After Tax (NOPAT)
- b) Compute the Weighted Average Cost of Capital (WACC) if not given (validate)
- c) Calculate Capital Charge
- d) Compute Economic Value Added (EVA)
- e) Interpret the EVA result in the context of shareholder value creation.

SECTION – D

Answer the following question :

(1×12=12)

12. ESOP Accounting at NextGen Tech Ltd.

Background :

NextGen Tech. Ltd., a listed Indian software company, introduced an Employee Stock Option Plan (ESOP) on 1st April 2023 to retain and motivate key employees.

Under the scheme :

- Number of options granted : 10,000
- Exercise price : ₹ 100 per share
- Face value of share : ₹ 10
- Market price on grant date : ₹ 180 per share
- Vesting period : 2 years
- Exercise period : 1 year after vesting
- Fair value per option (Using Black-Scholes model) : ₹ 75

Options will vest only if the employee remains with the company for 2 years from the grant date.

Events :

- As of 31st March 2024, 500 employees had left. The company expects another 1,000 options to lapse due to attrition before vesting.
- On 31st March 2025, only 8,000 options actually vested.
- On 30th June 2025, 7,000 options were exercised by employees when the market price was ₹ 220 per share. The remaining options lapsed.

Requirements :

- 1) Pass journal entries in the books of NextGen Tech. Ltd. for the years ending :
 - a) 31st March 2024
 - b) 31st March 2025
 - c) 30th June 2025
 - 2) Prepare the ESOP Expense account and Securities Premium Account for the relevant periods.
 - 3) Explain the accounting treatment of ESOPs under Ind As 102, including the treatment of lapsed and exercised options.
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PG – 1307

IV Semester M.Com. Degree Examination, August/September 2025
(CBCS Scheme) (2021 – 22)

COMMERCE

FB 4.3 : Forex Management

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any seven** out of ten. **Each** question carries **two** marks. (7×2=14)

- What do you mean by Managed Float System ?
- What is Fixed Exchange Rate ?
- Expand SWIFT and LERMS.
- What is Economic Exposure ?
- Define Hedging.
- What is meant by Basket of Currencies ?
- What are Currency options ?
- Define Flow Model.
- What do you mean by Margin ?
- The forward rate (60 days) for the Rupee is 49.05/\$ whereas the spot rate for it is 48.20/\$. Calculate the forward discount on Indian Rupee.

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. (4×5=20)

- Explain the Purchasing Power Parity Theory with assumptions and criticisms.
- Differentiate between fixed exchange rates and floating exchange rates.
- Explain the recent developments in Forex Market.
- Explain the costs associated with international payments.

P.T.O.



6. Followings are the spot exchange rates quoted at three different forex markets :

USD/INR 59.25/59.35 in Mumbai

GBP/INR 102.50/103.00 in London

GBP/USD 1.70/1.72 in New York

The arbitrageur has USD 1,00,00,000. Explain whether there is any arbitrage gain possible from the quoted spot exchange rates.

7. Consider the following data :

Particulars	
Stock price	Rs. 50
Months to Expiration	3 months
Risk free rate of Interest	10% p.a.
Standard Deviation of Stock	40%
Exercise price	Rs. 55
Option Type	European call

Calculate the value of call option as per Black Scholes Model.

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks.

(2×12=24)

8. Explain the internal and external hedging strategies.

9. Given the following information data :

Spot rate Rs. 43.0010 = \$1

6 months forward rate : Rs. 43.8020 = \$1

Annualized interest rate : Rupee = 13.5%

Annualized interest rate : Dollar = 9.5%

Calculate the arbitrage possibilities assuming the possibility for an investment of \$1200.

10. Explain how fundamental and technical analysis helps in forecasting forex rates.



11. Columbus Surgicals Inc. is based in US, has recently imported surgical raw materials from the UK and has been invoiced for £ 4,80,000, payable in 3 months. It has also exported surgical goods to India and France.

The Indian customer has been invoiced for £ 1,38,000, payable in 3 months and the French customer has been invoiced for € 590,000, payable in 4 months.

Current spot and forward rates are as follows :

£ / US \$	
Spot	0.9830 – 0.9850
Three months forward	0.9520 – 0.9545
US \$ / €	
Spot	1.8890 – 1.8920
Four months forward	1.9510 – 1.9540
Current money market rates are as follows :	
UK	10.0% – 12.0% p.a.
France	14.0% – 16.0% p.a.
USA	11.5% – 13.0% p.a.

