

B.Com - 6th Semester

(2721)

Paper: BCG-601

English (Compulsory)

Time Allowed: 2 hrs.

Max. Marks: 50

Note: There are EIGHT questions of equal marks. Candidates are required to attempt any FOUR questions.

1. A) Attempt any two questions:

i) Why did Raju's father not admit him to the Albert Mission School?

ii) Why did Rosie come back to Raju?

iii) Why did Raju forge Rosie's signatures? (2½+2½)

B) How did the railway station change the life of Raju and his family?

OR

Comment on the title of R.K. Narayan's novel The Guide. (7½)

2. A) Attempt any Two of the following questions:

i) What was Rosie's attitude towards her husband Marco?

ii) Why did Raju decide to go on fasting earnestly?

iii) What did Raju guess about Velan's sister? (2½+2½)

Contd....P/2

(2)

B) "Raju is neither good not bad". substantiate .

OR

Bring out some of the lapses which caused Raju's downfall. What in your view were the chief factors that created a rift between Raju and Rosie? (7½)

3. A) Attempt any Two of the following questions

i) Why is Emily crying and feeling agitated in the beginning of the play The Will?

ii) What had happened to Philip Ross' first letter? (The Will)

iii) What are Gaston's apprehensions about the Villa Jeanne wants him to buy? (2½ + 2½)

B) Discuss 'Villa for sale' as a hilarious comedy.

OR

Write a character sketch of Philip Ross as depicted in the play 'The Will'. (7½)

4. A) Attempt any TWO questions.

i) What is Philip Ross's complaint against his son and daughter?

ii) Why was it not a good time to sell the Villa?

iii) Why is Jeanne looking for a Villa? (2½+2½)

Contd....P/3

(3)

B) Give a character-sketch of Juliette.

OR

How does the play "The Will" dramatize the theme of withering human relationships? Discuss. (7½)

5. A) Attempt any TWO of the following questions:

i) Comment on the title of the play 'Progress'.

ii) Explain the role of supernatural elements in the play "The Monkey's Paw".

iii) Discuss the character-sketch of Herbert.

iv) Attempt a character-sketch of Mrs. Meldon. (2*6¼)

6. Attempt an essay on any ONE of the following topics:

i) Rising Prices

ii) Democracy

iii) Pleasures of Reading (12½)

7. A) Answer any two of the following questions:-

i) How does Captain Robert De Baudricourt try to dissuade Joan from going to the Dauphin?

ii) What does Mrs. Stevenson tell Sergeant Duffy about her husband?

iii) What does the telegram inform Mrs. Stevenson? (2½+2½)

Contd....P/4

(4)

- B) Write a note on the inhumanity of various agencies of society in the play "Sorry, Wrong Number".

OR

What light does the play "No Eggs! No Eggs!" throw on Joan's nationalism? (7½)

8. A) Attempt any TWO of the following questions:-

- i) What does Joan ask Robert for?
- ii) Why according to Joan, are the French Soldiers always beaten?
- iii) What is Sergeant Duffy's response to Mrs. Stevenson's enquiry? (2½+2½)

- B) Discuss "Sorry, Wrong Number" as a murder mystery.

OR

Draw a character-sketch of Robert de Baudricourt. (7½)

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5. ਹੇਠ ਲਿਖਿਆਂ ਵਿੱਚੋਂ ਕਿਸੇ ਇੱਕ ਵਿਸ਼ੇ 'ਤੇ ਲੇਖ-ਰਚਨਾ ਕਰੋ :
(ੳ) ਇੰਟਰਨੈੱਟ ਦੇ ਲਾਭ ਅਤੇ ਹਾਨੀਆਂ
(ਅ) ਪੰਜਾਬ ਦੇ ਲੋਕ-ਗੀਤ।
6. ਕਵਿਤਾ ਸਾਹਿਤ-ਰੂਪ ਨੂੰ ਪਰਿਭਾਸ਼ਤ ਕਰਦਿਆਂ ਇਸਦੇ ਤੱਤਾਂ 'ਤੇ ਚਾਨਣਾ ਪਾਓ।
7. ਪੰਜਾਬੀ ਲਿੰਗ-ਪ੍ਰਬੰਧ ਤੇ ਨੋਟ ਲਿਖੋ।
8. ਕਿਰਿਆ ਵਾਕਸ਼ ਨੂੰ ਪਰਿਭਾਸ਼ਤ ਕਰਦਿਆਂ ਇਸਦੀ ਬਣਤਰ ਤੇ ਪ੍ਰਕਾਰ ਨੂੰ ਸਪੱਸ਼ਟ ਕਰੋ।

