

Total number of printed pages-7

4 SEM MCOM (CBCS) ITLP 412

2025

(June)

COMMERCE

Paper : 40412

(Income Tax Law and Practice)

Full Marks : 60

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Briefly explain the following as per the provision of the Income Tax Act, 1961 :

(any two)

5×2=10

(a) Residential status of company

(b) Agriculture income under section 10(1)

(c) 'Person' under section 2(31)

C13F2 0055

Contd.



(d) New Tax Regime and Old Tax Regime
for filling IT Return

2. During the previous year 2024-2025, Dr Pehelwan an employee of Gauhati University working at Guwahati, received the following from the university : 10

- Basic salary Rs. 1,20,000/- per month.
- Dearness Allowance (DA) Rs. 80,000/- per month (40% of which forms part of salary for calculating retirement benefits).
- He is also drawing Rs. 500/- pm per child as children educational allowance for two children.
- He has drawn Rs. 12,000/- as travelling allowance for performing official duty and spent Rs. 8000/- for the journey.

C13F2 0055

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- House Rent Allowance Rs. 25,000 per month.
- Employer contributes 10% of his basic pay towards recognised provident fund. He also contributes equal amount to his RPF account.
- His income from other sources during the previous year was Rs. 7,80,000/- after deducting tax at source Rs. 78,000/-.
- Dr Pehelwan deposited to his PPF account during the previous year Rs. 1,20,000/-.
- He also paid life insurance premium for his own life Rs. 10,000/- and Rs. 5,000 on the life of his spouse.

Compute the taxable income and tax liability of Dr Pehelwan for the assessment year 2025-2026 as per the provisions of the old tax regime.

C13F2 0055

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Contd.



Or

3. (a) Discuss the provisions of Income Tax Act for calculating the exempted amount of Leave salary on retirement in the hands of non-government employees. 5
- (b) Discuss the taxability of Pension on retirement in the hands of both government and non-government employees. 5
4. Discuss the deductible expenses when income under the head Profits and Gains of Business or Profession is computed under sections 30 to 37 of the Income Tax Act, 1961. 10

Or

5. ABC (P) Ltd. engaged in business, furnishes the following particulars : 10
- (a) Opening WDV of plant and machinery as on 01/04/2024 after reducing depreciation for the previous year 2023-2024-Rs 60,00,000/- (allowable rate of depreciation rate is 15%)

- (b) New plant and machinery purchased and put to use on 08.06.2024- Rs.40,00,000/- (allowable rate of depreciation is 15%)
- (c) New plant and machinery acquired and put to use on 15.12.2024- Rs. 16,00,000/- (allowable rate of depreciation is 15%)
- (d) Computer acquired and installed in the office premises on 2.1.2025 Rs. 6,00,000/- (allowable rate of depreciation is 40%).

Compute the amount of depreciation and additional depreciation as per the Income Tax Act, 1961 for the A.Y. 2025-2026. Assume that all the assets were purchased by way of account payee cheque and there is no restrictions in claiming depreciaton on the assets.



6. Explain the following as per the provisions of Income Tax Act : **(any three)** 5×3=15

- (a) Deduction of tax at source from salary (U/S 192)
- (b) E-filing of Income Tax Return
- (c) Payment of advance income tax
- (d) Powers and functions of Income Tax Commissioner
- (e) Deduction of tax at source from interest income

7. Briefly explain the following : **(any three)**
5×3=15

- (a) Permissible deduction under section 80C
- (b) Carry forward of loss from speculation and non-speculation business.
- (c) What is cost Inflation Index in computing income from Capital Gain ?

(d) How Net Asset Value is calculated in computing income from House property?

(e) Income from other sources.



Total number of printed pages-3

4 SEM MCOM (CBCS) AM 422

2025

(June)

COMMERCE

Paper : 40422

(Advertising Management)

Full Marks : 60

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. (a) What do you mean by advertising campaign ? Provide examples to support your answer. State the conditions for successful advertising campaign. 3+2+10=15

Or

- (b) "Integrated Marketing Communication can be a strategic tool for long-term brand development rather than just giving a message." Explain significance of Integrated Marketing Communication

C13F2 0057

Contd.



in brand development and brand positioning process. State some real-life examples. $10+5=15$

2. (a) Write short notes on : **(any three)**
 $5 \times 3 = 15$

(i) Modern Advertising

(ii) Copywriting

(iii) Components of attitude

(iv) Outdoor Advertising Media

Or

(b) "It is very important to segment the market before taking any marketing decision". In case of advertising how market segmentation plays a crucial role? Give examples. $12+3=15$

3. (a) "Without proper media tactics, the goal of advertisement will not be fulfilled." Explain your views regarding this statement. State the steps involved in setting media budget. $8+7=15$

C13F2 0057

2

Or

(b) Explain the significance of DAGMAR model for drafting successful advertisement campaign. Show application of DAGMAR for advertising-

(i) Electronic Device

(ii) Fitness Drink $8+7=15$

4. (a) What is advertising planning? Explain the steps involved in advertising planning with suitable example.

$3+12=15$

Or

(b) What is decision-making in advertising? Analyze the decision-making process for designing on advertisement to maximize customer attention. State the factors that should be considered at the time of decision-making. $5+5+5=15$

C13F2 0057

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Total number of printed pages-3

4 SEM MCOM (CBCS) CRM 421

2025

(June)

COMMERCE

Paper : 40421

(Customer Relationship Management)

Full Marks : 60

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. (a) What do you understand by the term 'customer relationship management' ? Discuss the importance of understanding human psychology in managing the relationship paradigm with customers. 5+10=15

Or

- (b) Explain various types of relationships that need to be recorded and managed in CRM systems. 15

C13F2 0056

Contd.



