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(CBCS)

(5th Semester)

COMMERCE

(Business Economics)

Full Marks : 75

Time : 3 hours

(PART : A—OBJECTIVE)

(*Marks* : 25)

The figures in the margin indicate full marks for the questions

SECTION—A

(*Marks* : 10)

Choose the correct answer and place its code in the brackets provided :   1×10=10

1. Business economics is also called
   (a) microeconomics
   (b) macroeconomics
   (c) managerial economics
   (d) None of the above   [   ]

2. Factors/Reasons of demand is
   (a) income elasticity
   (b) monopoly
   (c) demand forecasting
   (d) law of demand   [   ]

3. Demand for salt is

(a) highly elastic

(b) highly inelastic

(c) highly unit elastic

(d) All of the above [   ]

4. In complete enumeration method of demand forecasting

(a) only a sample of potential users are contacted

(b) sales representatives are contacted

(c) almost all the potential useres are contacted

(d) All of the above [   ]

5. Indifference curve

(a) cannot intersect each other

(b) should intersect each other

(c) should slope upward

(d) None of the above [   ]

6. In the law of diminishing marginal utility, the utility derived by a consumer

(a) goes on decreasing

(b) goes on increasing

(c) remains constant

(d) falls backward [   ]

7. The amount of total output produced by a given amount of factor input, other things remaining the same is called

(a) total product

(b) marginal product

(c) average product

(d) fixed product [   ]

8. The opportunity cost is also called

   (a) explicit cost

   (b) implicit cost

   (c) fixed cost

   (d) prime cost   [   ]

9. The power of a monopoly depends on

   (a) the availability of closed substitutes

   (b) the power to restrict the entry of new firms

   (c) homogeneous product

   (d) All of the above   [   ]

10. Under perfect competition, products are

   (a) homogeneous

   (b) heterogeneous

   (c) differentiated

   (d) single   [   ]

SECTION—B

(*Marks* : 15)

Write short notes on the following :   3×5=15

  1. Law of demand

       OR

  Factors of demand

  2. Income elasticity

       OR

  Consumer survey method

  3. Law of equimarginal utility

       OR

  Indifference curve

4. Marginal product

OR

Average cost

5. Monopolistic competition

OR

Perfect competition

(PART : B—DESCRIPTIVE)

(*Marks* : 50)

The figures in the margin indicate full marks for the questions

1. What do you mean by business economics? Discuss the scope of business economics. 4+6=10

OR

2. Explain the law of demand showing demand schedule and demand curve. What are the exceptions to the law of demand? 7+3=10

3. What do you mean by demand forecasting? What are the different techniques of demand forecasting? 3+7=10

OR

4. Describe briefly the price, income and cross elasticity of demand. 10

5. Explain with diagram the law of diminishing marginal utility. 10

OR

6. Describe the properties of indifference curve. 10

7. What do you mean by opportunity cost, fixed cost and variable cost? Explain the difference between economic cost and accounting cost. 5+5=10

OR

8. Explain with diagram the law of variable proportions. 10

9. Describe in brief the characteristics of perfect competition and monopoly. 5+5=10

OR

10. Explain with diagram the price and output determination under monopoly in the short run. 10

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(CBCS)

(5th Semester)

COMMERCE

(Indian Financial System)

Full Marks : 75

Time : 3 hours

(PART : A—OBJECTIVE)

(*Marks* : 25)

The figures in the margin indicate full marks for the questions

SECTION—A

(*Marks* : 10)

Choose the correct answer and put its code in the brackets provided :   1×10=10

1. The Indian financial system can be broadly divided into

   (a) savers and investors

   (b) formal and informal sectors

   (c) primary and secondary markets

   (d) indigenous and modern bankers   [   ]

2. Non-Banking Financial Institutions (NBFIs) are registered under

   (a) the RBI Act   *(b)* the Banking Regulation Act

   (c) the Companies Act   *(d)* the SEBI Act   [   ]

3. Commercial Paper was introduced in India in

(a) 1992   (b) 1951

(c) 1982   (d) 1990   [   ]

4. The market for extremely short period loan is called

(a) call money market

(b) money at short notice

(c) T-bill market

(d) G-sec market   [   ]