Exam. Code : 108506
Subject Code : 2068

B.Com. 6th Semester

PUNJABI (Compulsory)

Paper—BCG—602 (i)

Time Allowed—2 Hours]

[Maximum Marks—50

ਨੋਟ :- ਕੁੱਲ ਅੱਠ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਸਮਾਨ ਅੰਕ ਹਨ। ਪਰੀਖਿਆਰਥੀਆਂ ਨੇ ਕੋਈ ਚਾਰ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ।

1. 'ਅਸੀਂ ਬੁਰੀਆਂ ਵੇ ਲੋਕਾ' ਕਾਫੀ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਲਿਖੋ।
2. ਹੇਠ ਲਿਖਿਆਂ ਕਾਵਿ-ਸਤਰਾਂ ਦੀ ਪ੍ਰਸੰਗ-ਸਹਿਤ ਵਿਆਖਿਆ ਕਰੋ :
ਭਰੀਐ ਹਥ ਪੈਰੁ ਤਨੁ ਦੇਹ॥ ਪਾਣੀ ਧੋਤੇ ਉਤਰਸੁ ਖੇਹ॥
ਮੂਤ ਪਲੀਤੀ ਕਪੜੁ ਹੋਇ॥ ਦੇ ਸਾਬੁਣੁ ਲਈਐ ਓਹੁ ਧੋਇ॥
ਭਰੀਐ ਮਤਿੁ ਪਾਪਾ ਕੈ ਸੰਗਿ॥ ਓਹੁ ਧੋਏ ਨਾਵੈ ਕੈ ਰੰਗਿ॥
ਪੁਨੀ ਪਾਪੀ ਆਖਣੁ ਨਾਹਿ॥ ਕਰਿ ਕਰਿ ਕਰਣਾ ਲਿਖਿ ਲੈ ਜਾਹੁ॥
ਆਪੇ ਬੀਜਿ ਆਪੇ ਹੀ ਖਾਹੁ॥ ਨਾਨਕ ਹੁਕਮੀ ਆਵਹੁ ਜਾਹੁ॥
3. 'ਧਰਤੀਆਂ ਦੇ ਗੀਤ' ਸਫਰਨਾਮੇ ਦਾ ਸਮਾਜ-ਸਭਿਆਚਾਰਕ ਪਰਿਪੇਖ ਉਲੀਕੋ।
4. 'ਧਰਤੀਆਂ ਦੇ ਗੀਤ' ਦੀ ਸਫਰਨਾਮੇ ਦੇ ਤੌਰ 'ਤੇ ਪਰਖ ਕਰੋ।

Exam. Code : 108506
Subject Code : 2077

B.Com. 6th Semester
MUDHLI PUNJABI
(Punjab Da Itihas Te Sabhiachar)
Paper : BCG-602(ii)

Time Allowed—2 Hours] [Maximum Marks—50

ਨੋਟ :- ਕੁੱਲ ਅੱਠ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਸਮਾਨ ਅੰਕ ਹਨ। ਪ੍ਰੀਖਿਆਰਥੀਆਂ ਨੇ ਕੋਈ ਚਾਰ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ।

