(b) AB Ltd considering two investment proposal which a cost of Rs.2,50,000 each. You are required to suggest which project should be accepted, if the standard pay back period is 3 years. The cash inflows after depreciation and before tax as follows

Year	Project I	Project II
1	50,000	70,000
2	20,000	80,000
3	20,000	1,00,000
4	90,000	1,20,000
5	1,50,000	85,000

Note: Assume tax rate is 50%

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Reg. No. : .....

Code No.: 6451 **Sub. Code: WKCM 11/ VKCC 11**

M.Com. (CBCS) DEGREE EXAMINATION, NOVEMBER 2025.

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. The word finance comes from the Latin word
   (a) Finis
   (b) Finan
   (c) Finans
   (d) Fins

2. Interest payable on debenture is

(a) A charge against profit

(b) An appropriation of profits

(c) A charge against General reserve

(d) None of these

3. Annuity payment made at the end of each period is :

(a) Annuity (b) Deferred Annuity

(c) Immediate Annuity (d) Annuity Contingent

4. Identify the uncontrollable risk of a company:

(a) Labour problem

(b) Increase in loan service charge

(c) Cut in subsidy

(d) Technological obsolescence

5. An investors gets 15 percent return from X' stock. The inflation rate is 7 percent His real rate of return is:

(a) 7.48 (b) 8

(c) 2.5 (d) 7.84

6. The statistical tool used to measure a company' s risk is

(a) Mean (b) Mode

(c) Variance (d) Co-variance

7. A lease agreement grants lessee the right to:

(a) own the assets

(b) use the assets

(c) own and use the asset

(d) sale the asset

8. Entrepreneurs and strategic decisions does not include:

(a) Non – Recognising a problem

(b) Generating alternative

(c) Evaluating the alternative

(d) Selecting a alternative

9. Financing an entrepreneur includes:

(a) Lack of personal capital

(b) Fever networking contact

(c) Poor credit history

(d) All the above

10. In case of lock box system, the cheque are

(a) Received by the collection centre

(b) Put into the post office box hired for remittance of cheques

(c) Received by collection agent

(d) None of the above

11. A firm can follow a strict credit policy in case it's products have:

(a) No demand (b) High demand

(c) Low demand (d) Normal Demand

12. ABC analysis concentrates more on

(a) Costly item

(b) Less value item

(c) High Number of item

(d) None of these

13. Discounted cash flow technique involves:

(a) Net Present value

(b) Payback method

(c) Accounting Rate of Return

(d) None of these

14. Under payback method a project would be accepted if the payback period is:

(a) High (b) Low

(c) Medium (d) None

15. The decision rule under Net Present Value method is

(a) NPV > 0 accept (b) NPV < 0

(c) Both (a) and (b) (d) None

PART B — (5 × 4 = 20 marks)

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

16. (a) A person invested R.1,00,000 to a financial institution for 5 years and the interest on it is compounded at 8% p.a. semi annually. Find out future value.

Or

(b) Calculate the doubling period using the rule of 72, if rate of return is

(i) 4% (ii) 5% (iii) 6% (iv) 10%.

17. (a) Stock L and M have yielding the following returns for the past two years.

Years	Return (%)
	L. M
2021	12 14
2022	18 12

What is the Expected Rate Return made up of 60 per cent of L and 40 percent of M?

Or

(b) Explain about different types of market risk.

18. (a) Explain the advantages of leasing.

Or

(b) A market price of a car is Rs.1,80,000. The car is leased for six years at lease rental of Rs.37,500 payable in advance every year. The estimated residual value of the car at the end of sixth year is Rs. 22,500. Compute the interest rate implicit in the lease.

19. (a) Linda limited provides the following details pertaining to the sales during the year 2022 . (i) Total sales Rs.3,50,000, (ii) sales return Rs.5,000, (iii) cash sales Rs.45,000, (iv) debtors at January Rs.20,000, (v) Debtors at December Rs.30,000, (vi) Bills receivable Rs.10,000 and (vii) provision for bad debts Rs.400.

