



(Pages : 2)

8229

Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, December 2015
(Career Related First Degree Programme Under CBCSS)
Elective Course
BM 1361.2 : CONSUMER BEHAVIOUR
(2014 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

I. Answer **all** questions in **one** or **two** sentences. Each question carries 1 mark.
(10×1=10 Marks)

- 1) Define culture.
- 2) What is attitude ?
- 3) What do you mean by market segmentation ?
- 4) What is post-purchase behaviour ?
- 5) Define social class.
- 6) Who is a customer ?
- 7) What is the role of an opinion leader ?
- 8) What is repositioning ?
- 9) What is focus group ?
- 10) Define loyalty marketing.

SECTION – B

II. Answer **any 8** questions. Each question carries 2 marks. **(8×2= 16 Marks)**

- 11) What are the criterias for effective segmentation ?
- 12) Discuss the difference between the absolute threshold and the differential threshold.
- 13) Explain the components of attitudes.
- 14) Explain the characteristics of culture.

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- 15) What are the different adopter categories ?
- 16) Explain Maslow's Need Hierarchy Theory.
- 17) "Product personality endues the product or brand with a gender". Explain.
- 18) Write a note on perceptual mapping.
- 19) Explain the types of celebrity appeals.
- 20) What are the different roles in family decision-making process ?
- 21) Discuss the socio-economic variables to evaluate social class membership.
- 22) Explain societal marketing concept.

SECTION – C

III. Answer any 6 questions. Each question carries 4 marks. (6×4=24 Marks)

- 23) Briefly explain Howard sheth model.
- 24) What are the elements of diffusion process ?
- 25) What are the advantages and limitations of secondary data ?
- 26) What are the factors that lead to arousal of motives ?
- 27) Write a note on compulsive consumption behaviour.
- 28) What factors influence reference groups to make decisions on products and brands ?
- 29) What are the factors leading to satisfaction and dissatisfaction and what are the responses of a dissatisfied customer ?
- 30) Explain the family lifestyle stages and their consumption patterns.
- 31) Explain the rights of consumers.

SECTION – D

IV. Answer any two questions. Each question carries 15 marks. (2×15=30 Marks)

- 32) Discuss the different stages of consumer decision making process.
 - 33) What is a group ? How can groups be classified ?
 - 34) Explain the different techniques of consumer research.
 - 35) What are the reasons for the change of the behaviour of consumers of the new generation ?
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Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, December 2015
(Career Related First Degree Programme under CBCSS)
Core Course
BM 1342 – CORPORATE REGULATIONS
(2014 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

(Very Short Answer type)

One Word to maximum of two sentences. Answer all questions. (10×1=10 Marks)

1. Define Company.
2. What is an Illegal Association ?
3. Give the meaning of "Promotion".
4. What is "Articles" ?
5. Doctrine of "Indoor Management" is an exception to which rule ?
6. What is a statement in lien of Prospectus ?
7. Who is a director of a Company ?
8. What is statutory meeting ?
9. What is Agenda ?
10. What is a Defunct Company ?



SECTION – B
(Short Answer)

Not to exceed one paragraph, answer any eight questions. Each question carries two marks. (8×2 = 16 Marks)

11. List the features of a Company.
12. Name the clauses of Memorandum of Association.
13. Mention the privileges of a private company.
14. State the legal effects of certificate of Incorporation.
15. Make clear the meaning of shelf Prospectus.
16. Enumerate the conditions to be fulfilled for issuing a certificate of commencement of business by Registrar.
17. What are the disqualifications of a director ?
18. Point out the requisites of a valid motion.
19. Explain the term "Resolution".
20. What is Quorum for a meeting ?
21. What are the different modes of winding up of a Company ?
22. Describe Red Herring Prospectus.

SECTION – C
(Short essay)

Not to exceed 120 words, answer any six questions. Each question carries four marks. (6×4 = 24 Marks)

23. What are the advantages of a Company ?
24. Write a note on Pre-incorporation contract.
25. What is name clause ? Explain the restrictions in using the name of a Company.