1. 1790 ਵਿੱਚ ਪੰਜਾਬ ਦੇ ਰਾਜਨੀਤਿਕ ਹਾਲਾਤਾਂ ਦਾ ਵਰਨਣ ਆਪਣੇ ਸ਼ਬਦਾਂ ਵਿੱਚ ਬਿਆਨ ਕਰੋ।
2. ਰਣਜੀਤ ਸਿੰਘ ਦੀਆਂ ਵੱਖ-ਵੱਖ ਜਿੱਤਾਂ ਨੂੰ ਬਿਆਨ ਕਰੋ।
3. ਪੰਜਾਬ ਦਾ ਬ੍ਰਿਟਿਸ਼ ਸਾਮਰਾਜ ਵਿੱਚ ਵਿਲੀਨੀਕਰਨ ਕਦੋਂ ਅਤੇ ਕਿਵੇਂ ਹੋਇਆ, ਆਪਣੇ ਸ਼ਬਦਾਂ ਵਿੱਚ ਬਿਆਨ ਕਰੋ।
4. ਭਾਰਤੀ ਸੁਤੰਤਰਤਾ ਸੰਗ੍ਰਾਮ ਵਿੱਚ ਕੂਕਾ ਅੰਦੋਲਨ ਦੇ ਯੋਗਦਾਨ ਨੂੰ ਵਿਚਾਰੋ।
5. ਪੰਜਾਬ ਵਿੱਚ ਆਰੀਆ ਸਮਾਜ ਦੇ ਉਭਾਰ ਦਾ ਵਰਨਣ ਕਰਦਿਆਂ ਇਨ੍ਹਾਂ ਦੀਆਂ ਸਮਾਜਿਕ, ਧਾਰਮਿਕ ਅਤੇ ਸਿੱਖਿਆ ਦੇ ਖੇਤਰਾਂ ਪ੍ਰਾਪਤੀਆਂ ਦਾ ਲੇਖਾ-ਜੋਖਾ ਕਰੋ।
6. ਜਲਿਆਂ ਵਾਲਾ ਬਾਗ ਦੀ ਘਟਨਾ ਦਾ ਭਾਰਤੀ ਸੁਤੰਤਰਤਾ ਸੰਗ੍ਰਾਮ ਉੱਤੇ ਪਾਏ ਪ੍ਰਭਾਵ ਦਾ ਵਰਨਣ ਕਰੋ।
7. ਗੁਰਦੁਆਰਾ ਸੁਧਾਰ ਅੰਦੋਲਨ ਨੂੰ ਆਪਣੇ ਸ਼ਬਦਾਂ ਵਿੱਚ ਬਿਆਨ ਕਰੋ।
8. ਗਦਰ ਅੰਦੋਲਨ ਦੀ ਅਸਫਲਤਾ ਦੇ ਕਾਰਨ ਦੱਸੋ।

6525(2721)/II-6601

Exam. Code : 108506
Subject Code : 2077

B.Com. 6th Semester
MUDHLI PUNJABI
(Punjab Da Itihas Te Sabhiachar)
Paper : BCG-602(ii)

Time Allowed—2 Hours] [Maximum Marks—50

ਨੋਟ :- ਕੁੱਲ ਅੱਠ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਸਮਾਨ ਅੰਕ ਹਨ। ਪ੍ਰੀਖਿਆਰਥੀਆਂ ਨੇ ਕੋਈ ਚਾਰ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ।

1. 1790 ਵਿੱਚ ਪੰਜਾਬ ਦੇ ਰਾਜਨੀਤਿਕ ਹਾਲਾਤਾਂ ਦਾ ਵਰਨਣ ਆਪਣੇ ਸ਼ਬਦਾਂ ਵਿੱਚ ਬਿਆਨ ਕਰੋ।
2. ਰਣਜੀਤ ਸਿੰਘ ਦੀਆਂ ਵੱਖ-ਵੱਖ ਜਿੱਤਾਂ ਨੂੰ ਬਿਆਨ ਕਰੋ।
3. ਪੰਜਾਬ ਦਾ ਬ੍ਰਿਟਿਸ਼ ਸਾਮਰਾਜ ਵਿੱਚ ਵਿਲੀਨੀਕਰਨ ਕਦੋਂ ਅਤੇ ਕਿਵੇਂ ਹੋਇਆ, ਆਪਣੇ ਸ਼ਬਦਾਂ ਵਿੱਚ ਬਿਆਨ ਕਰੋ।
4. ਭਾਰਤੀ ਸੁਤੰਤਰਤਾ ਸੰਗ੍ਰਾਮ ਵਿੱਚ ਕੂਕਾ ਅੰਦੋਲਨ ਦੇ ਯੋਗਦਾਨ ਨੂੰ ਵਿਚਾਰੋ।
5. ਪੰਜਾਬ ਵਿੱਚ ਆਰੀਆ ਸਮਾਜ ਦੇ ਉਭਾਰ ਦਾ ਵਰਨਣ ਕਰਦਿਆਂ ਇਨ੍ਹਾਂ ਦੀਆਂ ਸਮਾਜਿਕ, ਧਾਰਮਿਕ ਅਤੇ ਸਿੱਖਿਆ ਦੇ ਖੇਤਰਾਂ ਪ੍ਰਾਪਤੀਆਂ ਦਾ ਲੇਖਾ-ਜੋਖਾ ਕਰੋ।
6. ਜਲਿਆਂ ਵਾਲਾ ਬਾਗ ਦੀ ਘਟਨਾ ਦਾ ਭਾਰਤੀ ਸੁਤੰਤਰਤਾ ਸੰਗ੍ਰਾਮ ਉੱਤੇ ਪਾਏ ਪ੍ਰਭਾਵ ਦਾ ਵਰਨਣ ਕਰੋ।
7. ਗੁਰਦੁਆਰਾ ਸੁਧਾਰ ਅੰਦੋਲਨ ਨੂੰ ਆਪਣੇ ਸ਼ਬਦਾਂ ਵਿੱਚ ਬਿਆਨ ਕਰੋ।
8. ਗਦਰ ਅੰਦੋਲਨ ਦੀ ਅਸਫਲਤਾ ਦੇ ਕਾਰਨ ਦੱਸੋ।

