

Sr.No.14831

Exam Code: 217604

Subject Code : 5631

M.Com. - 4th Semester

(2721)

Paper : MC-401 International Accounting

Time allowed: 2 hrs.

Max. Marks: 100

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

Section-A

- Q.1 Explain the various dissimilarities in international financial reporting.
- Q.2 Briefly explain the reporting problems of multinational companies.

Section-B

- Q.3 Define the international accounting and examine its scope.
- Q.4 Briefly explain the major issues in analyzing the foreign financial statements.

Section-C

- Q.5 Discuss the international transfer pricing methods and regulations.
- Q.6 Write detailed note on convergence of international accounting practices.

Section-D

- Q.7 Discuss the provisions related to taxation of foreign source of income and double taxation.
- Q.8 Discuss problems experienced by multinational corporations in planning and controlling their operations in the global environment.

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6. Discuss in detail various provisions of Information Technology Act, 2000.
7. "The way of doing business has completely changed from past two decades". In the light of above statement discuss various trends that have emerged in the E-Business.
8. (A) What are the various strategies of E-business ?
(B) Differentiate between the term e-CRM and e-SCM.

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M.Com. 4th Semester
E-COMMERCE
Paper : MC-402

Time Allowed—2 Hours] [Maximum Marks—100

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

1. Define the term E-Commerce. Discuss in detail the goals and functions of e-commerce in detail.
2. Discuss various E-Business Models in detail. Differentiate between B2B and B2C model.
3. (A) Discuss various tools that are made to promote websites.
(B) Write a detailed note on Risk management options for e-payment systems.
4. (A) Discuss in detail how e-commerce system can be developed and deployed.
(B) Write a detailed note on E-payment system with its advantages.
5. What are the various issues involved in the security of both Clients and Service Providers ?

Sr.No.14842

Exam Code: 217604
Subject Code : 5642

**M.Com. - 4th Semester
(2721)**

Paper : Group-D MC-451 Advertising and Sales Management

Time allowed: 2 hrs.

Max. Marks: 100

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

SECTION- A

1. Discuss in detail nature, scope and functions of Advertising.
2. Write short notes on the following
 - (a) Hierarchy of Effect Model
 - (b) AIDA Model

SECTION- B

3. What is segmentation? Discuss in detail different types of segmentation for advertising.
4. Discuss the economic effects and legal aspects of aspects of advertising with examples.

SECTION- C

5. 'The success of the advertisement campaign depends on proper selection of media' Discuss the statement.
6. What are the social and cultural consequences of advertising?

SECTION- D

7. Discuss in detail nature and scope of sales management.
8. What are the objectives and types of sales quotas?

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Exam. Code : 217604
Subject Code : 5643

M.Com. 4th Semester
BRAND AND DISTRIBUTION MANAGEMENT
Group -D
Paper : MC-452

Time Allowed—2 Hours] [Maximum Marks—100

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

1. What is meant by brand loyalty ? Discuss the strategic value of brand loyalty.
2. Define brand positioning. Describe the ways of identifying and establishing brand positioning.
3. Discuss briefly the concept of brand hierarchy and brand extension.
4. What are the various methods of measuring sources of brand equity ?
5. Explain various types of retail locations.
6. Write a detailed note on planning merchandise assortments.
7. What is the importance of store design ? Explain the concept of exterior store design and interior store design.
8. Describe the concept of customer service as part of retail strategy.

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M.Com. 4th Semester
BRAND AND DISTRIBUTION MANAGEMENT
Group -D
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5. Highlight the critical importance of service employees.
How can service organizations hire the right kind of employees and develop them to deliver service quality ?
6. What are the common issues involving intermediaries ?
Also, explain key intermediaries for service delivery.
7. Describe the various methods for pricing of services.
8. Elaborate the Gaps Model of Service Quality.

Exam. Code : 217604

Subject Code : 5644

M.Com. 4th Semester

SERVICES MARKETING

Group -D

Paper : MC-453

Time Allowed—2 Hours] [Maximum Marks—100

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

1. What are the various factors that influence customer expectation of services ?
2. Describe the elements of effective services marketing program.
3. Why it is difficult to design services ? Discuss briefly the stages in new service development.
4. Explain how customers respond to service failures.
Also, discuss why some customers complain and some do not complain.