



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001 : 2015 Certified

NOTICE

ATKT Internal Examination May, 2021 BMS & BBI (SEM. 5)

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. Date of Submission of the Projects-

for BMS: on or before 1st May, 2021, 12 noon only

for BBI: on or before 3rd May, 2021, 12 noon only.

2. Students must write their internal atkt project in their own handwriting on A4 size foolscap paper. On top of every page the student has to write his Complete Name, Program (Dept.), Semester, Roll no., Class and Contact No.

3. Student has to scan:

- a) the questions allotted to him,
- b) atkt fee payment receipt and
- c) all the pages of his project answer sheets.

4. All the scanned documents (mentioned in point 3 above) have to be mailed to durgesh.k@dalmialionscollege.ac.in on or before the date and time mentioned in point 1 above.

5. After submission of the project, there will be a viva voce on the internal atkt project topic as per the schedule mentioned below:

- a) for BMS: 3rd May, 2021 (Special Studies in Marketing - 10.00 am & IAPM 10.30 am)
- b) for BBI: 4th May, 2021 (10.00 am).

For the viva voce, a google meet link will be sent in the atkt group (already formed). **Student has to appear for the viva voce in formal only.** If the student fails to remain present for the viva voce he will be marked ABSENT and lose marks for the same.

6. Any submissions after the date and time (mentioned in point 1.) will not be accepted and entertained under any circumstances.

Durgesh Kenkre
Exam Convenor

Prof. Subhashini
Vice Principal, SFC

Dr. Kiran Mane
I/c Principal

B.M.S. (SEMESTER 5)

1) INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT-

a) Mr. Francis Pereira:

- i) Define investment and its need. Explain the criteria for making investment.
- ii) Define risk. Distinguish between systematic risk and unsystematic risk with examples.
- iii) Explain the Portfolio Management process in detail.
- iv) Write a note on Candlestick chart.
- v) What are the basic principles of Technical Analysis?
- vi) List the assumptions to CAPM.

2) SPECIAL STUDIES IN MARKETING

a) Ms. Stella Massey:

- i) Define consumer behaviour. List the factors affecting consumer behaviour.
- ii) Write a note on hierarchy models (AIDA).
- iii) Explain the concept of IMC (with respect to its definition, features and advantages)
- iv) Define a brand and brand positioning. List the guidelines for effective positioning.
- v) How is direct marketing different from personal selling?
- vi) What are the problems faced in media planning?

B.B. I. (SEMESTER 5)

1) Mr. Rohit Yadav:

a) International banking and finance:

- i) State the major Principles of International Finance.
- ii) Explain the concept of FPI. State the pros and cons of FPI in a country.
- iii) Define the concept of Arbitrage. Explain in detail the 3 types of arbitrages.
- iv) What do you understand by FOREX Risk Management? State the features of FOREX Risk Management.
- v) What are the limitations of using Cryptocurrency?
- vi) How can commercial banks extend their export finance facility?

b) Research Methodology:

- i) Explain in detail different types of research reports.
- ii) Explain F test and Paired Sample test.
- iii) Explain Types of primary data collection.
- iv) Explain Non probability methods of sampling.
- v) Explain qualitative and quantitative methods of research.
- vi) Write a short note on: multidimensional scaling and discriminant analysis.

c) Financial Reporting and Analysis:

- i) A bank has discounted the following bills:

Drawn on	Due date	Amount (Rs.)	Rate of discount
22/1/2019	20/4/2019	150000	12% p.a.
14/2/2019	17/5/2019	120000	13% p.a.
27/2/2019	29/4/2019	250000	12.5% p.a.
4/3/2019	12/5/2019	180000	13.5% p.a.

Calculate the amount of closing rebate on bill discounted assuming that bank closes its books on 31st March, every year.

- ii) From the following information given to you by Zed Bank Ltd. prepare their Profit & Loss Account for the year ended 31/3/2019:

Interest on cash credit Rs.500, Interest on overdraft Rs.300, Interest on term loan Rs.1200, Discount on bill Rs.450, Rebate on bill discounted on 1/4/2018 Rs.100, Rebate on bill discounted on 31/3/2019 Rs.50, Interest from RBI Rs.60, Interest from SBI Rs.140, Income from investments Rs.20, Interest on savings deposit Rs.200, Interest on Fixed (term) deposit

Rs.300, Interest on current account Rs.10, Interest to A Bank Ltd. Rs.90, Commission Rs.160, Exchange and Brokerage Rs.140, Locker Rent Rs.25, Salaries to staff Rs.120, Rent Rs.80, Depreciation Rs.20, Legal charges Rs.30, Insurance Rs.15, Printing & stationery Rs.135.

Transfer 25% to Statutory Reserve. Balance in Profit & Loss Account on 1/4/18 was Rs.125.

iii) RT Bank Ltd. has the following advances as on 31/3/19:
Standard assets Rs.10000, Sub-standard assets (all secured) Rs.6000, Loss assets Rs.1000, Doubtful assets (20% unsecured) 0-1 year Rs.1000, 1-3 years Rs.2000 and above 3 years Rs.3000.
Determine the amount of provision to be made.

iv) Jay Insurance Ltd. a general insurance company gives you following information for the year ended 31/3/19:

Balance of Fire fund on 1/4/18 Rs.1000, Premium earned Rs.6000, Claims incurred Rs.3000, Premium on reinsurance accepted Rs.1000, premium on reinsurance ceded Rs.1500, claims on reinsurance accepted Rs.1500, claims on reinsurance ceded Rs.1000, Rent, rates and taxes Rs.200, Depreciation Rs.150, Salaries Rs.400, Advertisement Rs.300, claims due on 1/4/18 Rs.600, claims due on 31/3/19 Rs.700, commission on reinsurance accepted Rs.150, commission on reinsurance ceded Rs.250, commission on direct business Rs.500, interest, dividend and rent (gross) Rs.300, TDS on interest, dividend and Rent Rs.30, expenses of management Rs.500.

Prepare a Revenue Account.

v) Write a short note on: Increasing role of Whistle - blowing and Use of fair value as deemed cost.

d) Auditing:

- i) Differentiate between Accounting and Auditing.
- ii) Write a short note on: Concurrent audit and Annual audit.
- iii) How will you vouch Interest and Dividend received and Petty cash expenses?
- iv) How will you verify the following: Furniture and fixtures and Secured loans?
- v) Distinguish between internal audit and external audit.
- vi) 'Test check and Audit sampling are not the same'. Justify.

e) Strategic Management:

- i) Explain the different levels of strategic management.
- ii) Define a strategy. Explain the process of strategic choice.
- iii) List the importance of evaluation.
- iv) What are the various tools of Strategic control? Explain each in brief.
- v) What are the various principles of a good strategy?
- vi) List the impact of legal factors in strategic management.

f) Financial Services Management:

- i) Distinguish between Fund based activities and non- fund based activities.
- ii) Explain the problems faced by merchant banking in India.
- iii) What are the reasons for the slow growth of Mutual Funds?
- iv) Write short notes on : Securitisation structure and Benefits of securitisation.
- v) Distinguish between futures and forwards.
- vi) List the services and functions of a depository.