



UNIVERSITY OF THE PUNJAB

Part-I: Annual – 2018
Examination: M. Com.
(3½ Years Programme)

Roll No.

Subject: Organizational Behavior
PAPER: MC-501

MAX. TIME: 3 Hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

1.	Define Organizational Behavior. Briefly explain Organizational model.
2.	Define Personality. Give detailed description about The Myers-Briggs Type Indicator (MBTI).
3.	Define Leadership. Briefly explain Transactional Leadership and Transformational Leadership.
4.	What are Job Attitudes and Explain how satisfied and dissatisfied employees influence on their performance?
5.	What is Conflict? Also explain in detail conflict process.
6.	Differentiate planned and unplanned change. Elaborate four main approaches to manage organizational change.
7.	Define Stress. Elaborate various causes of organizational stress.



UNIVERSITY OF THE PUNJAB

Part-I: Annual – 2018

Examination: M. Com.

(3½ Years Programme)

Roll No.

Subject: Financial Management
PAPER: MC-502

MAX. TIME: 3 Hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

- Q.1 a) Briefly explain investment decisions and financing decisions that are taken in finance department of a business firm.
b) Define corporate social responsibility and its importance for financial manager?
- Q.2 Naveed Enterprises a distributor of electronic equipment is considering purchasing from Eastern Hardware Company the rights to market its home security system. The proposed deal calls for Nova Enterprises to pay to the Eastern Hardware Company \$40000 and \$25000 at the end of years 1 and 2 and to make annual year-end payments of \$20000 in years 3 through year 8. A final payment to Hardware Company of \$10000 would be due at the end of year 9.
- a) Lay out the cash flows involved in the offer on a time line.
b) If Nova Enterprises applies a required rate of return of 12%, what is the present value of this series of payments?
c) A second company has offered Nova Enterprises an immediate lump sum payment of \$120000 for the rights to market the home security system. Which offer should Nova Enterprises accept?
- Q.3 Superb Inc. is considering two mutually exclusive projects, each with an initial investment of \$100000. The company's board of directors has set a maximum 3-year payback requirement and has set its cost of capital at 14%. The cash inflows associated with the two projects are shown in the following table.

Years	Cash inflows (Cft)	
	Project A	Project B
1	\$45000	\$70000
2	45000	60000
3	45000	50000
4	45000	40000
5	45000	20000

- a) Calculate the payback period for each project.
b) Calculate the NPV of each project.
c) Which project would you finally select? Justify your decision.
- Q.4 Faisal Industries turns over its inventory 9 times each year, it has an average collection period of 60 days and an average payment period of 30 days. The firm's annual operating cycle investment is \$5 million. Assume 365 days year.
- a) Calculate the firm's cash conversion cycle, its daily cash operating expenditure, and the amount of resources needed to support its cash conversion cycle.
b) Find the firm's cash conversion cycle and resource investment requirement, if it reduces cash conversion cycle by 25 days.
c) If the firm pays 12% for its resource investment, by how much if anything, should it increase its annual profit as a result of the changes in part b) above.
d) If the annual cost of achieving the profit in part c) above is \$20000. what action would you recommend to the firm? Why?

Q.5 Actual sales and purchases of October and November 2017 along with forecast sales and purchases from December 2017 to February 2018 of Fine Company are given below:

<u>Sales</u>	<u>Amount</u>	<u>Purchases</u>	<u>Amount</u>
October	\$ 40000	October	\$ 30000
November	55000	November	36000
December	61000	December	45000
January	65000	January	34000
February	73000	February	32000

Typically the company collects 25 percent of its sales in the month of the sales, 60 percent in the subsequent month, and 15 percent in the second month after the sales. All sales are on credit basis. The payment of purchases is in the following month after purchases. General and admin expenses will amount \$12000 a month. Lease payment under long term lease contract will be \$4000 a month, and miscellaneous expenses will be a \$2500 a month. A machine will be purchased in the month of January at a cost of \$19000. Cash on hand at December 1st is \$10000 and a minimum cash balance of \$10000 should be maintained throughout the cash budget. Prepare monthly cash budget from December 2017 to February 2018

Q.6 Your firms cost analysis supervisor supplies you with the following revenue and cost data:

Sales	\$ 1000000
Variable Cost	600000
Fixed Operating Expenses	200000
Interest Expense	25000
Preference Dividend	30000

Income tax rate is 40%

- Calculate the Breakeven point in dollar Sales.
- Calculate the firm's degree of operating, financial and combined leverage?

