



**2020/TDC (CBCS)/ODD/SEM/
COMDSE-501 (A/B/C)/355**

**TDC (CBCS) Odd Semester Exam., 2020
held in March, 2021**

COMMERCE

(5th Semester)

Course No. : COMDSE-501T

Full Marks : 70

Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

Candidates have to answer either Option—A
or Option—B or Option—C

OPTION—A

Course No. : COMDSE-501T (A)

(Human Resource Management)

SECTION—A

Answer any *twenty* from the following questions :

1×20=20

1. What is Human Resource Management?
2. Write the definition of Human Resource Management given by Edwin B. Flippo.



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3. Give the meaning of Human Resource Policy.
4. Write one principle of Human Resource Policy.
5. Mention one qualification of Human Resource Manager.
6. What is the meaning of downsizing plan in HRM?
7. What is employee exit policy?
8. Write one objective of employee exit policy.
9. Define Human Resource Planning.
10. Write one objective of Human Resource Planning.
11. What is absenteeism?
12. Write one quantitative technique for forecasting HR demand.
13. What are the three levels of HR Planning?
14. Define job analysis.
15. What is job specification?
16. Write one objective of interview.

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(Continued)

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17. Define training.
18. Write one objective of training.
19. Mention three techniques of training.
20. What is executive development?
21. Write one objective of executive development.
22. What is management games?
23. Define the term 'career'.
24. Write one objective of career planning.
25. Give the meaning of performance appraisal.
26. Write one objective of performance appraisal.
27. Mention two main methods of performance appraisal.
28. What is the full form of BARS?
29. Define promotion.
30. Write one objective of promotion.
31. What is Halsey plan?
32. Write one objective of employee counselling.

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(Turn Over)



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33. What is health?
34. Which Act deals with the state of Employees' Health in India?
35. What is the meaning of accident?
36. In which year was the Workmen's Compensation Act passed in India?
37. In which year was the Employees' State Insurance Act passed?
38. How many parties are associated with Industrial Relations?
39. In which year was the Industrial Disputes Act passed?
40. What is grievance?

SECTION—B

Answer any *five* from the following questions :

2×5=10

41. Write two objectives of Human Resource Management.
42. Write two merits of Human Resource Information System.
43. Name two types of HR Policy.

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(Continued)

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44. Write two sources of internal recruitment.
45. What is selection process?
46. Write two objectives of induction.
47. Why are employees transferred?
48. Write two aims of job evaluation.
49. Mention two important Social Security Laws prevalent in India.
50. Write two measures for prevention of Industrial Disputes.

SECTION—C

Answer any *five* from the following questions :
8×5=40

51. Explain the functions of Human Resource Management.
52. Discuss the emerging challenges of Human Resource Management.
53. Explain various quantitative and qualitative techniques of manpower forecasting.
54. Discuss various steps involved in selection process.

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(Turn Over)



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55. Explain the off-the-job methods of training.
56. Briefly discuss the methods of executive development.
57. Explain four traditional and four modern methods of performance appraisal.
58. Discuss the process of job evaluation.
59. Examine various legal provisions regarding safety of workers.
60. Discuss existing machinery for the settlement of industrial disputes in India.

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(Continued)

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OPTION—B

Course No. : COMDSE-501T (B)

(Principles of Marketing)

SECTION—A

Answer any *twenty* from the following questions :

1×20=20

1. Define selling.
2. What is marketing mix?
3. What is marketing environment?
4. Define marketing.
5. What is cultural component of marketing?
6. What do you mean by legal environment?
7. Mention one component of marketing environment.
8. Give two points of distinction between marketing and selling.
9. Define consumer behaviour.
10. What is buying behaviour?

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(Turn Over)



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11. What is meant by consumer buying decision?
12. What is market segmentation?
13. What is product differentiation?
14. Define target market.
15. What is meant by positioning of product?
16. Mention one factor of influencing consumer behaviour.
17. What is product?
18. Define labeling.
19. What is product-support service?
20. What is meant by product mix?
21. What is branding?
22. Mention one step of product development process.
23. What is product life cycle?
24. Define a new product.
25. What is pricing?

