

PATTAMUNDAI COLLEGE, PATTAMUNDAI

DEPARTMENT OF COMMERCE

+3 3RD YEAR 5TH SEMESTER

PRINCIPLE OF MARKETING (CORE-11)

Short Answer type Questions

1. Define Market?
2. Define Marketing?
3. Define Marketer?
4. Define Consumer?
5. Define Product?
6. Define Product Mix?
7. Define Promotion?
8. What do you mean by packaging?
9. Define Marketing environment?
10. What is Marketing Mix?
11. What do you mean by Consumer behaviour?
12. What do you mean by Market segmentation?
13. What is a Target Market?
14. What is Niche Market?
15. What is Product Positioning?
16. What is Durable Product?
17. What do you mean by Depth of Product Mix?
18. What do you mean by Product Line?
19. What is Product differentiation?
20. What is Brand?
21. What is Logo?

22. What is Trade Mark?
23. What is Family Brand?
24. What is Primary package?
25. What do you mean by Labelling?
26. What is Product Elimination?
27. What is meant by product Strategies?
28. What is meant by product Diversification?
29. What is meant by product Modification?
30. What is meant by product Line Simplification?
31. What do you mean by Product Life Cycle?
32. What is Pioneer stage?
33. What is New Product Development?
34. What is Commercialisation?
35. What is Test Marketing?
36. What is Idea screening?
37. What is a discount /
38. What is a Rebate?
39. Explain cost-based pricing methods?
40. Explain skimming Pricing strategies?
41. Explain Penetration Pricing Strategies?
42. Define Advertising?
43. What is meant by personnel selling?
44. What is Sales Promotion?
45. What is two level channels of Distribution?
46. Illustrate the meaning of Distribution Channel?
47. Who is Wholesaler?
48. Write the meaning of Departmental store?
49. What is Rural Marketing?
50. Write a note on Online Marketing?

LONG QUESTIONS

1. Define Marketing? Discuss various functions of Marketing?
2. Define Marketing? Distinguish between traditional and Modern concepts of marketing?
3. What do you mean by Marketing by Marketing Mix? Discuss its various Elements?
4. What is Marketing Environment? Discuss various factors affecting marketing environment?
5. What do you mean by Consumer's buying Motives? Explain the consumer buying process.
6. What is Market segmentation? Discuss various bases for segmenting the market of a product?
7. Define Product? Explain in detail the classification of Product?
8. What do you mean by product mix? what are the factors effect changes in product mix?
9. What is a Brand? what are the essentials of a good brand name? Explain the importance of Branding?
10. Define Packaging? state its characteristics? Discuss the functions of Packaging?
11. What do you mean by product Modification? explain various strategies of product modification.
12. Define product Diversification? Explain various methods of product diversification?
13. Define PLC? Discuss the various stages of product life cycle?

14. Define NPD? Discuss its step by step process of developing a new product?
15. Explain in brief the main pricing methods which are used to determine the price of a product?
16. What is Promotion Mix? explain the main components of promotion mix.
17. "Advertising is wasteful and unnecessary especially in the present economic conditions in India" Do you agree?
18. Discuss the role of personal selling as a method of promoting a product. What are the qualities of a good salesman?
19. Explain different types of channels distribution. Discuss the various factors that influence channel choice.
20. Examine the significance of online marketing for the marketers, consumers and economy.

FUNDAMENTAL OF FINANCIAL MANAGEMENT (CORE-12)

Section -I

1. Define financial management.
2. What do you mean by business finance?
3. Write short note on profit maximisation.
4. Write short note on wealth maximisation.
5. What is financial management process?
6. What is the concept of time value?
7. What is present value?
8. What is future value?
9. Name the technique of time value of money.
10. What do you mean by risk?

11. Differentiate between systematic risk and unsystematic risk.
12. Define capital budgeting.
13. Explain the term net present value.
14. What is the need of capital budgeting?
15. What is payback period?
16. What do you mean by accounting rate of return?
17. What is capital rationing?
18. What is IRR?
19. What are the sources of short-term finance?
20. Name various medium- and long-term sources of finance.
21. What is the need of ploughing back of profit?
22. What is term financing?
23. Distinguish between a share and a debenture.
24. What is cost of capital?
25. Name the various methods of computing cost of equity capital.
26. How is the cost of zero-coupon bonds determined?
27. Write a short note on cost of debt.
28. Define marginal cost of capital.
29. What is cost of retained earnings?
30. Define capital structure.
31. What is optimal capital structure?
32. Name the various theories of capital structure.
33. Discuss any five factors relevant in determining capital structure.
34. What is financial leverage?
35. What is operating leverage?
36. What is composite leverage?
37. Explain the term dividend policy.
38. Name the two main theories of dividend.
39. What is scrip dividend?

