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3303—C 11—III SC—Feb. 2021

THIRD SEMESTER B.Com. DEGREE EXAMINATION, FEBRUARY 2021

PRINCIPLES OF MARKETING

Time : Three Hours

Maximum : 80 Marks

**All sections are compulsory.
Question No. 13 is compulsory.**

Section A

*Answer any ten of the following questions.
Each question carries 2 marks.*

1. a) What is marketing ?
- b) What is transport ?
- c) What is market segmentation ?
- d) What is market targeting ?
- e) What is product planning ?
- f) What is product mix ?
- g) Define Pricing.
- h) What is penetration pricing ?
- i) What is super marketing ?
- j) What is packaging ?
- k) What is Brand ?
- l) What is advertising ?



(10 × 2 = 20 marks)

Section B

*Answer any three of the following questions.
Each question carries 5 marks.*

2. Distinguish between market and marketing.
3. Briefly explain the importance of marketing.
4. Briefly explain any five core concepts of marketing.
5. Explain the stages of Product life cycle.
6. Explain the importance of pricing.
7. Explain the functions of Branding.

(3 × 5 = 15 marks)
Turn over

Section C

Answer any **three** of the following questions including **Question No. 13** which is compulsory.
Each question carries 15 marks.

8. What is marketing ? Explain the functions of marketing.
9. Explain the basis for market segmentation.
10. Describe the factors influencing the selection of the channels of distribution.
11. Explain the pricing policies and strategies.
12. What is advertising ? Distinguish between Advertising and Personal Selling ?
13. *Case Study :*

Assume that you have developed a water purifier which is low priced and more efficient than the existing products in the market. As a marketing manager of the company suggest the suitable measures to be taken to create demand and capture a good market show.

(3 × 15 = 45 marks)



THIRD SEMESTER B.Com. DEGREE EXAMINATION, FEBRUARY 2021

SECRETARIAL PRACTICE

Time : Three Hours

Maximum : 80 Marks

Answer all questions subject to the internal choice.

Question 13 (Case Study) is compulsory.

Section A

1. Answer any *ten* of the following :

- (a) Who is Pro-tem Secretary?
- (b) Who is part-time secretary?
- (c) Name stages involved in the formation of a Public Company.
- (d) What is foreign company?
- (e) State any *four* clauses of Memorandum of Association.
- (f) Define Articles of Association.
- (g) Give the definition of Quorum
- (h) What is Extra-ordinary General meeting?
- (i) Who is Proxy?
- (j) Define the term Director.
- (k) When an Alternate Director is appointed?
- (l) Expand : (i) BOD ; (ii) CLB.



(10 × 2 = 20 marks)

Section B

Answer any three of the following.

2. What are the powers of a Company Secretary?
3. Examine the Special Privileges and Exemptions of a Private Company.
4. Distinguish between Memorandum and Articles of Association.
5. State the contents of Prospectus.
6. When the office of a Director becomes vacant? State circumstances.
7. What are the Rules/provisions relating to Quorum ?

(3 × 5 = 15 marks)

Turn over

Section C**Question 13 is compulsory.**

Answer any two of the following questions.

8. Define the term secretary and discuss his duties.
9. What is a Company? Explain any six types of companies with examples.
10. Write the definition of Prospectus and explain the rules relating to its issue.
11. Give a list of Rights and Duties of a Director.
12. Describe the essentials of a valid meeting.
13. *Case-study (Compulsory) :*
 - (a) A company with a Share capital of Rs. 15 crores has 3 Directors namely C, M and P. M is also a Chartered Accountant. The Company appoints Mr. M as the Company Secretary. Is the appointment valid? Give reasons.
 - (b) Mr. Sunil, failed in SSLC, is appointed as a director of the Company. Whether appointment is correct? State reasons.
 - (c) Tata Company wants to Shift its Registered Office from Delhi to Chennai for Some favourable reasons. Is the shift possible? What is the Procedure?

(3 × 15 = 45 marks)



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3306—C33—III S C—Feb. 2021

THIRD SEMESTER B.Com. DEGREE EXAMINATION, FEBRUARY 2021

HUMAN RESOURCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Answer all questions according to internal choice.

Question No. 13 (Case Study) is Compulsory.

Section A

1. Answer any *ten* of the following questions. Each question carries 2 marks :

- (a) Give the meaning of Human Resource Management.
- (b) What is H.R. Planning ?
- (c) What do you mean by Promotion and Demotion ?
- (d) What is job description ?
- (e) Name two internal sources of recruitment.
- (f) What is Induction ?
- (g) What is Placement ?
- (h) State four examples of fringe benefits.
- (i) What is piece wage system ?
- (j) What do you mean by performance measurement ?
- (k) Give the meaning of on-the-job training.
- (l) What is motivation ?