You as Treasury Manager are required to show how the company can hedge its foreign exchange exposure using Forward markets and Money markets hedge and suggest which the best hedging technique is ?

SECTION – D

12. Answer the following question :

(1×12=12)

Dreher Brewery, a company operating in Hungary is a landlocked country in Central Europe, has today effected sales to an Indian FMCG company, the payment being due 6 months from the date of invoice. The invoice amount is 227 lakhs Hungarian Forint (HUF). At today's spot rate, it is equivalent to ₹ 53.92 lakhs. It is anticipated that the exchange rate will decline by 11% over the 6 months period and in order to protect the HUF payments, the importer proposes to take appropriate action in the foreign exchange market. The 6 months forward rate is presently quoted as 3.91 HUF per rupee. You are required to calculate the expected loss and to show how it can be hedged by a forward contract.



PG – 1305

IV Semester M.Com. Degree Examination, August/September 2025
COMMERCE

4.4 : Strategic Cost Management – II (CBCS) (2021-22)
Equivalent Paper to 4.4 : Strategic Cost Management – II (CBCS) (2014-15)

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any seven** out of ten. **Each** question carries **two** marks. (7×2=14)

1. a) What is marginal cost pricing ?
- b) What is meant by “target rate of return pricing” ?
- c) State two main objectives of transfer pricing.
- d) Name two factors that affect international transfer pricing.
- e) Define experience curve.
- f) What is meant by diminishing returns in a learning curve ?
- g) What is cost of conformance ?
- h) What is the PRAISE approach in TQM ?
- i) Define benchmarking.
- j) List two types of benchmarking.

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. (4×5=20)

2. Explain the role of Cost and Management Accountant in determining product pricing. Illustrate with examples.
3. Identify and analyze the key factors affecting international transfer pricing decisions.
4. Explain the main categories of prevention costs and appraisal costs in maintaining product quality.
5. Differentiate between competitive benchmarking and internal benchmarking.

P.T.O.



6. A company has furnished the following cost data :

Direct materials	₹ 11.20 per unit
Direct wages	₹ 3.00 per unit
Variable overheads	₹ 0.80 per unit
Fixed factory overheads	₹ 6,60,000 p.a.
Fixed selling and administration overheads	₹ 3,60,000 p.a.
Annual sales	4,00,000 units
Capital employed in fixed assets	₹ 9,00,000

Capital employed in current assets 50% of sales. Determine the selling price per unit to yield 20% return on capital employed.

7. XYZ Co. has observed that a 90% learning curve ratio applies to all labour related costs each time a new model enters production. It is anticipated that 320 units will be manufactured during 2024. Direct labour cost for the first lot of 10 units amounts to 1000 hours at ₹ 8 per hour. Variable overhead cost is assigned to products at the rate of ₹ 2 per direct labour hour. You are required to determine :

- Total labour and labour related costs to manufacture 320 units of output.
- Average cost of
 - The first 40 units produced
 - The first 80 units produced.

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks. (2×12=24)

8. Critically examine the role of the learning curve theory in decision-making under competitive and dynamic business environments.

9. *R-MART Retail Ltd.*, a large retail chain in India, was experiencing stagnation in growth despite increasing investments in technology and marketing. The management introduced the Balanced Scorecard (BSC) to improve its strategic alignment and performance tracking. They defined goals across the four perspectives – Financial, Customer, Internal Business Processes and Learning and Growth. However, implementation challenges included employee resistance, lack of understanding of non-financial KPIs and poor coordination between departments.

Questions :

- Identify and explain the four perspectives of the Balanced Scorecard used by *R-MART Retail Ltd.*



- 2) What steps should the management take to overcome the implementation challenges ?
 - 3) Evaluate the effectiveness of using BSC over traditional performance metrics in this context.
10. Your company plans to operate department D at normal capacity next year producing one lakh units of product P. Assuming no defective works, these units can be manufactured in 2.5 lakh labour hours at a cost of ₹ 0.50 per hour. Factory overhead would amount to ₹ 1,50,000 of which ₹ 50,000 would be fixed. Five units of materials can be purchased in two qualities; a high quality at ₹ 1.05 per unit or a lower quality at ₹ 0.80 per unit.

Under expected conditions, using high quality materials, 10% of the work will be defective requiring complete replacement of the materials, additional labour costs and variable overhead. Scrap materials recovered from defective production could be sold at ₹ 0.30 per unit of high quality material used.