40. What is dividend pay-out ratio?
41. What do you mean by stock dividend?
42. What is cash dividend and stock dividend?
43. What do you mean by operating cycle concept of working capital?
44. What do you mean by gross working capital?
45. What do you mean by Net working capital?
46. What is the nature of cash?
47. What do you mean by receivables?
48. What do you mean by inventory?
49. Explain danger level of inventories.
50. What is inventory turnover ratio?
51. What is economic ordering quantity?
52. What is receivables management?

Section -II

- 1) What do you mean by business finance? Discuss various approaches to finance function.
- 2) Discuss scope and objectives of financial management.
- 3) What is finance? and what are the function of a financial manager.
- 4) Explain in details the method of valuation of an equity share.
- 5) Discuss the procedure of valuation of bonds.
- 6) What is capital budgeting? Examine its need and importance.
- 7) Explain the capital budgeting process.
- 8) Explain the nature and concept of capital budgeting.
- 9) What is capital budgeting? why is it significant for a firm.
- 10) Give a comparative description of net present value method and internal rate of return method.

- 11) Discuss the different source of long-term finance for a project. What are the various sources available to Indian businessmen for raising long term funds?
- 12) What is cost of capital? Explain the significance of cost of capital.
- 13) Explain net income and net operating income approaches to capital structure.
- 14) Discuss the MM approach of capital structure with and without corporate taxes assumptions.
- 15) Distinguished between financial and operating leverage. Do you think that they are related to capital structure?
- 16) What do you mean by dividend policy? Explain the determinants of dividend policy?
- 17) What do you understand by a stable dividend policy? Why should it be followed?
- 18) Explain the various factors which influence the dividend decision of a firm.
- 19) Discuss the theory of irrelevance of dividend decision by using MM model.
- 20) Explain various sources of short-term working capital finance.
- 21) Define the term working capital? Describe the need and determinants of working capital in a business.
- 22) Explain various factor influencing working capital.
- 23) Explain various tools and techniques used for inventory management?
- 24) What do you understand by cash management? How can it be undertaken?

FINANCIAL MARKETS INSTITUTION AND SERVICE (DSE-1)

1. What is financial system?
2. Two function of financial system?
3. Write the components of India financial system?
4. What is money market?
5. Constituents of the capital market?
6. What are Gilt-edged Securities?
7. What do you mean by financial intermediaries?
8. What are public sector banks
9. What is privet sector bank?
10. What is flow of funds Matrix?
11. Write full form of NABARD
12. What is money market
13. Write two objectives of money market
14. Write the name of two institution of money market
15. Two characteristics and salient feature of Indian money market
16. Two defects of Indian money market
17. Bill market Definition
18. Two natures of Capital market
19. Constituents of the capital market
20. Two function of capital market
21. Write the full form of SEBI
22. What is debt market
23. Two impact of Debt market
24. Two Characteristics of Gilt-edged securities market
25. What is commercial market

26. Certificates of deposits
27. What are Treasury Bills
28. What is debenture
29. What is convertible debenture
30. Define primary market
31. What is meant by new issue market?
32. What is meant by primary dealers
33. What is the function of commercial bank?
34. What is a bank
35. Give three primary functions of a bank
36. Give Advantages of bank
37. Give three general utility services of banks
38. Development of bank (Define)
39. What are the main objects of Development Bank?
40. What are the objectives of State Financial Corporation?
41. Full form of UTI
42. Three main function of LIC
43. Define mutual fund
44. Three Advantages of mutual fund
45. What is venture capital
46. What is meant by merchant banking?
47. What do you mean by lease financing?
48. Define operating lease
49. What is meant by factoring?
50. What do you mean by consumer finance?

Long Answer Questions

1. Explain the main components of financial system of India

2. What is mean by financial Assets finical markets and financial intermediates
3. Discuss the role of banking financial Institution
4. Define money market instruments
5. Critically evaluate the present state of bill market in India
6. Explain debt market in brief and gives its importance in capital market
7. Discuss briefly the various types of instruments that are dealt in debt market
8. What do you mean by capital market? Explain the mature and importance of capital market
9. Explain the meaning of stock exchange. Explain the role played by the stock exchanges in India
- 10.Explain the listing procedure in detail
- 11.What are the functions of commercial banks?
- 12.What do you mean by financial institutions? Explain the types of financial institution in India.
- 13.“Risk- management is the major function of a commercial Bank (Discus)
- 14.Evaluate the function of LIC.
- 15.State the role of UTI in Industrial financial in India.
- 16.Discuss the Role of merchant Banking for business and industry
- 17.Define venture capital. Give its main characteristics and forms
- 18.Write a detailed note an ICAR.
- 19.Explain the organisational structure and operations of CRISIL
- 20.Discuss features types advantages and disadvantages of credit card.

