

## SRI VENKATESWARA UNIVERSITY : TIRUPATI

Table-6: B.Com (GEN); B.Com (Tax)- Semester – VI

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours**	Credits
1.	DSC 1 G	6.1 Advanced Cost Accounting	100	25	75	6	4
2.	DSC 2 G	6.2 Auditing	100	25	75	6	4
3.	DSC 3 G	6.3 Management Accounting	100	25	75	6	4
4.	Elective-DSC 1 H/Inter- disp./Gen. Elec.	<b>Cluster Electives -1</b> <b>Banking &amp; Financial Services</b>	100	25	75	5	4
		6.4 Financial Services	100	25	75	5	4
		6.5 Marketing of Financial Services	100		100	5	4
5.	Elective-DSC 2 H/Inter- disp./Gen. Elec.	6.6 <b>Project Work#:</b> Working with Financial Services Firms on Documentation for Sanction of Loans and financial Services					
6.	Elective-DSC 3 H/Inter- disp./Gen. Elec.						
<b>Total</b>			600			33	28
<b>Grand Total</b>							

**NOTE: OPT ONE ELECTIVE FROM THE ABOVE ELECTIVES AND THAT SHOULD BE RELEVANT TO THE ELECTIVE IN THE V SEMESTER I.E. IF TAKEN FIRST ELECTIVE IN V SEMESTER IN VI SEMESTER ALSO SHOULD SELECT FIRST ELECTIVE VISE VERSA**

**NOTE:# PROJECT WORK EVALUATED BY THE COMMERCE EXTERNAL EXAMINER TALLY PRACTICAL'S SHOULD BE EVALUATED BY THE COMMERCE BACKGROUND EXTERNAL EXAMINER**

**DSC 1 G 6.1 Advanced Cost Accounting**

**Unit-I: Preparation of Reconciliation statement :** Reasons for the differences between the cost profit and Financial Profit – Reconciliation of the cost profit with the financial profit vice versa (including problems)

**Unit-II: Process Costing :** Introduction and meaning of process costing – Manufacturing companies with suitability of process costing – preparation of process accounts with loss in weight, normal loss, abnormal loss and abnormal gain (including problems)

**Unit-III: Operating Costing :** meaning and the various types of operating costing businesses i.e. Transport costing Problems with Transport Costing only, relating to – operating Cost per kilo meter and passenger Kilo meter.

**Unit-IV: Standard Costing -** meaning of standard cost and actual cost – variances – problems on Material variances only – Material cost variance, Material price variance, Material Quantity variance, Material Mix variance, Material sub usage variance, Material yield variance etc.

**Unit-V: Budget Costing :** Meaning of budget – Importance of budget costing – Preparation of budgets – Problems on the preparation of fixed budget and flexible budget only.

**References:**

1. Cost Accounting and Management Accounting – T.S. Reddy and Hariprasad Reddy, Margham publications, Chennai
2. Methods of costing – S.P. Jain and K.L.Narang Kalyani Publishers
3. M.N. Aurora – A test book of Cost Accounting, Vikas Publishing House Pvt. Ltd.
4. S.P. Iyengar – Cost Accounting, Sultan Chand & Sons.
5. Nigam & Sharma – Cost Accounting Principles and Applications, S.Chand & Sons.
6. S.N .Maheswari – Principles of Management Accounting.
7. I.M .Pandey – Management Accounting, Vikas Publishing House Pvt. Ltd.
8. Sharma & Shashi Gupta – Management Accounting, Kalyani Publishers. Ludhiana.
9. Cost Accounting problems – Khanna Ahuja Pandey

**Sri Venkateswara University**  
**Model Paper**  
**III B.Com**  
**Semester – VI, April, 2018**  
**DSC 1G 6.1 – ADVANCED COST ACCOUNTING**

**Time: 3 hours**

**Max.Marks: 75 M**

**Section – A**

**Answer any FIVE questions, each question carries 3 marks**

**5 X3=15**

1. a) Companies with suitability of process costing    b) Abnormal Loss  
c) Features of process costing    d) Operating costing  
e) Transport costing    f) Standard costing  
g) Material variance    h) Budget