6525(2721)/II-6601

B.Com. - 6th Semester

(2721)

Paper : BCG-603 Operations Research

Time allowed: 2 hrs.

Max. Marks: 50

Note: There are EIGHT questions of equal marks. Candidates are required to attempt any FOUR questions.

Section A

Q.1 Define Operations research. Discuss its nature and scope.

Q.2 Solve following L.P.P.:

Maximize $Z = 5x_1 + 3x_2$

Subject to constraints:

$$x_1 + x_2 \leq 6$$

$$2x_1 + 3x_2 \leq 12$$

$$x_1 \leq 3$$

$$x_2 \leq 3$$

$$x_1, x_2 \geq 0$$

Section B

Q.3 Solve the following transportation problem for optimality:

Factory	Warehouses				Supply (units)
	X	Y	Z	W	
A	25	55	40	60	60
B	35	30	50	40	140
C	36	45	26	66	150
D	35	30	41	50	50
Demand (units)	90	100	120	140	

Contd....P/2

(2)

Q.4. Suggest the optimal assignment schedule for the following assignment problem:

Salesman	Sales (₹ in lakh)			
	I	II	III	IV
A	80	70	75	72
B	75	75	80	85
C	78	78	82	78

Section C

Q.5 (a) What is queuing theory? In what types of problem situations can it be applied successfully? Discuss giving examples.

(b) Solve the following game:

		B's Strategy	
		B ₁	B ₂
A's Strategy	A ₁	28	0
	A ₂	2	12
	A ₃	4	7 (5,5)

Q.6 At a certain petrol pump, customers arrive in a Poisson process with an average time of five minutes between successive arrivals. The time taken at the petrol pump to serve customers follows exponential distribution with an average of two minutes. You are required to obtain the following:

- Arrival and service rates.
- The utilisation parameter.
- Probability that there shall be four customers in the system.
- Probability that there are more than four customers in the system.
- Expected queue length.
- Expected number of customers in the system.
- Expected time that a customer has to wait in the queue.
- Expected time that a customer has to spend in the system.
- It is decided to open a new service point when the customers' expected waiting time rises to three times the present level. What increased flow of customers will justify this?

Contd....P/3

(3)

Section D

Q.7. The following table shows for each activity needed to complete the project the normal time, the shortest time in which the activity can be completed of a building contract and the cost per day for reducing the time of each activity. The contract includes a penalty clause of ₹ 100 per day over 17 days. The overhead cost per day is ₹ 160.

Activity	Normal time in Days	Shortest time in days	Cost of Reduction per Day (₹)
1-2	6	4	80
1-3	8	4	90
1-4	5	3	30
2-4	3	3	-
2-5	5	3	40
3-6	12	8	200
4-6	8	5	50
5-6	6	6	-

The cost of completing the eight activities in normal time is ₹ 6,500.

- (a) Calculate the normal duration of the project, its cost and the critical path.
 (b) Calculate and plot on a graph the cost/time function for the project and state:
 (i) the lowest cost and associated time.
 (ii) the shortest time associated cost.

Q.8 (a) What is critical path? State the necessary and sufficient conditions of critical path. Can a project have multiple critical paths?