SUB-FSAR

SHORT ANSWER TYPE QUESTIONS

- 1) What is financial statement?
- 2) what is accounting principle?
- 3) What do you mean by financial statement analysis ?
- 4) What is meant by funds flow statement?
- 5) What is cashflow statement ?
- 6) What is schedules ?
- 7) What is meant by statement of retained earnings?
- 8) What is meant by "true & fair view" in relation to financial statements?
- 9) Write two objective of financial statements?
- 10) What is the nature of financial statements?
- 11) What is internal analysis ?
- 12) What is external analysis?
- 13) What is horizontal analysis?
- 14) What is vertical analysis?
- 15) What is common size statements?
- 16) What is comparative statements?
- 17) Write two limitation of financial statements analysis?
- 18) What is trend percentage?
- 19) Write four objective of financial statements analysis?
- 20) Write two objective of financial statements analysis?
- 21) Give a specimen of common size income statements?
- 22) Give a specimen of comparative income statements?
- 23) Give a specimen of comparative balance sheet?
- 24) What do you mean by ratio analysis?
- 25) What are the uses of accounting ratios?
- 26) What is meant by liquidity ratio?
- 27) What do you mean by residual analysis?
- 28) What is time series analysis?
- 29) What is cross sectional analysis?
- 30) What is net profit margin?
- 31) What is capital gearing ratio?
- 32) What is univariate analysis?
- 33) What is dispersion/
- 34) What is ranges?
- 35) What is bivariate analysis?
- 36) What is MANOVA?
- 37) Explain regression analysis?
- 38) What is cash flow statements?
- 39) What are the uses of cash flow statements?
- 40) What are the objective of cash flow statements?
- 41) Distinguish between cash flow statements and cash budget?
- 42) Write short note on cash flow from operating activities?

- 43) What is integrated reporting ?
- 44) What are the objective of integrated reporting?
- 45) What is positive externalities?
- 46) What is sustainability reporting?
- 47) What is cost integrated reporting?
- 48) Name the contain elements of an integrated report?
- 49) What is integrated report?
- 50) What is multiple capitals?

LONG ANSWER TYPE QUESTIONS

1. What do you mean by financial statements? Discuss its various natures & objectives?
2. What is financial statements? What are the limitation of financial statements?
3. Give a specimen of balance sheet as prescribed by the companies Act-2013?
4. Explain the methods used in financial statements analysis?
5. What is common size statements? How do you prepare it? Give imaginary figure?
6. Discuss the important and limitation of financial statements analysis?
7. What is ratio analysis? Discuss it advantages & limitation?
8. Examine the relationship between liquidity, activity, solvency & profitability give suitable examples with imaginary figures?
9. What are the turnover ratio? Discuss their significance (Any four).
10. What do you mean by profitability ? what are the ratio that will reflect profitability?
11. What is the difference between univariate and multivariate analysis?
12. Discuss different type of bivariate techniques of statistical analysis?
13. Explain different types of multivariate techniques of statistical analysis?
14. Elaborate on different types of univariate techniques of statistical analysis?
15. What is cash flow statements? Sate the procedure for preparing cash flow statements?
16. Discuss advantages & limitations of cash flow statements?
17. Do you mean by cash flow statements? Give a specimen of cash flow statements as per accounting standard-3?
18. What is integrated reporting? Discuss briefly benefits & cost of integrated reporting/
19. What are the objectives of integrated reporting? Discuss the challenges in implementing integrated reporting?
20. Distinguish between traditional reporting & integrated reporting? Discuss the future of integrated reporting?

+3 3RD YEAR 6TH SEMESTER

AUDITING & CORPORATE GOVERNANCE (CORE-13)

Very short type question Answer

1. Define Auditing
2. State the characteristics of fraud?
3. Write the objectives of an independent Audit?
4. What do you mean by social audit?
5. Explain special audit?
6. What is the purpose of Interim audit?
7. What is cost audit?
8. What is statutory Audit?
9. Define Audit programme?
10. What are the Advantages of working papers?
11. What do you mean by audit note book?
12. What do you mean by internal check?
13. What do you mean by internal control?
14. What do you mean by internal audit?
15. Define internal check?
16. Define Test checking?
17. What is contingent liability?
18. What do you mean by outstanding assets?"?
19. Define analytical method?
20. Explain secret Reserve?
21. Define the term reserves?
22. State two object of creating specific reserves
23. Define Capital Expenditure?
24. Who can be appointed as auditor?