**Section – B**

**Answer any ONE question from each unit.**  
**Each question carries 12 marks**

**5X12 =60**

**UNIT-I**

2. Prepare a statement of reconciliation from the following:

	Rs.
Net loss as per cost accounts	34,500
Net loss as per financial accounts	40,950
Works overhead under recovered in costing	6,240
Administrative overhead recovered in excess	3,400
Depreciation recovered in costing	11,200
Depreciation charged in financial accounts	12,500
Interest on investments not included in costing	6,000
Goodwill written off	5,000
Provision for doubtful debts in financial accounts	1,260
Stores adjustment credit in financial accounts	950
Loss of stock charged in financial accounts	3,000

(OR)

3. In a factory, works overheads are absorbed at 100% of labour cost and office overheads at 20% of works cost.

Prepare i) Cost Sheet ii) Profit & loss account and iii) Reconciliation Statement if the total expenditure consists of :

	Rs.
Material	24,600
Wages	33,200
Factory expenses	32,840
Office expenses	22,420
10% of the output is in stock at the end and sales are Rs.1,38,400	

## UNIT-II

4. 100 units are introduced into process A at a cost of Rs.9,600 and an expenditure of Rs.4,800 is incurred. From the past experience, it is assessed that wastage normally arises to the extent of 15% of units introduced. The scrap value is at Rs.10 per unit. The actual output of process A is 90 units, transferred to process B. In process the output is 75 units which is transferred to Finished goods account and the scrap expected in B is 10%. The expenditure of Materials for Rs.4,800, Labour Rs.3,600 and other expenses Rs.5,400. The scrap value is at Rs.15 per unit Prepare Process Accounts, Abnormal Gain & Loss Account and Normal Loss Account.

(OR)

5. The product of a company passes through two processes to completion known as X and Y. From past experience it is ascertained that loss is incurred in each process as:

Process X – 2% Process Y – 5%

In each case, the percentage of loss is computed on the number of units entering the process concerned. The loss of each process possesses a scrap value. The loss of processes X and Y is sold at Rs. 5 per 100 units. The output of each process passes immediately to the next process and the finished units are passed into stock.

	Process X	Process Y
	Rs.	Rs.
Materials consumed	6,000	4,000
Direct labour	8,000	6,000
Manufacturing expenses	1,000	1,000

20,000 units have been issued to Process X at a cost of Rs.10,000. The output of each process has been as under:

Process X 19,500; Process Y 18,800

Prepare Process Accounts.

### UNIT-III

6. Sri Lakshmi Travels, a transport company is running a fleet of six buses between two towns 75 kms.apart. The seating capacity of each bus is 40 passengers. The following particulars are available for the month of April 2017.

	Rs.
Wages of Drivers, Conductors, etc.	14,400
Salaries of office and supervisory staff	15,000
Diesel oil., etc.	20,320
Repairs and maintenance	1,200
Taxes and insurance	2,400
Depreciation	3,900
Interest and other charges	3,000

The actual passengers carried were 80% of the capacity. All the buses run all the days in the month. Each bus made one round trip per day. Find out the cost per passenger kilometre.

### OR

7. Mr. Srinivasulu furnishes you the following data and wants you to compute the cost per running km of vehicle A.

	Rs.
Cost of vehicle	4,50,000
Road licence per year	1,800
Annual supervision & salaries	7,200
Driver's wages per hour	40
Cost of fuel per litre	52
Repairs & maintenance per km	22
Tyres cost per km	4
Insurance premium p.a.	1,700
Garage rent per year	15,300
Kms run per litre	20
Kms run during the year	15,000
Estimated life of vehicle in kms	1,00,000
Average tonnage carried	6

Charge interest at 5% per annum on cost of vehicle. The vehicle runs 20 kms per hour on an average.

## UNIT-IV

8. From the following particulars Calculate a) Material price variance b) Material usage variance and c) Material cost variance

Material purchased	-	3,000 kgs at Rs.6 per kg
Standard quantity of material fixed for one unit of finished product		-25 kgs at Rs.4 per kg.
Opening stock of material		- Nil
Closing stock of material		- 500 kgs
Actual output during the period		- 80 units.

