

AC. 10/02/2012
Item No. 4.40

UNIVERSITY OF MUMBAI



Paper Pattern for the

T.Y.B.Com

(For Academic year 2011-12 & 2012-13)

T.Y.B.Com. Papers

1.	Financial Accounting and Auditing: Paper III
2.	Financial Accounting and Auditing: Paper IV
3.	Financial Accounting and Auditing: Paper V
4.	Direct and Indirect Taxes
5.	Business Economics Paper – III
6.	Commerce Paper III (MHRM)
7.	Export Marketing
8.	Computer System and Applications
9.	Business Management I
10.	Business Management II
11.	Business Management III
12.	Labour Welfare & Practice
13.	Purchasing and Storekeeping
14.	Marketing Research
15.	Entrepreneurship and Management of Small Scale Industry
16.	Trade Unionism & Industrial Relations.
17.	Rural Marketing.
18.	Regional Planning
19.	Transport Management

Third Year B. Com.
Question Paper Pattern
Annual Examination : 60 Marks
For the Academic Year: 2011-12 and 2012-13

1. Financial Accounting and Auditing: Paper III
Financial Accounting

Q. No.		Particulars	Marks	marks
1		Problem	15	15
		OR		
1		Problem	15	
2		Problem	15	15
		OR		
2	a	Problem	8	
	b	Problem	7	
3		Problem	15	15
		OR		
3	a	Problem	8	
	b	Problem	7	
4		Objective questions*	15	15
		OR		
4		Objective questions*	15	
		Total Marks		60

*Multiple Choice / True or False / Fill in the Blanks / Match the Columns/Short Questions

2. Financial Accounting and Auditing: Paper IV Cost Accounting and Auditing

Q. No.		Particulars	Marks	marks
1		Problem (Costing)	15	15
		OR		
1		Problem (Costing)	15	
2	a	Problem (Costing)	8	15
	b	Problem (Costing)	7	
		OR		
2	a	Problem (Costing)	8	
	b	Problem (Costing)	7	
3	a	Auditing	8	15
	b	Auditing	7	
		OR		
3	a	Auditing	8	
	b	Auditing	7	
4		Objective questions* (Auditing)	15	15
		OR		
4		Objective questions* (Auditing)	15	
		Total Marks		60

***Multiple Choice / True or False / Fill in the Blanks / Match the Columns/Short Questions**

3. Financial Accounting and Auditing: Paper V Management Accounting

Q. No.		Particulars	Marks	marks
1		Problem	15	15
		OR		
1		Problem	15	
2		Problem	15	15
		OR		
2	a	Problem	8	
	b	Problem	7	
3		Problem	15	15
		OR		
3	a	Problem	8	
	b	Problem	7	
4		Objective questions*	15	15
		OR		
4		Objective questions*	15	
		Total Marks		60

*Multiple Choice / True or False / Fill in the Blanks / Match the Columns/Short Questions

4. Direct and Indirect Taxes

Q. No.		Particulars	Marks	marks
1		Computation of total Income – Income Tax	15	15
		OR		
1		Computation of total Income – Income Tax	15	
2	a	Problem - MVAT	8	15
	b	Problem – Service Tax	7	
		OR		
2	a	Short Questions - MVAT	8	
	b	Problem – Service Tax	7	
3	a	Problem - MVAT	7	15
	b	Short Questions – Service Tax	8	
		OR		
3	a	Theory - MVAT	7	
	b	Theory – Service Tax	8	
4		Objective questions* Income Tax – MVAT – Service Tax (5 marks each)	15	15
		OR		
4		Objective questions* Income Tax – MVAT – Service Tax (5 marks each)	15	
		Total Marks		60

***Multiple Choice / True or False / Fill in the Blanks / Match the Columns/Short Questions**

5. BUSINESS ECONOMICS PAPER – III

(WITH EFFECT FROM ACADEMIC YEAR 2010-11)

The objective of this paper is to familiarize the students with the various aspects of Banking, Growth and Structure of Banking, Financial Markets, Public Finance, International Trade and WTO and Exchange Rate Determination

SECTION – I

MODULE: 1 - COMMERCIAL BANKING

- A) Commercial Banking-Assets and Liabilities of Commercial Banks – Trade – off between Liquidity and Profitability.
- B) Banking Sector Reforms: Measures, Performance with respect to Public, New Private and Foreign Banks in the Post Reforms Period-New Technology in Banking in India.

(15 Lectures)

MODULE: 2- CENTRAL BANKING

Changing Trends in Monetary Policy in India- RBI's Short Term Liquidity Management – Role and Performance of Micro Finance, Self Help Groups and Composite Credit.

(15 Lectures)

MODULE: 3 - FINANCIAL MARKETS

- A) Money Market: Components and Features of Indian Money Market – Money Market Reforms in India.
- B) Capital Market: Significance in Economic Development –Capital Market Reforms - Role of SEBI- Role and Importance of Mutual Funds, Equity Market, Forward, Future and Commodity Market.

(15 Lectures)

SECTION – II

MODULE: 4 - PUBLIC FINANCE

Changing trends in Tax and Non-Tax in India - Public Expenditure: Classification of Public Expenditure, Causes for Increase in Public Expenditure in India – Public Debt: Meaning and Classification –Burden of Internal and External Debt - Concepts of Deficits: Revenue, Budgetary, Fiscal & Primary Deficits –FRBM Act

(15 Lectures)

MODULE: 5 - INTERNATIONAL TRADE AND WTO

Gains from International Trade - Balance of Trade and Payments –Causes of Disequilibrium in BOP – Measures to Correct Disequilibrium in BOP- Emerging Trends in India's BOP position since 1991-WTO : Functions and Agreements with reference to TRIPS, TRIMS & GATS.

(15 Lectures)

MODULE: 6-EXCHANGE RATE DETERMINATION

Exchange Rate Determination – Purchasing Power Parity Theory- Foreign Exchange Market–Functions and Dealers- Spot and Forward Exchange Rates-RBI's Intervention and Foreign Exchange Rate Management

(15 Lectures)

Pattern of Question Paper

- I. There will be 4 questions. All the questions are compulsory, having internal choice.
- II. Question No. 1 is long answer 15 marks question based on **Modules I and IV.**
- III. Question No. 2 is short answer 15 (8+7) marks questions based on **Modules II OR III.**
- IV. Question No. 3 is short answer 15 (8+7) marks questions based on **Modules V and VI.**
- V. Question No 4 is objective type questions including True/False, with reasons and multiple choice questions based on all modules.

