CHOICE BASED CREDIT SYSTEM

M.COM FOURTH SEMESTER DEGREE EXAMINATION MAY 2024

Merchant Banking and Financial Services

Duration:3 Hours   Max Marks:70

I. Answer any THREE of the following :   (3×5= 15 Marks)

1. Discuss the responsibilities of 'Merchant Banker'.

2. Discuss the role of 'Special Purpose Vehicle'.

3. Explain the benefits of opening a Demat A/c.

4. How sale and lease back can be a financing option? Explain.

II. Answer the following question :   (1×10= 10 Marks)

5. Ramesh buys a financial asset from the RBI. This financial asset is an instrument of short term borrowing. He has bought it because he doesn't want to take risk and wants an assured return. This instrument is a promissory note. It is highly liquid. This instrument is also known as Zero Coupon Bond. On this instrument is written T-91.

   1. Which financial asset is indicated in the above case?
   2. On whose behalf does the RBI issue this instrument?
   3. Why is this instrument called as the Zero Coupon Bond?
   4. What does T-91 denote here?
   5. What is the minimum amount for which this instrument is available?

III. Answer any THREE of the following :   (3×15= 45 Marks)

6. Explain the features of 'Mutual Funds'. Compare the characteristics of a mutual fund investment with a bank deposit.

7. Discuss the uses of credit rating to the Issuer, investor and intermediaries.

8. Discuss the differences beween 'Angel Investment' and 'Venture Capital Financing'.

9. Discuss the various ways by which Credit Rating Agencies can collect information for the companies.

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CHOICE BASED CREDIT SYSTEM

M.Com. FOURTH SEMESTER DEGREE EXAMINATION MAY 2024

Strategic Management

Duration:3 Hours   **Max Marks:70**

I. Answer any THREE of the following :   **(3×5= 15 Marks)**

1. Distinguish between the concepts of vision and mission.

2. Write a short note on 'SWOT' Analysis and 'PEST' Analysis.

3. What is the significance of game theory, and how does it apply to decision-making in various fields?

4. Write a short note on VRIO Analysis.

II. Answer the following question :   **(1×10= 10 Marks)**

5. Under the leadership of Dennis Kozlowski, who became the CEO of Tyco in 1990, the company's revenues expanded from $3.1 billion to almost $40 billion. Most of this growth was due to a series of acquisitions that took Tyco into a diverse range of unrelated businesses. Kozlowski was initially lauded in the business press as a great manager who bought undervalued assets and then enhanced their value by imposing tight financial controls at the acquired companies. Certainly, both profits and the stock price advanced a healthy clip during much of the 1990s.

   Tyco financed the acquisitions by taking on significant debt commitments, which by 2002 exceeded $23 billion. As Tyco expanded, some questioned the company's ability to service its debt commitments. Others claimed that management was engaging in "accounting tricks" to pad its books and make the company appear significantly more profitable than it actually was. Tyco's defenders pointed out that its accounts were independently audited every year, and the outside accountants had detected no problems. These criticisms, which were ignored for some time, were finally shown to have some validity in 2002 when Kozlowski was forced out by the board and subsequently charged with tax evasion by federal authorities.

   Among other charges, authorities claimed that Kozlowski treated Tyco as his personal treasury, drawing on the company funds to purchase an expensive Manhattan apartment and a world-class art collection that he obviously thought were befitting of the CEO of a major corporation. Kozlowski even used company funds to help pay for an expensive birthday party for his wife. Kozlowski was

replaced by a company outsider, Edward Breen. In 2003, after a special audit requested by Breen, Tyco took a $1.5 billion charge against earnings for accounting errors made during the Kozlowski era (i.e., Tyco's profits had been overstated by $1.5 billion during Kozlowski's tenure). Breen also set about dismantling parts of the empire that Kozlowski had built, divesting several businesses.

