CENTRAL UNIVERSITY OF HARYANA

<u>Term End Examinations, January 2023</u>

Programme:	**M.Com.**	**Session: 2022-23**
Semester:	**Third**	**Max. Time: 3 Hours**
Course Title: Business Research Methods		**Max. Marks: 70**
Course Code:	**SLM COM 1 3 10 C 4105**	

Instructions:

1. Question no. 1 has seven sub-parts and students need to answer any four. Each sub-part carries three and a half Marks.

2. Questions no. 2 to 5 have three sub-parts and students need to answer any two sub-parts of each question. Each sub-part carries seven marks.

Question No. 1.   (4X3.5=14)

    a)   what is descriptive research?

    b)   What is random sampling error?

    c)   what is convergent validity?

    d)   List the different methods of secondary data collection.

    e)   Explain the term 'Eigenvalue'.

    f)   List the different types of research report?

    g)   What is the difference between footnotes and checklist?

Question No. 2.   (2X7=14)

    a)   What is exploratory research? Why should it be conducted?

    b)   What is research design? Explain the different types of research design.

    c)   What is sampling? Explain the non-probability sampling techniques.

Question No. 3.   (2X7=14)

    a)   Explain the three major criteria for good measurement.

    b)   What is validity? Explain the steps to improve the reliability and validity.

    c)   What is primary data? Explain the sources of primary data collection.

Question No. 4.   (2X7=14)

    a)   Explain the role of tabulation, diagrams and graphs, and frequency distributions in business research.

    b)   Explain the significance and process of conducting cluster analysis.

    c)   How does factor analysis allow for data reduction?

Question No. 5.   (2X7=14)

a) What is a business research report? Explain the format of a basic business research report.

b) why is it important to give footnotes and references in the report?

c) What ethical concerns arise when you prepare (or read) a business research report?

CENTRAL UNIVERSITY OF HARYANA

Third Semester Term End Examinations January 2023

Programme: M.COM   Session: 2022-23

Semester: III   Max. Time: 3 Hours

Course Title: International Business   Max. Marks: 70

Course Code: SLM COM 1 3 09 C 4105

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 International Business and its Importance?

b) Define determinants of entry mode into international business?

c) Explain Balance of Payment?

d) Explain the Political & Legal environment of international business?

e) Differentiate between GATT and WTO?

f) Write a short note on Multilateral Regulation of Trade and Investment?

g) Write a short note on organisational structure for international business operations?

Q 2.   (2X7=14)

a) Define International Business? Explain the evolution and development of international business?

b) Differentiate between Domestic Business vs International Business?

c) Explain the different modes of entry into international business?

Q 3.   (2X7=14)

a) What is International Business Environment? Define the components of international business environment?

b) What is International Trade? Explain the different theories of international trade?

c) Explain the framework for analyzing international business environment.

Q 4. (2X7=14)

a) Write about basic principles of multilateral trade negotiations?

b) What is WTO? Explain the organizational structure and functioning of WTO?

c) What is GATT? Explain its early rounds? Explain the Uruguay Round.

Q 5. (2X7=14)

a) What is Exchange Rate? Explain the different type of Exchange rate?

b) Explain International monetary system?

c) Explain International Financial Environment?

CENTRAL UNIVERSITY OF HARYANA

<u>Term End Examinations, January 2023</u>

Programme: M.Com.   Session: 2022-23

Semester: Third   Max. Time: 3 Hours

Course Title: Business Research Methods   Max. Marks: 70

Course Code: SLM COM 1 3 10 C 4105

Instructions:

1. Question no. 1 has seven sub-parts and students need to answer any four. Each sub-part carries three and a half marks.

2. Questions no. 2 to 5 have three sub-parts and students need to answer any two sub-parts of each question. Each sub-part carries seven marks.

Question No. 1.   (4X3.5=14)

    a) Explain snowball sampling?

    b) What is a double-barreled question?

    c) List the steps to improve reliability?

    d) Differentiate between the questionnaire and schedule.

    e) Explain the usefulness of cluster analysis in business research.

    f) Why data cleaning and editing are important?

    g) What is the difference between a bibliography and references?

