

Total number of printed pages-7

14 (COM-4) 4026

2023

COMMERCE

Paper : COM-4026

(Entrepreneurship Management)

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Choose the correct option for each of the following : $1 \times 7 = 7$

(a) _____ is the process by which teams within an established company conceive, foster, launch and manage a new business that is distinct from the parent company but leverages the parent's assets, capabilities, market position and other resources.

- (i) Entrepreneurship
- (ii) Innovation
- (iii) Corporate entrepreneurship
- (iv) Creative destruction

Contd.

(b) A/An _____ is an emerging business bringing unique offerings into a market, relies on high growth products and services and has potential to grow rapidly and sustainably.

(i) social enterprise

(ii) scalable startup

(iii) microenterprise

(iv) innovative firm

(c) The _____, launched by the Ministry of MSME Govt. of India, aids to set up a network of technology centres and also to set up incubation centres to accelerate entrepreneurship as well as to promote start-ups for innovation in agro industry.

(i) Scheme for Promoting Innovation, Rural Industry and Entrepreneurship (ASPIRE)

(ii) Emergency Credit Line Guarantee Scheme (ECLGS)

(iii) Micro Units Development and Refinance Agency Limited (MUDRA)

(iv) Prime Minister Employment Generation Programme (PMEGP)

(d) _____ is a form of intellectual property that confers rights on the owner to exclude others from making, selling or using an invention or discovery.

(i) Trademark

(ii) Copyright

(iii) Trade secret

(iv) Patent

(e) _____ determines whether the entrepreneur perceives a potential goal to be attainable through one's own actions or through uncontrollable external factors.

(i) Creativity

(ii) Locus of control

(iii) Decision making ability

(iv) Tolerance of ambiguity

(f) The IIE is an autonomous organisation under the Ministry of _____, which was established in the year 1993 in Guwahati, Assam.

- (i) Skill Development of Entrepreneurship
- (ii) Commerce and Industry
- (iii) Micro, Small and Medium Enterprises
- (iv) Food Processing Industries

(g) _____ is hybrid system of financing incorporating the features of both equity and debt which is provided to a business for further expansion or for bridging its financing needs.

- (i) Mezzanine financing
- (ii) Seed funding
- (iii) Start-up funding
- (iv) Buyout financing

2. Write short notes : *(any five)* 5×5=25

- (a) Business Incubation Centre
- (b) Focus Group Interview
- (c) Market Feasibility Analysis
- (d) Credit Linked Capital Subsidy Scheme (CLCSS)
- (e) Importance of Business Models
- (f) GEM report
- (g) Entrepreneurial functions

3. Explain the role of innovation in the entrepreneurship process. Discuss the steps involved in generating creative business ideas. 4+8=12

Or

Write a detailed note on the various sources of identifying business opportunities. Provide necessary examples. 12

4. Discuss the economic impact of entrepreneurship. Elucidate the steps involved in the entrepreneurial process.

4+8=12

Or

“Entrepreneurs love the spotlight.” Do you agree with the above statement? Provide necessary justification for your answer. Also, state the various entrepreneurial motives.

3+9=12

5. Discuss the challenges faced by rural entrepreneurs in India. Also state the various policy initiatives implemented by the government for support and development of rural entrepreneurship.

6+6=12

Or

What is meant by opportunity gap? Explain why is it important to start a new firm when the ‘window of opportunity’ is open. Discuss the RAMP model of evaluating business opportunity.

3+3+6=12

6. Explain the role of an elevator pitch in attracting financing for an entrepreneurial venture. Why is an IPO considered an important milestone for a entrepreneurial firm? Describe the merits and demerits of raising funds through an IPO. 3+4+5=12

Or

As a founder of a start-up, prepare a business plan for your business idea that solves an existing problem or fills a gap in the marketplace. 12

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14 (COM-4) 4046

2023

COMMERCE

Paper : COM-4046

(Management of Financial Services)

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

Answer all questions as directed.

1. Select the most appropriate answer from the multiple choices given against each :
1×5=5

- (i) Which of the following is not a fund based service ?
- (A) Factoring
 - (B) Lending under term loan
 - (C) Credit rating
 - (D) Both (A) and (B)

Contd.