Q.7 Complete the following Balance Sheet:

Assets	Amount (\$)	Liabilities & Owner's Equity	Amount (\$)
Cash		Accounts payable	
Accounts receivable		Long-term debt	150000
Inventories		Common stock	
Fixed assets		Retained earnings	120000
Total assets		Total liabilities & equity	750000

Additional financial information:

Debt ratio: 40%

Quick ratio: 1:1

Total assets turnover: 2 times

Average collection period: 30 days

Gross profit margin: 30%

Inventory turnover: 12 times

Calculation must be based on a 365- day year



UNIVERSITY OF THE PUNJAB

Part-I: Annual – 2018
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(3½ Years Programme)

Roll No.

Subject: International Business & Finance
PAPER: MC-503

MAX. TIME: 3 Hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

- Q-1 Discuss in detail the benefits of globalization.
- Q-2 Explain the theory of comparative advantage and Heckseher-Ohlin Model of international trade.
- Q-3 Define economic integration? Also discuss the following levels of Economic integration!
- a) Free trade area
 - b) Custom Union
 - c) Common Markets
 - d) Economic Union
 - e) Political Union

- Q-4 Calculate and interpret bid ask spread in percentage for the following.

<u>Currency</u>	<u>Bid rate</u>	<u>Ask rate</u>
US Dollar	Rs.124.00	Rs.124.50
British Pound	\$ 1.56	\$ 1.64
Japanese Yen	\$ 0.0071	\$0.0077
Canadian dollar	Rs. 91.40	Rs.92.20

- Q-5 Briefly explain the following:-
- a) Forward contract
 - b) Futures contract
 - c) Payment methods in international trade
 - d) Bill of lading
- Q-6 What are the different balance of payment entries and also discuss the factors that influence them?
- Q-7 Define financial markets? Also discuss the role of financial market in international business.



UNIVERSITY OF THE PUNJAB

Part-I: Annual – 2018
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Subject: Business Management
PAPER: MC-504

MAX. TIME: 3 Hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

1. What are the four general skills and the six specific skills that affect managerial effectiveness?
2. Can culture be a liability to an organization? Explain. What are different cultural dimensions?
3. Explain the two types of problems and decisions. Contrast the three decision-making conditions.
4. What are some criticisms of formal planning? Discuss in detail the various types of plans.
5. Describe the motivation process. Explain the motivational implications of the motivation-hygiene theory.
6. What are the qualities of an effective control system? Identify the contingency factors in the control process.
7. Identify the contingency factors that favor either the mechanistic model or the organic model of organizational design.



UNIVERSITY OF THE PUNJAB

Part-I: Annual – 2018
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Roll No.

Subject: Principles of Marketing
PAPER: MC-505

MAX. TIME: 3 Hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

1. What are the five different marketing management orientations? Justify each of them with appropriate examples and state why that orientation is relevant today?
2. How does customer relationship management (CRM) help companies develop customer insight and deliver superior customer value?
3. Compare and contrast undifferentiated, differentiated, concentrated and micromarketing targeting strategies. Which strategy is the best?
4. How does industrial product differ from consumer product? Discuss the types of industrial products and provide an example of each.
5. Discuss brand development strategies marketers use to develop brands. Provided example of each strategy.
6. Name and describe the major forms of directing marketing. Also discuss the benefits of direct marketing to both buyers and sellers
7. Discuss other internal external considerations besides cost and consumer perceptions of value that affect pricing decisions.