2. (a) What is analytical CRM ? Discuss the key components of analytical CRM with suitable examples. 5+10=15

Or

- (b) What do you understand by sales intelligence CRM ? What are the functions of sales intelligence CRM ? 5+10=15

3. (a) What is ERM ? In what ways can an organisation measure the success of their ERM strategies ? 5+10=15

Or

- (b) Distinguish between data security and data privacy. Explain the different types of data security controls. 3+12=15

4. Write short notes on : **(any three)** 5×3=15

- (a) Mystery shopping

- (b) Predictive Analysis

- (c) Collaborative CRM

- (d) Operational CRM



Total number of printed pages-3

4 SEM MCOM (CBCS) ED 300

2025

(June)

COMMERCE

Paper : 40300

(Entrepreneurship Development)

Full Marks : 60

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. (a) "All entrepreneurs are managers but all managers may not be entrepreneurs." In the light of the statement, explain the distinctive traits of entrepreneurs as compared to managers. 15

Or

- (b) Write in brief : $7\frac{1}{2}+7\frac{1}{2}=15$

- (i) Functions of an entrepreneur
(ii) Highlights of Schumpeter's Theory

C13F2 0054

Contd.



2. (a) Explain the following : $7\frac{1}{2}+7\frac{1}{2}=15$
(i) SCBA
(ii) Opportunity Analysis

Or

- (b) Explain the role of *one* Marketing Institution and *one* Microfinance Institution that help entrepreneurship growth in India. $7\frac{1}{2}+7\frac{1}{2}=15$

3. (a) Discuss the role of the Government in organising entrepreneurial development programmes in India. Also emphasize the different parties involved in organising such programmes at varying levels. $8+7=15$

Or

- (b) Critically analyse the issues that hinder the development of entrepreneurship in North-East India. Suggest ways to resolve these issues for better prospects in enterprising in the region. $10+5=15$

4. (a) Project the salient features of the latest Industrial and Investment Policy of Assam. 15

Or

- (b) Highlight the special features of the North-East Industrial and Investment Promotion Policy (NEIIP) [latest amended] that is aimed at addressing the challenges of entrepreneurship growth in the region.



Total number of printed pages-3

4 SEM MCOM (CBCS) FT 200

2025

(June)

COMMERCE

Paper : 40200

(Foreign Trade)

Full Marks : 60

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. (a) Explain the concept of Foreign Trade with suitable examples. Distinguish between domestic trade and foreign trade. 6+9=15

Or

- (b) Define the concept of Joint Venture in context to foreign trade. Discuss its characteristics, advantage and potential challenges. 3+4+4+4=15

C13F2 0053

Contd.



2. (a) Throw light upon the Comparative Advantage Theory by David Richardo. Give appropriate example to elucidate the theory. 15

Or

- (b) Explain the concept of Balance of Trade through the lenses of foreign trade. What are its types? Explain the requirements for maintaining a positive Balance of Trade. 4+5+6=15

3. (a) *Marketing is an integral function of an organisation involved in foreign trade.* Do you agree. Justify. 15

Or

- (b) Identify and explain the key documents used during the logistics phase of foreign trade. Explain the concept and role of DGFT in regulating foreign trade. 8+7=15

4. Write short notes on : **(any three)**
5×3=15

- (a) SAARC
(b) EC
(c) LDCs
(d) WTO
(e) ASEAN

Total number of printed pages-3

4 SEM MCOM (CBCS) CL 101

2025

(June)

COMMERCE

Paper : 40101

(Company Law)

Full Marks : 60

Time : Three hours

***The figures in the margin indicate
full marks for the questions.***

1. (a) Briefly explain various clauses of Memorandum of Association. 15

Or

- (b) "The doctrine of Ultra-Vires is an illusory protection to the shareholders and a pitfall for third parties." Explain the statement in the light of the Companies Act, 2013.

C13F2 0052

Contd.



2. (a) Briefly explain the legal rules relating to the issue of prospectus. 15

Or

- (b) The prospectus of a company stated that the company had the experience of two and half decades in its line of business. In fact, the experience was not of the company itself but that of the partners of the firm which had been taken over by the company. Is the management criminally liable for untrue statement? Justify your answer in the light of the Companies Act, 2013.

3. (a) Explain the legal provisions of Companies Act, 2013 relating to Annual General Meeting (AGM) and Extra-Ordinary General Meeting (EGM). 15

Or

- (b) Write short notes on the following : **(any three)** 5×3=15

- (i) Quorum
(ii) Special Resolution
(iii) Minutes
(iv) Proxy

4. (a) Discuss the provisions of the Companies Act, 2013 relating to the payment of dividends with particular reference to payment of dividends out of reserve. 15

Or

- (b) (i) The Articles of Association of Prosperous Ltd. contained a clause that in case of insufficient profits, the company can pay dividends to its equity shareholders out of capital at a rate not exceeding 5% of the face value of shares. In view of the legal provisions contained in the Companies Act, 2013, answer the following questions : 10

(i) Is the clause valid ?

(ii) If acting upon the clauses, directors recommend and pay the dividends, then what is their liability ?

- (ii) Write a note on Investor Education and Protection Fund. 5