As an alternative to this arrangement, the use of the lower quality material is being considered but this would require an extra operation to be performed on it. An additional machine and tooling would be needed at a cost of ₹ 3,000 per annum. The additional operation would take half an hour for each unit of product P produced, not taking defective work into account.

It is estimated that 20% of the work would be defective all of which would require complete replacement. Scrap material from the lower quality material could be sold for ₹ 5,000. Present information to management indicating the more profitable course of action.

11. BETAGRO Ltd. which has a system of assessment of divisional performance on the basis of Residual Income has two Divisions Alfa and Beta. Alfa has annual capacity to manufacture 15 lakhs Nos. of special component which it sells to outside customers; but has idle capacity. The budgeted residual income of Beta is ₹ 120 lakhs while that of Alfa is ₹ 100 lakhs. Other relevant details extracted from the budget of Alfa for the year are :

Sale (to outside customers)	12 lakhs unit @ ₹ 180 per unit
Variable cost per unit	₹ 160
Divisional fixed cost	₹ 80 lakhs
Capital employed	₹ 750 lakhs
Cost of capital	12%

Beta has just received a special order for which it requires components similar to the ones made by Alfa. Fully aware of Alfa's unutilized capacity. Beta has asked Alfa to quote for manufacture and supply of 3,00,000



numbers of the components with a slight modification during final processing. Alfa and Beta agree that this will involve an extra variable cost of ₹ 5 per unit.

- Calculate the transfer price which Alfa should quote to Beta to achieve its budgeted residual income.
- Indicate the circumstances in which the proposed transfer price may result in a sub-optimal decision for the BETAGRO group as a whole.

SECTION – D

Answer the following question.

(1×12=12)

12. PH Ltd. manufactures product S in departments A and B which also manufactures other products using the same machines. The particulars per unit of the products are as under :

Direct material :	H – 8 kg at ₹ 3 per kg. used in Dept. A
	P – 4 kg at ₹ 5 per kg. used in Dept. B
Direct labour :	2 hours at ₹ 12 per hour in Dept. A
	3 hours at ₹ 10 per hour in Dept. B

Overheads

Methods of recovery

Dept. A

Dept. B

Direct labour hours

Direct labour hours

Overhead rates :

Fixed	₹ 6 per hour	₹ 3 per hour
Variable	₹ 5 per hour	₹ 2 per hour
Value of plant and machinery	₹ 16 lakhs	₹ 8 lakhs

Variable selling and distribution overheads relating to product 'S' amount to ₹ 20,000 per month. The product requires a working capital of ₹ 3,00,000 at the target volume of 1,000 units per month occupying 25% of the practical capacity.

Required :

- Using the return on investment pricing formula, fix the price of product 'S' to yield a contribution to cover 24% rate of return on investment.
- If product 'S' is a well-established product in the market, what should be the basis for fixation of price ? Set the minimum price on that basis.
- If product 'S' is a new product about to be launched in the market, what should be the basis for fixation of price ? Set the minimum price on that basis.



PG – 1308

IV Semester M.Com. Degree Examination, August/September 2025
(2021-22) (CBCS Scheme)

COMMERCE

FB 4.4 : Security Analysis and Portfolio Management

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any seven** out of ten. **Each** question carries **two** marks. (7×2=14)

1. a) What does a beta value of less than 1 indicate ?
- b) List any four popular investment options available to individual investors in India.
- c) What is meant by equity valuation ?
- d) What is Dow Theory ? State one of its assumptions.
- e) State the meaning of Arbitrage Pricing Theory (APT).
- f) What is the difference between alpha and beta in portfolio analysis ?
- g) What is portfolio revision ? Mention one reason it may be needed.
- h) Define market timing in investment management.
- i) How do trends in global markets affect Indian stock markets ?
- j) Mention any two foreign debt instruments available for Indian companies.

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. (4×5=20)

2. Explain the factors to be considered before making an investment decision.
3. An investor is evaluating the equity shares of Omega Ltd., which are currently trading at Rs. 250 per share in the market. The company is expected to pay a dividend of Rs. 20 per share after one year, and the dividend is projected to grow at a constant rate of 6% annually. What rate of return should the investor expect on this investment ?

P.T.O.



4. The following data shows the returns of the Sensex (R_m) and TCS Ltd. (R_i) over a certain period : Calculate the Beta (β) of TCS stock using the market (Sensex) returns and also compute Alpha.

Period	Sensex Return (R_m) %	TCS Return (R_i) %
1	5	6
2	7	9
3	4	5
4	6	7
5	3	4
6	8	10
7	2	3

5. Explain the key principles of the Harry Markowitz Modern Portfolio Theory and its role in risk-return optimization.
6. What are formula plans in portfolio revision ? Explain their types with examples.
7. Differentiate between ADRs, GDRs and IDRs with examples.

