

Total number of printed pages-11

14 (COM-4) 4036

2024

**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

(A) Deduction in respect of donations to certain funds, charitable institutions is allowed under section \_\_\_\_\_.

*(Fill in the blank with the right option)*

- (a) 80 E
- (b) 80 U
- (c) 80 G
- (d) 80 GGA

Contd.

(B) Mr. Arvind invested in National Savings Certificate so as to reduce tax payable. This is a clear case of \_\_\_\_\_.

*(Fill in the blank with the right option)*

- (a) tax erosion
- (b) tax planning
- (c) tax avoidance
- (d) tax management

(C) Examine the correctness of the following statements :

I. Interest on public provident fund is exempt from tax.

II. Lumpsum amount received from statutory provident fund is fully taxable.

- (a) Statement I is correct
- (b) Statement II is correct
- (c) Both the statements I and II are correct
- (d) Both the statements I and II are incorrect.

*(Choose the correct option)*

(D) The "Expected Rent" of a let-out house if standard rent is not applicable is the \_\_\_\_\_.

*(Fill in the blank with the right option)*

- (a) least of municipal value or fair rent
- (b) higher of municipal value or fair rent
- (c) lower of fair rent or actual rent
- (d) Nil

(E) As per section 80TTA of the Income Tax Act, interest earned from the savings account in bank exempted up to \_\_\_\_\_ for individual assessee.

*(Fill in the blank with the right option)*

- (a) Rs. 5,000
- (b) Rs. 10,000
- (c) Rs. 15,000
- (d) Rs. 7,000

2. Short answer-type questions : **(any five)**  
2×5=10

- (a) Mention *any four* types of income from house property which are exempted from tax.

- (b) Write a note on taxability of dividend received from a company for the assessment year 2022-23.
- (c) What is meant by book profit under the Income Tax Act, 1961 ?
- (d) What is meant by salary for the purpose of computation of 'House Rent Allowance' ?
- (e) Mention *five* assets specifically excluded from the definition of capital assets u/s. 2(14) the Income tax Act, 1961.
- (f) Mention *five* common exemptions and deductions not allowed under the New Tax Rate Regime.
- (g) Name *any five* allowances which are exempted from tax up to the limit of actual expenditure under the head 'income from salary'.

Answer the following questions : **(any five)**  
5×5=25

- (a) Write a short note on the provisions for taxation of firm and its partners.

- (b) Distinguish between tax planning and tax avoidance with suitable example.
- (c) Explain the procedure for computation of annual value of a self-occupied house property with appropriate example.
- (d) What is meant by splitting of income under the Income Tax Act ?
- (e) Write a note on the provisions of tax planning on transfer of assets between holding company and subsidiary company.
- (f) Mention at least ten items of income which are fully exempted from tax.
- (g) Mr. D. Nath, furnishes the following particulars of his income for the previous year 2021-22 :
- (i) Dividend received on 14.8.2021 from Zee Ltd. (net of TDS) Rs. 45,000
- (ii) Interest received on fixed deposit from Union Bank, Guwahati (1-1-2022) Rs. 10,800
- (iii) Winning from lottery (cost of lottery ticket Rs. 5,000) Rs. 84,000

- (iv) Insurance commission received on Feb. 2022 Rs. 72,000 (expenses incurred in insurance commission business Rs. 6,000)
- (v) Gift of Rs. 40,000 received from a family friend
- (vi) Interest on debentures of XYZ Ltd. Rs. 45,000. Compute Mr. D. Nath's income from the assessment year 2022-23.

4. Answer **any four** of the following questions :  
10×4=40

- (a) Explain the provisions of clubbing of income under the Income tax Act, 1961.
- (b) Mr. Rahul, manager of a textile company at Bangalore (population 60 lakh) submits the following particulars of his income for the previous year :
  - (i) Basic salary Rs. 18,750 p.m.
  - (ii) Dearness allowance Rs. 4,000 p.m. (Rs. 1600 per month enters into retirement benefits)

(iii) Education allowance for two children at Rs. 250 per month per child and hostel allowance for two children at Rs. 450 p.m. per child