UNIVERSITY OF THE PUNJAB

Part-I: Annual – 2018
Examination: M. Com.
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Roll No.

Subject: Banking Law & Practice in Pakistan
PAPER: MC-506

MAX. TIME: 3 Hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

- Q.1** Briefly explain different sources of funds available with Bank. Explain statutory requirements regarding Banker's fund.
- Q.2** How would a Banker deal with customer's cheque in following situations.
- Receiving Notice of Customer's death.
 - Receiving Notice of Customer's Insanity.
 - Receiving Notice of adjudication of customer as an Insolvent.
- Q.3** (a) What are basic requirements for opening of Joint Stock Company account with the Bank?
- (b) What should be the line of action of Banker in following cases.
- Borrowing power of Directors of the Company.
 - Winding up of the Co.
- Q.4** Lending of Money is the major source of revenue of a Bank, explain different forms of Lending by a Bank.
- Q.5** What are different functions performed by State Bank of Pakistan under S.B.P. Act 1956.
- Q.6** (a) Explain various types of Letter of Credit.
(b) Briefly explain the merits of Letter of Credit.
- Q.7** (a) Define Crossing of a cheque.
(b) Describe different types of Crossing of cheque.
(c) Write advantages of Crossing of cheque.



UNIVERSITY OF THE PUNJAB

Part-I: Annual – 2018
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Roll No.

Subject: Interpersonal Skills
PAPER: MC-507

MAX. TIME: 3 Hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

Q1: What are different types of Teams? Explain the factors that can distinguish high performance teams from the rest.

Q2: What is the significance of Journey into Self-awareness? Describe the role of Perception and the factors which may influence it.

Q3: What is the importance of Goal-setting? Write down the key behaviors for effective goal-setting.

Q4: What are the strategies for improved Negotiation? Write down the elements of Protocol for Global Negotiation.

Q5: What is the importance of effective Media Selection? Explain with reference to Assertive Communication.

Q6: What are the three types of Listening? Suggest how can we improve this most neglected skill of Listening?

Q7: Write short Notes on the following:

- 1) Fears associated with Self-disclosure
- 2) Time Management matrix



UNIVERSITY OF THE PUNJAB

Part-I: Annual – 2018
Examination: M. Com.
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Roll No.

Subject: Non Banking Financial Institutions
PAPER: MC-508

MAX. TIME: 3 Hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

- Q1. Define the term “money market”. What type of functions are performed by a money market?
- Q2. Define leasing and its different types. Also discuss briefly the types of products offered by leasing companies.
- Q3. What is a financial market? How can financial markets and institutions play a role in the development of an economy?
- Q4. Write a comprehensive note on the history and working of International Bank for Reconstruction and Development (IBRD).
- Q5. What is the difference between open and closed end mutual funds? Also discuss the advantages and disadvantages of investing through mutual funds.
- Q6. Write comprehensive notes on the following divisions of Securities and Exchange Commission of Pakistan (SECP)
- a) Company Law Division.
 - b) Securities Market Division.
- Q7. House Building Finance Company Limited (HBFCL) is a premier institution in Pakistan that caters to the housing needs of the population. Discuss the history and the functions of HBFC.



UNIVERSITY OF THE PUNJAB

Part-II: Annual – 2018

Examination: M. Com.

(3½ Years Programme)

Roll No.

Subject: Human Resource Management

PAPER: MC-601

MAX. TIME: 3 Hrs.

MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

- Q.1 “Orientation should be conducted necessarily”. Explain in detail, the process and purpose of Orientation and respond to this statement.
- Q.2 What is the difference between direct and indirect compensation. Explain with examples. Also explain the types of incentives an organization may offer to improve employee performance.
- Q.3 Explain in detail the concept of Strategic HRM and how can it benefit the organization.
- Q.4 Using suitable examples, explain the different types of tests.
- Q.5 What appraisal problems might occur when evaluating employee performance? Also suggest possible solutions.
- Q.6 Describe the process of training and development.
- Q.7 Describe the following:
- i) Job description and Job Specification
 - ii) HRM proficiencies
 - v) Halo effect and Central Tendency
 - vi) Difference between structured and unstructured interviews



UNIVERSITY OF THE PUNJAB

Part-II: Annual – 2018
Examination: M. Com.
(3½ Years Programme)

Roll No.