- Q1. A. (15 marks) From **Module I**
OR
B. (15 marks) From **Module IV.**
- Q2. A. (8 marks) From **Module II**
B (7 marks) From **Module II**
OR
C. (8 marks) From **Module III**
D (7 marks) From **Module III**
- Q3. A. (8 marks) From **Module V**
B (7 marks) From **Module VI**
OR
C. (7 marks) From **Module V**
D (8marks) From **Module VI**
- Q4. A. True/False, with reasons. Attempt **any four** (4x2=8)
i. From **Module I**
ii. From **Module II**
iii. From **Module III**
iv. From **Module IV**
v. From **Module V**
vi. From **Module VI**
- B. Multiple Choice Questions. Attempt **any seven** (7x1=7)
i. From **Module I**
ii. From **Module I**
iii. From **Module II**
iv. From **Module II**
v. From **Module III**
vi. From **Module III**
vii. From **Module IV**
viii. From **Module IV**
ix. From **Module V**
x. From **Module V**
xi. From **Module VI**
xii. From **Module VI**

6. Commerce Paper III (MHRM)

N.B. i. All questions are compulsory.

ii. Figures to the right indicate full marks.

Q.1 Answer any one out of two: 15 marks

a) Marketing (Module 1)

b) Human Resource Management (Module 1)

Q.2. Answer any two out of four: 15 marks

(Marketing Module 2,3,4)

Q.3. Answer any two out of four: 15 marks

(Human Resource Management Module 2,3,4)

Q.4. Objective Type Questions. 15 marks

A. Multiple Choice Questions

(All five questions from the entire syllabus)

B. True or False

(All five questions from the entire syllabus)

C. Match the Following

(All five questions from the entire syllabus)

Question Paper Pattern for T.Y.B.Com. MHRM Commerce Paper III

(For regular students enrolled through colleges during the present academic year, 2011-12)

N.B. i. All questions are compulsory.

ii. Figures to the right indicate full marks.

Q.1 Answer any one out of two: 15 marks

a) Marketing (Module 1) (Section 1)

b) Human Resource Management (Module 1) (Section 2)

Q.2. Answer any two out of four: 15 marks

(Marketing Module 2,3,4) (Section 1)

Q.3. Answer any two out of four: 15 marks

(Human Resource Management Module 2,3,4) (Section 2)

Q.4. Objective Type Questions. 15 marks

A. Multiple Choice Questions

(All five questions from the entire syllabus)

B. True or False

(All five questions from the entire syllabus)

C. Match the Following

(All five questions from the entire syllabus)

T.Y.B.Com 2011 - 12

MHRM Topic wise Questions for practice

(For regular students enrolled through colleges during the present academic year, 2011-12)

Section I

INTRODUCTION TO Marketing (15 Marks questions)

Module 1 / Topic-1

- 1) What is marketing ? Discuss its scope / functions & importance in detail.
- 2) Define marketing ? Explain its nature / features & importance.
- 3) What is marketing? explain in detail various concepts of marketing.
- 4) Define marketing. Explain its importance. How does modern marketing differ from traditional concept of marketing?
- 5) Discuss the role of marketing manager in changing / present marketing Environment. Explain the importance of market opportunity analysis.
- 6) Define marketing research. Discuss its nature / features and importance.
- 7) What is marketing information system? Bring out its nature and importance. How does MIS differ from MR?

Module 2 / Topic-2 Consumer Behaviour and market segmentation :- (short answer questions)

- 1) What is consumer Behaviour ? Explain the factors influencing consumer Behaviour.
- 2) Discuss the steps in consumer buying decision process.
- 3) What is market segmentation ? Explain its nature & importance.
- 4) Define market segmentation. What are the bases of market segmentation?
- 5) What is CRM? Discuss its need & importance.
- 6) Define CRM? Explain the various techniques of CRM.
- 7) What is Niche marketing? Explain its advantages & limitations.

Module 3 / Topic-3

Marketing Mix :- (short answer questions)

- 1) What is marketing mix? Explain its nature & importance.
- 2) Define the term 'marketing mix'. Discuss its important elements.
- 3) What is Pricing? Explain different methods of pricing.
- 4) What is the price mix? Discuss the factors influencing the pricing.
- 5) What is product mix? Explain the different phases of product life cycle.
- 6) Explain the concept of BrandExtension & Brand equity.
- 7) What are the different brand positioning strategies?
- 8) Define 'Product Positioning'? Explain its importance.
- 9) What is 'Brand Equity'? Discuss the factors determining Brand Equity.
- 10) What is place mix? What are the factors influencing channel decision?
- 11) Explain briefly various channels of distribution for consumer goods.
- 12) What is promotion mix? What are the elements of the promotion mix?
- 13) Explain the recent promotion tools used by Indian Companies.
- 14) Discuss the role of Advertising, Salesmanship & Public Relation in promotion.

Module 4 / Topic-4

Recent Trends in Marketing :- (short answer questions)

- 1) What is Service Marketing? Discuss its features.
- 2) What are the problems in service marketing?
- 3) What is 'Rural Marketing'? Explain its nature / features.
- 4) Explain the factors responsible for growth of rural markets in India.
- 5) Discuss the problems in 'Rural Marketing' in India.
- 6) Suggest measures for effective Rural Marketing?
- 7) What is social marketing? Explain its importance.
- 8) What is Green marketing? Discuss its significance.
- 9) Define 'Event Marketing'? Explain its features.

- 10) What is Internet Marketing? Explain its merits & demerits.
- 11) What is 'Telemarketing'? Discuss its nature.
- 12) What is Retail Marketing? Explain its nature.

SECTION 2

Module 5 / Topic-5

Introduction to-Human Resource Management :-

INTRODUCTION TO HRM (15 Marks questions)

1. What is Human Resource Management. Discuss its nature / features and importance.
2. Define Human Resource Management. Explain its nature / features and functions.
3. Define HRM and explain its functions. Discuss the role of HR Managers in the changing business environment.
4. What is Human Resource Planning? Explain the steps in / process of HRP. State the importance of HRP.
5. What is job analysis? What are its uses / importance? Briefly explain the sources of recruitment.
6. What is employee selection? Describe the steps in selection procedure.
7. Explain the concept of 'Tests' and 'Interview'. Discuss their role in selection procedure .
8. Discuss the different types of Selection Tests / Employment Test and Interview.
9. Explain the concepts of induction and placement. state the importance of placement and induction.

Module 6 / Topic-6

Human Resource Development :- (short answer questions)

1. Define Human Resource Development & Explain its scope.
2. What is 'Training'? Explain the importance of training & development.
3. Explain briefly various methods of training.
4. What is performance Appraisal? Explain its benefits / uses.
5. What are the limitations of performance appraisal?
6. Discuss the various techniques of performance Appraisal.
7. What is Employee Retention? Suggest few measures for the retention of employee.
8. What is Compensation? Discuss different incentives offered to employees by organization.
9. Describe the concept of 'Performance Related Pay' & '360° Appraisal'.

Module 7 /Topic-7

Human Relations :- (short answer questions)

- 1) Define Human Relation ? Explain the nature & importance of Human Relations.
- 2) What is Leadership? Explain the traits / qualities of a leader.
- 3) Define leadership? What are the various styles of leadership?
- 4) What is motivation? Explain the factors of motivation.
- 5) Explain Maslow's theory of motivation.
- 6) Explain the two factors theory of human motivation of Herzberg.
- 7) Explain McGregor's Theory X & Theory Y.

