

Exam. Code : 225803
Subject Code : 504865

M.Com. 3rd Sem. (Batch 2024–26) (CBGS)
GROUP-D : MARKETING (Consumer Behaviour)
Paper–MCO03009T

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. Describe and critically evaluate Maslow's hierarchy of needs theory.
2. Explain the Freudian and Neo-Freudian theories of personality. Discuss how do they relate to consumer behaviour.

SECTION—B

3. Explain in brief the behavioural theories of learning. What are the strategic applications of classical conditioning and operant conditioning?
4. Define consumer attitude. How are attitudes formed? Describe the various strategies of attitude change.

SECTION—C

5. What is family life cycle? Elaborate the stages of family life cycle. What are the implications for marketer for different stages of family life cycle?
6. Elaborate the influence of culture and sub-culture on the buying behaviour of consumers.

SECTION—D

7. What is consumer decision making process? Explain the steps of consumer decision making process with the help of a suitable example.
8. Discuss the Howard and Sheth model of consumer behavior.

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M.Com. 3rd Sem. (Batch 2024-26) (CBGS)
GROUP-D : MARKETING (Retail Management)
Paper-MCO03010T

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 are the issues facing global retailers and how can they be overcome? Discuss the various Social and Economic impact of Retail Development.
2. Discuss the impact of Economic and Sociological changes on the evolution of Retail Formats in India with the help of suitable examples.

SECTION—B

3. How has the Indian Consumer changed? What are the challenges that the new consumer poses for the retailer?
4. What are the various methods of Franchising that exist? Explain with examples.

SECTION—C

5. Why is Merchandise Planning a key area of Merchandise Management? Also discuss the implication of Merchandise Planning.
6. Who is a Merchandiser? Discuss the roles and responsibilities of a Merchandiser.

SECTION—D

7. What do you mean by Retail Pricing? Can stores apply uniform Markups on all the products that they buy?
8. Elaborate the components of Category Management. Also discuss the Category Management Process.

Exam. Code : 225803

Subject Code : 504859

M.Com. 3rd Semester (Batch 2024-26) (CBGS)

GROUP-A ACCOUNTING & FINANCE

Security Analysis and portfolio management

Paper-MCO03003T

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 security risk and return? Provide a practical example of how an investor would apply risk and return analysis in making investment decisions.
2. What are different types of financial assets available? Describe their characteristics.

SECTION-B

3. Define fundamental analysis and explain its importance in security analysis.

4. What is technical analysis? Explain two popular techniques used in technical analysis.

SECTION-C

5. Explain the steps involved in portfolio construction and discuss the factors to consider when constructing a portfolio for a high-net-worth individual.
6. Explain the major empirical tests conducted to validate or challenge the different forms of Efficient Market Theory.

SECTION-D

7. Analyse the Sharpe Ratio and Treynor Ratio as tools for measuring portfolio performance. Compare the two.
8. What are Derivative instruments? Explain Future and option.

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Subject Code: 504860

M.Com. 3rd Sem. (Batch 2024-26) (CBGS)

ACCOUNTING & FINANCE (Contemporary Accounting)

Paper : Group-A MCO03004T

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. Explain and illustrate the influences of other disciplines on accounting.
2. What is the Lev and Schwartz Model of Human Resource Accounting? Also state its shortcomings.

SECTION—B

3. Explain the problems of interpretation of financial statements in the times of inflation when accounts are scrutinized under the conventional accounting system.
4. Discuss the areas of corporate social performance. Also state the level of corporate social reporting in India.

SECTION—C

5. "EVA is a superior measure of corporate performance and reflects all the dimensions by which management can increase value." Comment.
6. Write down a comprehensive note on "Reporting by diversified companies."

SECTION—D

7. State the purpose of formulation of accounting standards. Is that purpose fulfilled? Give your views.
8. Why is corporate reporting through web in becoming popular these days?

Exam. Code : 225803
Subject Code: 504858

M.Com. 3rd Sem. (Batch 2024-26) (CBGS)
BANKING AND INSURANCE SERVICES
Paper : MCO03001T

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 impact of the Narasimham Committee Report (Part I and II) on the liberalization of the banking sector in India.
2. Explain the role of the Reserve Bank of India in regulating the banking sector. Discuss how its regulatory and supervisory functions contribute to the effective management of the banking system in India.

SECTION—B

3. Describe the different types of Risk Management and the various methods of Risk Management.
4. Briefly explain the various innovations in the Banking Sector.

SECTION—C

5. Discuss the Evolution and Liberalisation in the Insurance Sector.
6. Explain the role of the Malhotra Committee Report in the implementation of the LIC Act of 1956 and the IRDA Act of 1999.

SECTION—D

7. Explain the process of insurance pricing, including the computation of premiums, rider premiums, surrender value, and paid-up value.
8. Discuss the concepts of reinsurance and Bancassurance in the insurance industry.