

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.

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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)
- Positive and Negative Liberty
 - Arguments for and against CSR
 - Moral Obligation
 - 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)
- Woman's rights; and
 - 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.

END TERM EXAMINATION

THIRD SEMESTER [BCOM] DECEMBER 2024

Paper Code: BCOM-201

Subjects: Cost Accounting

(BATCH 2021 TO 2023)

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal Choice is indicated.

Q1 Attempt **any four** of the following questions: (4x5=20)

- a) Distinguish between Indirect Expenses and Overheads.
- b) Explain the objectives and disadvantages of inter process profit in process costing.
- c) What is Job Costing? In which industries is it applied?
- d) Explain the main objects of Cost Accounting.
- e) Enumerate the debit and credit items of contract account.
- f) What is escalation clause?
- g) What do you mean by under/over absorption of overheads?
- h) Discuss merits and demerits of time rate wage payment method.

Q2 "Costs may be classified in a variety of ways according to their nature and the information needs of the management." Explain and discuss this statement giving examples of classifications required for different purposes. (10)

OR

Q3 Find out the EOQ and order schedules for raw materials and packing materials with the following data given to you: (10)

1. Cost of ordering:

Raw materials: Rs. 1,000 per order

Packing Materials: Rs. 5,000 per order

2. Cost of Holding Inventory:

Raw materials: 1 paisa per unit per month

Packing Materials: 5 paisa per unit per month

3. Production rate: 2,00,000 units per month

Q4 In a factory the standard output is 48 units per week for a working week of 48 hours. The hourly rate is Rs. 2. Three workers P, Q & R produce 42, 48 and 72 units respectively in a particular week. Find out the earnings of each worker under the Halsey system of wage payment. (10)

OR

Q5 Define selling overhead and distribution overhead. Explain how selling overheads are allocated to products. (10)

Q6 Distinguish between Job Costing, Process Costing and Batch Costing. (10)

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BCOM-201

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OR

Q7 Following details relate to process C which is the latest process: (10)

	Units	Rs
Transfer from Process 'B'	4,000	9,000
Transfer from Process 'C' to finished stock	3,240	
Direct Wages		2,000
Direct Material		3,000

Factory Overheads are 400% of direct materials. Normal wastages is 20% of units entered. Scrap value is Rs. 5 per unit. You are required to prepare:

- Process C account
- Normal wastage account
- Abnormal effectiveness account.

Q8 The contract price of a contract undertaken by Mr. Ravi on 1st January, 2023 was Rs. 2,50,000. Following expenses were incurred on the contract: (10)

Material consumed Rs. 62,500; Material in hand on 30-9-2023 Rs. 20,000; Wages Rs. 30,000; Direct Expenses Rs. 32,000; plant purchased Rs. 40,000.

The contract was completed on 30th September 2023 and the contract price was duly received. Provide depreciation on plant @ 10% and charge indirect expenses @ 20% of wages. Prepare Contract Account and Contractee's Account in the books of Contractor.

OR

Q9 What is service costing? Explain the factors to be considered while ascertaining service costing. (10)

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END TERM EXAMINATION

THIRD SEMESTER [BCOM] DECEMBER 2024

Paper Code: BCOM-203

Time: 3 Hours

Subjects: Corporate Laws

Maximum Marks: 60

Note: Attempt all questions as directed. Internal Choice is indicated.

