END TERM EXAMINATION

THIRD SEMESTER [BCOM(HONS.)] NOVEMBER-DECEMBER 2019

|	
Paper Code: B.com 201	Subject: Marketing Management
Time: 3 Hours	Maximum Marks: 75

Note: Attempt any five questions including Q. No. 1 Which is compulsory.

Q1   Briefly explain **any five** of the following: (3x5=15)
  (a) Elements of the Marketing Mix
  (b) Forces in the marketing macroenvironment
  (c) Product mix width and product line length with suitable examples
  (d) Three advantages of branding for the firm
  (e) Logistics versus supply chain management
  (f) Four types of sales promotion activities aimed at consumers
  (g) Push versus Pull strategies

Q2   (a) Distinguish between the Selling versus the Marketing Concept and give the example of two firms, which in your opinion, have adopted the Marketing Concept   (7.5)
  (b) Distinguish between Segmentation, Targeting and Positioning using the example of mobile phones to illustrate your answer.   (7.5)

Q3   Explain the major steps in the Consumer Decision- Marketing process and briefly explain whether consumers will go through all these steps each time they have to make a purchase.   (15)

Q4   (a) Briefly describe the major steps in the New Product Development Process   (7.5)
  (b) Compare the advantages of Cost- plus pricing versus Value – based pricing   (7.5)

Q5   Explain the stages of the Product Life Cycle and explain the promotion and distribution strategies that are usually employed in each of these stages   (15)

Q6   Explain the various functions that are performed by Channel Intermediaries and briefly discuss whether it is possible to eliminate middlemen from the distribution channel for consumer products.   (15)

Q7   a) Distinguish between Intensive, Selective and Exclusive distribution using suitable examples   (7.5)
  b) "Advertising is a waste of Consumers' money". Discuss.   (7.5)

Q8   Write short notes on **any two**:   (7.5x2=15)
  (a) Factors influencing the choice of promotional mix
  (b) Relationship versus Transaction selling
  (c) Direct Marketing