5. Capital markets are classified as

(a) stock markets and commodity markets

(b) bullion markets and commodity markets

(c) primary markets and secondary markets

(d) money markets and primary markets   [   ]

6. Right shares are offered to

(a) debenture holders   (b) existing shareholders

(c) list 2 contributories   (d) liquidators   [   ]

7. A speculator who buys shares in the primary market only is called a

(a) bull   (b) bear

(c) stag   (d) lame duck   [   ]

8. Bear is a speculator

(a) who expects rise in the price of securities in the near future

(b) who expects fall in the price of securities in the near future

(c) who applies new issue of new company and tries to sell them at a premium

(d) who transacts business in securities on behalf of his clients and receives commission for his services   [   ]

9. Export-Import Bank of India is the premier export finance institution in India established in

(a) 1980   (b) 1981

(c) 1982   (d) 1984   [   ]

10. IFCI was converted into a public limited company and known as IFCI Ltd. on

(a) March 31, 1993   (b) April 1, 1993

(c) May 1, 1993   (d) July 1, 1993   [   ]

SECTION—B

(*Marks* : 15)

Write short notes on the following :   3×5=15

UNIT—I

1. Financial Market

    OR

2. Portfolio Management

UNIT—II

3. Call Money Market

    OR

4. Commercial Bills Market

UNIT—III

5. Bonds

    OR

6. Equity Shares

UNIT—IV

7. Investors

    OR

8. Secondary Market

UNIT—V

9. National Housing Bank

    OR

10. National Bank for Agriculture and Rural Development

(PART : B—DESCRIPTIVE)

(*Marks* : 50)

The figures in the margin indicate full marks for the questions

UNIT—I

1. Give a brief account of the structure of Indian financial system.   10

OR

2. Outline the features of Indian financial system on the eve of planning.　　10

UNIT—II

3. What is money market? Describe the characteristics of the Indian money market.　　3+7=10

OR

4. Write short notes on the following :　　5+5=10
(a) Mutual Funds
(b) Treasury Bills Market

UNIT—III

5. What do you mean by capital market? Discuss the objectives and functions of capital market.　　2+5+3=10

OR

6. Distinguish between the following :　　5+5=10

(a) New issue market and Secondary market

(b) Equity share and Preference share

UNIT—IV

7. Discuss the role and functions of stock exchange in a developing country like India.　　10

OR

8. Discuss the features of depository system in the Indian capital market.　　10

UNIT—V

9. Explain the role and functions of development banks for economic development in India.　　10

OR

10. Write short notes on the following :　　5+5=10
(a) NABARD
(b) Unregulated Credit Market

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2 0 1 8

(CBCS)

(5th Semester)

COMMERCE

(Internet and WWW)

Full Marks : 75

Time : 3 hours

(PART : A—OBJECTIVE)

(*Marks* : 25)

The figures in the margin indicate full marks for the questions

SECTION—A

(*Marks* : 10)

Choose the correct answer and place its code in the brackets provided :   1×10=10

1. The US Department of Defence laid the foundation of the Internet roughly 30 years ago with a network called

(a) ARPA

(b) ARPANET

(c) NSFNET

(d) DARPA   [   ]

2. ATM in computer communication technology stands for

(a) Asynchronous Test Mode

(b) Automated Test Mode

(c) Asynchronous Transfer Mode

(d) None of the above   [   ]

3. TCP/IP model was initiated by

(a) DARPA

(b) ERNET

(c) ISO

(d) W3C   [   ]

4. Which layer is not associated with the OSI model?

(a) Application

(b) Session

(c) Transport

(d) Signal   [   ]

5. Network security system that monitors network traffic is

(a) modem

(b) firewall

(c) antivirus

(d) None of the above   [   ]

6. A reference to web resources that specifies its location on a computer network is

(a) hyperlink

(b) hypertext

(c) HTTP

(d) URL   [   ]

7. Which one of the following is not a search engine?

(a) Google

(b) Yahoo

(c) Firefox

(d) Bing   [   ]

8. A software application for accessing information on the world wide web is

(a) Windows

(b) Web Browser

(c) Search Engine

(d) DOS   [   ]

