

20-70

**For Candidates Admitted From 2015-2017**

15 MCO 43C

REG.NO.....

**M.COM DEGREE EXAMINATIONS, APRIL 2019**

**COMMERCE SEMESTER : IV**

**CONSUMER BEHAVIOUR**

Time : 3 Hrs

Max.Marks: 75

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

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

1. Define Consumer Behaviour
2. Who is a Personal Consumer?
3. What is meant by Consumer goal?
4. Define Consumer Learning.
5. What is meant by Consumer attitude?
6. Define Personality.
7. What do you mean by reference group?
8. List any two characteristics of Group Dynamics.
9. Define Family.
10. Indicate any two stages of family decision.

**SECTION-B (5X5=25)**

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

11. a) Briefly discuss the nature and scope of Consumer Behaviour .  
(OR)
- b) Differentiate between personal consumer and Industrial Consumer.
12. a) What are consumer needs and goals?  
(OR)
- b) Mention the essential elements of consumer perception process.
13. a) Enumerate the different characteristics of consumer attitude.  
(OR)
- b) Write a short note on Brand Personality?
14. a) Indicate the nature of Reference Group.  
(OR)
- b) Enumerate the various types of Consumer relevant groups.
15. a) State briefly the salient features of a class system.  
(OR)
- b) Explain the role of family in decision making process.

**SECTION-C (3X10=30)**

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

16. Elaborate clearly the factors influencing Consumer Behaviour.
17. Critically evaluate the Maslow's need hierarchy theory.
18. Enunciate clearly the nature and characteristics of personality.
19. Explain in detail the various types of groups.
20. Describe clearly the different Social Classes in India.

**For Candidates Admitted From 2015-2017**

Sub Code :15 MCO42C

**M.COM., DEGREE EXAMINATIONS, APRIL 2019**  
**SEMESTER - IV COMMERCE**  
**FINANCIAL SERVICES**

TIME:-3HRS

MAX MARKS: 75

**SECTION-A**

(10X2=20)

Answer ALL questions.

1. What is meant by financial services?
2. What is financial market?
3. Define green shoe option.
4. What is book building?
5. What do you mean by hire purchase finance?
6. What is sale and lease back?
7. What is venture capital?
8. What is meant by factoring?
9. State the importance of SEBI guidelines.
10. Mention any two objectives of credit rating?

**SECTION-B**

(5X5=25)

Answer ALL questions.

- 11 a) Write a note on new financial products and services.  
Or  
b) How will you classify financial services?
- 12 a) Elucidate the various functions of merchant banking.  
Or  
b) State the operational guidelines of merchant banking.
- 13 a) Explain the difference between financial lease and operating lease.  
Or  
b) Mention the features of hire purchase agreement.
- 14 a) Mention the features of factoring.  
Or  
b) Discuss the stages of venture capital financing.
- 15 a) Discuss the functions of credit rating.  
Or  
b) Explain the different kinds of derivatives.

**SECTION-C**

(3X10=30)

Answer any THREE questions.

16. Explain the various financial instruments used in the financial service sector.
17. Discuss the services rendered by the merchant bankers.
18. Examine the difference between hire purchase and leasing.
19. Explain the different types of factoring.
20. Explain the methodology adopted by CARE for rating a company.

**For Candidates Admitted From 2015-2017**

15 MCO 41C

REG.NO.....

**M.Com. DEGREE EXAMINATIONS, APRIL 2019**  
**COMMERCE SEMESTER : IV**  
**INDUSTRIAL LAW**

Time : 3 HRS.

Max.Marks: 75

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

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

1. Define Factory.
2. What do you mean by Spread over?
3. What do you mean by Lockout?
4. What do you mean by Retrenchment?
5. Define Wages.
6. What do you mean by Cost of Living Index Number?
7. What do you mean by Seasonal factory?
8. What is Occupational diseases?
9. What do you mean by Super annuation?
10. State the conditions for certification of standing order.

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

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

11. a) State the powers and duties of Inspectors appointed under factories Act 1948.  
(or)  
b) State the Provisions of Factories Act 1948 relating to payment of extra wages for overtime work.
12. a) What are the duties and powers of conciliation officer in case of settlement of Industrial Disputes.  
(or)  
b) State the provisions of Industrial Dispute Act relating to Right of workmen laid -off for compensation.
13. a) State the provisions of payment of wages act 1936 relating to

Deductions form wages.

