

Exam Code: 227603
(40)

Paper Code: 3250

Programme: Master of Commerce
Semester-III

Course Title: Banking and Insurance Services

Course Code: MCML-3091

Time Allowed: 3 Hours

Max Marks: 80

Attempt 5 questions, selecting one question from each section. The fifth question may be attempted from any section. Each question carries 16 marks.

Section A

1. Write a detailed note on the present structure of commercial banking in India? 16
2. Write notes on:
 - a. Phone banking and Mobile banking 8
 - b. Off-shore banking and Multinational banking 8

Section B

3. What are BASEL norms? Explain the developments in these norms over the years? 16

4. What important role does RBI play in a developing economy like India? Explain with respect to the various functions of RBI? 16

Section C

5. What is Insurance? Discuss the need and role of insurance? 16
6. Explain the main provisions of the IRDA Act, 1999? 16

Section D

7. Define premium? How is it calculated? Discuss the various factors that influence the calculation of premium? 16
8. How does insurance helps in financial planning and taxation? Explain. 16

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Paper Code: 3251

Programme: Master of Commerce
Semester-III

**Course Title: Group B: Business Studies (Strategic
Management)**

Course Code: MCML-3092 (Opt-BI)

Time Allowed: 3 Hours

Max Marks: 80

Attempt 5 questions, selecting one question from each section. The fifth question may be attempted from any section. Each question carries 16 marks.

Section A

1. What is Mckinsey's 7s Model? How it helps in reducing the difficulties in strategy implementation? 16
2. What are objectives? What are essential features of objectives? Differentiate between 'goals' and objectives'? 16

Section B

3. What is general environment? What are its components? 16

4. What is internal analysis? Explain VRIO Framework, Value Chain Analysis and Core Competencies? 16

Section C

5. Explain the following:
- a. Growth Strategies 4
 - b. Horizontal Integration 4
 - c. Vertical Integration 4
 - d. Strategic Outsourcing 4
6. Explain Porter's framework of competitive strategies in detail? 16

Section D

7. What is corporate responsibility? How can a corporate be socially responsible? 16
8. What is strategy evaluation? Why is it essential? 16

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Paper Code: 3252

Programme: Master of Commerce
Semester-III

Course Title: Group B: Business Studies (Security Market Operations)

Course Code: MCML-3093 (Opt-BII)

Time Allowed: 3 Hours

Max Marks: 80

Important Note: Attempt 5 questions. Attempt one question from each section. The fifth question may be attempted from any section. Each question carries 16 marks.

Section-A

1. Discuss the features of primary and secondary market. How they contribute to growth of an economy.
2. Discuss functioning of various stock exchanges in India in detail.

Section- B

3. Discuss clearing and settlement process at NSE.
4. What do you mean by Derivative market? Discuss various participants and its functions.

Section -C

5. Explain the powers and functions of SEBI in detail. How they regulate securities market?
6. Explain the concepts:
 - a) On line trading system
 - b) Investor education and awareness

Section-D

7. What do you mean by Mutual funds. Discuss various types of mutual fund schemes.
8. Explain the concepts:
 - a) Role of Credit rating agencies
 - b) Role of NSDL

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Paper Code: 3253

Programme: Master of Commerce
Semester-III

Course Title: Group D: Marketing (Consumer Behaviour)

Course Code: MCML-3094 (Opt-DI)

Time Allowed: 3 Hours

Max Marks: 80

Note: Attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question carries 16 marks.

Section A

1. Critically evaluate the Need theory of Maslow with examples.
2. Explain the influence of personality on consumer behavior?

Section B

3. What do you mean by perception? What are its elements? Discuss the role of perception in marketing strategies.

4. How is the instrumental theory of learning relevant to the field of consumer behavior? Explain with suitable examples.

Section C

5. Explain the concept family life cycle and its implications for marketers.
6. What are reference group? Describe the major type of reference group appeals in common marketing usage.

Section D

7. Explain consumer decision making process in detail. What are the different types of consumer decisions?
8. Discuss the adoption process and also explain the different adopter categories and their characteristics.

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Paper Code: 3254

Programme: Master of Commerce
Semester-III

Course Title: Group D: Marketing (Retail Management)

Course Code: MCML-3095 (Opt-DII)

Time Allowed: 3 Hours

Max Marks: 80

Note: Students are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question carries 16 marks. Non-scientific calculator is allowed.

Section -A

1. Discuss the various drivers of retail change in detail?
What are the various challenges to retail development in India
2. Explain:
 - (a) Non-Store Retail Formats
 - (b) Services Retailing

Section -B

3. Discuss the consumer decision making process in detail.

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4. "Visual merchandising is presenting or displaying products in a way that makes them visually appealing and desirable." Explain the role of visual merchandising in the light of this statement.

Section -C

5. Discuss factors affecting the buying functioning.
6. Explain the process of merchandise planning.

Section -D

7. Explain process of merchandise procurement in detail.
8. Discuss Category Management Process.

Section -A
1. Discuss the various drivers of retail change in detail.
What are the various challenges to retail development in India?
2. Explain:
(a) Non-store retail formats
(b) Services Retailing
Section -B
3. Discuss the consumer decision making process in detail.