

DEPARTMENT OF DISTANCE EDUCATION
PUNJABI UNIVERSITY, PATIALA
Response sheet for Internal Assessment

(To be sent to the Department)

Class: M.Com Part - II Session: 2016-2017 Roll No. _____

Semester-III Paper: MC-301 (Strategic Cost Management)

Student's Name: _____

Father's Name: _____

Address: _____

Contact No. _____

Student's Signature _____

Teacher's Signature _____

Total Marks 20

Marks Obtained _____

Attempt any one Long question:

Long Questions:

Marks: 1 x 10=10

1. What do you mean by strategic cost management? Explain the key elements of SCM?
2. Define Target costing. Give its process in detail?
3. Define the concept of Activity Based costing. Explain the process of implementation of ABC system?
4. What do you understand by transfer pricing. Discuss the methods of setting transfer prices?
5. What is the total life cycle costing approach? Explain the benefits of using this approach to product costing?

Attempt any Five Short questions:

Short Questions:

Marks: 5 x 2 =10

1. Cost Reduction
2. Kaizen costing
3. Back flush costing
4. Value chain analysis
5. Economic value added
6. Cost drivers
7. Performance evaluation
8. Just in time
9. Total quality management
10. Strategic positioning

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Class: M.Com Part - II Session: 2016-2017 Roll No. _____
Semester-III Paper: MC-302 (Corporate Legal Framework)

Student's Name: _____
Father's Name: _____
Address: _____ _____
Contact No. _____

Student's Signature _____	Teacher's Signature _____
Total Marks 20	Marks Obtained _____

Attempt any one Long question:

Long Questions:

Marks: 1 x 10=10

1. Explain the salient features of a joint stock company. What are the exceptions related to the rule of corporate veil?
2. Explain the different types of companies which may be incorporated under Companies Act 2013?
3. What do you mean by winding up? Explain its different modes?
4. Discuss the meaning and characteristics of negotiable instruments?
5. Explain the salient features of the competition ACT, 2002?

Attempt any Five Short questions:

Short Questions:

Marks: 5 x 2 =10

1. Power of competition commission.
2. Extraordinary General meeting.
3. Member's voluntary winding up.
4. Contributories under winding up.
5. Distinction between bills of exchange and promissory note.
6. Accommodation Bill
7. Types of endorsement
8. Noting and protesting
9. Quorum
10. Distinguish between shareholder and member.

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Class: M.Com Part - II Session: 2016-2017 Roll No. _____

Semester-III Paper: MC-303 (Indirect Tax Laws)

Student's Name: _____

Father's Name: _____

Address: _____

Contact No. _____

Student's Signature _____

Teacher's Signature _____

Total Marks 20

Marks Obtained _____

Attempt any one Long question:

Long Questions:

Marks: 1 x 10=10

1. Write a detailed note on the dividend distribution tax in case of a domestic company.
2. What do you understand by the term "clubbing of incomes", state the current provisions regarding clubbing of income of an assessee.
3. What are the conditions and the amount of deduction available in respect of certain payments or investments made u/s 80c.
4. Write in detail various possibilities of indexed cost of acquisition and improvement to corporate amount of capital gain?
5. How would you arrive at the annual value of a houses let out for residential purposes? Discuss in detail?

Attempt any Five Short questions:

Short Questions:

Marks: 5 x 2 =10

1. Discuss the term 'Assessee' u/s 2(7) of IT act?
2. What do you mean by 'Alternate minimum Tax'?
3. How would you arrive at the annual value of a let-out house?
4. What are tax free perquisites?
5. Distinguish between short term and long term capital gains/
6. Discuss reduction u/s 80D regarding medical health?
7. Explain the provisions of rebate u/s 86?
8. What is the various type of companies?
9. What do you mean by deemed income under section 41?
10. Distinguish between exemptions and deductions?

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Class: M.Com Part - II Session: 2016-2017 Roll No. _____
Semester-III Paper: MC-304 (Marketing Management)

Student's Name: _____
Father's Name: _____
Address: _____ _____
Contact No. _____

Student's Signature _____	Teacher's Signature _____
Total Marks 20	Marks Obtained _____

Attempt any one Long question:

Long Questions:

Marks: 1 x 10=10

1. What is marketing management? Explain marketing environment in detail?
2. What are the major factors influencing buyers behavior?
3. Explain new product development process in detail?
4. What do you mean by promotion mix? What are the different methods of promotion decisions?
5. What are the various determinants of marketing of services? Discuss its characteristics and problems?

Attempt any Five Short questions:

Short Questions:

Marks: 5 x 2 =10

1. Consumer behavior
2. Product mix
3. Branding
4. Packaging and labeling
5. Product life cycle
6. place mix
7. publicity and public relations
8. green marketing
9. Direct and online marketing.
10. Market segmentation

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(To be sent to the Department)

Class: M.Com Part - II Session: 2016-2017 Roll No. _____

Semester-III Paper: MC-305(ii) (Management of Financial Services)

Student's Name: _____

Father's Name: _____

Address: _____

Contact No. _____

Student's Signature _____

Teacher's Signature _____

Total Marks **20**

Marks Obtained _____

Attempt any one Long question:

Long Questions:

Marks: 1 x 10=10

1. What do you mean by financial services? Explain different types of financial services?
2. What do you mean by leasing? Explain different types of leasing?
3. Write down the concept of mutual fund? Explain different types of mutual funds?
4. What is credit rating? Write down the process of credit rating?
5. What is underwriting? Write down SEBI guidelines for underwriting?

Attempt any Five Short questions:

Short Questions:

Marks: 5 x 2 =10

1. Bill Discounting.
2. Venture capital
3. Merchant banking
4. Credit rating agencies
5. Hire purchase
6. Factoring
7. Forfaiting
8. Plastic money
9. Instrument purchasing
10. Sale back lease.