(or)

9. From the following information of product No.888, calculate  
 i) Material cost variance ii) Material price variance iii) Material usage variance  
 iv) Material mix variance

Material	Standard Qty. in Kgs	Standard Price Rs.	Actual quantity in Kgs	Actual price Rs.
X	20	5	24	4.00
Y	16	4	14	4.50
Z	12	3	10	3.25
	48		48	

## UNIT-V

10. A company which supplies its output on contract basis as component to an assembling firm has a contract to supply 10,000 units of its only product during 2017. The following were the budgeted expenses and revenue.

Material	Rs. 15 per unit
Wages	Rs. 10 per unit
Works expenses – (Fixed)	Rs. 40,000
Variable	Rs. 4 per unit
General expenses (all fixed)	Rs.60,000
Profit is 20% on sale price.	

Prepare the budget for 2017 showing the costs and profit.

(OR)

11. Draw up a flexible budget for production at 75% and 100% capacity on the basis of the following data for a 50% activity.

	Per unit in Rs.
Materials	100
Labour	50
Variable expenses (direct)	10
Administrative expenses (50% fixed)	40,000
Selling and Distribution expenses (60% fixed)	50,000
Present production (50% activity)	1,000 units

## **DSC 2G 6.2 AUDITING**

**Unit-I: Auditing:** Meaning – Objectives – Errors and Frauds - Importance of Auditing – Auditing as a Vigil Mechanism – Role of Auditor in checking corporate frauds.

**Unit-II: Types of Audit:** Based on Ownership and time - Independent, Financial, Internal, Cost, Tax, Government, Secretarial audits.

**Unit-III: Planning of Audit:** Steps to be taken at the commencement of a new audit – Audit programme - Audit note book - Internal check, internal audit and internal control.

**Unit-IV: Vouching and Investigation:** Vouching of cash and trading transactions – Investigation, Auditing vs. Investigation

**Unit-V: Company Audit and Auditors Report:** Auditor's Qualifications – Appointment and Reappointment – Rights, duties, liabilities and disqualifications - Audit report: Contents.

### **References:**

1. S.Vengadamani, “Practical Auditing”, Margham Publications, Chennai.
2. Ghatalia, “Principles of Auditing”, Allied Publishers Pvt. Ltd., New Delhi.
3. Pradeesh Kumar, Baldev Sachdeva & Jagwant Singh, “Auditing Theory and Practice, Kalyani Publications, Ludhiana.
4. N.D. Kapoor, “Auditing”, S. Chand, New Delhi.
5. R.G. Saxena, “Principles and Practice of Auditing”, Himalaya Publishing House, New Delhi.
6. Jagadesh Prakesh, “Principles and Practices of Auditing” Kalyani Publications, Ludhiana.
7. Kamal Gupta and Ashok Gupta, “Fundamentals of Auditing”, Tata McGraw Hill
8. B.N. Tondan, “Practical Auditing”, S.Chand, New Delhi.



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**Model Paper**  
**III B.Com**  
**Semester – VI, April, 2018**  
**DSC 2G 6.2 – AUDITING**

**Time: 3 hours**

**Max.Marks: 75 M**

**Section - A**

**Answer any FIVE questions, each question carries 3 marks**

**5 X3=15**

- |                    |                                  |
|--------------------|----------------------------------|
| 1. a) Auditing     | b) Auditing as a Vigil Mechanism |
| c) Internal Audit  | d) Government Audit              |
| e) Audit Note Book | f) Investigation                 |
| g) Vouching        | h) Auditors qualifications       |

**Section – B**

**Answer any ONE question from each unit.**  
**Each question carries 12 marks**

**5X12 =60**

**UNIT-I**

2. Define Auditing. Explain objectives of Auditing

(or)

3. Describe the importance of Auditing.

**UNIT-II**

4. Describe the various types of Audit.

(or)

5. Distinguish between Cost Audit and Financial Audit

**UNIT-III**

6. What steps should be taken in to A/c vehicle commencement of New Audit?

(or)

