

N.H.C.
Sessional Examination-2022

B.Com 5th Sem.

Sub : Principles of Marketing

Paper : COM-HC-5016

Time- 1 Hour

Full Marks- 20

1. Stat whether the following statements are True or False- $1 \times 5 = 5$
- F**
- (a) Henry L. Hemen introduced the concept of Marketing Mix.
 - (b) Marketing helps to provide economic stability.
 - (c) A registered brand name or mark becomes a trade mark.
 - (d) Market segmentation facilitates the proper choice of the target market.
 - (e) Consumer's behaviour has no differences with buyer's behaviour.

2. Answer any three of the following- $3 \times 5 = 15$
- (a) Discuss the nature and scope of marketing.
 - (b) What do you mean by consumer behaviour ? Explain its significance in marketing.
 - (c) What is product life cycle ? Describe the different stages of product life cycle ?
 - (d) What is market segmentation ? Write the benefits of market segmentation.
 - (e) Discuss the five stage model of buying decision process.
 - (f) What we the functions of packaging ?

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Sessional Examination-2022
B.Com 5th Sem.
Sub : Computerized Accounting System
Paper : COM-HE-5056

Time- 1 Hour

Full Marks- 20

1. What is TDS ? How does TDS Work ? 2+3=5
2. Short Notes: (any two) 2×5=10
 - (i) VAT
 - (ii) Service Tax
 - (iii) CAAT
3. Explain the benefit of Computerized Audit. 5

or

What do you mean by statutory Audit ? How does a Statutory Audit Function ? 2+3=5

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Sub : Advertising

Paper : COM-HE-5036

Time- 1 Hour

Full Marks- 20

1. Answer the following questions as directed : 1×5=5
- (a) What is advertising ?
- (i) Publicity (ii) Sales Promotion
- (iii) Paid information (iv) All of the above
- (b) — brings the product to the attention of potential customers. (Fill in the blanks)
- (c) Newspaper generally offer a — reproduction quality. (Fill in the blanks)
- (d) Write the full form of AIDA.
- (e) Write the full form of TRP.
2. Answer the following- (any three) 3×5=15
- (a) What are the natures of advertising ?
- (b) Explain the objectives of advertising.
- (c) Write down the differences between Audience Analysis and Traditional Market Research.
- (d) Explain the advantages of online marketing.
- (e) Write a short note on media scheduling.

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Sub : Banking

Paper : COM-HE-5046

Time- 1 Hour

Full Marks- 20

1. Any three: 5×3=15
- (a) Write the meaning of Bank and its Functions.
 - (b) Write the structure of Commercial Banks in India.
 - (c) Write the Advantages or benefits of F-Banking.
 - (d) What are the relationship in Banker and Customers.
 - (e) Explain the different types of Bank Accounts.
2. Write Answers: 1×5=5
- (a) What is Current Account ?
 - (b) In which year was the Banking Regulation Act Passed ?
 - (c) In which year was the Imperial Bank of India established ?
 - (d) What do you mean by Discounting of Bills.
 - (e) What is Cash Credit ?

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B.Com 5th Sem.

Sub : Indian Financial System

Paper : COM-HE-5066

Time- 1 Hour

Full Marks- 20

1. Short Answer: 1×5=5
- (a) In which year RBI established ?
 - (b) Write the Full form of IMF.
 - (c) Mentions Any two Primary function of commercial Banks.
 - (d) Write the types of Financial Institutions.
 - (e) The Durations of Treasury Bills is —.
2. Any three: 3×5=15
- (a) Write the meaning of Financial systems and components of Financial Systems.
 - (b) Write the Meaning of Financial Market and Function of Financial Market.
 - (c) What do you mean by Capital Market and Functions of Capital Market.
 - (d) Write the Functions of Financial Institutions.
 - (e) Write the structure of Indian Banking System.

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Sub : Fundamentals of Financial Management
Paper : COM-HC-5026

Time- 1 Hour

Full Marks- 20

1. Fill in the blanks- 1×2=2
 - (a) The two basic objectives of Financial Management are _____ and _____.
 - (b) Capital budgeting is a Part of _____.
2. True or False- 1×3=3
 - (a) Profit Maximisation means Maximising the net Present value.
 - (b) A Finance Manager has to maintain liquidity rather than Profitability.
 - (c) Investment decisions, relate to investment in Capital assets only.
3. Write Answers- 2×5=10
 - (a) What is Financial Management ?
 - (b) Define Capital budgeting.
 - (c) Write the types of Finance.
 - (d) What is internal rate of return ?
 - (e) Write the methods Capital Budgeting.
4. Any one- 1×5=5
 - (a) Write the types of Financial Decisions.

or

Write the Process of Capital Budgeting.