



Reg. No. :

Name :

**Third Semester B.Com. Degree Examination, December 2013
(Career Related First Degree Programme Under CBCSS)
Group 2(b) : Commerce with Computer Application
Core Course X – CC 1344 – FINANCIAL SERVICES**

Time : 3 Hours

Max. Weight : 30

SECTION – A

1. This Section consists of **four** bunches of **four** questions **each**. **Each** bunch carries a weightage of **1**. Answer **all** questions.

A) Choose the most appropriate answer from the following :

1) One of the following is a fund based financial service

- | | |
|---------------------|-------------------------|
| a) Loan syndication | b) Portfolio management |
| c) Venture capital | d) Credit rating |

2) The entire lease rental is treated as _____ in the books of lessor.

- | | |
|-----------|----------------|
| a) Income | b) Expenditure |
| c) Loss | d) Profit |

3) The concept securitisation is associated with

- | | |
|-------------------|----------------------------|
| a) Capital market | b) Money market |
| c) Debt market | d) Foreign exchange market |

4) HDFC is a

- | | |
|--------------------|------------------------|
| a) Insurance Co. | b) Lease Financing Co. |
| c) Housing Finance | d) None of these |

B) 5) In India forfeiting is done by

- | | | | |
|---------|----------|--------|---------------|
| a) IDBI | b) SIDBI | c) LIC | d) EXIM banks |
|---------|----------|--------|---------------|

6) Venture capital is investment in

- | | |
|-------------------|------------------------|
| a) Risky projects | b) Profitable projects |
| c) Sick projects | d) None of these |



- 21) What is factoring ?
- 22) Define securitisation.
- 23) Expand IICRA.
- 24) Write down two features of hire purchase.
- 25) Write down two venture capital players promoted by banks.
- 26) Mention any two fund based financial services.
- 27) Define credit rating.
- 28) What is loan syndication ?

(8×1=8 Wt.)

SECTION – C

III. Answer **any five** questions in **not** exceeding **one** paragraph **each**. **Each** question carries a weightage of **2**.

- 29) What are the steps involved in leasing transactions ?
- 30) Distinguish factoring with forfeiting.
- 31) What are the functions of a credit rating agency ?
- 32) What are the main features of venture capital financing ?
- 33) Explain the main fee-based financial services.
- 34) Discuss the role of national housing bank.
- 35) Discuss any four obligations of merchant bankers.
- 36) Bring out the benefits of securitisation.

(5×2=10 Wt.)

SECTION – D

IV. Answer **any two** questions in **not** exceeding **four** pages **each**. **Each** question carries a weightage of **4**.

- 37) Discuss briefly some of the innovative financial instruments introduced in Indian Financial Service Sector.
- 38) Explain the main services of merchant bankers.
- 39) Discuss the various classifications of factoring.

(2×4=8 Wt.)

Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, October 2019

Career Related First Degree Programme under CBCSS

Elective Course

BM 1361.2 : CONSUMER BEHAVIOUR

(2017 Admn Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences. Each question carries **1** mark.

1. Who is a consumer?
2. What is Dissonance?
3. Define customer value.
4. What is customer retention?
5. Define geographic segmentation.
6. What is motive?
7. Define consumerism.
8. What is Brand image?
9. What is reference group?
10. Who is a buyer?

(10 × 1 = 10 Marks)

SECTION – B

Answer any **eight** questions not exceeding **one** paragraph. **Each** question carries **2** mark.

11. Define consumer behaviour.
12. Who is a Gate Keeper?
13. What do you mean by Group Dynamics?
14. Define Normative reference group.
15. Define Buying motive.
16. What are the personal factors influencing consumer behaviour?
17. What are the different economic models of consumer behaviour?
18. What do you mean by Qualitative Research?
19. Define Product Positioning.
20. Define Sublimation.
21. What is stimulus?
22. What is aggregate marketing?

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions not exceeding **one** page each. **Each** question carries **4** marks.

23. What are the different types of sampling methods?
24. Explain the different consumer behaviour roles.
25. Explain the factors influencing Consumer Behaviour.

26. What are the psychological factors influencing consumer behaviour?
27. What are the social factors influencing buying behaviour?
28. What are the steps in strategic market planning process?
29. What are the different levels of consumer decision making?
30. Describe the different models or views of consumers.
31. Explain the determinants of consumer behaviour.

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions not exceeding **four** pages each. **Each** question carries **15** marks.

32. Explain the season for consumer behaviour as a separate discipline.
33. Explain the applications of consumer behaviour in marketing.
34. Explain the various consumer behaviour models.
35. Explain different types of groups relevant to consumer behaviour.

(2 × 15 = 30 Marks)



Reg. No. :

Name :

Third Semester BBA Degree Examination, December 2013
Career Related First Degree Programme Under CBCSS
Group 2(b) Core Course
BM 1342 : COMPANY LAW
(2011 Admn. Onwards)

Time : 3 Hours

Max. Weightage : 30

SECTION – A

This Section consists of **four** bunches of **four** questions **each**. **Each** bunch carries a weight of **1**. Answer all questions.

I. Choose the most **appropriate** answer from the following :

1) The number of persons required to form a public company is _____

- a) 5 b) 6 c) 7 d) 8

2) A Government Company is a company for which not less than _____ percentage is held by Government.

- a) 47 b) 48 c) 49 d) 50

3) The Section of the private company is _____

- a) Sec. 3 (1) (I) b) Sec. 3 (1) (II)
c) Sec. 3 (1) (III) d) Sec. 3 (1) (IV)

4) The persons who form or float a company is called _____

- a) Liquidator b) Promoter c) Founder d) Negotiator

II. Write **True** or **False** :

5) Prospectus is compulsory for a company.

6) A company is a legal person.

7) The quorum required for a public company is six.

8) A private company cannot be converted into a public company.



III. Match the following :

- | | | |
|-------------------------------------|---|----------------------|
| 9) Chartered company | - | Formed before 1956 |
| 10) Public company | - | Public company |
| 11) Statement in lieu of prospectus | - | Proclaimed by kins |
| 12) Existing company | - | Can issue prospectus |

IV. Give **one** word answer for the following questions :

- 13) The authority which forms a chartered company.
- 14) The certificate required to commence business by a public company.
- 15) The meeting held in every year by the company.
- 16) The quorum of a private meeting.

(4×1=4 Wts.)

SECTION – B

Write short answers to **eight** questions in **one** or **two** sentences **each**. **Each** question carries a weight of **1**.

17. Chartered companies
18. Licensed company
19. Certificate of incorporation
20. Minutes
21. Liquidator
22. Qualification shares
23. Motions
24. Member
25. Public company
26. Illegal association
27. Agenda
28. Minimum subscription.

(8×1=8 Wts.)



SECTION – C

Answer **any five** questions in **not exceeding one** paragraph each. Each question carries a weight of 2.

- 29. What is Table A and when is it adopted ?
- 30. Explain the doctrine of Ultra Vires.
- 31. How is voting done in a company meeting ?
- 32. What is a previous question ?
- 33. Explain Casting Vote.
- 34. What are the contents of a prospectus ?
- 35. What is declaration of solvency ?
- 36. State the different kinds of winding up.

(5×2=10 Wts.)

SECTION – D

Answer **any two** questions in **not exceeding four** pages each. Each question carries a weight of 4.

- 37. Discuss the essentials of a meeting.
- 38. Explain the different stages in formation of a company.
- 39. What is the legal position of a promoter ?

(2×4=8 Wts.)
