

End Semester Examination, Dec. 2021

BBA (G) International Business – Third Semester

MARKETING MANAGEMENT (2.224)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt **ANY TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short note on followings:

- a) Marketing Objective
- b) Advertising.
- c) Market segmentation.
- d) Consumer behavior.
- e) Social media marketing.
- f) Retailing.
- g) Digital marketing.
- h) Product positioning.
- i) Sustainable marketing.
- j) Ethical marketing.

2×10

PART-A

Q.2 "Marketing is creating, promoting and delivering goods and services to satisfy the needs of consumers". In context with the statement how will you define scope of marketing. Also discuss with the help of suitable examples for marketing mix elements that you will consider while attracting and satisfying customers for your company. **20**

Q.3 Describe the followings in detail:

- a) Target marketing.
- b) Branding strategies.

10×2

Q.4 "Price is the only marketing mix element which generates revenue for a business". What objective you will set as a marketer while setting price for a product? Also discuss the factors to be considered by you while working on a pricing strategy. **20**

PART-B

Q.5 "Distribution channel is the chain of intermediaries that transfer the title of product from a manufacturer to customer". In the context of the statement define the functions of a distribution channel to a company. Also, define the different levels of distribution channel a company should adopt and reasons thereof. **20**

Q.6 What types of quantitative and qualitative objectives you will set for your sales team? Also suggest the steps you will ask your sales team to follow while approaching to the marketplace and making interaction with customers? **20**

Q.7 Describe the followings in detail:

- a) Benefits of customer relationship management
- b) Social responsibility in marketing

10×2

End Semester Examination, Dec. 2021
M. Com. — Third Semester
ACCOUNTING FOR BANKING AND INSURANCE (MCOM-DS-308)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 a) **Write short notes on:**
- i) Commercial banks.
 - ii) Non-bank financial companies (NBFCs).
 - iii) Promissory note
 - iv) Industrialization plays an important role in the economic. **2×4**
- b) **Fill in the blank:**
- i) Foreign trade policy is known as _____ policy. **2**
- c) Discuss in brief the following items and explain where and how the following items are shown in the annual accounts of a banking company or insurance company:
- i) Statutory reserve.
 - ii) Investments.
 - iii) Contingent liabilities.
 - iv) Life assurance fund.
 - vi) Surrender values. **2×5**

PART-A

- Q.2 a) Why the study of business environment is so important. Also explain the nature and relationship between business and environment. [CO-1][L-2] **10**
- b) Write note on impact of environment scanning on policy formulation. [CO-3][L-4] **10**
- Q.3 Critically evaluate in detail the new economic policy of India. [CO-3][L-5] **20**
- Q.4 Write a detailed note on "Structure of Indian industry". [CO-2][L-2] **20**

PART-B

- Q.5 Prepare the balance sheet of an insurance company carrying on fire and marine insurance business. [CO-1][L-2] **20**
- Q.6 Explain the slip system of Book-Keeping. What are its advantages and disadvantages? [CO-3][L-5] **20**
- Q.7 The following particulars are extracted from the trial balance books of Sound Bank Ltd. For the year ended 31st March 2016:

Particular	□
Interest and discounts	19,66,240
Rebate on bills discounted (balance on 1.4.2015)	6,504
Bills discounted and Purchased	6,74,540

It is ascertained that proportionate discount not yet earned on the bills discounted which will mature during next year amounted to □9,276.

Pass the necessary journal entries adjusting the above and show:

- a) Rebate on bills discounted accounted.
- b) Interested and discount in the ledger of the bank. [CO-4][L-4,5] **20**

End Semester Examination, Dec. 2021
BBA (G) International Business – Third Semester
OPERATIONS MANAGEMENT (2.225)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Write short notes on the following:

- a) Process layout.
- b) Holding cost v/s Ordering cost.
- c) Nodes and Activity.
- d) Productivity and Efficiency.
- e) Fixed position layout.
- f) Assignment and Transportation problem.
- g) Gantt chart.
- h) Vogel approximation method.
- i) Hungarian method.
- j) Line layout.

2×10

PART-A

Q.2 Solve the transportation problem by Vogel approximation method and LCM:

To>>>	D1	D2	D3	Total Supply
From				
S1	4	3	2	250
S2	5	2	3	300
S3	7	8	2	450
S4	8	9	4	200
Total Demand	300	400	500	1200

[CO-1][L-2] **20**

Q.3 A trip from Chennai to Bangalore takes six hours by bus. A typical timetable of the bus service in both the directions is given below:

Departure from Chennai	Route Number	Arrival at Bangalore	Departure from Bangalore	Route Number	Arrival at Chennai
0600 hours	A	1200 hours	0530 hours	1	1130 hours
0730 hours	B	1330 hours	0900 hours	2	1500 hours
1130 hours	C	1730 hours	1500 hours	3	2100 hours
1900 hours	D	0100 hours	1830 hours	4	0030 hours
0030 hours	E	0630 hours	0000 hours	5	0600 hours

The cost of providing this service by the transport company depends upon the time spent by the bus crew (drivers and conductors) away from their places in addition to service times. There are 5 crews, but there is a constraint that every crew members should be provided with more than 4 hours of rest before the return trip again and should not wait for more than 24 hours for the return trip. The Company has residential facilities for the crew at Chennai as well as at Bangalore. Find which crew be assigned

End Semester Examination, Dec. 2021
BBA (G) International Business – Third Semester
SERVICE MARKETING (2.355)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions:

- a) On a goods-service continuum, map the marketing offerings like airline flight and fast-food restaurant.
- b) Name at least four examples of service industry.
- c) Define "Services".
- d) Explain in short, the predicted service level with suitable example.
- e) Discuss the concept of "moment of truth" in service encounter stage of service marketing.
- f) Name any two enhancing supplementary services in context to booking a movie ticket.
- g) Draw the wheel of loyalty.
- h) Who are platinum customers?
- i) What are the major five consolidated dimensions of service quality?
- x) "Many services tasks are routine, and for these, specific rules and standards can be easily established and effectively executed." Comment on it. **2×10**

PART-A

Q.2 In context to bank, discuss the different characteristics of services. Further also discuss the marketing mix strategies that the customer will apply in this context. [CO-1][L-2] **20**

Q.3 "Service consumption can be divided into three principal stages: pre-purchase, service encounter and post encounter stage. Further each stage consists of two or more steps". In light of this statement explain the three-stage model of service consumption. [CO-1][L-5] **20**

Q.4 Write short notes on the following:

- a) Managing relationship and building loyalty.
- b) Complaint and service recovery.