26. What is Doctrine of ultra-vires ? Present the effects of ultra-vires Acts.
27. Bring out the restrictions on the alteration of articles.
28. Explain the different methods by which a director is removed.
29. Describe the duties of directors.
30. Briefly state different kinds of meeting of members.
31. What are the duties and functions of a liquidator ?

SECTION – D

(Long Essay)

Answer **any two** questions. Each question carries **15** marks. **(2×15 = 30 Marks)**

32. Explain the procedure for incorporation of a company. List the advantages of incorporation.
 33. Define prospectus. What are its contents ?
 34. Describe the liabilities of directors.
 35. Explain the various types of voluntary winding up.
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Reg. No. :

Name :

**Third Semester B.Com. Degree Examination, January 2015
(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

I. 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) The following one is a kind of fee based activity of a financial intermediary

- | | |
|----------------------------|---------------------------|
| a) Hire purchase financing | b) Leasing |
| c) Capital issue market | d) Underwriting of shares |

2) The first Indian Bank to set up Merchant banking division

- | | |
|-------------------------|-------------------|
| a) Punjab National Bank | b) Canara Bank |
| c) S.B.I. | d) Syndicate Bank |

3) A financial lease is also known as

- | | |
|-------------------|-----------------------|
| a) Service lease | b) Capital lease |
| c) Leverage lease | d) Cross border lease |

4) EMI stands for

- | |
|-------------------------------|
| a) Earning Monthly Income |
| b) Earning Monthly Interest |
| c) Equated Monthly Instalment |
| d) Earning Monthly Investment |



- B) 5) CRISIL is basically a
- a) Banking institution
 - b) Stock brokers
 - c) Credit-rating agency
 - d) NBFC
- 6) The apex housing finance institution in the country is
- a) IDBI
 - b) IRCA
 - c) RBI
 - d) HDFC
- 7) Refactoring charges have to be paid in the case of
- a) Maturity factoring
 - b) With recourse factoring
 - c) Invoice factoring
 - d) Full service factoring
- 8) In India, forfeiting is done by
- a) EXIM Bank
 - b) SEBI
 - c) RBI
 - d) IDBI
- C) 9) The concept of securitisation is associated with
- a) Capital market
 - b) Money market
 - c) Debt market
 - d) Foreign exchange market
- 10) IICRA is a
- a) Public Ltd. Co.
 - b) Pvt. Ltd. Co.
 - c) Foreign Co.
 - d) Co-operative Society
- 11) Venture capital originated in
- a) France
 - b) Britan
 - c) USA
 - d) Germany
- 12) In financial lease _____ bears the risk of obsolescence.
- a) Lessee
 - b) Lessor
 - c) Intermediary
 - d) None of these
- D) Match the following.
- 13) Stock Exchange
 - 14) Loan Syndication
 - 15) Credit rating
 - 16) Venture capital
 - a) Standard of poor
 - b) Risk financing
 - c) BSE
 - d) Fee based service
 - e) Insurance service

(4×1=4 Wt.)

**SECTION – B**

II. Answer eight questions in one or two sentences each. Each question carries weightage of 1.

- 17) What do you understand by financial engineering ?
- 18) Define venture capital.
- 19) Expand CRISIL.
- 20) What is operating lease ?
- 21) What is 'with recourse factoring' ?
- 22) What is securitisation ?
- 23) Write down any two features of hire purchase.
- 24) What is 'underwriting' ?
- 25) What is deep discount bond ?
- 26) Write down any two fund based financial service.
- 27) What is consumer credit ?
- 28) What are 'sweat shares' ?

(8×1=8 Wt.)

SECTION – C

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

- 29) Distinguish Merchant banks with commercial banks.
- 30) What are the steps involved in leasing transactions ?
- 31) What are the features of venture capital financing ?
- 32) Explain any four benefits of factoring to the clients.
- 33) Distinguish between capital market and money market.
- 34) Examine the role of a merchant banker in the corporate enterprise.
- 35) What are the parameters of the best house loan ?
- 36) What are the functions of a credit rating agency ?

(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) Define financial service industry and discuss the various services rendered by it.

