

**Bachelor of Vocation (Management & Secretarial Practices) - 3rd Sem.**  
**(2118)**

**Paper: Paper-V**

**Electronic CRM**

**Time allowed: 3 hrs.**

**Max. Marks: 50**

**Note :** Section A has short answer type questions of 01 marks each, all are to be attempted. Section B has 12 questions of 02 marks each, attempt any 10. Section C has 5 questions of 5 marks each, attempt any 4.

**Section A**

1. What is e-CRM?
2. Write any two applications of e-CRM.
3. What is ZOHO CRM?
4. What do you mean by Sales Force Automation?
5. What are Google Adwords?
6. What is need of Visitor Tracking?
7. What do you mean by Web forms?
8. What is Inventory management?
9. What is document management?
10. What is Trend analysis?

**Section B**

11. Which are advantages of e-CRM?
12. Which are various technologies used in e-CRM?
13. How will you setup your account in ZOHO CRM?
14. What is significance of product customization?
15. List out some important activities of Sales Force?
16. In which case you may need to send mass email.
17. What is Zoho Phone Bridge?
18. Write any four advantages of sending email than snail mail.
19. How will you use document library?
20. What is use of CalDAV?
21. Write the features of ZOHO CRM app for Android.
22. What is use of CRM Insights?

**Section C**

23. Write a note on Global Scenario for e-CRM.
24. Write a note on Auto response rule in Sales Force.
25. What are benefits of using Zoho Phone Bridge?
26. How Zia adds to the capabilities of CRM?
27. Write the steps involved in configuring CalDAV.



Exam. Code : 111605

Subject Code : 3364

**Bachelor of Vocation (Management & Secretarial  
Practices) 5<sup>th</sup> Semester**

**COMMERCIAL LAWS**

**Paper—I**

Time Allowed—3 Hours] [Maximum Marks—75

**Note :—** Attempt any **FIVE** questions. Each question carries **15** marks.

- I. Discuss the essentials of a valid contract under the Indian Contract Act, 1872.
- II. Discuss the various modes by which a contract can be discharged under the Indian Contract Act, 1872.
- III. What is a contract of Guarantee ? Distinguish between a contract of Guarantee and a contract of Indemnity.
- IV. Define and explain an 'Agent' and a 'Principal'. What are the essentials of relationship of Agency ?
- V. Discuss the essentials of a contract of Sale under Sale of Goods Act, 1930.

- VI. Explain briefly the implied conditions and warranties in a Contract of Sale.
- VII. When is a Seller of goods deemed to be an Unpaid Seller ? Discuss the rights of an Unpaid Seller against goods and buyer personally.
- VIII. Discuss the salient features of the Consumer Protection Act, 1986.



Exam. Code : 111605

Subject Code : 3365

**Bachelor of Vocation (Management & Secretarial  
Practices) 5<sup>th</sup> Semester**

**BUSINESS ECONOMICS & STATISTICS**

**Paper—II**

Time Allowed—3 Hours]

[Maximum Marks—75

**Note :—** Attempt any **FIVE** questions. Each question carries **15** marks.

1. Explain the Law of Demand. What are its assumptions and limitations ?
2. Explain the Law of Diminishing Marginal Utility. Discuss its applicability.
3. Distinguish between the Law of Variable Proportions and the Law of Returns to Scale.
4. Explain the short run cost curves of a firm with the help of diagrams.
5. Discuss the scope and limitations of statistics.
6. Define Mode. Calculate mode from the following data :

Class Interval	Frequency
0 – 10	2
10 – 20	5
20 – 30	7
30 – 40	5
40 – 50	2

7. Calculate mean and Standard Deviation from the following data :

X	20 - 30	30 - 40	40 - 50	50 - 60	60 - 70	70 - 80
F	5	15	0	22	11	7

8. Define Correlation. Calculate Karl Pearson's Coefficient of Correlation from the following data :

X	24	26	32	33	35	30
Y	15	20	22	24	27	24

20/12/18(E)

Exam. Code : 111605

Subject Code : 3366

**Bachelor of Vocation (Management & Secretarial  
Practices) 5<sup>th</sup> Semester**

**BUSINESS ETIQUETTES AND BASIC  
MANAGERIAL SKILLS**

**Paper—III**

Time Allowed—3 Hours] [Maximum Marks—50

**Note :—** Attempt any **FIVE** questions. All questions carry equal marks.

**UNIT—1**

1. What do you mean by Etiquette ? Explain its meaning, need and types of etiquettes.
2. What do you mean by role play and case analysis ? Discuss its importance in context to business organization.
3. Explain Seven Principles of Effective Public Speaking.

**UNIT—2**

4. Discuss in detail various tools of presentation.
5. Discuss how to prepare and handle a panel job interview.
6. What is a mock interview ? State the importance of mock interview.



### UNIT—3

7. Discuss various strategies for coping with stress and emotions.
8. What do you mean by attitudes ? How are attitudes formed ?