

Goa Vidyaprasarak Mandal's
Gopal Govind Poy Raiturcar College of Commerce and Economics,
Ponda Goa

M.Com. Semester II

ISA I February 2025

COM-504 Marketing and Consumer Behaviour

Time: 1 hour

Marks: 20

I. Answer the following questions. (Marks) (CO) (BL)

1. What are the key economic factors that influence market demand in a given industry?
(05) (CO1) (BL2)
2. Explain the interrelationship between segmentation, targeting, and positioning in the marketing process.
(05) (CO1) (BL3)
3. What are the most significant marketing trends that have emerged in the past five years?
(05) (CO1) (BL3)
4. Imagine you are an entrepreneur in the fitness industry specializing in health foods. What innovative marketing strategies would you adopt to not only promote your products but also build a strong, recognizable brand in a highly competitive market?
(05) (CO1) (BL5)

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COM-505 Management of Mutual Funds

Time: 1 hour

Marks: 20

I. Answer the following questions. (Marks) (CO) (BL)

1. What are the key benefits of investing in mutual funds compared to fixed deposits (FDs) for an investor whose primary objective is to maximize returns?

(05) (CO1) (BL2)
2. Explain any 5 types of Mutual Funds in India.

(05) (CO1) (BL2)
3. Explain the organizational structure of Mutual Funds in India with the help of an example.

(05) (CO1) (BL2)
4. What are the key changes that Mutual Funds have undergone over the last several years?

(05) (CO1) (BL3)

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COM-506: Security Analysis & Portfolio Management

Time: 1 hour

Marks: 20

(Marks) (BL) (CO)

Q.1. Answer the Multiple Choice Questions

- a) Mr. A purchased a stock in the stock market. His holding period returns depend on the
- a. Purchase price of the stock
 - b. The selling price of the stock
 - c. Dividends paid to the stock
 - d. All of the above
- (1)(1)(2)
- b) The _____ is the coupon payment as a percentage of the current market price
- a. Current Yield
 - b. Yield to Maturity
 - c. Coupon rate
 - d. All of the above
- (1)(1)(2)

Q.2. Answer any Four of the following Questions

- i. What is a zero coupon bond? (2)(1)(2)
- ii. Ann's bond portfolio manager advises her to buy a seven-year, ₹5000 face value bond that gives 8% annual coupon payments. The bond is currently selling at ₹4700. Calculate YTM and guide Ann on her manager's choice. (2)(3)(2)
- iii. Determine Macaulay's Duration of a bond that has a face value of ₹1000 with a 10 % annual coupon rate and a three-year term to maturity. The bond yield to maturity is 12%. (2)(2)(2)
- iv. The Company paid a dividend of ₹1.8 per share. The dividends in subsequent years are expected to grow at the rate of 12% per year. If the required rate of return is 14% per year, what should be its price? The prevailing market price is ₹75 (2)(2)(2)
- v. Explain the single-period valuation model. (2)(2)(2)

Q.3. Discuss bond value theorems.

(5)(1)(2)

Q.4. Mr. Vijay is trying to determine the value of River Valley Corporation's common stock. He wants to hold the stock for five years and the estimated earnings growth rate is 10%. The dividend payout ratio is 50%. The ending P/E ratio is expected to be ₹20 and the current earnings per share is ₹5. If the required rate of return is 16%, what should be the price of the River Valley stock?

(5)(3)(2)

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M.Com. Semester II
ISA I February 2025
COM-507: Financial Derivatives

Time: 1 hour

Marks: 20

(Marks) (BL) (CO)

Q.1. Answer the Multiple Choice Questions

- 1) Which of the following is a characteristic of a forward contract?
 - a. Standardized terms
 - b. Traded on an exchange
 - c. Customized contracts
 - d. Daily mark-to-market settlement (1)(1)(2)
- 2) What is the main difference between a speculator and a hedger?
 - a. Speculators trade only in equities, while hedgers trade in bonds.
 - b. Speculators aim to profit, while hedgers aim to manage risk.
 - c. Speculators focus on long-term growth, while hedgers focus on short-term returns.
 - d. Speculators avoid risk, while hedgers take risks (1)(1)(2)

Q.2. Answer any Four of the following Questions

- i. What are Stock Index Futures? (2)(1)(2)
- ii. Assume that the current price of a stock index is ₹3000. The three month interest rate is 10% per annum, and the expected rate of the dividend yield over the next 3 months is 6% per annum calculate the theoretical future price for the future contract. (2)(3)(3)
- iii. What is the Reverse Cost of Carry? (2)(2)(2)
- iv. A fund manager anticipates to receipt of ₹ 10,00,000 on January 10 and intend to use it to buy a balanced portfolio of Indian equities. He fears that one month later , stock prices will rise before the money id received. He can enter in future contract and can buy contract at ₹ 2200, current index is at ₹ 2200. Which hedging strategy he should apply to manage the risk and why? (2)(2)(3)
- v. Explain the single-period valuation model. (2)(2)(2)

Q.3. Discuss different types of hedging strategies.

(5)(1)(2)

Q.4. Mr. Akash hedges his portfolio against the position in the future contract. He bought five lot of Nifty 50 Future contracts to manage his risk against market volatility. Following are the details of his contracts

Particulars	Details	Dates	Future closing Prices in ₹
Symbol	Nifty 50	13 th Jan 2025	23162.10
Buy date	13-Jan-2025	14 th Jan 2025	23271.75
Buy price	₹23,112.10	15 th Jan 2025	23265.90
Lot size	75 per lot	16 th Jan 2025	23377.50
(Span + Exposure= Total)	8% + 6% = 14%	17 th Jan 2025	23267.20

Calculate M2M

(5)(3)(2)

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COM-525 Direct Taxes

Time: 1 hour

Marks: 20

I. Answer the following questions.

(Marks) (CO) (BL)

1. List and explain the five heads of income as classified under Section 14 of the Income Tax Act. **(02) (CO1) (BL1)**
2. Briefly explain the advantages of Direct Taxes. **(02) (CO1) (BL2)**
3. What are the differences between the New Tax Regime and the Old Tax Regime?

(02) (CO1) (BL2)

II. Answer the following questions.

1. Mr Piyush Goel an Indian Citizen, leaves India for the first time on September 20, 2021 for the purpose of employment. He comes to India for a visit of 146 days on April 10, 2022. He finally came back on May 16, 2023. He earned the following income in the previous year -

- Rental Income of Rs. 40,000 received in India on May 12, 2023.
- Interest Income of Rs. 32,000 received outside India in the previous year, and at the same time, it is accrued outside India.

Find out the residential status of Piyush for the assessment year 2024-25 and determine the changeability of the above income. **(07) (CO1) (BL3)**

2. Mr Amit Shah, for the assessment year 2024-25, submits the following information.

	House I (Rs.)	House II (Rs.)
Municipal Valuation	360,000	350,000
Fair Rent	350,000	320,000
Standard Rent	300,000	500,000
Annual Rent	600,000	420,000
Unrealized rent for 2023-24	10,000	80,000
Municipal tax paid by Owner	40,000	50,000

Municipal tax paid by Tenant	10,000	20,000
Loss due to vacancy	100,000	140,000
Repairs	60,000	25,000
Collection Charges	15,000	30,000
Interest on Capital borrowed for acquiring the house property	Nil	140,000
Nature of occupation	Let Out for Residence	Let out for Business

Determine the Income from the House Property with the help of the above information for the assessment year 2024-25.(07) (CO1) (BL3)