9. HTML was created by Tim Berners-Lee at
   (a) Microsoft
   (b) Apple
   (c) CERN
   (d) IBM   [   ]

10. In HTML, the default color of VLINK will be
   (a) green
   (b) red
   (c) blue
   (d) purple   [   ]

SECTION—B

(*Marks* : 15)

Write short notes on the following :   3×5=15

   1. Client-Server computing
      OR

   2. LAN

   3. ISDN
      OR

   4. URL

   5. Firewall
      OR

   6. Hacking

   7. Rule of Net etiquette
         OR

   8. Advantages of search engines

   9. Hyperlink
      OR

   10. HTML elements

(PART : B—DESCRIPTIVE)

(*Marks* : 50)

The figures in the margin indicate full marks for the questions

UNIT—I

1. What is internet? Explain the concept and evolution of internet.   3+7=10

OR

2. What is an e-mail? Discuss the advantages and disadvantages of using an e-mail.   3+7=10

UNIT—II

3. Explain the OSI reference model with a neat diagram.   6+4=10

OR

4. What is Desktop Video Conferencing? Write down the different types of Video Conferencing.   4+6=10

UNIT—III

5. What is Digital Signature? Explain the working of Digital Signature. 3+7=10

OR

6. Explain the following :   2½×4=10

   (a) HTTP, *(b)* Digital signature, *(c)* Biometric system, *(d)* Internet protocol

UNIT—IV

7. What is web browser? Explain the different types of web browser.   4+6=10

OR

8. Write down the history and evolution of Web search engines.   10

UNIT—V

9. Explain in brief the basic structure of an HTML document.   10

OR

10. Explain the different HTML tags with a suitable example :   2×5=10

    (a) <font>, *(b)* <img>, *(c)* <a>, *(d)* , *(e)* <h1> to <h6>

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(CBCS)

(5th Semester)

COMMERCE

(Financial Management)

Full Marks : 75

Time : 3 hours

(PART : A—OBJECTIVE)

(*Marks* : 25)

The figures in the margin indicate full marks for the questions

SECTION—A

(*Marks* : 10)

Indicate whether the following statements are *True (T)* or *False (F)* by putting a Tick (✓) mark in the brackets provided :   1×5=5

1. Wealth maximization ignores the time value of money.

(T / F)

2. Bank overdraft is one of the sources of short-term finance.

(T / F)

3. For two mutually exclusive projects, decision should be taken on the basis of IRR method.

(T / F)

4. Financial leverage is also sometimes termed as 'trading on equity'.

(T / F)

5. Shorter the working capital cycle, higher is the need of working capital to be maintained.

(T / F)

Choose the correct answer and put its code in the brackets provided :   1×5=5

6. The modern approach to finance functions considers which of the following?

(a) Investment decisions

(b) Financing decisions

(c) Dividend decisions

(d) All of the above   [   ]

7. Which of the following is not short-term sources of capital/finance?

(a) Bank Overdraft   *(b)* Trade Credit

(c) Bill of Exchange   *(d)* Debenture   [   ]

8. Project is accepted under Profitability Index (PI) method, if

(a) PI > 1   *(b)* PI = 1

(c) PI < 1   *(d)* PI > 0   [   ]

9. The extent to which the firm has fixed financing costs arising from the use of debt capital is measured by

(a) combined leverage

(b) operating leverage

(c) financial leverage

(d) None of the above   [   ]

10. Which of the following is not the component of working capital?

(a) Cash

(b) Creditors

(c) Loose tools

(d) Bills receivable   [   ]

SECTION—B

(*Marks* : 15)

Write notes on the following in not more than *5* sentences each :   3×5=15

UNIT—I

1. Time value of money
OR
2. Wealth maximization

UNIT—II

3. Internal sources of finance
OR
4. Debt capital

UNIT—III

5. Net present value
OR
6. Capital rationing

UNIT—IV

7. Trading on equity
OR
8. Leverage

UNIT—V

9. Operating cycle

OR

10. Gross working capital

(PART : B—DESCRIPTIVE)

(*Marks* : 50)

The figures in the margin indicate full marks for the questions

Answer **one** question from each Unit

UNIT—I

1. "The profit maximization is not an operationally feasible criterion." Do you agree? Illustrate your views.   10

