

B.Com. (Sem.-6) Examination

303 CE

Advanced Business Management (Management Information System)

Time : 2-30 Hours]

March 2019

[Max. Marks : 70

Q-1 a Define Management Information System (MIS). Elaborate on the role and place of MIS in business organisation. (14)

OR

Q-1 a (i) Clarify the objectives of MIS. (07)

Q-1 a(ii) Modern organisations need MIS – Justify the statement highlighting the benefits of it. (07)

Q-1 b Choose the correct option from the following and re-write the correct answer: (Any Four) (04)

- 1 The information of MIS comes from the _____
a. Internal source c. External source
b. Both internal and external source d. None of the above
- 2 The back bone of any organization is _____
a. Information c. Employee
b. Management d. Capital
- 3 The flow of information through MIS is _____
a. Need dependent c. Organization dependent
b. Information dependent d. Management dependent
- 4 Internal information for MIS may come from _____ department.
a. Customers care department c. HR department
b. Marketing department d. Production department
- 5 _____ technology include computers hardware, software, database management systems and data communication system.
a. Information c. Computer
b. Marketing d. All of the above
- 6 The concept of MIS gives high regard to the _____ and his ability to use the information.
a. Individual c. Computer
b. Machine d. Woman

Q-2 a Give the classification of Information systems in Business. (14)

OR

Q-2 a(i) Describe the various types of information. (07)

Q-2 a(ii) Explain how Humans are information processors. (07)

Q-2 b Choose the correct option from the following and re-write the correct answer: (Any Four) (04)

- 1 Human and computers are _____ in their ability to filter and save information.
a. Similar c. Different
b. Complementary d. Indifferent
- 2 Classification of Information is given by _____
a. Peter Drucker c. John Dearden
b. Mary Parker d. Philip Kotler
- 3 The information which induces action is called an _____.
a. Recurring c. Internal
b. Action d. External
- 4 The user of the _____ need not know how the data are actually stored.
a. Data set c. Database
b. Datapoint d. Datamotion
- 5 DSS stands for _____.
a. Decision Support System c. Data System Support
b. Decision Same System d. Data Similar System

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Candidate's Seat No : _____

B.Com. (Sem.-6) Examination

303 CE

Banking (International Banking)

March 2019

Time : 2-30 Hours]

[Max. Marks : 70

Q 1 (A) What is International Marketing? Explain the concept and process of International Marketing in detail. (14)

OR

Q 1 (A) What is Domestic Marketing? Write down the difference between Domestic vs. International Marketing. (14)

Q.1 (B) Write down the answers of following questions: (Any Four) (04)

1. The marketing mix (the 4 Ps of marketing) does not include
a) product b) place c) practicality d) promotion
2. To Indian students, French marketing is
a) domestic marketing b) foreign marketing c) comparative marketing d) international marketing
3. _____ is a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli.
a) Image b) Personality c) Beliefs d) Culture
4. Which one of the following factors relates to family that influences consumer behavior?
a) Cultural b) Social c) Personal d) Business
5. Which of the following involves designing and manufacturing the container or wrapper for a product?
a) Labeling b) Packaging c) Branding d) Product line
6. Which of the following is a name, term, sign, symbol, design, or a combination of these, that identifies that maker or seller of a product or service?
a) Label b) Co-brand c) Brand d) Product

Q 2 (A) What do you mean by Political Risk? Write a note on 1. Management of Political Risk 2. Measures to minimize political risk. (14)

OR

Q 2 (A) Write a note on: 1. Multiplicity of Political Environment 2. Branch Vs. Subsidiary System 3. Bribery (14)

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Q.2 (B) Write down the answers of following questions: (Any Four) (04)

1. The _____ identifies the product or brand.
a) Container b) Label c) Advertisement d) Warranty
2. A businessman doing business in Kerala is a type of
a) Internal Marketing b) International Marketing c) Domestic Marketing d) Kerala marketing
3. At least how many parties should be included in "Exchange"?
a) Two b) Three c) Four d) Five
4. All of the following are drivers that govern global pricing decisions EXCEPT:
a) company b) customers c) controls d) competition.
5. The trade of Reliance in U.S.A is _____.
a) Local b) Domestic c) International d) Intra- National.
6. A marketing approach in which organisations sell their product or service directly or indirectly to overseas buyers is known as:
a) Export marketing
b) Domestic marketing
c) Multinational marketing
d) Global marketing