****
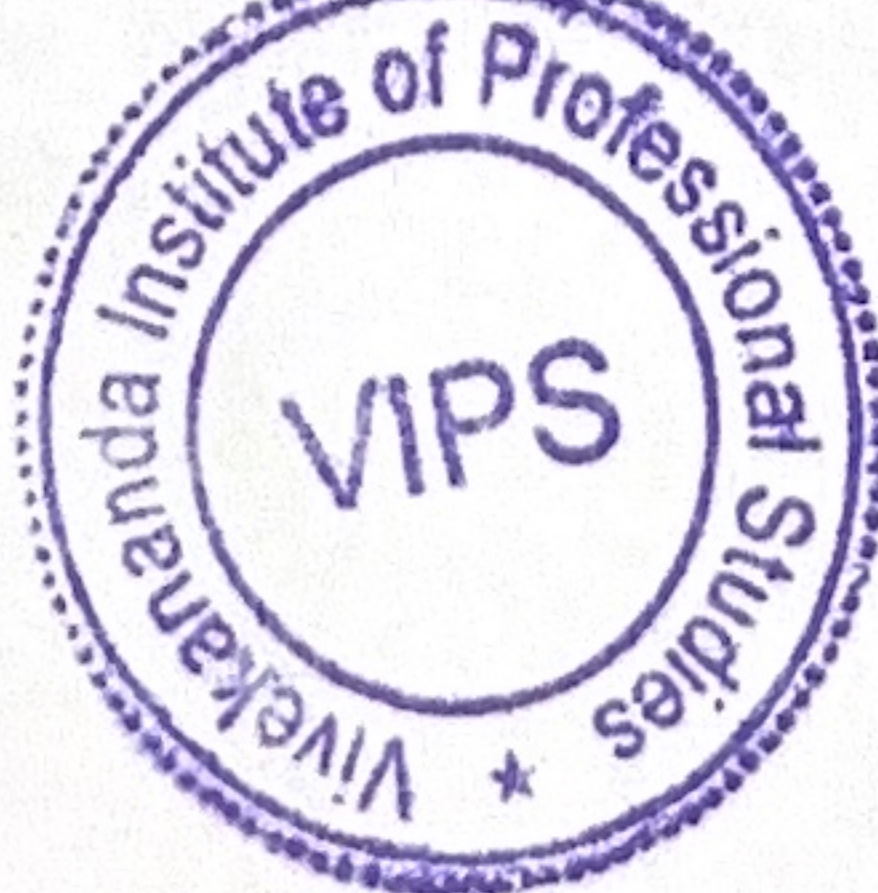
END TERM EXAMINATION

THIRD SEMESTER [B.COM(HONS)] NOVEMBER –DECEMBER 2019

Paper Code: BCOM 203	Subject: Management Accounting
Time : 3 Hours	Maximum Marks :75

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

Q1. "Management accounting has been evolved to meet the needs of management". Explain the statement.

Q2. A factory is currently working to 50% capacity and produces 10,000 units. Estimate the profits of the company by preparing flexible budget, when it works at 60% and 80% capacity. At 60% working, material cost increases by 2% and selling price falls by 2%. At 80% raw material cost increases by 5% and selling price falls by 5%.

At 50% capacity working the product costs Rs. 180 per unit and is sold at 200 per unit. The unit cost of Rs. 180 is made up as follows:

Material	Rs. 100
Labour	Rs. 30
Factory overhead	Rs. 30 (40% fixed)
Administration overhead	Rs. 20 (50% fixed)

Q3. A manufacturer requires 10 kg standard material to manufacture one unit of product 'x'. The standard price per kg of material is Rs.5. The accounting records however, reveal that 25,000 kg of material costing Rs. 1,50,000 were used for manufacturing 2,000 units. Calculate the material variance.

Q4. A wrist watch manufacturing company finds that while it cost Rs. 6.25 to make component, the same is available in the market at Rs. 5.75 each, with an assurance of continued supply. The breakdown of cost is:

Materials..................	Rs. 2.75 each
Labour	Rs. 1.75 each
Other variables........	Rs. 0.50 each
Depreciation and other fixed cost	Rs. 1.25

a) Should you make or buy?
b) What would be your decision, if the supplier offered the component at Rs. 4.80 each?

Q5. The ratio of variable costs to Sales is 60%. The break-even point occurs at 80% of sales. Find the capacity sales when fixed costs are Rs. 4,00,000. Determine profit at 90% and 100% of sales.

Q6. Using the following information, prepare balance sheet of ABC Ltd. with as many details as possible:

Sales	Rs. 4,20,000
Sales to net worth	2.8 times
Current debt to net worth	32%
Total debt to net worth	80%
Fixed assets to net worth	52%
Net sales to inventory	5.6 times
Average collection period	81 days
Current ratio	4

Q7. Prepare a cash flow statement as per Accounting Standard 3, with imaginary figures.

Q8. Explain in detail comparative financial statements and trend percentages as tools of financial analysis.

****

END TERM EXAMINATION

THIRD SEMESTER [B.COM] NOVEMBER –DECEMBER 2019

Paper Code: BCOM 205	Subject: *Human Resource Management*
Time : 3 Hours	*Maximum Marks :75*

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

Q1. Explain what HR management is and how it relates to the management process.

Q2. a) Explain how you would conduct job analysis.
   b) Do you think all companies can really do without detailed job description? Why or why not?

Q3. Briefly explain each step in the recruitment and selection process.

Q4. a) Why is it important to conduct pre employment background investigations? How would you do so?

   b) What an interviewer can do to improve his or her interviewing performance?

Q5. "A well thought out orientation program is essential for all new employees, whether they have experience or not". Explain why you agree or disagree with this statement.

