ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
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Prof. L.D. Sudhakara Babu
DIRECTOR

Ref: SDE /M.Com/PCP-WE/2013-14

Dt.24.01.2014

Dear Learner,

Greetings from School of Distance Education, Andhra University.

We are happy to inform you that we have scheduled the M.Com. Week-End Classes at Andhra University Campus, Visakhapatnam, Kakinada and Rajahmundry as per the schedule given below for the academic year 2013-14 in which lectures will be delivered by well experienced teachers. Your participation in the programmes can supplement effectively your study requirements. You are advised to go through the schedule and attend classes as per your choice. If you intend to attend the programme you are advised to report with your Identity Card at the Centre at 9.00 a.m. Time-table and other instructions about the classes will be given at the time of Registration.

1. School of Distance Education, A.U. Campus, Visakhapatnam.
   February 2014 : 16, 23
   March 2014 : 2, 9, 16, 23, 30
   April 2014 : 5, 6, 13, 20, 27
   May 2014 : 4, 11, 18, 25
   June 2014 : 1, 8, 15, 22
   (20 days)

2. PVR Trust Degree College, Kakinada
   February 2014 : 9, 16, 23
   March 2014 : 2, 9, 16, 23, 30
   April 2014 : 5, 6, 13, 20, 27
   May 2014 : 4, 11, 18, 25
   June 2014 : 1, 8, 15
   (20 days)

3. Government Arts College, Rajahmundry
   February 2014 : 9, 16, 23
   March 2014 : 2, 9, 16, 23, 30
   April 2014 : 5, 6, 13, 20, 27
   May 2014 : 4, 11, 18, 25
   June 2014 : 1, 8, 15
   (20 days)

Tuition Fee Payment (2012-13 batch – Final Year Students) : ₹2,375/-
(inclusive of ₹200/- penal fee)

Examinations:
- Announcement of Examination Schedule : April / May, 2014
- Examinations (Tentatively) : June / July, 2014

With best wishes,

Yours sincerely,

(L.D. SUDHAKARA BABU)
1. (a) Working Capital Cycle
   (b) Distinguish between Profit Maximization and Wealth Maximization
   (c) Liquidity Ratios

2. (a) Role of Financial Manager
   (b) Techniques of Capital Budgeting
   (c) ABC Analysis

3. (a) Distinguish between Operating Leverage and Financial Leverage
   (b) Economic Order Quantity (EOQ)
   (c) Determinants of Optimum Capital Structure

4. (a) Determinants of Dividend Policy
   (b) Profitability Ratios
   (c) Uses of Cash Flow Statement

5. (a) Assumptions of Break-even analysis
   (b) Determinants of Working Capital
   (c) Steps in preparation of Funds Flow Statement

Paper – II : MARKETING MANAGEMENT

1. (a) Stages of Product Life Cycle
   (b) Variables that effect positioning of a product in the market
   (c) Factors influencing Consumer Behaviour

2. (a) Steps in New Product Development Process
   (b) Steps in selecting a brand name
   (c) Sources of marketing information

3. (a) 7 Ps of Service Mix
   (b) Components of Integrated Marketing Communication
   (c) Elements of good advertisement copy
4. (a) Interactive Marketing  
   (b) Selecting an Advertising Media  
   (c) Skimming Vs Penetration Pricing  

5. (a) Social functions of marketing  
   (b) Entry Strategies of global marketing  
   (c) Stages in channel designing  

Max. Marks: 5x6=30

1. (a) Functions of HR Manager  
   (b) Difference between recruitment and selection  
   (c) Techniques of Job Analysis  

2. (a) Difference between training and development  
   (b) Prerequisites of a sound and adequate wage and salary policy  
   (c) HRM Strategies  

3. (a) Causes for industrial disputes  
   (b) Actors of industrial relations  
   (c) Forms of Workers’ Participation in Management.  

4. (a) Methods of performance appraisal  
   (b) Factors affecting HR Planning  
   (c) Methods of Job evaluation  

5. (a) Methods of wage determination  
   (b) Fringe Benefits  
   (c) Collective bargaining.  