7. What are the contents of Audit programme?

#### **UNIT-IV**

**8.** “Vouching is the essence of Auditing”. Discuss?

(or)

**9.** Distinguish between Audit and Investigation?

#### **UNIT-V**

**10.** What are the Rights and duties of company Auditor?

(or)

**11.** What are the contents of Audit Report?

## **DSC 3G 6.3 MANAGEMENT ACCOUNTING**

**Unit–I: Management Accounting:** Interface with Financial Accounting and Cost Accounting – Scope and limitations of management accounting - Functions of Management Accounting and its importance (Theory only)

**Unit–II: Financial statement analysis** - Financial Statement analysis and interpretation Comparative statements – Common size analysis and trend analysis (including problems).

**Unit–III: Ratio Analysis:** Classification, Importance and limitations - Analysis and interpretation of Accounting ratios - Liquidity, profitability, turnover or activity and solvency ratios (including problems).

**Unit–IV: Fund Flow Statement:** Concept of fund: Preparation of funds flow statement. Uses and limitations of funds flow analysis (including problems).

**Unit–V: Cash Flow Statement:** Concept of cash flow – Preparation of cash flow statement - Uses and limitations of cash flow analysis (including problems).

### **References:**

1. Cost Accounting and Management Accounting – T.S. Reddy and Hariprasad Reddy, Margham publications, Chennai
2. S.N. Maheswari, A Textbook of Accounting for Management, S. Chand Publishing, New Delhi
3. I.M Pandey, “Management Accounting”, Vikas Publishing House, New Delhi,
4. Shashi K. Gupta & R.K. Sharma, “Management Accounting: Principles and Practice”, Kalyani Publishers, Ludhiana.
5. Jawahar Lal, Accounting for Management, Himalaya Publishing House, New Delhi.
6. Charles T. Horngren, [et.al](#), “Introduction to Management Accounting” Person EducationIndia, New Delhi, 2002.
7. Murthy & Guruswamy – Management Accounting, Tata McGraw Hill, New Delhi.
8. Dr. Kulsreshtha & Gupta – Practical problems in Management Accounting.
9. Bhattacharya, D., “Management Accounting”, Pearson Education India, New Delhi.
10. S.P. Gupta – Management Accounting, S. Chand Publishing, New Delhi.

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**Semester – VI, April, 2018**  
**DSC 3G 6.3 – MANAGEMENT ACCOUNTING**

**Time: 3 hours**

**Max.Marks: 75 M**

**Section - A**

**Answer any FIVE questions, each question carries 3 marks**

**5 X3=15**

- |  |   |
|--|---|
| <p>1. a) Liquidity Ratios<br/>         c) Funds from operation<br/>         e) Cash flow statement<br/>         g) Common size statement</p> | <p>b) Gross Profit Ratio<br/>         d) Operating Activities<br/>         f) Limitations of Ratio Analysis<br/>         h) Cost Accounting</p> |
|--|---|

**Section – B**

**Answer any ONE question from each unit.**  
**Each question carries 12 marks**

**5X12 =60**

**UNIT-I**

2. Explain scope and limitations of Management Accounting

(or)

3. Explain the functions & importance of Management Accounting

**UNIT-II**

4. Dhandapani & Co. Ltd., furnishes the following Balance Sheets for the years 2014 and 2015.  
 Prepare common-size balance sheets.

Balance sheets

Liabilities	2014 Rs.	2015 Rs.	Assets	2014 Rs.	2015 Rs.
Share capital	2,00,000	3,00,000	Buildings	4,00,000	4,00,000
Reserves	6,00,000	7,00,000	Machinery	6,00,000	10,00,000
10% Debentures	2,00,000	3,00,000	Stock	2,00,000	3,00,000
Creditors	3,00,000	5,00,000	Debtors	2,00,000	2,50,000
Bills payable	1,00,000	80,000	Cash at Bank	1,00,000	50,000
Tax payable	1,00,000	1,20,000			
	15,00,000	20,00,000		15,00,000	20,00,000

(or)

5. The following are the extracts from the income statements of Bright Ltd., for the 6 years ending 2015. You are required to calculate trend percentages, taking 2014 as the base year and give two major conclusions you can draw.