[CO-2][L-3] **10×2**

PART-B

Q.5 What do you mean by service "product" and discuss its various elements? Explain the role of supplementary services in it and distinguish between enhancing and facilitating supplementary services with suitable example for each. [CO-3][L-3] **20**

Q.6 Why are service employees critical to the success of any service organization? What are the strategies for delivering service quality through employees? [CO-4][L-6] **20**

Q.7 Which elements of the marketing communications mix would you use for each of the following scenario?

- a) A newly established boutique in an urban shopping center.
- b) An established fast-food restaurant facing declining patronage because of new competitors.

Give reasons to you answer.

[CO-4][L-1] **10×2**

End Semester Examination, Dec. 2021
BBA (G) IB – Fifth Semester
APPLIED MARKETING MANAGEMENT (2.361)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions:

- a) Research design. [CO2][L-3]
- b) Bibliography. [CO1][L-4]
- c) Types of survey methods. [CO3][L-5]
- d) Pilot study. [CO4][L-6]
- e) Sampling. [CO2][L-1,2] **4×5**

PART-A

Q.2 What are some of the reasons why management is often not clear about the real problem? Discuss the use of marketing research for organizations these days. [CO2,4][L-2,3] **20**

Q.3 Highlight any 5 major differences between qualitative and quantitative types of researches. Develop the questionnaire suitable to collect the data on "use of digital payment option by consumers"? [CO1,3][L-4,5] **20**

Q.4 Discuss the role of the researcher in the problem definition process. Explain the marketing research process with the help of one example. [CO4][L-3,6] **20**

PART-B

Q.5 How important is report writing in applied marketing research? Describe the guidelines for report writing. [CO2,3][L-3,4] **20**

Q.6 What is measurement of scale? How do we do that? Discuss the various types of comparative and non-comparative scaling techniques. [CO2,4,5][L-1,2,6] **20**

Q.7 What is observational research? Discuss some of its uses. Also discuss the importance of sampling in marketing research. [CO2,3,5][L-1,2] **20**

End Semester Examination, Dec. 2021
BBA (General/Banking and Financial Markets) — Third Semester
COST AND MANAGEMENT ACCOUNTING (BBA-DS-304)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is Compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Define the following briefly:
- Marginal cost.
 - Sunk cost.
 - Imputed cost.
 - Perpetual inventory system.
 - LIFO.
 - Apportionment of overheads.
 - ABC analysis.
 - JIT.
 - MOS.
 - CVPA.

2×10

PART-A

- Q.2 Mention the similarities and differences between 'cost accounting' and 'financial accounting' in a tabular forms and also discuss the utilities of classification of cost.

[CO-1][L-2] **20**

- Q.3 Two components A & B are used monthly in a factory as given below:

Normal usage	100 units per month
Maximum usage	400 units per month
Minimum usage	200 units per month
Re-order quantity	A-2500 units , B 3800 Units
Re-order period	A-4 to 6 months, B-2 to 4 months

Calculate minimum level, maximum level, re-order level, average stock level and also calculate the EOQ from the following information given below:

Annual requirements	7500 units
Cost of material per unit	₹ 20
Cost of placing each order	₹ 50
Annual carry cost of inventory	5 % of material price

[CO-3][L-3] **20**

- Q.4 a) What do you understand by overheads? How are they classified and also explain the term under and over absorption of overheads.
 b) The factory overhead costs of three production departments are:

[CO-3][L-4] **10**

Department A	₹ 48,890
Department B	₹ 90,200
Department C	₹ 78,800

End Semester Examination, Dec. 2021
 BBA (General/Banking and Financial Markets) — Third Semester
FUNDAMENTAL AND TECHNICAL ANALYSIS (BBA-DS-305A)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 4

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Define the following briefly:

- a) A company has current assets of Rs.630Cr and total assets of ₹830Cr, while it has current liabilities of ₹430 Cr. The current assets include Inventory = ₹200 Cr, Receivables = ₹250 Cr, Cash and other assets = ₹180 Cr. What is the quick ratio of the company?
- b) Draw a candle and mark the OHLC points on it, which has following details – Open – 725, High – 732, Low – 712, Close - 721.
- c) Bearish markets are accompanied by downward sloping trend lines. State T/F and your reason for it.
- d) Light Source Ltd has EBITDA of ₹150 Cr. The interest paid is ₹12 Cr, Depreciation and Ammortisation is ₹13Cr and Taxes paid is ₹60Cr. The company had net sales of ₹830 Cr. What is the net profit margin?
- e) According to Dow Theory, in accumulation phase, large numbers of participants are actively buying stocks. State True/False and your reason for it.
- f) What is contractionary fiscal policy with respect to government spending, borrowings and taxes?
- g) Draw a Flag pattern with entry point, target and stop loss.
- h) What are traits of a successful trader?
- i) What are blue chip stocks? Give a few examples.
- j) Should a trader trade in illiquid stocks? Give reasons for your answer. **2×10**

PART-A

Q.2 a) On the basis of below data, calculate the inventory, receivable & payable number of days for the years 2019, 2020 & 2021:

Particular	2018	2019	2020	2021
Net Sales	70,000	77,000	85,000	90,000
Cost of Sales	35,000	46,200	51,000	55,000
Inventories	9,000	10,000	12,000	13,000
Trade receivables	6,000	7,000	8,000	9,000
Trade payables	14,000	13,000	15,000	16,000

b) What is top down and bottom up analysis in fundamental analysis?

[CO-1][L-3] **10**

[CO-1][L-2] **10**

End Semester Examination, Dec. 2021
 BBA (General and Banking) – Third Semester
OPERATIONS MANAGEMENT (BBA-DS-306)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Write short notes on:
- Structure of queuing.
 - PERT.
 - EMV.
 - Maximin principle.
 - Fixed position Layout.
 - Assignment and transportation problem.
 - Expected opportunity loss.
 - Vogel approximation method.
 - Hungarian method.
 - Infeasible solution.