(or)

- b) State the procedure for fixing and revising minimums wages under the minimum wages act 1948.
14. a) Briefly state the powers of Inspectors under Employees provident fund act.  
(or)  
b) How far is an employer liable for compensation to a workman. injured by accident arising out of and in course of his employment.
15. a) What are the rules relating to nomination by an employee under payment of gratuity act 1972?  
(or)  
b) Briefly explain the mattes to be provided in standing orders?

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

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

16. Explain the provisions of factories 1948 with regard to safety of the workers.
17. Explain the conditions that are precedent to Retrenchment of workman.
18. What do you mean by Allocable surplus? Explain the rules to be followed in distributing the allocable surplus?
19. Explain the general provisions regarding benefits under the Employees State Insurance Act 1948.
20. Explain the rules relating to determination and recovery of the amount of gratuity under the payment of gratuity Act 1972.

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**For Candidates Admitted From 2018**

18 MCO 25E

REG.NO.....

M.COM DEGREE EXAMINATIONS, APRIL 2019

COMMERCE SEMESTER : II

MANAGEMENT INFORMATION SYSTEM

Time : 3 Hrs

Max.Marks: 75

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

**ANSWER ALL THE QUESTIONS**

1. Define MIS.
2. What is Architecture?
3. Define data.
4. What is Office Automation?
5. Define Prototyping.
6. What is System Design?
7. Define DSS.
8. What is Expert System?
9. Define Information Security.
10. What is Computer Fraud?

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

**ANSWER ALL THE QUESTIONS**

11. a) State the Features of MIS.  
(or)  
b) What are the types of Information System?
12. a) List out the Features of Information.  
(or)  
b) Write a note on concept of Communication Technology.
13. a) Describe System Development Life Cycle.  
(or)  
b) What do you understand by and User Development?
14. a) State the components of transaction processing system.  
(or)  
b) List out the features of Artificial Intelligence.

15. a) Mention the objectives of Control of Information System.

(or)

- b) What are the elements of Information Security?

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

**ANSWER ANY THREE QUESTIONS**

16. Explain the constraints in MIS Operation.
17. Discuss application of Office Automation.
18. Examine the activities involved in system analysis.
19. Enumerate the components of DSS.
20. Write a detailed note on measures against Computer Frauds.

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For Candidates Admitted From 2015-2017

15 MCO 44C

REG.NO.....

M.Com. DEGREE EXAMINATIONS, APRIL 2019

COMMERCE

SEMESTER : IV

RETAIL MANAGEMENT

Time : 3 HRS.

Max.Marks: 75

**PART –A ( 10 X 2 =20)**

Answer ALL the questions not exceeding 25 words each

1. Define Retailing.
2. Write a short note on Cyclical theory.
3. What is an Organised retail?
4. What is retail strategy?
5. Write a note on retail store location?
6. What is Green Retailing?
7. What is retail Marketing Mix?
8. Define retail promotion.
9. Define supply Chain Management.
10. State the Meaning of E-Tailing.

**PART –B ( 5 X 5 =25)**

Answer ALL the questions not exceeding 300 words each

11. a. What are the importance of Retailing?  
(or)  
b. Explain retail as a Carrier.
12. a. Examine the causes for the growth of retail marketing in India.  
(or)  
b. Discuss Argue for and against FDI in retail sector.
13. a. What are the important types of retail locations?  
(or)  
b. Explain ethical issues in retailing.
14. a. Write a short note on : i) Segmentation ii) Target Market  
iii) Positioning.

(or)

- b. What is the significance of service to a retailer?
15. a. What are the objectives of supply Chain Management?

(or)

- b. State the reasons for consumers buying through Internet.

**PART –C ( 3 X 10 =30)**

Answer any THREE questions not exceeding 1500 words each

16. Briefly describe the theories of retail development.
17. What are the challenges to retail development in India?
18. Explain the significance of Human Resource Management in retail.
19. Explain the benefits of segmentation in retail market.
20. Briefly explain the functions of retail logistics system.

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