*(figures in thousands)*

Particulars	2012	2013	2014	2015	2016	2017
Sales	300	340	420	480	520	600
Cost of goods sold	180	204	256	287	300	330
Office Expenses	40	42	45	50	55	60
Selling expenses	20	25	30	40	50	60
Net profit/loss	60	69	89	103	115	150

### UNIT-III

6. The following figures relate to the trading activities of a company for the year ended 31-03-2016.

Particulars	Rs.	Particulars	Rs.
Sales	1,00,000	Salary of salesmen	1,800
Purchases	70,000	Advertising	700
Closing stock	14,000	Travelling expenses	500
Sales returns	4,000	Salaries (office)	3,000
Dividend received	1,200	Rent	6,000
Profit on sale of fixed assets	600	Stationery	200
Loss on sale of shares	300	Depreciation	1,000
Opening stock	11,000	Other expenses	2,000
		Provision for tax	7,000

You are required to calculate

1. Gross profit ratio
2. Operating profit ratio
3. Operating ratio
4. Net profit ratio

(or)

7. The following figures are extracted from the Balance Sheet of X Ltd., as on 31<sup>st</sup> December:

	2012 Rs.	2013 Rs.
Stock	25,000	40,000
Debtors	10,000	16,000
Cash at Bank	5,000	4,000
Creditors	8,000	15,000
Bills payable	2,000	3,000
Provision for Taxes	5,000	7,000
Bank Overdraft	5,000	15,000

Calculate the Current Ratio and Quick Ratio for the two years.

#### UNIT-IV

8. Prepare a schedule of changes in working capital from the following Balance Sheets:

#### Balance Sheets

Liabilities	2014 Rs.	2015 Rs.	Assets	2014 Rs.	2015 Rs.
Share capital	50,000	50,000	Fixed assets	18,000	28,000
10% Debentures	10,000	20,000	Investments:		
Bills payable	18,000	6,000	Non-trading	10,000	10,000
Outstanding expenses	6,000	9,000	Trading	8,000	9,000
Trade Creditors	33,000	40,000	Inventories	12,000	18,000
			Trade Debtors	40,000	48,000
			Accrued interest	4,000	6,000
			Unexpired insurance	-	3,000
			Cash at bank	17,000	2,000
			Cash in hand	8,000	1,000
	<hr/>	<hr/>		<hr/>	<hr/>
	1,17,000	1,25,000		1,17,000	1,25,000

(or)

9. The following are the summarised Balance Sheets of Malar Industries Ltd., as on 31<sup>st</sup> December 2009 and 2010:

Balance Sheet

Liabilities	2009 Rs.	2010 Rs.	Assets	2009 Rs.	2010 Rs.
<i>Capital:</i>			Fixed Assets	41,000	40,000
7% Redeemable preference shares	-	10,000	<i>Less:</i> Depreciation	<u>11,000</u>	<u>15,000</u>
Equity shares	40,000	40,000		30,000	
General reserve	2,000	2,000	<i>Current assets:</i>		
Profit & Loss A/c	1,000	1,200	Debtors	20,000	24,000
Debentures	6,000	7,000	Stock	30,000	35,000
<i>Current Liabilities:</i>			Prepaid expenses	300	500
Creditors	12,000	11,000	Cash	1,200	3,500
Provision for tax	3,000	4,200			
Proposed dividend	5,000	5,800			
Bank overdraft	12,500	6,800			
	<u>81,500</u>	<u>88,000</u>		<u>81,500</u>	<u>88,000</u>

- Prepare: i) Statement showing changes in the working capital.  
ii) A statement of sources and applications of funds.

