

# CENTRAL UNIVERSITY OF HARYANA

## Second Semester Term End Examinations August-September 2022

<b>Programme:</b>	<b>M.Com.</b>	<b>Session: 2021-22</b>
<b>Semester:</b>	<b>Second</b>	<b>Max. Time: 3 Hours</b>
<b>Course Title:</b>	<b>Consumer Behaviour</b>	<b>Max. Marks: 70</b>
<b>Course Code:</b>	<b>SLM COM 1 2 02 DCEC 4105</b>	

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### **Instructions:**

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Questions no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) What is the difference between initiator and influencer?
- b) List the different types of consumers.
- c) Explain the different buying motives.
- d) How does attitude impact consumer behaviour?
- e) Explain the process of perception.
- f) Explain the term 'WOM'.
- g) Explain the Hawkin model of consumer behaviour.

Q 2. (2X7=14)

- a) What is consumer research? Explain the process of conducting consumer research.
- b) Explain the impact of information technology on the behaviour of Indian consumers.
- c) What is Consumer Behaviour? Explain the significance of studying consumer behavior.

Q3. (2X7=14)

- a) Explain the process followed by consumers while buying a product.
- b) What are the different levels of consumer decision-making? Explain them with a suitable example.
- c) Why do consumers behave differently? Explain the different learning theories in this context.

Q 4. (2X7=14)

- a) Describe the cross-cultural dimensions of consumer behaviour.
- b) What are the effects of Personal factors on consumer buying behavior?
- c) Explain the influence of Group and opinion leader on consumer buying behavior.

Q 5. (2X7=14)

- a) Explain any three traditional models of consumer behaviour.
- b) What are the different models of business buying behaviour. Explain them briefly.
- c) Why contemporary models are considered superior to the traditional models of consumer behaviour?



CENTRAL UNIVERSITY OF HARYANA  
Second Semester Term End Examinations August-September 2022

Programme: M.COM  
Semester: 2<sup>nd</sup> Semester  
Course Title: Financial Markets, Institutions and Services  
Course Code: SLM COM 1 2 03 DCEC 4105

Session: 2021-22  
Max. Time: 3 Hours  
Max. Marks: 70

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Instructions:

1. Questions no. 1 has seven parts and students are required to answer any four. Each part carries three and half marks.
2. Questions no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) Define financial system and its characteristic.
- b) Define Asset Liability Management.
- c) Explain the role of SEBI.
- d) Differentiate between Factoring and Forfaiting.
- e) Write instruments of Capital Market.
- f) Explain the role of NABARD in rural development.
- g) What do you know about financial corporations?

Q 2. (2X7=14)

- a) Explain the relationship between financial system and economic development.
- b) Write the function and organization of Reserve Bank of India.
- c) Explain the structure of Indian Financial System in detail.

Q 3. (2X7=14)

- a) Explain the present reforms in Indian Banking system.
- b) What is NPA? Explain its impact on economic growth of developing country.
- c) Explain about Money market? It's features and role in economic development.

Q 4. (2X7=14)

- a) Write about Indian Venture Capital and its functions and scope.
- b) What do you understand by Mutual funds? Explain its scope and types of mutual funds.
- c) What is Leasing? Explain its scope and functions.

Q 5. (2X7=14)

- a) Describe the Role of IDBI Bank in economic development.
- b) Write a Note on Role of Exim bank in Foreign trade and investment.
- c) Explain the operational and promotional activities of development banks.



**CENTRAL UNIVERSITY OF HARYANA**

**Second Semester Term End Examinations August-September 2022**

**Programme: Master of Commerce**

**Session: 2021-22**

**Semester: Second**

**Max. Time: 3 Hours**

**Course Title: Financial Management**

**Max. Marks: 70**

**Course Code: SLM COM 1 2 05 C 4105**

**Instructions:**

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) What is Financial Management?
- b) What is the meaning of present value in finance?
- c) What do you understand by Short term sources of finance?
- d) Explain the term Beta,  $\beta$  with help of example.
- e) What is capital rationing?
- f) What is the basic difference between shares and bonds? Explain
- g) What do you mean by optimum capital structure?

Q 2. (2X7=14)

- a) Explain the scope and objectives of financial management.
- b) Explain the types of financial decisions in the current scenario of business.
- c) Explain the theory of Profit Maximization and Wealth Maximization.

Q3. (2X7=14)

- a) Explain the concept and importance of Cost of Capital.
- b) What is Capital Budgeting? Explain the techniques of evaluating investment opportunities.
- c) Specific costs of capital of X ltd. are as follow:

Cost of equity share capital	14%
Cost of preference share capital	13%
Cost of debt	10%

Capital Structure of the company is as follows:

Particulars	₹
Equity Share	5,00,000
Preference Shares	2,00,000
Debt	3,00,000
Total	10,00,000

You are required to calculate weighted average cost of capital.

