

3/6/15

QP Code : 4252

(OLD COURSE)

(3 Hours)

[Total Marks : 100

- N.B. : (1) Question No 1 is compulsory.
 (2) Solve any four out of remaining question.
 (3) Assume suitable data if required & mention it clearly

1. (a) Why does money have time value? Explain the basic time value of money model with four variables involved in it ? 10
 (b) Two investment project with net cash flows are shown below. Decide which of them should be accepted using NPV & IRR method. Assume discount rate to be applied is 12% 10

Year	Project X	Project Y
0	-20000	-25000
1	5000	7000
2	10000	7000
3	5000	7000
4	2000	10000
5	-	7000

2. (a) Explain Internet Standards & Specification. Also state names of internet service providers in India. 10
 (b) Explain how new securities are issued? 10
3. (a) Explain various sources of long term finance. 10
 (b) Explain brand management strategies in detail especially in context in E-commerce business solutions. 10
4. (a) Explain modern trends in E-business in India. 10
 (b) Explain various goals of corporate finance. 10
5. (a) Explain term structure & risk structure of interest rate. 10
 (b) Explain concept of E-CRM in details 10
6. Write short notes on 10 x 2 = 20
 (i) Staffing for E-commerce
 (ii) International financial management
7. Write short notes on 10 x 2 = 20
 (i) E- marketing
 (ii) Mergers & take overs