



5.	Discover the role of human values and ethics in maintaining or disturbing harmony in the natural ecosystem. <b>प्राकृतिक पारिस्थितिकी तंत्र में सामंजस्य बनाए रखने या बाधित करने में मानवीय मूल्यों और नैतिकता की भूमिका का पता लगाएँ।</b> बृहदारण्यक पारिस्थितिकी तंत्र में सामंजस्य बनाए रखने या बाधित करने में मानवीय मूल्यों और नैतिकता की भूमिका का पता लगाएँ।	CO4	L4
6.	Analyze how the current worldviews lead to contradictions and dilemmas in professional life. <b>वर्तमान विश्व-दृष्टिकोण किस प्रकार व्यावसायिक जीवन में विरोधाभास और दुविधाएँ उत्पन्न करते हैं, विश्लेषण करें।</b> वर्तमान विश्व-दृष्टिकोण किसे पेशावर जीवन में विरोधाभास और दुविधाएँ उत्पन्न करते हैं, विश्लेषण करें।	CO5	L4
<b>SECTION-C</b>			
7.	Identify through an example how self-exploration acts as a dialogue between "what you are" and "what you really want to be." <b>उदाहरण के माध्यम से स्पष्ट करें कि आत्म-अन्वेषण किस प्रकार "आप जो हैं" और "आप वास्तव में क्या बनना चाहते हैं" के बीच एक संवाद के रूप में कार्य करता है।</b> उदाहरण के माध्यम से स्पष्ट करें कि आत्म-अन्वेषण किस प्रकार "आप जो हैं" और "आप वास्तव में क्या बनना चाहते हैं" के बीच एक संवाद के रूप में कार्य करता है।	CO1	L3
<b>OR</b>			
7.	Apply the concept of human needs to explain how physical facilities are necessary but not complete for humans, whereas they are complete for animals. <b>मानव आवश्यकताओं की अवधारणा को लागू करते हुए समझाइए कि भौतिक सुविधाएँ मनुष्यों के लिए आवश्यक तो हैं, परंतु पर्याप्त नहीं हैं, जबकि वे पशुओं के लिए पर्याप्त होती हैं।</b> मानव आवश्यकताओं की अवधारणा को लागू करते हुए समझाइए कि भौतिक सुविधाएँ मनुष्यों के लिए आवश्यक तो हैं, परंतु पर्याप्त नहीं हैं, जबकि वे पशुओं के लिए पर्याप्त होती हैं।	CO1	L3
8.	Distinguish between the needs of the Self ('I') and the needs of the Body, and analyze their correct prioritization for human happiness. <b>मैं (स्व) की आवश्यकताओं और शरीर की आवश्यकताओं के बीच अंतर स्पष्ट करें, और मानव सुख के लिए उनकी सही प्राथमिकता का विश्लेषण करें।</b> मैं (स्व) की आवश्यकताओं और शरीर की आवश्यकताओं के बीच अंतर स्पष्ट करें, और मानव सुख के लिए उनकी सही प्राथमिकता का विश्लेषण करें।	CO2	L4
<b>OR</b>			
8.	Compare prosperity based on accumulation of wealth with prosperity based on harmony. <b>धन के संचय पर आधारित समृद्धि और सामंजस्य (Harmony) पर आधारित समृद्धि की तुलना करें।</b> धन के संचय पर आधारित समृद्धि और सामंजस्य (Harmony) पर आधारित समृद्धि की तुलना करें।	CO2	L4