**UNIT-V**

10. From the following data you are required to calculate the cash from operations: funds from operations for the year 1998 Rs.84,000. Current assets and liabilities as on 1-4-08 and 31-03-09 were as follows:

	1-4-08 Rs.	31-03-09 Rs.
Trade creditors	1,82,000	1,94,000
Trade debtors	2,75,000	3,15,000
Bills receivable	40,000	35,000
Bills payable	27,000	31,000
Inventories	1,85,000	1,70,000
Trade investments	40,000	70,000
Outstanding expenses	20,000	25,000
Prepaid expenses	5,000	8,000

(or)

**11.** From the following Balance Sheets as on 31-03-15 and 31-03-14, prepare a Cash Flow Statement:

Liabilities	31.03.2015 Rs.	1.04.2014 Rs.	Assets	31.03.2015 Rs.	1.04.2014 Rs.
Share capital	1,50,000	1,00,000	Fixed assets	1,50,000	1,00,000
Profit & Loss A/c	80,000	50,000	Goodwill	40,000	50,000
General reserve	40,000	30,000	Stock	80,000	30,000
6% Debentures	60,000	50,000	Debtors	80,000	50,000
Creditors	40,000	30,000	Bills Receivable	20,000	30,000
Outstanding exp.	15,000	10,000	Bank	15,000	10,000
	<hr/>	<hr/>		<hr/>	<hr/>
	3,85,000	2,70,000		3,85,000	2,70,000



**CLUSTER ELECTIVE– BANKING AND FINANCIAL SERVICES**  
**DSC H 6.4 FINANCIAL SERVICES**

**Unit-I: Financial Services:** Role of Financial Services - Banking and Non Banking Companies – Activities of Non Banking Finance Companies- Fund Based Activities - Fee Based Activities .

**Unit-II: Merchant Banking Services:** Scope and importance of merchant banking services - Venture Capital - Securitization - Demat services - Commercial Paper.

**Unit-III: Leasing and Hire-Purchase:** Types of Lease, Documentation and Legal aspects – Fixation of Rentals and Evaluation - Hire Purchasing- Securitization of debts - House Finance.

**Unit-IV: Credit Rating:** Purpose – Types – Credit Rating Symbols – Agencies: CRISIL and CARE – Equity Assessment vs. Grading – Mutual funds.

**Unit-V: Other Financial Services:** Factoring and Forfaeiting - Procedural and financial aspects - Installment System - Credit Cards - Central Depository Systems: NSDL, CSDL.

**References:**

1. B. Santhanam, Financial Services, Margham Publication, Chennai.
2. M.Y. Khan, Financial Services, Tata McGraw – Hill, New Delhi.
3. Machendra Raja, Financial Services, S.Chand Publishers, New Delhi.
4. V. A. Avdhani, Marketing of Financial Services.
5. Machiraji, “Indian Financial System”, Vikas Publishers.
6. Sandeep Goel, Financial Services, PHI Learning.
7. L.M. Bhole, Financial Institutions and Markets, Tata McGraw Hill.
8. SEBI Guidelines, Bharat Publications, New Delhi.
9. E. Gordon & H. Natarajan, Capital Market in India, Himalaya publishing House.

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**III B.Com**  
**CLUSTER ELECTIVE - BANKING AND FINANCIAL SERVICES**  
**DSC H 6.4 FINANCIAL SERVICES**

**Time: 3 hours**

**Max.Marks: 75 M**

**Section - A**

**Q.1. Answer any FIVE questions, each question carries 3 marks**

**5 X3=15**

- a) Finance of NBFCs   b) Merchant Banking   c) commercial Paper   d) Kinds of lease  
e) Hire Purchase   f) Objectives of CRISIL   g) Open ended mutual funds  
h) Credit cards

**Section – B**

**Answer any ONE question from each unit.**  
**Each question carries 12 marks**

**5X12 =60**

**UNIT-I**

**Q.2.** Briefly explain some of the innovative financial instruments introduced in the recent times in the financial services sector ?

OR

**Q.3.** Explain the Role of NBFCs in Economic development

**UNIT-II**

**Q.4.**What are the various types of merchant banking services

OR

**Q.5.** Explain the importance and scope of venture capital

**UNIT-III**

**Q.6.** What are the advantages and disadvantages of leasing

OR

**Q.7.** What is meant by Hire purchase system and explain its characteristics

#### **UNIT-IV**

Q.8. What do you mean by the term credit rating and describe its features and advantages

**OR**

Q.9. What is mutual fund and discuss how mutual fund business is regulated in India

#### **UNIT-V**

Q.10. What is factoring ? Write the mechanism involved in a factoring financial service

**OR**

Q.11. Discuss in detail the different types credit cards.

