

**M.Com. Part- II Examination, 2020 (DDE)**

**Subject : Commerce**

**(Paper 13: Alternative I: Computer Application in Business-I)**

**Time: 2 Hours**

**Full Marks:30**

The figures in the margin indicate full marks.  
Candidates are required to give their answers in their own words  
as far as practicable

**Answer any 3 questions**

10X3=30

1. a) State the role of computers in the Business Information System.  
b) Convert the following numbers into their binary forms:
  - i)  $(ABC)_{16}$
  - ii)  $(654)_8$  (5+5=10)
2. Explain briefly the four common cycles of the transaction processing system. 10
3. (a) Differentiate between lower level languages and higher level languages.  
(b) Write a program in C language to convert a temperature from Fahrenheit to Centigrade. . (5+5=10)
4. (a) Write the syntax of while loop (C language) with example.  
(b) Write a program in C to check whether a given integer is even or odd. (5+5=10)

**Please Turn Over**

5. Consider the following table

**Product Table**

<b>Product_ID</b>	<b>NAME</b>	<b>Price/KG (Rs.)</b>
101	Tea	10.00
102	Coffee	30.00
103	Rice	50.00
104	Sugar	25.00
105	Salt	15.00

Write SQL commands for the following.

- (a). Find the name of all products whose price  $\geq$  Rs. 15.00
- (b). Find the name of the product with price = Rs. 50.00.
- (c). Find the ID of the products whose price is between Rs. 12.00 and Rs. 35.00.
- (d). Find the name of the product with ID=101.
- (e). Find the total number of products available.

10

6. Explain view and Relation.

(5+5=10)

**Please Turn Over**

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**Subject: Commerce**

**(Paper 13: Alternative II: Entrepreneurship Development)**

**Time: 2 Hours**

**Full Marks: 40**

The figures in the margin indicate full marks.  
Candidates are required to give their answers in their own words  
as far as practicable

**Answer any four of the following questions**

**10X4=40**

1. (a) Explain the importance of entrepreneurship in a developing country like India.  
(b) Point out the differences between managerial activities and entrepreneurial activities.  
(5+5 = 10)
  
2. Write short notes on:  
(a) Schumpeter's theory of Entrepreneurship  
(b) Blake Mouton Managerial Grid  
(5+5 = 10)
  
3. (a) Explain the factors responsible for determining the size of a business.  
(b) Clarify the concept of sole proprietorship business.  
(5+5 = 10)
  
4. (a) State briefly the different functions of channels of distribution in the marketing of a product.  
(b) Narrate the four-stage growth model developed by David Holt for setting up an entrepreneurial organisation.  
(5+5 = 10)
  
5. Give a brief account of the recent institutional policy reforms for promoting entrepreneurship development in India.  
10
  
6. (a) Explain why finance is called the life-blood of business.  
(b) "Now-a-days entrepreneurs are combining traditional debt and equity start-up finance (e.g., friends, family, angel investors, venture capitalists, and occasionally banks) with microfinance, crowdfunding, peer-to-peer lending, and other financial innovations". Explain the statement.  
(5+5=10)