

**UNIVERSITY OF CALICUT**  
**REGULATIONS GOVERNING MASTER OF COMMERCE PROGRAMME**  
**UNDER CREDIT AND SEMESTER SYSTEM FOR AFFILIATED COLLEGES**  
**IMPLEMENTED WITH EFFECT FROM 2010 -11 ACADEMIC YEAR**

1.0 Title of the programme

This DEGREE shall be called MASTER OF COMMERCE (M.Com.).

2.0 Eligibility for admission

Any candidate who has passed B.Com or BBA (earlier BBS) degree of University of Calicut or B.Com, BBA or BBM or BBS degree of any other University or Institute in any state recognized by UGC or AICTE with a minimum of 45% marks is eligible for admission. OBC and SC/ST students are eligible for relaxation as per University rules.

3.0 Duration of the programme

The duration of the M.Com programme of study is two years divided into four semesters.

4.0 Medium of Instruction

The medium of instruction and examination shall be English.

5.0 Subjects of study

The subjects of study leading to the award of M.Com shall comprise the following courses:

5.1 Semester One

MC1C1	Business Environment
MC1C2	Quantitative Techniques
MC1C3	Accounting for Managerial Decisions
MC1C4	Management Information Systems
MC1C5	Organizational theory and Behavior

5.2 Semester Two

MC2C6	International Business
MC2C7	Advanced corporate Accounting
MC2C8	IT applications in Commerce
M.C2C9	Operations Research
MC2C10	Strategic Management

### 5.3 Semester Three

MC3C11	Financial Management
MC3C12	Research methodology for Commerce
MC3C13	Income tax law and Practice
MC3C14	Advanced Cost Accounting
	Project Work ( Project work will start in third semester and continue in fourth semester also)

### 5.4 Semester Four

MC4E 01	Elective 1
MC4E02	Elective Paper II
MC4E03	Elective Paper III
MC4E04	Elective Paper IV
MC4P	Project Report and Viva Voce

### 6.0 Attendance

A candidate shall attend a minimum of 75% of the number of classes actually held for each of the courses in a semester to be eligible for appearing for examination in that course. If the candidate has shortage of attendance in any course in any semester, he or she shall not be allowed to appear for any examination in that semester. However, the University may condone up to 10% of shortage if the candidate applies for it as laid down in University procedures and if the Vice Chancellor is satisfied with the reasons cited by the candidate for his absence in classes.

### 7.0 Schedule and Hours of Lecture

#### 7.1 Duration of the semester

Each semester shall consist of 16 weeks of study. This does not include the time used for conducting University examinations.

## 8.0 Internal Assessment

All courses except project work shall have internal assessment.

### 8.1 Internal Assessment Marks

As per common regulations for CSS for PG

### 8.2 Internal assessment components

As per common regulation for CSS for PG

## 9.0 External Examination: As per common regulations for CSS for PG

### 10.0 Project Work

10.1 During the third and fourth semesters each student shall do a project for a business organization under the guidance of a faculty member.

10.2 The project can be done individually or in groups of two students. But the project report should be different for each of the students. That is, one student may study a problem in the financial management area and another may study a problem in the marketing management area etc. of the same firm if two students in a college are doing project work for the same firm. In no case, the project reports of two students shall be identical.

10.3 The candidate shall prepare at least two copies of the report: one copy for submission to the Department and one copy for the student which he/she has to bring with him/her at the time of viva voce. More copies may be prepared if the organization or the guide or both ask for one copy each.

10.4 The report shall be printed (or neatly typed) and bound (preferably spiral bound) with not less than 50 A4 size, double spaced, pages.

10.5 The project report should be submitted to the Head, Department of Commerce of the College where he/she is doing M.Com at least one month before the last working day of the fourth semester.

### 10.6 Structure of the report

Title page

Certificate from the organization (for having done the project work)

Certificate from guide

Acknowledgements

Contents

Chapter I: Introduction (Significance of the study, Research problem, objectives of the study, Research methodology etc.)

Chapter II: Review of literature

Chapter III: Organization Profile/Conceptual Frame work

Chapter IV: Data Analysis

Chapter V: Summary, Findings and Recommendations.

Appendix: Questionnaire, specimen copies of forms, other exhibits etc.

Bibliography: Books, journal articles etc. used for the project work.

#### 10.7 Project work shall have the following stages

- Project proposal presentation
- Field work and analysis of data
- Report writing
- Draft project report presentation and discussion
- Final project report submission

#### 10.8 Duration of project work

The duration for project work is 3 weeks. This time is to be used for data collection. The work may be started in the third semester and final project report shall be submitted to the Head of the Department in the fourth semester as is specified in Section 10.5.

10.9 A certificate showing the duration of the project work shall be obtained from the organization for which the project work was done and it shall be included in the project report. If the project was not done for any organization, then a certificate from the guide stating the reasons for not doing the project for any identified organization.

10.10 Evaluation of project report: As per common regulations for CSS for PG

#### 11.0 Viva Voce

11.1 At the end of fourth semester, each candidate shall attend a comprehensive viva voce.

11.2 The viva board shall have at least two members: one external and one internal. The external examiner(s) shall be appointed by the University. The internal examiner shall be the Head, Department of Commerce of the College or a faculty member nominated by him or her from the Department of Commerce.

#### 12.0 Scheme of Instruction and Examination

##### 12.1 Semester One

Course Code	Course Title	Hours Theory	Hours Practice	Total Hours	Total credits
MC1C1	Business Environment	80	20	100	4

MC1C2	Quantitative Techniques	80	20	100	4
MC1C3	Accounting for Managerial Decisions	80	20	100	4
MC1C4	Management Information Systems	80	20	100	4
MC1C5	Organisational theory and Behaviour	80	20	100	4
	Total in a semester	400	100	500	20

### 12.2 Semester Two

Course Code	Course Title	Hours Theory	Hours Practice	Total Hours	Total Credits
MC2C6	International Business	80	20	100	4
MC2C7	Advanced Corporate Accounting	80	20	100	4
MC2C8	IT Applications in commerce	80	20	100	4
MC2C9	Operations Research	80	20	100	4
MC2C10	Strategic Management	80	20	100	4
	Total in a semester	400	100	500	20

### 12.3 Semester Three

Course Code	Course Title	Hours Theory	Hours Practice	Total Hours	Total Credits
MC3C11	Financial Management	80	20	100	4

MC3C12	Research Methodology for Commerce	80	20	100	4
MC3C13	Income Tax Law and Practice	80	20	100	4
MC3C14	Advanced cost Accounting	80	20	100	4
	Project Report	80	20	100	
	Total in a semester	400	100	500	16

#### 12.4 Semester Four

Course Code	Course Title	Hours Theory	Hours Practice	Total Hours	Total
MC4E01	Elective 1	80	20	100	4
MC4E02	Elective II	80	20	100	4
MC4E03	Elective III	80	20	100	4
MC4E04	Elective IV	80	20	100	4
MC4P Regular	(a) Project Report (b) Viva Voce	80	20	100	6 2
	Total	400	100	500	24
	Grand Total	1600	400	2000	80

Note: Practice of 20 hours for each course is for the students to prepare for seminar, visit firms, do and present assignment etc.

#### 13.0 Functional Electives

13.1 Electives in the following optional areas can be chosen by the students

- a) Financial Management
- b) Marketing Management
- c) Foreign Trade

#### 13.2 Financial Management

COURSE CODE	NAME
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MC4E(FM)1	Financial Markets and Institutions
MC4E(FM)2	Security Analysis And Portfolio Management
MC4E(FM)3	Strategic Financial Management
MC4E(FM)4	Financial Derivatives

### 13.3 Marketing Management

COURSE CODE	NAME
MC4E(MM)1	Advertising and Sales Management
MC4E(MM)2	Consumer Behavior
MC4E(MM)3	Retail Management
MC4E(MM)4	Services Marketing

### 13.4 FOREIGN TRADE

COURSE CODE	NAME
MC4E(FT) 1	INTERNATIONAL FINANCE
MC4E(FT) 2	FOREIGN TRADE MANAGEMENT
MC4E(FT)3	FOREIGN TRADE POLICY AND PROCEDURES
MC4E(FT)4	INTERNATIONAL      MARKETING      AND      LOGISTICS MANAGEMENT

### 14.0 Choosing Optional for specialization

Each candidate shall choose an area as given in section 13 above and the choice shall be final. This choice should be clearly mentioned in the application filled up for registration of the first semester examinations.

### 14.1 Changing option after completing the course

Option change will be allowed after the completion of the M.Com programme, that is after applying for or appearing for all the four semester examinations, only on cancellation of the previous choice of the optional area.

14.2 In that case, marks of the previous option will not be retained. Original mark lists of the previous optional papers shall be submitted to the Controller of Examinations along with the application for registration for examinations under the new option.

14.3 After applying for or appearing for such examinations under the new option, new mark lists shall be issued with the marks scored in the examinations in the courses under the new option or if the student fails to appear for examinations under the new option, his or her absence will be mentioned in the mark list.

14.4 Option change after applying for degree certificate

Option change shall not be allowed once a student applies for provisional or original degree certificate.

14.5 In case a college wants to change its optional area, it shall complete the process of approval of option change before admission to M.Com of that academic year starts. That is, option available in a college shall not be changed after admission to M.Com of the year is completed.

14.6 Notwithstanding anything stated in these regulations, a student is always free to cancel his or her registration for M.Com with a given option and register for it with a different option. That is, if a student has already registered for M.Com with Financial Management, he or she can cancel that registration and register afresh for M.Com with any other option along with M.Com regular candidates of that year. On cancellation, he or she has to write all the four semester examinations afresh.

## 15 Ranks

Ranks shall be awarded in each area of specialization. That is, there shall be one set of ranks for financial management area, another set for Marketing Management Area and a third set of ranks for Foreign Trade Area.

## 16. Application of the common regulation for CSS PG



In all other matters where this regulation is silent the provisions of the common regulation for PG Program under CSS of the University to be implemented with effect from 2010-11 academic year is applicable.

Note: This set of regulations supersedes all the earlier M.Com regulations and this set of scheme, syllabi and regulations shall be in force from the 2010-11 M.Com admissions in colleges. University reserves the right to amend these schemes, regulations and syllabi from time to time without prior notice to any.

**UNIVERSITY OF CALICUT**  
**M.Com Syllabus (CSS)**  
**Semester: III**

**MC3C11 FINANCIAL MANAGEMENT**

**Hours: 80**

**Credits: 4**

Objectives:

- *To acquaint the students with the basic analytical techniques and methods of financial management of business organisations.*
- *To provide the students the exposure to certain advanced analytical techniques that are used for taking financial policy decisions.*

**Module I: Foundations of Finance:** Goals and functions of finance – Legal - Operating and Tax environment for financial decisions - Sources of short term finance- Sources of long term finance- retained earnings - common stock and right issues - ADRs and GDRs - long term debt- - preferred stock - convertible securities - warrants and exchangeables - ECBs - FCCBs - Lease finance.