Q. 3 (A) What do you mean by Culture? Write down its Characteristics. How culture influences communication process? (14)

OR

Q. 3 (A) Write down the effect of cultural perspective on innovation, learning, personality, perception, attitude, social class, groups and families. (14)

Q. 3 (B) Write down the answers of following questions: (Any Three) (03)

1. The first step in developing a set of target countries is to use available _____.
a) primary data b) secondary data c) tertiary data d) Internet data
2. _____ is the only marketing mix instrument that creates revenues.
a) Product b) Price c) Place d) Promotion
3. Distribution channels vary depending on which of the following?
a) Target Market size b) Competition c) available distribution Intermediaries d) All the above

E/1891-3

4. The Four main modes of Transportations are:
- Fast, intermediate, slow and personal
 - shipping, trucks, trains and small urban vehicles
 - Internet, telephone, Fax and mail
 - Road, water, air and rail

5. "Segmentation according to behavioral characteristics consist of information behavior, buying behavior, usage behavior and after buying behavior." Whether this statement is true or false?

Q. 4 (A) What do you mean by Marketing Research? What are the different sources of secondary and primary data? Write down the different data collection methods. (14)

OR

Q. 4 (A) What do you mean by Product? Write a note on New Product Development, Product adoption. What is the theory of New Product Life Cycle? (14)

Q. 4 (B) Write down the answers of following questions: (Any Three) (03)

1. WTO means _____.

- With The Outcome
- World Trade Organization
- World Tennis Organisation
- World Training Office

2. Primary data are the data which are collected for the ____ time by the researcher.

- 1st
- 2nd
- 3rd
- none of the above

3. Para language is one type of _____.

- Verbal communication
- Non-Verbal Communication
- Written Communication
- None of the above.

4. "Domestic Marketing is a part of International Marketing." Whether this statement is true or false?

5. Increased competition has resulted in:

- A complete restructuring of industries
- Investment in plant and technology
- Marketing strategies that emphasis country of origin
- All of the above

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B.Com. (Sem.-6) Examination
CE 303(E) Banking
International Banking

Time : 2-30 Hours]

March 2019

[Max. Marks : 70

સૂચના : (૧) જમણી બાજુના અંક જે તે પ્રશ્નનો ગુણ દર્શાવે છે.
(૨) બધા જ પ્રશ્નો ફરજિયાત છે.

