

Reg. No. :

D 575 **Q.P. Code : [D 07 PMCA 05]**

(For the candidates admitted from 2007 onwards)

M.Com. (C.A.) DEGREE EXAMINATION,
DECEMBER 2009.

Second Year

Computer Application

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

Each question carries 20 marks.

1. Discuss the organisation and functions of marketing organisation of a business firm.
2. Explain New product Planning and Development. Discuss the various stages involved in it.
3. What are the factors influencing pricing decisions? Explain.
4. "The middleman can be eliminated, but his functions can not" Discuss.

5. What is sales Promotion? What is its role? Comment on its role in India.

6. Comment on the qualities of a successful salesman.

7. 'Advertising sells the Product'. Do you agree with this statement? Give reasons for your answer.

8. Critically examine the role of advertising agencies in India.

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Computer Applications

FINANCIAL AND INVESTMENT MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

Each question carries 20 marks.

(5 × 20 = 100)

1. Why do people invest? State and explain the various steps involved in the process of investment?
2. What are charts? How are they interpreted in technical analysis?
3. Who are merchant bankers? Discuss their functions and responsibilities.
4. Discuss the present state of the mutual funds in India and outline the causes for their slow growth.

5. Define the concept of 'Venture Capital'. Explain the various stages involved in venture capital financing.

6. You have invested Rs. 50,000, 30% of which is invested in company A, Which has a expected rate of return of 15% and 70% of which is invested in company B, with an expected return of 12%. What is the return on your portfolio? What is the expected percentage rate of return?

7. 'M' owns a portfolio of two securities with the following expected returns, standard deviations and weights :

Security	Expected return	Standard deviation	Weight
X :	12%	15%	.40
Y :	15%	20%	.60

What are the maximum and minimum portfolio standard deviations for varying levels of correlation between two securities?

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8. From the information given below, you are required to advice about leasing out of the stock.

Cost of equipment Rs, 4,00,000

Average cost of

capital to lesser 12%

Allowable depreciation 20% on original cost

Expected life of asset 5 years

Salvage value Nil

Lease rent payable at the

end of each of 5 years..... Rs. 1,50,000

Corporate Tax

(Applicable to lesser) 50%

P.V. of an annuity of Rs. 1 for 5 years at 12% is Rs. 3.605.

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E-COMMERCE

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

Each question carries 20 marks.

1. Explain the anatomy of e-commerce applications.
2. Define e-commerce. Differentiate it from traditional business practices.
3. Give an account of the various electronic payment systems.
4. Write a detailed note on :
 - (a) WWW Architecture
 - (b) Hypertext publishing.

5. Discuss the various component of EDI systems.

6. Define supply chain management. Why is it needed?

7. What is meant by e-shopping? Discuss its features.

8. "Video conferencing is the need of the hour"
Elaborate.

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Computer Applications

VISUAL BASIC

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

Each question carries 20 marks.

(5 × 20 = 100 marks)

1. What are the various windows available in Visual basic IDE? Discuss.
2. Discuss the various types of Intrinsic controls in visual Basic.
3. State and explain the different data types in visual basic.

4. Write a Visual Basic Program to find summation, difference and product of the given two numbers using command buttons and text boxes.

5. Explain the method of connecting an ADO data control to a database.

6. A database contains the following information in "Employee database".

Employee Name, Employee number, Basic Salary.

Calculate HRA, CCA, Gross, Provident Fund, Loan deduction, other deductions and net.

7. Discuss flex grid control in visual basic.

8. What is table? Explain its significance in visual basic.