(10 × 2 = 20 marks)

Section B

Answer any *three* of the following questions. Each question carries 5 marks.

2. What are the objectives of HRM ?
3. Explain in brief the characteristics of Human Resource Planning.
4. Distinguish between Recruitment and Selection.
5. Explain briefly various types of training.
6. State the essentials of a good incentive wage system.
7. What is "Performance Appraisal" ? What are its advantages ? Explain.

(3 × 5 = 15 marks)

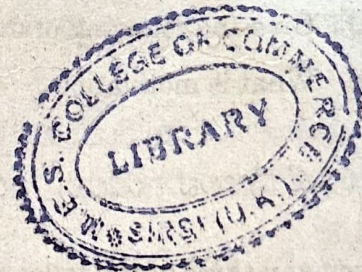
Turn over

Section C

Answer any *three* of the following. *Question No. 13 (Case Study) Compulsory*. Each question carries 15 marks :

8. What is selection ? Explain the steps involved in the selection process.
9. Discuss about different methods of performance appraisal.
10. What is compensation ? Explain the factors affecting compensation.
11. Explain the functions of HRM.
12. What is Training ? Explain the importance of training to employers and employees.
13. *Case Study* :
 - (a) Prepare a resume to be submitted to Vishwas Company Ltd. for the post of Accountant.
 - (b) Two executive posts in Anup and Kartik Company remain vacant. The Management decided to fill these vacancies from internal source. Why ? Give reasons.
 - (c) You wish to commence fashion garment industry in your city. What method of wages to be adopted for that factory ? Comment.

(3 × 15 = 45 marks)



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3307—C45—III SC—Feb. 2021

THIRD SEMESTER B.Com. DEGREE EXAMINATION, FEBRUARY 2021

MONETARY ECONOMICS (REVISED)

Time : Three Hours

Maximum : 80 Marks

All sub-questions should be answered continuously.

Answer all the three sections.

Section A

1. Answer any *ten* of the following :

- (a) What is standard money?
- (b) State the meaning of barter system.
- (c) What is inflation?
- (d) If $M = \text{Rs. } 2,000$, $V = \text{Rs. } 5$, $T = \text{Rs. } 1000$ units, find out 'P'.
- (e) Give the meaning of base year.
- (f) What is call money market?
- (g) Give the meaning of capital market.
- (h) Define Bank.
- (i) What is Balance Sheet?
- (j) Name the present Governor of RBI.
- (k) What is monetary policy?
- (l) Expand SLR and CRR.



(10 × 2 = 20 marks)

Section B

Answer any three of the following questions.

2. Write a note on Fisher's equation.
3. Explain the supply of money concepts (M_1 , M_2 , M_3 and M_4).
4. Describe the effects of Inflation.
5. Discuss the features of Money Market.
6. Explain the objectives of monetary policy.
7. Write a note on types of Banks.

(3 × 5 = 15 marks)

Turn over

Section C*Answer any three questions.***Question 13 is compulsory.**

8. Explain the functions of Money.
9. Analyse the Cambridge equation.
10. Explain the construction of Index number of prices. Find out CPIN by using following data :

S. No.	Commodities	Price in the Base Year (in Rs.)	Price in current year (in Rs.)
1.	Rice	25 per kg	50 per kg.
2.	Cloth	20 per mtr.	60 per mtr.
3.	Edible Oil	30 per kg.	90 per kg
4.	Milk	10 per ltr.	30 per ltr.

11. Explain the features of developed and underdeveloped money market.
12. Define Central Bank. Explain the functions of Central Bank.
13. Case Let : Read carefully and answer the questions :

Assume that there are 4 commercial banks in India. Namely A, B, C and D. The RBI has fixed the CRR at 10%. 'A' Bank has received an initial deposit of Rs. 20,000.

Questions :

- (a) Explain the process of credit creation.
- (b) What are its liabilities and assets?
- (c) What are the limitations of credit creation?

(3 × 15 = 45 marks)



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3310—C53—III SC—Feb. 2021

THIRD SEMESTER B.Com. DEGREE EXAMINATION, FEBRUARY 2021

BUSINESS STATISTICS—I

(Revised)

Maximum : 80 Marks

Time : Three Hours

Use of simple calculator is allowed.

Section A

Answer any ten of the following questions.

Each question carries 2 marks.

1. (a) Define Statistics.
- (b) What are the sources of secondary data ?
- (c) What is geographical classification ? Give an example.
- (d) Define Class Interval.
- (e) Write any two objectives of tabulation.
- (f) Name the types of graphs.
- (g) What are the measures of central tendency ?
- (h) Write the formula for combined mean.
- (i) Find mean and mode for the following data :
 $x : 20 \ 15 \ 12 \ 15 \ 13 \ 8 \ 4$
- (j) Find range and coefficient of range for the following data :
 $x : 5 \ 10 \ 15 \ 20 \ 25$
 $f : 6 \ 8 \ 20 \ 10 \ 6$
- (k) If median = 45 and arithmetic mean = 39 find mode ?
- (l) Define Skewness.