(ii) Hull insurance falls under the category of :

- (A) Life Insurance
- (B) Fire Insurance
- (C) Marine insurance
- (D) None of the above

(iii) Credit card is an example of :

- (A) Fixed credit
- (B) Cash credit
- (C) Revolving credit
- (D) All of the above

(iv) As per IRDA (Insurance Brokers) Regulation, the license issued to a broker is valid for a period of :

- (A) One year
- (B) Two years
- (C) Three Years
- (D) Five years

(v) Credit Bureaus :

- (A) function as a repository of credit information.
- (B) function as an insurer against defaults by the borrowing customers
- (C) acts as regulator of credit
- (D) All of the above

2 Answer the following in about **30-50** words each : 2×5=10

- (a) What do you mean by non fund based financial services ?
- (b) State the basic functions of a merchant bank.
- (c) Define retail banking.
- (d) What do you mean by 'mutualisation of stock exchanges' ?
- (e) State *any two* important functions of the Insurance Regulatory and Development Authority.

3. Answer **any five** of the following questions in about **150-200** words each : $5 \times 5 = 25$

(a) State the role of 'insurance' in trade and commerce.

(b) Distinguish between retail banking and business banking.

(c) What are the five Cs of credit analysis ?

(d) Discuss the activities involved in an Initial Public Offering.

(e) Why does a company go for shadow credit rating ?

(f) Write a short note on default risk in banks.

(g) How are insurance brokers different from insurance agents ?

4. (a) Explain the significance of financial services and also highlight the major issues of financial services in the recent times. $7+3=10$

OR

(b) Justify the presence of NBFCs in the financial system ? Give your answer in Indian context. 10

5. (a) State the features of retail banking. Explain the reasons for which banks are giving more attention to this segment in the recent times. $5+5=10$

OR

(b) State the significance of credit rating. What are the factors considered by the rating agencies in credit rating of a debt issue ? $4+6=10$

6. (a) Do you think financial risk management is a distinct field of risk management, or is just a part of traditional risk management programme ? Explain your view point.

10

(b) Do you think that speedy and hassle free settlement of claims can build brand loyalty in insurance business ? Suggest a policy in this regard for the life insurance companies.

5+5=10

OR

7. (a) Make a critical review of capital market in India and explain the different types of financial services associated with the capital market.

5+5=10

OR

(b) What functions are performed by a Lead Manager in a Capital Issue ? Discuss.

10

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2023

COMMERCE

Paper : COM-4076

(International Business)

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

Answer question no. 1, 2 and any five from the rest.

1. Choose the correct answer : $1 \times 5 = 5$

(a) The term that reflects the conviction that one's own practices are superior to those of other countries is known as

- (i) Polycentrism
- (ii) Ethnocentrism
- (iii) Geocentrism
- (iv) All of the above

Contd.

- (b) Cultures in which people focus more on details than on abstract principles are said to be
- (i) Monochronic culture
 - (ii) Polychronic culture
 - (iii) Idealism
 - (iv) Pragmatic
- (c) Which of these are included in over the counter (OTC) foreign exchange instruments?
- (i) Spot transactions
 - (ii) Currency swaps
 - (iii) Options
 - (iv) All of the above
- (d) Relocating a business process or work unit to a more productive lower cost location in the home country is called—
- (i) Homeshoring
 - (ii) Offshoring
 - (iii) Onshoring
 - (iv) Reshoring

- (e) In which year was the TRIPS agreement signed?
- (i) 1993
 - (ii) 1994
 - (iii) 1995
 - (iv) 1996

2. Write short notes on the following : **(any five)**
3×5=15
- (a) Culture shock
 - (b) Customs Union vs. Economic Union
 - (c) IMF's currency classification
 - (d) Eurodollar market
 - (e) ASEAN
 - (f) Countertrade
 - (g) Doha Agenda
3. How does a company's external environment affect their international operations? Discuss. 12
4. What are the different forms of regional integration? Explain your answer along with the existing global integrations. 8+4=12

5. What are the major foreign exchange markets? Explain. Also highlight the reasons of US Dollar being so widely traded globally. $8+4=12$
 6. In international business, what are the advantages and motivations of forming strategic alliances? Does it always work? Give examples and cases from successes and failures of global alliances. $6+6=12$
 7. What is fairtrade and its benefits? What are its standards? Discuss. $4+8=12$
 8. Explain about the rationale of trade intervention by the government. Also discuss about the major instruments of global trade control. $4+8=12$
 9. How does export-import of goods and services help in international trade? Also discuss about the government schemes in boosting exports. $6+6=12$
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14 (COM-4) 4056

2023

COMMERCE

Paper : COM-4056

(Strategic Service Marketing)

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

Answer all questions.