- Q1 Attempt **any Four** of the following questions: (4x5=20)
- a) Distinction between private and public company
 - b) Disadvantages of Incorporation of a Company
 - c) Explain the Doctrine of Indoor Management
 - d) State the procedure to be followed for removal of statutory auditor before the expiry of his term?
 - e) State the factors responsible for increasing attention towards Corporate Social Responsibility by the corporate
 - f) Explain the features of Article of Association
 - g) "Memorandum of Association is a charter of a Company" comment
 - h) Explain Powers and Duties of a Whole time director
- Q2 'A Company is an artificial person created by law with a perpetual succession and common seal' Comment on the statement. (10)
- OR**
- Q3 What are the structure and prerequisite of valid board meetings? Explain with a suitable example. (10)
- Q4 Discuss the pre requisite of qualification, skills and legal position of a Director in a company (10)
- OR**
- Q5 Explain the term Directors Identification Number (DIN) also the duties and responsibilities of Additional Director. (10)
- Q6 Elaborate the importance and components of CSR reporting in a company (10)
- OR**
- Q7 Explain the Provisions related to arrangements and amalgamation in a company (10)
- Q8 Explain the Provisions related to bankruptcy code, 2016 (10)
- OR**
- Q9 Describe National Company Law Tribunal (NCLT) and its power to punish the Contempt (10)

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END TERM EXAMINATION

THIRD SEMESTER (B.COM(H)) DECEMBER-2024 JANUARY-2025

Paper Code: B.Com-205

Subject: Business Research

Time: 3 Hours

Maximum Marks: 60

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

- Q1 Discuss the different types of research methodologies commonly employed in business studies. Compare and contrast qualitative and quantitative research methods, highlighting their respective strengths and limitations.
- Q2 Define and differentiate between conception, construct, attributes, variables, and hypotheses in the context of research. Provide real-world examples to clarify these concepts.
- Q3 Discuss the observational method in research. Evaluate its strengths and limitations in gathering data, citing examples of how it is used in business research contexts.
- Q4 Critically analyze the importance of data reliability and validity in research. Discuss how researchers ensure the reliability and validity of data collected through various methods mentioned in your study.
- Q5 Define and differentiate between nominal, ordinal, interval, and ratio measurement scales. Provide examples of each scale's application in business research.
- Q6 Outline the steps involved in the sampling process. Discuss different types of sampling techniques and the factors influencing sample size determination in research.
- Q7 Outline the steps involved in report writing. Discuss the importance of each step in ensuring a comprehensive and coherent research report.
- Q8 Discuss the ethical considerations that researchers should adhere to when preparing research reports. Explain how ethical principles are applied in reporting research findings.

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END TERM EXAMINATION

THIRD SEMESTER [BCOM] DECEMBER 2024

Paper Code BCOM 207 Subjects: Financial Markets and Institutions

Time: 3 Hours

Maximum Marks: 60

Note: Attempt any five questions including Q.no1 which is compulsory.
Internal Choice is indicated.

- Q1. Attempt **any four** (4x5=20)
- (a) Components of Indian financial system 3
 (b) NIFTY Vs. Sensex
 (c) Major instruments of money market 5
 (d) NABARD 2
 (e) Industrial sickness 2
 (f) Post office banks
 (g) Concept of Micro Finance
 (h) Role of depositories
- Q2. What are the important functions performed by an efficient financial system in an economy. Does it help in the economic development of a country? (10)
- OR**
- Q3. SEBI has played a strong role for the improvement of the secondary market in India. 4 (10)
- Q4. Define DFIs. What are objectives of DFIs in India? Also explain the importance of DFIs in economic growth. (10)
- OR**
- Q5. (a) Give an overview of Indian money market. 3 (6)
 (b) Mudra Scheme 2 (4)
- Q6. Explain the role of monetary policy committee of Reserve bank of India in regulating the liquidity in the economy. (10)
- OR**
- Q7. Define capital market. Explain the difference between primary market and secondary market. 2 1/2 (10)
- Q8. What are the key differences between a NFC and a bank? Discuss the role of RI in regulating NFSs. (10)
- OR**
- Q9. What are NPAs? What are the causes of NPAs and how these are calculated? 3 (10)

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END TERM EXAMINATION

THIRD SEMESTER [BCOM] DECEMBER 2024

Paper Code: BCOM-209 Subject: Human Resource Management
Time: 3 Hours Maximum Marks: 60
Note: Attempt any five questions including Q.No1 which is compulsory. Internal Choice is indicated.