2. Mr. Lala retires at the age of 60 years and his employer gives him a pension of ₹ 2,00,000 per year for the rest of his life. His company gives him another offer to receive a lump sum of ₹ 15,00,000 at the time of his retirement. Reckoning his expectation of life to be 15 years and the rate of interest being @ 10 percent per annum, advise Lala for his best alternative. (CVFA$_{15,\,0\,10}$ 7 606).   10

UNIT—II

3. Discuss short-term, medium-term and long-term sources of finance.   10

4. Calculate the weighted average cost of capital from the following information :   10

    (i)   *Capital Structure of AB Ltd.*

	(₹ in '000)
Equity capital : Shares of ₹ 10 each fully paid	100
Reserve (General)	50
Long-term debt	100
	250

(ii) Market price per share of *AB* Ltd. is ₹ 60 and earning per share is ₹ 6 Expected growth rate in earnings is 5 percent per annum

(iii) Cost of debt (before tax)—12 percent per annum

(iv) Applicable corporate tax—40 percent

(v) Use market values as weights and show your workings

UNIT—III

5. What is capital budgeting? What are the various methods for evaluation of capital expenditure projects?   1+9=10

6. East and West Ltd. desires to invest in a new project costing ₹ 20,00,000. The life of the project is 5 years with no salvaged value at the end. The company follows straight-line method of charging depreciation. The tax rate is 50 percent. The expected cash flows before tax and debenture are as follows :

Year	1	2	3	4	5
Cash Flows before tax and depreciation	4,00,000	6,00,000	8,00,000	8,00,000	10,00,000

The discount factors are as follows :

Year	0	1	2	3	4	5
PV factor @ 10 percent	1	0·909	0·826	0·751	0·683	0·621

You are required to determine—

(a) payback period;

(b) NPV at 10 percent cost of capital;

(c) profitability index.   3+4+3=10

UNIT—IV

7. What do you understand by capital structure? Discuss the features of an optimum capital structure.   2+8=10

8. Calculate operating leverage, financial leverage and combine leverage under situations *A* and *B* and financial plan *I*, *II* and *III* respectively from the following information relating to the operation and capital structure of *XYZ* Co. How are these calculations useful to the financial managers of the company?   2½+2½+2½+2½=10

Installed capacity—1200 units
Actual production and sales—800 units
Selling price per unit—₹ 15
Variable cost per unit—₹ 10
Fixed cost :
    Situation A—₹ 1,000
    Situation B—₹ 2,000

Capital Structure	Financial Plan		
	I	II	III
Equity	5,000	7,500	2,500
Debt	5,000	2,500	7,500

Cost of Debt—12 percent

UNIT—V

9. What is working capital? Explain the various determinants of working capital of a concern. 10

10. The capacity of Orpat Co. is to produce 40000 units of valve per annum. Due to abnormal power cuts, the organization can operate at 60 percent of the level of capacity. You are required to ascertain the working capital requirement at the current level of operations. The following information on the cost-price structure of the valves at the current level of production is available : 10

Elements of Cost	Per Unit (₹)
Raw Materials	6
Direct Labour	3
Overheads	4
Total Cost	13
Profit	3
Selling Price	16

Raw materials are in stock, on an average for 2 months. The duration of production process is half a month. Finished goods are in stock, on an average, for 1 month. Credit allowed to customers is 3 months and that obtained from suppliers of raw materials is 1·5 months. Lag in payment of wages is half a month. There is no lag in payment of overheads.

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(CBCS)

(5th Semester)

COMMERCE

(Principles of Marketing)

Full Marks : 75

Time : 3 hours

(PART : A—OBJECTIVE)

(*Marks* : 25)

The figures in the margin indicate full marks for the questions

SECTION—A

(*Marks* : 10)

Choose the correct answer and place its code in the brackets provided :   1×10=10

1. Marketing is
   (a) making continuous product improvement
   (b) managing profitable customer relationships
   (c) improving production and distribution efficiency
   (d) selling the product   [   ]

2. The production concept holds that
   (a) consumers will favour products that are available and highly affordable
   (b) consumers will favour products that offer the most in quality
   (c) customer focus and value are the paths to sales and profits
   (d) None of the above   [   ]