Find out average collection period.

Or

(b) xyz company limited generated Rs.4,50,000 in sales in the year 2023. The company had Rs.25,000 cash and cash equivalent at the beginning of the year. During the year ended the company had Rs.40,000 as cash. Calculate Cash Turnover Ratio.

20. (a) Lal limited is purchasing machine at a cost of Rs.1 crores. The expected life of machine is 10 years. The company is estimate to produce 3000 units at a cost of Rs.500 each. The produced articles are sold at a standard price of Rs.1750 per unit. The tax to be paid is expected at 40% p.a of the net profit of each year. What is pay back period?

Or

(b) A company is contemplating investment in a project which requires an initial investment of Rs. 4,00,000. It is expected to have a life of 5 years and generate cash inflows of Rs. 1,80,000, Rs. 1,90,000, Rs. 1,60,000; Rs.1,70,000 and Rs. 1,50,000 respectively. Calculate internal rate of return. Would you accept a project? If target rate of return is 20 %.

PART C — (5 × 8 = 40 marks)

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

21. (a) Mr. Deva Raj deposits Rs. 50,000 in a bank at 10 % for four years. Calculate the future value if interest is compounded:

(i) Annually

(ii) Semi – Annually

(iii) Quarterly

(iv) Monthly

Or

(b) The expected return of businessman is as follows:

Year	Return
2017	8,000
2018	9,000
2019	10,000
2020	6,000
2021	7,000
2022	6,000

The Discount rate is 15%. You are required to find out the present value of future return that will be received next six years.

22. (a) The return on security A and B are given below

Probability	Security A	Security B
0.5	4	0
0.4	2	3
0.1	0	3

Give the security of your preference. The security has to be selected on the basis of return and risk.

Or

(b) Briefly explain the different types of risk.

23. (a) What is Venture capital? Explain its types.

Or

(b) Explain the different types of lease agreement.

24. (a) From the following particulars, calculate Cash Conversion Cycle (CCC)

Particulars	2022 (in Rs.)	2023 (in Rs.)
Cost of goods sold	1,80,000	–
Revenue	4,00,000	–
Inventory	40,000	60,000
Account Receivable	30,000	28,000
Account payable	32,000	40,000

Or

(b) SS Limited is a large business undertaking. It sells 5000 units @ Rs.50 per unit. The average cost per unit is Rs.43 and the variable cost per unit is Rs.38. The average collection period is 50 days. Bad debt losses are 4% of sales and the collection charges amounted to Rs.20,000. The business is considering a proposal to follow a stricter collection policy which would reduce the average collection period to 25 days and bad debt losses to 2%. It would, however, reduce sales volume by 2500 units and increase the collection charges to Rs.40,000. The rate of return is 25 %. Would you recommend the new credit Policy?

25. (a) Lava limited is plan to buy any one of the following two machine. The investment outlay of each machine is Rs.3,00,000. The estimated life of each machine is 5 years and end of life it will sold for Rs.3,00,000. The following table gives you the estimated net income after tax

Year	Machine M1	Machine M2
1	1,00,000	80,000
2	1,00,000	1,20,000
3	1,00,000	1,40,000
4	1,00,000	1,60,000
5	80,000	1,80,000

You may assume 50% of tax and ignore interest . The company may charged 20% of depreciation according to straight line method.

Compute the Accounting Rate of Return and advice the management.

Or

Reg. No. : .....

Code No. : 6455 **Sub. Code : WKCE 12/ VKCE 12**

M.Com. (CBCS) DEGREE EXAMINATION, NOVEMBER 2025.

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. Operation research approach is

(a) Scientific

(b) Multi disciplinary

(c) Intuitive

(d) Requirements

2. Which techniques is used in finding a solution for optimising a given objective such as profit maximization or cost reduction under certain constraints?