2x10

PART-A

- Q.2 Solve the transportation problem by vogels approximation method and LCM.

To>>>	D1	D2	D3	Total Supply
From				
S1	4	3	2	250
S2	4	7	3	300
S3	7	8	3	350
S4	8	9	4	200
Total Demand	300	400	400	1100

[CO-1] [L-2] **20**

- Q.3 A company has four salesmen for 5 different territories. The monthly increase estimated for each salesman in different territories (in Lakh), are shown in the table below:

Salesmen	Sales Territories				
	New Jersey	Paris	Manhattan	Georgia	Italy
A	75	80	85	70	90
B	91	71	82	75	85
C	78	90	85	80	80
D	65	75	88	85	90

Suggest Optimal assignment for the salesmen. Which Sales territory will remain unassigned? What will be the maximum sales increase ever month? [CO-2] [L-2] **20**

- Q.4 a) Customer arrive at a sales counter manned by a single person according to a poisson process with a mean rate of 20 per hour. The time required to serve a customer has an exponential distribution with a mean of 100 seconds. What is the average waiting time of a customer?

[CO-3] [L-2] **10**

End Semester Examination, Dec. 2021
BBA (General/Banking and Financial Markets) — Third Semester
Retail Management (BBA-DS-307)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer in brief:

- a) When and who brought one stop shopping in retail and shortly discuss what is it?
- b) Explain why the storeowners introduced the self-service system in retail?
- c) State one major difference between organized and unorganized retailing.
- d) Diagrammatically show the types of marketing channel in retail.
- e) Discuss in short, any two qualitative data collection techniques.
- f) What is the scope of mall shopping management?
- g) Identify the characteristics of cheap jacks and market traders.
- h) Contrast between specialty stores and general stores.
- i) Discuss in short, any two elements of atmosphere used while establishing a retail image.
- j) Discuss the concept of floor-ready merchandise. [Co-2,3,5][L-1,3,4,5] **2×10**

PART-A

Q.2 Examine the scope of retailing? Discuss in detail the evolution of retail in India. [CO-1][L-2] **20**

Q.3 a) Classify in detail the types of large-scale retailers with suitable examples. [CO-2,3][L-2,3] **10**
b) "Retaining the customers, keeping them happy, enhancing their satisfaction level is the continuous endeavour of any organization as it cannot afford to miss any of the loyal customers. Ever changing Indian consumer, cut throat competition and emerging new technologies are the thrown challenges for which the marketers have to develop strategies to overcome it". Imagine that you run a retail outlet. Which strategy would you formulate here so as to retain and build loyal customers? [CO-1][L-4] **10**

Q.4 Draw a neatly labeled diagram of stimulus response model and elaborate it. Also examine the role of the various factors affecting the consumer's buying behaviour. [CO-2][L-3] **20**

PART-B

Q.5 What are the various elements used by the retailer while devising the merchandise plan? How does a retailer implement merchandise plan with the support of supply chain management and its elements? Discuss. [CO-3][L-4] **20**

Q.6 How does employee play an important role in managing a store? "Customer service is the set of activities and programs undertaken by retailers to make the shopping experience more rewarding for their customers". Elaborate. [CO-4][L-5,6] **20**

Q.7 What are the various methods of communicating with customers while designing the retail communication mix? Discuss each with suitable example. [CO-2][L-2,5] **20**

End Semester Examination, Dec. 2021
BBA (General and Banking) — Fifth Semester
TAXATION LAWS AND PRACTICES (BBA DS 503)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **2**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions:

- a) What is casual income? Explain with an example.
- b) What is agricultural income?
- c) Explain the computation of house rent allowance.
- d) Discuss additional conditions of residential status.
- e) Explain "Provident Fund" in brief.
- f) Define "Assessee and Person".
- g) Explain "Short term and Long term capital gains".
- h) Write a short note on Income from other sources.
- i) Explain the computation of LTCG if property acquired by assessee after 1st April, 2001.
- j) How would you calculate the GAV of a rented house property? [CO1][L-1,2] **2×10**

PART-A

Q.2 a) Mr. Alex, a British national, joined ABC Co. Ltd. in India on 1st June 2011. On 1st December 2012, he went to Europe on deputation. On 1st April 2015, he came back to India and left for Russia again on 31st May 2015. He returned to India and joined his original post on 1st June 2020. Determine his residential status for the A.Y. 2021-22.

[CO1][L-3] **10**

b) Discuss any 20 exempted incomes under section 10, Income Tax Act 1961.

[CO1][L-2] **10**

Q.3 Under what circumstances an assessee will be considered as ordinary Resident and on what income he will be liable to pay tax? [CO2][L-2] **20**

Q.4 What are the different categories of assessee according to residential status? How this status is determined? [CO1][L-2] **20**

PART-B

Q.5 a) Mrs. Sharda purchased the property on September 21, 1987 for ₹42, 00,000. Fair market value as on 1st April 2001 is ₹40,50,000/-. She constructed a room on ground floor in 1990-91, cost ₹3,00,000/-. Reconstruction of house was taken place in 2015-16, which cost ₹6, 00,000. The property was transferred on 30th March 2021 for ₹5,10,00,000/-. Compute the taxable capital gain. [CO2][L-3] **10**

b) Mr. X furnishes this information:

	Gold	Debentures
Date of acquisition	20 th July 2018	1 st March 2007
Date of transfer	20 th December 2020	15 th June 2020
Sales consideration	8,00,000	12,00,000
Cost of acquisition	6,40,000	9,50,000
Expenditure	2000	1000

Calculate taxable capital gain for AY 2021-22.

[CO2][L-3] **10**

End Semester Examination, Dec. 2021
BBA (General/Banking and Financial Markets) — Fifth Semester
INFORMATION TECHNOLOGY IN BANKING AND FINANCE (BBA-DS-506)

Time: 3 hrs.