1. Choose the correct option from the following :

1×7=7

(i) The difference between what is in fact delivered to the customers and what customers perceive they have received is known as

(a) The Service Quality Gap

(b) The Communication Gap

(c) The Perception Gap

(d) The Service Delivery Gap

Contd.

(ii) Lack of standardisation and inconsistency in service output is the result of which characteristic of service ?

(a) Perishability

(b) Intangibility

(c) Variability

(d) None of the above

(iii) Which of the following is not a strategy for shifting demand to match service capacity ?

(a) Identify peak periods

(b) Offer incentives during low demand periods

(c) Not prioritising regular customers

(d) Schedule services segmentwise

(iv) _____ is a tool to document service processes that displays the nature and sequence of the different steps involved in the service encounter.

(a) Service process redesign

(b) Flowcharting

(c) Service standardisation

(d) Documentation

(v) Handling special requests from customers related to child care, dietary requirements, medical needs, personal disabilities can be categorised under which element of the 'Flower of Service'?

(a) Consultation

(b) Hospitality

(c) Safekeeping

(d) Exceptions

(vi) "A restaurant study showed that beverage revenue increased substantially when slow beat music was played". The statement used in the above example can be categorised under which of the following dimensions of service environment :

(a) Ambient conditions

(b) Space and functionality

(c) Signs and symbols

(d) Design

(vii) Perishability of service products poses a problem for service marketers under which condition ?

(a) Demand for service coincides with capacity

(b) Insufficient demand or excess demand

(c) Consistent quality of service

(d) People involvement in service creation

2. Write short notes on **any five** of the following : $5 \times 5 = 25$

(i) Tangibility-Intangibility continuum

(ii) Dimensions of service quality

(iii) Zone of tolerance in service

(iv) Service Branding Strategies

(v) Effective Service Recovery System

(vi) Importance of frontline employees in service

(vii) Perceived risks of purchasing and using services

3. Explain the marketing implications of the characteristics of services. 12

Or

Describe the 'Molecular Model' of services.

Explain the components of the Service Triangle. $6+6=12$

4. 'Service encounters are moments of truth.'
Explain the above statement in the light of how service marketers manage such encounters. Describe in detail the 'high and low contact' service encounters. 6+6=12

Or

How do service companies fall into the 'strategic management trap'? Also explain how service firms can adopt the service oriented approach to avoid such traps. 6+6=12

5. Discuss the different distribution strategies adopted by service marketers with regard to people—processing, possession processing and information based services. 12

Or

Why is communicating to the internal customers crucial in services? Discuss some advertising strategies to overcome intangibility of services. 6+6=12

6. What is the role of non-monetary costs in a service business? Discuss its various types. Also, state the pricing strategies to be adopted for customers looking for beneficiary service packages. 2+4+6=12

Or

"Today's augmented product may become tomorrow's expected product." Explain the above statement in the context of the customer value hierarchy model. Also, discuss implicit and explicit services with examples of any service product category. 8+4=12

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14 (COM-4) 4036

2023

COMMERCE

Paper : COM-4036

(Tax Planning)

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer as directed : 1×5=5

(i) As per which section of the Income Tax Act, rounding off of tax is done ?

(a) 288A

(b) 288B

(c) 288(1)

(d) 288(2)

(Choose the correct option)

Contd.