Question No. 2.   (2X7=14)

    a) What is the relevance of research in a business? Explain the types of research.

    b) What is sampling? Explain the difference between cluster sampling and quota sampling.

    c) Explain the questionnaire design process? How the pilot testing of a questionnaire is done?

Question No. 3.   (2X7=14)

    a) What is primary data? Explain the methods of collecting primary data.

    b) What is reliability? How the reliability of a scale can be measured?

    c) What is validity? Explain the difference between convergent and discriminant validity.

Question No. 4.   (2X7=14)

    a) Explain the significance and process of conducting factor analysis.

    b) What is a scree plot? For what purpose is it used?

    c) Discuss the similarity between cluster analysis and discriminant analysis.

Question No. 5.   (2X7=14)

   a) What is a research report? Explain the prerequisites for writing a research report.

   b) Explain the guidelines for reading the report and evaluating the research report.

   c) Why is it important to give footnotes and checklist in a research report?

Programme: M.Com   Session: 2021-22

Semester: Third   Max. Time: 3 Hours

Course Title: E-Commerce   Max. Marks: 70

Course Code: SLM COM 1 3 11 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 student are required to answer any two parts of each question. Each part carries seven marks.

Q 1.   (4X3.5=14)

   a) Explain the term E-Commerce in brief.

   b) What do you understand by the term World Wide Web (WWW)?

   c) What is private computer networking?

   d) What is Cataloguing in E-commerce?

   e) Explain the term web counters.

   f) Explain the term encryption in e-commerce context.

   g) Discuss the scope of E-commerce in brief.

Q 2.   (2X7=14)

   a) Explain the meaning and nature of e-commerce and also discuss the factors affecting e-commerce.

   b) Elaborate the evolution of World Wide Web (WWW) and also discuss its future scope.

   c) Explain in detail the business and technological dimensions of e-commerce.

Q3.   (2X7=14)

   a) Explain B2B, B2C and B2G business models of e-commerce.

   b) What do you understand by public and private computer networks for B2B trading? and also list out the key differences between public and private computer networks.

   c) Explain the following in brief:

       I.   Web advertisement

      II.   Internet advertisement

     III.   Internet Retailing

Q 4. (2X7=14)

a) What do you understand by Electronic Payment System? Explain the features required in payment system for e-commerce.

b) Explain the following in brief:

    a. Currency Servers

    b. E-Cheque

    c. Smart Card

c) What are the different types of emerging financial instruments?

Q 5. (2X7=14)

a) Explain the different types of risk management approaches available to e-commerce security.

b) What do you understand by public and private key infrastructure?

c) Explain the following in brief:

    a. Firewalls

    b. Intellectual property

    c. Electronic Signature

CENTRAL UNIVERSITY OF HARYANA

Term End Examinations January 2023

Programme: GEC-Commerce

Semester: Third

Course Title: Entrepreneurship Development

Course Code: SLM COM 1 3 04 GE 3104

Session: 2022-23

Max. Time: 3 Hours

Max. Marks: 70

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) Explain the term Economic Development.

    b) Elaborate the term creativity in business context?

    c) What do you understand by term Women Entrepreneur?

    d) What is contingency planning?

    e) Explain the term Debt financing.

    f) Explain the term Lease financing.

    g) What do you understand by term Entrepreneurship?

Q 2.   (2X7=14)

    a) Discuss the Entrepreneurship Process in detail.

    b) Discuss the role of Entrepreneurship in Economic Development.

    c) Explain the following in brief

        I. Netpreneurship

        II. Technopreneurship

        III. Intrapreneurship

Q3.   (2X7=14)

    a) What do you understand by idea generation? Explain the different ways through which an idea can be generated.

    b) What are the prerequisites for formation of public/private Company in India?

    c) Explain the Business planning process in detail.

Q 4.   (2X7=14)

    a) Discuss the role of 4ps (Price, Product, Place and Promotion) in Marketing of new venture.

    b) Explain the term organizational structure along with different types of organizational structure.

    c) What do you understand by environmental analysis? Also discuss the steps in preparing marketing plan.

Q 5.   (2X7=14)

   a) What do you understand by term business financing? Explain the different sources of
       business finance.

   b) Discuss the available funding opportunities for startups in India?

   c) Explain the following terms in brief:

           a. Venture Capitalist

           b. Private Placement

           c. Equity Financing