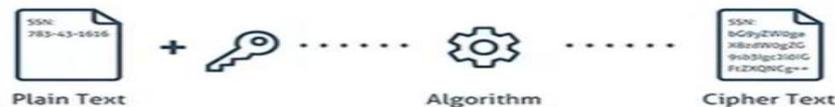
Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 IS COMPULSORY**. Attempt **ANY TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions:

- a) Abbreviate SWIFT, POS, MODEM and NFC.
- b) What is "Regtech" in Fintech?
- c) What are methods of cashless transactions in bank name any four?
- d) What do you understand by fiat money?
- e) Name the founder of Bitcoin?
- f) Name the trading software's used by BSE and NSE?
- g) What 'IT Act 2000' is related with? Name any one section of this Act?
- h) See the figure and tick the correct option: ENCRYPTION / DECRYPTION



- i) What is 'Ether' in the world of Crypto currencies?
- j) What is DLT in block chain?

[CO-1,3,5][L-1] **2×10**

PART-A

- Q.2 Explain the concept of Fintech? Name two Fintech companies of two different fields and explain their model? [CO-2][L-3] **20**
- Q.3 What is the need of technology in bank? Describe the benefits which the bank and the customer got after adoption of information technology by banks? [CO-3][L-2] **20**
- Q.4 What is "P2P" lending? Explain various pros and cons of this type of lending? Name at least two P2P lending platforms? [CO-4][L-3] **20**

PART-B

- Q.5 What is crowd funding? Define various types of crowd funding mentioning at least one crowd funding platform in each category? [CO-4,5][L-2] **20**
- Q.6 What is cyber crime? Explain phishing, vishing, smishing and farming with regards to cyber crimes? [CO-5][L-2] **20**
- Q.7 What is the concept of robo advisor and algorithmic trading? Explain the difference between these two? Briefly differentiate between advisor and investor also? [CO-5][L-3] **20**

End Semester Examination, Dec. 2021
BBA (General/Banking and Financial Markets) — Third Semester
INDIAN FINANCIAL SYSTEM (BBA-DSE-001)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 IS COMPULSORY**. Attempt **ANY TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Answer the following questions: [CO-1][L-1]
- a) What is money market?
 - b) Explain the concept of 'financial system'.
 - c) Discuss in brief monetary policy.
 - d) What are mutual funds?
 - e) What do you understand by capital market?
 - f) What are the instruments of money market? Explain any two.
 - g) Discuss the main components of Indian financial system?
 - h) What are the functions of financial system?
 - i) Define credit rating? Give the name of any two rating agencies.
 - j) Elaborate the term: 'derivative'. **2×10**

PART-A

- Q.2 a) Explain financial system? Discuss various components of Indian financial system. [CO-2][L-2] **10**
- b) Elaborate the concept of financial market. Further, elaborate the roles and functions of financial market. [CO-2][L-2] **10**
- Q.3 a) Discuss the concept of; commercial bank, narrate the functions of commercial banks. [CO-2][L-2] **10**
- b) Discuss the functions of RBI. And its role in credit control in detail. [CO-2][L-2] **10**
- Q.4 Elucidate the use of mutual funds. Discuss the regulatory guidelines for mutual funds in detail. [CO-3][L-2] **20**

PART-B

- Q.5 Discuss the roles and powers of SEBI. Mention the guidelines for listing of company in capital market in brief. [CO-2][L-2] **20**
- Q.6 What is credit rating? Some of the factors affecting credit ratings. Also give the descriptions of some credit rating agencies in India. [CO-2][L-2] **20**
- Q.7 Write short notes on:
- a) Primary market.
 - b) Secondary market.
 - c) Factoring services.
 - d) Derivatives. [CO-4][L-2] **20**

End Semester Examination, Dec. 2021

BBA (General and Banking) – Fifth Semester

MONEY AND BANKING (BBA-DSE-006)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Define the following:

- a) Inflation.
- b) Commercial banks.
- c) RBI.
- d) Interest rate.
- e) Gilt edge securities.
- f) 2 functions of central bank.
- g) 2 objectives of monetary theory.
- h) Full form of DFI.
- i) E-IPO.
- j) Reverse repo rate.

2x10

PART-A

Q.2 "Financial system of a country is not insulated from the global development". Comment on it. **20**

Q.3 Identify four money market instruments and elaborate. **20**

Q.4 Write short notes on the following:

- a) Supply of money process.
- b) Different types of interest rates.

10x2

PART-B

Q.5 Define bank management and explain reforms in banking sector. **20**

Q.6 Write short notes on the following:

- a) NSDL.
- b) SHCIL.

10x2

Q.7 What are monetary theories and explain the classical and Keynesian theories in detail. **20**

End Semester Examination, Dec. 2021

BBA (General and Banking) – Fifth Semester

E-COMMERCE (BBA-DSE-008)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following:

- a) Pure online v/s Brick and click.
- b) Cryptography and its types.
- c) Risk involved in online payment.
- d) One-one enterprise.
- e) Define M-commerce.
- f) Business-to business e-commerce involves commercial transactions between one organizations to other organizations. Comment your views.
- g) WWW stand for _____.
- h) The key factor in the growth of e-commerce is the development of_____.
- i) M-commerce.
- j) "E-Commerce payment systems have become very popular majorly due to the widespread use of the Internet-based shopping and banking". Comment on it.

PART-A

Q.2 E-commerce is the exchange of goods and services between independent organizations and persons supported by a comprehensive usage of powerful ICT systems and a globally standardized infrastructure. Explain the statement and also discuss the different advantages of E-commerce and its limitations. [CO2][L-3]**20**

Q.3 E-commerce is changing the landscape of many business deals and operations' what are your views on this statement? Also discuss the different categories of e-commerce business model in detail with suitable examples. **20**

Q.4 What do you understand by e-governance? Discuss the concept, scope, advantages and limitations of e-governance? [CO1][L-2]**20**

PART-B

Q.5 What are the different risks involved in making online payments? What is the role of payment gateway in online payments? Explain the mechanism of payment gateway with diagrammatic representation. [CO3][L-1,2]**20**

Q.6 The term digital signature generally applies to the technique of appending a string of characters to an electronic message. What is the need of applying digital signature or what purpose does digital signature serves. Also explain the mechanism of digital signature. [CO1,2][L-3]**20**

Q.7 Explain the application of e-commerce in following service sector: online entertainment, online learning, online career services and online banking. [CO4][L-3]**20**