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks. (2×12=24)

8. Stocks X and Y have yielded the following returns under different market scenarios. The probabilities of these scenarios and the associated returns are given below :

Probability	Return of Stock X (%)	Return of Stock Y (%)
0.4	12	7
0.35	6	10
0.25	3	5

An investor constructs a portfolio consisting of 70% in Stock X and 30% in Stock Y. Answer the following questions :

- What is the expected return on a portfolio made up of 70% investment in Stock X and 30% in Stock Y ?
- Calculate the standard deviation of returns for each stock.
- Compute the covariance and coefficient of correlation between Stock X and Stock Y.
- Determine the portfolio risk (standard deviation) for the portfolio consisting of 70% in Stock X and 30% in Stock Y.



9. Write a note on :

- a) Modern Charting Tools used in Technical Analysis
- b) Common Technical Indicators used in Stock Market Analysis
- c) Price Patterns of Stock and their relevance in trading decisions.

10. Explain the following models of portfolio management and discuss their relevance in investment decision-making :

- a) Capital Asset Pricing Model (CAPM)
- b) Sharpe Single Index Model
- c) Two-Factor and Multi-Factor Models.

11. You are working as a financial analyst at a wealth management firm. Your manager has provided you with return and risk data of three mutual funds and asked you to assess their risk-adjusted performance.

Fund	Mean Return (%)	Standard Deviation (%)	Beta
Axis Blue Chip Fund	18	16	1.4
HDFC Flexi Cap Fund	14	12	1.1
SBI Small Cap Fund	11	11	0.7
Market	9	9	1.0
Risk-free rate	5%		

a) Evaluate the performance of the above funds using :

- Sharpe Ratio
- Treynor Ratio
- Jensen's Alpha

b) Rank the funds based on each performance measure and briefly interpret your findings to recommend the best-performing fund.



SECTION – D

Answer the following question.

(1×12=12)

12. You are a financial analyst at Wealth Wise Advisors. A client, Mr. Arjun Mehta, is evaluating three listed companies for long-term equity investment. He wants to understand which company is fundamentally stronger and better positioned in its industry.

Here is the financial data :

Company	Industry	Market Price (₹)	EPS (₹)	P/E	ROE (%)	D/E Ratio	Beta
Infosys Ltd.	IT Services	1,500	60	25	28	0.2	0.95
Tata Motors	Automobile	900	18	50	12	1.1	1.5
HUL (Hindustan Unilever)	FMCG	2,400	40	60	40	0.1	0.75

Questions :

- Company Analysis** : Using the data provided, evaluate the three companies on the basis of : Price-to-Earnings (P/E) Ratio, Return on Equity (ROE), Debt-to-Equity Ratio (D/E). What do these indicators suggest about the company's profitability, valuation and financial risk ?
- Industry Outlook** : Provide a brief outlook on the current trends and challenges in each of the following industries : IT Sector, Automobile Sector, FMCG Sector.
- Investment Insight** : Based on your fundamental and industry analysis, which company appears to be the most suitable for long-term investment and why ?



PG – 1306

IV Semester M.Com. Degree Examination, August/September 2025
COMMERCE

4.5 : Customs Duty and GST (CBCS) (2021 – 22)
Equivalent Paper To Goods and Service Tax (2014 – 15)

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any seven** out of ten. **Each** question carries **two** marks.

(7×2=14)

1. a) What is dual GST model ?
- b) Mention the goods which are out of the scope of GST.
- c) What is Input Tax Credit ?
- d) What is supply under GST ?
- e) What is GSTR 9 ?
- f) What is reverse charge mechanism ?
- g) What is GSTN ?
- h) Give any two examples for furtherance of business.
 - i) What is baggage ?
 - j) Give the meaning for duty drawback.

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks.

(4×5=20)

2. Explain the GST provisions pertaining to registration.
3. Describe the various returns under GST.
4. Explain with examples how the Indian GST is based on the principles of “One nation one market” and “Consumption based tax”.
5. Briefly explain the various customs procedures.

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6. Explain with relevant provisions whether the following are mixed supply or composite supply :
- Supply of ice-cream with meals in catering service.
 - Supply of installation with DTH equipment.
 - Supply of complementary breakfast for clients staying in hotel.
 - Supply of combo pack of detergent soaps, medicines and food items without giving the break-up value.
 - Supply of various grocery items with the details of price of each item in the invoice.
7. Find out the assessable value of the equipment from the following details :
 FOB price of the machine \$ 5,000 excluding Air freight \$ 1,200, Designs and drawings supplied from India Rs. 50,000. Exchange Rate INR 85/USD.

