

Please write your Exam Roll No.)

Exam Roll No. 01614138818

END TERM EXAMINATION

SECOND SEMESTER [B.COM(HONS.)] MAY 2019

Paper Code: B.COM-110

Subject: Business Studies

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 *Firms which systematically analyse and diagnose the environment are more effective than those which do not*. Elucidate the statement.
- Q2 What do you mean by social responsibility of business? What are the various kinds of social responsibility of business?
- Q3 Define a joint stock company. Explain its features and advantages.
- Q4 What do you mean by capital structure? Explain the factors which affect the capital structure of a manufacturing concern.
- Q5 Critically evaluate the role of FICCI and CCI in the development of MSME sector in India.
- Q6 Among the equity and debt as a source of long-term finance, as a manager which with you prefer for a newly established firm and why?
- Q7 Explain in detail the various policies of Govt. of India in the development of small business in India.
- Q8 Write short notes on:-
(a) Limited Liability Partnership.
(b) Instruments of Money Market.

END TERM EXAMINATION

SECOND SEMESTER [B.COM(HONS.)] MAY-JUNE 2018

Paper Code: B.COM-110**Subject: Business Studies
(Batch 2017)****Time: 3 Hours****Maximum Marks: 75****Note: Attempt any five questions. All questions carry equal marks.**

- Q1 Discuss concept of business as a system. What are the elements of Macro Environment that surrounds the Business? Discuss these environmental variables in brief by bringing out their impact on Business.
- Q2 What are Business Ethics? How are they different from Social Responsibility of Business? Discuss both these concepts with examples.
- Q3 What are different forms of Business Organizations? Discuss them and the procedure involved in raising them.
- Q4 What are Money Markets? Discuss various instruments used in Money Market stating their important features.
- Q5 What is Loan Syndication as a source of finance? Explain the process and documents involved in Loan Syndication.
- Q6 What are Small Business? Define MSMEs as per MSMED Act of 2006. Discuss rationale of MSME and government policy towards promoting Small Business in India.
- Q7 Explain the role of FICCI, CII, ASSOCHAM and other institutions in industrial and economical growth of India. Give examples to prove your point.
- Q8 (a) Role of MNCs and TNCs in India.
(b) Capital Structure – Concept and factors affecting it.

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END TERM EXAMINATION

THIRD SEMESTER [B.COM.] NOVEMBER-DECEMBER 2018

Paper Code: B.COM-205

Subject: Human Resource Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All question carry equal marks.

- Q1 Define human resource management. What human resource management functions must be performed regardless of the organization's size?
- Q2 What is strategic HRM? Highlight the role of Human Resource Manager in a company using strategic HR. How would these roles be different from the role of HR Manager in a company which is not adopting strategic HR approach for managing their human resource?
- Q3 Differentiate between job description and job specification. Explain their usage for recruitment and selection purposes using suitable examples.
- Q4 (a) What are the advantages and disadvantages of internal and external sources of recruitment?
(b) How can a firm improve its recruiting efforts to achieve diversity for following positions?
(i) College professor (ii) Retail Clerk.
- Q5 What is the importance of employee training in the fast-changing environment? Explain "management games" and "case study" as methods of executive development.
- Q6 Differentiate between job and career. Explain with examples the different stage of career management and illustrate the role of the employees and that of the organization in managing the career of employees to the satisfaction of both.
- Q7 Some people believe that there are few (if any) risks associated with working in non-manufacturing work environments- like in a restaurant, hospital etc. What would you tell these people to convince them of the potential safety and health hazards in these work sites?
- Q8 Explain **any two** of the following terms:-
(a) Realistic job preview
(b) 360-degree performance appraisal
(c) Variable pay system
(d) Training evaluation

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END TERM EXAMINATION

THIRD SEMESTER [B.COM (HONS.) NOVEMBER-DECEMBER 2018

Paper Code: BCOM-201

Subject: Marketing Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 (a) What do you understand by Marketing mix? Explain its components.
(b) Briefly explain the process of marketing management.
- Q2 How is Consumer market different from Industrial market? List and explain the steps in consumer decision making.
- Q3 (a) Identify and explain the levels that make up a product.
(b) What are the main stages associated with the new product development process.
- Q4 (a) List and explain the steps in the process of pricing a product.
(b) Differentiate between price skimming and market penetration strategy.
- Q5 What are the key elements of distribution channel strategy? What are the benefits of an exclusive distribution strategy over an intensive strategy?
- Q6 (a) Why is logistics management of increasing importance to marketers?
(b) What are the criteria used by marketers to evaluate the performance of channel Intermediaries?
- Q7 List the principal tasks facing marketing communication managers. Prepare a brief note outlining the characteristics and dimensions of each of 3 Ps of communication strategy.
- Q8 Explain the following: **(Any three)**
(a) Process of Personal Selling
(b) Difference between Trade Promotion and Consumer Promotion
(c) Challenges in Digital Marketing
(d) Importance of Relationship Selling.

