

SUB.CODE: 17BIB43C

REG.NO:.....

GOVT. ARTS COLLEGE (AUTONOMOUS), COIMBATORE - 18.

B. COM. DEGREE EXAMINATIONS, APRIL 2019

SEMESTER - IV COMMERCE (I.B)

**BUSINESS TAXATION**

Time: 3 Hrs.

Max. Marks: 75 Marks

**PART - A (10X2 = 20 Marks)**

**Answer ALL Questions not exceeding 25 words each:**

1. Define Tax.
2. What is Concurrent list? Give examples.
3. What is meant by Sales tax?
4. Expand VAT and give one of its unique feature.
5. Give the meaning for Interstate Trade.
6. What do you mean by Levy?
7. What is meant by Cess?
8. Expand the term CENVAT and give its meaning.
9. Define Goods Under Customs Act.
10. What is meant by Duty Drawback?

**PART - B (5x5 = 25 Marks)**

**Answer ALL Questions not exceeding 300 words each:**

11. a) Give an account of any five Canons of Taxation. (or)  
b) What are the Features of a good Tax System?
12. a) What is the Procedure for Registration of Dealers under TNVAT. (or)  
b) Write a note on the Features of VAT.
13. a) State the Objectives of Central Sales Tax Act. (or)  
b) What are the Deductions are made from aggregate Sale Price of the goods to ascertain Turnover of Dealer under CST?
14. a) List out the Characteristics of Central Value Added Tax. (or)  
b) Explain in detail the Central Excise Duty.
15. a) Explain how Import and Export through carrier are made. (or)  
b) Explain in detail the Export Promotion Scheme.

**PART - C (3X10= 30 Marks)**

**Answer any THREE Questions not exceeding 1500 words each:**

16. Explain the Principles of Federal Finance.
17. Illustrate the Effects of Sales Tax on Production and Distribution?
18. Describe the different Declarations to be issued by the Dealers under CST?
19. Elaborate upon the various Provisions regarding Eligibility of SSI Units for Concessions.
20. Discuss the different Types of Customs Duty.

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**EXECUTIVE BUSINESS COMMUNICATION**

Max. Marks: 75 Marks

Time: 3 Hrs.

**PART - A (10X2= 20 Marks)****Answer ALL Questions not exceeding 25 words each:**

1. Give the meaning of Communication.
2. Mention any three parts of Business Letter.
3. What is meant by Letter of Enquiry in Business Communication?
4. Define Circular Letter.
5. State any two situations that demands Correspondence with Banks.
6. List out the types of Insurance.
7. Define a Report.
8. What is meant by Agenda?
9. Give the meaning for Stress Interview.
10. What is a Resume?

**PART - B (5x5=25 Marks)****Answer ALL Questions not exceeding 300 words each:**

- 11.a) What are the Objectives of Communication? (or)
- b) State the Importance of Effective Communication in Business.
- 12.a) List out the Sources of Mistakes which raises Complaints Against Business. (or)
- b) Bring out the Stages involved in Collection Correspondence.
- 13.a) What are the Factors should be included in a Letter Offering An Agency? (or)
- b) Draft a Letter on behalf of a Customer who wishes to requests his bank to stop the payment of a cheque. (Give the Cheque number, Date on which drawn, payee's name and amount, reason)
- 14.a) What are the normal Functions of Company Secretary? (or)
- b) What are the Characteristics of a Good Report?
- 15.a) What are the Guidelines For Writing A Resume? (or)
- b) State the Characteristics of a Good Speech.

**PART - C (3X10= 30 Marks)****Answer any THREE Questions not exceeding 1500 words each:**

16. Explain the Kinds of Business Letter.
17. State the Advantages and Functions Of Sales letter.
18. Draft a Letter intimating the maturity of Policy.
19. Explain the guidelines for writing of Minutes.
20. What are the various Techniques used for Selection of Candidates in Interview.

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2017 BIB 44C

REG. NO.....