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26. What is meant by pricing policy?
27. Define pricing strategy.
28. What is distribution channel?
29. What is physical distribution?
30. Who is a middleman?
31. What is retailing?
32. What is meant by physical distribution?
33. Define promotion.
34. What is communication process?
35. What is advertising?
36. Define personal selling.
37. What do you mean by public relations?
38. What is sales promotion?
39. What do you mean by promotion mix?
40. What is social marketing?

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SECTION—B

Answer any five from the following questions :

2×5=10

41. Mention two features of selling.
42. Write down two components of marketing environment.
43. Write out two steps of target market selection.
44. Mention two methods of product positioning.
45. Give two points of distinction between branding and labeling.
46. Mention two types of services required to product support.
47. Write out two features of physical distribution.
48. Mention two types of retailers.
49. State two functions of promotion.
50. Mention two advantages of public relations.

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SECTION—C

Answer any five from the following questions :

8×5=40

51. Discuss the importance of marketing.
52. Explain the components of marketing environment.
53. State the factors influencing consumer buying behaviour.
54. Give the points of distinction between product differentiation and market segmentation.
55. Narrate the branding measures for improving marketing activities.
56. Explain the different phases of new product development process.
57. Discuss various pricing policies to boost-up marketing.
58. Explain the role channels of distribution for effective marketing management system.
59. State the significance of sales promotion.
60. Explain the importance of green marketing in present-day situation.

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(Turn Over)



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OPTION—C

Course No. : COMDSE-501T (C)

(Auditing and Corporate Governance)

SECTION—A

Answer any *twenty* from the following questions :

1×20=20

1. Who is liable for tax audit?
2. Mention one advantage of auditing.
3. What is fraud?
4. What is meant by internal audit?
5. What do you mean by internal control?
6. State one objective of internal control.
7. Point out one distinction between internal check and internal audit.
8. Define vouching.
9. Who will audit an auditing firm?
10. What do you understand by the mandatory rotation of auditors?
11. Mention one duty of company auditor.

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(Continued)

(13)

12. What is auditor's report?
13. Mention two types of auditor's report.
14. Is the scope of auditing and investigation the same?
15. Why is company auditors removed?
16. Mention two contents of auditor's report.
17. What is cost audit?
18. Mention one objective of tax audit.
19. State one advantage of cost audit.
20. Mention two types of tax audit.
21. State one demerit of cost audit.
22. Define management audit.
23. Why is management audit needed?
24. Mention one difference between cost audit and management audit.
25. What is green governance?
26. State one advantage of ethical behaviour.
27. Define business values.

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28. What do you mean by corporate ethics?
29. Define the term 'rating agencies'.
30. What is the relationship between corporate governance and the agency problem?
31. What is meant by listing agreement?
32. Mention one demerit of listing agreement.
33. What is corporate sustainability?
34. Mention one feature of corporate social responsibility.
35. What is the purpose of corporate social responsibility?
36. "Ethics deals with the right actions of individuals." Who said this?
37. Mention two elements of business ethics.
38. State one principle of corporate social responsibility.
39. What do you mean by corporate social responsibility committee?
40. What is the moral argument for corporate social responsibility?

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(Continued)

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SECTION—B

Answer any five from the following questions : $2 \times 5 = 10$

41. Define auditing.
42. What is audit planning?
43. Who is a company auditor?
44. Mention two rights of company auditor.
45. What is tax audit?
46. Mention two differences between management audit and statutory audit.
47. Define corporate governance.
48. What is ethical behaviour?
49. Explain the term 'corporate social responsibility'.
50. State two objectives of corporate social responsibility.

SECTION—C

Answer any five from the following questions : $8 \times 5 = 40$

51. Explain any eight objectives of auditing.
52. Discuss the basic principles and techniques of auditing.

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(Turn Over)



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53. What are the qualifications and disqualifications of an auditor?
54. Explain the liabilities of statutory auditors under the Companies Act, 2013.
55. Discuss the special features of cost audit.
56. Write the difference between Tax audit and Management audit.
57. Explain any two major corporate scandals in India.
58. Why organizations require business ethics and what are the benefits of ethical organizations?
59. What are corporate social responsibility provisions under the Companies Act, 2013?
60. What are the differences between business ethics and corporate social responsibility?