End Semester Examination, Dec. 2021
BBA (G) International Business — Third Semester
INTERNATIONAL ADVERTISING AND PROMOTIONS (BBA-DSE-010)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **2**

Note: Attempt **FIVE** questions in all; **Q.1 IS COMPULSORY**. Attempt **ANY TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions:

a) "Advertising is the backbone of modern marketing". Elaborate the statement with the help of examples. [CO-2,3][L-1,3] **10**

b) "Advertising is economically beneficial but socially not justifiable" Comment on it. [CO-1,4,6][L-4,6] **10**

PART-A

Q.2 Answer the following questions:

a) "In 2001, MUL, the market leader in the car industry in India, entered the used-car market in India by launching its True Value operations". How will the entry of Maruti into the used car market help the company maintain its leadership position in the Indian car market? [CO-1,3][L-1,4] **10**

b) Newspapers like the Times of India and Hindustan Times have come up with online offerings, for the matrimonial ads placed in those newspapers. Discuss the reasons that prompted newspapers to enter the online matrimonial space. [CO-2,4][L-2,5] **10**

Q.3 a) Discuss the difference between creative planning and media planning in detail.

[CO-1,3][L-2,4] **10**

b) Discuss the advantages of television as an advertising medium and the importance of these factors to major advertisers such as automobile companies or packaged goods marketers. [CO-2,4][L-3,5] **10**

Q.4 "Some feel advertising manipulates the mind, while others are of the view that advertising seeks to persuade". Which interpretation is closer to your understanding of advertising and why? Discuss the different appeals used in advertising these days. [CO-1,4][L-2,6] **20**

PART-B

Q.5 What do you understand by sales promotion? Discuss its various tools and techniques? What kind sales promotion tools will you suggest for DVDs and Pens marketed by the same company? [CO-1,4][L-2,5] **20**

Q.6 As a head of advertising department of your company, you are to decide on elements of advertising campaign for a new brand of scooters for ladies to be launched soon in the market. With reference to the above, discuss in detail the various elements of advertising campaign. [CO-2,3][L-3,4] **20**

Q.7 **Case Study:**

Introduction

Ford is a global firm that makes cars and commercial vehicles. It has been the leading car seller in the UK for 28 years. It is based in the US but operates all over the world. In

End Semester Examination, Dec. 2021
OPEN ELECTIVE - COMMON FOR ALL BRANCHES
EFFECTIVE TECHNIQUES FOR DECISION MAKING IN BUSINESS
(BBA-OE-001)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Answer the following:
- Assignment formulation steps.
 - Hungarian method.
 - Maximin vs minimax.
 - EPPI.
 - Unbounded solutions.
 - Assignment and transportation problem.
 - Johnson rule.
 - Vogel approximation method.
 - VAM method.
 - Dummy in network diagram.

[CO1][L-2]**2x10**

PART-A

- Q.2 Solve the Transportation problem by Vogel Approximation Method and LCM.

To>>>	D1	D2	D3	Total Supply
From				
S1	4	3	2	250
S2	5	2	3	300
S3	7	8	2	450
S4	8	9	4	500
Total Demand	700	400	500	

[CO-1] [L-2]**20**

- Q.3 A company has four salesmen and for 5 different territories. The monthly increases, estimated for each salesman in different territories (in Lakh \$), are shown in the table below:

Salesmen	Sales Territories				
	New Jersey	Paris	Manhattan	Georgia	Italy
A	75	80	85	70	90
B	91	71	82	75	85
C	78	90	85	80	80
D	65	75	88	85	90

Suggest Optimal assignment for the salesmen. Which Sales territory will remain unassigned? What will be the maximum sales increase ever month? [CO-2] [L-2]**20**

- Q.4
- "All Transportation model have hardly any real life applications." Do you agree with the statement? Discuss. [CO-2] [L-2] **10**
 - Illustrate i) Dummy event in assignment; ii) appearance of a redundant constraint in a LPP problem [CO-1] [L-3] **10**

End Semester Examination, Dec. 2021

B. Com. (Hons.) — Third Semester

BUSINESS STATISTICS (BCOM-DS-303)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **2**

Note: Attempt **FIVE** questions in all; **Q.1 IS COMPULSORY**. Attempt **ANY TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions.

- What do you mean by positive correlation?
- Give an example of discrete and continuous series.
- What are cyclic variations?
- What do you mean mutually exclusive events?
- Give an example of exclusive series and inclusive series.
- Write two examples of seasonal variations.
- Why correlation is said to be non-sense?
- Write difference between frequency and mode.
- What do you mean by frequency polygon?
- Why Fisher's index number is said to be ideal?

[CO-1,2][L-1] **2×10**

PART-A

Q.2 a) Define "Classification" and explain different types of classification by giving examples. [CO-1][L-1] **10**

b) Explain "Classification is a step towards tabulation". Also write down the parts of a table. [CO-1][L-1] **10**

Q.3 a) Following are the marks of two students in 8 attempts in a particular subject:

X	28	31	80	60	11	0	93	51
Y	81	54	41	16	18	19	21	39

i) Which one is the better performer?

ii) Which one is uniform in studies?

[CO-3][L-5] **10**

b) Calculate Quartile deviation and its coefficient for the data given below:

C.I.	0-2	2-4	4-6	6-8	8-10	10-12	12-14	14-16
Frequency	8	12	18	21	9	7	3	2

[CO-3][L-3] **10**

Q.4 a) The blood group of 60 students of a class recorded as below:

Blood Group	A	B	AB	O
Number of Students	12	20	10	18

A student of the class is selected at random.

i) What is the probability that the selected student has blood group O?

ii) What is the probability that the selected student does not have blood group O?

[CO-3][L-4] **10**

b) A box contains 90 discs numbered 1 to 90. One disc is drawn at random from the box. What is the probability that is bears?

i) A two-digit number

ii) A perfect square

iii) A multiply of 4

iv) A number divisible by 3 and 5.

[CO-3][L-5] **10**

End Semester Examination, Dec. 2021
B. Com. (Hons.) — Third Semester
FINANCIAL MARKET AND INSTRUMENTS (BCOM-DS-304)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 IS COMPULSORY**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions.