3. Which of the variables of segmentation are helpful in measuring the size of market segment?

(a) Psychographic

(b) Behaviouristic

(c) Demographic

(d) All of the above   [   ]

4. Behavioural segmentation divides buyers into different groups on the basis of

(a) lifestyle   (b) nationality

(c) loyalty status   (d) income   [   ]

5. Shopping products are those which customers

(a) buy with minimum of comparison and buying efforts

(b) compare carefully on suitability, quality and price

(c) are willing to make special purchase effort

(d) prefer to buy online   [   ]

6. Brands represent consumers' _____ and feelings about a product and its performance.

(a) values   (b) perceptions

(c) ideas   (d) knowledge   [   ]

7. Who from the following list claims this as a definition of a distribution channel "A distribution channel consists of the set of people and firms involved in the transfer of title to a product as the product moves from producer to ultimate consumer or business user"?

(a) Philip Kotler   (b) William J. Stanton

(c) Peter Drucker   (d) T. Levitt   [   ]

8. _____ are an independently owned business that takes title to the merchandise it handles.

(a) Brokers

(b) Merchant wholesalers

(c) Agents

(d) All of the above   [   ]

9. Personal selling is

(a) any paid form of non-personal presentation and promotion of products

(b) any form of personal presentation by the firm's sales force

(c) building good relations with the company's various publics

(d) a form of mass communication [   ]

10. Sales promotions are primarily used to increase sales levels in the

(a) short-term

(b) medium-term

(c) long-term

(d) None of the above [   ]

SECTION—B

(*Marks* : 15)

Write short notes on the following : 3×5=15

1. Societal marketing concept

OR

Pricing

2. Geographic segmentation

OR

Psychographic segmentation

3. Consumer products

OR

Industrial products

4. Types of retailers

OR

Types of wholesalers

5. Direct marketing

OR

Personal selling

(PART : B—DESCRIPTIVE)

(*Marks* : 50)

The figures in the margin indicate full marks for the questions

1. What is marketing? Discuss the various marketing concepts that marketing management can adopt. 3+7=10

OR

2. Enumerate the elements of marketing mix with appropriate examples. 10

3. What are the factors that influence buying behaviour? 10

OR

4. Discuss the major variables that are used in segmenting consumer markets. 10

5. State the role and importance of packaging. 10

OR

6. State the importance of pricing. Explain the factors influencing pricing decision. 3+7=10

7. Write short notes on the following : 5+5=10

   (a) Key functions of marketing channels

   (b) Channel functions performed by retailers

OR

8. Discuss the factors affecting choice of a distribution channel with examples. 10

9. Enumerate the advantages and limitations of different advertising media. 10

OR

10. What is sales promotion? Discuss the types of sales promotion tools with examples. 3+7=10

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(Pre-CBCS)

(5th Semester)

COMMERCE

(Taxation)

Full Marks : 75

Time : 3 hours

Simple calculator can be used in this paper

(PART : A—OBJECTIVE)

(*Marks* : 25)

The figures in the margin indicate full marks for the questions

SECTION—A

(*Marks* : 10)

Choose the correct answer and place its code in the brackets provided :   1×10=10

1. Tax, incidence and impact of which fall on the same person, is known as direct tax such as

   (a) Central Excise Act   *(b)* Customs Act

   (c) Service Tax   *(d)* Income Tax   [   ]

2. Income from growing trade or commercial products like jute and cotton is

   (a) an agricultural income

   (b) non-agricultural income

   (c) Both *(a)* and *(b)*

   (d) None of the above   [   ]

3. A lump sum payment made by an employer to an employee in consideration of his past services when the employment is terminated

(a) annuity   (b) gratuity

(c) commission   (d) bonus   [   ]

4. Tax on Employment or Professional Tax is

(a) u/s 16(ii)   (b) u/s 16(iii)

(c) u/s 17(i)   (d) u/s 17(2)   [   ]

5. Only _____ of the house property is chargeable under income from house property.

(a) owner   (b) deemed owner

(c) owner or deemed owner   (d) None of the above   [   ]

6. Income from other sources includes

(a) dividends   (b) winning from lotteries

(c) gift in certain circumstances (d) All of the above   [   ]

7. If an assessee transfers an asset under a revocable transfer, then income generated from such asset shall be clubbed in the hands of the