(b) What are the three time estimates used in the context of PERT? How are the expected duration of a project and its standard deviation calculated? (5,5)

6527(2721)100

Exam. Code : 108506

Subject Code : 2070

B.Com. 6th Semester

CORPORATE GOVERNANCE

Paper : BCG-604

Time Allowed—2 Hours] [Maximum Marks—50

Note :— There are **Eight** questions of equal marks. Candidates are required to attempt any **Four** questions.

1. What is meant by Whistle Blowing ? Give its consequences. Explain its types.
2. Write notes on :
 - (a) Characteristics of Ethical Organisation
 - (b) Discrimination
3. Write a detailed note on various reforms on Corporate Governance.
4. Explain the scam of Satyam Computer Services Ltd. (India)
5. Is Corporate Governance always the cause of corporate failures ? Explain.
6. Explain the role of Sir Adrian Cadbury Committee (UK), 1992 on Corporate Governance.
7. What are the provisions of Sarbanes-Oxley (SOX) Act on Corporate Governance ?
8. Explain CACG guidelines for Corporate Governance in Common Wealth 1999.

6528(2721)/II-6324

Exam. Code : 108506

Subject Code : 2070

B.Com. 6th Semester

CORPORATE GOVERNANCE

Paper : BCG-604

Time Allowed—2 Hours] [Maximum Marks—50

Note :— There are **Eight** questions of equal marks. Candidates are required to attempt any **Four** questions.

1. What is meant by Whistle Blowing ? Give its consequences. Explain its types.
2. Write notes on :
 - (a) Characteristics of Ethical Organisation
 - (b) Discrimination
3. Write a detailed note on various reforms on Corporate Governance.
4. Explain the scam of Satyam Computer Services Ltd. (India)
5. Is Corporate Governance always the cause of corporate failures ? Explain.
6. Explain the role of Sir Adrian Cadbury Committee (UK), 1992 on Corporate Governance.
7. What are the provisions of Sarbanes-Oxley (SOX) Act on Corporate Governance ?
8. Explain CACG guidelines for Corporate Governance in Common Wealth 1999.

6528(2721)/II-6324

Exam. Code : 108506

Subject Code : 2071

B.Com. 6th Semester

PORTFOLIO MANAGEMENT

Paper : Group-I BCG-611

Time Allowed—2 Hours]

[Maximum Marks—50

Note :— There are **Eight** questions of equal marks. Candidates are required to attempt any **Four** questions.

1. What do you mean by Diversification and Portfolio Risk ? Explain the merits of Diversification in detail.
2. Explain Portfolio Selection in detail.
3. Briefly explain the Efficient Frontier.
4. What do you mean by Portfolio Revision ? Explain its need.
5. Briefly explain Investment Management along with its objectives and Process.
6. What is the difference between Investment, Speculation and Gambling ?
7. Briefly explain the Macro Economic Analysis for Portfolio Management.
8. Describe Industry Life Cycle in detail.

6529(2721)/II-6325

Exam. Code : 108506

Subject Code : 2071

B.Com. 6th Semester

PORTFOLIO MANAGEMENT

Paper : Group-I BCG-611

Time Allowed—2 Hours]

[Maximum Marks—50

Note :— There are **Eight** questions of equal marks. Candidates are required to attempt any **Four** questions.

1. What do you mean by Diversification and Portfolio Risk ? Explain the merits of Diversification in detail.
2. Explain Portfolio Selection in detail.
3. Briefly explain the Efficient Frontier.
4. What do you mean by Portfolio Revision ? Explain its need.
5. Briefly explain Investment Management along with its objectives and Process.
6. What is the difference between Investment, Speculation and Gambling ?
7. Briefly explain the Macro Economic Analysis for Portfolio Management.
8. Describe Industry Life Cycle in detail.

6529(2721)/II-6325

Exam. Code : 108506
Subject Code : 2072

B.Com. 6th Semester
FINANCIAL SERVICES
Paper : Group-I BCG-612

Time Allowed—2 Hours] [Maximum Marks—50

Note :— There are *eight* questions of equal marks.
Candidates are required to attempt any
four questions.

