

SHIVAJI COLLEGE, UNIVERSITY OF DELHI
DEPARTMENT OF COMMERCE
INTERNAL TEST-1 (Academic Year 2023-24)

Date of Test : 15 April 2024

Name of the Course : GE COMMERCE

Name of the Paper : FINANCIAL MANAGEMENT FOR BEGINNERS

Semester: II

Duration : 60 MINUTES

Maximum Marks: 12

Faculty Name: Ms. SONIKA SHARMA

ALL QUESTIONS ARE MANDATORY

Q1. How is the goal of wealth maximization a better operative criterion than profit maximization? Do you agree. Give reasons for your answer **6**

Q2. Determine the weighted average cost of capital using (i) book value weights; and (ii) market value weights based on the following information:

Book value structure-

- Debentures (₹ 100 per debenture) : ₹ 8,00,000
- Preference shares (₹ 100 per share) : ₹ 2,00,000
- Equity shares (₹ 10 per share) : ₹ 10,00,000
- Total : ₹ 20,00,000

Recent market prices of all these securities are:

- Debentures : ₹ 110 per Debenture
- Preference shares : ₹ 120 per share
- Equity shares : ₹ 22 per share

External financing opportunities are:

- (i) ₹ 100 per Debenture redeemable at par, 10 year maturity, 13% coupon rate, 4% flotation cost and sale price ₹ 100;
- (ii) ₹ 100 per Preference Share redeemable at par, 10 year maturity, 14% dividend rate, 5% flotation cost and sale price ₹ 100; and
- (iii) Equity shares: ₹ 2 per share flotation costs and sale price ₹ 22.

Dividend expected on equity shares at the end of the year is ₹ 2 per share; anticipated growth rate in dividends is 7%. Company pays all its earnings in the form of dividends. Corporate tax rate is 30%.

Sonika

SHIVAJI COLLEGE, UNIVERSITY OF DELHI
DEPARTMENT OF COMMERCE
INTERNAL TEST-II (Academic Year 2023-24)

Date of Test : 06 MAY 2024

Name of the Course : GE COMMERCE

Name of the Paper : FINANCIAL MANAGEMENT FOR BEGINNERS

Semester: II

Duration : 40 MINUTES

Maximum Marks: 12

Faculty Name: Ms. SONIKA SHARMA

ALL QUESTIONS ARE MANDATORY

Q1. What are the three major types of financial decisions that a business firm makes'? How are they interrelated? **6**

Q2. Explain the following terms as a source of finance:

(a) Cash Credit

(b) Retained earning

(c) Financial Risk **2*3**

Sonika

SHIVAJI COLLEGE, UNIVERSITY OF DELHI

ASSIGNMENT

Date: 15 April, 2024

Name of the Paper : FINANCIAL MANAGEMENT FOR BEGINNERS

Name of the Course : GE - COMMERCE

Semester : II

Faculty Name: Ms. Sonika Sharma

Maximum Marks: 12

Date of Submission & Viva: 22 April 2024

Question 1: Make a detailed report on various sources of finance used by Indian Companies.

Sonika

SHIVAJI COLLEGE, UNIVERSITY OF DELHI

DEPARTMENT OF COMMERCE

INTERNAL TEST-1 (Academic Year 2023-24)

Date of Test : 23 April 2024

Name of the Course : B.COM (P) (A)

Name of the Paper : ENTREPRENEURSHIP & NEW VENTURE PLANNING

Semester: IV

Duration : 45 MINUTES

Maximum Marks: 12

Faculty Name: Ms. SONIKA SHARMA

Q1. What is a business idea? Why and how a good business idea may ultimately turn into a good business enterprise? **6**

Q2. Describe the key elements of resource mobilization in entrepreneurship.

OR

Q2. What is innovation? How does it play a role in the success of an organization?

6



SHIVAJI COLLEGE, UNIVERSITY OF DELHI

ASSIGNMENT

Date: 16 April, 2024

Name of the Paper : ENTREPRENEURSHIP & NEW VENTURE PLANNING

Name of the Course : BCOM (P)

Semester : IV

Faculty Name: Ms. Sonika Sharma

Maximum Marks: 12

Date of Submission & Viva: 23 April 2024

Q1. Your friend is having a business idea in her mind, you are required to assist him/her in preparing the business plan by describing in brief its contents.

Q2. What are the various incentives provided by the government of India to promote startups in India.



SHIVAJI COLLEGE, UNIVERSITY OF DELHI

DEPARTMENT OF COMMERCE

INTERNAL TEST-1 (Academic Year 2023-24)

Date of Test : 20 April 2024

Name of the Course : SEC COMMERCE

Name of the Paper : DIGITAL MARKETING

Duration : 60 MINUTES

Maximum Marks: 20

Faculty Name: Ms. SONIKA SHARMA

DO ANY TWO

Q1. Write a short note on:

- (a) Mobile Marketing
- (b) Email Marketing
- (c) Content Marketing
- (d) Social media Marketing

2.5*4

Q2. How 5 A's framework do fits in the customer value journey?

10

Q3. “ The present day Digital Marketing is customer oriented”. Explain it with e.g. 10

Sonika

SHIVAJI COLLEGE, UNIVERSITY OF DELHI

ASSIGNMENT

Date: 20 April, 2024

Name of the Paper : DIGITAL MARKETING

Name of the Course : SEC - COMMERCE

Semester : II

Faculty: Ms. Sonika Sharma

Maximum Marks: 20

Date of Submission & Viva: 27 April 2024

Q1. Create an online advertisement to announce HOLI discounts using Google AdWords or any social media platform and write down the steps

Q2. Design an email campaign on Canva or Mailchimp to inform customers about HOLI discounts and write down the steps.



SHIVAJI COLLEGE, UNIVERSITY OF DELHI

DEPARTMENT OF COMMERCE

INTERNAL TEST-1 (Academic Year 2023-24)

Date of Test : 18 April 2024

Name of the Course : VAC COMMERCE

Name of the Paper : EMOTIONAL INTELLIGENCE

Semester: IV

Duration : 15 MINUTES

Maximum Marks: 4

Faculty Name: Ms. SONIKA SHARMA

Q1. Explain Johari window. 2

Q2. Explain the term Social concept. 2

Sonika

SHIVAJI COLLEGE, UNIVERSITY OF DELHI

DEPARTMENT OF COMMERCE

INTERNAL TEST-1 (Academic Year 2023-24)

Date of Test : 25 April 2024

Name of the Course : VAC COMMERCE

Name of the Paper : EMOTIONAL INTELLIGENCE

Semester: IV

Duration : 60 MINUTES

Maximum Marks: 20

Faculty Name: Ms. SONIKA SHARMA

Q1. (a) Discuss the role of emotional intelligence in conflict management.

(b) characteristics of a person with high emotional intelligence. **(6+4)**

Q2. Enumerate the various self regulation strategies to manage anxiety and depression.



SHIVAJI COLLEGE, UNIVERSITY OF DELHI

ASSIGNMENT

Date: 18 April, 2024

Name of the Paper : EMOTIONAL INTELLIGENCE

Name of the Course : VAC - COMMERCE

Semester : II

Faculty Name: Ms. Sonika Sharma

Maximum Marks: 10+4

Date of Submission & Viva: 25 April 2024

Question 1: Which emotional intelligence skill do you think will have the most impact on your success and explain why? **10**

Question 2: Make a list of your strengths and weaknesses and identify the area you need to develop the most. **4**

Sonika