- ૧ (અ) આંતરરાષ્ટ્રીય બેંકિંગનો અર્થ આપી. તેના સ્વરૂપો ચર્ચો. ૧૪
અથવા
- ૧ (અ) બેંક ઓફ જાપાનનું માળખું સમજાવી. તેના કાર્યો સવિસ્તાર ચર્ચો. ૪
(બ) નીચે આપેલ ખાલી જગ્યા પૂરો.
(૧) IFC માં ભારત થી આ એકમનું સભ્યપદ ધરાવે છે.
(અ) ૧૯૪૯ (બ) ૧૯૪૭ (ક) ૧૯૯૯ (ડ) ૧૯૫૬
(૨) IFC નાં એક્ઝિક્યુટીવ વાઈસ પ્રેસીડેન્ટ અને CEO છે.
(અ) મારક્સ (બ) લાર્સપનેલ (ક) ગાર્નર (ડ) વોલ્ટર
(૩) નાં વર્ષમાં આંતરરાષ્ટ્રીય ભંડોળ અસ્તિત્વમાં આવ્યું.
(અ) ૧૯૪૯ (બ) ૧૯૪૭ (ક) ૧૯૪૫ (ડ) ૧૯૪૦
(૪) વિશ્વ બેંકને પણ કહેવામાં આવે છે.
(અ) IBRD (બ) ICICI (ક) RBI (ડ) IDA
- ૨ (અ) આંતરરાષ્ટ્રીય નાણાં-ભંડોળનાં ઉદ્દેશો અને કાર્યોની ચર્ચા કરો. ૧૪
અથવા
- ૨ (અ) આંતરરાષ્ટ્રીય નાણાં કોર્પોરેશન (IFC) સમજાવી તેનું કાર્યક્ષેત્ર વર્ણવો. ૪
(બ) વિધાનો ફરી લખીને ખરા કે ખોટાં ની નિશાની કરો.
(૧) ભારતનો પહેલો ફિલ્ડ SEZ ઇન્દોરમાં સ્થપાયો.
(૨) યુરો રૂપાંતર ક્ષમ બોન્ડમાં વ્યાજનો દર અનિશ્ચિત હોય છે.
(૩) આંતરરાષ્ટ્રીય બેંકિંગનાં ગ્રાહકો દેશના તથા વિદેશનાં હોય છે.
(૪) IDA (ઇડા)નું સંચાલન WTO દ્વારા થાય છે.
- ૩ (અ) ભારતમાં FDI નું સ્વરૂપ તપાસી. તેના લાભા-લાભની ચર્ચા કરો. ૧૪
અથવા
- ૩ (અ) ટૂંકનોંધ લખો.
(૧) અમેરિકન થાપણ રસીદો (ADR) (૨) વૈશ્વિક થાપણ રસીદો (GDR)
(બ) માગ્યા મુજબ ઉત્તર આપો. (ગમે તે ત્રણ) : ૩
(૧) અમેરિકન થાપણ રસીદો કયાં દેશનાં બજારમાં પ્રવેશવા માટે હોય છે?
(અ) ભારત (બ) જાપાન (ક) અમેરિકા (ડ) યુરોપ
(૨) કોની ગાઈડ લાઈન હેઠળ FDI અને FII કાર્ય કરે છે.
(અ) SEBI (બ) FEMA (ક) WTO (ડ) FERA
(૩) સૌથી વધારે જોખમ કયા સાધનમાં હોય છે.
(અ) ઇક્વિટી શેર (બ) પ્રેફરન્સ શેર (ક) ડિબેન્ચર (ડ) બોન્ડ
- ૪ (અ) Exim બેંકનો અર્થ આપી તેનાં જુદા જુદા કાર્યો વર્ણવો. ૧૪
અથવા
- ૪ (અ) ભારતની ૨૦૦૯થી ૨૦૧૪ની વિદેશ વેપારનીતિ સવિસ્તાર સમજાવો. ૩
(બ) નીચેના વિધાનો ફરી લખીને ખરા કે ખોટાં ની નિશાની કરો.
(૧) ECGC એટલે નિકાસ કેડિટ ગેરંટી નિગમ
(૨) ફોરીક્ષ-માર્કેટ એટલે વિદેશી હુંડિયામણનું બજાર
(૩) વિદેશી હુંડિયામણનું બજાર સતત ચોવીસ કલાક કાર્યશીલ હોય છે.

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March 2019

**B.Com SEM VI Examination
CE-303 (E) Banking
International Banking**

Time: [2.5 Hours]

[Marks: 70]

Instructions:

- (1) All questions are compulsory
(2) Figures in the right side in the parenthesis indicate marks

Q-1(a) Give the meaning of International Banking. Discuss its forms. (14)

OR

Q-1(a) Explain the structure of Bank of Japan. Discuss its functions in detail.

Q-1(b) Fill in the blanks (Any Four) (04)

1. India is the member of IFC since _____ year.
(a) 1949 (b) 1947 (c) 1947 (d) 1949
2. In the year _____ IMF was established.
(a) 1949 (b) 1947 (c) 1945 (d) 1940
3. _____ is the Executive Vice President and CEO of IFC?
(a) Markas (b) Larsthanel (c) Garner (d) Walter
4. World bank is also known as _____
(a) IBRD (b) ICICI (c) RBI (d) IDA

Q-2(a) Explain the objectives and functions of International Monetary Fund (14)

OR

Q-2 (a) What do you mean by International Finance Corporation (IFC)? Explain its scope.

