

PG Even Semester (CBCS) Exam., May—2017

COMMERCE

(4th Semester)

Course No. : COM-403 (C)

Full Marks : 75

Pass Marks : 30

Time : 3 hours

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

Candidates have to answer *either* from
COM-403 (AC) (C) *or* COM-403 (HR) (C) *or*
COM-403 (MR) (C)

Course No. : COM-403 (AC) (C)

(**CONTEMPORARY ISSUES IN ACCOUNTING**)

Answer **five** questions, taking **one** from each Unit

UNIT—I

1. Discuss the recent trend and practices of corporate reporting in India. 15

2. Write notes on any *two* of the following :
7½×2=15

(a) Corporate Social Reporting

(b) Director's Report

(c) Auditor's Report

UNIT—II

3. Discuss the importance and scope of environmental auditing. Examine the various stages of environmental audit. 10+5=15
4. Discuss the importance and approaches of international accounting. 5+10=15

UNIT—III

5. Distinguish between Historical Accounting and Inflation Accounting. Discuss the significance of inflation accounting. 6+9=15
6. Discuss the objectives of human resource accounting. Examine any two methods of human resource accounting. 5+10=15

(3)

UNIT—IV

7. (a) What is value added accounting?
Discuss its objectives. 5+5=10
- (b) Distinguish between Value Added
Statement and Profit & Loss A/c. 5
8. Describe briefly the contents of a project
report. Briefly highlight the techniques of
evaluation of project report. 7+8=15

UNIT—V

9. Distinguish between operating lease and
financial lease. Discuss the significance of
leasing. 7+8=15
10. Define venture capital. Discuss the role of
venture capital in the development of a
country. What is the status of venture capital
in India? Discuss. 5+5+5=15

(4)

Course No. : COM-403 (HR) (C)

(INDUSTRIAL RELATION)

Answer **five** questions, taking **one** from each Unit

UNIT—I

1. Write in detail any three approaches to
industrial relations. 5+5+5=15
2. Write notes on any *two* from the following :
7½×2=15

- (a) Unfair Labour Practices
- (b) Difference between Industrial Relations
and Human Relations
- (c) Labour Turnover and Absenteeism

UNIT—II

3. Delineate the problems of Indian Trade
Unions. Also explain the functions of trade
unions in a developing and industrially less
advanced country having capitalistic pattern
of economic development. 8+7=15
4. Write down the history of Trade Union
Movement of India for the period from
1917 to 1948. 15

(5)

UNIT—III

5. Throw light on the concept of workers' participation in management. Also write various levels and matters of participation of workers in managerial decision making. 6+9=15
6. Delineate the salient features, functions and the conditions for the success of collective bargaining. 5+5+5=15

UNIT—IV

7. Differentiate between dispute and grievance. Also depict an ideal grievance handling mechanism. 6+9=15
8. Write down in detail the causes of industrial disputes. 15

UNIT—V

9. "Labour welfare is obligatory in a society which is guided by the principle of welfare State." Explain this statement and also write the objectives of labour welfare. 9+6=15
10. Write a detailed note on occupational hazards and industrial accidents. 15

(6)

Course No. : COM-403 (MR) (C)

(**MARKETING RESEARCH AND
CONSUMER BEHAVIOUR**)

Answer **five** questions, taking **one** from each Unit

UNIT—I

1. Discuss the types of consumer decisions making and its implication on marketing research. 15
2. What are consumer shopping style and trends? Discuss the consumers' information search process for buying decision. 5+10=15

UNIT—II

3. Discuss the four views of consumer decision making (a) economic, (b) passive, (c) cognitive and (d) emotional to study consumer behaviour. 15
4. Discuss the salient features of Kollat Blackwell Model of understanding consumer behaviour. Also list the merit of the above model. 10+5=15

UNIT—III

5. Discuss the role of motivation, perception, attitude and learning in understanding consumer behaviour. 15
6. Discuss the role of Maslow's need hierarchy theory in analysing consumer behaviour. 15

UNIT—IV

7. Write the meaning and concept of measurement with suitable examples and also discuss the relevance of scaling technique in the context of marketing research. 10+5=15
8. Discuss the linkages between marketing research and marketing information systems. 15

UNIT—V

9. Discuss briefly the various contents of marketing research report. 15
10. Discuss the steps involved in identification of problems in research. Also point out the role of hypothesis in research. 10+5=15

★ ★ ★