(a) Quailing theory

(b) Waiting line

(c) Program evaluation

(d) Linear programming

3. What is the objective function in linear programming problems?

(a) Constraint for available resources

(b) An objective for research and development of a company

(c) a linear function is an optimisation problem

(d) set of non- negativity conditions

4. The problem is unbalanced if the total supply and total demand are not equal is a

(a) assignment problem

(b) simplex problem

(c) transportation problem

(d) regression problem

5. The net cost of shipping one unit on a route not used in the current transportation problem solution is called

(a) change index (b) improvement index

(c) modi index (d) ideal index

6. In transportation problem MODI stands for

(a) modern distribution

(b) mendel's distribution method

(c) modified distribution method

(d) model index method

7. Which one of the following is a part of every game theory model?

(a) players (b) payoffs

(c) probabilities (d) strategies

8. In game theory the outcome or consequence of a strategy is referred to as the

(a) penalty

(b) reward

(c) end-game strategy

(d) payoff

9. Games which involve more than two players are called

(a) conflicting games

(b) negotiable games

(c) N- person games

(d) fire game

10. The objective of network analysis is to a

(a) minimise total project duration

(b) minimise total project cost

(c) minimise production delays interruption and conflicts

(d) maximize total project cost

11. A PERT chart's full name is

(a) evolution of programs and robotic techniques

(b) evaluation and review techniques for programs

(c) assessment of programs and robotics

(d) technology for program evaluation and rating

12. Critical path method is good for

(a) small project only

(b) large project lonely

(c) both small and large project equally

(d) neither small nor large projects

13. The operation research technique which helps in minimizing total waiting and service cost is

(a) queuing theory

(b) decision theory

(c) management theory

(d) cost theory

14. Which of the following is a reason to employ queuing theory?

(a) to reduce worker ideal time in line

(b) to reduce service times

(c) to generate more arrivals to the system

(d) to reduce customer wait time in line

15. Customer behaviour in which he moves from one queue to another in a multiple channel situation is

(a) balking (b) reneging

(c) jockeying (d) alternating

PART B — ($5 \times 4 = 20$ marks)

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

16. (a) What are the uses of operation research.

Or

(b) Use graphical method to solve the following LPP.

Maximize $Z = 2x_1 + 3x_2$

Subject to the constraint.

$x_1 + x_2 \leq 30$

$x_1 - x_2 \geq 0$

$x_2 \geq 3$

$0 \leq x_1 \leq 20$ *and*

$0 \leq x_2 \leq 12$

17. (a) Write the concept of Vogel's approximation model.

Or

(b) Explain the unbalanced transportation model.

18. (a) What is meant by sequencing? Explain with illustration.

Or

(b) State the concept of value of the game.

19. (a) What is an individuals replacement problem? Give an example.

Or

(b) Distinguish between PERT and CPM.

20. (a) Write a note on

(i) Waiting time

(ii) Cost time.

Or

(b) What are the limitations of queuing theory?

PART C — ($5 \times 8 = 40$ marks)

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

21. (a) Use penalty for Big M1 method to

Maximize $z = 6x_1 + 4x_2$

Subject to the constraints :

$2x_1 + 3x_2 \leq 30, 3x_1 + 2x_2 \leq 24$

$x_1 + x_2 \geq 3,\ x_1 \geq 0,\ x_2 \geq 0$

Or

(b) Describe the advantages and drawbacks of operation research model.

22. (a) Explain the Hungarian model.

Or

(b) Find the starting solution in the following transportation problem by Vogel's appropriation model. Also obtain the optimum solution.

	D_1	D_2	D_3	D_4	Supply
S_1	3	7	6	4	5
S_2	2	4	3	2	2
S_3	4	3	8	5	3
Demand	5	3	2	2	

23. (a) Explain the rule of game theory and its limitations.

Or

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

		Player B		
		B_1	B_2	B_3
Player A	A_1	8	4	−2
	A_2	−2	−1	3

24. (a) Describe the elements of queuing system.

Or

(b) Explain the characteristics of queuing system.

25. (a) Enumerate the concept of decision tree analysis.