- Q1. Attempt **any Four** of the following questions (Not exceeding 150 words) (4x5= 20)
- Discuss the role of workforce diversity in shaping modern HRM strategies.
 - Explain how work-life balance initiatives can improve employee productivity and retention.
 - Describe the key differences between job analysis, job description, and job specification. Provide examples.
 - Analyze the importance of an effective recruitment process in retaining top talent.
 - Evaluate the significance of sensitivity training in developing management skills.
 - Discuss the advantages and challenges of outsourcing the training process.
 - Explain the role of fringe benefits and performance-linked compensation in employee satisfaction.
 - Discuss how HR audits can improve organizational performance and compliance.
- Q2. Describe the emerging challenges in human resource management, such as downsizing, workforce diversity, and empowerment. How can HR managers address these challenges effectively? (10)
- OR
- Q3. Evaluate the importance of HRIS (Human Resource Information System) and e-HRM in modern organizations. Provide examples of their practical applications. (10)
- Q4. Discuss the key stages of the recruitment process and the techniques used to attract the best candidates. Provide examples of innovative approaches. (10)
- OR
- Q5. Analyze the factors that contribute to employee retention. Suggest strategies for HR managers to improve retention rates in competitive industries. (10)
- Q6. Compare and contrast role-playing and management games as training and development techniques. How can these methods enhance learning outcomes? (10)

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OR

- Q7. Discuss the significance of mentoring and coaching in leadership development. Provide a framework for implementing an effective mentoring program. (10)

Q8. Explain the process of performance appraisal and its impact on employee motivation. Suggest ways to improve the objectivity and accuracy of performance evaluations. (10)

OR

- Q9. Critically evaluate the role of green HRM practices in promoting sustainability within organizations. Provide examples of initiatives that HR departments can implement. (10)

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P-2/2



END TERM EXAMINATION

THIRD SEMESTER [BCOM] DECEMBER 2024

Paper Code BCOM-217

Subjects: Entrepreneurial Mindset

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal Choice is indicated.

- Q1 Attempt **any Four** of the following questions: (4×5=20)
- What are the features of new venture? Discuss the process of starting new venture.
 - What is franchising? How a franchise works? Explain the franchising agreement and franchising opportunities available.
 - What are intellectual property and the rights relating to them? Explain them with examples.
 - What are business incubators? Discuss different types of them available in India. What role they perform? Explain with examples.
 - How to identify business opportunities? Discuss the source of business opportunities.
 - Who are vendors? How to select the vendors? Discuss the criteria's used for the same.
 - What functions are involved in managing a business? Discuss the role of entrepreneur in a startup.
 - What are the problems faced in starting a start-up? Discuss the advantages and disadvantages of being entrepreneur.
- Q2 What are different types of intellectual property? How patents are different from trademarks? Explain the process of filing patent in India. (10)
- OR**
- Q3 What are copyrights? How to file copyrights in India? For how long the copyrights are granted? Explain the process involved. (10)
- Q4 Who is an entrepreneur? How he/she is different from manager. What type of imagination and creativity is needed in entrepreneur to manage the business successfully? Discuss with suitable examples of successful entrepreneurs of India. (10)
- OR**
- Q5 What is a detailed project report? What are its contents? Explain its purpose in startup. (10)
- Q6 What is a business plan? Discuss its format. Write a business plan for any idea you have in your mind as an example. (10)
- OR**
- Q7 What is a feasibility study? What are different types of feasibility analysis done by an entrepreneur? Discuss with examples. (10)
- Q8 Write a detailed note on financing facility available to entrepreneurs as new ventures. How to get finance from a financial institution? Discuss the process involved. (10)
- OR**
- Q9 How to carry out study to decide the location and layout of a business. What factors are important to be taken into consideration to decide the location of a business? Discuss with examples. (10)