(iv) Commission Rs. 40,000

(v) Employer's contribution to RPF Rs. 39,500 in the previous year

(vi) Entertainment allowance Rs. 1700 per month

(vii) Travelling allowance for his official tours Rs. 30,000. Actual expenditure on tour amounted to Rs. 22,000. During one of the official tours to Mumbai, his wife accompanied him and the expenditure incurred by employer to provided this facility to his wife is Rs. 20,000 whereas only Rs. 8000 is recovered from Mr. Rahul

(viii) Interest credited to RPF account in the previous year @ 10% amounted to Rs. 10,000

(ix) He resides in the bungalow of the company. Its fair rent is Rs. 8000 per month. The company deducted Rs. 1875 per month from his salary as rent of the bungalow

(x) A watchman and a cook have been provided by the company at the bungalow who were paid Rs. 400 and Rs. 500 per month respectively

(xi) Encashment of earned leave  
Rs. 15,000

(xii) He paid professional tax Rs. 250 per month

Compute his taxable income from salary for the assessment year 2022-23.

(c) Discuss the provision of tax planning with regard to selection of suitable form of business organization under the Income Tax Act, 1961.

(d) From the following particulars compute the taxable income of Mr. Kumar for the assessment year 2022-23 under the head 'capital gains' :

(a) Mr. Kumar purchased a second hand motor car for his personal use on 20th January 2018, for Rs. 90,000 and sold it on 30th April 2021 for Rs. 1,20,000  
CII for 2017-18 : - 272,  
2021-22 : -317.

(b) Mr. Kumar bought equity shares on 17th November 2016 for Rs. 30,000. Fair market value of the shares on 31st January 2018 has Rs. 37,000. He sold the shares on 14th June 2021 for Rs. 48,000.  
CII for 2017-18 : 272

(c) He is also the owner of a residential house which he had acquired on 20th October, 2007 for Rs. 4,50,000. He purchased another residential house for Rs. 8,70,000 on 28th January, 2021. He sold the 1st house on 12th January, 2022 for Rs. 16,80,000 (SDV Rs. 17,50,000) through a broker who charged a commission of 3%  
CII for 2007-08; 129

What are the deductions and exemptions available under section 54B and 54D of the Income Tax Act under the head 'capital gains'.

5+5=10

(e) Mr. Sarma own a house property at Tezpur. It consists of three independent units of equal carpet area. The particulars about the house property is as under :

(a) Unit-A : Used for his residence

(b) Unit-B : Let out

(c) Unit-C : Used for own business

Municipal Value      Rs. 2,70,000 p.a.

Fair Rent              Rs. 2,76,000 p.a

Standard Rent        Rs. 2,40,000 p.a

Rent (Let out portion)    Rs. 7,000 p.m

Unrealised Rent for 3 months

Interest on money borrowed  
for construction of the  
property                      Rs. 2,10,000

Municipal Taxes paid      Rs. 27,000

Repairs expenses incurred    Rs. 24,000

Date of construction of the property :  
24.12.2015

Compute the income from house  
property of Mr. Sarma for the  
assessment year 2022-23.

**Or**

Explain the treatment of interest on loan taken for repair or renovation of a house property. Also state the conditions which are required to be fulfilled for an income to be taxed under the head 'income from house property'.

7+3=10

Total number of printed pages-7

14 (COM-4) 4046

2024

**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 mentions only fund based services ?

(A) Factoring, Leasing, Credit rating

(B) Factoring, Consumer Financing and Leasing

(C) Housing Loans, Venture Capital, Credit rating

(D) All of the above

Contd.

(ii) Read the following Statements and select the correct answer from the options :

**Statement I** : Group insurance scheme provides death benefit irrespective of the nature of the death of the insured.

**Statement II** : An insured employee who leaves his employer service can convert his group coverage into an individual policy of permanent insurance.

Answering options :

- (A) Only Statement I is correct
- (B) Only Statement II is correct
- (C) Both the Statements are correct
- (D) Both the Statements are wrong

(iii) As per IRDA (Insurance Brokers) Regulation, the license issued to an agent is valid for a period of

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

(iv) Merchant Bankers are required to be registered with

- (A) SEBI
- (B) RBI
- (C) NSDL
- (D) All of the above

(v) Find out whether the following Statements (mentioned in I, II and III) are True or False and select the correct answer from the options given below the statements :

- I. Interest and/or installment of principal remain overdue for a period of more than 90 days in respect of a term loan.
- II. The installment of principal or interest thereon remains overdue for one crop season for short duration crops.
- III. The installment of principal or interest thereon remains overdue for one crop season for long duration crops,

Answer options	I	II	III
(A)	True	True	True
(B)	True	False	True
(C)	True	True	False
(D)	False	False	True

Answer the following questions in about  
**30–50** words each :  $2 \times 5 = 10$

- (a) What are the various constituents of Indian Financial System ?
- (b) State the products and services offered by a bank under retail segment.
- (c) What is portfolio management service ?
- (d) What do you mean by insurable interest ?
- (e) Write the meaning of shadow credit rating.