(a) transferor   (b) transferee

(c) spouse   (d) None of the above   [   ]

8. Deductions u/s 80C in respect of life insurance premium, contributions to Provident Fund, etc. is applicable to

(a) an individual

(b) a Hindu undivided family

(c) both an individual and a Hindu undivided family

(d) all persons   [   ]

9. The due date of instalment of an eligible assessee in respect of an eligible business referred to in Section 44AD on or before

(a) March 15   (b) June 15

(c) September 15   (d) December 15   [   ]

10. The scheme of advance tax is based on the concept

(a) pay as you earn   (b) pay before you earn

(c) pay after you earn   (d) None of the above   [   ]

SECTION—B

(*Marks* : 15)

Write notes on the following :   3×5=15
  1. Assessment Year
  2. Provident Fund
  3. Chargeability of Income from Other Sources
  4. Liability of the Transferee (Section 65)
  5. Determination of Advanced Tax by Assessing Officer

(PART : B—DESCRIPTIVE)

(*Marks* : 50)

The figures in the margin indicate full marks for the questions

1. Write a short note on financial year. Explain in brief the different categories
of person under the Income-tax Act, 1961.   2+8=10

OR

2. Mr. Sanga is an Indian Citizen, left India for the first time on 1st January,
2012. He came back to India on 1st October, 2013 for 65 days. On
1st April, 2014, he came back to India and started living permanently. On
21st June, 2018 he went to Russia to watch 2018 FIFA World Cup. He
came back to India on 17th July, 2018.

Determine his residential status for the Assessment Year, 2018–19.   10

3. Write short notes on the following :   5+5=10
  (a) Perquisite
  (b) Specified employees

OR

4. Following are the particulars of salary income of *R* who is employed in a
company at Lucknow :

  (i) Salary @ ₹ 12,000 p.m.

  (ii) Dearness allowance @ 50% of salary (in terms of employment)

  (iii) City compensatory allowance @ ₹ 400 p.m.

  (iv) House rent allowance ₹ 8,000 p.m. and he pays rent of ₹ 10,000 p.m.

(v) He is contributing ₹ 1,500 p.m. towards Recognized Provident Fund (RPF). The employer is also contributing the same amount

(vi) During the year, he paid ₹ 1,200 as professional tax

(vii) He is provided with a free use of 1·8 cc motor car which he is using both for official and personal use

Calculate the taxable income of *R* for the Assessment Year, 2018–19 under the head salary. 10

5. Write the meaning of business and profession. State the incomes which are not taxable under the head profits and gains of business or profession.

4+6=10

OR

6. From the following information, compute gross annual value of the houses owned by Mr. *S* : 10

Particulars	*House—I*	*House—II*
Where situated	Kolkata	Delhi
How used	Let out	Let out
Net municipal values (₹)	72,000	81,000
Fair rent (₹)	1,05,000	1,05,000
Standard rent (₹)	1,00,000	1,00,000
Rent received (₹)	90,000	90,000
Vacancy period (in month)	1	2

7. Discuss the provisions under IT Act in respect of clubbing of remuneration of spouse. 10

OR

8. What are the conditions to be satisfied in respect of deductions of—

(a) interest on loan taken for residential house property u/s 80EE;

(b) repayment of loan taken for higher education u/s 80E? 5+5=10

9. Who is liable to pay advance tax? State the due dates for payment of advance tax in respect of an individual assessee. 3+7=10

OR

10. What do you mean by tax deducted at source? What are the objectives of TDS? Discuss the provisions relating to deduction of tax at source from 'salary'. 2+2+6=10

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(Pre-CBCS)

(5th Semester)

COMMERCE

(Indian Financial System)

Full Marks : 75

Time : 3 hours

(PART : A—OBJECTIVE)

(*Marks* : 25)

The figures in the margin indicate full marks for the questions

SECTION—A

(*Marks* : 10)

Tick (✓) the correct answer in the brackets provided : 1×10=10

1. The functions of financial system include

(a) inducement to save ( )

(b) mobilization of savings ( )

(c) allocation of funds ( )

(d) All of the above ( )

2. The Dutt Committee Report, 1969 relates to

  (a) convertability of term loans to equity ( )