- 8) What is Employee morale? Explain its nature & importance.
- 9) What is Grievance Handling procedure? Explain its importance.

Module 8 / Topic-8

Current Issues in HRM:- (short answer questions)

- 1) What is Human Resource Accounting? Explain its advantages & limitations.
- 2) Define Human Resource Audit? Explain its objectives & scope.
- 3) What is Group Dynamics & Team building? Discuss its nature & Significance.
- 4) Explain the meaning & importance of Emotional Quotient & mentoring.
- 5) Explain the nature & importance of career planning & development.
- 6) What is the need of succession planning.
- 7) Explain the meaning & significance of Empowerment & participation.
- 8) What are the emerging challenges of HRM?
- 9) Discuss the terms 'Downsizing', 'Outsourcing' & workforce Diversity.
- 10) Explain the importance of safety and security management.

-----XXXXXXXX-----

MODEL OBJECTIVE QUESTIONS

15 Marks

Section 1

Q1. Re-write the following sentences by choosing the appropriate option from given below:-
5 Marks

- _____ is the process of identifying, anticipating and satisfying consumer requirements profitably.
a) **Marketing** b) Selling c) Distribution d) Advertising
- _____ plays a positive role in solving marketing problems faced by enterprises. .
a) **Marketing Research** b) Consumer Behavior c) Product Concept d) CRM
- _____ includes all facts, estimates, opinions and other data used in marketing decision making.
a) **MIS** b) CRM c) Marketing Opportunity Analysis d) Buying Process
- _____ means dividing the total market for a product into different parts & segments.
a) Marketing b) MIS c) CRM d) **Market Segmentation**
- A Market within a market is called _____ Market.
a) Market Opportunity Analysis b) Market Research
c) Market Information System d) **Niche**
- _____ refers to the set of products which are offered for sale by a firm.
a) **Product mix** b) Market segmentation c) promotion mix d) place mix
- _____ is a process of extending a brand name to more products.
A) **Brand extension** b) Band selection c) Band Equity d) Band image
- Under _____ pricing policy manufacturer charges very high price in the initial period then reduces gradually.
a) Marginal cost b) Mark-up c) Break-even d) **Skimming**
- Marketing of products that are environmentally safe is called _____

- a) Rural marketing b) social marketing c) Event Marketing d) **Green marketing**
- _____ is the small market segment.
- a) **Niche market** b) Market Mix c) Brand Extension D) Global Market.
- Creating a brand image in the mind of the consumer is known as _____
- a) Brand extension b) brand equity c) product Mix d) **brand positioning**
- Marketing is _____ oriented concept.
 - a) **Consumer** b) Producer c) Trader d) Government
 - _____ means assembling, processing, analyzing, storing and evaluating data
 - a) **MIS** b) Marketing Research c) MOA d) Market Segmentation
 - _____ segmentation is useful when an organization is dealing in different regions.
 - a) Psychographic b) Behaviouristic c) Socio economic d) **Geographic**
 - Repeat purchase by satisfied customer is called _____.
 - a) **brand loyalty** b) brand equity, c) brand extension d) brand positioning
 - In _____ a firm fixes prices in order to achieve a particular level of return on investment.
 - a) perceived value b) target return pricing c) **cost plus pricing** d) BEP Price
 - The ----- concept of marketing revolved around profit maximization.
 - a) **Traditional marketing** b) Modern Marketing c) Societal concept d) Product concept.
 - According to -----concept, exchange of a product between the seller and the buyer is the central idea of marketing.
 - a) **Exchange** marketing b) Modern Marketing c) Societal concept d) Product concept.
- The -----Concept starts with determining consumer wants and ends with the satisfaction of those wants.
- a) Traditional marketing b) **Modern Marketing** c) Societal concept d) Product concept.
- -----data is the original data i.e. it is the first hand information collected by the researcher.
 - a) **Primary** b) Secondary c) Readily available d) Printed
 - Data available from sources within the organization are called -----sources.
 - a) **Internal** b) External c) Primary d) Secondary
 - In -----segmentation, market is divided on the basis of variables such as nations, regions, cities, states, locality etc.
 - a) **Geographic** b) Demographic c) Psychological d) Sociographic
 - In -----segmentation, consumers are divided on the basis of psychological traits such as emotions, behaviour and mind.
 - a) Geographic b) Demographic c) **Psychological** d) Sociographic
 - -----segmentation is done on the basis of product related behaviour such as product usage rate, user status, loyalty pattern, buying motives, attitudes and responses etc.
 - Geographic b) Demographic c) Psychological d) **Behavioural**
 - -----marketing involves marketing the product to a selected segment.
 - a) **Niche** b) Test c) Retail d) Survey
 - -----is the exchange value of a product i.e. the amount for which a thing is bought or sold.
 - a) Value b) **Price** c) Return d) Payment

- -----goods are also called prestige goods, appeal to the ego of the buyer.
a) **Premium** b) consumer c) Essential d) costly
- -----goods are those goods used by household consumers for non-business purpose.
a) **Consumer** b) Luxurious c) Premium d) Industrial
- -----marketing includes all activities in moving agricultural products from the producer i.e. the farmer to the consumer.
a) **Agriculture** b) Industrial c) Retail d) Event
- -----includes all the activities involved in selling goods or services to final consumers for ultimate consumption.
a) **Retailing** b) Whole selling c) Sale or Return d) E-marketing
- -----refers to the process of selling products or services based on their environmental benefits.
a) **Green Marketing** b) Telemarketing c) On line marketing d) Social marketing
- -----refers to the application of basic marketing principles to the design and implementation of programs and information campaigns that advance social causes.
a) **Social marketing** b) Event marketing c) E-marketing d) Modern Marketing
- The _____ concept of marketing revolved around profit maximization.
a) Production b) Societal c) **Traditional** d) Exchange
- _____ data refers to the data which is readily available.
a) Primary b) analytical c) **Secondary** d) Research
- In _____ segmentation, consumers are divided on the basis of psychological traits such as emotions, life styles and personality.
a) Behavioral b) Geographic c) Demographic d) **Psychographic**
- The process of creating , maintaining & enhancing valued relations with customers is _____.
a) **CRM** b) MIS c) MR d) Consumer Behaviour
- The _____ starts with determining consumer wants and ends with the satisfaction of those wants.
a) **Marketing concept** b) Exchange Concept c) Production concept d) Product concept.
- The important element of marketing mix that is used to inform, persuade & remind the market regarding the organization or its product is called _____ mix.
a) Price b) Product c) Promotion d) Place
- Under _____, high price is charged in order to recover a part of investment at initial stage.
a) Penetration pricing b) **skimming pricing** c) break-even pricing d) Marginal costing.
- According to _____, human need can be arranged in a hierarchy.
a) McGregor b) **Abraham Maslow** c) Elton Mayo d) Hergberg
- _____ relates to physical distribution of goods.
a) Channel of distribution b) **Logistics** c) Selling d) Direct Marketing
- In _____ marketing the manufacturer directly reaches the consumer on telephone.
a) **Tele** b) direct c) Internet d) Green
- _____ involves gathering, recording, analyzing data about marketing problems.
(a) Product design b) **Marketing research** c) Personal selling d) MIS
- _____ concept of marketing assumes that customers will prefer those products which are aggressively promoted.
a) exchange concept b) **Selling concept** c) Marketing concept d) societal concept