**Elective – Accounting**  
**Paper – IV : FINANCIAL ACCOUNTING & AUDIT**  
Max. Marks: 5x6=30

1. (a) Objectives of Financial Accounting  
   (b) Methods of valuation of goodwill  
   (c) Steps in preparation of Audit Report  

2. (a) Steps in preparation of consolidated balance sheet  
   (b) Steps in preparation of funds flow statement  
   (c) Financial Audit  

3. (a) Legal provisions relating to holding company accounts  
   (b) Responsibilities of an auditor  
   (c) Methods of valuation of shares
Elective – Accounting
Paper – V: COST & MANAGEMENT AUDIT
Max. Marks: 5x6=30

1. (a) Difference between cost management and cost accounting
   (b) Merits of benchmark costing
   (c) Learning Curve Analysis

2. (a) Concept of activity based costing system
   (b) Classification of variances
   (c) Features of Cost Audit Programme

3. (a) Concept of Target Costing
   (b) Life Cycle Costing
   (c) Features of JIT

4. (a) Concept of Costing Engineering
   (b) Concept of Kaizen Costing
   (c) Difference between cost audit and financial audit

5. (a) Product costing system
   (b) Methods of Cost Estimation
   (c) Concept of Quality cost systems

Elective – Banking
Paper – IV: BANKING & FINANCIAL INSTITUTIONS
Max. Marks: 5x6=30

1. (a) Valid reasons for nationalization of private sector banks in India.
   (b) Features of lead bank scheme
   (c) Features of regional rural banks

2. (a) Prudential norms to be complied with by the Banks in India
   (b) Branch licensing systems in India during post-reform period
   (c) Reasons for banking sector reforms in India.
3. (a) Statutory Reserve requirements in Indian Banks
   (b) List-out e-banking services
   (c) Open market operations by the RBI
4. (a) Techniques of quantitative credit control measures in India
   (b) Basic Functions of RBI
   (c) Difference between Commercial banks and development banks
5. (a) Features of Universal Banking
   (b) List out any five important recommendations of Narasimham Committee on banking sector reforms.
   (c) Basle norms

Elective – Banking
Paper – V : FINANCIAL MARKETS & SERVICES
Max. Marks: 5x6=30

1. (a) Components of Financial Systems
   (b) Difference between money market and capital market
   (c) Functions of SEBI
2. (a) Functions of Credit Rating Agencies
   (b) Merchant Banking Services
   (c) Types of Leases
3. (a) Types of Mutual Funds
   (b) Differences between factoring and forfaiting
   (c) Demat services
4. (a) Concept of Debt Securitization
   (b) Concept of Financial Services
   (c) Features of Mutual funds
5. (a) Project Financing
   (b) Responsibilities of Merchant Bankers
   (c) Basic Guidelines for Mutual Funds in India.
1. **Explain the following:**
   a) Assumptions of Law of Demand
   b) Demand distinctions for durable good and non-durable goods
   c) Demand Function
d) Determinants of Demand
e) Definition of Business Economics
f) Elasticities of Demand

2. **Describe the following:**
   a) Properties of Isoquants & Isocost curves
   b) Law of increasing returns to scale
c) Cobb - Douglass Production Function
d) Marginal cost and incremental cost.
e) Law of variable properties
f) Cost - Out put relationship

3. **Explain the following:**
   a) Characteristics of Oligopoly
   b) Edgeworth’s model of Duopoly
c) Features of perfect competition
d) Product differentiation
e) Monopolistic competition
f) Forms of Price discrimination

4. **Describe the following:**
   a) Input - Output Analysis
d) Wage theory of profits
c) Social Responsibilities of Business.
d) Economic forecasting
e) Standard profit
f) Straight - line method of Depreciation

5. **Define the following Concepts:**
   a) GDP, GNP and NNP.
b) Business cycle.
c) Consumption Function
d) Public Revenue
e) Dear Money Policy
f) Deficit Finance

1. **Explain the following:**
   a) Distinguish between Management Accounting and Cost Accounting.
b) Destinigish between Management Accounting & Financial Accounting.
c) Advantages of Management Accounting.
d) Functions of Cost Accountant.
e) Duties of Management Accountant