Or

(b) A road transport company has one reservation clerk on duty at a time. He handle Information of bus schedules and makes reservations. Customers arrive at a rate of 8 per hour and the clerk can service 12 customers on an average per hour. After stating your assumptions answer the following :

(i) What is the average number of customers waiting for the services of the clerk?

(ii) What is the average time a customer has to wait before getting service?

(7 pages)

Reg. No. : .....

Code No. : 6456 **Sub. Code : WKCE 13/ VKCE 13**

M.Com(CBCS) DEGREE EXAMINATION, NOVEMBER 2025.

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. Prospect theory was established by
   (a) Kahnaman
   (b) Amos T Versky
   (c) Markowitz
   (d) both (a) and (b)

2. The expansion of CAPM is
   (a) Current Assets Pricing Method
   (b) Capital Assets Pricing Method
   (c) Capital Assets Pricing Model
   (d) Current Assets Pricing Model

3. _____ is the scientific study of the mind as an information processor.
   (a) Cognitive psychology
   (b) Behavioural finance
   (c) Heuristic
   (d) perception

4. Which theory explains decision making involving uncertainty in the context of psychology and economics?
   (a) Prospect theory
   (b) Daniel Bernoulli theory
   (c) Expected utility theory
   (d) None of the above

5. State independent approach is also known as
   (a) utility functional approach
   (b) stochastic approach
   (c) state dominance approach
   (d) lottery approach

6. EUT stands for

(a) Efficiency Utility Theory

(b) Equal Union Theory

(c) Expected Utility Theory

(d) Earnings Under Theory

7. The efficient market hypothesis is an_____ theory.

(a) efficiency (b) innocent

(c) investment (d) intrinsic

8. Strong form of efficiency contains

(a) past + current + private

(b) past + current

(c) past information

(d) current + private

. RSI stands for

(a) Rational Supportive Indices

(c) Rational Strength Input

(b) Relative Strength Index

(d) Relative Strong Index

10. 'Market-Timing' hypothesis for capital structure theory was introduced by

(a) Baker (b) Wurgler

(c) Kane Williamson (d) Both (a) and (b)

11. _____ ratio plays a significant role in market timing.

(a) Long term impact

(b) Market to book value

(c) interest rates

(d) Tax based

12. Under which theory the tax savings is an important tool for maximization of firm value?

(a) Agency cost theories

(b) Asymetric information theories

(c) Tax based theories

(d) bankruptcy costs

13. The Eckel and Grossman method of risk measurement is developed in the year

(a) 1997 (b) 2002

(c) 2005 (d) 1987

14. _____ are the chemical messengers that create a feel in mind.

(a) Stress (b) Harmones

(c) Dopamines (d) Sterioids

15. _____ emotions are those emotions that people forecast that they with feel once they experience possible consequences of that decision.

(a) Anticipated (b) Immediate

(c) Decision making (d) All of the above

PART B — (5 × 4 = 20 marks)

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

16. (a) Write a short note on the scope of behavioral finance.

Or

(b) State the objectives of behavioural finance.

17. (a) Evaluate the key assumptions of expected utility theory.

Or

(b) Discuss in detail about the Daniel Bernoulli Theory.

18. (a) Write a brief note on Andrei Shleifer's conditions of market efficiency.

Or

(b) Compare time weighted returns with Dollar weighted returns.

19. (a) Explain the behavioural factors based on capital structure theories.

Or

(b) State the objectives of systematic approach to using behavioral factors in corporate decision making.

20. (a) Classify the different types of emotions during decision-making.

Or

(b) Explain the personality traits and risk attitudes in different domains.

PART C — (5 × 8 = 40 marks)

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

21. (a) Discuss in detail about the key concepts in behavioral finance.

Or

(b) Explain the investment decision cycle with illustrative diagram.

22. (a) Distinguish between expected utility theory and prospects theory.

Or

(b) "Different investors have different preferences for risk". In this context, give your opinion regarding.

23. (a) Analyse the objectives of active portfolio management.

