

**DIRECTORATE OF DISTANCE EDUCATION  
UNIVERSITY OF JAMMU  
JAMMU**

**Term Paper of M.com 2<sup>nd</sup> Semester  
Session 2019-2020**

**Maximum Marks: 40**

**NOTE: Read and follow the below mentioned instructions carefully;**

- Each course includes two questions. Students are required to attempt both the questions.
- Each question carries 20 marks. Total marks are 40 for each course.
- Answer to each question should be within 1400 words.
- Use white ruled A4 size paper. Each page should bear the enrollment number, page number, name, and signature of the candidate.
- Answers in paper should be hand written.

**C.No: 211 Advanced Accounting**

1. From the following Balance sheet of a company, you are required to prepare the funds flow statement.

Assets	2019	2020	Liabilities	2019	2020
Cash	40,000	40,400	Current liabilities	30,000	32,000
Account receivable	10,000	20,700	Bonds payable	22,000	22,000
Inventories	15,000	15,000	Bonds payable discount	(2,000)	(1,800)
Land	4,000	4,000	Capital stock	35,000	43,500
Buildings	20,000	16,000	Retained earnings	15,000	19,500
Equipment	15,000	17,000			
Accumulated depreciation	(5,000)	(2,800)			
Patents	1,000	900			
Total	1,00,000	1,15,200		1,00,000	1,15,200

Additional information:

- i. Income for the period  10,000
- ii. A building that cost  4,000 and which had a book value of  1,000 was sold for  1,400.
- iii. The depreciation charge for the period was  800.
- iv. There was  5,000 issue of common stock.
- v. Cash dividend  2,000 and  3,500 stock dividends were declared.

2. What do you mean by merger and consolidations? Discuss the legal and procedural aspects of mergers. Explain the various types of mergers. Also highlight the impact mergers on earnings per share and market price per share of the acquiring company.

### **C.No: 212 Strategic Financial Management**

1. Discuss the scope and objectives of financial management. Give a critical appraisal of different types of securities of finance. How the functions of finance manager have become more complex and challenging during the globalization era?

2. Discuss the concept and types of leverage. Compare and contrast levered and unlevered firm. How does change in leverage influence value of firm and prices of shares?

### **C.No: 214 Strategic Management**

1. Define strategic management. Discuss different schools of thought in strategic management. What do you mean by corporate planning? Also discuss the reasons for its failure and prerequisites for its success.

2. What are the different global issues involved in strategic management? Also discuss the core competencies as a root of competitive advantage. How is corporate portfolio analysis conducted? Discuss in detail.

### **C.No: 215 Human Resource Management**

1. Write a detailed note on HRM. Differentiate between personnel management and HRM. Also discuss the Harvard and Michigan model of HRM in detail.

2. What do you mean by compensation? Discuss the impact of covid-19 on the wage and salary aspect of employees in private sector? What are the various factors affecting wage and salary structure?

### **C.No: 216 Marketing Management**

1. Do customers actually want to get into relationship with the companies they buy from? Companies want to lock customers in relationships because they want customers' money for infinite period, but what benefits customers will get in such relationships? Discuss the product classification in detail using suitable examples.

2. Describe the Michael Porter's five forces model. What are the different stages involved in buying process? Discuss green marketing, niche marketing and blue marketing in detail with suitable examples.