(10 × 2 = 20 marks)

Section B

Answer any three of the following questions.

Each question carries 5 marks.

2. What are the methods of collecting primary data ? Explain any one of them.
3. Draft a blank table showing the different parts of table.

Turn over

4. Construct Pie diagram for the following data :—

Number of expenditure	Expenditure in ₹
Food ...	2,000
Cloth ...	800
Rent ...	600
Education ...	1,200
Miscellaneous ...	1,400



5. Calculate arithmetic mean for the following data :—

Class ...	0—20	20—40	40—60	60—80	80—100
<i>f</i> ...	5	8	15	8	4

6. Calculate standard deviation for the following data :

x : 12 16 26 10 6

7. Calculate coefficient of skewness. If $Q_1 = 16$, $Q_2 = 23$ and $Q_3 = 27$.

(3 × 5 = 15 marks)

Section C

Answer any **three** questions of which **Question 13 is compulsory**.

Each question carries 15 marks.

8. Prepare a frequency distribution table for the following data taking class intervals are : 20—30, 30—40, ... etc.,

38	46	68	46	61	64	58	26	63	38
35	32	47	76	47	42	44	36	28	52
53	56	49	52	54	40	57	57	45	79
36	40	25	65	38	44	73	48	25	50

Construct a histogram for the above frequency distribution and find mode from the graph.

9. Calculate mean, median and mode for the following data :

Marks	No. of Students
Less than 10 ...	8
Less than 20 ...	24
Less than 30 ...	44
Less than 40 ...	74
Less than 50 ...	84
Less than 60 ...	88
Less than 70 ...	90

10. (a) What are partition values ? Name the types of them.

- (b) Calculate Q_3 , D_7 and P_{60} for the following data :—

Class ...	0—10	10—20	20—30	30—40	40—50	50—60	60—70
<i>f</i> ...	8	15	24	30	12	7	4

11. Calculate Quartile deviation and coefficient of quartile deviation for the following data :—

Class	...	5-10	10-15	15-20	20-25	25-30	30-35	35-40	40-45	45-50
Frequency	...	6	10	16	22	32	18	14	10	2

12. Calculate Karl Pearson's coefficient of skewness for the following data :—

Class	...	10-20	20-30	30-40	40-50	50-60	60-70
Frequency	...	6	18	20	8	6	2

13. Case Study analysis :

Following are the runs scored by two batsman A and B in 5 innings :

A : 35 22 40 50 60

B : 30 25 20 45 65

Find :

- Who is better run scores ?
- Who is more consistant ?

(3 × 15 = 45 marks)



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3311—C72—III SC—Feb. 2021

THIRD SEMESTER B.Com. DEGREE EXAMINATION, FEBRUARY 2021

(Revised)

COMPUTER APPLICATIONS—I

Time : Three Hours

Maximum : 80 Marks

Answer all questions of different sections, according to internal choice.

Question 12 is compulsory, which is case study.

Section A

1. Answer any *ten* questions from the following. Each question carries 2 marks :

- (a) What do you mean by Word Processor ?
- (b) What is an Access Toolbar ?
- (c) What are the shortcut keys for Print and New ?
- (d) Differentiate between Save and Saveas.
- (e) What do you mean by Water Mark in MS-Word 2007 ?
- (f) What is presentation ?
- (g) What do you mean by Animation ?
- (h) Mention any *four* groups of Home tab in MS Powerpoint 2007.
- (i) What is the use of HTML ?
- (j) Expand KBS and DSS.
- (k) Mention any four basic tags of HTML.
- (l) What is System Analysis ?



(10 × 2 = 20 marks)

Section B

*Answer any **three** of the following.*

Each question carries 5 marks.

2. Explain advantages of MS-Word 2007.
3. Explain any *four* options available in Page Setup group of Page Layout tab in MS-Word 2007.
4. Write the steps to check spelling and grammar in MS Word 2007.
5. Explain SLIDE group of HOME tab in MS Powerpoint 2007.
6. Explain various basic text formatting tags used in HTML.
7. Describe Data Flow Diagram.

(3 × 5 = 15 marks)

Turn over

Section C

Answer any three questions including Question 12 which is compulsory.

Each question carries 15 marks.

8. Explain the paragraph group options of Home tab in MS Word 2007 with diagram.
9. Explain illustration and text groups from INSERT tab in MS Powerpoint 2007.
10. Write HTML code to prepare Bio-data.
11. Explain briefly System Development Life Cycle (SDLC).
12. "Shivansh Enterprises" organization wants to send appointment letters for their newly appointed employees. Prepare their appointment letters using Mail-Merge feature of MS Word 2007.
13. Write a short note on any three of the following :—
 - (a) Alignments in MS Word 2007.
 - (b) Find and Replace in MS Word 2007.
 - (c) "Slide Layouts" in MS Powerpoint 2007.
 - (d) Slide transition in MS Powerpoint 2007.
 - (e) Decision Support System (DSS).