Or

(b) State the behavioural factors that affects the financial markets.

24. (a) Define the term dividend policy and explain the MM approach in dividend policy with its assumptions.

Or

(b) Analyse the reasons for behaviour factors influencing payment of dividend.

25. (a) Discuss the experimental methods of measurement of risk.

Or

(b) Critically examine the different types of hormones and its role in neuro physiology.

(7 pages) **Reg. No. :** .....

Code No. : 6452 **Sub. Code : WKCM 12/ VKCC 12**

M.Com. (CBCS) DEGREE EXAMINATION, NOVEMBER 2025.

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. In recent years, digital marketing has also become more reliant on

(a) Email (b) Affiliate

(c) Both (a) and (b) (d) None of the above

2. Which of the following is a of using social media advertising in digital marketing?

(a) Increased brand awareness

(b) Improved customer service

(c) Enhanced website security

(d) Reduced marketing costs

3. What is digital marketing?

(a) Traditional marketing techniques

(b) Marketing using digital channels and technologies

(c) Marketing only on social media platforms

(d) Marketing only through mobile devices

4. What is the primary goal of email marketing?

(a) Generating leads

(b) Building customer loyalty

(c) Nurturing prospects

(d) All of the above

5. E-commerce has _____ scope than E-Business or Digital Business.

(a) Higher (b) Narrower

(c) Wider (d) More

14. What is the term for the ratio of people who click on an ad to the number of people who view it?

(a) Click-through rate (b) Conversion rate

(c) Bounce rate (d) Engagement rate

15. What is the purpose of analytics and reporting in digital marketing?

(a) To measure the effectiveness of campaigns

(b) To track key metrics and performance indicators

(c) To make data-driven decisions

(d) All of the above

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 reason for growth of E-Commerce.

Or

(b) Discover the various Digital Marketing Channels.

17. (a) Analyze Big Data and IOT.

Or

(b) Summarize the classification of Consumer Segmentation.

18. (a) Briefly explain about the interactive display advertising.

Or

(b) Examine the online campaign management using Snap chat and Pinterest.

19. (a) Outline the dynamics of online consumer visit.

Or

(b) Illustrate the owned social metrics.

20. (a) Discover the features of Data Base Marketing.

Or

(b) Bring out the consumer motivation for playing online games.

PART C — (5 × 8 = 40 marks)

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

21. (a) Interpret the various factors for the success of the Digital Marketing.

Or

(b) Discuss the digitalization and implications of online marketing Mix Decision.

22. (a) Explain the detailed note on online shopping issues.

Or

(b) Examine the concept of online Marketing Mix.

23. (a) Analyze the advantages and disadvantage of Met averse Marketing.

Or

(b) Summarizes the cultural implications of Digital Brand Analysis.

24. (a) Interpret the role and benefits of Electronic Consumer Relationship.

Or

(b) Explain the components of Digital Brand Analysis.

25. (a) Examine the mining consumer generated media.

Or

(b) Discuss about the market influence Analytics.

(8 pages)

Reg. No. : .....

Code No. : 6453 **Sub. Code : WKCM 13/ VKCC 13**

M.Com. (CBCS) DEGREE EXAMINATION, NOVEMBER 2025.

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. Which of the following systems is primarily used for transferring funds electronically between banks?

   (a) NEFT (b) RTGS

   (c) VSAT (d) SFMS

2. Which of the following best describes a significant shift in the banking sector over the past few decades?

   (a) Banks have reduced their digital presence and returned to physical branches

   (b) There has been a rapid transformation towards digital banking and electronic payment systems

   (c) Banking operations have remained unchanged with a focus only on traditional methods

   (d) The primary focus has shifted to manual record keeping instead of technological advancements