Subject: Operations & Production Management
PAPER: MC-602

MAX. TIME: 3 Hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

1. How duties of an operational manager are different from functional managers?
2. Define and explain feasibility analysis. Prepare a feasibility analysis report for a paper mill.
3. What are the determinants for location of a plant? Explain special considerations with reference to location of a Cement plant.
4. Explain various forms of layouts with examples.
5. What is process design? What are various types of process design?
6. How FW Taylor and Frank & Lillian Gilbrith contributed in field of operations and production management?
7. What is relationship between organizational and operational strategies of a firm?
8. Write short notes on:
 - a. Scheduling
 - b. Backlog
 - c. KANBAN
 - d. Reengineering



UNIVERSITY OF THE PUNJAB

Part-II: Annual – 2018

Examination: M. Com.

(3½ Years Programme)

Roll No.

Subject: Management Accounting

PAPER: MC-603

MAX. TIME: 3 Hrs.

MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

Q:1 Define and differentiate between traditional costing and Activity based costing systems.

Q:2 Following information pertain to department B of Ranjan industry for the month of January:

Cost Data:	Cost from Preceding Department Rs.	Direct Material Rs.	Conversion Cost Rs.	Total
Work in process, January 1	16,650	11,241	10,481	38,372
Cost during this month	406,350	241,875	287,670	935,895

Production Statistics:

Units in process, January 1,	100% direct material,	80% conversion cost	20
Units in process, January 31,	100% direct material,	60% conversion cost	10
Units transferred in during January			450
Units lost during January			20

Required: Cost of Production Report under Average Costing method.

Q:3 Prepare a Marginal Cost Statement and absorption cost statement with the help of following data and comment on the comparative results.

Product	A	B	C
Direct material	Rs.2,500	Rs.10,000	Rs.1,000
Direct labour	3,000	3,000	500
Factory overhead			
-Fixed	1,000	500	500
-Variable	1,300	3,000	1,500
Selling overhead			
-Fixed	500	300	200
-Variable	700	2,000	1,000
Sales	Rs.10,000	Rs.20,000	Rs.5,000

Q:4

a) From the following data, find out how many units should be sold to earn a net profit of 10% on sales.

Selling price per unit	Rs. 20
Variable cost per unit	Rs. 14
Fixed cost(total)	Rs. 7,92,000

b) A company budgets its marginal contribution as Rs. 45,000. The sales and fixed costs are budgeted as Rs. 2,25,000 and Rs. 60,000. Calculate the break-even sales with proof.

P.T.O.

Q:5 The standard mix to produce one unit of product is as follows:

Material A	60kg. @ Rs.15 per kg. = Rs.900
Material B	80kg. @ Rs.20 per kg. = Rs.1,600
Material C	<u>100kg. @ Rs.25 per kg. = Rs.2,500</u>
	<u>240kg</u> <u>Rs.5,000</u>

during the month of August, 10 units were actually produced and consumption was as follows:

Material A	640kg. @ Rs.17.5 per kg. = Rs.11,200
Material B	950kg. @ Rs.18.00 per kg. = Rs.17,100
Material C	<u>870kg. @ Rs.27.50 per kg. = Rs.23,925</u>
	<u>2460kg</u> <u>Rs.52,225</u>

Required:

- a) Material cost variance
- b) material price variance
- c) Material quantity variance
- d) Material mix variance
- d) Material revised quantity variance

Q.No. 6: The expenses budgeted for production of 10,000 units in a factory are given below