(3 × 15 = 45 marks)



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3309—C52—III SC—Feb. 2021

THIRD SEMESTER B.Com. DEGREE EXAMINATION, FEBRUARY 2021

COMMERCIAL ARITHMETIC—I

(Revised)

Time : Three Hours

Maximum : 80 Marks

Mathematical tables will be supplied on request.

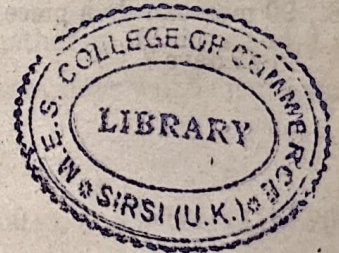
Simple calculators are allowed.

Section A

Answer any ten of the following.

Each question carries 2 marks.

1. If $\log_3 = 0.4771$ and $\log_5 = 0.6990$ find $\log_{15}$ without using log table.
2. Define Simple interest.
3. Find 10 % of 100 % of 50,000.
4. Explain profit with example.
5. What is instalment buying?
6. Define Proportion.
7. Find the value of X, if $3 : 4 = 12 : x$.
8. Name any two methods of finding depreciation.
9. Define Annuity due.
10. In what time will a sum of money double itself at 7 % p.a. simple interest ?
11. Marked price of an article is Rs. 1,000. Find the net price if Trade discount is 5 %.
12. An agent sold goods worth Rs. 40,000. If the agent charges 4 % commission, find the amount received by the merchant.



(10 × 2 = 20 marks)

Turn over

Section B

Answer any three of the following.

Each question carries 5 marks.

13. The difference between simple interests of certain sum of money at 8 % p.a. for 5 years and at 6 % p.a. for 4 years is Rs. 200. Find the sum.
14. A mobile set can be purchased for Rs. 15,000 cash or 9 months instalments Rs. 2,000 each, the first instalment is to be paid on the date of purchase. Find the rate of interest charged.
15. An article was sold for Rs. 360 to gain 20 %. For what price should it be sold to gain 25 %.
16. An agent buys an article for Rs. 30,000 and marks it 15 % above cost. Find the percentage profit or loss if he sells it with 10 % trade discount and 5 % cash discount.
17. An agent charges 3 % commission on cash sales and 6 % on credit sales, if he earns 4 % on the total sales, find the ratio between cash and credit sales.
18. 90 men can do a piece of work in 30 days. How many more men would be required to do it in 45 days ?

(3 × 5 = 15 marks)

Section C

Answer any three of the following.

Each question carries 15 marks.



19. (a) Simplify using logarithm table :

$$\sqrt{\frac{5220 \times 560}{2025 \times 225}}$$

- (b) In what time will Rs. 4,000 amount to Rs. 4,500 if Rs. 50 amounts to Rs. 60 in 4 years put out at simple interest ?

20. (a) A machine worth Rs. 3,00,000 is purchased on instalment plan in which 6 equal annual instalments including compound interest at 6 % are payable. Find the amount of each annual instalment.

- (b) Find the sum borrowed by A at C.I. if he pays an amount of Rs. 88,080 at the end of 4 years interest being 5 % p.a. for first year, 5.5 % p.a. for second year and 6 % p.a. for third year.
21. (a) A machine costing Rs. 1,00,000 depreciates at 12 % p.a. by diminishing balance method. Find the value of the machine after 9 years.
- (b) Find the amount of Rs. 15,550 in 5 years at 8 % p.a. compounded quarterly.
22. (a) An agent charges 2.5 % commission on cash sales and 4.5 % on credit sales and there by earns 3.25 % on the total sales. If cash sales are Rs. 50,000, find credit sales.
- (b) The property is divided among A and B in the ratio 1 : 3, B and C in the ratio 4 : 5. If the value of the property is Rs. 80,000, find share of A and B.
23. (a) A table and chair together costs Rs. 10,000 table sold at 10 % profit and chair at 10 % loss. If on the whole there is a profit 2 %. Find the cost of each.
- (b) In two years a sum of Rs. 6,250 amounts to Rs. 8,123 at what percent of C.I. p.a.
24. (a) 1 man, 2 women and 3 boys can do a piece of work together in 30 days and 3 men, 2 women and 1 boy can do it together in 20 days in how many days will 6 men, 6 women and 6 boys do it together ?
- (b) In a 1000 metre race A beats B by 200 m. C beats B by 100 m. and D beats C by 200 m. By how many metres will D beats A in the same race ?

(3 × 15 = 45 marks)