Q 4. (2X7=14)

- a) Explain EBIT / EPS analysis with an example.

- b) Critically examine the Modigliani and Miller theory of capital structure and firm valuation
- c) S Ltd. and T Ltd. are in the same risk class and are identical in all respects except that company S Ltd. uses debt while company T Ltd. does not use debt. The levered firm has ₹ 9 Lakhs debenture carrying 10% rate of interest. Both the firms earn 20% operating profit on their total assets of ₹ 15 Lakhs. The company is in the tax bracket of 35% and capitalization rate of 15% on all equity shares.

You are required to compute the value of S Ltd and T Ltd. using Net income Approach.

Q 5.

(2X7=14)

- a) Explain the followings:
- i. Matching or Hedging Approach
  - ii. Conservative Approach
  - iii. Aggressive Approach
- b) The following information is available in the respect of XYZ Ltd. the earnings per share of a company is ₹8 and cost of capitalization is 10%. The company has before it an option of adopting (a) 50%, (b) 75%, (c) 100% dividend payout ratio. Compute the market price of shares as per Walters's model if it can earn a return of (i) 15%, (ii) 5% on its retained earnings.
- c) What does receivable management deal with? Explain its importance in financial management.

# CENTRAL UNIVERSITY OF HARYANA

## Second Semester Term End Examination August-September 2022

**Programme:** M.Com.

**Session:** 2021-22

**Semester:** Second

**Max. Time:** 3 Hours

**Course Title:** Human Resource Management

**Max. Marks:** 70

**Course Code:** SLM COM 1 2 06 C 4105

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### **Instructions:**

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.

2. Question no. 2 to 5 have three parts and student are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) What competencies the HR managers should possess?
- b) Explain the major challenges of HRM in the changing world.
- c) Distinguish between job analysis and job evaluation.
- d) Explain the socio-technical system approach of job design
- e) Differentiate between Separation and Transfer.
- f) List the benefits of HRIS.
- g) What is the difference between complaints and grievances?

Q 2. (2X7=14)

- a) Discuss in detail the guest model of HRM. Why this model is considered superior to the earlier models?
- b) Why human resource planning has become more important in today's technological era?
- c) Discuss the HRM environment and the factor affecting it in detail.

Q3. (2X7=14)

- a) Are job specifications really important? What would happen if a company decides not to use job specifications at all?
- b) What is the purpose of an induction programme? What should be the content of the induction programme?
- c) Explain the various external sources of recruitment. Discuss the suitability of external sources.

Q 4. (2X7=14)

- a) What do you mean by fringe benefits? Explain the objectives of fringe benefits.
- b) "Performance appraisal is not merely for appraisal but is for accomplishment and improvement of performance." Discuss.
- c) Explain the elements of a rational wage payment system.

Q5.

(2X7=14)

- a) Discuss the reasons for conflicts in any organization. Also, explain some techniques for conflict management.
- b) Why do workers join trade unions? Discuss the functions of trade unions.
- c) What are the dimensions of IHRM? Distinguish between IHRM and domestic HRM.



CENTRAL UNIVERSITY OF HARYANA

Second Semester Term End Examinations August-September 2022

Programme: Master of Commerce

Session: 2021-22

Semester: Second

Max. Time: 2 Hours

Course Title: Operation Research

Max. Marks: 35

Course Code: SLM COM 1 2 03 GE 2002

**Instructions:**

1. Question no. 1 has seven sub parts and students are required to answer any four. Each part carries 1.75 marks.
2. Question no. 2 to 5 have two sub parts and students need to answer any one sub parts of each question. Each sub part carries seven marks.

Q 1. (4X1.75=7)

- a) State the characteristics of transportation problem.
- b) Write the classification of OR models.
- c) Give the mathematical formulation of an assignment problem
- d) Derive the mathematical equation for EOQ.
- e) What is significance of simplex method in solving LPP?
- f) Explain the steps involved in the solution of an Operations Research problem.
- g) Discuss any two main important functions of PERT analysis.

Q 2. (1X7=7)

- a) Explain how a linear programming problem can be solved by graphical method and give its limitations.
- b) Solve the LPP by Graphical Method

$$\text{Minimize } Z = 20x_1 + 10x_2$$

$$\text{Subject to, } X_1 + 2X_2 \leq 40$$

$$3X_1 + X_2 \geq 30$$

$$4X_1 + 3X_2 \geq 60$$

$$\text{and } X_1, X_2 \geq 0$$

Q3. (1X7=7)

- a) Solve the following Transportation Problem with Least cost method:

Origin/ Destination	D1	D2	D3	Supply
O1	4	8	8	76
O2	16	24	16	82
O3	8	16	24	77
<b>Demand</b>	72	102	41	

- b) Explain the formulation of transportation problems with its solution procedure.