Q6. Explain how you would use the alternation ranking method, the paired comparison method and the forced distribution methods in performance appraisal.

Q7. What is Employee Grievance? Describe the grievance handling and redressal settlement machinery.

Q8. Write notes on the following:

   a) Potential appraisal
   b) Succession Planning
   c) Job Evaluation

****

END TERM EXAMINATION

THIRD SEMESTER [B.COM] NOVEMBER –DECEMBER 2019

Paper Code: BCOM 207	Subject: Business Ethics & Corporate Social Responsibility
Time : 3 Hours	Maximum Marks :75

Note: Attempt any five questions.

Q1. Are values of Indian managers different from managers from other countries? It so, explain why they differ drawing insights from your understanding of how values are formed. **(15)**

Q2. What do you understand by the term 'Vedanta'? Explain how one can relate Vedanta philosophy with management. Give suitable illustrations. **(15)**

Q3. What is the difference between Knowledge and Wisdom management? Give real life examples to support the difference between the two. **(15)**

Q4. What is the meaning, sources and consequences of stress? What are different strategies to manage stress at work place? **(15)**

Q5. Narrate success story of any business which you regard as note worthy and highlight its success factors. **(15)**

Q6. Organizational progress and transformation are distinct in their approach and the challenges involved in pursuing them are different. Discuss. **(15)**

Q7. What is Corporate Social Responsibility (CSR)? Discuss various CSR initiatives under taken by any one organization of your choice and highlight their strategies benefits for the organization and the benefits to other stake holders. **(15)**

Q8. Write notes on the following:

a)   Code of Corporate Governance **(7)**

b)   Consumer Protection Act, 1986 **(8)**

****

P

END TERM EXAMINATION

THIRD SEMESTER [B.COM] NOVEMBER –DECEMBER 2019

Paper Code: BCOM 209	Subject: Business Statistics
Time : 3 Hours	Maximum Marks : 75

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

Q1. Consider the following rungs scored by a batsman in last 30 innings.

25	85	60	05	55	45	95	105	05	55
45	65	05	50	50	50	100	00	09	42
101	01	22	92	62	04	100	02	15	05

a) Draw a frequency distribution using an internal of 5 runs.
b) Draw histogram.
c) Draw normal distribution curve of above data using mid point of internal.

Q2. Following is the distribution of a sample data:

Class	Frequency
0 -10	25
10 - 20	35
20 - 30	22
30 - 40	45
40 - 50	52
50 - 60	36

a) Compute mean, median and mode of distribution.
b) Also compute Q_3, P_{22}. (9+6=15)

Q3. a) What is the difference between variance and standard deviation?
b) Compute mean, standard deviation of following distribution.

X	f
5	25
10	22
15	32
20	55
25	28
30	32
35	12

Q4. a) How skewness is different from Kurtosis?
b) Compute coefficient of variation of following data set. which team is more consistent

	Mean	SD
Team A	100	12
Team B	80	10
	N =200	

P.T.O.

Q5. Compute Karl Pearson coefficient of correlation of following data set

Time spent on Whats App (hrs)	Time spent on Facebook (hrs)
2	10
3	09
4	12
5	06
7	10
9	11
10	09

Also determine coefficient of determination.

Q6. Consider the following

	X	Y
Mean	20	40
S.D.	10	05
r	=0.6	

a) Derive regression equation X on Y.
b) What shall be value of X for a value of Y= 200.
c) Also derive regression equation Y on X.

Q7. a) What are issues and uses of index number in statistics?
b) From the following data construct price index of 2019 taking 2015 as base by using simple average of price relative method.

Commodity	A	B	C	D
Prince in 2015	60	45	80	25
Price in 2019	75	50	70	40

Q8. a) What are assumptions of time-series analysis?
b) Consider the following (units)

Year	Demand (units)
2015	100
2016	130
2017	120
2018	125

Estimate demand for year 2022.

****