_____concept aims at a balance between society's welfare, customer satisfaction, and company's profits.

- a) Marketing concept b) **Societal concept** c) Selling concept d) Modern concept

Q Match the pairs:

5 Marks

- | | |
|-------------------------------|---|
| 1) Marketing Mix | Blending of 4P's |
| Consumer Behavior | Uncertain |
| Brand loyalty | Repeat Purchase |
| Market opportunity Analysis | Identify consumers |
| Market Segmentation | Division of total market |
| Consumer Behavior | Psychological Factors |
| 2) CRM | Customer Relationship Management |
| Holistic Concept of Marketing | Philip Kotler |
| MIS | Future Oriented |
| CRM | Customer loyalty |
| Market Segmentation | Heterogeneous Market |
| 3) Selling Concept | Emphasis on promotional effort |
| Marketing Research | Gathering, recording an analysis of data |
| Consumer behavior | Undergoes a change |
| Market Segmentation | Psychographic |
| Brand Positioning | Creates in the mind of target customer the intended image for the brand |
| Skimming Price | To charge a higher price |
| Public Relations | Press Release |
| Services Marketing | Intangibility |
| Internet Marketing | Electronic Presence |
| 4) Selling Concept | Widely available goods at low price |
| Production Concept | Good quality goods. |
| Product Concept | Customer needs and wants |
| Marketing Concept | Green goods |
| Societal Concept | Relationship with various stakeholders |
| | Consumers buy whatever available. |
| 5) Geographic Segmentation | Region |
| Demographic Segmentation | Culture |
| Sociographic Segmentation | Gender |
| Psychographic Segmentation | Personality |
| Behavioural Segmentation | Usage Rate |

- 6) Publicity
 - Advertising
 - Sales Promotion
 - Salesmanship
 - Trade Fairs
 - Relations with public
 - Internet marketing

- Selling Points
- After-sale-service
- Non-paid form
- Creates awareness
- Discounts
- Persuasion
- Product demonstration

- 7) Social Marketing
 - Green Marketing
 - Event Marketing
 - Telemarketing
 - Retail Marketing
 - Environmentally safe products

- Local Market
- Call centers
- B-to-B Marketing
- B-to-C Marketing
- Marketing of product launch

Marketing of merit goods.

- a) Place Mix
 - i) involves marketing intermediaries
- b) Service Marketing
 - ii) personal care
- c) Green marketing
 - iii) Eco-friendly marketing
- d) Brand positioning
 - iv) Creates in the mind of target customer the image for the brand
- e) Internet Market
 - v) Reach global customers
- f) Rural Marketing
 - vi) Agricultural dependent
- g) Promotion Mix
 - vii) Advertising.
- h) Brand Equity
 - viii) Incremental value of brand
- i) Brand Extension
 - ix) Existing name used for new product
- j) Price Mix
 - x) Rebates

State whether the following statements are True or False:

5 marks

1. Marketing is related to placement function. False
2. Marketing fails to enhance society's welfare. False
3. Marketing creates different forms of utility. True
4. Performance test is an important functional area of marketing. False
5. Product concept emphasizes on increase in production. False
6. Marketing opportunity is directly related to collection and evaluation of data. False
7. Exchange concept lays emphasis on social responsibility. False
8. MIS is wider in scope. True
9. Market segmentation involves integration of product, price, promotion and place. False
10. Demographic s

segmentation lay emphasis on rural and urban divide. False

11. CRM increases customer complaints and grievances. False

12. Marketing mix is related to division of a market into segments. False

13. Push strategy encourages personnel manager to increase the fringe benefits of an employee. False

14. PLC is related to development and training of employees. False

15. Value of a brand is called brand equity. True

16. Break-even pricing tries to recover the investment at the earliest. False

17. Skimming price charges a very low price at the early stage of product introduction. False

18. In services marketing, services performance will remain consistent to all customers. False

19. In services marketing, services can be easily separated from the service provider. False

20. In services marketing, the service provider can customize the services as per the needs of individual customers. True

21. Event marketing is marketing of products that are environmentally safe. False

22. On-line is highly inconvenient to the customers. False.

23. The terms 'marketing' and 'selling' are synonymous. False

24. Marketing is concerned with mass markets. False

25. The societal concept of marketing considers only societal interest. False

26. Marketing is influenced only by micro environmental factors. False

27. The terms 'brand image' and 'brand equity' are synonymous. False

28. Marketing research includes only consumer research. False

29. The production concept places emphasis on marketing research. False

- Consumer behaviour is influenced only by marketing factors. False
- Buying motive is an important situational factor that influences consumer behaviour. True
- The consumer behaviour of all urban youths is universal in nature. False
- The age factor is an important psychological factor that influences buyer's behaviour. False
- Customer relationship management is concerned with managing detailed information about individual customers to maximize customer loyalty. True
- Data warehousing and data mining is used to manage customer relationship. True
- Marketers need not know the product's perception of the customers. False

- Marketing mix is a static concept. False
- Marketing mix is influenced by environmental factors. True
- The variables in marketing mix are interrelated. False
- A company adopts the same marketing mix for all its products. False
- Generally, at the introduction stage, advertising is undertaken to create brand awareness. True
- Brand extension refers to extension of products in the product mix of a company. True
- Brand positioning gives a general image to a brand in relation to competing brands. True
- Direct channels can be used for perishable items. True

- Generally, services are totally tangible in nature. False
- Services are highly perishable in nature. True
- Customers often judge quality of service based on assessment of people providing services. True
- There is highly density of population in rural areas. false
- There is excellent infrastructure in terms of roads and power in rural areas of India. False

- Social marketing aims at promoting merit goods which are socially desirable. True
- Internet marketing is declining in India every passing year. False
- Test marketing means introducing a product in a small segment of the product. (T)
- Life style of a person does not affect his buying behaviour. (F)
- The behavioral segmentation of market is based on gender, age, income, education of customer, (F)
- The introduction stage begins when a new product is launched for the first time in the market. (T)
- CRM increases customers complaints & grievances. (F)
- Skimming the cream policy charges a very high price at the early stage of product introduction. (T)
- Niche marketing involves marketing the product to everyone. (F)
- The direct channel of distribution is also called as zero level marketing channel. (T)
- Services are produced and consumed simultaneously. (T)
- The main benefit of green marketing is sustainable development. (T)

Section 2

HUMAN RESOURCE MANAGEMENT

Q1. Re-write the sentences by choosing appropriate option from given below:- (5m)