25. Define Interim dividend?
26. What are CAATS?
27. What is Test data?
28. Define Investigation?
29. Define misfeasance?
30. Define cost Audit?
31. Management Audit?
32. Objectives of Management Audit?
33. Human Resource Audit?
34. Operational Audit?
35. Forecast Audit?
36. Social Audit?
37. Objectives of social audit?
38. Test Audit?
39. Green Audit?
40. Clinical Audit?
41. Database Auditing?
42. Performance Auditing?
43. What is Three E'S
44. Explain forensic Audit?
45. What is tax audit?
46. Define cost Audit Report?
47. What is investigation?
48. Two Advantages of Audit?
49. Two Dis Advantages of Audit?
50. Objects of independent Audit?

Long Answer Question (1 x 12) = 12 Marks

1. Define Auditing. Discuss its scope and nature and features?
2. Give a clarification of Errors
3. Auditing is a dynamic social science comment
4. What is continuous Audit? Explain its merits and demerits?
5. What is statutory Audit? How is statutory Audit different from Govt. Audit?
6. Discuss the advantages and disadvantages of a fixed Audit programme
7. Define internal control system. Discuss its main features?
8. Define briefly the evaluation of internal control
9. Verification is sometimes more than valuation of assets and liabilities; discuss how would you verify debtors?
10. Difference between reserves and general Reserve
11. Explain in detail about the appointment of auditor in a company auditor
12. What are the powers of a company Auditor?
13. Explain the Provision of payment of interest out of capital?
14. What are the types of internal control in a computer-based system?
15. Give a note on auditor's civil liabilities under the companies Act.
16. Explain in brief the concept of management audit?
17. Define cost Audit? Discuss its powers, duties in detail?
18. State the provision regarding cost Audit under companies Act 1956?
19. Explain the concept of social Audit in India?
20. Elaborate Forecast Audit. Give its steps involved and the problem encountered?

CORE-14

INDIRECT TAXES

Short Answer Type Questions

- 1-Define service tax ?
- 2-What is KKC ?
- 3-Who is a person under service tax law ?
- 4-what is EASIEST ?
- 5-How to file GAR-7 CHALAN ?
- 6-What is taxable territory under service tax ?
- 7-What is VAT ?
- 8-What is inter state sales ?
- 9-WHAT IS INTRA STATE SALES ?
- 10-What is TOT ?
- 11-Who is a vatable person ?
- 12-Which tax to be paid by a registered person under vat ?
- 13-Difine TIN ?
- 14-What is a memorandum of appeal ? What are its contents ?
- 15-Write a note on e-payment & e-returns ?
- 16-What are excisable goods ?
- 17-What is Ad valorem duty ?
- 18-What is excise duty ?
- 19-Differentiate between excisable goods & goods ?
- 20-Define the term "manufacture" under central excise act ?
- 21-What is taxable event in central excise ?
- 22-Write note on deemed manufacturing ?
- 23-What is valuation of goods ?
- 24-Define the term "Maximum Retail Price " W.R.T central excise ?
- 25-WHAT is transaction value under excise laws ?
- 26-What is CENVAT ?

- 27-Define “Capital Goods” under CENVAT ?
- 28-Define input service under CENVAT ?
- 29-Who is an assessee ? what is assessment ?
- 30-WHEN can a show cause notice be issued ?
- 31-What is the meaning of “relevant date” for a show cause notice?
- 32- Write a short note on refund ?
- 33- Write short notes on RBA & LUT?
- 34- Write a short note on AEC?
- 35- Define dutiable goods ?
- 36- Define exempt goods?
- 37- Define prohibited goods?
- 38- What is non-dutiable goods?
- 39- what are two functions of customs department ?
- 40-difference between rules & regulations ?
- 41- what is taxable event in customs ?
- 42- what is the relevance of bill of entry ?
- 43- what is the penalty imposed for delay in payment of custom duties ?
- 44- what is a “ pass out of custom charge” order?
- 45- write a note on custom tariff act 1975 ?
- 46- what is education cess ?
- 47- what is transaction value ?
- 48- Define assessable value ?
- 49- Write short note on specific goods ?
- 50- Write a note on “ Project Imports” exemption under custom law?