Particulars	Rs. Per unit
Material	70
Labour	25
Varibale overhead	20
Fizxd overhead(Rs. 100,000)	10
Varibale expenses	5
Selling expenses (10% Fixed)	13
Distribution expenses(20% Fixed)	7
Fixed Administration Expenses (50,000)	<u>5</u>
TOTAL	<u>155</u>

Required: Prepare flexible budget for the production of

- a) 8000 units
- b) 6000 units

Q. No. 7: The Behzad Sporting Goods Shop presents the following data for two products racquet ball and tennis ball, for 19A and 19B

	19A			19B		
	Units	per Unit	Amount	Units	per unit	Amount
Sales:						
Racquet ball	8,000	Rs8.00	Rs64,000	12,000	Rs10.00	Rs120,000
Tennis ball	8,000	Rs4.00	<u>Rs32,000</u>	20,000	6.00	<u>120,000</u>
			<u>Rs96,000</u>			<u>Rs240,000</u>
Cost of goods sold:						
Racquet ball	8,000	Rs6.00	Rs48,000	12,000	Rs9.00	Rs108,000
Tennis ball	8,000	Rs3.00	<u>Rs24,000</u>	20,000	5.00	<u>100,000</u>
			<u>Rs72,000</u>			<u>Rs208,000</u>
Gross Profit	16,000	Rs1.50	<u>Rs24,000</u>	32,000	Rs1.00	<u>Rs32,000</u>

Required:

- i. The price and volume variances for sales and cost.
- ii. The sales mix and final sales volume variances



UNIVERSITY OF THE PUNJAB

Part-II: Annual – 2018
Examination: M. Com.
(3½ Years Programme)

Roll No.

Subject: Research Methods in Business
PAPER: MC-604

MAX. TIME: 3 Hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

- Q. 1 Define Business Research? What are the advantages and disadvantages of internal and external Researchers? Explain in detail. (5 + 15)
- Q. 2 What are the main steps of a hypothetico-deductive method? Explain each step (5 + 15)
- Q. 3 What is the Research Process? What are its various steps and why it is important in conducting research? (5 + 15)
- Q. 4 Explain the concept of "Research Design." What are the different ingredients that must be considered while designing research? (4 + 16)
- Q. 5 What do you understand by the term "Interview"? Explain different types of "interviews " encompassing the benefits of each type (4 + 16)
- Q. 6 What is the difference between Reliability and Validity? What are the different types of Validity? (5 + 15)
- Q. 7 Explain the concept of Sampling. What are its various types and how each type can be used (10 +10)



UNIVERSITY OF THE PUNJAB

Part-II: Annual – 2018

Examination: M. Com.

(3½ Years Programme)

Roll No.

Subject: Logic & Critical Thinking

PAPER: MC-607

MAX. TIME: 3 Hrs.

MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

1. Define the following logical terms with appropriate examples. (20)
 - i. Logic
 - ii. Premises
 - iii. Argument
 - iv. Fallacy of Accident
 - v. Conversion
 - vi. Quality
 - vii. Conclusion Indicator
 - viii. Contingent
 - ix. Venn Diagram
 - x. Curl
2. What are Broken Rules? Explain Broken Rules with suitable examples. (20)
3. Test the Validity and Invalidity of the following by using Venn Diagrams. (20)
 - i. AAI-1
 - ii. EAE-2
 - iii. OIE-3
 - iv. EIO-4
 - v. OAO-3
4. (a) Which of the various functions of language are exemplified by the following sentences? (10)
 - i. How do you do?
 - ii. Zahid accepted the invitation of dinner by Alamzeb in the long run.
 - iii. How big the tree is!
 - iv. Shut up.
 - v. How far is your cinema from here?
 - vi. More coffee?
 - vii. East or West home is the best.
 - viii. Hahahahaha!
 - ix. May Aali, Faateh and Rafay remain blessed forever!
 - x. Telling lies is a bad habit.