16 hours

**Module II: Working Capital Management:** Working capital - meaning - concept and cycle - Working capital management strategy - Estimation of working capital – Management of cash and marketable securities - Mathematical and simulation models for working capital decisions.

20 hours

**Module III: Cost of capital and capital budgeting:** Cost of capital: concepts and methods of computation - capital budgeting techniques and their application- capital budgeting decisions under inflations – capital budgeting decisions under risk and uncertainty and their evaluation using statistical decision theory.

16 hours

**Module IV: Capital structure:** Operating and financial leverage- capital structure theories- EBIT- EPS analysis- capital structure decision making – optimal capital structure – determinants of capital structure.

16 hours

**Module V: Dividend policy:** Mechanics and practices of dividend payment- factors affecting dividend policy- legal framework of payment of dividend - dividend theories - determinants of dividend policy and some case studies.

12 hours

(Theory 60%, Problems 40%)

**Core readings**

1. Soloman, Ezra. Theory of Financial Management, Columbia Press (Latest Edition).
2. James C. Van Horne. Financial Management and Policy, Prentice Hall of India (Latest Edition).
3. Weston J. Fred and Brigham, Eugne F. Managerial Finance, Dryden Press (Latest Edition).
4. Prasanna Chandra. Financial Management, Tata McGraw Hill (Latest Edition).

5. Khan, M. Y. and P.K.Jain. Financial Management, Tata McGraw Hill (Latest Edition).
6. Pandey, IM. Financial Management, Delhi, Vikas Publishing House (Latest Edition).
7. Ravi M. Kishore. Financial Management, Taxmann (Latest Edition).
8. Brigham, Ehrhavadt. Financial Management, Cengage Learning India Private Ltd. New Delhi – 110092 (Latest Edition).

**Additional readings**

1. Ross S.A., R.W. Westerfield and J. Jaffe. Corporate Finance, McGraw Hill (Latest Edition).
2. Anderson, Sweeney and Williams. An Introduction to Management Science, Cengage Learning India Private Ltd. New Delhi – 110092 (Latest Edition).
3. Brigham and Houston. Fundamentals of Financial Management, Cengage Learning India Private Ltd. New Delhi – 110092 (Latest Edition).
4. Brealey R.A. and S.C. Myers. Principles of Corporate Finance, McGraw Hill, (Latest Edition).
5. Sudhirbhat. Financial Management, Excel Books (Latest Edition).
6. Damodaran, A. “Corporate Finance: Theory and Practice”. John Wiley & Sons (Latest Edition).

**Current Readings**

Finance India

Applied Finance, ICFA

Journal of Finance

Journal of Financial Economics

Chartered Financial Analyst

Financial Dailies

**MODEL QUESTION PAPER**  
**MC3C11 FINANCIAL MANAGEMENT**

Time: Three hours

Maximum: 36 weights

**PART A**

Answer all questions

Each question carries one weight

1. What do you mean by Wealth maximisation objective?
2. Define Financial Management‘.
3. What do you mean by watered capital?
4. Define Time Value of money.
5. Explain the term script dividend.
6. Distinguish between risk and uncertainty.

(6×1=6 weights)

**PART B**

Answer any six questions

Each question carries three weights.

7. Distinguish between operating leverage and financial leverage.
8. Explain the term weighted average cost of capital.
9. Explain the factors determining optimum capital structure.
10. Describe the role of financial manager in corporate organization.
11. Explain the dividend irrelevance theory.
12. Explain the Miller Orr model of cash management.
13. A machine will cost Rs.100,000 and will provide annual net cash inflow of Rs.30,000 for six years. The cost of capital is 15 per cent. Calculate the machine’s net present value and the internal rate of return. Should the machine be purchased?
14. B.Das Co. has been a fast growing firm and has been earning very high return on its investment in the past. Because of the availability of highly profitable investment internally, the company has been following a policy of retaining 70 percent of earnings and paying 30 percent of earnings as dividends. The company has now grown matured and does not have enough profitable internal opportunities to reinvest its earnings. But it does not want to deviate from its past dividend policy on the ground that investors have been accustomed to it and any change may not be welcome by them. The company, thus, invests retained earnings in the short-term government securities. Is the company justified in following the current dividend policy? Give reasons to support your answer.

(6×3=18 weights)

**PART C**

Answer any two questions

Each question carries six weights.

15. Discuss the factors determining the working capital requirements of a manufacturing organisation..
16. Two firms A and B have the following information:

	Sales (Rs.in lakh)	Variable costs (Rs.in lakh)	Fixed costs (Rs.in lakh)
Firm A	1,800	450	900
Firm B	1,500	750	375

You are required to calculate (a) profit to sales ratio, (b) break-even point, and (c) the degree of operating leverage for both firms.

Comment on the positions of the firms, If sales increase by 20 percent what shall be the impact on the profitability of the two firms?

17. A company has Rs.4 per year carrying cost on each unit of inventory, an annual usage of 50,000 units and an ordering cost of Rs.100 per order. Calculate the economic order quantity. What shall be the total annual cost of EOQ? If a quantity discount of Re 0.25 per unit is offered to the company when it purchases in lots of 1,000 units, should the discount be accepted.

(6×2=12 weights)

**UNIVERSITY OF CALICUT**  
**M.Com Syllabus (CSS)**  
**Semester: III**

**MC3C12 RESEARCH METHODOLOGY FOR COMMERCE**

**Hours: 80**

**Credits: 4**

Objectives:

- *To understand the process of doing research and its importance*
- *To acquire required skills to undertake research projects as a part of the curriculum and to solve business problems.*

Module I: Research - meaning and definition – objectives – significance – types of research – methodology – research methodology – research process – hurdles faced by researchers.

10 hours

Module II: Formulation and Planning of research – selection of problem – setting of objectives – hypothesis – measurement of variables – research designs for descriptive, analytical, empirical, and experimental research – sampling designs.

15 hours

Module III: Data collection – primary data – methods and techniques of collecting primary data – secondary data – methods and techniques – interviews – surveys – census and sample surveys – editing – classification and codification of data – use of computer packages in classification and tabulation of data.

15 hours

Module IV: Data analysis – qualitative data analysis – descriptive quantitative data analysis – tests of measurement and quality – Statistical tools for analysis and testing of significance – Parametric and Non-parametric tests – Multivariate analysis- Hypothesis testing - use of statistical software in data analysis – interpretation – techniques – precautions.

25 hours

Module IV: Writing and presenting the report – planning report writing – report writing styles and formats – footnotes and bibliography – presentation – report generation and presentation using computer packages.

15 hours

**Core Readings**

1. C.R.Kothari, Research Methodology: Methods and Techniques, Latest edition, New Age International Publilshers, New Delhi.
2. O.R. Krishna swami, Methodology of research in social sciences, Latest edition, Himalaya Publishing House, Mumbai.
3. S.N.Murthy&U. Bhojanna, Business Research Methods, Latest edition Excel Books, New Delhi.
4. Mathew David&Carole D Sutton, Social Research: Latest edition, The Basics, Sage Publications, New Delhi.
5. Bill Taylor& others, Research Methodology: A Guide for Researchers in Management&Social Sciences, Latest edition, Prentice Hall of India.
6. William G. Zikmund, Business Research Methods, Latest edition, Thomson

7. Ajai S Gaur and Sanjay S Gaur, Statistical Methods for Practice and Research, Latest edition, Response Books, New Delhi.
8. Kultar Singh: Quantitative Social Research Methods, Latest edition, Response Books, New Delhi.
9. Donald R.Cooper and Pamela S. Schindler: Business Research Methods, Latest edition, Irwin McGraw-hill International Editions, New Delhi.
9. Dipak Kumar Bhattacharyya, Research Methodology, Latest edition, Excel Books, New Delhi.

### **Additional Readings**

1. John Adams, Hafiz T.A. Khan Robert Raeside, David white: Research Methods for Graduate Business and Social Science Students, latest edition, Response Books, New Delhi.
2. Wilkinson T.S. and Bhandarkar P.L.: Methodology and Techniques of Social Research, Himalaya.
3. Michael V.P., Research Methodology in Management, latest edition, Himalaya.
4. R. Paneerselvan: Research Methodology, latest edition, Prentice-Hall of India.
5. Teresa Brannick & others. Business Research Methods, latest edition, Jaico Publishing House, Delhi.
6. James Latin, J. Douglas Carroll and Paul E.Green, Analyzing Multivariate Data, latest edition, Cengage Learning India Private Limited, New Delhi.
7. Neresh K. Malhotra: Marketing research, latest edition, Pearson Education.
8. Rajeev Divekar, Deshpande, Londhe, Pradnya Chitrao (2011): Myths and Realities India Advantage, Symbiosis Institute of Management Studies (SIMS), Pune

### **Current Readings**

Finance India  
 Behavioural Finance, ICFA  
 Indian Journal of Commerce  
 Management Accountant  
 Journal of Financial Research

**MODEL QUESTION PAPER**  
**MC3C12 RESEARCH METHODOLOGY FOR COMMERCE**

Time: Three hours

Maximum: 36 weights

**PART A**

Answer all questions

Each question carries one weight

18. What is the principle of deductibility?
19. Define 'applied research'.
20. What is a pop-up survey?
21. Define research design.
22. What is Wilcoxon Rank Sum Test?
23. What is Delphi Technique?

(6×1=6 weights)

**PART B**

Answer any six questions

Each question carries three weights.

24. What is TAT? State the conditions for its success.
25. State the essentials of a good questionnaire.
26. Describe the utility and limitation of a case study method.
27. Describe the technique of defining a research problem.
28. Explain Factor Analysis.
29. Explain hypothesis testing.
30. Do you think ethics are important for the conduct of research? Substantiate your answer.
31. Explain the basic structure of a research report.

(6×3=18 weights)

**PART C**

Answer any two questions

Each question carries six weights.

32. Frame a questionnaire designed to collect information about the buying habits of dresses and dress materials of people in your locality.
33. Draw sampling design for a study of marketing of industrial products. Also explain the sampling technique to be adopted in such a study.
34. What are the sources of secondary data? How will you evaluate secondary data?  
Develop a research design to assess the market potential for two seat cars in Kerala.

(6×2=12 weights)



**UNIVERSITY OF CALICUT**  
**M.Com Syllabus (CSS)**  
**Semester: III**  
**MC3C13 INCOME TAX LAW AND PRACTICE**

**Hours: 80**

**Credits: 4**

Course objectives:

- To enable students to understand computation of taxable income of various entities
- To acquaint the students with the concepts of tax administration, tax planning and tax management

**Module I: Computation of Taxable Income:** An overview of different heads of income- clubbing of incomes and aggregation of incomes- set off and carry forward of losses – Incomes exempt from tax – Agricultural Income - Deductions from gross total income – Rebate and Relief - computation of total Income.