- _____ is a process of identifying manpower requirements in terms of quality and quantity to do organizational work.
 - a) **Human Resource Planning** c) Human relations
 - b) Human Resource Management d) Job Description.
- The process of searching for prospective employees and stimulate the to apply for the job is called _____.
 - a) **Recruitment** b) Selection c) HRD d) Development
- _____ is a systematic evaluation of an employee's job relevant performance.
 - a) **Performance Appraisal** b) HRD c) HRP d) Induction.
- _____ is a process of improving the capabilities of employees to achieve organizational & individual goals.
 - a) Job analysis b) HRD c) Human relation d) Interview
- The process of studying and collecting information relating to the operations and responsibilities of a specific job is _____.
 - a) Selection b) **Job Analysis** c) HRM d) Employment.
- According to Maslow's theory of motivation, basic needs are _____.
 - a) Safety needs b) Social Needs c) Esteem needs d) **physiological needs**
- _____ means coaching and guiding new employees for individual and organizational and organizational effectiveness.
 - a) Group Dynamics b) downsizing c) human Relation d) **Mentoring.**
- _____ helps to judge emotional as well as intelligence quotient of the candidate.
 - a) **Stress interview** b) Panel Interview c) Exit Interview d) Group Interview
- Induction training refers to ____

O introduction of a person to the job O long term learning process O training given to a large group of trainee at a time O team of individuals who compete against one another.

- In Horn effect the rater may evaluate on the basis of____
O **one negative quality of a person.** O one positive quality of a person O the performance of the individual O recent behaviour of the individual.
 - A simulated learning situation means____
O an imitation of reality O group discussion and meetings are held O **training through lectures and role playing** O movement from one job to another.
 - Job analysis consists of _____ (**job description and specification**, performance feedback, performance analysis)
 - Repeat purchase by satisfied customer is called_____ (**brand loyalty**, brand equity, brand extension)
 - _____ According to-----, needs can be arranged in a hierarchy.(**Abraham Maslow**)
 - Job -----is a process of collecting information about the job. (**Analysis**)
 - -----involves getting work done from outside (**Outsourcing**)
 - -----is a process of finding and attracting capable people for the job. (**Recruitment**)
 - Manpower planning necessitates job----- . (Analysis)
 - -----**is** a mental condition which determines enthusiasm to work.(Morale)

 - In a -----interview the interviewer tries to put stress on the candidate.(stress)
 - -----involves assigning a specific job to each one of the selected candidate.(Placement)
 - When a new person is recruited in the organisation it is essential to orient a new comer about the organisation through -----training. (Induction)
 - -----can be defined as the art or process of influencing people so that they strive willingly and enthusiastically towards achievement of group goals. (**Leadership**)
 - -----includes all internal and external factors which induces a person to take a particular course of action. (**Motivation**)
 - -----involves reducing the size of the organisation. (downsizing)
 - -----refers to a company that contract with another company to provide services that might otherwise be performed by in-house employees. (outsourcing)
 - -----planningcan be defined as an ongoing process of systematically identifying, assessing and developing organisational leadership to enhance performance. (Succession Planning)
 - Employee -----involves giving power or authority to employees. (Empowerment)
 - Employee -----is contribution in the process of decision making and implementing.(Participation)

 - A_____ interview is an interview which is conducted as per the rules, convention or practice.
- a) Stress b) Placement c) **Formal** d) informal
- Job _____gives details of the job to be performed.

- a) Analysis b) specification c) **Description** d) design
- Job _____ is a process of collecting information about the job.
- a) **Analysis** b) specification c) Description d) Design
- Human resources _____ involves qualifying the human resource in monetary term and including it in the company's assets.
- a) Planning b) **accounting** c) audit d) management
- _____ is the process for searching for prospective employees & stimulating them to apply for jobs.
- a) Job analysis b) **Recruitment** c) Selection d) Training
- _____ appraisal is nothing but appraisal done by everyone.
 - a) 390 degree b) **360 degree** c) Periodical d) Expert
 - _____ involves reducing the size of the organization.
 - a) Outsourcing b) **Downsizing** c) Disinvestment d) Closure
 - High employee _____ is a state of mind where the employee has high enthusiasm to work.
 - a) motivation b) **morale** c) satisfaction d) understanding
 - Employee _____ involves giving power or authority to employees.
 - a) participation b) mentoring c) **empowerment** d) succession
 - _____ style of leadership takes decisions himself without consulting the subordinates.
 - a) laissez-faire b) **autocratic** c) participative d) paternalistic
- _____ HRM ensures the availability of competent _____ (**manpower**, customers, public)
 - _____ is the process of forecasting manpower requirements. (**Human resource planning**, placement of employees, promotion of employees.)
 - Human Resource Managers need to align HRM policies with _____ strategy. (**Corporate**, Competitors', Government)
 - _____ analysis is the process of studying and collecting information relating to operations and responsibilities of a specific job. (**Job**, Role, Cost-Benefit)
 - _____ is a process of searching prospective employees and stimulating them to apply for jobs. (**Recruitment**, Selection, Induction)
 - _____ is a standard format of the company to obtain information about every candidate applying for the job (**Application Blank**, Application Form, Appointment Format)
 - _____ test is conducted to judge specific talent or skill to handle a particular type of job (**Aptitude**, Interest, Intelligence)
 - In _____ interview, a list of questions to be asked to the candidates is prepared well in advance (**Structured**, Unstructured, Informal)
- Human resource development is one of the important areas of _____ (**Human resource management**, human resource planning, human resource research)
 - _____ consists of planned programs undertaken to improve employee knowledge, attitudes, skill and social behaviour (**Training**, Recruitment, Performance appraisal)
 - _____ is a method of training wherein trainees are trained in an environment that closely resembles actual work place. (**Simulation**, Environment scanning, Work place training)
 - _____ is a systematic description of employee's job relevant strengths and weaknesses (**Performance appraisal**, Placement, Induction)
 - _____ is a traditional method of performance appraisal, whereby the performance appraisal report is normally not disclosed to the employees (**Confidential report**, check list, ranking)
 - _____ appraisal is conducted by various parties. (**360 degree**, Management by objective, Role analysis).
 - Generally, higher employee turnover rate takes place among _____ achievers (**high**, medium, low)
 - _____ generates equity in pay (**Performance related pay**, Monthly pay, Bonus)

