

- (i) Printed Pages : 3 Roll No.
- (ii) Questions : 10 Sub. Code :

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Master of Commerce 4th Semester
(2054)

PROJECT PLANNING AND CONTROL

(Same for USOL Candidates)

Paper : M.C.-401

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt five questions in all, selecting at least one question from each Unit. Each question carries 16 marks.

UNIT—I

- I. Discuss various components of environment that must be assessed while identifying suitable business opportunities. 16
- II. Explain the following :
- (a) Venture Appraisal 6
- (b) Factory Layout 5
- (c) Commercial vs. National Profitability. 5
- III. Explain the importance of feasibility report for emerging enterprises. Also give in detail the contents and format of an ideal feasibility report. 16

UNIT—II

- IV. What is demand forecasting ? Discuss various types and techniques of demand forecasting used by contemporary organisations. 16
- V. What is market survey ? How it is done ? Explain various sources from where market data can be gathered by project planners. 16

UNIT—III

- VI. From which sources can the capital be raised by the project managers to finance their operations and growth ? Which capital structure according to you is the best ? 16
- VII. What is the meaning of Capital Budgeting ? Does every long-term project require capital budgeting decisions ? If yes, how this budgeting is done ? 16

UNIT—IV

- VIII. Discuss the process of Project implementation and control. What factors a project manager must consider for effectively implementing the projects ? 16
- IX. A project consists of following activities :

| Activity | Optimistic Time (in weeks) | Most Likely Time (in weeks) | Pessimistic Time (in weeks) |
|----------|-------------------------------|--------------------------------|--------------------------------|
| 1-2 | 1 | 1 | 7 |
| 1-3 | 1 | 4 | 7 |
| 1-4 | 2 | 2 | 8 |
| 2-5 | 1 | 1 | 1 |
| 3-5 | 2 | 5 | 14 |
| 4-6 | 2 | 5 | 8 |
| 5-6 | 3 | 6 | 15 |

From the above information, you are required to :

- (a) Determine estimated time and variance for each activity. 4
 - (b) Construct a network diagram, determine the critical path and total project duration. 4
 - (c) Compute the earliest event time and latest event time. 4
 - (d) Compute Total Float, Free Float and Independent Float for each activity. 4
- X. State the circumstances where CPM can be a better technique of project analysis than PERT. Also differentiate between PERT and CPM. 16

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Master of Commerce 4th Semester
(2054)

KNOWLEDGE MANAGEMENT
(Same for USOL Candidates)

Paper : M.C.-402

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— Attempt five questions in all, selecting at least one question from each Unit. All questions carry equal marks.

SECTION—A

1. 'Knowledge management discovers, develops, utilizes and delivers knowledge inside and outside the organization'. Discuss the statement.
2. Write short notes on the following :
 - (a) Knowledge intensive organisations
 - (b) Knowledge value chain.
3. Certain theories have been drawn into the Knowledge Management discourse. Discuss these core competencies theories.

SECTION—B

4. Discuss the various barriers to knowledge sharing in manufacturing units.
5. What is Knowledge Management system ? Discuss the current available technology that can be used to improve knowledge management system in business context.

SECTION—C

6. Why is it difficult to directly codify tacit knowledge ? What are the pitfalls that one could encounter in capturing tacit knowledge ? How would you address these pitfalls ?
7. List different models of knowledge creation in small and big organisations. Discuss any model with suitable example.

SECTION—D

8. How reward system exchanges the individual and organisational performance in terms of employees, loyalty and workforce morale ?
9. Briefly explain the following :
 - (a) Role of Middle Management in KM
 - (b) Types of organizational structure in KM.
10. Describe layered structure of knowledge management architecture which can be used for successful implementation of knowledge management process in an organization.

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Master of Commerce 4th Semester
(2054)

BUSINESS ETHICS AND CORPORATE GOVERNANCE

(Same for USOL Candidates)

Paper—M.C. 403

Time Allowed : Three Hours] [Maximum Marks : 80

Note :—Attempt any FIVE questions in all, by selecting at least ONE question from each Unit. All questions carry equal marks.