25 hours

**Module II: Assessment of Various Entities:** Assessment of Individuals- computation of taxable income and tax liability of individuals – Assessment of Firms and AOPs- PFAS and PFAOP- Computation of Book Profit – Remuneration to partners - Computation of tax liability.

20 hours

**Module III: Assessment of companies:** Special provisions applicable to assessment of total income of companies – MAT - Taxation of distributed profits - computation of tax liability.

15 hours

**Module IV: Income Tax administration:** Income Tax authorities – powers – functions – Procedure for Assessment - Filing of returns - PAN- Different types of assessments.

10 hours

**Module V: Tax planning and management:** Tax planning concepts - Tax evasion - Tax avoidance – Tax management – Tax planning in relation to various heads of income and specific management decisions - Direct Tax Code - An introduction to DTC- salient features of DTC.

10 hours

(40 % Theory – 60% Problems)

**Core Readings:**

1. Vinod K. Singhania and Kapil Singhania. Direct Taxes: Law and Practice, Taxman Publications (P) Ltd., Latest edition.
2. Mehrotra H.C. and Goyal S.P. Income Tax Law and Practice, Sahitya Bhavan Publications, Agra, Latest edition.
3. Gaur VP and Narang DB, Income Tax Law and Practice, Kalyani Publications, Latest edition.

4. Manoharan T.N.: Income Tax Law & Practice, Snow White, Mumbai, Latest edition.
5. Income Tax Act 1961 amended up to date and Finance Act of the relevant year.

**Additional readings:**

1. E.A. Srinivas, *Corporate Tax Planning*, Tata McGraw Hill.
2. Vinod K. Singhanian, *Taxmann's Direct Taxes Planning and Management..*
4. V.S. Sundaram, *Commentaries on the Law of Income- Tax in India*, Law Publishers, Allahabad, Latest edition.
5. A.C. Sampath Iyengar, *Law of Income Tax*, Bharat Publishing House, Allahabad.
6. Bhagwati Prasad, *Direct Taxes Laws Practice*, Wishwa Prakashan.

**Current readings:**

Taxman, *The Tax and Corporate Law Weekly*.  
 Chartered Accountant  
 Chartered Secretary  
 Management Accountant

**MODEL QUESTION PAPER  
 MC3C13 INCOME TAX LAW AND PRACTICE**

Time: Three hours

Maximum: 36 weights

**PART A**

Answer all questions

Each question carries one weight

1. What is best judgement assessment?
2. What do you mean by 'aggregation of income'?
3. Define Direct Tax Code.
4. What do you mean by Tax under tonnage tax system?
5. Differentiate between Tax planning and Tax management?
6. What is Book Profit in relation to the assessment of firms?

(6 X 1= 6weights)

**PART B**

Answer any six questions

Each question carries three weights

7. Explain the provisions governing the set off and carry forward of losses?
8. State the functions of various authorities envisaged in the Income Tax Law.
9. Explain the main points of tax planning in respect of employee's remuneration from the employee's point of view?
10. Mr. A, an employee, furnishes the following particulars for the Previous Year ending 31-3-2011.

a) Salary income as computed for the year	13,20,000
b) Arrears of Salary received during the year (not included in the above)	50,000
c) Assessment Income of Financial Year 2009-10	2,40,000

You are requested to compute relief under Section 89 of the Income Tax Act 1961, in terms of tax payable

11. For the Assessment Year 2011-12, the Gross Total Income of Mr. X was Rs. 6,50,000 which includes long term capital gain of Rs. 45,000 and short term capital gain of Rs. 10,000. The Gross total income also includes interest from banks Rs. 14,000. Mr. X has invested in PPF Rs. 72,000 and also paid a medical insurance premium of Rs. 12,500. Mr. X also contributed Rs. 75,000 to public charitable trust and Rs. 22,000 to State Government for promotion of Family Planning. Compute the Total Income and Tax thereon of Mr. X who is 70 years old as on 31-3-2011.

12. Mr. Z is the Kartha of an HUF. He furnished the following information about his family income for the year ended 31<sup>st</sup> March 2011.

i) Income from family business	4,00,000
ii) Income from Salary- as a manager of a company	3,00,000
iii) Directors fees received by Kartha from personal efforts	20,000
iv) Annual rent of let out house of the family	60,000
v) Interest on bank deposit	24,000
vi) Family share of profit from an AOP	50,000
vii) Long term capital gains	28,000
viii) Municipal Tax paid for let out house (10% of M.V)	5,000
ix) Interest on loan taken to repair the house	40,000
x) Life insurance premium paid for the members of the family	15,000

Compute the total income of family. A member of the family is disabled and the family spent Rs. 24,000 for his treatment.

13. The business income of a firm before charging the following is Rs. 6,60,000

i) Remuneration to Working partner as per deed	3,60,000
ii) Brought forward business loss	4,50,000
iii) Unabsorbed Capital expenditure on Scientific research	90,000
iv) Unabsorbed depreciation	1,50,000

Compute the total income of the firm.

14. AB Ltd. Is a domestic company in which public are substantially interested. The following are the particulars of income in respect of the Previous Year 2010-11.

i) Profits of business after deduction of donations to approved Charitable Institution	Rs. 3,60,000
ii) Donations to charitable institution	Rs. 60,000
iii) Interest on Government Securities	Rs. 40,000
iv) Short term capital gains	Rs. 30,000
v) Long term capital gains	Rs. 66,000
vi) Dividend from a foreign company	Rs. 20,000
vii) Dividend from Indian company	Rs. 26,000
viii) Book Profit U/S 115-JB	Rs. 16,00,000

During the Financial Year 2010-11, the company deposited Rs. 38,000 in Industrial Finance Corporation. The company distributed a dividend of Rs. 2,00,000 on 12-10-2010. Compute the net liability of the company for the Assessment Year 2011-12

15. Miss Rani has derived the following income from various operations (relating to plantations and estates owned by her) during the year ended 31-3-2011.

- |   |              |
|---|--------------|
| i) Income from sale of Latex processed from rubber plants.        | Rs. 6,00,000 |
| ii) Income from sale of Coffee grown and Cured                    | Rs. 2,00,000 |
| iii) Income from sale of Coffee grown cured, roasted and grounded | Rs. 5,00,000 |
| iv) Income from sale of Tea grown and manufactured                | Rs. 7,50,000 |
| v) Income from saplings and seedling grown in nursery             | Rs. 1,60,000 |

You are required to compute the business income and agricultural income for the AY 2011-12.

(6 X 3= 18weights)

### PART C

Answer any two questions

Each question carries six weights

16. Discuss briefly the provisions of Income Tax Act regarding deduction to be made while computing the total income of an assessee?
17. The following is the profit and loss a/c of the Revathy Sugar Mills Ltd., an Indian Company in which the public are substantially interested, for the year Ended 31<sup>st</sup> March 2011.

To Manufacturing Expenses	8,85,295	By Sales	17,61,300
To Excise Duty	1,07,500	By Rent from Agricultural Lands	950
To Salaries and Wages	1,20,495	By Revenue from Fisheries	3,700
To Establishment charges	50,150	By Sale proceeds of Cane	6,07,055
To General charges	13,750	By Transfer Fees	300
To Director's fees	1,750	By Profit on Sale of Motor	1,230
To Interest on Debentures	25,000		
To Managing Director's Remuneration	41,000		
To Depreciation	69,000		
To Cultivation Expenses	4,57,500		
To Taxation Reserve	25,000		
To Net profit	<u>5,78,095</u>		
	<u>23,74,535</u>		<u>23,74,535</u>

Compute the total income of the company and net tax liability for the A.Y. 2011-12 after taking the following information into consideration.

- i) Sales included cost of cane Rs. 6,12,000 on account of cane produced and consumed in the factory, the average market price of such cane being Rs. 6,75,000
- ii) The motor sold during the year Rs. 3,230 was purchased in the past for RS. 17,000, The depreciation claimed in respect thereof in past assessment being Rs. 15,000
- iii) General charges include (a) Rs. 750 legal expenses incurred in defending a suit regarding the Companies title to certain agricultural lands, and (b) Rs. 9,000 paid to a Director for a trip to Hawaii to study modern methods of confectionery manufacture.
- iv) Depreciation in respect of all assets has been agreed at Rs. 50,000
- v) The company has paid advance tax of Rs. 1,20,000.

18. Mr. Green, Mrs. Green and their son Mr. Brown formed a partnership. Miss White, minor daughter of Mr. Green was also admitted to the partnership as partner in profits only. During the year 2010-11, the firm made a profit of Rs. 1,75,000 after charging the following expenses.

i) Rs. 50,000 interest on loan taken from Mrs. Green at the rate of 20% p.a. (the amount was advanced out of money gifted by her father)

ii) Rent paid to Mr. Brown Rs. 6,000 p.m.

iii) Bonus to four partners Rs. 25,000 each

iv) Salary to Mr. Green (the only working partner) Rs. 10,000 p.m.

v) Donation to a famous church of the locality Rs. 10,000

Miss White is a dancer. During the year she got Rs. 1,40,000 from various dance programmes. She also won a lottery of Rs. 5,00,000 during the year.

Mrs. Green is lawyer and her income from profession during the year amounted to Rs. 1,00,000 after expenses Rs. 20,000

During the year Mr. Green paid insurance premium Rs. 80,000 (Rs. 20,000 each for the family members). He had a short term capital gain of Rs. 1,00,000 during the year.

Compute total income of the firm and the partners for the AY 2011-12

(2 X 6= 12weights)

**UNIVERSITY OF CALICUT**  
**M.Com Syllabus (CSS)**  
Semester: III  
**MC3C14 ADVANCED COST ACCOUNTING**

**Hours: 80**

**Credits: 4**

Objective:

- To equip the students for designing and Implementing cost control, cost reduction programme and different cost systems
- To provide adequate knowledge on cost accounting practices.

Module 1 Strategic Cost and Management Accounting

Introduction: Definition of strategic management accounting –Emergence of Strategic Cost Accounting –Business environmental Analysis–Competitor Analysis–Strategic Management of Cost Analysis–Different Techniques of Strategic Management Accounting–Balance Score Card–Target Costing –KAIZEN Costing–Life Cycle Costing–Theory of Constraints–Benchmarking–Activity Based Management–JIT

10 Hours

Module 2 Activity Based Cost Management–ABC Meaning–definition–cost objects and cost drivers–Stages in ABC–Benefits –Traditional absorption costing and ABC–Steps in the Installation of ABC system–Use of ABC in decision making–Business application of ABM–Benefits of ABM–ABC V/s ABM–Value Added V/S Non Value added.