Q-2(b) Rewrite the below mentioned statements by putting (√) or (x) sign. (04)

1. India's first SEZ was established in India.
2. The interest rate for Euro convertible bonds is uncertain.
3. International bank consists of domestic as well as foreign customers
4. The management of IDA is handled by WTO

Q-3(a) Explain the forms of Foreign Direct Investment in India (FDI) and discuss its advantages. (14)

OR

Q-3 (a) Write short notes on the following:

- (1) American Depository Receipts (ADR)
- (2) Global Depository Receipts (GDR)

Q-3 (b) Do as Directed (Any three) (03)

1. American Depository Receipts are required to enter in the markets of which country?
(a) India (b) Japan (c) America (d) Europe
2. Under whose guidance FII and FDI operates?
(a) SEBI (b) FEMA (c) WTO (d) FERA
3. Which is a very risky instrument?
(a) Equity Share (b) Preference Share (c) Debenture (d) Bonds

Q-4 (a) Explain the meaning of EXIM Bank. Describe its different functions (14)

OR

Q-4 (a) Explain in detail India's Foreign trade policy for the year 2009-2014.

Q-4(b) Rewrite the below mentioned statements by putting (√) or (x) sign. (03)

1. ECGC means Export Credit Guarantee Corporation.
2. Forex Market means Foreign Exchange Market.
3. Foreign Exchange Market functions continuously for 24 hours.

B.Com. (Sem.-6) Examination

Core 304

Advanced Business Management

Time : 2-30 Hours]

March 2019

[Max. Marks : 70

Q-1 a Discuss the Economic and Socio cultural aspects of consumer buying behaviour. (14)

OR

Q-1 a (i) Define: i) Marketing ii) Market iii) Marketing Concept. (07)

Q-1 a(ii) Explore the geographical base of market segmentation. (07)

Q-1 b Choose the correct option from the following and re-write: (Any Four) (04)

1 _____ is the set of controllable, tactical, marketing tools that a firm blends to produce the response it wants in the target market.

- | | |
|--------------------------|------------------|
| a) Positioning | c) Marketing mix |
| b) Competitive advantage | d) Service |

2 A _____ is a set of actual and potential buyers.

- | | |
|----------------|-------------------|
| a) Market | c) Product |
| b) Transaction | d) Customer value |

3 The person of the family who senses the need for the purchase, is called as _____.

- | | |
|---------------|--------------|
| a) Decider | c) Initiator |
| b) Influencer | d) User |

4 The variables like learning, perception, motivation and beliefs & attitudes are part of _____ base of segmentation.

- | | |
|------------------|-------------------|
| a) Psychographic | c) Behaviouristic |
| b) Demographic | d) Geographic |

5 _____ is the difference between the value the customers gain from buying and using a product and the cost of buying the product.

- | | |
|---------------------|-------------------|
| a) Customer Service | c) Customer Value |
| b) Customer Quality | d) Customer Cost |

6 _____ segmentation divides buyers into different groups on social class, lifestyles or personality characteristics.

- | | |
|-------------------|----------------|
| a) Behaviouristic | c) Demographic |
| b) Psychographic | d) Geographic |

Q-2 a Briefly explain the various new product decisions. (14)

OR

Q-2 a(i) Classify the consumer products. (07)

Q-2 a(ii) Summarise the various steps of pricing procedure. (07)

Q-2 b Choose the correct option from the following and re-write: (Any Four) (04)

1 Which of the following pricing policy is based on the cost price?

- | | |
|----------------------------|-----------------------|
| a) Cost plus pricing | c) Sealed bid pricing |
| b) Perceived value pricing | d) Going rate pricing |

2 Following is not the external factor for price determination?

- | | |
|-----------------------|---------------------|
| a) Nature of market | c) Nature of demand |
| b) Product Life Cycle | d) Competition |

3 _____ of a company has four important dimensions: Width, Length, Depth and Consistency.

- | | |
|-----------------------------|------------------|
| a) Product Support Services | c) Promotion mix |
| b) Product Mix | d) Competition |

4 _____ goods are goods that the consumer, in the process of selection and purchase, characteristically compares on such bases as suitability, quality, price and style.

- | | |
|----------------|---------------|
| a) Convenience | c) Speciality |
| b) Shopping | d) Unsought |

5 Industrial market contains business buyers who buy goods and services for _____.

- | | |
|--------------------|------------------|
| a) Re-selling | c) Personal use |
| b) counter selling | d) Cross selling |

6 _____ goods are goods that the consumer, in the process of selection and purchase,

characteristically compares on such bases as suitability, quality, price and style.