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9.	Make use of an example to Identify how lack of right understanding leads to disrespect. <b>एक उदाहरण की सहायता से पहचानिए कि सही समझ की कमी किस प्रकार असम्मान को जन्म देती है।</b> एक उदाहरण की सहायता से पहचानिए कि सही समझ की कमी किस प्रकार असम्मान को जन्म देती है।	CO3	L
<b>OR</b>			
9.	Apply the values that strengthen relationships and illustrate their use in everyday interactions. <b>संबंधों को सुदृढ़ करने वाले मूल्यों को लागू करें तथा दैनिक जीवन की पारस्परिक क्रियाओं में उनके उपयोग को स्पष्ट करें।</b> संबंधों को सुदृढ़ करने वाले मूल्यों को लागू करें तथा दैनिक जीवन की पारस्परिक क्रियाओं में उनके उपयोग को स्पष्ट करें।	CO3	L
10.	Compare "Human prosperity cannot be sustained without harmony in nature." <b>तुलना करें: "प्रकृति में सामंजस्य के बिना मानव समृद्धि को बनाए नहीं रखा जा सकता।"</b> तुलना करें: "प्रकृति में सामंजस्य के बिना मानव समृद्धि को बनाए नहीं रखा जा सकता।"	CO4	L
<b>OR</b>			
10.	Analyze the role of the four orders of nature in maintaining balance on Earth. <b>पृथ्वी पर संतुलन बनाए रखने में प्रकृति के चारों क्रमों की भूमिका का विश्लेषण करें।</b> पृथ्वी पर संतुलन बनाए रखने में प्रकृति के चारों क्रमों की भूमिका का विश्लेषण करें।	CO4	L
11.	State your opinion of a universal human order and justify its implications. <b>सार्वभौमिक मानवीय व्यवस्था के संबंध में अपनी राय व्यक्त करें तथा इसके प्रभावों का औचित्य प्रस्तुत करें।</b> सार्वभौमिक मानवीय व्यवस्था के संबंध में अपनी राय व्यक्त करें तथा इसके प्रभावों का औचित्य प्रस्तुत करें।	CO5	L
<b>OR</b>			
11.	Assess the reasons behind unethical practices in professions today and recommend the real sustainable solution. <b>आज के समय में पेशों में अनैतिक प्रथाओं के पीछे के कारणों का मूल्यांकन करें और वास्तविक एवं सतत समाधान की सिफारिश करें।</b> आज के समय में पेशों में अनैतिक प्रथाओं के पीछे के कारणों का मूल्यांकन करें और वास्तविक एवं सतत समाधान की सिफारिश करें।	CO5	L

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Roll No. 

Total No. of Pages: 02

Total No. of Questions: 10

M.Com, Semester-2<sup>nd</sup>**HUMAN RESOURCE MANAGEMENT**

Subject Code: MCOP-205-18

M.Code: 75935

Date of Examination: 09-12-2025

Time: 3 Hrs.

Max. Marks: 60

**INSTRUCTIONS TO CANDIDATES:**

- SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
- 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.
- SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE mark

Q. No.	Question	Course Outcome	Bloom's Level
<b>SECTION-A</b>			
1.	Answer briefly:		
a.	Define the term strategic human resource management.	CO1	L1
b.	What do you mean by the term promotion and demotion?	CO2	L2
c.	Compare the term HRM and HRD.	CO1	L2
d.	List down any four internal sources of recruitment.	CO2	L1
e.	Compare the term HRIS and HR AUDIT.	CO4	L2
f.	What do you mean by the term incentives and fringe benefits?	CO3	L1
g.	Define the term quality circle.	CO3	L1
h.	Outline any 4 issues in performance appraisal.	CO3	L2
<b>SECTION-B</b>			
<b>UNIT-I</b>			
2.	Categorize the various competencies of an HR manager.	CO1	L4
3.	Identify the factors affecting human resource planning.	CO1	L3
<b>UNIT-II</b>			
4.	Evaluate the different methods of training & development.	CO2	L5
5.	Analyze the process of recruitment & selection in detail	CO2	L4
<b>UNIT-III</b>			
6.	Classify the various methods of performance appraisal.	CO3	L4
7.	Evaluate the various techniques affecting quality of work life.	CO3	L5
<b>UNIT-IV</b>			
8.	Evaluate the different methods of HR AUDIT.	CO4	L5
9.	Analyze the machinery for resolution of dispute under industrial disputes act.	CO4	L4

**SECTION-C**

<p>10.</p>	<p>People are McDonald's most important asset. The company's success depends on the satisfaction of its customers, which begins with workers who have the attitudes and abilities required to work efficiently and provide good customer service. To execute its growth strategy, McDonald's has identified people as one of its three global corporate strategies. McDonalds claims that as an employer it wants "to be the best employer in each community around the world". It also makes a "people promise" to its employees that "we value you, your growth, and your contributions." Its five "people principles" reflected by its human resource strategy are: respect and recognition; value and leadership behaviors; competitive pay and benefits; learning, development, and personal growth; and ensuing that employees have the resources needed to get the job done. McDonald's has executed its operational excellence strategy well by tracking key indicators of product and service quality, speed, and accuracy. The company has also identified its people practices and approaches that substantially impact the firm's turnover, productivity, customer satisfaction, sales, and profitability. This has allowed it to develop a business model that emphasizes not only financial and operational factors but also people factors that improve the company's results by improving employee commitment, retention, productivity, and customer loyalty. Because its business strategy relies on providing customers quality, cleanliness, quick service, and value, McDonald's works hard at hiring people who want to excel in delivering outstanding service. Many of its restaurant employees are teenagers, and McDonald's is their first employer. The company tries to recruit and hire the best people, retain them by offering them ongoing training, and then promote from within to fill its managerial positions. To ensure that it is recruiting the right people, the company has identified important skills and behaviors that it looks for in applicants. McDonald's has found that the best way of hiring quality crew members is to advertise inside the restaurant and attract local people and/or friends of existing employees. McDonald's also recruits at local job centers and career fairs, using hiring material with a clear message targeted at its intended audience.</p> <p>a. Analyze Recruitment practices of McDonalds. b. Categorize HR strategies of McDonalds.</p>	<p>CO3</p>	<p>L4</p>
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Roll No.