  (b) working capital requirements ( )

  (c) nationalization of commercial banks ( )

  (d) investors' protection ( )

3. Money market is a

  (a) market that ensures optimum utilization of financial resources ( )

  (b) market that promotes balanced economic development ( )

  (c) market for short-term financial assets ( )

  (d) market where one can borrow a maximum of ₹ 5,00,000 ( )

4. When CRR is increased, call money borrowing tend to

  (a) decrease ( )

  (b) increase ( )

  (c) remain constant ( )

  (d) None of the above ( )

5. Capital markets are classified as

  (a) stock market and bullion market ( )

  (b) primary market and commodity market ( )

  (c) primary market and secondary market ( )

  (d) short-term market and long-term market ( )

6. Carry forward provision exists in

  (a) equity shares ( )

  (b) redeemable preference shares ( )

  (c) non-cumulative preference shares ( )

  (d) cumulative preference shares ( )

7. SEBI was set up

  (a) to tighten the listing requirements ( )

  (b) to control capital issues and industrial licensing ( )

  (c) to bring about a reform in trading methods and practices in the capital market ( )

  (d) to regulate the investment and create confidence in the minds of the investors ( )

8. A speculator with a sense of pessimism is

(a) bull   (   )

(b) bear   (   )

(c) lame duck   (   )

(d) stag   (   )

9. SIDBI was set up in

(a) 1990   (   )

(b) 1992   (   )

(c) 1948   (   )

(d) 1984   (   )

10. EXIM was set to

(a) examine the financial institutions   (   )

(b) curd imports of foreign materials   (   )

(c) boost India's export promotion efforts   (   )

(d) hand over the operations of international finance wings of the IDBI   (   )

SECTION—B

(*Marks* : 15)

Write short notes on the following in *3* sentences each :   3×5=15

1. Financial markets

2. Treasury bills market

3. Equity shares

4. Investors

5. IFCI

(PART : B—DESCRIPTIVE)

(*Marks* : 50)

The figures in the margin indicate full marks for the questions

1. What is financial system? Outline the features of Indian financial system in the post-1950 period.   3+7=10

OR

2. Describe the structure of Indian financial system.   10

3. What is money market? Describe the characteristics of Indian money market.   3+7=10

OR

4. Write short notes on the following :   5+5=10

   (a) Treasury markets

   (b) Mutual funds

5. Distinguish between the following :   5+5=10

   (a) New issue market and Secondary market

   (b) Preference shares and Equity shares

OR

6. What do you mean by bonds? Discuss the features of various types of bonds issued in India.   2+8=10

7. Discuss the role of Stock Exchanges in the Indian capital market.   10

OR

8. Discuss the key featurs of depository system in India.   10

9. Discuss the evolution and growth of NABARD in India.   10

OR

10. Discuss the main features of unregulated credit market in India.   10

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(Pre-CBCS)

(5th Semester)

COMMERCE

(Principles of Marketing)

Full Marks : 75

Time : 3 hours

(PART : A—OBJECTIVE)

(*Marks* : 25)

The figures in the margin indicate full marks for the questions

SECTION—A

(*Marks* : 10)

Choose the correct answer and put its code in the brackets provided :   1×10=10

1. The 'centre' of the marketing process is

(a) price

(b) product

(c) consumer

(d) brand   [   ]

2. The product concept holds that

(a) consumers will favour products that are available and highly affordable

(b) consumers will favour products that offer the most in quality

(c) customer focus and value are the paths to sales and profits

(d) None of the above   [   ]

3. Which of the variables of segmentation are helpful in measuring the size of market segment?

(a) Psychographic

(b) Behaviouristic

(c) Demographic

(d) All of the above   [   ]

4. Behavioural segmentation divides buyers into different groups on the basis of

(a) lifestyle

(b) nationality

(c) loyalty status

(d) All of the above   [   ]

5. Shopping products are those which customers

(a) buy with minimum of comparison and buying efforts

(b) compare carefully on suitability, quality and price

(c) are willing to make special purchase effort

(d) None of the above   [   ]

6. Brands represent consumers' _____ and feelings about a product and its performance.

(a) values

(b) perceptions

(c) ideas

(d) None of the above   [   ]

7. Who from the following list claims this as a definition of a distribution channel "A distribution channel consists of the set of people and firms involved in the transfer of title to a product as the product moves from producer to ultimate consumer or business user."?