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END TERM EXAMINATION

THIRD SEMESTER [B.COM (HONS.)] NOVEMBER - DECEMBER 2017

Paper Code: B.COM-203

Subject: Marketing Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q no.1 which is compulsory.

- Q1 Attempt any five of the following: (5x3=15)
- Distinguish between the production concept and the marketing concept.
 - Differentiate between segmentation and targeting. Use a suitable example.
 - Explain product mix width, product line length and product line depth.
 - Explain captive product pricing, price bundling and loss leaders.
 - Under what conditions would personal selling be a suitable choice for promoting a product?
 - Identify any three functions performed by channel intermediaries.
 - Briefly explain any three hurdles in the adoption of online purchasing by consumers in India.
- Q2 Provide an overview of the marketing management process for a firm planning to market a range of ready-to-eat food products. (15)
- Q3 Explain the steps in the consumer decision-making process for the first-time purchase of a laptop. Will this process be the same for the purchase of all products? (15)
- Q4 Discuss the various strategies that marketers can use in the maturity and decline stage of the product life-cycle. (15)
- Q5 Select any four major types of advertising media and discuss their strengths and weaknesses. As a retailer with a limited budget, which of these would you select for announcing an annual sale? (15)
- Q6 Distinguish between intensive, selective and exclusive distribution, and explain with reasons the type of products for which each of these distribution strategies is most suitable. (15)
- Q7 What is social marketing and why is it needed? Discuss using suitable examples from the Indian Context. (15)
- Q8 Write short notes on any two of the following: (7.5x2=15)
- Distribution strategies for rural markets
 - Direct Marketing
 - Consumerism

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END TERM EXAMINATION

THIRD SEMESTER [B.COM(HONS.)] DECEMBER-2017

Paper Code: B.COM 209

Subject: Business Ethics and Corporate
Social Responsibility

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions including Q. No. 1 which is compulsory.

- Q1. Write short notes on **any three**: (5x3=15)
- a) Positive and Negative Liberty
 - b) Arguments for and against CSR
 - c) Moral Obligation
 - d) Consumerism
- Q2. Explain the ethics to be followed in advertising of a product with relevant examples. (15)
- Q3. Explain the moral dimensions of information technology while emphasizing on cyber crimes. (15)
- Q4. Explain and differentiate between the teleological and deontological theories of moral reasoning. (15)
- Q5. a) Globalization raises many concerns in terms of market failures and sustainable development. Discuss. (8)
- b) Why is it necessary to have code of ethics for the corporations? (7)
- Q6. What is the idea of a good society? Explain in terms of business ethics and corporate social responsibility? (15)
- Q7. How important, according to you, are the norms related to: (7.5x2=15)
- a) Woman's rights; and
 - b) Consumer Safety

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END TERM EXAMINATION

THIRD SEMESTER [B.COM.] Nov.-Dec. 2018

Paper Code: BCOM-207

Subject: Business Ethics & Corporate
Social Responsibility

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 It is said that values influence the attitudes and behavior. In the light of above do you think the orientation and approach of Indian business managers who have imbibed Indian values are different from that of those who have imbibed western values? Elucidate your response with suitable examples derived from the business contexts.
- Q2 Explain the concept of Values and Value System. What are different types of values and how they are formed?
- Q3 Distinguish between a knowledge worker and wisdom worker? If you are to be an employer, whom do you prefer to engage as your employee? Give reasons for your choice.
- Q4 As a student do you feel that the academic programme being pursued by you has adequate focus on imparting both knowledge and wisdom? Substantiate your answer with valid and adequate reasoning.
- Q5 How success is generally conceived by your cohorts? What are the indicators used by them to measure success in life? Do you find anything problematic in such conception and measurement? If so, give an alternative view of success and its indicators.
- Q6 Progress and transformation are conceptually different. Elucidate with the help of appropriate examples.
- Q7 Informal reports indicate that representation of women and marginalized sections of the society in top management positions is abysmally low in Indian Organizations. How do you look at this phenomenon from Corporate Social Responsibility perspective? Given an opportunity, what steps would you like to take to improve their representation?
- Q8 Corporate Governance in India has not matured enough to successfully curb unethical business practices. Critically examine the statement in the light of extant Code of Corporate Governance in India.