- | | |
|--|-------------|
| a) What are the basic elements of well-functioning of a financial system? | [CO-1][L-1] |
| b) Differentiate between primary market and secondary market. | [CO-1][L-2] |
| c) Define financial innovation. | [CO-1][L-1] |
| d) Differentiate between factoring and forfaiting. | [CO-2][L-2] |
| e) What is the work of asset Management Company in mutual funds? | [CO-2][L-1] |
| f) Differentiate between scheduled bank and non-scheduled bank. | [CO-3][L-2] |
| g) What is principle of proximate cause? | [CO-3][L-1] |
| h) What is bancassurance? | [CO-1][L-1] |
| i) What is active portfolio management? | [CO-2][L-1] |
| j) Enlist two quantitative methods of credit control by Reserve Bank of India. | [CO-4][L-1] |

2×10

PART-A

Q.2 "To promote orderly and healthy growth of securities market and protection of investors SEBI was set up". With reference to this statement analyze the objectives of SEBI. [CO-3][L-4] **20**

Q.3 Does a credit rating assure repayment? Credit rating establishes a link between risk and return. Justify the statement. [CO-2][L-2,5] **20**

Q.4 What is net asset value of a scheme? Summarize different types of mutual fund schemes. [CO-3][L-5] **20**

PART-B

Q.5 "The future of each bank depends on how well it can leverage the latest innovations to focus on customer needs, wants, and behaviors". Justify the statement. [CO-3][L-4] **20**

Q.6 What are development banks? Evaluate the need of development banks in India. [CO-2][L-1,5] **20**

Q.7 Portfolio management is a perfect way to select the "Best Investment Strategy". Analyze the statement. [CO-2][L-4] **20**

End Semester Examination, Dec. 2021
B. Com. (Hons.) — Third Semester
FINANCIAL MARKET AND INSTRUMENTS (BCOM-DS-304)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 IS COMPULSORY**. Attempt **ANY TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions:

- a) What are the basic elements of well functioning of a financial system? [CO-1][L-1]
- b) Differentiate between primary market and secondary market. [CO-1][L-2]
- c) Define "Financial innovation". [CO-1][L-1]
- d) Differentiate between factoring and forfaiting. [CO-2][L-2]
- e) What is the work of Asset Management Company in mutual funds? [CO-2][L-1]
- f) Differentiate between scheduled bank and non-scheduled bank. [CO-3][L-2]
- g) What is principle of proximate cause? [CO-3][L-1]
- h) What is bancassurance? [CO-1][L-1]
- i) What is active portfolio management? [CO-2][L-1]
- j) Enlist two quantitative methods of credit control by Reserve Bank of India. [CO-4][L-1]

2×10

PART-A

Q.2 "To promote orderly and healthy growth of securities market and protection of investors SEBI was set up". With reference to this statement analyze the objectives of SEBI.

[CO-3][L-4] **20**

Q.3 Does a credit rating assure repayment? Credit rating establishes a link between risk and return. Justify the statement.

[CO-2][L-2,5] **20**

Q.4 What is net asset value of a scheme? Summarize different types of mutual fund schemes.

[CO-3] [L-5] **20**

PART-B

Q.5 "The future of each bank depends on how well it can leverage the latest innovations to focus on customer needs, wants, and behaviors." Justify the statement.

[CO-3][L-4] **20**

Q.6 What are development banks? Evaluate the need of development banks in India.

[CO-2][L-1,5] **20**

Q.7 Portfolio management is a perfect way to select the "Best Investment Strategy". Analyze the statement.

[CO-2][L-4] **20**

End Semester Examination, Dec. 2021

B. Com. (Hons.) — Third Semester

CONSUMER BEHAVIOUR (BCOM-DS-306)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions:

- a) List different types of frustrations.
- b) What is opinion leadership?
- c) What is the aim of the consumer protection act?
- d) List the dimensions of self-image.
- e) Name the factors that affect lifestyle segmentation.
- f) What is the thin line that differentiates between a customer and a consumer? Explain with examples.
- g) Differentiate between biogenic needs and psychogenic needs.
- h) Define "Brand Personality".
- i) Diagrammatically represent the classification of adopters.
- j) Name the various roles played by members of a family while making a purchase decision. **2×10**

PART-A

- Q.2 a) VALS™ identifies the psychological motivations that predict consumer differences. Illustrate with example. [CO-2][L-4] **10**
- b) "Consumer decision making process is interplay of various complex variables which are not visible to the marketers." Substantiate. [CO-1][L-4] **10**
- Q.3 a) Innovativeness gets related to other personality traits like dogmatism, social character, optimum stimulation levels and variety novelty seeking. Justify with example. [CO-2][L-3] **12**
- b) People can emerge with different perceptions of the same object because of three perceptual processes. Elucidate. [CO-2][L-3] **8**
- Q.4 a) The learning process comprises certain elements/ components, viz., motivation, cues, response and reinforcement. Illustrate each with example. [CO-3][L-4] **12**
- b) Explain four basic functions of attitude with example. [CO-3][L-5] **8**

PART-B

Q.5 Write short notes on the following:

- a) Culture and sub culture.
 - b) Reference group. [CO-3][L-3] **10×2**
- Q.6 a) Explain the various stages in the adoption process. [CO-3][L-3] **15**
- b) Explain the types of decision-making level which can be used to analyze consumer behavior. [CO-1][L-3] **5**
- Q.7 Customer profiling is a way of creating portraits of your customers that are based on factual information, such as their buying behaviors or customer service interactions. Justify with example. [CO-1][L-4] **20**

End Semester Examination, Dec. 2021
B. Com. (Hons.) — Fifth Semester
MANAGEMENT ACCOUNTING (BCOM-DS-501)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **2**

Note: Attempt **FIVE** questions in all; **Q.1 IS COMPULSORY**. Attempt **ANY TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 a) Answer the following:

- i) Financial statement analysis is a part of financial accounting and not of management accounting.
• True
• False [CO-1][L-1]
- ii) Quick assets include cash, debtors and inventory.
• True
• False [CO-2][L-1]
- iii) Debt-equity ratio indicates the ability of a firm to pay off its long term liabilities.
• True
• False [CO-2][L-2]
- iv) At break-even point, fixed cost is equal to contribution.
• True
• False [CO-2][L-2]
- v) The budget that is prepared first and all other budgets are subordinate to it is Master Budget.
• True
• False [CO-3][L-2]
- vi) Idle time variance is always unfavorable.
• True
• False [CO-2][L-2]
- vii) When standard cost is more than actual cost, it is called _____ variance.
• Favorable.
• Unfavorable. [CO-2][L-2]
- viii) Differential cost analysis helps in make or buy decisions.
• True
• False [CO-4][L-2]
- ix) In an investment centre, the manager is responsible only for investment decisions and not for its cost and sales revenues.
• True
• False [CO-2][L-2]
- x) _____ is a budget that is designed to furnish budgeted costs for any level of activity actually attained.
• Fixed budget.
• Flexible budget. [CO-3][L-1]

1×10

b) Differentiate between the following:

- i) Cost control and Cost reduction [CO-3][L-2]
ii) Fixed budget and Flexible budget [CO-2][L-1]
iii) Absorption costing and Marginal costing [CO-2][L-1]
iv) Cost accounting and Management accounting [CO-1][L-2]
v) Revenue centre and Profit centre [CO-3][L-2]

2×5

PART-A

Q.2 Define "Management Accounting". What are its functions? Discuss how financial accounting, cost accounting and management accounting are closely linked. [CO-3][L-1] **20**

End Semester Examination, Dec. 2021

B. Com. (Hons.) — Fifth Semester INDIRECT TAXES (BCOM-DS-502)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **2**

Note: Attempt **FIVE** questions in all; **Q.1 IS COMPULSORY**. Attempt **ANY TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Answer the following questions: [CO-1,L-1,2,3]
- What is the basis of classifying taxes into direct and indirect taxes? Give one example each of direct and indirect taxes.
 - Who are persons liable to register under GST?
 - What is composite supply under GST?
 - Discuss taxability of inward and outward supply.
 - What are the consequences with respect to input tax credit when the recipient fails to the supplier in 180 days?
 - What do you understand by reverse charge mechanism?
 - When is e-way bill required to be generated?
 - What is the due date of submission of GSTR 1?
 - Will e-commerce operator liable to pay tax in respect of supply of goods made through it instead of actual supplier? If yes, then in what conditions?
 - Can CGST credit be used for payment of SGST? Discuss the manner of utilization of input tax credit. **2×10**

PART-A

- Q.2 a) Who is a job worker? What are time limits of receipt of inputs and capital goods from job worker? Is it possible for principal to sell the finished goods directly from the premises of job worker? If yes, what are the conditions under which it may be allowed? [CO-1,L-3] **10**
- b) Discuss in detail the different types of custom duties in India? [CO-1,L-2] **10**
- Q.3 a) GST is a destination-based consumption tax. Examine the statement and discuss the concept of place of supply. [CO-2,L-4] **10**
- b) In the light of the statement, determine the place of supply for following transactions:
- Z of UK exported goods to X of Chennai.
 - A of Pune enjoyed dinner at a hotel in India
 - An elevator is installed by M of Delhi in Chennai.
 - Samarth a lawyer provides services to his client in Jaipur. The lawyer is registered in Delhi.
 - A boarded a train from Kota. The tickets were booked in Delhi.
- [CO-2,L-4] **10**

- Q.4 ABC Ltd made the following supplies during 2020-21. The value is exclusive of GST, wherever applicable:

Outward Supply	Amount
Supply of goods and services	₹5,00,000
Supply of goods from registered job worker premises	₹2,00,000
Supply of exempted goods	₹12,00,000
Supply of non-taxable goods	₹50,000
Inward Supply	
Supply of goods under reverse charge	₹20,00,000

Calculate the amount of aggregate turnover and comment whether the company is required to obtain registration on the basis of aggregate turnover. [CO-1,L-3] **20**

End Semester Examination, Dec. 2021
B. Com. (Hons.) — Fifth Semester
ENTREPRENEURSHIP DEVELOPMENT (BCOM-DS-508)

Time: 3 hrs.

Max Marks: **100**

No. of pages: **1**

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

- Q.1 Answer the following questions:
- a) How patent is different from copyright? **2**
 - b) Draw "Customer Acquisition Funnel". **2**
 - c) Provide examples of how entrepreneurs bootstrap to raise money or cut costs. **2**
 - d) What is the purpose of compliance? Give some examples. **2**
 - e) Differentiate between push and pull strategy. **2**
 - f) To build a successful MVP, it is important to dodge a few development pitfalls that can result in an epic business failure. Justify it brief. **5**
 - g) Why is it important for entrepreneurs to develop financial plans for their companies? **5**

PART-A

- Q.2 The Business Model Canvas was created by Alexander Osterwalder, of Strategyzer®. The canvas provides a one-page primer and template for analysis. Illustrate with example. [CO1][L-1]**20**
- Q.3 a) Customer development is a four-step framework, originally identified by Steve Blank. Explain the four-step framework. And also explain how customers are discovered. [CO2][L-3]**12**
- b) Deciding which digital channel or combination of digital channels, to use is not very easy. There are four main factors that influence this decision. Explain it. [CO2][L-3]**8**
- Q.4 a) According to Strategyzer when it comes to the business model canvas key activities and key resources are important for your business for the primary purpose of making a profit. Illustrate in detail. [CO3][L-4]**15**
- b) Depending on its nature and type of business, all businesses are required to obtain different licenses and registrations. List the major registration requirements for business entities. [CO3][L-1]**5**

PART-B

- Q.5 a) Elucidate the cost structure and revenue streams of Business Model Canvas. [CO1][L-2]**10**
- b) To assess whether its financial objectives are being met, firms rely heavily on analysis of financial statements. Explain those financial statements. [CO4][L-3]**10**
- Q.6 The act of writing the plan will force the entrepreneur and his team to think through all the key elements of the business. Explain in detail. [CO3][L-3]**20**
- Q.7 Explain with examples the different strategies for firm growth. [CO4][L-4]**10**

End Semester Examination, Dec. 2021
M. Com. — Third Semester
CORPORATE ACCOUNTING PRACTICES (MCOM-DS-302)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 a) **Fill in the blanks:**