20 Hours

Module 3 Target Costing and Life Cycle Costing–Steps in Target Costing–Value Analysis V/s Value Engineering–Issues analysed in VA and VE–Cost Reduction aspects(Theoretical Perspective) –KAIZEN Costing—Target cost determinants–role of Cost Accountants–Product Life Cycle –Phases–features–stages and importance–JIT objectives–JIT Benefits–..

10 Hours

Module 4 Value Chain Analysis

Activity Classification–Forms of Competitive Advantage–steps in VCA–Internal Cost Analysis–Vertical Linkage Analysis–Core Competencies Analysis–Role of Management Accountants in VCA–VCA V/S Traditional Accounting System– Approach for Assessing Competitive Advantage.

10 Hours

.Module 5 Process Costing–Introduction–Factors of process costing–Job V/S Process costing–Process Losses and Gains–Valuation of Work-in Progress (Equivalent Production)- Steps in Valuation of Equivalent Units–Joint Products–and CO-products–Accounting for Joint Products—By-products–Accounting for by products- Methods of Splitting of Joint Products and by products –Reverse Cost methods–inter-process profits.

30 Hours

**Core Readings**

1. Ravi M. Kishore : Advanced Cost Accounting and Cost Systems  
Taxmann, New Delhi.

2. N.K. Prasad: Principles and Practice of Cost Accounting, Book Syndicate Pvt. Ltd.  
Calcutta

3. Prof. Subhas Jagtap : Practice in Advanced. Costing and Management, Accounting Niraii Prakashan, Pune
4. Malz, Curry, : Cost Accounting - Taraporwalla.
5. Horngreen C.T.: Cost Accounting, Management Emphasis, Prentice Hall of India Pvt. Ltd, New Delhi.
6. S.P. Iyengar : Cost Accounting Principles and Practice, Sultan Chand and Sons, New Delhi
7. Ravi M. Kishore : Student's Guide to Cost Accounting Taxmann, New Delhi
- Banerjee, Cost Accounting-Theory & Practice, Prentice Hall of India, N. Delhi.
- Lal Jawahar.: Cost Accounting, Tata McGraw Hill , New Delhi.
- Reeve, James. M.: Readings and Issues in Cost Management, South western College Publishing, USA.

**Additional Readings**

8. M.N. Arora : Cost Accounting Principles and practice Vikas Publishing House Pvt. Ltd., New Delhi.
9. S.N. Maheshwari: Cost Accounting Theory and Problems Mittal Shree Mahvir Book Dept. New Delhi.
10. B.S. Khanna : Cost Accounting Principles and Practice.
11. V.K. Sexena : Cost Accountant Text book, Sultan Chand and Sons, New Delhi.
12. ICWA Publication : 1) Introduction of Costing System  
2) Inventory Control. 3) Getting Ready for Maintenance of Cost Records.  
4) Activity Based Costing.
13. Cost Accounting – Bhatta HSM, Himalaya Publication
14. Cost Accounting – Prabhu Dev , Himalaya Publication
15. Advanced Cost Accounting – Made Gowda, Himalaya Publication
16. Advanced Management Accounting- Jawaharlal, S.Chand Co. New Delhi

**Current Readings**

- Chartered Accountant - ICA of India New Delhi.  
 Management Accountant - ICWA of India  
 Journal of Cost Management  
 Website : [www.myicwai.com](http://www.myicwai.com)

**MODEL QUESTION PAPER**  
**MC3C14 ADVANCED COST ACCOUNTING**

Time: 3 Hours  
 weights

Maximum: 36

**PART A**

(Answer all questions. Each question carries 1 weight)

1. Define strategic Management Accounting.
2. What is cost driver?
3. What is KAIZEN Cost?
4. What is abnormal gain process costing?
5. What is Activity based Costing?
6. What is value chain analysis?

(6 X 1= 6 weights)

**PART B**

(Answer any six questions. Each question carries three weights)

7. Explain the steps in applying ABC in a manufacturing company.
8. Describe the benefits of life cycle costing.

9. What are the uses of ABM?
10. Distinguish JIT manufacturing and traditional manufacturing.
11. S. Chand and Company a leading publisher publishes two versions of a text book. One is paper back and the other is hard bound. Management is considering publishing only the higher quality book. The firm assigns its Rs.5,00,000 of overhead to the two types of books. The overhead is composed of Rs.2,00,000of utilities and Rs.3,00,000 of quality control inspector's salaries. Some additional data follows:

	Paper back	Hard bound
Revenues	Rs.16,00,000	14,00,000
Direct costs	12,50,000	6,00,000
Production (Units)	5,00,000	3,50,000
Machine hours	42,500	7,500
Inspections	2,500	12,500

Required (a) compute the overhead cost that should be allocated to each type of text book using cost drivers appropriate form each type of overhead COST.

(b) The firm has used machine hours to allocate overhead in the past. Should the publisher stop producing the paper pack books? Explain why management was considering this action and what its decision should be?

12. MST Ltd has collected the following data for its two activities. It calculates activity cost rates based on cost driver capacity.

Activity	Cost Driver	Capacity	Cost
Power	Kilowatt hours	50,000 kilowatt	Rs.2,00,000
Quality Inspections	Number of inspections	10,000 inspections	Rs.3,00,000

The Company makes three products M,S,T for the year ended 31<sup>st</sup> March, 2009. The following consumption of cost drivers was reported.

Product	Kilowatt hours	Quality Inspections
M	10,000	3,500
S	20,000	2,500
T	15,000	3,000

Required:

1. Compute the cost allocated to each product from each activity.
2. Calculate the Cost of unused capacity for each activity.
3. Discuss the factors the management considers in choosing a capacity level to compute the budgeted fixed overhead cost rate.

13. Product X is obtained after it is processed through three distinct processes. The following cost information is available for this operation.

Particulars	Total Rs.	Process(Rs)		
		I	II	III
Materials	5.625	2,600	2,000	1.025
Direct wages	7,330	2,250	3,680	1,400
Production Overheads	7,330	---	---	---

500 units @ Rs.4 per unit were introduced in process I. Production overheads are absorbed as percentage of direct wages.

The actual out put and normal loss of the respective processes are :-

	Output units	Normal loss on input	Value of scrap per unit. Rs.



Process I	450	10%	2
Process II	340	20%	4
Process III	270	25%	5

There is no stock for working progress in any process. Show the three process accounts.

14. Two products P and Q are obtained in a crude form and require further processing at a cost Rs.5 for P and Rs.4 for Q per unit before sale. Assuming a net margin of 25% on cost, their sale prices are fixed at Rs.13.75 and Rs.8.75 per unit respectively. During the period, the joint cost was Rs.88,000 and the outputs were : P - 8,000 units, Q – 6,000 units.

Ascertain the joint cost per unit.

(6 X 3= 18 weights)

### PART C

(Answer any two questions. Each question carries six weights.)

15. Explain various techniques of Strategic Management Accounting.

16. A Company makes three main products using broadly the same production methods and equipment for each product. A conventional product costing system is used at present, although an activity based costing system is being considered. Details of the three products for a typical period are:-

	Hours per unit		Materials per unit	Volume units
	Labour hours	Machine hours	Rs.	
Product P	.50	1.50	20	750
Product Q	1.50	1.00	12	1250
Product R	1.00	3.00	25	7,000

Direct labour costs Rs. 6 per hour and production overheads are absorbed on machine hour basis. The rate for the period is Rs.28 per machine hour.

Further analysis shows that the total of production overheads can be divided as follows:

	%
Cost relating to set ups	35
Cost relating to machinery	20
Cost relating to materials	15
Cost relating to inspection	<u>30</u>
Total production overhead	100

The following activity volumes are associated with the product line for the period as whole.

Total activities for the period are:

	No. of set ups	No. movement of Materials	No. of inspections
Product P	75	12	150
Product Q	115	21	180
Product R	480	87	670
	670	120	1000

Required:

1. Calculate the cost per unit for each product using conventional methods
2. Calculate the cost per unit for each product using Activity Based Costing.
3. Comment on the reasons for any differences in the cause in the two costing

methods.

17. The following data relates to Process Q.

1) Opening Work-in progress 4000 units

Degree of Completion: Material (100%) Rs 24000

Labour (60%) Rs 14400

Overhead (60%) Rs 7200

2) Received during the month of April 2010 from process P 40000unit at Rs 171000

3) Expenses incurred in process Q during the month

Material Rs 79000, Labour Rs 138230 and Overhead 69120

4) Closing W.I.P 3000 Units

Degree of completion: Material 100% Labour and Overhead 50%

5) Units Scrapped 4000

6) Normal Loss 5% of Current input

7) Spoilage goods realized Rs 1.50 each on sale

8) Completed units are transferred to where house

Required to prepare 1) Equivalent Units Statement 2) Statement of cost per equivalent units and Total cost 3)Process Q Account4) Any other Accounts necessary

(2 X 6= 12 weights)

Elective Finance

**UNIVERSITY OF CALICUT**  
**M.Com Syllabus (CSS)**  
**Semester: IV**

**MC4E(FM)01FINANCIALMARKET AND INSTITUTIONS**

**Hours: 80**

**Credits: 4**

Module I: Financial Markets- Nature- Functions- Money Market - Organization, instruments, functioning and its regulation- Capital Markets- primary and secondary markets and their organization- Role of SEBI- Financial System and Economic development.

12 hours

Module II: Interest rate- Determination, maturity, and structure of interest rate- Term structure of interest rate- financial repression and interest rate- the yield curve.

12 hours

Module III: Financial Intermediation- Depository institutions- Commercial Banks and industrial finance- Bank credit- Working capital and bank funds- Term lending- Developing a credit information system- performance of Indian Banking and regular aspects of banking

20 hours

Module IV: Mutual Funds- UTI and private sector mutual funds- NBFCs including chit funds- functioning and regulatory aspects- Insurance- Life and non life insurance companies- regulatory frame work- pension funds- organization and working.

(16 hours)

Module V: Construction and uses of flow of fund matrix - supply and demand for funds - sectoral and intersectoral flows- Foreign capital as a source of finance- role of foreign capital in Indian Financial System- Regulatory frame work and NRI investments.

(20 hours)

**Core Readings**

1. Khan, M. Y.: Indian Financial System, Tata McGraw, New Delhi, (Latest edition)
2. Bhole, L.M.and Jitendra Mahakud, Financial Institutions and Markets, Tata McGraw Hill, New Delhi, (Latest edition).
3. Fabozzi and Modigliani Capital Markets: Institutions and Instruments, Prentice Hall of India, New Delhi, (Latest edition)
4. Desai, V: Indian Financial System and Development, Himalya Publishing House, (Latest edition).
5. Khan, M. Y.: Financial Services, Tata McGraw, New Delhi, (Latest edition)
6. V.A. Avadhani, Marketing of Financial Services, Himalayas Publishers, (Latest edition), Mumbai.
7. Punithavathy Pandian, Financial Services and Markets, Vikas Publications, New Delhi, (Latest edition).

