

M.Com. Part-I Examination, 2021 (DDE)

Subject: Commerce

Paper: 5

(Marketing Management)

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 possible*

Answer any four questions.

(10 X 4 =40)

1. Briefly describe the concept of Marketing Management highlighting its superiority over the previously developed concepts relating to marketing activities of the business. 10
2. Identify various types of products and their features. 10
3. Write short notes on market targeting and positioning. (5+5)
4. Briefly describe the features of e-marketing. 10
5. Write a note on the models of buyer behaviour. 10
6. a) Explain the concept of advertisement with a suitable example.
b) Write a short note on the objective of advertisement. (5+5)

M.Com. Part-I Examination, 2021 (DDE)

Subject: Commerce

Paper: 6

(Accounting for Managerial Decisions)

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 possible*

Answer any four questions

10x4=40

1. 'Costs may be classified in various ways according to their nature and the information needs of management.' Discuss. 10
2. a) "Under some circumstances, it may be advisable to sell at prices equal to or below the marginal cost ignoring fixed cost". You are required to enumerate the circumstances.
b) What is meant by 'Period cost' and 'Product cost,' and how are they treated in the conventional Cost Accounting and Marginal Costing method? (5+5)
3. Write short notes on:
 - a) Relevant cost
 - b) Make or buy decision (5+5)
4. a) State the merits and demerits of Return on Investment (ROI).
b) Write a short note on Market Value Added (MVA). (5+5)
5. a) Write a short note on Master Budget.
b) Differentiate between Budget and Budgetary Control. (5+5)
6. a) What are the principles of Responsibility Accounting.
b) Write short notes on cost centre and profit centre (5+5)