UNIT—I

1. What do you mean by Business Ethics ? What are the factors that highlight the importance of business ethics ? Discuss the term 'ethical erosion' in detail. 12+4
2. Write a detailed note on ethical issues at the top management. 16

UNIT—II

3. Discuss the concept of 'ethical dilemma' in detail. What are various theories to solve ethical dilemmas ? 16
4. Discuss in detail the provisions related to Sarbanes-Oxley Act, 2002. 16
5. Discuss in detail the recommendations of Cadbury Report. 16

UNIT—III

6. Who is a whistle blower ? Discuss the components and barriers in whistle blowing policy of a company. What does the Companies Act, 2013 say about whistle blowing ? 16
7. Write in detail the recommendations of Kumar Mangalam Birla Committee in context to Corporate Governance. 16
8. Write a detailed note on Internal Corporate Governance mechanism in regard to an Independent Director. 16

UNIT—IV

9. "Character is the reflection of your deeds." Justify the statement in context to Bhopal Gas Tragedy, 1984. 16
10. What inferences do you derive from child labour in Cocoa Industry of Cote D'ivoire ? Were the efforts developed as a response to the abuse sufficient ? 16

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Master of Commerce 4th Semester
(2054)

GROUP-A : MARKETING MANAGEMENT

(Advertising & Sales Management)

(Same for USOL Candidates)

Paper : M.C.-404

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :—Attempt FIVE questions in all, selecting at least ONE question from each Unit. All questions carry equal marks.

UNIT—I

1. Differentiate advertising and publicity. What are the strategies to reach out to target audience ?
2. Why budget plays a significant role in advertising ? What is the criterion for selecting the budget to make advertising a success ?
3. How would you develop advertising copy and message ? Also define the need of creativity in developing copy and message.

UNIT—II

4. Highlight the role of advertising agency for success of advertisement. What are the characteristics and functions of advertising agency ?

5. Discuss the penetration test and progress test techniques of testing post advertising effectiveness.

UNIT—III

6. Why personal selling is important part of sales campaign ? What personal selling strategies would you adopt to sell children products ?
7. Explain meaning and types of sales budget. What are most prevalent strategies for setting sales budget ?
8. Define sales forecasting. What are the different methods used for sales forecasting ?

UNIT—IV

9. Discuss both formal and informal methods of sales control.
10. Highlight the ethical issues in sales. Describe the role of ethics to retain the customers.

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Master of Commerce 4th Semester
(2054)

GROUP-A : (Marketing Management)

SERVICES MARKETING

(Same for USOL Candidates)

Paper : M.C.-405

Time Allowed : Three Hours] [Maximum Marks : 80

Note :—Attempt FIVE questions in all, selecting at least ONE question from each Unit.

UNIT—I

1. Explain the concept of market segmentation in the context of services marketing. How can business identify and target specific market segments effectively ?
2. Discuss the importance of positioning services vis-à-vis competitors. What strategies can businesses use to differentiate their services from those of their competitors ?
3. What is the role of services marketing in today's economy ? How does it differ from marketing tangible products ?

UNIT—II

4. What is the role of intermediaries in the distribution of services ? How do they facilitate the delivery process and enhance customer access to services ?

5. Explain the concept of new service development. What are the key steps involved in designing and launching a new service ?
6. Discuss the methods of pricing of the services and trace the scope and challenges involved in pricing of services.

UNIT—III

7. What role do people play in creating a competitive advantage in the service industry, and how can business effectively manage their service personnel ?
8. What is involved in designing and managing service processes ? Why is it important for service businesses ?

UNIT—IV

9. What are the key components of the service gap model ? How does it help businesses identify areas for improvement in their service delivery ?
10. What is customer complaining behaviour ? How can businesses effectively handle customer complaints to maintain customer satisfaction and loyalty ?

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Master of Commerce 4th Semester
(2054)

GROUP-A : (Marketing Management)

CONSUMER BEHAVIOUR

(Same for USOL Candidates)

Paper : M.C.-406

Time Allowed : Three Hours] [Maximum Marks : 80

Note :—Attempt FIVE questions in all, selecting at least ONE question from each Unit. Each question carries 16 marks.

UNIT—I

1. What do you mean by Consumer Behaviour ? Describe the various determinants of Consumer Behaviour.
2. Describe the various types of consumers. Provide an overview of the steps involved in consumer decision making when purchasing a consumer durable.
3. Discuss the changing profile of Indian consumers. Explain the impact of social and cultural environment of India on consumer behaviour.

UNIT—II

4. Explain the concept of personality. What are the determinants of Personality from consumer behaviour point of view ?

5. Explain Maslow's hierarchy of needs theory in view of consumer behaviour and discuss its marketing implications.
6. What do you mean by life style analysis ? Why is the understanding of life style analysis important for marketers ?

UNIT—III

7. What is family ? What influence does family have on consumer buying behaviour ?
8. "Culture has little role to play in consumer buying behaviour". Do you agree with the statement ? Justify your stance.

UNIT—IV

9. Consumer behaviour can be understood through consumer research. What are the complexities involved in such research ?
10. Explain the different models of consumer behaviour.