- _____ is a process of an effective motivation of individuals in a given situation to achieve a balance of objectives (Human relations, Training, **Performance appraisal**)
- _____ is the activity of influencing people to strive willingly for group objectives (**Leadership**, Motivation, Communication)
- _____ is pattern of behaviour of a leader to get the work done from subordinates. (**Leadership style**, Motivation pattern, Decentralisation pattern)
- Under _____ leadership style, subordinates make decisions (**Laissez-faire**, participative, consultative)
- According to Abraham Maslow's Need Hierarchy Theory, _____ level needs to be satisfied before other needs (**lower**, middle, higher)
- According to Herzberg's Two Factor Theory, satisfaction of hygiene factors helps to
- Theory X assumes _____ approach of the managers towards employees (**traditional**, professional, general)
- _____ is a general term used to describe overall group satisfaction (Morale, **Job Satisfaction**, General Satisfaction)
- _____ is the process of identifying and measuring data about human resources and communicating this information to interested parties (**Human resource accounting**, Human resource audit, Human resource planning)
- Human resource audit is _____ in India (**voluntary**, compulsory, a necessity)
- _____ is a social process by which people interact face-to-face in small groups. (**Group dynamics**, Team building, Communication)
- The process of team building starts with _____ (identification of the problem, **collection of data about teams**, analysis of data)
- _____ is a process of guiding and coaching the mentee for improving individual, group and organisational effectiveness (**Mentoring**, Delegation, Employee empowerment)
- _____ planning is process of developing competent managers to up key organisational positions. (**Succession**, Career, Human resource)
- _____ is any process that provides greater autonomy to employees through the sharing of relevant information and the provision of control over factors affecting job performance (**Employee empowerment**, delegation of authority, Mentoring)

Match the pairs

- | | | |
|----|--------------------------|---|
| 1) | Selection | a) Choosing right person for job. |
| | Role playing | b) Off the job training method |
| | Job rotation | c) On the job training method |
| | 360 degree appraisal | d) Technique of Performance appraisal |
| | HRM | e) Multidisciplinary Approach |
| | Internal Recruitment | h) Promotion |
| | 360 degree appraisal | i) Assessment by all |
| | Career planning | j) Continuous process |
| 2) | Human Resource Planning | Manpower requirements. |
| | Placement | Fitting the right person at the right place |
| | Performance Appraisal | Strengths and Weaknesses |
| | Training and Development | Knowledge and skills |
| | Career Development | Employee advancement |
| | Monetary Incentives | |

Workers Participation

- | | |
|---|---|
| 3) Performance Test
Aptitude Test
Personality Test
Interest Test
Projective Test
Mental ability
General awareness | Measures specific skills and knowledge
Judges specific talent
Physical, mental and social qualities
Likes and dislikes of candidates
Interpretation of problems |
| 4) Job Rotation Training
Coaching
Counselling
Simulation Training
Classroom Training
Experts present views
Communication Games | Overcomes monotony of jobs.
Active role by superior
Advice by superior.
Artificial environment
Group discussion |
| 5) Maslow's Theory
Two Factor Theory
Theory X
Theory Y
Employees Morale
Pattern of Behaviour
Bureaucratic Style | Hierarchy of Needs
Hygiene Factors
Traditional Approach
Professional Approach
Group Satisfaction |
| 6) Confidential Report
Critical Incident Method
Role Analysis
Ranking Method
360 Degree Appraisal
Appraisal in 360 days
Critical formulas | No feedback to employees
Important Incident
Focal Role
Paired comparison
Appraisal by various parties |
| 7) Mentoring
Career Planning
Succession Planning
Employee Empowerment
Employee Participation
Team work
Employee safety | Guiding and coaching
Sequence of positions
Identification of successors
Autonomy to employees
Mental and emotional involvement |

- | | |
|---------------------------|----------------------------------|
| a) HRD | 1) improves personal skills |
| b) Theory X of motivation | 2) people are not creative |
| c) On the job training | 3) Special assignment |
| d) Coaching & counseling | 4) Training |
| e) 360 degree appraisal | 5) performance appraisal |
| f) Open door policy | 6) complain directly to superior |
| g) Mentoring | 7) Coaching & counseling |
| h) HRP | 8) human supply forecast |
| i) Downsizing | 9) planned elimination of jobs. |

- | | |
|-----------------------|--|
| j) Induction training | 10) Training given to new candidate |
| k) Vestibule Training | 11) Training given in hall |
| l) Job rotation | 12) shifting employees from one job to another |

State whether the following statements are True or False: 5 marks

- Performance appraisal determines the validity of the selection device. True
 - In halo effect the rater may base the entire appraisal on the basis one positive quality of a person. True
 - In spill over the present performance is influenced by past performance. True
 - Performance appraisal reports can be used as important documentary evidence. True
 - Job rotation encourages monotony of routine duties. False
 - Quality of work life focuses attention on providing induction training to new employees. False
 - Exit interview is designed to intensively examine the candidate's proficiency in an area of special interest. False
 - Induction is a process of orientation of the old and regular employee. False
 - Abraham Maslow propounded Need Hierarchy Theory. True
 - Self actualization needs lie at the highest level of the hierarchy of needs. True
 - Douglas McGregor presented his ideas on Theory X and Theory Y. True
 - Fredrick Herzberg's theory on motivation is called as Two factor Theory. True
 - Hygiene factors helps to reduce job dissatisfaction. True
 - Examples of hygiene factors are salaries, working conditions, job security. True
 - Examples of job motivation factors are challenging task, appreciation, delegation and career development. True
 - Leadership is the ability to secure desired actions from a group of followers without the use of coercion. True
 - Autocratic style is one who takes decisions by himself. True
 - Bureaucratic style of leadership is followed in government departments. True
 - A neurocratic leader is highly task oriented. True
 - Paternalistic leader tries to create a family atmosphere within the organization. True
 - Physiological needs are food, shelter and clothing. True
 - The analysis of social needs helps the manager to encourage participative systems. True
-
- Human resource management involves only motivating the employees to perform effectively. False
 - Human resource planning is an important element of human resource management. True
 - The terms 'human resource management' and 'human resource development' are synonymous. False

- Job satisfaction results in greater commitment on the part of employees. True
- The human resource manager needs to align HRM function with overall corporate strategy. True
- Human resource planning is a continuous process. True
- The internal sources of recruitment increase induction costs. False
- Job analysis results in effective selection of employees. True
- Human resource development provides only short term benefits to the organisation. False
- Generally, human resource development function is performed by finance department. False
- HRD programmes facilitate quality of work life. True
- Managers can be trained with the help of business games. true
- The terms 'seminars' and 'workshops' are synonymous. False
- Performance appraisal can be biased. True
- The amount of retention bonus may depend on length of service of the employee. True
- Performance related pay follows the principle of equity. false
- Human relations lead to effective motivation of individuals in a give situation. True
- Leadership is the activity of influencing people to work forcibly in the organisation. False
- In participative leadership style, only the leader is responsible for decision making. False
- In Laissez-faire leadership style, only the subordinates are responsible for decision making because the subordinates make the decisions. False
- Welfare facilities are compulsory in all organisations. False
- According to Herzberg, hygiene factors helps to motivate employees. False
- Morale refers to social condition of the employees in the organisation. True
- Human resource accounting facilitates human resource planning. False
- Human resource accounting is compulsory in India. False
- Human resource management audit is conducted to check books of account. False
- Team building involves only planning and no action. False
- Career is a sequence of positions occupied by a person during the course of his life time. True
- The terms 'employee empowerment' and 'employee participation' are synonymous. False
- Outsourcing results in reduction in overheads of the organisation. False
- The essence of leadership is followership. (T)
- In stress interview the interviewer tries to make the candidate comfortable during interview. (F)
- Performance Evaluation is same as job evaluation. (F)
- Human resource audit is mandatory in India. (F)
- Exit interview helps to find out as to why the candidate is resigning from the job. (T)
- Induction is the process of orientation of regular employees. (F)
- Job rotation reduces monotony of routine job. (T)
- Downsizing involves increasing the size of the organization. (F)
- Teambuilding ensures that individual goals get priority over team goals. (F)
- Career planning is not an integral part of human resource planning. (F)

7.Export Marketing

N.B. i. All questions are compulsory.

ii. Figures to the right indicate full marks.