8. Gurusamy S., Financial Markets and Institutions, Tata McGraw Hill Education Private Limited, New Delhi, (Latest edition).

**Additional Readings**

1. Fransen and Rose: Financial Institutions and Markets in a Changing World, Business Publications Inc. Texas, (Latest edition)
2. Dietrich, J.K: Financial Services & Financial Institutions, Prentice Hall, New Jersey, (Latest edition).
3. Prasad, K: Development of India's Financial System, Sarup & Sons, (Latest edition).
4. Marshall and Bansal: Financial Engineering: A Complete Guide to Financial Innovation, Prentice Hall of India, New Delhi, (Latest edition)
5. Tripathy, Financial Instruments and Services, Prentice Hall of India, New Delhi, (Latest edition)
6. Bhatt, R.S.: Financial System for Economic Development, Sage Publications, New Delhi, (Latest edition).

**Current Readings:**

Journal of Finance  
Applied Finance, ICFA  
Finance India  
Journal of Financial Economics  
Chartered Financial Analyst

**UNIVERSITY OF CALICUT**

**M.Com Syllabus (CSS)**

**Semester: IV**

**MC4E(FM)02 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

**Hours: 80**

**Credits: 4**

Module I: Security-Security Analysis and Portfolio Management an overview – The investment process – investment environment – concepts of return and risk – measurement of return and risk – investment alternatives and their evaluation – portfolio management process.

12 hours

Module II: Methodology of conducting Security Analysis- Fundamental Analysis- EIC Framework- Economic analysis- Economic forecasting- Industry Analysis- Company Analysis- Technical Analysis- Tools and techniques of Technical analysis- Dow theory- Eliot Wave theory- Technical indicators and mathematical indicators relating to security- technical indicators relating to market - Random walk theory - Efficient market hypothesis - Tests of different forms of market efficiency – Behavioural finance – Heuristic driven biases – Frame dependence – Emotional and social influences – Market inefficiency.

15 hours

Module III: Valuation and management of securities – Bond valuation – Bond returns and risks – Bond price changes – measuring bond price volatility- concept of duration – bond yields – measuring yields – YTM – Bond strategies and management - Bond immunization – Interest rate SWAPS – Building a Bond portfolio - Equity valuation – present value, P/E Ratio and capital market theory approaches – equity returns and risks – Dividend discount models – multiple growth model – capital asset pricing model – analysing and selecting stocks – guidelines for equity investment.

18 hours

Module IV: Portfolio Theory – Markowitz model – measuring portfolio returns and risks – Efficient portfolios – Optimal portfolios – Single Index and Multi-index models – Capital Market Theory – Capital Asset Pricing Model (CAPM) – Capital Market Line (CML) – Security Market Line (SML) – Arbitrage Pricing Theory and Multi factor models - Artificial Neural Networks – Fuzzy theory – Behaviour models.

20 hours

Module V: Measuring Portfolio Performance – Measures of portfolio performance – Dollar/Rupee weighted returns – Time-weighted returns – Risk adjusted measures of performance – Reward-to-Variability measure – Reward-to-Volatility measure – Sharpe and Treynor measures – measuring diversification- Jensen's Differential Return Measures.

15 hours

(60% Theory- 40% Problems)

**Core Readings**

1. Fuller & Farrel: Modern Investment & Security Analysis, McGraw Hill, International Edition, (Latest edition).

2. Sharpe, Alexander and Bailey: Investments, Prentice Hall of India Private Limited, New Delhi, (Latest edition).
3. Strong, Robert. A: Portfolio Management Handbook., Jaico Publishing House, Delhi, (Latest edition).
4. Jones P. Charles, Investments: Analysis and Management, John Wiley&Sons, INC, (Latest edition)
5. Bhalla, V.K: Investment Management, S. Chand & Sons, New Delhi, (Latest Edition).
6. Avadhani, V.A: Security Analysis & Portfolio Management., Himalaya Publishing House, (Latest edition).
7. Reilly and Brown, Investment Analysis and Portfolio Management, Cengage Learning India Private Ltd. New Delhi, (Latest Edition).
8. Prasanna Chandra, Investment Analysis and Portfolio Management, Tata McGraw Hill Education Private Limited, (Latest edition).

### **Additional Readings**

1. Herbert. B. Mayo, An Introduction to Investments, Cengage Learning India Private Ltd. New Delhi – 110092 (Latest Edition).
2. Cohan,Zinbzig & Zeikel: Investment Analysis & Portfolio Management, Prentice Hall, (Latest Edition).
3. Francis, Jack Clark: Investment Analysis & Management, McGraw Hill, International Edition, (Latest Edition).
4. Jordan & Fisher: Security Analysis & Portfolio Management., Prentice Hall India New Delhi, (Latest edition).
5. Singh, Preeti: Investment Analysis, Himalaya Publishing House, (Latest edition).
6. Kevin, S: Security Analysis &Portfolio Management, Prentice Hall of India, New Delhi, (Latest Edition).
7. Ramaguntham & Madhumati Investment Management and Portfolio Management, Pearson, New Delhi, (Latest Edition).
8. Punitavathy Pandian, , Security Analysis and Portfolio Management, Vikas, Latest Edition

### **Current Readings**

Applied Finance, ICFA  
 Behavioural Finance, ICFA  
 Journal of Portfolio Management  
 Journal of Financial Economics  
 Journal of Finance  
 Finance India  
 Indian Journal of Commerce

**MODEL QUESTION PAPER**  
**MC4E(FM)02 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

Time: Three hours

Maximum: 36 weights

**PART A**

Answer all questions

Each question carries one weight

1. What do you mean by security analysis?
2. Define real return.
3. What is duration?
4. Define Beta.
5. Explain artificial neural networks.
6. What is Global minimum variance portfolio?

(6×1=6 weights)

**PART B**

Answer any six questions

Each question carries three weights.

7. “No investment is risk free.” Comment.
8. Show how the Markowitz Efficient Frontier is useful in portfolio decision making.
9. Critically evaluate the ‘P/E Approach’ to equity valuation.
10. ‘Naïve diversification does not result in risk reduction’. Discuss.
11. What role does diversification play in the Sharpe and Treynor measures of portfolio performance?
12. Explain the type of tests that are commonly employed to verify the weak form of efficient market hypothesis.
13. If the risk-free return is 8%, expected return on BSE index is 20% and standard deviation of market return is 10%, how would you construct an efficient portfolio to produce a 26% expected return and what would be its risk?
14. Stock X and Y have produced the following returns:

Year	X	Y
2010	16%	19%
2011	24%	11%

What is the Portfolio risk of a portfolio made up of 80% X and 20% Y?

(6×3=18 weights)

**PART C**

Answer any two questions

Each question carries six weights.

15. Compare and contrast Markowitz portfolio theory and Capital Market Theory.
16. Compare and contrast Fundamental Analysis with Technical Analysis.
17. Optima owns a portfolio of two securities with the following expected returns, standard deviations and weights:

Security	Expected return	Standard deviation	Weight
Honda	28%	12%	60%

Bajaj	24%	18%	40%
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What are the maximum and minimum portfolio standard deviations for varying levels of correlation between the two securities?

(6×2=12 weights)



**UNIVERSITY OF CALICUT**  
**M.Com Syllabus (CSS)**  
**Semester: IV Semester**

**MC4E(FM)03 Strategic Financial Management**

**Hours: 80**

**Credits: 4**

Module I: Financial goals and strategy- shareholder value creation (SCV)- Market Values Added (MVA)- Market- to- Book value (M/BV)- Economic Value Added (EVA)- Managerial implications of shareholder- Value creation

12 hours

Module II: Financial strategy for capital structure: Leverage effect and shareholders' Risk- Capital- Structure planning and policy- Financial options and value of the firm- Dividend policy and value of the firm.

20 hours

Module III: Investment strategy- Techniques of investment appraisal under risk and uncertainty- Risk Adjusted net present value- Risk adjusted internal rate of return- Capital rationing- Decision tree- Approach for investment decisions- Evaluation of lease Vs Borrowing decision.

16 hours

Module IV: Merger strategy – Theories of merger- Horizontal and Conglomerate Mergers- Mergers- Merger procedure- Valuation of firm- Financial impact of merger- Merge and dilution effect on Earnings per share- Merger and dilution effect on business control.

16 hours

Module V: Take over strategy- Types of Takeovers- Negotiated and Hostile bids- Takeover procedure- Takeover defences- Takeover regulations of SEBI- Distress restructuring strategy- sell offs- Spin- Offs- leveraged buyouts.

16 hours

**Core Readings**

1. Vanhorne, James C: Financial Management & Policy, Pearson, New Delhi, (Latest edition).
2. Brigham & Ehrhardt: Financial Management, Thomson India, (Latest edition).
3. Chandra, Prasana: Financial Management, Tata McGraw Hill, New Delhi, (Latest edition).
4. Khan, M.Y. & Jain, P.K: Financial Management, Tata McGraw Hill, New Delhi, (Latest edition).
5. Pandey, I.M: Financial Management, Vikas Publishing House, New Delhi, (Latest edition).

**Additional Readings**

1. Gitman, L J.: Principles of Managerial Finance, Harper and Row, (Latest edition).
2. Hampton.: Financial Decision Making. Concepts, Problems and Cases, Prentice Hall of India, New Delhi, (Latest edition).
3. Brealey and Meyers.: Principles Corporate Finance  
Tata McGraw Hill, New Delhi, (Latest edition)

4. Keown, Martin, Petty and Scott Jr., Financial Management & Applications., Prentice Hall of India, New Delhi, (Latest edition)
5. Ravi. M. Kishore, Financial Management. Taxman, New Delhi, (Latest edition).
6. Shiva Ramu, S., Corporate Growth through Mergers & Acquisitions, Response Books, (Latest edition).
7. Khandawalla, PN, Innovative Corporate Turnarounds, Sage Publications, (Latest edition).
8. Robicheck, A, and Myers, S., Optimal Financing Decisions, Prentice Hall Inc., (Latest edition).
9. Weston JF, Chung KS & Hoag SE., Mergers, Restructuring & Corporate Control, Prentice Hall, (Latest edition).

### **Current Readings**

Financial Risk Management, ICFA  
Applied Finance, ICFA  
Journal of Financial Economics  
Journal of Financial Engineering  
Journal of Finance  
Management Accountant  
Finance India

**MODEL QUESTION PAPER**  
**MC4E(FM)03 STRATEGIC FINANCIAL MANAGEMENT**

Time: Three hours

Maximum: 36 weights

**PART A**

Answer all questions

Each question carries one weight

18. What do you mean by shareholders wealth?
19. Define capital rationing.
20. Define economic value of a firm?
21. Define acquisition. How does it differ from takeover?
22. What is merger?
23. Define risk. How it is measured?