- (ii) Deduction are allowed to encourage _____ and to save _____.
(Fill in the blank)
- (iii) As per Finance Act, 2023, Rebate allowed u/s 87A is _____ if total income is upto _____ under the new regime.
(Fill in the blank)
- (iv) Which of the following rate of Income Tax under the new regime is not applicable as per the Finance Act, 2023 ?
- (a) 15%
- (b) 20%
- (c) 25%
- (d) 30% (Choose the right option)
- (v) Residential status in Indian Income Tax Act is determined for which one of the following—
- (a) Previous year
- (b) Assessment year
- (c) Accounting year
- (d) Both previous and assessment year
(Choose the right option)

2. Short answer type question : **(any five)**
2×5=10
- (i) What do you mean by deduction of tax at source ?
- (ii) State the impact of finance bill in the context of income tax.
- (iii) State the consequences of non-payment of advance tax.
- (iv) Under what conditions a gain is chargeable under the head 'Capital Gains' of the Income Tax Act.
- (v) Name *any four* perquisites which are exempted from tax.
- (vi) How is exemption in respect of HRA received by an employee calculated ?
- (vii) State the meaning of agricultural income as per Income Tax Act.
3. Answer the following questions briefly :
(any five) 5×5=25
- (i) When does the liability of payment of Advance tax arise? How is it computed ?
- (ii) Differentiate between Diversion of Income and Application of Income.

(iii) How will you compute the total income of an assessee ?

(iv) Mention *ten* items of General Income which are chargeable to tax under the head 'Income from other sources'.

(v) State the expenses allowable under specific instruction of CBDT under the head 'profit and gain of business' under the Income Tax Act.

(vi) State the tax planning provisions regarding 'Make or buy' decision by a corporate assessee.

(vii) Yogesh is the owner of a house property located in Bangalore. From the particulars given below compute income from house property for the assessment year 2022-23 :

Municipal value Rs. 22,000, Fair rent Rs. 25,000, Standard rent Rs. 24,000, Actual rent Rs. 2,400 per month, Municipal tax paid - 50% of tax levied, Expenses on repair - Rs. 3,000, Municipal tax levied Rs. 2,400, Insurance premium Rs. 600

Yogesh had borrowed a sum of Rs. 100,000 @ 8% per annum on 1st October 2018 and the construction of the property was completed on 31.12.2020.

4. Answer **any four** of the following questions :

10×4=40

(i) Mention *at least twenty* items of 'tax free income' under the Income Tax Act.

(ii) State the various provisions of 'Clubbing of Income' as per the Income Tax Act.

(iii) Explain the provisions of section 10A and 10B of the Income Tax Act, 1961 applicable to industrial undertaking in special economic zones (SEZs) or free trade zones (FTZs).

(iv) State the main purpose of tax planning. Differentiate among tax planning, tax evasion and tax avoidance with suitable examples.

(v) (a) Differentiate between short term and long term capital gain.

(b) Mr. Sharma purchased 800 equity shares of Rs. 10 each for Rs. 160 per share on 1.01.09 and paid brokerage Rs. 8,000. He also paid 1% securities transaction tax of purchase price. On 1.09.11, the company issued 200 bonus shares to him. On 1.11.15, the company issue 500 right shares @ Rs. 30 per share to him. On 1.10.20 he sold 200 bonus shares and 300 right shares @ Rs. 120 per share. On 01.01.21, he sold total equity shares @ Rs. 385 per share and remaining right shares @ Rs. 315 per share. Compute his taxable capital gain for the assessment year 2021-22, CII : 2008-09 : 137, 2015-16 : 254, 2020-21 : 317

$$5+5=10$$

(vi) The following information is about the salary income of Mr. Pranab Gagoi, who is an employee of Balaji Ltd., Guwahati. You are required to compute his taxable salary and from the additional information given for the previous year 2021-22 also compute his total taxable income –

Basic salary @ Rs. 20,000 p.m.,
Dearness allowance @ Rs 6,000 p.m.

Conveyance allowance @ Rs 1,200 p.m [90% spent on official duty] City compensatory allowance @ Rs 1,500 p.m Bonus for the year @ 20% only on basic salary. Children education allowance @ Rs 300 p.m. [for 3 child]. Servant allowance @ Rs 1,000 p.m.

Employer's contribution to RPF @ 13% on basic.

Travelling allowance @ Rs 1,200 p.m. [fully spent on official duty]

Free furnish accomodation was provided for which the employer paid a rent of Rs 6,000 p.m, cost of furniture provided Rs. 50,000.

Additional information –

- (1) Short term capital gain Rs 25,000
- (2) Interest on securities Rs 12,000
- (3) Dividend received from Indian Co. Rs. 40,000
- (4) Saving bank Interest accrued Rs. 10,000
- (5) Life Insurance premium paid Rs. 20,000