Q1. Answer any one out of two (Module 1 &2). 15 marks

Q 2. Answer any two out of four (Module 3, 4, 5, 6) . 15 marks

Q.3. Answer any two out of four (Module 7, 8, 9,10). 15 marks

Q.4 Objective Type Questions. 15 marks

A. Abbreviations

(All five questions from the entire syllabus)

B. True or False

(All five questions from the entire syllabus)

C. Match the Following

(All five questions from the entire syllabus)

8. Computer System and Applications.

Q 1 is a long question with internal option with sub questions of 8 and 7 marks. Total marks 15. The question is based on unit 1 &2 of the syllabus.

Q 2 and Q3 have internal option with sub questions of 5 marks each. Total marks 15 for each question. They are based on unit 3, 4, & 5 of the syllabus.

Q 4 is objective question with all objectives of 1 mark each based on the entire syllabus. Objective questions can include True/False, MCQ, difference between, match the following etc.

9. Special Subject: Business Management Paper I

Question Paper Pattern.

All questions are compulsory with internal options

- **Question 1:- Long Answers- Any one out of Two: 15 marks**
- **Question 2:- Short Answers- Any two out of Four: 15 Marks**
- **Question 3:- Short Answers-Any two out of Four: 15 Marks**
- **Question 4:- Objective type questions such as fill in the blanks, match the columns, true or false, answer in one word etc.: 15 marks**

N.B. i. All questions are compulsory.

ii. Figures to the right indicate full marks.

Q.1 Answer any one out of two: 15 marks

- a) Management (Module I)
- b) Staffing (Module IV a b)

Q.2. Answer any two out of four: 15 marks

(Planning, Organization and Coordinating Module II, III, & VI)

Q.3. Answer any two out of four: 15 marks

(Motivating, Directing, Controlling and Contemporary Issues in Management
Module IV c V, VII & VIII)

Q.4. Objective Type Questions. 15 marks

- A. Multiple Choice Questions
- B. True or False with reasons
- C. Match the Following (A column 5 points and B column 7 points)

Note: Q No.4 should cover the entire syllabus

10. Business Management Paper II

Question Paper Pattern

Q.1 Answer any one out of two: 15 marks

- a) Fund flow
- b) Cost sheet

Q.2. Answer any two out of four: 15 marks

- Two Theory essay questions. (Module 1,2,8)
- Two Practical problems (module 4 & 6)

Q.3. Answer any two out of four: 15 marks

- 2 Theory essay questions. (Module 3,5a,9)
- 2 Practical problems (module 7 &11)

Q.4. Objective Type Questions. 15 marks

- A. Multiple Choice Questions
- B. True or False with reasons
- C. Match the Following (A column 5 points and B column 7 points)

Note: Q No.4 should cover the entire syllabus

11. Business Management Paper III

Question Paper Pattern

Q.1 Answer any one out of two: 15 marks

- a) Module 3: Product portioning & Module 4: Promotion Mix
- b) Module 7: Strategic Marketing process & Module 10: Rural marketing

Q.2. Answer any two out of four: 15 marks

- (Module I: Marketing Management , Module II: Current Marketing Environment in India, & Module V: Pricing)

Q.3. Answer any two out of four: 15 marks

- Module VI: Sales Forecasting ,
- Module VII: Dealing with Competition &
- Module IX: Service Marketing.

Q.4. Objective Type Questions. 15 marks

- A. Multiple Choice Questions
- B. True or False with reasons
- C. Match the Following (A column 5 points and B column 7 points)

Note: Q No.4 should cover the entire syllabus

12. Labour Welfare & Practice

Question Paper pattern

- i) There will be 4 questions. All the questions are compulsory having internal choice.
- ii) Question No.1 is for a long answer carrying 15 marks. Question based on **module I**

OR module IV.

- iii) Question No.2 is for short answer 15 (8+7) marks. Questions based on **module II OR**

III.

- iv) Question No.3 is for short answer 15 (8+7) marks. Questions based on **modules V**

AND VI.

- v) Question No.4 is an objective types question including:
 - a) Comment on the following **AND**
 - b) Match the Columns.

Question Paper Pattern:-

Q.1 – A (15 marks) **OR** B (15 Marks)

Q.2 – A (8 marks) and B (7 Marks)

OR

C (8 marks) and D (7 Marks)

Q.3 – A (8 marks) and B (7 Marks)

OR

C (8 marks) and D (7 Marks)

Q.4 – (A) Comment on the following (Answer Any Four)

(One statement from each module) (8 Marks)

(B) Match the columns (7 Marks)

13. Purchasing and Storekeeping

Question No.1 – (15 marks)

I. Materials management

Importance, scope, objectives, functions of materials management.

- Classes of materials
- Materials management
- Computer application and operation uses and advantages
- Scientific purchasing – Principles, Purchasing methods
- Purchasing procedure
 - a) Home Trade Goods
 - b) Import Trade Goods and Import Documents

II. Storekeeping

- Objectives and functions of storekeeping
- Types of organization of stores
- Methods of pricing issues
- Methods of valuation of inventory materials
- Functions and responsibilities of storekeeper
- Stock inventory control
- Importance, Advantages of Inventory Control
- ABC Analysis – Objectives and advantages
- Inventory Control – Objectives
- Techniques of Inventory Control

Question No. 2 and 3 - (15 Marks each)

- Materials requisition planning
- Coordination of materials management department with other departments
- Materials budget – factors
- Materials budget – procedure
- Personality traits for purchase executive (Qualities and Qualification)
- Types of buyers – consumers
- Make or buy decision
- Import decision
- Buyers and Seller relationship
- Techniques of purchasing

- Importance of purchasing
- Purchasing policy
- Ethics in buying
- Any two / four methods of purchasing
- **Distinguish between:**
 - Speculative buying v/s Conservative buying
 - Concentrative buying v/s Diversified buying
 - Hedging v/s Speculative
 - Invoice v/s Proforma invoice
 - Centralized and Decentralized Purchasing
- Types of Quotation
- Types of Invoice
- Vendor rating and Vendor Development
- **Specimen:**
 - Purchase order, Purchase requisition, Bin card, Store Ledger, Goods received note, Material return note, Material Transfer Note, Import Documents.
- **Storekeeping**
- Working in store department (How to take care / preserve materials?)
- Store location – factors
- Stock controller – functions
- Store records – objectives
- Store records – needs
- Inspection of materials – importance
- Inspection of materials – methods
- **Problems related to**
 - LIFO, FIFO, Simple average price, Periodic weighted price, etc.
- Materials handling section
- Lead time
- Stock taking and stock audit
- Deficiencies and surplus of stock materials
- Essential of successful inventory control system
- Zero inventory culture
- Any two / four stock levels
- **Distinguish between**
 - Maximum level v/s Minimum level
- LIFO v/s FIFO method of pricing

Question No.4 –

Carrying 15 Marks for objective type answer i.e. Multiple Choice, Fill in the blanks, Match the following, True or False etc. for conceptual testing (covering entire syllabus).