(6×1=6 weights)

**PART B**

Answer any six questions

Each question carries three weights.

24. “No investment is risk free.” Comment.
25. “The concept of finance has changed and keeps on changing along with the evolution of the content of finance as a management activity”. Elaborate this statement.
26. Define strategic control. Explain the important strategic financial control.
27. What is strategic alliance? What are the reasons for using strategic alliance?
28. Discuss the important steps to be followed in takeover.
29. Distinguish between mergers and acquisitions.
30. A company earns Rs.10 per share at an internal rate of 15%. The firm has a policy of paying 40% of its earnings as dividend, If the required rate of return is 10%, Determine the price of the share under a) Walters model, b) Gordons model
31. Explain the concepts of horizontal, vertical and conglomerate merger with examples.

(6×3=18 weights)

**PART C**

Answer any two questions

Each question carries six weights.

32. Explain the position of M-M on the issue of an optimum capital structure, ignoring the corporate income taxes. Use an illustration to show how home-made leverage by an individual investor can replicate the same risk and return as provided by the levered firm.
33. Company X proposes to replace its old and absolute machine two models of machines are available as under:
  - i) One automatic machine involving an initial capital outlay of Rs.5,00,000. The annual operating costs of this model is Rs.1,50,000. The salvage value at the end of its life of 5 years is Rs.20,000.
  - ii) One semi automatic machine involving an initial capital cost of Rs.3,00,000. The annual operating cost is Rs. 2,10,000. the salvage value at the end of its 5 years is Rs.10,000.

The company's cost of capital is 14%

Which alternative is to be preferred? Ignore tax.

34. The chief executive of a company thinks that shareholders always look for the earnings per share. Therefore, he considers maximisation of the earnings per share as his company's objective. His company's current net profits are Rs.80 lakh and EPS is Rs.4. The current market price is Rs.42. He wants to buy another firm which has current income of Rs.15.75 lakh, EPS of Rs.10.50 and the market price per share of Rs.85.

What is the maximum exchange ratio which the chief executive should offer so that he could keep EPS at the current level? If the chief executive borrows funds at 15 percent rate of interest and buys-out another company by paying cash , how much should he offer to maintain his EPS? Assume a tax rate to 52 percent.

**(6×2=12 weights)**

**UNIVERSITY OF CALICUT**  
**M.Com Syllabus (CSS)**  
Semester: IV  
**MC4E(FM)04 FINANCIAL DERIVATIVES**

**Hours: 80**

**Credits: 4**

Module 1: Introduction Financial Derivatives- Meaning and need- Growth of financial derivatives in India- Derivative markets- Exchange traded financial derivatives in India - participants- functions- types of derivatives- forwards- futures- option swaps- The regulatory framework of derivatives trading in India.

16 hours

Module II: Features of futures- Difference between forwards and futures- financial futures- Trading- Currency futures- Interest rate futures- pricing of future contracts- Value at risk (VaR) – Hedging strategies- Hedging with stock index futures- Types of members and margining system in India- Futures trading on BSE & NSE

20 hours

Module III: Options market- Meaning - need- Options Vs futures- Option terminology- fundamental option strategies - types of options contracts- call- Options- put options- trading strategies involving options- basic option positions- margins- options on stock indices- option markets in India on NSE and BSE.

16 hours

Module IV: Option pricing- Intrinsic value and time value- pricing at expiration- factors affecting options pricing- Put- call parity pricing relationship- pricing models- introduction to Binomial Option- Pricing model- Black Scholes option pricing model.

16 hours

Module V: Swaps- meaning- overview- the structure of swaps- Interest rate swaps- Swap derivatives –Forward Swaps and Swaptions – Cancelable and Extendable Swaps – Nongeneric Swaps - currency swaps- Pricing and valuation of Swaps - economic functions of swap transactions.

12 hours

(Only theory – No problems expected)

**Core Readings:**

1. Johnson, R Stafford, Introduction to Derivatives: Options, Futures, and Swaps, Oxford University Press, (Latest edition).
2. Hull John C, “Options, Futures and Other Derivatives”, Pearson Educations Publishers, New Delhi, (Latest edition).
3. Kumar S.S.S, Financial Derivatives, PHI Learning Private Limited, (Latest edition).
4. Red Head, Financial Derivatives: An Introduction to Futures, Forward, Options” Prentice Hall of India, (Latest edition).

5. Dubofsky, David A. and Thomas W. Miller, Jr., Derivatives: Valuation and Risk Management, Oxford University Press, (Latest edition).
6. Vohra & Baghi, Futures and Options, Tata McGraw-Hill Publishing Company Ltd., (Latest edition).
7. Sunil K. Parameswaran, "Futures Markets: Theory and Practice" Tata-McGraw-Hill Publishing Company Ltd., (Latest edition).
8. Somanathan T.V. , Derivatives, Tata McGraw-Hill Publishing Company Ltd., (Latest edition).

**Additional Readings:**

1. Hull John C, Introduction to Futures and Options Markets, Prentice-Hall, (Latest edition).
2. Kolb, Robert W, Futures, Options and Swaps, Blackwell, (Latest Edition).
3. Swain, Edward J, Building the Global Market: A 4000 Year History of Derivatives, Kluwer Law International, (Latest edition).
4. Dubofsky, David A., Options and Financial Futures: Valuation and Uses, McGraw-Hill, (Latest edition).
5. Gupta S.C., Financial Derivatives: Theory, Concepts and Problems, Prentice Hall of India, (Latest edition).
6. D.C. Patwari, Financial Futures and Options, Jaico Publishing House, (Latest edition).
7. NSE Manual of Indian Futures & Options, [www. Sebi.com](http://www.Sebi.com)
- 8.

**Current Readings:**

Applied Finance, ICFA  
 Financial Risk Management, ICFA  
 Journal of Financial Engineering  
 Journal of Futures Markets  
 Journal of Finance  
 Journal of Portfolio Management  
 Journal of Financial Economics

**MODEL QUESTION PAPER  
 MC4E(FM)04 FINANCIAL DERIVATIVES**

Time: Three hours

Maximum: 36 weights

**PART A**

Answer all questions

Each question carries one weight

1. Define Derivatives.
2. What is a forward contract?
3. What is VaR?
4. What do you mean by spread prices?
5. What is nongeneric swaps?
6. What is swaptions?

(6×1=6 weights)

**PART B**

Answer any six questions

Each question carries three weights.

7. Distinguish between options and futures contracts.
8. Explain the factors influencing the option pricing.
9. Explain the assumptions underlying Black-Scholes Model.
10. What is delta hedging? How is it used to hedge the risk of a portfolio?
11. Write short notes on: a) Clearing house, and b) Cash settlement.
12. Explain the various types of margins.
13. Write a note on the evolution of swap market.
14. Explain the trading mechanism of currency swap with a suitable example.

(6×3=18 weights)

### PART C

Answer any two questions

Each question carries six weights.

15. Explain the different types of financial derivatives along with their features.
16. “Basic purpose of stock index futures is hedging”. Critically evaluate the statement.
17. What is an option contract? Explain the different classifications of options with suitable illustrations.

(2×6=12 weights)

**UNIVERSITY OF CALICUT  
MASTER OF COMMERCE**

**MC4E(FT)01 INTERNATIONAL FINANCE**

**Course Objectives**

- To understand the concept and importance of International Finance
- To understand the global financial markets.
- To understand the determination of exchange rates and role of International monetary system.

**MODULE 1**

International Finance: Meaning, Importance; emerging challenges- International Financial Markets- Recent changes in global financial markets.

**MODULE 2**

Exchange rate definition- Spot and forward exchange- Exchange rate determination- Theories and models of exchange rate, Purchasing power parity theory, Asset market model, Portfolio balancing model, Exchange rate of rupee, recent trends, convertibility of Indian rupee.

**MODULE 3**

International Monetary system: Brief history; Gold standard, Flexible rates and controls- Brettonwood and International Monetary Fund- IMF; Functions, special schemes of lending, conditionalities of IMF lending, International liquidity, SDRs.IBRD- functions. ADB, BIS, a note on International debt.

**MODULE 4**

Balance of payments; meaning, Accounting principles, valuation and timing, components; deficit and surplus : Macro economic factors affecting exchange rate: Open economy multipliers.

**MODULE 5**

Currency derivatives; Futures, options and swaps: Currency futures and currency forwards, currency swaps and interest swaps.

**Core Readings:**

1. Keith Pilbeam “International Finance” Palgrave, New York
2. Apte P G. “International Financial Management” Prentice Hall of India New Delhi



3. Alan C. Shapiro “Multinational Financial Management” Prentice Hall of India New Delhi
4. Soderston B O “International Economics” Macmillan London.
5. Cheol S Eun and Bruce G Resnick “International Financial Management” Irwin McGraw Hill, New York
6. Arthur Stonehill et al “International Finance” Pearson Education Asia, Delhi
7. Maurice D Levi “International Finance” Tata McGraw Hill, New Delhi.

**UNIVERSITY OF CALICUT  
MASTER OF COMMERCE**

**MC4E(FT)02 FOREIGN TRADE MANAGEMENT**

80 hours

80 marks

Course objectives

- To give the students an in- depth understanding about foreign trade and risks in it.
- To familiarise them with the tools for managing various risks foreign trade.

**MODULE 1**

Basis of International trade- Theories of International trade- Comparative cost theory; opportunity cost theory, Hecksher – Ohlin theory- Determination of international prices; Economic growth and international trade; gains of trade; terms of trade; factors influencing terms of trade; International factor movements; trade in services; trade policy when balance of payments is in dis-equilibrium.

20 hrs

**MODULE 2**

Foreign exchange risk and exposure: External techniques of expose management; Internal techniques of exposure management; exchange rate movement and international trade.

15 hrs

**MODULE 3**

Management of economic exposure; three types of exposure; measurement of economic exposure; operating exposure; determinants.

15 hrs

**MODULE 4**

Management of transaction exposure: forward market hedge; money market hedge; option market hedge; hedging contingent exposure; hedging through invoice currency; exposure netting.

15 hrs

**MODULE 5**

Management of translation exposure: translation methods; Translation exposure Vs transaction exposure; hedge translation exposure; translation exposure vs operating exposure; Financial Account Standard Board Statement 52.

