

Exam. Code : 217604

Subject Code : 5278

**M.Com. 4th Semester (Batch 2021-23)
(Group—D : Marketing Management)
MC-452 : BRAND AND DISTRIBUTION
MANAGEMENT**

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 do you mean by brand loyalty ? Discuss various methods to maintain and enhance brand loyalty.
2. 'The creation of significant brand equity requires reaching the top or pinnacle of the brand pyramid, which occurs only if the right building blocks are put into place.' Explain these brand building blocks.

SECTION—B

3. Discuss various qualitative and quantitative research techniques used for measuring sources of brand equity.

4. Write short notes on the following (with suitable examples) :
- (a) Brand extension
 - (b) Brand association
 - (c) Co-branding
 - (d) Brand personality.

SECTION—C

5. What is merchandising ? How it is important in retail and distribution management ?
6. Define retail franchising. What are various types of retail franchising ? Explain its advantages and limitations.

SECTION—D

7. 'Providing a good customer service in retailing would leave good impression on customers making them feel important, resulting into good relationships and customer loyalty.' Justify.
8. Define Supply Chain management. Elucidate the role of supply chain management in retailing.

Exam. Code : 217604

Subject Code : 5266

M.Com. 4th Semester (Batch 2021-23)

MC-401 : INTERNATIONAL 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. Examine the status of International Accounting in India. Do you foresee any changes in the near future ? If so why ?
2. What do you mean by International financial reporting ? Also, describe the reporting problems of multinational companies.

SECTION—B

3. "Harmonization is impossible and unnecessary." Do you agree with this statement ? Explain your position.
4. Describe the need and importance of International Financial Analysis.

SECTION—C

5. Identify the major bases for pricing inter-company transfers from the viewpoint of multinational enterprises and comment briefly on their relative merits.
6. Evaluate the different approaches to the treatment of translation gains and losses. Which in your opinion is the best treatment ?

SECTION—D

7. Discuss the important provisions of the International Accounting Standard dealing with consolidation of financial statements.
8. Briefly discuss the broad features of India's double taxation avoidance agreements.

Exam. Code : 217604

Subject Code: 5267

M.Com. 4th Semester (Batch 2021-23)

E-COMMERCE

Paper : MC-402

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 reasons for the exponential growth of the e-Commerce business in India. Also, explain the disadvantages of E-Commerce. 20
2. Write detailed notes on :—
 - (a) Scope of E-Commerce with examples. 10
 - (b) Goals of E-Commerce with examples. 10

SECTION—B

3. Why assessing the requirement for an online business designing is important ? Discuss by citing relevant examples. 20
4. Why are organizations nowadays moving from purely online to brick-and-click business models ? Explain by citing examples. 20

SECTION—C

5. What are the security and legal aspects of E-Commerce ? Discuss by taking into account the Indian E-Commerce business scenario. 20
6. Write notes on :
- (a) Effectiveness of cyber laws in India. 10
- (b) Digital Signatures penalties and adjudication. 10

SECTION—D

7. (a) What is e-Governance ? Discuss the advantages of e-Governance by citing relevant examples. 10
- (b) What is e-CRM ? Discuss its advantages. 10
8. Discuss different Business models and revenue models over the internet. Explain by citing examples. 20

Exam. Code : 217604

Subject Code : 5277

M.Com. 4th Semester (Batch 2021-23)
MC-451 : ADVERTISING AND SALES
MANAGEMENTS

Paper - Group-D : Marketing Management

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. Write detailed notes on the following :
 - (a) Nature and scope of advertising
 - (b) Various types of advertising.
2. Write detailed notes on the following :
 - (a) The DAGMAR Approach
 - (b) New Adopter Model.

SECTION—B

3. Elucidate the importance and types of positioning strategies for advertising.

4. Write detailed notes on the following :
 - (a) Economic aspects of Advertising
 - (b) Misleading Advertising and Shock Advertising.

SECTION—C

5. Discuss the various testing techniques of advertising effectiveness.
6. What do you understand by advertisement appropriations ? Explain the different methods of advertisement appropriations.

SECTION—D

7. What are the various sources of recruitment of sales force ?
8. Discuss the various financial and non-financial reward systems for motivating sales personnel.