- a) Shopping
- b) Speciality
- c) Convenience
- d) Unsought

Q-3 a Identify the various marketing channels. (14)

OR

Q-3 a(i) Illustrate the problems of distribution channels. (07)

Q-3 a(ii) Briefly explain the methods of promotion budget. (07)

Q-3 b Choose the correct option from the following and re-write: (Any Three) (03)

1 A _____ Marketing System involves a single company using two or more marketing channels to reach one or more customer segments.

- a) Multi-channel
- b) Horizontal
- c) Network
- d) Administered

2 Stocking the products in as many outlets as possible is called as _____ distribution strategy.

- a) Adaptability
- b) Exclusive
- c) Selective
- d) Intensive

3 A _____ strategy involves marketing activities directed at end users.

- a) Push
- b) Speciality
- c) Pull
- d) Recognition

4 _____ is not an element of promotion mix.

- a) Advertising
- b) Sales promotion
- c) Public relations
- d) Profit

5 _____ method is the most rational method for fixing the advertising budget.

- a) Affordable
- b) Objective and task
- c) Competitive parity
- d) Percentage of sales

Q-4a Outline the various media mix decisions. (14)

OR

Q-4 a(i) Explain the various methods of recruiting salesmen. (07)

Q-4 a(ii) Assess the salesmen's compensation methods. (07)

Q-4 b Choose the correct option from the following and re-write: (Any Three) (03)

1 Impersonality is the characteristic of _____

- a) Advertising
- b) Personal selling
- c) Public Relation
- d) Direct marketing

2 _____ are supplementary motivators to sales people.

- a) Advertising
- b) Sales meetings
- c) Public relations
- d) Targets

3 _____ is the most effective planning tool for sales people.

- a) Quotas
- b) Past records
- c) Targets
- d) Annual plan

4 Workload approach is used to establish _____ size.

- a) Advertising
- b) Sales force
- c) Sales Promotion
- d) Profit

The _____ amount of compensation to sales force might be in the form of bonuses, commissions is intended to stimulate and reward greater effort.

- a) Fixed
- b) Annual
- c) Profit
- d) Variable

B.Com. (Sem.-6) Examination
CE 304(E) Banking
Technology in Banking
March 2019

Time : 2-30 Hours]