3. Answer **any five** questions in about **100–150** words each :  $5 \times 5 = 25$

- (a) What functions are performed by merchant banks ?
- (b) Discuss the principle of insurable interest in insurance contract.

- (c) Distinguish between fund based and non-fund based financial services.
- (d) Bring out the interrelationship between primary and secondary capital market.
- (e) What are the eligibility conditions of a public issue ?
- (f) Write a short note on Sovereign Ratings.
- (g) Discuss the role of actuary in the insurance business.
- (h) Write a short note on 'green shoe option' ?

4. Explain how modern financial services have added new features to the conventional financial services. 10

**OR**

“A financial system is a set of financial institutions, instruments and markets that aims at providing financial services.” Discuss.

5. Explain the need for Asset and Liability Management in Banks. Also discuss various approaches of Asset and Liability Management. 10

**OR**

What is credit evaluation ? Discuss its process and role in managing non-performing assets in banks. 2+4+4=10

6. "Many companies prefer to issue IPOs in book building mode." Explain the reason thereof and the process of book building. 5+5=10

**OR**

Discuss the meaning and importance of corporatization of stock exchanges. Explain the process of corporatizing stock exchanges. 2+2+6=10

7. State the significance of credit rating and discuss the process of credit rating. 5+5=10

**OR**

Explain the concept of risk management in insurance business. What methods are adopted by insurance companies to manage various types of risk ? 5+5=10

Total number of printed pages-7

14 (COM-4) 4056

2024

**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) Product characteristics that customers find hard to evaluate even after consumption are known as

(a) Experience attributes

(b) Search attributes

(c) Credence attributes

(d) Physical attributes

Contd.

(ii) Which of the following is not an exception in a service delivery ?

- (a) Special request
- (b) Restitution
- (c) Handling complaints
- (d) Clean toilets and washrooms

(iii) Complex and high perceived risk service rely on

- (a) Remote channels
- (b) Personal channels
- (c) Self-service channels
- (d) Impersonal channels

(iv) A key tool to design new service or redesign existing ones is known as

- (a) Design tool
- (b) Service tool
- (c) Flowcharting
- (d) Blueprinting

(v) Which of the following is not an element of the service package ?

- (a) Supporting facility
- (b) Facilitating goods
- (c) Explicit services
- (d) Services recovery

(vi) The model that depicts the dimensions identified in the service environments as ambient conditions, space/functionality, signs, symbols and artifacts is known as

- (a) Servuction Model
- (b) Molecular Model
- (c) Servicescape Model
- (d) Tricomponent Model

(vii) Which of the following is not useful in handling situations when demand is more than the optimum level ?

(a) Identify peak periods and communicate it to customers

(b) Offer incentives during high demand period

(c) Recognise regular customer and serve them first

(d) Schedule services segmentwise

(vii) Flowcharting customer service processes

(viii) Challenges of service communication

3. How does the tangibility-intangibility continuum enable effective positioning of service offers ? Service marketers must 'tangibilise the intangible'. Explain the statement citing examples of service products.

7+5=12

**Or**

Explain how service offers are different from physical products. Also highlight the marketing implications of each of the distinctive service characteristics. 5+7=12

4. Describe the service oriented approach as a means to avoid the 'Strategic Management Trap'. Explain the 'Servuction Model' of Service Marketing. 8+4=12

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

(i) The Service Triangle

(ii) Molecular Model of services

(iii) Dimensions to measure service quality

(iv) Types of service attributes

(v) Zone of tolerance

(vi) Branding strategies for service

**Or**

Explain the concept of 'flower of service'.  
Describe the issues involved in the  
development of a basic service package (BSP).