3. What is the primary goal of FinTech in the banking industry?

   (a) To replace traditional banks

   (b) To enhance and streamline financial services through technology

   (c) To increase paperwork and bureaucracy

   (d) To reduce customer access to financial services

4. Which of the following is not a type of blockchain?

(a) Pubic Blockchain

(b) Private Blockchain

(c) Hybrid Blockchain

(d) Centralized Blockchain

5. Which of the following is a cryptocurrency that relies on blockchain technology?

(a) Bitcoin (b) US Dollar

(c) Euro (d) Yen

6. Which one of the following is the benefit of switching to Cloud Banking?

(a) Increased operational costs

(b) Enhanced data security

(c) Limited scalability

(d) Reduced accessibility

7. When was the first insurance company in India, Oriental Life Insurance Company, established?

(a) 1911 (b) 1818

(c) 1956 (d) 1947

8. Third party Administrators are commonly associated with which type of insurance?

(a) Life Insurance (b) Health Insurance

(c) Property Insurance (d) Auto Insurance

9. Surveyors and loss assessors are typically involved in which stage of the insurance process?

(a) Underwriting (b) Claims settlement

(c) Policy sales (d) Risk assessment

10. A grievance redressal system in insurance is designed to

(a) Delay claims settlement

(b) Ignore customer complaints

(c) Provide a mechanism for resolving customer issues and disputes

(d) Promote unethical behaviour

11. Which body is responsible for handling disputes and grievances between insurance policyholders and insurance companies?

(a) RBI (b) IRDAI

(c) SEBI (d) CBDT

12. 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

13. Which of the following is a commonly used methods of risk management in financial institutions?

(a) Risk acceptance (b) Risk avoidance

(c) Risk sharing (d) Risk multiplication

14. Which of the following tools is commonly used for controlling risk in the banking sector?

(a) Risk Avoidance Techniques

(b) Financial Derivatives

(c) Risk Ignorance Strategies

(d) Manual Record Keeping

15. Corporations often use which financial tools to manage currency exchange rate risks?

(a) Swaps (b) Leverage

(c) Dividends (d) Warrants

PART B — (5 × 4 = 20 marks)

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

16. (a) Describe the impact of the digital financial revolution on traditional banking practices.

Or

(b) What are the primary functions of SWIFT in the context of international banking transactions?

17. (a) What are the benefits of Blockchain and DLT?

Or

(b) What are the applications of AI in Banking?

18. (a) Describe the Indian Insurance Market.

Or

(b) What are the procedures and code of conduct for Insurance Intermediaries?

19. (a) What is the role of Insurance Agents in Customer Service?

Or

(b) What is Ethical Behaviour in Insurance?

20. (a) What are the main types of risks in the banking industry?

Or

(b) Explain the methods of risk management used by insurance companies.

PART C — (5 × 8 = 40 marks)

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

21. (a) Briefly explain the history of banking and the rapid transformation in the banking industry, focusing on the customer shift.

Or

(b) Explain the key components of digital banking, including electronic payment systems, electronic fund transfer systems and various clearing mechanisms.

22. (a) Discuss the potential of blockchain technology and its applications. How does DLT plays a role in financial services.

Or

(b) What is Cloud Banking and what are the benefits of switching to cloud banking?

23. (a) Outline the history of insurance in India and discuss the functions of insurance.

Or

(b) Describe the structure of an insurance organisation and the roles of different insurance intermediation, including their procedures and code of conduct.

24. (a) Discuss the importance of customer service in insurance and the role of insurance agents in delivering quality service.

Or

(b) Explain the Insurance Regulatory and Development Authority of India (IRDAI) Act.

25. (a) Discuss the importance of risk management and control in the banking and insurance industries.

Or

(b) Explain the methods of risk management used in banking and insurance industries.

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(8 pages) **Reg. No. :** .....

Code No. : 6476 **Sub. Code : VKCSE 11**

M.Com. (CBCS) DEGREE EXAMINATION, NOVEMBER 2025.

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 questions.

Choose the correct answer.