**Core Readings:**

:

1. Alan C. Shapiro “Multinational Financial Management” Prentice Hall of India New Delhi
2. Maurice D Levi “International Finance” Tata McGraw Hill, New Delhi.
8. Cheol S Eun and Bruce G Resnick “International Financial Management” Irwin McGraw Hill, New York
3. Jhingan M L, International Economics, Vrinda Publications Pvt. Ltd.
4. A V Raj Wade, Foreign Exchange, International Finance and Risk Management
5. Jeff Madura: “International Financial Management”, South Western College Publishing, New York

**UNIVERSITY OF CALICUT  
MASTER OF COMMERCE**

**MC4E(FT)03 FOREIGN TRADE POLICY AND PROCEDURES**

**Course Objectives**

- To understand the importance of foreign trade policies of the economy.
- To familiarize with the import- export processes and procedure and the role of export promotion agencies

**MODULE 1**

Foreign trade policy- Meaning, features, objectives- Indian foreign trade policy since independence- Impact of foreign trade policy- Recent changes in foreign trade policy.

**MODULE 2**

Free trade and protection: Case for free trade, Protection- meaning; fallacious arguments: Economic and non- economic arguments, protection and underdeveloped countries. Discriminating trade policies: Dumping, kinds, condition and effect of dumping.

**MODULE 3**

Export Trade Procedures: Offer and acceptance of orders: Export licensing: Producing the goods, shipment, banking procedure: Export documentation, Exporter's declaration: Shipping bills, Bill of lading, Certificate of origin, Consular Invoice, Letter of credit etc..., obtaining payment. Import trade procedure: Import license, Import- Export pass book scheme, Import documentation, Bills of entry: Importer's Declaration: methods of making payment.

**MODULE 4**

Export Promotion Measures: Export promotion councils, Commodity boards, Chamber of Commerce and industry: Indian Trade Promotion Organisation, Federation of Indian Export Organisations, Indian Institute of Foreign Trade, ECGC, Export house and trading house, EOUs and EPZs : Export Incentives: Project exports and consultancy exports.

## MODULE 5

Export trade financing- Introduction, meaning- Pre-shipment and Post- shipment finance- Documentation formalities and procedures for the grant of packing credit- Documentation formalities and procedures for the grant of Post- shipment finance- Modes and source of finance- Methods of payments.

### **Core Readings:**

1. Varma. M.L. "Foreign Trade Management in India" Vikas publishing Pvt. Ltd. New Delhi.
2. Balagopal T A S "Export Management" Himalaya Publishing House, Mumbai.
3. Vibha Mathur "Foreign Trade of India" New Century Publication.
4. Vaish M C and Sudama Singh "International Economics" Oxford and IBH publishing Co.Pvt.Ltd.
5. Mithani D M "International Economics" Himalaya Publishing House, Mumbai
6. Francis Cherunilam "International Marketing" Himalaya Publishing House, Mumbai
7. Puri V K "New Import – Export policy and procedures".

**UNIVERSITY OF CALICUT  
MASTER OF COMMERCE**

**MC4E(FT)04 INTERNATIONAL MARKETING AND FINANCIAL  
MANAGEMENT**

80 hours

80 marks

Course objectives:

- To understand the importance of strategic decisions for success in International Marketing
- To understand the ways of managing international logistics.

**MODULE 1**

International Marketing: Definitions; stages; strategic orientation; international marketing decisions; International product policy; standardization Vs adaptation; International new product development; International product life cycle; packaging, branding.

15 hrs.

**MODULE 2**

Pricing in international markets: Pricing policy, pricing decisions, Transfer pricing, dumping, counter trade, price standardization, price quotations.

10 hrs

### MODULE 3

International distribution: Decision criteria for entry into foreign markets; Direct and indirect exports; International marketing channels- locating, selecting and motivating channel members; International promotion strategy; promotion mix- personal selling, publicity, sales promotion and advertising.

20 hrs

### MODULE 4

International marketing information: sources of foreign market information; overseas market research; desk research; field research; agencies abroad; marketing information.

15 hrs

### MODULE 5

Logistics System: Concepts, objectives and scope; system elements; importance and relevance to export management; general structure and characteristics of shipping industry; liner and tramp operation; system freight structure and practices; forwarding and clearing agents; freight brokers; stevedores and shipping agents; International air transport; Air freight ration; Air transport and PDM approach to export distribution problems and prospects.

20 hrs.

### **Core Readings:**

1. John Fayerweather : International Marketing, Prentice Hall of India New Delhi.
2. Philip R Caleora and John L Graham . International Marketing, Tata McGraw Hill, New Delhi.
3. Vern Terpestra and Ravi Sarathy International Marketing, Harcourt Asia Pvt. Ltd. Singapore.
4. Sak Onkvisit and John J Shaw: International Marketing, Prentice Hall of India New Delhi.
5. Krishnaveni Muthiah: Logistics Management and World Sea borne Trade, Himalaya Publishing House, Mumbai
6. Bowersox and closs: Logistics Management.
7. IIFT: Dictionary of shipping Chart erne terms
8. IIFT: Freight Tariffs and practice of shipoing conference

Marketing Elective

**UNIVERSITY OF CALICUT**

**M.Com Syllabus (CSS)**

**Semester: IV**

**MC4E(MR) 01 ADVERTISING AND SALES MANAGEMENT**

**Hours: 80**

**Credits: 4**

*Objective: Enable the students to develop in depth understanding of the modern concepts and latest techniques of advertising, personal selling and sales force management.*

**Module I: Communication Basics:** Role of communication, communication process and flows- Integrated Marketing Communication (IMC) - Planning the promotion mix; Advertising – Nature and importance – Advertising and publicity- Advertising Management process, an overview; Determining target audience- Advertising objectives and positioning - Advertising budget decisions- Advertising message decisions- Determining advertising message - Developing advertising copy – Headline main copy, logo, illustration, appeal, layout - creativity in advertising.

**Module II: Media Planning and Organisation of Advertising operations:** Types of media- Merits and limitations of different medias- Advertising through internet- Media selection- Media Scheduling- Organisation of advertising operations – In-house vs. advertising agency arrangements - Managing advertising agency relations – Social and regulatory aspects of advertising – recent developments and issues in advertising.

**Module III: Fundamentals of personal selling:** Nature and importance of selling- Types of selling - Personal selling, salesmanship and sales management- process of effective selling- strategic sales management- Ethical and Legal aspects of selling.

**Module IV Sales Planning and Sales force management:** Setting personal selling objectives- Market analysis and sale forecasting- Sales Budget, Sales territory – Sales quota - Sales force Management – Recruitment and Selection - training and development- motivating, supervising and compensating sales personnel- Evaluation of sales personnel.

**Module V: Advertising Research:** Advertising research objectives- Product appeal-copy testing methods and measures- creative strategy research- - Media research and audience measurement- Techniques of evaluating advertising effectiveness- Before and after test - Measuring price sensitivity- attitude and image studies- pre- test market research.

**Core Readings:**

1. Principle of Advertising and IMC – Tom Ducan – Tata McGraw Hill Publishing Co, Latest edition.
2. Advertising and Promotion – George E. Belch & Michael A. Belch - Tata McGraw Hill Publishing Co, Latest edition.
3. Contemporary Advertising – William F. Arens- Tata McGraw Hill Publishing Co, Latest edition.



4. Advertising Management- Rajeev Batra, John G. Myers and David A. Aaker- Pearson Educations, Latest edition.
5. Advertising and Sales Promotions- S.H.H.Kazhmi, Satish K. Batra- Excel Books, Latest edition.
6. Advertising and Integrated Brand Promotions, Thomas C. O' Guinn, Chris T. Aleen, Richard J. Semenik- Vikas Publising, Latest edition.
7. Advertising – Frank Jefkins - Pearson Educations, Latest edition.
8. Advertising Management- Jaishri Jethwaney, Shruti Jain –Oxford University Press, Latest edition.
9. Advertising Promotion,and New Media – Marla R. Stafford, Ronald J. Faber – Prentice-Hall of India, Latest edition.
10. Advertising and the mind of the consumer- Max Sutherland & Alice K. Sylvester – Allen & Unwin, Latest edition.
11. Advertising Principles and Practice- Wells, Moriarty, Burnett- Pearson Educations, Latest edition.
12. P.K.Sahu, K.C.Raut. Salesmanship and Sales management, Vikas Publishing Housee, Delhi, Latest edition.
13. Nair, Banerjee, Agarwal. Sales and Distribution Management, Pragati Prakash, Meerut, Latest edition.
14. Virenders Poonia. Advertising Management, gen Next Publication, Delhi, Latest edition.

Marketing Elective

**UNIVERSITY OF CALICUT**

**M.Com Syllabus (CSS)**

**Semester: IV**

**MC4E (MR) 02 CONSUMER BEHAVIOUR**

**Hours: 80**

**Credits: 4**

*Objective: To familiarize the commerce and Management students with the knowledge of Consumer Behaviour.*

**Module I: Consumer Behaviour:** Importance and nature of consumer behaviour – Types of consumers and their role - Application of Consumer Behaviour principles to strategic marketing - Role of consumer behaviour in marketing - Market segmentation and Consumer Behaviour.

**Module II: Consumer as an individual:** Consumer needs and motivation- Personality and Consumer Behaviour- Psychographics, Consumer perception, attitude formation and change, Learning- Consumer in a Social and cultural settings- Group dynamics and Consumer reference graphs- Family, Social class and Consumer Behaviour- the influence of culture on Consumer Behaviour- Sub- cultural and cross cultural consumer analysis.

**Module III: Consumer decision making process:** Personal influence and opinion leadership- Diffusion and innovation process- Consumer decision making process- Comprehensive model of decision making process- new product purchase and repeat purchase.

**Module IV: Consumer Behaviour Application:** Consumer Behaviour applicable to profit and non- profit organizations- Societal marketing concepts- marketing ethics- Consumer movement- Govt. Policy and consumer protection- Indian consumer and marketing opportunities.

**Module V: Consumer Research:** Nature and importance of consumer attitudes- Measurement of consumer attitudes- Rating scale- Multidimensional scaling- Behaviour and motivational research techniques- Uses and limitations- Measuring customer satisfaction- Designing customer satisfaction surveys and analyzing survey results- Measuring service quality- SERVQUAL and SERVPERF techniques.

**Core Readings:**

1. Hawkins, Best and Coney: Consumer Behaviour, Tata McGraw Hill, New Delhi, Latest edition.
2. Schiffman, L.G. and Kanuk, L.L.: Consumer Behaviour, Pearson Education, New Delhi, Latest edition.
3. Laudon, David L and Bitta Albert J Della: Consumer Behaviour, Tata McGraw Hill, New Delhi 2005.
4. P.C.Jain and Monica Bhatt. Consumer behaviour – in Indian context, S.Chand &Co,Ltd, New Delhi, Latest edition.
5. Henry Assael. Consumer Behaviour and marketing action, Cengage Learning Private Ltd., New Delhi, Latest edition.
6. Blackwell, Miniard, Engel. Consumer Behaviour, India edition, Cengage Learning, New Delhi, Latest edition.
7. Dr. S.L.Gupta and Sumitra Pal. Consumer Behaviour, Sultan Chand, New Delhi, Latest edition.
4. Mowen, John C: Consumer Behaviour, Macmillan, New York, Latest edition.
5. Assael, H: Consumer Behaviour and Marketing Action, South Western, Ohio, Latest edition.