After a lengthy criminal trial in June 2005, Dennis Kozlowski and Mark Swartz, the former chief financial officer of Tyco, were convicted of 23 counts of grand larceny, conspiracy, securities fraud, and falsifying business records in connection with what prosecutors described as the systematic looting of millions of dollars from the conglomerate (Kozlowski was found guilty of looting $90 million from Tyco). Both were sentenced to jail for a minimum of eight years. As for Tyco, in 2006, CEO Ed Breen announced that the company would be broken up into three parts, a testament to the strategic incoherence of the conglomerate that Kozlowski built.

Case Questions:

1. Under the leadership of Dennis Kozlowski, Tyco grew rapidly for a decade. Why do you think Kozlowski pursued his growth through acquisition strategy? How did it benefit Tyco? How did it benefit Kozlowski?

    (4 Marks)

2. What do you think leads top managers to engage in accounting manipulations to pad earnings, as apparently happened to Tyco?

    (3 Marks)

3. During the period when Tyco's profits were apparently overstated to the tune of $1.5 billion, its accounts were audited every year by a major independent auditing firm that signed off on them. Why do you think that the accounting firm did not catch the manipulation in Tyco?   **(3 Marks)**

III. Answer any THREE of the following :   (3×15= 45 Marks)

6. Explain the level of strategies according to the type of company with relevant examples.

7. Apply a PESTEL analysis to unravel the influences of external environment on strategic decisions.

8. "Corporate strategy making is an ongoing process." Discuss.

9. Explain in detail the BCG Model with suitable illustrations.

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CHOICE BASED CREDIT SYSTEM
M.COM FOURTH SEMESTER DEGREE EXAMINATION MAY 2024
Data Management and Big Data Analytics

Duration:3 Hours   **Max Marks:70**

I. Answer any THREE of the following :   (3×5= 15 Marks)

1. Discuss in detail any three typical data sources that are responsible for generating high data volumes.

2. Describe any three ICT developments that have accelerated the pace of Big Data adoption in businesses.

3. Highlight the significance of Data Warehouses and Data Marts for an Enterprise.

4. With an illustrative example, explain the atomicity property of ACID based transaction management systems.

II. Answer the following question :   (1×10= 10 Marks)

5. A multinational technology-based company started as an online bookseller. It later diversified and today focuses on eCommerce, digital streaming, and artificial intelligence. It hosts around 1 billion gigabytes of data across thousands of servers. Through the incorporation of data science and big data, it stays ahead in providing for its customers. Discuss with examples where data analytics can be used for price optimization, fraud detection.

III. Answer any THREE of the following :   (3×15= 45 Marks)

6. Describe the type of questions that can be answered through
    1. Descriptive Analytics
    2. Diagnostic Analytics
    3. Predictive Analytics
    4. Prescriptive Analytics

7. Discuss the various steps that lead up to Data validation and Cleansing in the data analytics cycle.

8. Consider a file containing sales details of item name and the quantity sold saved in a text file sales.txt. Explain the working of the MapReduce framework on the file sales.txt with a suitable illustartion.

9. Describe with suitable examples, the four types of Visual Analysis techniques.

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CHOICE BASED CREDIT SYSTEM
M.COM FOURTH SEMESTER DEGREE EXAMINATION MAY 2024
Social Media and Network Analytics

Duration:3 Hours   **Max Marks:70**

I. Answer any THREE of the following :   (3×5= 15 Marks)

1. Analyse the significance of Social Media.

2. Explain customized sentiment analysis in X (Twitter).

3. What is 'Venue Graph'? How we can analyse venue graph using Foursquare data.

4. Explain 'Document Object Model' in detail.

II. Answer the following question :   (1×10= 10 Marks)

5. Give an example case of any organization, which effectively can use or has used micro blogging social media X(Twitter), for achieving its business goal.

III. Answer any THREE of the following :   (3×15= 45 Marks)

6. Design steps for performing bigram analysis over data obtained from Github API.

7. How twitter is unqiue when it comes to social media analytics. Explain detailed analysis that can be carried out in twitter.

8. Explain with example various types of centrality analysis you can perform on a graph.

9. Summarize the steps for performing Text Mining with Spark.

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