

# 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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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.

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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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THIRD SEMESTER [B.COM] NOVEMBER –DECEMBER 2018

Paper Code: B.COM-203

Subject: Management Accounting

Time : 3 Hours

Maximum Marks :75

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

Q1 The following information is taken from the records of xyz Ltd.

	Products	
	A (Rs.)	B (Rs.)
Direct Material	35	42
Direct Wages	18	20
Selling Price Per Unit	85	100

Fixed overheads per the year	Rs. 25,000	
Variable overheads 100% of direct wages		

Proposed Sales mix

- (i) 500 Units of A & 1000 Units of B
- (ii) 750 Units of A and 750 Units of B
- (iii) 1000 Units of A and 500 Units of B

Calculate.

- (a) The unit marginal cost and unit contribution
- (b) The total contribution and profit from each of the above sales mixes (i) to (iii).

Q2 A company has a B/V ratio of 40% By what percentage must sales be increased to offset (i) 10% reduction in selling price and (ii) 20% reduction in selling price.

Q3 A company produces a standard product. The estimated cost per unit in given below:

Per Unit	Rs.
Material	10
Direct wages	8
Direct expenses	2
Variable overheads	3
Total	23

Fixed overheads are estimated at Rs. 50,000. The Semi-variable overheads at 100% activity level (10,000 Units) are estimated to be Rs. 40000 and these overheads vary in steps of Rs. 2,000 for each change in output of 1000 units.

The selling price per unit is also estimated at Rs 40. Prepare a

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THIRD SEMESTER [B.COM] NOVEMBER-DECEMBER 2018

Paper Code: BCOM 209

Subject: Business Statistics

Time : 3 Hours

Maximum Marks :75

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

- Q1. The marks obtained in statistics by 100 students of a University are given below:

Marks	No. of Students
0-5	4
5-10	6
10-15	10
15-20	10
20-25	25
25-30	22
30-35	18
35-40	5

Draw a cumulative frequency curve and find out Median and Quartiles from it.

- Q2. From the following data of weight of 122 persons determine the modal weight:

Weight (in lbs)	No. of persons
100-110	4
110-120	6
120-130	20
130-140	32
140-150	33
150-160	17
160-170	8
170-180	2

- Q3. a) The mean of observations is 4.4 and the variance is 8.24. If the three of the five observations are 1,2 and 6, find the other two.  
b) Particulars regarding and income of two village are given below:

	Village X	Village Y
Number of people	600	500
Average income (in Rs.)	175	186
Variance of income (in Rs.)	100	81

- i) In which village is the variation in income greater?  
ii) What is the combined standard deviation of the village X and village Y put together?

P.T.O.