**B. COM.(LB) DEGREE EXAMINATIONS, APRIL 2019  
SEMESTER – IV COMMERCE (LB.)  
INTERNATIONAL MARKETING MANAGEMENT**

Time: 3 Hrs

Max. Marks: 75

**PART - A ( 10 X 2 =20)**

**Answer ALL questions not exceeding 25 words**

1. Write the motives of going global.
2. Write the problems after going global.
3. Define contract manufacturing.
4. List out the various market selection / entry strategies.
5. Define Product Life Cycle.
6. Write any five global brands with their slogan.
7. Write the objectives of setting a FOB price.
8. What are the various costs involved in fixing price?
9. Write a short note on personal selling.
10. What do you mean by Trade fairs and exhibition.

**PART - B (5 X 5 = 25)**

**Answer ALL questions not exceeding 300 words each.**

11. a. Bring out the scope of performing International Marketing.  
(or)  
b. Explain in detail the participants involved in International marketing.
12. a. Enumerate the criterions to be checked while selecting a market.  
(or)  
b. Explain the market segment strategies adopted in choosing the market
13. a. Discuss the decisions carried while framing product mix.  
(or)  
b. Explain the important of packing and labeling in International marketing.
14. a. Enumerate the various pricing methods.  
(or)  
b. Describe the strategies adopted while fixing price for new products.

15. a. Explain the importance of communication mix when promotion activities are dealt seriously.  
(or)  
b. What benefits are derived by the exporter while participating in Trade fairs and Exhibition.

**PART - C (3 X 10 = 30)**

**Answer any THREE questions not exceeding 1500 words each**

16. Explain the International orientation and stages while going for International marketing.
17. Elaborate the various market entry strategies available in marketing Internationally.
18. Enumerate the product strategies framed for better marketing.
19. The objective and scope of pricing differs - Discuss.
20. Explain the distribution channels available for consumer goods.

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**PART - C (3 × 10 = 30 Marks)**  
**Answer any THREE questions**

- 16) State and prove De-Morgan's laws in set theory.
- 17) Solve the following system of equations :  $2x + 4y + z = 5$  ;  $x + y + z = 6$  ;  $2x + 3y + z = 6$ .
- 18) Find the maximum and minimum value of the function  $y = 5 + 2x^2 - x^3$ .
- 19) Evaluate :  $\int \frac{1}{(x+4)(x+6)} dx$ .
- 20) A machine producing either product A and B can produce A by using 2 units of chemicals and 1 unit of a compound and can produce B by using 1 unit of chemicals and 2 units of the compound. Only 800 units of chemicals and 1000 units of the compound are available. The profits available per unit of A and B are respectively Rs.30 and Rs.20. Draw a suitable diagram to show the feasible region. Also, find the optimum allocation of units between A and B to maximize the total profit. Find the maximum profit.

# For Candidates Admitted From 2018

18BIB25A

ROLL NO. : \_\_\_\_\_

B.Com. DEGREE EXAMINATIONS, APRIL - 2019  
SEMESTER - II COMMERCE (I.B)  
ALLIED : MATHEMATICS FOR BUSINESS

Time : 3 Hrs

Max : 75 marks

PART - A (10 × 2 = 20 Marks)  
Answer ALL Questions

- 1) Find the value of  $1+2+3+\dots+20$ .
- 2) Define Banker's Gain.
- 3) If  $A = \begin{pmatrix} 1 & -1 \\ 2 & -1 \end{pmatrix}$ ;  $B = \begin{pmatrix} 1 & 1 \\ 4 & -1 \end{pmatrix}$  find  $A^2$ .
- 4) Define Scalar matrix with example.
- 5) Evaluate :  $\lim_{x \rightarrow 2} \frac{x^2-4}{x-2}$ .
- 6) Find :  $\frac{d}{dx}(x^{-3})$ .
- 7) Evaluate the following: (i)  $\int x^n dx$  (ii)  $\int \frac{1}{x} dx$
- 8) Evaluate :  $\int (e^x - 4x^3) dx$ .
- 9) Write down the general formation of Linear programming problem.
- 10) How many variables in an LPP to use the graphical method ?