- i) Share application and allotment account is a _____ account.
(Personal, Real, Nominal)
- ii) Dividend declared between two AGM is known as _____ Dividend.
(Interim / Final)
- iii) Pre acquisition profits are treated as _____ profit.
(Revenue / Capital / Normal)
- iv) The minimum share application money is _____ of the face value of shares.
(10%/5%/20%)
- v) A debenture holder is a _____ of the company. (Creditors/Owners/Debtors)
- vi) Accounting of amalgamation is done as per AS _____. (14 / 15 / 18)
- vii) Preference Shares can be redeemed if they are _____.
(Partly Paid/Not Paid/Fully Paid)

2×7

b) **State whether the following statements are TRUE or FALSE:**

- i) Reserve capital is the part of authorized capital.
- ii) Public Ltd. companies cannot issue deferred shares.
- iii) In case of holding company shares held by outsiders are known as Minority Interest.
[CO-1, 2] [L- 1, 2] **2×3**

PART-A

Q.2 X Ltd. offered 10,000 equity shares of Rs. 10/- each for subscription at a premium of Rs. 2 per share payable as follows: On application Rs. 2; On allotment Rs. 5 (including premium); On first call Rs. 2; and On final call Rs. 3.

The company received applications of 15,000 shares and allotment was made pro-rata to the applicants of 12,000 shares, the remaining applications being refused. The excess application money was adjusted on account of sums due on allotment.

Mr. Kapil to whom 500 shares were allotted failed to pay the allotment money and on his subsequent failure to pay the first call money his shares were forfeited.

Subsequently, out of these forfeited shares 400 shares were re-issued to Sharma as fully paid up at Rs. 9 per share.

Show, the Journal Entries in the books of X Ltd and balance sheet. [CO-4][L-5] **20**

Q.3 Prepare in a summarized form the Profit and Loss Appropriation and Balance Sheet of PQR Ltd. as per Schedule VI of Companies Act 1956. [CO-2][L-3] **20**

Q.4 a) From the information given below, calculate Goodwill as per capitalisation of average profits method:

- i) Capital employed Rs. 14,00,000 /-
- ii) Normal rate of profit 10%
- iii) Net profits before taxation (tax rate 40%) : 1st year : Rs. 2,20,000/-; 2nd year: Rs. 2,80,000/-; 3rd year : Rs. 2,60,000; 4th year : Rs. 3,00,000/-; 5th year: Rs. 2,75,000/-.

End Semester Examination, Dec.2021

M. Com. — Third Semester

QUANTITATIVE TECHNIQUE FOR BUSINESS DECISIONS (MCOM-DS-303)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 2

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions briefly: [CO-1,2][L-1,2]

- Define queue or waiting line with the help of example.
- Write full form of FCFS and give example for the same.
- Define probability and non-probability sampling.
- Mention any two objectives of research design.
- Define competitive game in game theory.
- Explain the term feasible region in L.P.P. with the help of an example.
- What is exploratory research?
- Define the term "Coding".
- Give an example of systematic sampling.
- Explain redundant constraint in L.P.P.

2×10

PART-A

Q.2 a) What is linear programming? What are its major assumptions and limitations? Discuss and describe the role of linear programming in managerial decision-making. [CO-2][L-2] **10**

- b) A leather shop makes custom-designed, hand-tooled briefcase and luggage. The shop makes a profit of ₹400 from each briefcase and a ₹200 profit from each piece of luggage. The shop has a contract to provide a store with exactly 30 items per month. A tannery supplies the shop with at least 80 square yards of leather per month. The shop must use at least this amount but can order more. Each briefcase requires 2 square yards of leather while each piece of luggage requires 8 square yards of leather. From the past performance, the shop owner knows that they cannot make more than 20 briefcases per month. Formulate the LP problem and solve it graphically. [CO-2][L-3] **10**

Q.3 a) Solve the following game:

		Player B			
		B1	B2	B3	B4
Player A	A1	35	65	25	5
	A2	30	20	15	0
	A3	40	50	0	10
	A4	55	60	10	15

[CO-3][L-3] **10**

b) Solve the following game using graphical method:

		Player B	
		B1	B2
Player A	A1	6	-7
	A2	1	3
	A3	3	1
	A4	5	-1

[CO-3][L-3] **10**

End Semester Examination, Dec. 2021
M. Com.—Third Semester
BUSINESS ENVIRONMENT ANALYSIS (MCOM-DS-304)

Time: 3 hrs.

Max Marks: **100**

No. of pages: 1

Note: Attempt **FIVE** questions in all; **Q.1 is compulsory**. Attempt any **TWO** questions from **PART-A** and **TWO** questions from **PART-B**. Marks are indicated against each question.

Q.1 Answer the following questions:

- a) Enumerate goals of environmental scanning. [CO-1][L-1]
- b) How are environmental scanning techniques helpful for the business? [CO-1][L-2]
- c) Do you feel that disinvestment policy of government of India is contributing towards development of the Indian economy? [CO-2][L-3]
- d) Differentiate between balance of trade and balance of payments. [CO-1][L-1]
- e) When was the first industrial policy announced in India? [CO-2][L-1]
- f) What are the disadvantages of MNC's? [CO-4][L-1]
- g) Enlist two strategies commonly used by MNCs. [CO-4][L-1]
- h) What are the objectives of public sector in India? [CO-2][L-1]
- i) What are the basic elements of business ethics? [CO-2][L-1]
- j) What is ecological issue? [CO-1][L-1]

2×10

PART-A

- Q.2 "Firms which systematically analyze and diagnose the environment are more effective than those which don't". Evaluate the statement. [CO-3][L-5] **20**
- Q.3 Analyze the financial sector reforms in the Indian economy and its impact on the business environment of the country. [CO-2][L-4] **20**
- Q.4 Analyze the latest balance of payment position of India. Suggest measures to overcome huge deficit in India's balance of payments. [CO-1][L-3,4] **20**

PART-B

- Q.5 Evaluate the role of MNCs in the globalization era. [CO-4][L-5] **20**
- Q.6 What is industrial sickness? Explain measures taken by the government of India to tackle the problems of industrial sickness. [CO-2][L-2] **20**
- Q.7 "Business is essentially a social institution and not merely a profit making activity". Justify the statement. [CO-2][L-5] **20**