Total No. of Questions: 09

Total No. of Pages: 02

**M.Com, Semester-2<sup>nd</sup>**  
**INDIAN FINANCIAL SYSTEM**  
**Subject Code: MCOP 201-18**  
**M.Code: 75931**  
**Date of Examination: 27-11-2025**

Time: 3 Hrs.

Max. Marks: 60

**INSTRUCTIONS TO CANDIDATES:**

1. SECTION-A is **COMPULSORY** consisting of **EIGHT** questions carrying **TWO** marks each.
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 consists of **ONE** Case Study carrying **TWELVE** marks.

Q. No.	Question	Course Outcome	Bloom's Level
<b>SECTION-A</b>			
1.	Answer briefly:		
a.	Define the term primary market.	CO1	L1
b.	Compare between debt and equity .	CO1	L2
c.	What do you mean by Certificate of deposits?	CO2	L1
d.	Explain the term currency derivatives.	CO2	L2
e.	Summarize the meaning of operating lease.	CO4	L2
f.	Recall the term Financial guarantee.	CO4	L1
g.	Contrast between currency forward contract and options.	CO3	L2
h.	Outline the concept of equity derivatives.	CO5	L1
<b>SECTION-B</b>			
<b>UNIT-I</b>			
2.	Classify the role of the Indian financial system in the development of the economy and various weaknesses of the Indian financial system.	CO1	L4
3.	Identify the various components of the Indian financial system in detail with suitable examples.	CO1	L3
<b>UNIT-II</b>			
4.	Explain the non banking finance companies are offering services which are complementary to banking activities. Explain this statement with example.	CO2	L5
5.	Identify the role of depository system and organise its working mechanism with the help of flow diagram.	CO2	L3

UNIT-III			
6.	Examine the status of the currency derivative market in India.	CO3	L4
7.	Identify the various components of the money market and bring out their features.	CO3	L3
UNIT-IV			
8.	Assess the control mechanism of SEBI for regulating the merchant banking activity in India.	CO4	L5
9.	Analyze the concept of leasing by giving comparison between various types of lease.	CO4	L4
SECTION-C			
10.	<p>After doing a course in online trading, Amar started an online portal for stock trading under the name 'Baudhik Investment'. He met his school friend Arjun after a long time in a bank where Arjun had come to open a D-Mat account. Amar urged Arjun to invest in the forthcoming IPO of a blue chip company whereas Arjun was inclined to buy existing securities of the other companies to build his investment portfolio. In context of the above case :</p> <p><b>Questions :</b></p> <p>a. Identify the two different types of capital market being referred to by quoting lines from the paragraph.</p> <p>b. State any four differences between the two different types of capital markets as identified.</p>	CO2	L4

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7.	Identify the points of conflict between profit maximization and value maximization.	CO4	L3
<b>UNIT-IV</b>			
8.	Explain different types of ratios along with their uses.	CO5	L5
9.	Analyse the procedure of preparing a Cash Flow Statement along with its advantages.	CO5	L4
<b>SECTION-C</b>			
10.	<p>Determine the following using figures related to ABC Limited for the year ending 31st March, 2023:  Sales – 24,000 units @ 200 per unit, P/V Ratio – 25% and Break-even point – 50% of Sales.</p> <p>a) Fixed cost for the year  b) Profit earned for the year  c) Units to be sold to earn a target net profit of Rs. 11,00,000 for a year  d) Number of units to be sold to earn a net income of 25% on cost  e) Selling price per unit if break-even point is to be brought down by 4000 units</p>	CO3	L5