PART - B (5 × 5 = 25 Marks)  
Answer ALL Questions

- 11) a) The 3<sup>rd</sup> and 7<sup>th</sup> terms of a G.P. are 2 and  $\frac{1}{8}$ . Find the G.P. and its 10<sup>th</sup> term.  
(OR)  
b) The difference between simple interest and compound interest is Rs.121. Number of years = 5, rate of interest = 8%. Find out the sum.
- 12) a) Find x, y, z and w if  $3 \begin{pmatrix} x & y \\ z & w \end{pmatrix} = \begin{pmatrix} x & 6 \\ -1 & 2w \end{pmatrix} + \begin{pmatrix} 4 & x+y \\ z+w & 3 \end{pmatrix}$ .  
(OR)  
b) Find the inverse of  $\begin{pmatrix} 2 & -1 & 1 \\ -1 & 2 & -1 \\ 1 & -1 & 2 \end{pmatrix}$
- 13) a) Find  $\frac{dy}{dx}$  if  $y = e^{-x}(2x^2 - 3x + 4)$ .  
(OR)  
b) Find the elasticity of demand for the function  $y = 100 - x - x^2$  when  $y = 70$ .
- 14) a) Evaluate :  $\int_2^3 e^{2x} dx$ .  
(OR)  
b) Evaluate :  $\int x \log x dx$ .
- 15) a) A firm manufactures two products A and B on which the profits earned per unit are Rs.3 and Rs.4 respectively. Each product is processed on two machines  $M_1$  and  $M_2$ . product A requires one minute of processing time on  $M_1$  and two minutes on  $M_2$  while B requires one minute on  $M_1$  and one minute on  $M_2$ . Machine  $M_1$  is available for not more than 7 hours 30 minutes while machine  $M_2$  is available for 10 hours during any working day. Formulate the above as a L.P.P.  
(OR)  
b) Apply graphical method to solve the L.P.P.:  
Max  $Z = 2x_1 + 10x_2$  s.t.  $2x_1 + 5x_2 \leq 16$ ;  $6x_1 \leq 30$ ;  $0 \leq x_1$  and  $0 \leq x_2$ .

P.T.O



(OR)

- b). Explain the pricing policies followed by a firm.
15. a). State any five external sources of recurring sales force.

(OR)

- b). Point out the factors influencing the selection of media in advertising.

Section -C

(3 X 10 = 30)

Answer any THREE Questions:

16. Describe the various approaches to the study of marketing.
17. What are the psychological factors that influence in consumer buying behaviour process?
18. Explain briefly the steps to be followed in the process of new product planning and development.
19. Present the bases for fixing price for a product.
20. Discuss the different methods of sales promotion.

For Candidates Admitted From 2018-19 Onwards

Sub. Code: 18BIB24C

ROLL No.....

B.COM (IB) DEGREE EXAMINATIONS, APRIL 2019

SEMESTER -II

PRINCIPLES OF MARKETING

Time: 3 Hrs

Max. Marks: 75

Section -A

(10 X 2 = 20)

Answer all the Questions:

1. What is societal marketing concept?
2. Give the meaning of \_\_\_\_\_ marketing mix.
3. Bring out the meaning of consumer buying process.
4. What do you mean by psychoanalytic theory of consumer buying behaviour?
5. What is test marketing?
6. State any two causes for new product failures.
7. What do you understand by pricing?
8. What is demand based pricing?
9. Give the meaning of straight salary method.
10. Define advertisement copy.

Section -B

(5 X 5 = 25)

Answer all the Questions:

11. a). Discuss about the demographic factors which influence the marketing environment. .

(OR)

- b). Explain the marketing planning process.

12. a). Point out the importance of consumer buying process.

(OR)

- b). Explain the sociological factors which determine the consumer buying behaviour.

13. a). Trace out the stages of product life cycle.

(OR)

- b). How will you manage in case of declining stage of a product?

14. a). State the objectives of pricing.