2. **Describe the following:**
   a) Assumptions of Break - even analysis.
b) CVP Relationship
c) Make or Buy decision
d) Concept of fixed, variable & semi - variable costs
e) Cost analysis for pricing decisions
d) Contribution approach for decision marking.
3) Define the following:
   a) Project planning.
   b) Shut down decisions
   c) Margin of safety
   d) Optimal pricing decisions
   e) Price elasticity of demand
   f) Special Order pricing

4) Explain the following:
   a) External factors influencing pricing decisions
   b) Joint products and by-products
   c) Multi-product break-even analysis
   d) Product mix decisions
   e) Price discrimination
   f) Pricing strategies

5) Explain the following in brief:
   a) Performance budgeting
   b) Zero based budgeting
   c) Characteristics of a budget.
   d) Flexible budget
   e) Types of budget
   f) Cash budget

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**Paper - III : Indian & International Business Environment**

Max. Marks: 5x6=30

1. Explain the following:
   a) Political factors influencing business decisions
   b) Concept of Business environment
   c) Merits of capitalist economic system
   d) Features of economic planning.
   e) Features of mixed economic system.
   f) Demerits of Socialist economic system

2. Describe the following:
   a) Fiscal policy
   b) Public expenditure
   c) Disinvestment of public enterprises
   d) Export incentives
   e) Definition of micro, small and medium enterprises.
   f) Objectives of District Industries Centres

3. Discuss in brief the following:
   a) Non-Tariff barriers
   b) Differences between domestic business and international business.
   c) Import Substitution
   d) Devaluation
   e) Different types of Disequilibrium in balance of payments.
   f) Distinguish between Balance of Trade and Balance of payments

4. Answer the following:
   a) Name the 10 Indian Multinational corporations.
   b) Functions of foreign exchange market
   c) Differences between Fixed and Flexible Exchange Rate
   d) Global Depositing Receipts
   e) Concept of Special Economic Zones.
   f) Features of Gold Standard Economy

5. Describe the following briefly:
   a) Functions of WTO
   b) Sources of international liquidity
   c) GATS
   d) Special Drawing Rights
   e) Administrative structure of IBRD
   f) Most Favoured Nations Clause (MNF)
Paper - IV : Management and Organizational Behaviour Max. Marks: 5x6=30

1. Explain the following:
   a) Roles of a Manager
   b) Nature of Management
   c) ‘Hawthorne Experiments’
   d) Functions of Management
   e) Management - Art or Science?
   f) Skills of Manager

2. Examine the following:
   a) Types of Decisions
   b) Classical School
   c) Social Responsibilities of Managers
   d) Types of Plans
   e) Management By Objectives
   f) Bureaucracy

3. Describe the following:
   a) Graicuna’s Principle
   b) Decentralization
   c) Delegation of Authority
   d) Barriers of Effective Communication
   e) Span of Control
   f) Line & Staff Conflict

4. Discuss the following:
   a) CPM
   b) Managerial Grid
   c) PERT
   d) Herzberg’s Theory
   e) Theory X, Theory Y
   f) Maslow’s need Hierarchy

5. Discuss the following:
   a) OD
   b) Johari Window
   c) Organizational Change
   d) Group Dynamics
   e) Organizational Climate
   f) OB Models

Paper - V : Statistics for Business Decisions Max. Marks: 5x6=30

1. Explain the following:
   a) Concept of Business Statistics
   b) Frequency polygon
   c) Formation of frequency distribution
   d) Pie - diagram
   e) Merits of diagramtic presentation of data
   f) Distinguish between primary and secondary data

2. Describe the following:
   a) Merits of arithmetic mean
   b) Requisites of a good average
   c) Coefficient of variation
   d) Limitation of a median
   e) Difference between correlation & Regression Analysis
   d) Linear and non-linear correlation

3. Write short answers to the following:
   a) Permutations & Combinations
   b) Probability
   c) Properties of normal distribution
   d) Poisson distribution
   e) Probability rules
   f) Baye’s theorem

4. Describe the following:
   a) Stratified random sampling
   b) Null and alternative hypothesis
   c) Judgement sampling
   d) Sampling distribution
   e) Standard error
   f) Requisites of a good sample

5. Explain the following:
   a) Contingency table.
   b) Basic assumptions of ANOVA
   c) Assumptions of T-test
   d) Testing of a single proportion
   e) Steps in carrying out the analysis variance
   f) Chi - square statistic