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks. (2×12=24)

- Explain the GST provisions pertaining to Input Tax Credit.
- Briefly explain the various methods of valuation for computing customs duties.
- Find out the CGST and SGST payable from the following details of goods sold by R Ltd. to a customer.

Product	MRP (Rs.)	Discount (%)	Qty.	Rate of GST (%)
A	500	10	5	5
B	100	20	3	12
C	200	25	2	18
D	100	10	5	18
E	300	Nil	1	Exempted



11. Find the assessable value and customs duty payable from the following details :
- a) FOB price GBP 10,000.
 - b) Air freight GBP 2,500.
 - c) Cost of design supplied from India Rs. 50,000.
 - d) Importer has paid Rs. 10,000 to the local agent as per exporter's instruction.
 - e) Rate of basic customs duty 10%.
 - f) Rate of IGST 18%.
 - g) Exchange rate as per CBIC notification – INR 102/GBP.

SECTION – D

Answer the following question.

(1×12=12)

12. Explain the provisions of ITC applicable in the following cases and determine the ITC available.
- a) X Ltd. purchased a machine costing Rs. 2,00,000 inclusive GST @ 18 percent. Depreciation is being charged on the entire value of machine including GST.
 - b) A registered dealer manufacturing shoes gave a gift of 50 pairs of shoes to his friend free of cost. The value of raw material used in making these shoes is Rs. 2,000 inclusive of GST @ 5%.
 - c) A registered dealer has bought raw material worth Rs. 2,00,000 inclusive of GST. Half of the material is being used for manufacture of exempted goods.
 - d) Mr. X, a dealer in tyres has taken four tyres for personal purpose. Value of each tyre is Rs. 10,000 inclusive of GST at 28%.
 - e) Mr. X, has placed an order for 1000 units of products. However she received only 900 units. Value of supply as per invoice is Rs. 2,00,000 including GST of 12%.



PG – 1309

IV Semester M.Com. Examination, August/September 2025
(CBCS Scheme)(2021–22)

COMMERCE

FB 4.5 : Strategies for Banking Risk and Marketing Management

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any seven** questions out of ten. **Each** question carries **two** marks. (7×2=14)

1. a) What is Anti-Money Laundering (AML) ?
- b) Mention any two verification procedures followed during account opening.
- c) How does a high CASA ratio benefit a bank's interest income ?
- d) Give two examples of secured retail loans.
- e) Name any two promotional tools used to market CASA accounts.
- f) What are ancillary services in the context of banking ?
- g) What is meant by lead generation in banking sales ?
- h) Define sales funnel in simple terms.
- i) Define post-sale follow-up in customer relationship management.
- j) List any two types of customer objections during a sales interaction.

SECTION – B

Answer **any four** questions out of six. **Each** question carries **five** marks. (4×5=20)

2. Analyze the role of RBI in enforcing KYC and AML guidelines in the Indian banking sector.
3. Evaluate the significance of CASA deposits in enhancing the profitability and liquidity position of a commercial bank.

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4. Examine how NPA (Non-Performing Asset) management strategies can be embedded in retail lending operations.
5. Critically evaluate the role of catchment area mapping in planning effective promotional campaigns.
6. How can banks leverage CRM data to cross-sell personalized financial products effectively ?
7. Critically examine the pre-sale and post-sale activities in the banking sales cycle.

SECTION – C

Answer **any two** questions out of four. **Each** question carries **twelve** marks. **(2×12=24)**

8. Compare and contrast the risk categorization of customers (low, medium, high) and its implications on the account opening process.
9. Assess the role of technology in improving services and customer experience for CASA account holders.
10. Propose a comprehensive CASA growth strategy for a rural bank branch facing high competition.
11. Evaluate the impact of customer profiling and financial goal analysis on product recommendation and cross-selling.

SECTION – D

12. Answer the following question. **(1×12=12)**

You have recently joined a commercial bank as a Relationship Manager. Your branch is underperforming in mobilizing CASA deposits and has seen a rise in non-performing retail loans. Design a strategic action plan using your knowledge of KYC/AML, CASA marketing, customer profiling, and cross-selling techniques. Your plan should include risk mitigation steps, lead generation strategies, and ways to improve customer service and compliance.