## **DSC H 6.5 MARKETING OF FINANCIAL SERVICES**

**Unit-I: Difference between Goods and Services:** Managing Service Counters – Integrated Service Management – Service Elements.

**Unit-II: Constructing Service Environment** – Managing People for service Advantage – Service Quality and Productivity – Customer Loyalty.

**Unit-III: Pricing and Promotion Strategies:** Pricing strategies – Promotion strategies – B2B Marketing – Marketing Planning and Control for services.

**Unit-IV: Distributing Services:** Cost and Revenue Management – Approaches for providing services - Channels for Service provision – Designing and managing Service Processes.

**Unit-V: Retail Financial Services** - Investment services – Insurance services - Credit Services - Institutional Financial Services - Marketing practices in select Financial Service Firms.

### **References:**

1. Aradhani “Marketing of Financial Services” Himalaya Publications
2. Sinha and Saho, Services Marketing, Himalaya Publishing House
3. Reddy Appanaiah, Anil Kumar and Nirmala, Services Marketing, Himalaya Publishing.
4. Shajahan, Services Marketing, Himalaya Publishing House.
5. Christopher lovelock, Services Marketing, Pearson Education Asia.
6. Helen Woodroffe – Services Marketing, McMillan India Ltd.
7. S.M. Jha, Services Marketing, New Delhi Himalaya Publishing House.
8. Valarie A. Zeithmal & Mary JoBitner, Services Marketing, New Delhi, Tata McGraw Hill

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**CLUSTER ELECTIVE - BANKING AND FINANCIAL SERVICES**  
**DSC H 6.5 - MARKETING OF FINANCIAL SERVICES**

**Time: 3 hours**

**Max.Marks: 75 M**

**Section – A**

**Q.1. Answer any FIVE questions, each question carries 3 marks**

**5 X3=15**

- a) Elements of service   b) B2B marketing   c) Service Marketing   d) Pricing strategy  
e) Promotion strategy   f) Venture capital financing   g) Factoring   h) Customer Loyalty

**Section-B**

**Answer any ONE question from each unit.**  
**Each question carries 12 marks**

**5X12 =60**

**Unit-I**

Q.2. Explain the differences between the goods and services.

OR

Q.3. Write about the integrated service management.

**Unit-II**

Q.4. What are the key dimensions of service quality?

Or

Q.5. What are the various service quality gaps?

**Unit-III**

Q.6. What are the various pricing strategies?

Or

Q.7. What is marketing planning and write about the process of planning of marketing of services.

**Unit-IV**

Q.8. What are the various types of marketing channels?

Or

Q.9. What is Service Blueprint and what are the various components of it?

**Unit-V**

Q.10. What do you mean by financial services? And write about the types of financial services.

Or

Q.11. What is Insurance and mention the Marketing practices in Insurance Industry.

## **SEMESTER – VI – PROJECT WORK**

**Paper : 607**

**Marks: Project work–70+Viva-voce-30 marks**

### **Objectives**

1. To impart skills among the students to write a report of their choice in a given area / field.
2. To enable the students to develop necessary insights into the practical field by making use of functional knowledge of different areas attained in the previous years.

### **Internship**

During the summer vacation, at the end of the second year, students have to undergo an internship for one month with companies and other Business organizations (including Chartered Accounting Firm).

The student should submit a brief report not exceeding 10 pages on learnings of internship and a certificate from the organization, along with the project work.

### **Project Work Guidelines**

The students have to submit a Project report on a selected topic of their choice, selecting from the broad areas of their curriculum, guided by a Faculty member.

The students are expected to prepare a project report on a selected topic that should comprise of 50 to 80 pages. The project report is to be valued by the External Examiners suggested by the Board of Studies in Commerce. The project report is to be submitted at the college by 31<sup>st</sup> March of the year.