Q 4.

(1X7=7)

a) Write short notes on:

i). ABC Analysis

ii) Optimum Safety Stock and Recorder Level

b) Assign the jobs for different machines to minimize the total cost using Hungarian method:

Jobs	Machines				
	A	B	C	D	E
1	13	8	16	18	19
2	9	15	24	9	12
3	12	9	4	4	4
4	6	12	10	8	13
5	15	17	18	12	20

Q 5.

(1X7=7)

a) Explain the steps involved in network analysis by giving examples.

b) A project schedule has the following characteristics:

Activities	1-2	1-3	2-4	3-4	3-5	4-9	5-6	5-7	6-8	7-8	8-10	9-10
Time (days)	4	1	1	1	6	5	4	8	1	2	5	7

1. Construct network diagram

2. Compute the earliest and latest event time

# CENTRAL UNIVERSITY OF HARYANA

## Second Semester Term End Examinations August-September 2022

**Programme:** Master of Commerce  
**Semester:** II  
**Course Title:** Marketing Management  
**Course Code:** SLM COM 1 2 07 C 4105

**Session:** 2021-22  
**Max. Time:** 3 Hours  
**Max. Marks:** 70

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### **Instructions:**

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.

2. Question no. 2 to 5 have three parts and student are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) What does a holistic marketing philosophy include? Explain.
- b) "Marketers must choose target markets in a socially responsible manner at all times". Explain.
- c) How can companies use packaging as marketing tool?
- d) What do marketers need to do to succeed in the future?
- e) What are exclusive and selective distributions?
- f) What are the pros and cons of online marketing?
- g) How can companies attract the right consumers and cultivate strong customer relationship?

Q 2. (2X7=14)

- a) What are the positive & negative issues, cons, and risks associated with Nike's core marketing strategy?
- b) How do consumers make purchasing decision? In what ways do consumers stray from a rational decision process?
- c) How should business markets be segmented? What are the requirements for effective market segmentation?

Q3. (2X7=14)

- a) How can a company build and manage its product mix and product lines?
- b) Explain the stages in consumer adoption process? What factors affect the rate of diffusion and consumer adoption of newly launched products and services?
- c) How should a company set prices for new products or services? In this direction, explain the steps in setting a pricing policy.

Q 4. (2X7=14)

- a) What is the future of retail in India? Comment on the role and utility of retailers in marketing and distribution.
- b) Is there any criticism of advertisement? How this may be assailed?
- c) How should sales promotion decision be made? Explain the major decisions involved in this process.

Q 5. (2X7=14)

- a) What does a marketing plan include? How would you structure a marketing plan to incorporate concepts of holistic marketing orientation model?
- b) What are the salient features of rural marketing? Discuss the scope of FMCG products in rural India.
- c) What are the forms of online marketing? How online marketing is cost-effective in achieving communication and sales objectives?



# CENTRAL UNIVERSITY OF HARYANA

## Second Semester Term End Examinations August-September 2022

**Programme:** Master of Commerce

**Session:** 2021-22

**Semester:** II

**Max. Time:** 3 Hours

**Course Title:** Organizational Behaviour

**Max. Marks:** 70

**Course Code:** SLM COM 1 2 08 C 4105

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### **Instructions:**

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and student are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) How do we measure job satisfaction?
- b) What shortcuts do people frequently use in making judgments about others?
- c) How can flexible benefits motivate employees?
- d) How does group size affect group performance?
- e) Which concept are included in organizational behavior?
- f) Outline the factors influencing personality of an individual.
- g) What type of Leadership is effective in Indian Culture?

Q 2. (2X7=14)

- a) Define Organizational Behaviour. Outline the challenges and opportunities for OB practitioners in today's culturally diverse organizations.
- b) What do managers do in terms of roles and skill?
- c) What are the foundations of individual behaviour. How do these foundations predict behavior at work?

Q3. (2X7=14)

- a) What is the link between perception and decision making? How does one affect the other?
- b) What are the major job attitudes? In what ways are these attitudes alike? What is unique about each?
- c) What do you understand by Motivation? Explain Maslow's need Hierarchy theory.

Q 4. (2X7=14)

- a) What causes job satisfaction? For most people, is pay or the work itself more important?

- b) What is the role of Power & Politics in organization? Does it hinder organizational performance or is it inevitable in today's context for survival. Discuss.
- c) What are the individual and organizational approaches to managing stress?

Q 5.

(2X7=14)

- a) Explain the process of group formation. Outline the hindrance in it and how can they be overcome to form effective groups.
- b) What is the difference between Planned & Unplanned change? Which is easier and why? Explain.
- c) Explain the following:
  - i. How can organizations select and develop effective leaders?
  - ii. How is culture transmitted to employees?