(b) Write the following statements in symbolic form. (Use first letter of the words in bold for abbreviation). (10)

 - i. Either **Qatar** or **Iran** raises the price of oil.
 - ii. **Iran** and **Oman** both do not raise the price of oil.
 - iii. **Iran** will not raise the price of oil unless **Libya** does so.
 - iv. It is not the case that neither **Iran** nor **Libya** raises the price of oil.

(P.T.O.)

v. Unless both **Iran** and **Libya** raise the price of oil neither of them does.

5. Use Truth Tables to decide which of the followings biconditionals are tautologies: (20)

i. $(p \supset q) \equiv (\sim q \supset \sim p)$

ii. $p \equiv [p \cdot (q \cdot \sim q)]$

6. Arrange the following statements in Standard Form and name their Mood and Figure. (20)

i. Some soldiers are cowards. Therefore, some soldiers are not heroes. No heroes are cowards.

ii. Some paupers are egotists as all artists are egotists and some artists are paupers.

iii. No tanks are commercial vans, as no war-vehicles are commercial vans, because all tanks are war-vehicles.

iv. Some evergreens are objects of worship, because all fir trees are ever greens, and some objects of worship are fir trees.

v. All proteins are organic compounds; hence all enzymes are proteins, as all enzymes are organic compounds.

vi. No animals have wings. Therefore, no horses have wings. All horses are animals.

vii. As no humans are plants and all the boys are humans, so, no boys are plants.

viii. All roses are soft things. Because, all flowers are soft things and all roses are flowers.

ix. No wood is stone. Resultantly, no lumber is stone. All lumber is wood.

x. Some warriors are not heroes. Some warriors are cowards. Since, no cowards are heroes.

7. Name the kind of Fallacy of Ambiguity committed in the following statements and Mark the word(s) containing fallacy. (20)

i. Every member of the All Indian Congress is less than 100 years old. Therefore, the All Indian Congress is less than 100 years old.

ii. Women are better drivers than men, so, Maryam is a good screw driver.

iii. The Eiffel Tower is in Paris. Therefore, every piece of steel in the Eiffel Tower is in Paris.

iv. Do you still cheat your friends?

v. Cutting the grass, a snake bit him.

vi. The crows are omnivorous. Therefore, all the birds are omnivorous.

vii. Alamzeb submitted his assignment on time today.

viii. Sara calls on her mother when she's alone.

ix. Lark is now dying out.

Therefore, all the birds are now dying out.

x. Really exciting novels are rare.

But rare books are expensive.

Therefore, really exciting novels are expensive.



UNIVERSITY OF THE PUNJAB

Part-II: Annual – 2018

Examination: M. Com.

(3½ Years Programme)

Roll No.

Subject: Investment & Port Folio Management
PAPER: MC-608

MAX. TIME: 3 Hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

Q. No. 1 Define investment and explain the process for making investment decision.

Q No. 2. Assume that the risk-free rate of return is 6 percent and the expected market return is 13 percent. An investor has estimated the following return and beta for 4 different corporations.

Corporation	B _i	R _i (%)
Coca Cola	1	12 %
Hub Power	1.5	14 %
Warid	0.5	11%
Pak Arab Refinery	-0.5	10%

Required: Calculate the E (R_i) for each corporation by using CAPM; indicate the position of these securities on SML, and evaluate which security is appropriately valued, which is over-valued and which is under-valued.

Q. No. 3.

- Distinguish between the dividend yield and the dividend payout ratio.
- What are the American Depository Receipts and explain why firms use these receipts to raise capital.
- What is meant by the term securitization?
- What is meant by an investment company's "objective"? What are some of the objectives pursued by equity, bond, and income funds?

Q. No. 4. Following is the information about expected returns of three assets in 2019.

Economic Conditions	Expected Returns			Probability of Expected Returns
	Unilever Pak	Hi-Noon	T-bills	
Recession	10%	18%	6%	0.25
Moderate	12%	16%	6%	0.50
Boom	14%	14%	6 %	0.25

Investment strategy: There are two portfolios and each portfolio consists of two assets i.e. Portfolio 1 (Unilever Pak and Hi-Noon); Portfolio 2 (Unilever Pak and T-bill). Investor planned to invest equally in each asset of a portfolio of two assets.