7+5=12

5. How can companies differentiate their pricing  
strategies to gain a competitive market ?  
Explain the role of frontline employees in  
delivering quality services. 6+6=12

**Or**

Describe the various factors that need to be  
considered while choosing a service location.  
What challenges do service marketers face  
in managing the people element ? 7+5=12

6. Describe the components of the servicescape.  
How can service providers use tangible  
aspects to enhance perceived quality of their  
offering ? 7+5=12

**Or**

What is the service recovery paradox ? Why  
is it best to deliver service as planned even if  
the paradox does hold good in specific  
context ?

---

Total number of printed pages-4

14 (COM-4) 4076

2024

**COMMERCE**

Paper : COM-4076

**(International Business)**

Full Marks : 80

Time : Three hours

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

**Answer Questions Nos. 1, 2 and any five from the rest.**

1. Choose the correct option from the following :  
1×5=5

(a) ASEAN has its headquarters in which city ?

(i) Kuala Lumpur

(ii) Bangkok

(iii) Jakarta

(iv) Hanoi

Contd.

- (b) In case of new tariff barriers outright prohibition of trade in certain commodities is called
- (i) quotas
  - (ii) standards
  - (iii) sanctions
  - (iv) Embargoes
- (c) Copyright as an intellectual property includes which of the following formats ?
- (i) literary
  - (ii) artistic
  - (iii) musical form
  - (iv) All of the above
- (d) When one company purchases another company and its assets it is known as
- (i) merger
  - (ii) acquisition
  - (iii) takeover
  - (iv) strategic alliance
- (e) Which of the following is not a function of IMF ?
- (i) Exchange stability
  - (ii) Credit facilitation
  - (iii) Technical assistance
  - (iv) Poverty reduction

2. Write short notes on : **(any five)**  $3 \times 5 = 15$
- (i) Plant variety rights as an intellectual property
  - (ii) Reverse merger
  - (iii) Currency convertibility
  - (iv) Global Depository Right (GDR)
  - (v) Benefits of DTAA
  - (vi) Customs Union
  - (vii) Pillars of FTP 2023
3. How does cultural differences affect business performance in MNCs ? Explain with examples across the globe.  $6 + 6 = 12$
4. Discuss about the motivations that lead to the formation of regional integration. In this context compare the regional integration initiatives of major integrations in the Asia-Pacific region.  $4 + 8 = 12$
5. In what different ways India's Export-Import Policy and Foreign Trade Policies have impacted the growth of International Business ? Discuss.  $12$

6. Explain the role of (i) WTO (ii) IMF (iii) World Bank in trade facilitation, procreation and performance in world economy.  $4+4+4=12$
  7. What are Intellectual Property Rights ? Also explain various issues related to it.  $4+8=12$
  8. Highlight few examples of synergies that can be achieved through merger and acquisitions. Also with appropriate examples discuss about the reasons of successes and failures of few famous global M&As.  $4+8=12$
  9. What is foreign exchange risk ? Also explain the types of foreign exchange exposures and devise few strategies to manage them.  $3+6+3=12$
-

Total number of printed pages-4

14 (COM-4) 4016

2024

**COMMERCE**

Paper : COM-4016

**(Strategic Management)**

Full Marks : 80

Time : Three hours

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

1. Choose the correct option :  $1 \times 5 = 5$
- (i) Which of the following best defines the term "strategic alliance" ?
- (A) A contract between *two* companies to reduce competition
  - (B) A merger between *two* companies to form a new entity
  - (C) A formal agreement between two or more parties to pursue a set of agreed-upon objectives needed while remaining independent organizations
  - (D) A decision by a company to go public

Contd.

- (ii) What role does corporate governance play in strategic management ?
- (A) It ensures that strategic decisions comply with company ethics and regulations
  - (B) It is solely responsible for the day-to-day operational decisions
  - (C) It handles disputes between employees within the company
  - (D) It focuses on external marketing strategies only
- (iii) Which of the following is NOT typically considered a core component of strategic management ?
- (A) Environmental scanning
  - (B) Strategy formulation
  - (C) Human resources recruitment
  - (D) Strategy implementation
- (iv) In the context of Porter's Five Forces, what does the threat of substitute products refer to ?
- (A) The risk that existing products could be replaced by new technologies
  - (B) The potential for customers to switch to a competitor's product
  - (C) The danger that products similar to those offered by the company could appear at a lower price
  - (D) All of the above