LONG TYPE QUESTION ANSWER

1. What is indirect tax? Differentiate between indirect tax & direct taxes.
2. What is G.S.T? Explain the features and challenges of G.S.T?
3. Discuss about the powers to grant exemption from service Tax?

4. Discusses the provisions regarding collection and recovery of service Tax?
5. What is incidence of Tax in VAT? Explain it wrt incidence of Tax under Punjab VAT Act 2005?
6. Explain the procedure for registration under VAT?
7. Who are the persons liable for registration under VAT Act 2005?
8. Explain the provisions of section 19 & section 20 with reference to purchase Tax levied?
9. What is assessment? Explain the kinds of assessment?
10. Explain the provision for payment of Tax under VAT?
11. Differentiate between cess & duty?
12. Explain the various activities that attract Excise duty?
13. Explain the Law relating to valuation of Excisable goods for the purpose of charging Excise duty?
14. Explain the meaning & special features of CENVAT?
15. What is the procedure for maintenance of records under CENVAT?
16. Explain the provision for filing returns under Excise?
17. What is an invoice? What are the important contents of an invoice? Answer the question W.R.T Excise Act?
18. Explain GAR-7 challan? Also discusses the features of GAR-7 Challan with respect to Central Excise act 1944?
19. Explain in detail the procedure for assessment & collection of custom duties?
20. Explain the methods of valuation under Custom Law?

DEPARTMENT OF COMMERCE, PATNAMUNDAI COLLEGE, PATNAMUNDAI

CORPORATE TAX PLANNING (DSE-III)

Section -I

1. Tax planning
2. Tax avoidance
3. Tax evasion
4. Tax management
5. Company
6. Corporate tax
7. What is Indian company as per section -2(26)?
8. What is widely – held company?
9. Under what circumstances MAT are applicable.
10. Define self-assessment
11. What is the meaning of term “slump” under section -2(42C)?
12. When does the liability for advance payment of tax arise?
13. What are the transactions not treated as amalgamation?
14. Define dividend as per section -2(22).
15. Write any two difference between LLP and Company.
16. Limitation of tax planning
17. Deduction u/s-80
18. Alternate minimum tax (sec-115JC)
19. Tax on distributable profit
20. Profit in lieu of salary
21. Standard deduction.
22. Leave encashments.
23. Provident funds
24. Tax planning for non- resident
25. Double taxation relief.
26. What do you mean by dividend?

27. What do you mean by capital structure?
28. What is insurance compensation?
29. What do you mean by liquidation?
30. What do you mean by advance pricing agreement?
31. Who are non-residents?
32. What do you mean by demerger?
33. What is holding company?
34. What is meant by make or buy decisions?
35. Define rent free accommodation.
36. State the meaning of amalgamation.
37. Define subsidiary company.
38. What is dividend policy?
39. What is bonus share?
40. How to choose buy or lease?
41. How to choose make or buy?
42. Tax treatment of HRA.
43. Define perquisites as per income tax act.
44. Entertainment allowance
45. Fair rental value.
46. Meaning of insurance.
47. Keyman insurance policy.
48. What is foreign income.
49. How would determine the residential status of a company
50. What is deemed dividend?

Section-II

1. What is tax planning? How it is different from tax avoidance and tax evasion?
2. What do you mean by a company under income tax act? State the different types of companies that are liable to tax under the act.
3. State the nature of different businesses and the incentives available to such businesses under income tax act 1961.
4. What do you mean by capital structure? write down the tax considerations in deciding the capital structure.
5. Explain the various tax considerations involved in make or buy decisions?
6. White a note on tax planning from an employer's point of view regarding salary/ compensation packages to employees.
7. What are the special tax provisions for computation of income of non-residents under the income tax law?
8. State the provisions relating to double taxation relief when an agreement with foreign country exists.
9. What is amalgamation? state the rules and tax concessions under income tax act.
10. Write a note on tax issues relating to conversion of a non-corporate business into a company.
11. How do you determine the residential status and scope of total income of a company?
12. Briefly explain the provisions of TDS from salary and dividends.
13. State the provisions of advance payment of tax as per income tax act.
14. What do you mean by amalgamation and demerger? What are the consequences and tax treatment of demerger?

15. Explain the comparative features of various forms of organisation from tax point of view.
16. Briefly explain tax planning with reference to setting up of a new business. Explain tax planning with reference to sale of scientific research assets.
17. Briefly explain the tax planning with reference to receipt of insurance compensation.
18. Explain in detail tax planning with reference to distribution of assets at the time of liquidation.
19. Briefly explain tax planning with reference to business restructuring.
20. Briefly explain the provisions relating to conversion of company into LPP.

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