[Max. Marks : 70

- સૂચના : (૧) જમણી બાજુના અંક જે તે પ્રશ્નનો ગુણ દર્શાવે છે.
 (૨) બધા જ પ્રશ્નો ફરજિયાત છે.
- ૧ (અ) બેંકિંગક્ષેત્રે કોમ્પ્યુટરનો ઉપયોગ સવિસ્તાર સમજાવો. ૧૪
 અથવા
- ૧ (અ) ઓપરેટિંગ સીસ્ટમનો અર્થ આપી. વિવિધ પ્રકારની ઓપરેટિંગ સીસ્ટમ સમજાવો.
 (બ) નીચેના વિધાનો ફરી લખીને ખરા કે ખોટાની નિશાની કરો. ૪
 (૧) SQL ડેટાબેઝ વાતચીત કરવા માટે વપરાય છે.
 (૨) ઓરેકલ ડેટાબેઝ એક RDBMS છે.
 (૩) પીઅર ટુ પીઅર નેટવર્કમાં ઓછામાં ઓછા ૨૦ કોમ્પ્યુટર હોય છે.
 (૪) LINUX ઓપરેટિંગ સીસ્ટમ AT & T કંપનીએ બનાવેલ છે.
- ૨ (અ) કોમ્યુનિકેશન અને કોમ્યુનિકેશન-પેદાશો વિશે સવિસ્તાર સમજૂતી આપો. ૧૪
 અથવા
- ૨ (અ) કોમ્પ્યુટર નેટવર્ક વિશે વિસ્તૃત સમજૂતી આપો.
 (બ) નીચેના વિધાનો ફરી લખીને ખરા કે ખોટાની નિશાની કરો. ૪
 (૧) RTGS એટલે Real Time Gross Settlement.
 (૨) ગ્લોબલ નેટવર્કનો આરંભ ૧૯૯૯માં થયો હતો.
 (૩) ISDN કુલ ચાર પ્રકારના હોય છે.
 (૪) ભારતમાં નેટવર્કની શરૂઆત ૧૯૭૦માં થઈ હતી.
- ૩ (અ) ઈન્ટરનેટનો અર્થ આપી ઈન્ટરનેટ વિશે સવિસ્તાર ચર્ચા કરો. ૧૪
 અથવા
- ૩ (અ) RTGS સિસ્ટમનો અર્થ આપી. તેની કામગીરીની સવિસ્તાર ચર્ચા કરો.
 (બ) માગ્યા મુજબ ઉત્તર આપો. (ગમે તે ત્રણ) : ૩
 (૧) નેટવર્ક ડેટાબેઝ કયા વર્ષમાં લોકપ્રિય બન્યું હતું.
 (અ) ૧૯૮૦ (બ) ૧૯૯૦ (ક) ૧૯૮૦ (ડ) ૧૯૯૦
 (૨) E-Mail Message મોકલવાનું સાધન તરીકે ઓળખાય છે.
 (અ) વૈશ્વિક (બ) આંતર-રાષ્ટ્રીય (ક) રાજકીય (ડ) પોસ્ટનાં
 (૩) ભારતમાં ઈન્ટરનેટની શરૂઆત કોના દ્વારા થઈ હતી?
 (અ) IRN (બ) NET (ક) BRT (ડ) TCP
- ૪ (અ) ટૂંકનોંધ લખો. (ગમે તે બે) : ૧૪
 (૧) બાહ્ય તતા પર્યાવણીય ભય
 (૨) ARPANET
 (૩) Hardware security Environment
 (૪) Legal security Environment
- (બ) નીચેના વિધાનો ફરી લખીને ખરા કે ખોટાની નિશાની કરો. ૩
 (૧) RTGS માં ઓછી કિંમતના ટ્રાન્ઝેક્શન થાય છે.
 (૨) HRS એટલે Human Resoures Security.
 (૩) કોમ્પ્યુટર સિક્યુરીટીને સાર્ઈબર-સિક્યુરીટી તરીકે ઓળખવામાં આવે છે.

E1899-2

March 2019
B.Com SEM VI Examination
CE-304 (E) Banking
Technology in Banking

[Marks: 70]

Time: [2.5 Hours]

Instructions:

(1) All questions are compulsory

(2) Figures in the right side in the parenthesis indicate marks

Q-1(a) Explain in detail the usefulness of computer in banking sector. (14)

OR

Q-1(a) What do you mean by Operating System? Explain different types of Operating Systems.

Q-1(b) Rewrite the below mentioned statements by putting (√) or (x) sign. (04)

1. SQL Database is used for purpose of communication.
2. Oracle Database is a RDBMS
3. There are minimum 20 computer in peer to peer network.
4. Linux Operating system is made by AT & T Company.

Q-2(a) Explain in detail about Communication and Communication products. (14)

OR

Q-2 (a) Explain in details about Computer Networks.

Q-2(b) Rewrite the below mentioned statements by putting (√) or (x) sign. (04)

1. RTGS means Real Time Gross Settlement.
2. Global Networks started in the year 1899.
3. There are total four types of ISDN
4. In India the usage of networks started in the year 1970

Q-3(a) Give the meaning of Internet and Discuss about Internet in detail (14)

OR

Q-3 (a) Give the meaning of RTGS System and discuss about its operations.

Q-3 (b) Do as Directed (03)

1. In which year the network database became popular?
(a) 1980 (b) 1990 (c) 1880 (d) 1890
2. Email is recognized as which type of instrument for sending message?
(a) Global (b) International (c) Regional (d) Postal
3. In India the internet was started by whom?
(a) IRN (b) NET (c) BRI (d) TCP

Q-4 (a) Write Short notes on (Any Two) (14)

1. External as well as Environmental Threats
2. ARPANET
3. Hardware Security Environment
4. Logical Security Environment

Q-4(b) Rewrite the below mentioned statements by putting (√) or (x) sign. (03)

1. The transactions of minimum amount are done through RTGS.
2. HRS means Human Resources Security.
3. Computer Security is also known as Cyber Security.