(a) Philip Kotler

(b) William J Stanton

(c) Peter Drucker

(d) S. A. Sharlekar   [   ]

8. _____ are independently owned businesses that take title to the merchandise it handles.

(a) Brokers

(b) Merchant wholesalers

(c) Agents

(d) None of the above   [   ]

9. Personal selling is

(a) any paid form of non-personal presentation and promotion of products

(b) any form of personal presentation by the firm's sales force

(c) building good relations with the company's various publics

(d) None of the above   [   ]

10. Sales promotions are primarily used to increase sales levels in the

(a) short-term

(b) medium term

(c) long-term

(d) All of the above   [   ]

SECTION—B

(*Marks* : 15)

Write short notes on the following :   3×5=15

1. Societal marketing concept

2. Geographic segmentation

3. Consumer products

4. Types of retailers

5. Direct marketing

(PART : B—DESCRIPTIVE)

(*Marks* : 50)

The figures in the margin indicate full marks for the questions

1. What is marketing? Distinguish between selling and marketing.   3+7=10

OR

2. Enumerate the elements of marketing mix with appropriate examples.   10

3. What are the factors that influence buying behaviour?   10

OR

4. Discuss the major variables that are used in segmenting consumer markets.   10

5. State the role and importance of branding.   10

OR

6. State the importance of pricing. Explain the factors influencing pricing decision.   3+7=10

7. Explain the types of distribution channel.   10

OR

8. Discuss the factors affecting choice of a distribution channel with examples.   10

9. What are the methods of promotion? Enumerate the advantages and limitations of different advertising media.   3+7=10

OR

10. What is sales promotion? Discuss the types of sales promotion tools with examples.   3+7=10

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(Pre-CBCS)

(5th Semester)

COMMERCE

(Internet and WWW)

Full Marks : 55

Time : 2½ hours

(PART : A—OBJECTIVE)

(*Marks* : 20)

The figures in the margin indicate full marks for the questions

SECTION—A

(*Marks* : 5)

Tick (✓) the correct answer in the brackets provided :   1×5=5

1. The first network to implement TCP/IP is
   (a) ARPANET   (   )
   (b) INTERNET   (   )
   (c) MANET   (   )
   (d) MODEM   (   )

2. For transferring files from one host to another host over a TCP network, which protocol is used?
   (a) SMTP   (   )
   (b) FTP   (   )
   (c) HTTP   (   )
   (d) None of the above   (   )

3. HTML program can be read and rendered by

(a) compiler ( )

(b) Web browser ( )

(c) server ( )

(d) interpreter ( )

4. Authentication is

(a) verification of user's identity ( )

(b) verification of the data ( )

(c) Both (a) and (b) ( )

(d) None of the above ( )

5. The network where every node is connected through a central system/device is called

(a) ring topology ( )

(b) star topology ( )

(c) bus topology ( )

(d) mesh topology ( )

SECTION—B

(*Marks* : 15)

Write short notes on the following :   3×5=15

1. Internet

2. Search engine

3. Ordered and unordered lists

4. Password

5. Routers

(PART : B—DESCRIPTIVE)

(*Marks* : 35)

The figures in the margin indicate full marks for the questions

1. What is distributed computing? Explain how it differs from client-server computing. 3+4=7

OR

2. What is OSI model? Explain the different layers of OSI model with a neat diagram. 2+5=7

3. Write short notes on the following : 3+4=7

(a) FTP

(b) HTTP

OR

4. What is WWW? Explain the origin and evolution of W3C. 2+5=7

5. What is HTML? Explain the document structure of HTML file. 2+5=7

OR

6. Write short notes on the following : 3+4=7

(a) CSS

(b) XHTML

7. What is firewall? Explain the types of network security. 2+5=7

OR

8. Write short notes on the following : 3+4=7

(a) Digital signature

(b) Digital certificate

9. What is a local area network (LAN)? Distinguish between LAN and WAN. 2+5=7

OR

10. What is a communication channel? Explain the various types of physical media used for data transmission in a network system. 2+5=7

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