

Roll No.

Total No. of Questions : 10

Total No. of Pages : 02

M.Com. (Sem.-2)

BUSINESS RESEARCH METHODS

Subject Code : MCOP-203-18

M.Code : 75933

Date of Examination : 30-05-23

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1) Write briefly :

- a) How to identify a research problem?
- b) Explain the descriptive research design.
- c) What is the difference between census and sampling?
- d) Elaborate the semantic differential scale.
- e) What are the applications of time series in business decision making?
- f) What are the errors involved in testing of hypothesis?
- g) Explain the importance of index numbers in managerial decision making.
- h) Explain the concept of multicollinearity.

SECTION-B

UNIT-I

- 2) What are the types of a questionnaire? How to develop a good questionnaire?



- 3) Explain the various sources for collection of data for research.

UNIT-II

- 4) Explain the various probability and non-probability techniques used for sampling.
- 5) What is the difference between uni-dimensional scales and multi-dimensional scales? Explain with examples.

UNIT-III

- 6) What are the methods of construction used in index numbers? Also explain the tests of consistency.
- 7) Explain the meaning of time series analysis. What are its components and methods?

UNIT-IV

- 8) Explain the procedure for hypothesis formulation and testing in detail.
- 9) What do you understand by the term regression? Elaborate the various assumptions of regression analysis.

SECTION-C

- 10) Study the following case and answer the question(s) that follow:

Three varieties A, B and C of wheat are sown in four plots each and the following yields per acre were obtained.

Plots	Varieties		
	A	B	C
1	8	7	12
2	10	5	9
3	7	10	13
4	14	9	12
5	11	9	14

Is there any significant difference in production of three varieties? Use Short cut method.

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MARKETING MANAGEMENT

Subject Code : MCOP-204-18

M.Code : 75934

Date of Examination : 05-06-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write Briefly :

- a) How can businesses create and maintain a strong brand image?
- b) What is market segmentation and why is it important in marketing?
- c) What is viral marketing and how can businesses leverage it?
- d) What are some key considerations for businesses when engaging in rural marketing?
- e) How can businesses determine their target market?
- f) How can businesses differentiate themselves from their competitors through positioning?
- g) Explain the consumer adoption process.
- h) What is the difference between advertising and publicity?

SECTION-B

UNIT-I

2. What is marketing information system? Explain its components.
3. Explain the importance and scope of marketing management.

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UNIT-II

4. Discuss the stages in consumer buying process. Also, explain the factors influencing consumer buying behaviour.
5. Explain the different stages of product life cycle? What are the various strategies used by organizations in different stages?

UNIT-III

6. Explain the various factors affecting pricing decisions? Discuss the various pricing strategies used by companies.
7. Explain the concept of personal selling. How it is different from other promotion mix components? What is the process of personal selling?

UNIT-IV

8. What is Customer Relationship Management? Discuss its importance.
9. Explain the following :
 - a) Social marketing
 - b) Viral marketing

SECTION-C

10. Case study :

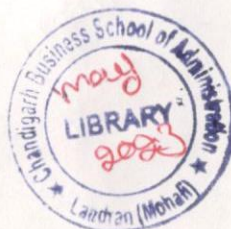
You are the marketing manager for a new line of healthy snacks aimed at health-conscious consumers. Your products are non-protein but fortified with vitamins. Your products have just hit the market, but you are facing stiff competition from established brands, however none of them has fortified with vitamins product but are protein based.

Case question: How would you design a marketing strategy to effectively promote your product and differentiate it from the competition? Discuss segmentation, targeting and positioning of your snacks.

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M.Com. (Sem-2)

INDIAN FINANCIAL SYSTEM

Subject Code : MCOP-201-18

M.Code : 75931

Date of Examination : 02-06-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

I. Write briefly :

- a) What is a Financial System?
- b) What is "Debt Market"?
- c) What is Future?
- d) What is a Mutual Fund?
- e) What is a Secondary Market?
- f) Who is a Merchant Banker?
- g) What is Credit Rating?
- h) What is Equity Capital?

SECTION-B

UNIT-I

2. What are financial sector reforms? Discuss.
3. Discuss the functions of the Indian financial system.

UNIT-II

4. Discuss the major problems in the working of financial institutions in India.
5. Explain the recent developments in the Indian Insurance Sector.

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UNIT-III

6. Discuss the major types of financial instruments in detail.
7. Explain the recent developments in the Indian Capital Market.

UNIT-IV

8. Assume you are a Merchant Banker, discuss the major SEBI guidelines you would follow while handling a new issue.
9. Write a note on the working of a stock brokerage company in detail.

SECTION-C

10. Read the following case study in detail and answer the questions:

Two types of errors can arise when evaluating a credit decision. The type I error is advancing credit to a lesser-quality credit (that is, a 'bad credit' that has mistakenly been classified as a 'good credit') and thereby incurring an unanticipated loss. The type II error arises from misclassifying a good credit as a bad credit and thereby forgoing an opportunity to earn profit. The different risks can be portrayed in terms of the actual credit quality (here simply called 'good' or 'bad' credit) versus the analysed credit quality. In practice, the credit analyst will devote more time to avoiding type I errors; that is, to assessing bad credits as good ones. The financial consequences of accepting bad risks that have mistakenly been classified as good ones are greater than if some-good risks are mistakenly rejected. This is because the costs of extending credit in a situation where there is a credit event are far greater than the opportunity for profit forgone by refusing credit to the good risk. This is due to the uncertainties in loss recovery rates and the opportunity costs involved. That said a credit evaluation model that habitually rejects high-quality good credits as bad means excessive opportunity losses from forgone business. Hence the probability of default of a particular kind of credit needs to be carefully factored into any analytic framework. If the analyst can correctly identify the credit quality of the counterparty, then steps may be taken to protect the lender. For instance, in the case of a financial institution that holds a loan, asset or instrument, or credit position with the counterparty, this may be closed out, insurance purchased, or the loan sold off to another (less perceptive) institution. For a supplier extending trade credit, a (high-risk) customer can be required to pay cash or provide suitable collateral to offset the credit risk.

Questions:

- a) Summarize the whole case in your own words.
- b) Why Credit can be Good or Bad? Discuss.
- c) As per the case, why the role of the credit analyst is difficult?
- d) Discuss type I and II errors.

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