Maximum Marks 60

Duration: 2 hours

- N.B. (i) All questions are compulsory.
(ii) All questions carry equal marks.

Q.1 Answer any one from the following - (15 marks)

- a.
- b.

Q.2 Answer any two from the following - (15 marks)

- a.
- b.
- c.
- d.

Q.3 Answer any two from the following - (15 marks)

- a.
- b.
- c.
- d.

Q.4 Answer the following (objective type question)

- a. Match the following (5 marks)
- b. True or False (without reason) (5 marks)
- c. Multiple Choice (5 marks)

14. Marketing Research

Q.1 Answer any one of the following 15 marks

a) UNIT – I & II

b)

Q.2 Answer any two of the following 15 marks

a)

b) UNIT - III & IV

c)

d)

Q.3 Answer any two of the following 15marks

a)

b) UNIT – V , VI & VII

c)

d)

Q.4. Objective type of questions 15 marks

A) Multiple choice questions 5 marks

B) True or False (Without reason) 5 marks

C) Match the following 5 marks

15 Entrepreneurship and Management of Small Scale Industry

- NOTE:-
- 1) All question are compulsory
 - 2) Figures to the right Indicate Full Marks

Q.NO.1 Answer any **one** from the Following -----15 Marks

- a) { Topic No. 1, 5, 7
b) {

Q.No.2 Answer any **Two** from the Following -----15 Marks

- a) {
b) { Topic No. 2, 3, 4,6,8,9
c) {
d) {

Q.No.3 Answer any **Two** from the Following -----15 Marks

- a) {
b) { Topic No. 10,11,12,13
c) {
d) {

Q.No.4 Objective Type (On full Syllabus)

- a) { Fill in the Blanks-----5 Marks
b) { True or False Without reason-----5 Marks
c) { Match the pairs-----5 Marks

Question Paper Pattern

There will be 4 questions. All the questions are compulsory having internal choice.

- i) Question No.1 is for long answer, carrying 15 marks. Question based on **module I**
OR module IV.
- ii) Question No.2 is a short answer 15 (8+7) marks question based on **module II OR III.**
- iii) Question No.3 is a short answer 15 (8+7) marks question based on **module V.**
- iv) Question No.4 is an objective type question including:
 - a) Comment on the following **AND**
 - b) Match the following Columns.

Question Paper Pattern:-

Q.1 – A (15 marks) **OR** B (15 Marks)

Q.2 – A (8 marks) and B (7 Marks)

OR

C (8 marks) and D (7 Marks)

Q.3 – A (8 marks) and B (7 Marks)

OR

C (8 marks) and D (7 Marks)

Q.4 – (A) Comment on the following (Answer Any Four)

(One statement from each module) (8 Marks)

(B) Match the columns (7 Marks)

Question Paper Pattern

- i) There will be 4 questions. All the questions are compulsory having internal choice.
- ii) Question No.1 is for long answer, carrying 15 marks. Question based on **module I**
OR module IV.
- iii) Question No.2 is for short answers, carrying 15 (8+7) marks. Questions based on
module II OR III.
- iv) Question No.3 is for short answers, carrying 15 (8+7) marks. Questions based on
modules V AND VI.
- v) Question No.4 is objective type questions including:
 - a) Comment on the following **AND** b) Match the Columns.

vi) Question Paper Pattern:-

Q.1 – A (15 marks) **OR** B (15 Marks)

Q.2 – A (8 marks) and B (7 Marks)

OR

C (8 marks) and D (7 Marks)

Q.3 – A (8 marks) and B (7 Marks)

OR

C (8 marks) and D (7 Marks)

Q.4 – (A) Comment on the following (Answer Any Four) (8 Marks)

(B) Match the columns (7 Marks)

17

Regional Planning

Question Paper Pattern

- i) There will be 4 questions. All the questions are compulsory having internal choice.
- ii) Question No.1 is a long answer 15 marks question based on **module I OR module V.**
- iii) Question No.2 is a short answer 15 (8+7) marks question based on **module II OR III.**
- iv) Question No.3 is for short answers, carrying 15 (8+7) marks. Questions based on modules (**IV AND VI**) **OR** (**VII AND VIII**).
- v) Question No.4 is objective type questions including:
 - a) Comment on the following **AND** b) Match the Columns.

Question Paper Pattern:-

Q.1 – A (15 marks) **OR** B (15 Marks)

Q.2 – A (8 marks) and B (7 Marks)

OR

C (8 marks) and D (7 Marks)

Q.3 – A (8 marks) and B (7 Marks)

OR

C (8 marks) and D (7 Marks)

Q.4 – (A) Comment on the following (Answer Any Four) (8 Marks)

(B) Match the columns (7 Marks)

Question Paper Pattern for T.Y.B.Com Transport Management (2011-12)

Guidelines:-

- I. There will be 4 questions. All questions are compulsory, having internal choice.
- II. Question No.1 is long answer 15 marks question based on Modules I, II, III.
- III. Question No.2 is short answer 15 (8+7) marks questions based on Modules IV, V and VI.
- IV. Question No.3 is short answer 15 (8+7) marks questions based on Modules VII and VIII.
- V. Question No.4 is Objective Type 15 marks Questions including:
 - A. Multiple choice questions
 - B. True or False with reasons
 - C. Match the Following (A column 5 points and B column 7 points)Note: Q.No.4 should cover the entire syllabus.

Paper Model for (60) Sixty Marks. Question Paper Pattern for T.Y.B.Com. Transport Management

- N.B.** i. All questions are compulsory.
ii. Figures to the right indicate full marks.

Q.1. Answer any one out of Two: 15 marks
(From modules I, II and III).

Q2. Answer any two out of Four: 15 marks
(From modules IV, V and VI)

Q.3 Answer any Two out of Four 15 marks
(From modules VII and VIII)

Q4. Objective Type Questions 15 marks

A. Multiple choice Questions.
(All five questions from the entire syllabus)

B. True or False
(All Five questions from the entire syllabus)

C. Match the Following
(All Five questions from the entire syllabus).