1. Who is the creative side of the event design industry?
   (a) Event planner
   (b) Event manager
   (c) Event coordinator
   (d) Event administrator

2. An event can be described as _____.
   (a) A public assembly for the purpose of celebration, education, marketing or reunion
   (b) A Movie making
   (c) A Video editing
   (d) Attending a large gathering

3. What are events limited to a select group of individuals called? Admission or entrance into these events is by membership or invitation.
   (a) Social events
   (b) Public events
   (c) Private events
   (d) Colleges and universities

4. Event marketing is :
   (a) A good (b) A service
   (c) Tangible (d) A product

5. Which of the following is not a recognized type of plan?
   (a) Business (b) Succession
   (c) Ad hoc (d) Financial

6. What are the formal events where an individual expert addresses the audience sometimes followed by a question-and-answer session known as?

(a) Consumer shows (b) Workshops

(c) Lecturers (d) Clinics

7. What is the first stage of developing an event?

(a) Food and Beverage

(b) Cattering sales

(c) Convention services manager

(d) Goals and objectives

8. Who ensures that the team sticks to the budget of the event?

(a) Event planner

(b) Event coordinator

(c) Event assistant

(d) Event Manager

9. A _____ service can be engaged to pick up records for destruction.

(a) trash (b) landfill

(c) recycling (d) notarized

10. What does the acronym SMART stand for?

(a) Suitable, measurable, actionable, realistic and timely

(b) Specific, measurable, actionable, realistic and timely

(c) Standardized, measurable, achievable, realistic and timely

(d) Specific, measurable, achievable, realistic and timely

11. Which of the following is not a genre of event management?

(a) Exhibitions, expositions and fairs

(b) Hallmark events

(c) Sports events

(d) Ad hoc meeting

12. The first area of expertise before becoming a special event consultant is :

(a) Food and Beverage

(b) Catering sales

(c) Convention Services Manager

(d) Marketing Sales

13. A memorandum is typically used for communication that takes place

(a) within a business

(b) among competitors

(c) infrequently

(d) between friends

14. Inspiring the staff is a good reflection of which type of skill?

(a) Negotiating

(b) Leadership

(c) Project management

(d) Budgeting

15. Which among the following is not an event planning tool?

(a) Maps

(b) Creative brief

(c) Models

(d) Run Sheet

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

16. (a) What are the different categories of event?

Or

(b) What is the role of an Event Manager?

17. (a) Briefly explain the process of Risk Management.

Or

(b) Give the components of the Checklist.

18. (a) Write about the nature and demand of conference market.

Or

(b) Explain SWOT Analysis of Event Management.

19. (a) State and Golden Rules of Media Liaison.

Or

(b) "Marketing of an event plays a key role in the success" comment.

20. (a) What are the types of Media used under event management?

Or

(b) Explain the role of computer aided Event Management.

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

21. (a) List the key steps for a successful event.

Or

(b) Give an account of the characteristics of the Best Events.

22. (a) Proper Planning Promotes Perfect Performance – Elucidate.

Or

(b) Explain in detail the need for entertainment in Corporate Events.

23. (a) How will you evaluate the performance of an Event?

Or

(b) Explain the necessity of Good media relation for the success of an event.

24. (a) Highlight the role of etiquettes in managing interpersonel relation.

Or

(b) What do you understand by Budget? What factors should be kept in mind while preparing a budget of event Management Company?

25. (a) Elaborate on the various leadership qualities required in event management.

Or

(b) Planning is the essence of Event Management – Discuss.

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(8 pages)

Reg. No. : .....

Code No. : 6457 **Sub. Code : WKCE 14/ VKCE 14**

M.Com. (CBCS) DEGREE EXAMINATION, NOVEMBER 2025.

First Semester

Commerce

Elective — EXPORT IMPORT PROCEDURES AND DOCUMENTATION

(For those who joined in July 2023 onwards)

Time : Three hours Maximum : 75 marks

PART A — (15 × 1 = 15 marks)

Answer ALL the questions.