**UNIVERSITY OF CALICUT**  
**M.Com Syllabus (CSS)**  
**Semester: IV**

**MC4E(MR)03 RETAIL MANAGEMENT**

**Hours: 80**

**Credits: 4**

**Module I: Retailing:** Definition- importance- characteristics of retail management- Retail industry in India- Trends in retailing- Emergence of organization of retailing- Types of retail formats- franchising in retailing.

**Module II: Retail Management Segmentation and Consumer Behaviour:** Introduction to market segmentation- criteria for effective segmentation- Dimensions of segmentation- Retail consumer buying behaviour- Types of buying decisions- Factors influencing retail buying behaviour.

**Module III: Retail organization structure:** Retail location- Factors influencing location decision- site selection- Location based retail strategies- store design- layout- Types of layout- Factors affecting stores layout and store management retailing image mix- Products and merchandise management.

**Module IV: Retail Channel:** Structure and nature of channels- criteria for selection of supplier channel choice - product movement- Retail pricing- factors influencing pricing- Retail pricing strategies- Retail communication Mix- steps in planning retail communication.

**Module V: Role of IT in retailing:** Electronic data exchange- bar coding- RFID (Radio Frequency Identifications) – Electronic payment systems- web based retailing- shoppertainment- IT enabled shopping- emerging cases from Indian retailing

References

1. Retail Management, A Strategic Approach.8<sup>th</sup> edition by Barry Berman & Joel R.Evans. Pearson Education.
2. Retail Management, Chetan bajaj, Rajnish Tuli and Nidhiv Srivastav. Oxford University Press.
3. Retail Marketing Management.by David Gilbert. Pearson Education.
4. Marketing Management, Philip Kotler, Person Education.

**UNIVERSITY OF CALICUT**  
**M.Com Syllabus (CSS)**  
**Semester: IV**

**MC4E(MR)04 SERVICES MARKETING**

**Hours: 80**

**Credits: 4**

**Module I: Foundations of service marketing:** Concept of service- Nature and classification of service- Characteristics of service- importance of services marketing- service industry- services marketing triangle- environment for services marketing- PESTEL frame work

**Module II: Services market segmentation:** Target market selection- approaches to target market- positioning and differentiation of services- positioning process- positioning types- positioning maps- customer satisfaction and service quality- service encounter- determinants of service quality- measuring service quality- SERVQUAL and SERVPERF.

**Module III: Services Marketing Mix:** Need for expanding marketing mix- service product- product mix, branding of services, New service development- service pricing- distribution of services- promotion - service communication mix- services strategy and design.

**Module IV: Applications of service marketing:** Marketing of hospitality, Travel and Tourism, Health care, financial services, IT enabled services, education, entertainment, transport services, e-services.

**Module V: Customer Relationship Marketing in services:** Evolution of relationship marketing- Types of relationship marketing- classic, special, mega, nano relationships- components of buyer seller relationships- methods used to develop customer relationships- ladder of customer loyalty- customer retention- CRM strategies.

**Core Readings:**

1. Zeithaml, Valarie A and Bitner, Mary Jo: Services Marketing, Tata McGraw Hill, New Delhi, Latest edition.
2. Woodruffe, Helen: Services Marketing, Macmillan India, New Delhi, (latest edition).
3. Lovelock, Christopher H: Managing Services: Marketing Operations and Human Resources, Prentice Hall, New Jersey, (latest edition).
4. Gilmore, Audrey: Services Marketing and Management, Response Books, New Delhi, Latest edition.
5. Hoffman: Services Marketing: concepts, strategies and cases, Cengage Learning India Pvt. Ltd, New Delhi, (latest edition).
6. Kadampully: Services Management, Pearson Education, New Delhi, (latest edition).
7. Rampal M.K. and Gupta S.L. Service Marketing, Galgotia Publishing Company, New Delhi, Latest edition.

8. B. Balaji. Services Marketing and Management, S.Chand &Co. New Delhi, Latest edition.
9. C.Bhattacharya. Service Sector Management, Jaico Publishing House, Mumbai, Latest edition.
10. Adrin Palmer. Principles of Marketing, Oxford University Press, Latest edition.
11. Kristio Anderson and Carol Kerr. Customer Relationship Management, Tata McGraw Hill, New Delhi, Latest edition.
12. Haksever, Render, Russell & Murdick: Service Management and Operations, Pearson Education, New Delhi, (latest edition).
13. Fitzsimmons and Fitzsimmons Service Management, TMG, New Delhi, (latest edition).

**Additional Readings:**

1. Glynn and Barnes, Understanding Services Management, PHI, New Delhi, (latest edition).
2. Srinivasan: Services Marketing- Indian Context, PHI, New Delhi, (latest edition).
3. Bateson, John EG: Managing Services Marketing, The Dryden Press, USA, (latest edition)
4. Das, Ranjan: Strategic Management of Services – framework and cases, Oxford India, (latest edition).
5. Kotler, Keller, Koshy & Jha: Marketing Management, Pearson Education, New Delhi, (latest edition).

**Current Readings:**

Journal of Marketing, Indian Management, Decision, Advertisement and Marketing

**UNIVERSITY OF CALICUT**  
**Model Question Paper**  
**M.Com – ADVERTISING AND SALES MANAGEMENT (CSS)**

Time: Three hours

Maximum: 36 weights

**PART A**

Answer all questions

Each question carries one weight

1. Define IMC.
2. Explain the different components of marketing information system.
3. What are the uses of advertising research?
4. Define test marketing.
5. Distinguish between advertising and publicity.
6. What are the important functions of accounts executive in an Ad. Agency?

**PART B**

Answer any Six questions

Each question carries three weights.

7. Enumerate the essential qualities of a media plan.
8. Explain the important steps in advertising research.
9. What is media scheduling? What are the different methods of media scheduling?
10. Explain the different steps in personal selling.
11. Define media planning. What are the different steps in media planning?
12. Explain the concept of creativity in advertising. How creativity is incorporated in an advertisement.
13. Discuss the important components of a good sales man compensation plan.
14. Define an advertising agency. What are the important functions of an advertising agency?
15. Explain the important parts of an advertisement copy.

**PART C**

Answer any two questions

Each question carries Six weights.

16. What is copy evaluation? Explain the different methods of advertisement copy evaluation.
  17. Prepare a good print advertisement copy for a newly starting multi speciality hospital using state of art technology starting at Cochin mainly for premium clients.
  18. Define advertising budget. What are the methods used for preparing an advertising budget?
-

**UNIVERSITY OF CALICUT**  
**UNIVERSITY OF CALICUT**  
**Model Question Paper**  
**M.Com – CONSUMER BEHAVIOR (CSS)**

Time: Three hours

Maximum: 36 weights

**PART A**

Answer all questions

Each question carries one weight

1. Define consumer behaviour.
2. Distinguish between a consumer and a client.
3. What are the functions of a market maven?
4. Define Consumer research.
5. Define perception.
6. What is consumer dissonance?

**PART B**

Answer any Six questions

Each question carries three weights.

7. Explain the important uses of studying consumer behaviour.
8. What is service quality measurement? How will you measure service quality?
9. Discuss the uses of studying consumer behaviour for a non profit organisation.
10. Define culture and explain its components.
11. List the important learning theories in consumer behaviour.
12. Discuss the important factors influencing the diffusion innovation process.
13. Explain the role of reference group in buying behaviour.
14. How do you measure the consumer attitude towards a product? What are the scales used for measuring consumer attitude?
15. Distinguish between attitude and belief.

**PART C**

Answer any two questions

Each question carries Six weights.

16. Discuss the different factors influencing consumer decision making process.
17. Distinguish between an individual consumer and an organisational consumer
18. Discuss the role of family and life cycle status in consumer decision making process

**UNIVERSITY OF CALICUT**  
**Model Question Paper**  
**RETAIL MANAGEMENT**

Time: 3 Hours

maximum: 36 weights

**PART A**

(Answer all questions. Each question carries 1 weight)

12. What do you mean Shoppertainment?
13. Define Electronic Retailing
14. What do you mean by multi channel retailing?
15. Differentiate a specialty store with a super market.
16. Explain major non store retailing in India
17. Describe the term RFID?

(6x1 = 6 weights).

**PART B**

(Answer any six questions. Each question carries three weights)

18. Explain the major retailing activities.
19. Evaluate the major variables affecting retail consumer behavior.
20. Explain the process of marketing research in retailing.
21. Identify the factors influencing store location in retailing.
- 11 What are the methods for setting retail prices in India?
- 12 Explain the major areas of merchandise planning.
- 13 Identify the major use of IT in retailing activities in India.
- 14 What are the major communications Mix Used in retailing?

(6x3 = 18 weights)

**PART C**

(Answer any two questions. Each question carries six weights.)

15. Explain the major formats of Organized retailing India with adequate examples.
- 16 Identify the factors responsible for the growth of organized retailing in India. What are the problems confronted.
17. Analyze the organizational structure and Human Resource aspects in retailing In India. Emerging cases in retailing.

( 2 X 6 Weight age = 12 )



**Model Question Paper**  
**SERVICES MARKETING**

Time: 3 Hours

Maximum: 36 weights

**PART A**

(Answer all questions. Each question carries 1 weight)

1. Explain the term service.
2. Define CRM. What is its use?
3. Explain the concept of ladder of consumer loyalty.
4. What are the different classes of service?
5. What are the different types of customer relationships?
6. What do you mean by e- services?

(6x1 = 6 weights).

**PART B**

(Answer any six questions. Each question carries three weights)

7. Explain the advantages of using SERVQUAL model for measuring service quality.
8. Define service quality. What are the determinants of service quality?
9. What are the important aspects to be looked into while delivering hospitality service?
10. Discuss the importance of technology in service marketing.
- 11 Define customer retention. What are the steps to be followed in customer retention?
- 12 Discuss the important characteristics of service?
- 13 Distinguish between marketing and selling.
- 14 What do you mean by service pricing strategy? What are the different pricing strategies used by marketers for pricing of services.

(6x3 = 18 weights)

**PART C**

(Answer any two questions. Each question carries six weights.)

15. Discuss the importance of service marketing in contemporary business environment.
- 16 A five star hotel wanted to check the service quality of various services offered by them to customers. They have approached you to conduct the service quality study. Prepare a detailed plan for measuring service quality.
17. Discuss the advantages and disadvantages of out sourcing strategy in improving service quality.

( 2 X 6 Weight age = 12 )