- I. Write a note on merchant banking practices in India.
- II. Discuss the role of financial services sector in the development of the economy.
- III. Write a detailed note on Mutual Fund Schemes.
- IV. Write short notes on :—
 - (a) Money Market Mutual Funds.
 - (b) Private Sector Mutual Funds.
- V. Discuss the concept of 'Hire-purchase Financing'.
- VI. What is factoring ? Explain its mechanism.
- VII. Write a note on the growth of venture capital funds in India.
- VIII. What are retail banking services ? Explain various loans given by banks.

6530(2721)/II-6326

Exam. Code : 108506
Subject Code : 2072

B.Com. 6th Semester
FINANCIAL SERVICES
Paper : Group-I BCG-612

Time Allowed—2 Hours] [Maximum Marks—50

Note :— There are *eight* questions of equal marks.
Candidates are required to attempt any
four questions.

- I. Write a note on merchant banking practices in India.
- II. Discuss the role of financial services sector in the development of the economy.
- III. Write a detailed note on Mutual Fund Schemes.
- IV. Write short notes on :—
 - (a) Money Market Mutual Funds
 - (b) Private Sector Mutual Funds.
- V. Discuss the concept of 'Hire-purchase Financing'.
- VI. What is factoring ? Explain its mechanism.
- VII. Write a note on the growth of venture capital funds in India.
- VIII. What are retail banking services ? Explain various loans given by banks.

6530(2721)/II-6326

Exam. Code : 108506

Subject Code : 2075

B.Com. 6th Semester

WINDOWS AND NETWORKING

Group-III BCG-631

Time Allowed—2 Hours]

[Maximum Marks—50

Note :— There are **Eight** questions of equal marks. Candidates are required to attempt any **Four** questions.

1. What is booting ? Which are its types ? What is use of wild card characters ?
2. What is difference between Internal and External Commands of DOS ? Explain any four of each.
3. Explain following :
 - (a) Ribbon
 - (b) Recycle bin
 - (c) Search parameters
4. What is run dialog box ? How can you open it ? Which are various uses of it ?
5. What is difference between analog and digital transmission ? Which are different transmission modes ?
6. What is a topology ? Explain pros and cons of any three networking topologies.
7. What is importance of network security ? Which are different types of threats to network security ?
8. What is firewall ? Which are its components and benefits ?

6533(2721)/II-6602

Exam. Code : 108506

Subject Code : 2075

B.Com. 6th Semester

WINDOWS AND NETWORKING

Group-III BCG-631

Time Allowed—2 Hours]

[Maximum Marks—50

Note :— There are **Eight** questions of equal marks. Candidates are required to attempt any **Four** questions.

1. What is booting ? Which are its types ? What is use of wild card characters ?
2. What is difference between Internal and External Commands of DOS ? Explain any four of each.
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 - (a) Ribbon
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7. What is importance of network security ? Which are different types of threats to network security ?
8. What is firewall ? Which are its components and benefits ?

6533(2721)/II-6602

Exam. Code : 108506
Subject Code : 2076

B.Com. 6th Semester

E-MARKETING

Paper : Group-III BCG-632

Time Allowed—2 Hours] [Maximum Marks—50

Note :—There are *eight* questions of equal marks.
Candidates are required to attempt any
four questions.

1. Define e-marketing. Explain the features of e-marketing environment.
2. What is meant by e-marketing strategy ? Discuss the big picture strategies.
3. Discuss the different types of e-marketing techniques.
4. Define e-advertising. Explain various types of e-advertising techniques.
5. Highlight the implication of the internet age for marketing.
6. Explain the concept of data mining. What are the applications of data mining in marketing ?
7. How can organizations improve productivity in the internet age ?
8. Explain in brief the pricing and advertising issues in the internet age ?

6534(2721)/II-6328

Exam. Code : 108506
Subject Code : 2076

B.Com. 6th Semester

E-MARKETING

Paper : Group-III BCG-632

Time Allowed—2 Hours] [Maximum Marks—50

Note :—There are *eight* questions of equal marks.
Candidates are required to attempt any
four questions.

1. Define e-marketing. Explain the features of e-marketing environment.
2. What is meant by e-marketing strategy ? Discuss the big picture strategies.
3. Discuss the different types of e-marketing techniques.
4. Define e-advertising. Explain various types of e-advertising techniques.
5. Highlight the implication of the internet age for marketing.
6. Explain the concept of data mining. What are the applications of data mining in marketing ?
7. How can organizations improve productivity in the internet age ?
8. Explain in brief the pricing and advertising issues in the internet age ?