Choose the correct answer :

1. Which document is necessary to certify the origin of goods in international trade?
   (a) Bill of Lading
   (b) Certificate of origin
   (c) Commercial Invoice
   (d) Shipping Bill

2. RCMC stands for
   (a) Registration Certificate for Marketing Companies
   (b) Registered Certificate for Merchant Companies
   (c) Registered-Cum Membership Certificate
   (d) Registered Certificate for Manufacturing Companies

3. Which of the following is NOT a step in the export procedure?
   (a) Export contract
   (b) Excise clearance
   (c) Forward cover
   (d) Import Licensing

4. The term 'GR Form' is associated with
   (a) Import Documentation
   (b) Export Documentation
   (c) Marine Insurance
   (d) Freight Declaration

5. What is the main function of the EXIM Bank?
   (a) Conducting pre-shipment inspections
   (b) Providing export and import finance
   (c) Issuing import licenses
   (d) Insuring marine cargo

6. The term "Mate's Receipt" is related to
   (a) Freight declaration
   (b) Customs inspection
   (c) Shipping documentation
   (d) Insurance coverage

7. Which organization is responsible for providing incentives to exporters?
   (a) ECGC (b) ITPO
   (c) FIEO (d) SEZ

8. What is the primary objective of a letter of credit?
   (a) Financing imports
   (b) Facilitating payments
   (c) Certifying origin
   (d) Conducting inspections

9. The EPCG scheme primarily benefits
   (a) Importers
   (b) Exporters
   (c) Custom's officials
   (d) Shipping agents

10. BIS 14000 certification pertains to
   (a) Environmental management
   (b) Quality management
   (c) Financial management
   (d) Security management

11. Which document is crucial for marine insurance claims?
   (a) Bill of Entry (b) Consular Invoice
   (c) Bill of Lading (d) Mate's Receipt

12. The Special Economic Zone (SEZ) policy aims to
   (a) Regulate import tariffs
   (b) Promote exports through infrastructure development
   (c) Control export quality
   (d) Provide financial subsidies

13. A Shipping Bill is used for
    (a) Domestic Shipments
    (b) Import Shipments
    (c) Export Shipments
    (d) In-transit Shipments

14. Which of the following is part of the institutional framework for export finance?
    (a) SEZ (b) ECGC
    (c) ITPO (d) FIEO

15. ASIDE focuses on
    (a) State-level industrial development
    (b) International trade agreements
    (c) Infrastructure development for exports
    (d) Financial support for importers

PART B — (5 × 4 = 20 marks)

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

16. (a) Explain the importance of selecting an appropriate export product and its impact on export success.

Or

(b) Discuss the role of export marketing organizations in facilitating international trade.

17. (a) What are the key components of a commercial invoice and why is it important in export transactions?

Or

(b) Describe the procedure for obtaining ISO 9000 certification and its benefits for exports.

18. (a) Explain the role of forwarding agents in the export process and how they contribute to efficient shipping.

Or

(b) Discuss the significance of the customs EDI system in streamlining export procedures.

19. (a) What are the key highlights of the Foreign Trade Policy and how do they promote exports?

Or

(b) Explain the Duty Drawback Scheme and its benefits for exporters.

20. (a) Describe the legal dimensions involved in the import procedure.

Or

(b) Discuss the customs formalities required for importing goods.

PART C — (5 × 8 = 40 marks)

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

21. (a) Explain the strategy and preparation required for effective export marketing.

Or

(b) Describe the process of obtaining an IEC (Import Export Code) and its significance in international trade.

22. (a) Discuss the aligned documentation system and the importance of each document in export-import transactions.

Or

(b) Explain the various types of marine insurance and their relevance in international trade.

23. (a) Describe the steps involved in the export procedure from contract to realization of export proceeds.

Or

(b) Discuss the importance of marine insurance and the role it plays in mitigating risks in export trade.

24. (a) Explain the role and functions of Export Promotion Councils and Commodity Boards.

Or

(b) Discuss the various incentives provided under the EPCG scheme and their impact on export promotion.

25. (a) Explain the steps involved in warehousing imported goods and the associated customs formalities.

Or

(b) Describe the exchange control provisions for imports and their significance in international trade.

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