

Exam. Code : 217603
Subject Code : 4635

M.Com. 3rd Sem. (Batch 2022-24)
Group-D MARKETING
MC-352 RETAIL MANAGEMENT

Time Allowed—Three Hours] [Maximum Marks—100

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. 'Retail stores play an important role in high-level exposure of businesses and widespread distribution of products'. Explain the importance of retailing in light of this statement.
2. What do you mean by retailing ? Explain store and non-store based retailers with examples.

SECTION—B

3. What do you mean by Visual Merchandising ? Explain the tools used for Visual merchandising.
4. 'All consumers go through basic steps when making a purchase to determine what products and services will best fit their needs'. Explain these steps.

SECTION—C

5. Merchandisers are responsible for everything that happens to a product from the moment it is delivered to the store to the moment a shopper picks it up off the shelf. Explain the roles and responsibilities of merchandiser.
6. What do you mean by merchandise planning ? Explain its process.

SECTION—D

7. Explain the pricing strategies that can be adopted by the retailers.
8. Write short notes on the following :
 - (a) Category Management and its elements
 - (b) Types of Retail franchising (with examples).

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Subject Code : 4634

M.Com. 3rd Sem. (Batch 2022-24)
CONSUMER BEHAVIOUR
Group-D Marketing
Paper : MC-351

Time Allowed—3 Hours] [Maximum Marks—100

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. Discuss the Maslow's need hierarchy theory. Highlight the applications of Maslow's need theory in the field of consumer behaviour.
2. Explain the concept of lifestyle and psychographics. Discuss the VALS system.

SECTION—B

3. Explain in brief the behavioural theories of learning. What are the strategic applications of classical conditioning and operant conditioning ?

4. Define attitudes and explain how are attitudes formed. Describe the different strategies which can be used by companies to change consumer attitudes.

SECTION—C

5. What is social class ? Describe the methods of measuring social class and also explain how the concept of social class is useful to a marketer ?
6. Explain the concept of culture and sub-culture ? What is the effect of culture on consumer behavior ?

SECTION—D

7. What is consumer decision making process ? Take example of any product and explain the steps of consumer decision making process.
8. Discuss in detail the EKB model of consumer behaviour.

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Subject Code : 4629

M.Com. 3rd Semester (Batch 2022-24)
MC-312 : ACCOUNTING & FINANCE
Group—A (Contemporary Accounting)

Time Allowed—3 Hours] [Maximum Marks—100

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. State the influence of other disciplines on accounting and changing environment.
2. Discuss the different methods of Human Resource Accounting. Which one of them will you recommend for adoption in India under the prevailing circumstances ? Give reasons.

SECTION—B

3. Can current cost accounting be regarded as a more appropriate mechanisms for inflation than general purchasing power accounting ? Give reasons for your answer.
4. What is social accounting ? Should an auditor be responsible

for auditing and submitting his report on the social actions of the organization ? Why or why not ?

SECTION—C

5. What factors are taken into consideration while preparing value added statements ?
6. Write short notes on :—
 - (a) Objectives of EVA
 - (b) Advantages of Value added reporting.

SECTION—D

7. Discuss the factors which compelled the establishment of the Accounting Standards Board in India. To what extent has it accomplished its objectives ?
8. Write a comprehensive note on accounting standard relating to earnings per share.

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Subject Code: 4627

M.Com. 3rd Semester (Batch 2022-24)
BANKING AND INSURANCE SERVICES
Paper—MC-301

Time Allowed—3 Hours] [Maximum Marks—100

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. Why is Liquidity Management important in the banking sector ? Discuss the theories of Liquidity Management.
2. Explain the reforms in Indian Banking Sector. What are future challenges ?

SECTION—B

3. Discuss in detail the innovations in the banking sector in India.
4. Explain the various types of risks and methods to handle them in the banking sector.

SECTION—C

5. Explain the main provisions LIC Act, 1956.
6. What is the need of Insurance ? Explain its principles.

SECTION—D

7. How does insurance help in financial planning and taxation? Discuss.
8. Write notes on :
 - (a) Insurance Premium
 - (b) Surrender Value.

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Subject Code: 4628

**M.Com. 3rd Semester (Batch 2022-24)
SECURITY ANALYSIS AND PORTFOLIO
MANAGEMENT**

Paper—MC-311 : Group-A (Accounting & Finance)

Time Allowed—3 Hours]

[Maximum Marks—100

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

SECTION—A

1. What is the nature and scope of Investment Analysis ?
2. What are some recent changes introduced in capital market ?

SECTION—B

3. Explain some important aspect of technical analysis.
4. How to perform SWOT analysis for industries ? Explain with an example.

SECTION—C

5. Explain how we can estimate portfolio return.
6. Compare random walk, technical and fundamental analysis.

SECTION—D

7. Explain single index and multifactor models.
8. Write short notes on :
 - (a) Future contract
 - (b) Swaps
 - (c) Option contract.