6534(2721)/II-6328

Sr.No.6535

Exam Code:108506

Subject Code: 7026

B.Com - 6th Semester (Old Syllabus of 2017-18)

(2721)

Paper: BCG-603 Auditing

Time Allowed: 2 hrs.

Max. Marks: 50

Note: There are EIGHT questions of equal marks. Candidates are required to attempt any FOUR questions.

1. Discuss the meaning, objectives and basic principles of Auditing.
2. Explain the classification of Audit in detail.
3. Differentiate between Internal Check & Internal Control.
4. Explain fundamental Principles of Internal Check.
5. What are the different qualities of a Company Auditor? Also define Assurance Standards.
6. Discuss in detail verification and valuation of Assets and Liabilities.
7. Explain the Remuneration and Rights of a Company Auditor.
8. Explain the meaning and features of Vouching. Also discuss examining vouchers.

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6535(2721)100

Sr.No.6536

Exam Code:108506

Subject Code: 7027

B.Com - 6th Semester (old sylb 2017-18)

(2721)

Paper: BCG-604 Direct Tax Laws

Time Allowed: 2 hrs.

Max. Marks: 50

Note: There are EIGHT questions of equal marks. Candidates are required to attempt any FOUR questions.

1. Explain features of Income Tax.
2. Explain residential status & tax liability under Income Tax Act.
3. Define profits in lieu of salary and deductions? To what extent are these exempted for tax.
4. Explain profits and gains from Business and Profession.
5. Explain long term capital gains in detail.
6. Explain tax liability of salaried individual.
7. Enumerate the items of deductions allowable in computing income from other sources.
8. Mr. X has following incomes during the year ending 31.3.2019:

Particulars	Rs. ₹
1. Dividend declared by M. Co. on 31.3.2018[Indian Co.]	6,000
2. Dividend declared by Z Co. on 31.3.2019[Indian Co.]	9,000
3. Interim dividend received on 1.5.2018[Indian Co.]	3,000
4. He won gold worth Rs. 10,00,000 from Panjab State Lottery	
5. During March 2019 he earned Rs. 1,00,000 as prize money on horse races. These horses are owned by him and expenditure incurred on maintenance of these horses amounted to Rs. 1,60,000.	

Compute income from other sources for the assessment year 2019- 20.

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6536(2721)100

Exam. Code : 109106

Subject Code : 2187

B.Com. (Hons.) 6th Semester

BANK MARKETING

Group-I Paper-IV

Time Allowed—2 Hours] [Maximum Marks—50

Note :— There are **Eight** questions of equal marks. Candidates are required to attempt any **Four** questions.

1. What do you mean by Marketing ? Explain the four elements in Marketing Mix along with their interrelationship in detail.
2. What do you mean by Bank Distribution ? Explain the art of Customer Service as applied to banking.
3. What do you mean by Marketing Research ? Explain the types of data in detail.
4. What do you mean by Relationship Marketing in banking ? Briefly explain the Competitive Analysis in banking.
5. Briefly explain the Pricing Strategies and its applications in Banking.
6. Briefly explain the Elasticity of Demand & Break-Even Analysis.
7. Explain the various steps in developing Effective Communication.
8. Briefly explain the selling and organizing for sales and selling to Corporate Clients.

6544(2721)/II-6603

Exam. Code : 109106

Subject Code : 2187

B.Com. (Hons.) 6th Semester

BANK MARKETING

Group-I Paper-IV

Time Allowed—2 Hours] [Maximum Marks—50

Note :— There are **Eight** questions of equal marks. Candidates are required to attempt any **Four** questions.

1. What do you mean by Marketing ? Explain the four elements in Marketing Mix along with their interrelationship in detail.
2. What do you mean by Bank Distribution ? Explain the art of Customer Service as applied to banking.
3. What do you mean by Marketing Research ? Explain the types of data in detail.
4. What do you mean by Relationship Marketing in banking ? Briefly explain the Competitive Analysis in banking.
5. Briefly explain the Pricing Strategies and its applications in Banking.
6. Briefly explain the Elasticity of Demand & Break-Even Analysis.
7. Explain the various steps in developing Effective Communication.
8. Briefly explain the selling and organizing for sales and selling to Corporate Clients.

6544(2721)/II-6603