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UNIT-III			
6.	Evaluate the appropriateness of using the Chi-square test for a goodness-of-fit analysis in a business context. Provide examples where this test could be applied effectively.	CO5	L4
7.	Explain the procedure for performing a hypothesis test using the Z-test. Describe the steps involved.	CO5	L2
UNIT-IV			
8.	Evaluate and synthesize the best method for time series forecasting based on data characteristics.	CO5	L5
9.	List the advantages and disadvantages of different sampling methods (simple random sampling, stratified sampling, and cluster sampling) in terms of their application to real-world business scenarios.	CO4	L4
SECTION-C			
10.	<p>A transport firm is attempting to change from outdated technology to more new technology such as using tablets to increase worker mobility rather than PCs connected to Mainframes and use of cloud-based system to track freight and drivers. Additionally, company wishes to cut down on its storage requirements and improve the current manual multipart complex form accompanying each shipment. You are hired as a system analyst to propose changes to the existing system, prior to which you wish to understand the present system in detail.</p> <p>Questions:</p> <ol style="list-style-type: none"> <li>Classify primary sources of data that you would use to understand present system of working.</li> <li>Examine the use of secondary data sources with different possibilities.</li> <li>Examine the current system and classify how you would design a questionnaire to capture the changes expected by users.</li> </ol>	CO2	L4

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Roll No. 

Total No. of Pages: 02

Total No. of Questions: 10

M.Com, Semester-2nd

**MARKETING MANAGEMENT**

Subject Code: MCOP204-18

M.Code: 75934

Date of Examination: 6-12-2025

Time: 3 Hrs.

Max. Marks:60

**INSTRUCTIONS TO CANDIDATES:**

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
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 consists of ONE Case Study carrying TWELVE marks.

Q. No.	Question	Course Outcome	Bloom's Level
<b>SECTION-A</b>			
1.	Answer briefly:		
a.	What is Corporate strategic planning?	CO1	L1
b.	Summarise the concept of Service marketing.	CO4	L2
c.	Compare Retailing and Wholesaling.	CO4	L2
d.	Recall various promotion mix tools.	CO3	L2
e.	Define Digital Marketing.	CO5	L1
f.	Summarise Marketing Mix Concept.	CO1	L2
g.	What do you understand by the term Positioning.	CO3	L1
h.	Define Buzz Marketing.	CO5	L1
<b>SECTION-B</b>			
<b>UNIT-I</b>			
2.	Examine the importance of Marketing Management.	CO1	L4
3.	Identify various components of Marketing information system.	CO1	L3
<b>UNIT-II</b>			
4.	Assess various steps involved in Consumer buying Process with example.	CO2	L5
5.	Examine the concept of marketing Segmentation & Targeting.	CO2	L4
<b>UNIT-III</b>			
6.	Explain the various Promotion Mix tools used by the company to promote the product.	CO4	L5
7.	Identify the various steps involved in the Communication Process.	CO4	L3

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UNIT-IV			
8.	Analyse the following concepts:- a) Network Marketing b) Green Marketing	CO5	L4
9.	Discuss the role of Customer Relationship Management' (CRM) in enhancing long-term business growth in the context of modern marketing trends.	CO5	L6
SECTION-C			
10.	<p>Zomato, one of India's leading Food Service Aggregators (FSAs), was engaged in a conflict with restaurant partners over its practice of offering high discounts to customers. On August 15, 2019, hundred of restaurants under the national restaurant association of India (NARI) launched a logout campaign and delisted themselves from platforms of FSAs such as Zomato, EazyDiner, Nearbuy, Magicpin, and Dineout, alleging that the aggregators had distorted the foodservice sector through aggressive discounting and predatory pricing, which hurt the core value proposition and the bottom line of restaurants. Zomato, in particular, came under severe criticism as its premium subscription-based dining out service Zomato Gold (ZG) had 6500 restaurant partners and a total of 1.1 million subscribers in India as of August 2019. As part of the campaign, around 2500 restaurants logout from the ZG service. Zomato's co-founder and CEO Deepinder Goyal urged restaurants to stop the logout campaign in the interest of consumers. He admitted that Zomato had made some mistakes and tweaked the ZG program. However, NRAI refused to accept the modified version of the plan, saying that the corrective measures would not solve the key issue of deep discounts. Goyal then said he would stand by the changes made. He even expanded the ZG service to food delivery. However, time was fast running out for Goyal as Zomato ran the risk of being overtaken by rivals. He would have to resolve the issue quickly in the best interests of all the stakeholders.</p> <p><b>Questions</b></p> <p>a) Analyze the pros and cons of sales promotion such as Loyalty Programs and Discounting.</p> <p>b) Critically analyze the Zomato Gold Loyalty Program, and understand the reasons for the conflicts between Zomato and its restaurant partners.</p>	CO4	L4

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