

Exam Code: 213203

Paper Code: 3255

Programme: Master of Commerce

Semester- III

Course Title: Banking and Insurance Services

Course Code MCML-3091

Time Allowed: 3 Hours

Maximum Marks: 80

Serial no.	Attempt any 5 questions in all, selecting atleast one question from each section. Fifth question may be attempted from any section. Each question carries 16 marks.	Marks
	Section A	
1.	Write a detailed note on the present structure of commercial banking in India?	16
2.	What is internet banking? Discuss the innovative services provided by banks through internet?	16
	Section B	
3.	What are BASEL norms? Explain their significance and difficulties?	16
4.	Discuss the impact of reforms in Indian banking in India? What are the challenges ahead?	16
	Section C	
5.	Discuss the power, duties and scope of IRDA?	16
6.	What is the need of Insurance? Explain the principles of insurance?	16
	Section D	
7.	Write notes on the following: a. Insurance Documents b. Banc assurance	8 8
8.	Write a detailed note on various kinds of life insurance policies in India.	16

Exam Code: 213203

Paper Code: 3256

Programme: **Master of Commerce Semester- III**
Course Title: **Business Studies (Strategic Management)**
Course Code: **MCML-3092 (Option BI)**

Time Allowed: 3 Hours

Max Marks: 80

Note: Attempt 5 questions in all, selecting atleast one question from each section. The fifth question may be attempted from any section. All questions carry equal marks.

Section-A

- (I) What is Strategic Management? Briefly explain its process. (6,10)
- (II) Are the objectives of the company significant? Can the objectives once set, be changed? (8,8)

Section-B

- (III) Briefly explain Value Chain Analysis? (16)
- (IV) Briefly explain Porter's Penta Forces Model of Quest for Competitive Advantage. (16)

Section-C

- (V) What is Stability Strategy? Briefly explain its Variants. (8,8)
- (VI) Briefly explain different approaches to Strategic Formulation. (16)

Section-D

- VII) What are the Social Responsibilities of Business? (16)
- VIII) Write short notes on:
- i) Methods of Control
- ii) Balanced Score Card
- (8,8)

Exam Code:213203

Paper Code: 3257

Programme: Master of Commerce Semester- III
Course Title: Business Studies (Security Market Operations)
Course Code: MCML-3093 (Option BII)

Time Allowed: 3 Hours

Max

Marks: 80

Note: Attempt 5 questions in all, selecting atleast one question from each section. The fifth question may be attempted from any section. Each question carries equal (16) marks

Section-A

- I. What is "Book- Building"? Describe the process of book-building. Also discuss the advantages and limitations of book-building.
- II. What do you mean by Secondary Market? Discuss the functions of the secondary market. Also discuss the services provided by stock exchange?

Section-B

- III. NSCCL protects the investors from counter party risk, do you agree? If yes, discuss the concept of risk management and the various types of risk involved in risk management.
- IV. What do you mean by Derivatives? Discuss Products, Participants and Functions of derivatives market.

Section-C

- V. Discuss the management structure, powers and functions of SEBI. Also discuss objectives of SEBI.
- VI. What do you mean by Investor Protection? What type of grievances are undertaken by stock exchanges and how they redress them?

Section-D

- VII. What do you mean by Credit Rating? Discuss its benefits and disadvantages. Also discuss the methodology and process of credit rating.
- VIII. What do you mean by Depository System? What are its constituents? Discuss the depository process in detail.

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Exam Code: 213203
(20)

Paper Code: 3258

Programme: Master of Commerce Semester-III

Course Title: Group D: Marketing (Consumer Behaviour)

Course Code: MCML-3094
(Option-DI)



Time Allowed: 3 Hours

Max Marks: 80

Attempt FIVE questions in all, selecting at least ONE question from each section. Fifth question can be attempted from any section. Each question carries equal marks.

Section-A

1. What do you mean by "consumer behavior?" Discuss its nature, scope and importance in detail. 16
2. Discuss the modern theories of motivation. 16

Section-B

3. What do you mean by consumer perception? Discuss the perception process. 16
4. Can attitude be changed? Discuss the barriers in change in attitude. How we can measure the attitude? 16

Section-C

5. Discuss the influence of family on consumer behavior? 16
6. What do you mean by culture and sub-culture? What is the affect of culture on consumer behavior? 16

Section-D

7. Discuss the various models of consumer behavior. 16
8. What do you mean by diffusion of innovation? Discuss in detail the diffusion process. 16

Exam Code: 213203

Paper code:3259

Programme: Master of Commerce

Semester: III

COURSE TITLE: MARKETING (RETAIL MANAGEMENT)

COURSE CODE: MCML-3095(Option DII)

TIME: 03 HRS

MAXIMUM MARKS: 80

Note: Students are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question carries 16 marks.

Section -A

Q1. Discuss the various types of retail stores prevalent in India?

Q2. What is the nature and importance of retailing ?

Section -B

Q3. Why should marketers study consumer behavior? What factors influence the behavior of a consumer?

Q4. What is the process of selecting store location to be followed by retail stores?

Section -C

Q5. Discuss roles and responsibilities of buyer and merchandiser in detail.

Q6. Explain the process of merchandise planning.

Section -D

Q7. What methods are available to retailers for merchandise procurement?

Q8. "In a franchise system the franchisee contracts with the franchisor to set up a business or retail outlet. Franchising is a type of contractual system." Critically evaluate the statement in light of pros and cons of franchising system.