Required: Which portfolio of assets do you recommend to risk averse investor on the basis of SD and CV of portfolios? Explain.

P.T.O.

Q. No. 5. Explain the difference between following concepts:

- (a) Expected Return vs. Realized Return; (b) Direct investing vs. Indirect investing;
 (c) Margin Account vs. Cash Account; (d) Security Market Line vs. Capital Market Line.

Q. No.6 From the following information, calculate expected return and risk (standard deviation and coefficient of variation) of a portfolio that consists of three stocks i.e. EFU, BSM and T- Bills. **Assume investment strategy is to invest 40 in EFU stock and remaining 60 % equally in BSM-stock and T-Bills.**

	EFU-Stock	BSM-Stock	T-Bills
Expected Return	14 %	12 %	6 %
Expected Standard Deviation	12 %	14 %	0 %

Coefficient of correlation between EFU & BSMs return is -0.70, between EFU & TBs' return is zero and between BSM & TBs' is also zero

Q. No.7 Part (A) You open a margin account at Smart Investors, a discount brokerage house. You subsequently take short selling position and make sale of Feroz Sons' share at Rs. 280, believing it to be overpriced. This transaction is done on margin, which has an annual interest rate cost of 9 percent. Exactly 1 year later, market price of Feroz Sons' share declined to Rs.200, at which point you cover your short position. You pay brokerage cost of Rs.20 on each transaction you make. The margin requirement is 50 percent.

Requirement: Calculate your gain or loss on this position, taking into account both the margin interest and brokerage cost to sell.

Q. No.7 Part (B) For each of the following investment in tax exempted treasury bonds calculate the taxable equivalent yield (TEY) and recommend which investment offers higher taxable equivalent yield. Assume that Investor is in tax bracket 15%.

Tax Exempted Treasury Bonds	Coupon Rate	Taxable Equivalent Yield
A	6%	?
B	1%	?
C	0%	?
D	4%	?
E	7%	?



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(3½ Years Programme)

Roll No.

Subject: Research Methods in Business

PAPER: MC-604

MAX. TIME: 3 Hrs.

MAX. MARKS: 100

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Part-II: Annual – 2018

Examination: M. Com.

(3½ Years Programme)

Roll No.

Subject: Accounting Information System & E-Commerce
PAPER: MC-605

MAX. TIME: 3 Hrs.
MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

1. Explain the process of public key encryption with the help of diagram.
2. Discuss various payment methods used on internet to transfer fund from consumer to merchant account.
3. Define business model. Explain element of successful business model in detail.
4. What is an on-line catalog? Discuss benefits of an on-line catalog.
5. What is voucher? Explain different types of vouchers with the help of diagram.
6. Discuss the classification of planning and control decision in detail.
7. What is revenue cycle? Discuss the process of revenue cycle in detail.



UNIVERSITY OF THE PUNJAB

Part-II: Annual – 2018

Examination: M. Com.

(3½ Years Programme)

Roll No.

Subject: Total Quality Management

PAPER: MC-606

MAX. TIME: 3 Hrs.

MAX. MARKS: 100

NOTE: Attempt any FIVE questions. All questions carry equal marks.

1. What is TQM? Explain why firms should adopt TQM as basic philosophy.
2. Distinguish leader from manager. Also explain characteristics of a good leader.
3. What are ISO 9000 and 14000 standards? How both these standards can positively influence an organization?
4. What is team? What are the barriers of team progress?
5. What is contribution of Deming and Juran in development of TQM?
6. What are the steps used in benchmarking of organizational products and services?
Explain
7. What is quality? How quality dimensions for manufacturing concerns would be different from service businesses?
8. Write short notes on the following:
 - a. Kaizen
 - b. Forward vs Interactive communication
 - c. Service Quality vs Product Quality
 - d. Synergy