- (v) What does the "competitive advantage" of a company refer to ?
- (A) The company's ability to maintain the highest stock prices in the industry
  - (B) The company's ability to produce goods at the lowest cost possible
  - (C) The company's ability to perform in one or more ways that competitors cannot easily match or exceed
  - (D) The company's policy on employee benefits and compensation

2. Answer the following : **(any five)** 5×5=25

- (i) How can value chain analysis help a firm gain a competitive advantage ?
- (ii) Explain the significance of vision and mission statements in the strategic planning process.
- (iii) How does McKinsey's 7-S framework apply to strategic management ?
- (iv) Describe how the Board of Directors influences strategic decisions and policy-making in different types of organizations.
- (v) Explain the concept of synergy in the context of internal corporate analysis.
- (vi) How is the Boston Consulting Group's Growth-Share Matrix applied in strategic planning for product portfolios ?

(vii) Outline the key elements involved in the evaluation and control of strategy.

3. Answer the following : **(any five)**  $10 \times 5 = 50$

(i) How does the external environment influence strategic decision-making ? Describe the use of one tool for environmental analysis.  $4+6=10$

(ii) Examine the strategic rationale behind mergers and acquisitions in the contemporary business environment.

(iii) Explain how understanding cost levels, performing break-even analysis, and utilizing financial ratios can aid strategic decision-making and financial planning.

(iv) Analyze the challenges associated with the implementation and evaluation of strategic plans.

(v) Discuss how Michael Porter's Generic Strategies—cost leadership, differentiation, and focus—help companies gain a competitive edge.

(vi) How can the Balanced Scorecard be used by companies to improve strategic performance ?

(vii) Explain the concept of retrenchment and outline the typical steps a company would take to execute this strategy effectively.  $4+6=10$

Total number of printed pages-4

14 (COM-4) 4026

2024

**COMMERCE**

Paper : COM-4026

**(Entrepreneurship Management)**

Full Marks : 80

Time : Three hours

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

**Answer Questions Nos. 1, 2 and any five from the rest.**

1. Choose the correct option for each of the following : 1×5=5
- (a) According to McClelland, achievement-oriented entrepreneurs are
- (i) High risk takers
  - (ii) moderate risk takers
  - (iii) low risk takers
  - (iv) uncertainty beares only

Contd.

(b) Opportunity, team and resources are key elements in which model of entrepreneurship ?

- (i) Hoselitz
- (ii) Timmons
- (iii) Cochran
- (iv) Max Weber

(c) An individual who has minority or majority stakes in two or more independent businesses, either new, purchased or inherited, are called

- (i) habitual entrepreneurs
- (ii) portfolio entrepreneurs
- (iii) minority entrepreneurs
- (iv) ethnic entrepreneurs

(d) Which of the following comes foremost in the process of creativity-innovative entrepreneurship process ?

- (i) Novelty
- (ii) Patentability
- (iii) Technical feasibility
- (iv) All of the above

(e) The process entrepreneurs use to exit a business and realise their investment is

- (i) building
- (ii) growing
- (iii) harvesting
- (iv) planning

2. Write short notes on : **(any five)**  $3 \times 5 = 15$

- (a) Creative destruction
- (b) Types of risk in entrepreneurship
- (c) Blue Ocean strategy
- (d) Business angles
- (e) Entrepreneurship ecosystem
- (f) Peter Drucker and innovation
- (g) Social entrepreneurship

3. Discuss about the various classical and modern theories that have contributed towards the growth of entrepreneurship. Also, explain how entrepreneurship evolved in India.  $6+6=12$

4. What do you know about the reservation of items in the small scale sector ? What are the objectives and economic significance of this sector ? Discuss briefly.  $4+8=12$

5. Differentiate between strategic plan and business plan. Also discuss the steps involved in business planning process for establishing a particular industry of your choice in North-Eastern Region.  $2+10=12$
6. What are the functions of GEM ? In this context discuss about the salient features of GEM reports in various categories over the last *five* years.  $2+10=12$
7. What do you know about the modes of state intervention and assistance to (i) New, and (ii) Existing small firms in India ? Discuss.  $6+6=12$
8. Explain about the fund management, sources and respective challenges for start-ups and innovative MSME's in the country.  $6+6=12$
9. Identify *three* most effective entrepreneurs as per the latest Forbes List and bring out the entrepreneurial traits in them. Also, highlight the challenges faced in their entrepreneurial journey and how they have tackled the resistive situations.  $4+4+4=12$
-