38) Explain the different types of factoring and their significance.

39) Who are the parties of securitisation ? What are the various stages involved in the working of securitisation ? (2x4=8 Wt.)



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Reg. No. :

Name :

**Third Semester B.B.A. Degree Examination, December 2015
Career Related First Degree Programme Under CBCSS**

**Group 2(b)
Core Course**

**BM 1342 : COMPANY LAW
(2013 Admission)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

(10×1=10 Marks)

- 1) What is a Chartered Company ?
- 2) What do you mean by Promotion ?
- 3) Define Memorandum of Association.
- 4) What is Red Herring Prospectus ?
- 5) What is meant by Blank transfer ?
- 6) What are Sweat Equity Shares ?
- 7) Define Statutory Meeting.
- 8) What do you mean by Quorum ?
- 9) What is 'Winding up' ?
- 10) Who is a Contributory ?

P.T.O.



SECTION – B

II. Answer any 8 questions. Each question carries 2 marks. (8×2=16 Marks)

- 11) Distinguish between compulsory winding up and voluntary winding up.
- 12) What are the functions of a liquidator ?
- 13) Distinguish between Ordinary resolution and Special resolution.
- 14) What is a 'Motion' ? State the requisites of a valid motion.
- 15) What are the objects of Annual General Meeting ?
- 16) Distinguish between prospectus and statement in lieu of prospectus.
- 17) What is Table A and when is it adopted ?
- 18) Explain the doctrine of Ultra Vires in connection with a company.
- 19) Explain Liability clause.
- 20) State the advantages of incorporation of companies.
- 21) What are the liabilities of a promoter ?
- 22) Distinguish between companies limited by shares and companies limited by guarantee.

SECTION – C

III. Answer any six questions. Each question carries 4 marks. (6×4=24 Marks)

- 23) What are the main features of a registered company ?
- 24) Distinguish between Joint Stock Company and Partnership.
- 25) Distinguish between Private Company and Public Company.
- 26) Explain the objects clause of a memorandum. How is the objects clause altered ?



- 27) Explain the Civil and Criminal liabilities for misstatement in prospectus.
- 28) Discuss the various kinds of Preference shares.
- 29) What is a Statutory Report ? What are its contents ?
- 30) What do you understand by Proxy ? What are the legal provisions regarding proxies ?
- 31) Explain briefly the different circumstances in which a company may be wound up by the Tribunal.

SECTION – D

IV. Answer any two questions. Each question carries 15 marks. (2×15=30 Marks)

- 32) State and explain the different stages in the formation of a limited company.
 - 33) Discuss the main clauses of a Memorandum of Association.
 - 34) Explain the provisions of the Companies Act regarding Voluntary winding up of a company.
 - 35) Write notes on :
 - a) Agenda
 - b) Motions
 - c) Resolutions.
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Reg. No. :

Name :

Third Semester B.Com. Degree Examination, December 2015
(Career Related First Degree Programme Under CBCSS)
Commerce with Computer Application
Core Course – X
CC 1344 : FINANCIAL SERVICES
(2013 Admn.)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** word to maximum of **two** sentences. **Each** question carries **one** mark.

1. What is disintermediation ?
2. What is credit syndication ?
3. Give any three fee based financial services.
4. What is fire insurance policy ?
5. What is consumer credit ?
6. What is merchant banking ?
7. What is a bond fund ?
8. What is consortium leasing ?
9. Who is a factor ?
10. What is seed capital financing ?

(10×1=10 Marks)

P.T.O.

**SECTION – B**

Answer **any eight** questions from the following **not exceeding one** paragraph. Each question carries **2** marks.

11. Explain subrogation principle of insurance.
12. Differentiate a Credit card from Debit card.
13. What do you mean by causa proxima ?
14. What are the objectives of credit rating ?
15. What do you mean by portfolio management ?
16. What is the need for underwriting of share issue ?
17. What is an income fund ? Explain its features.
18. What is sale and lease back arrangement ?
19. What do you mean by 'with recourse, factoring' ?
20. Who are the housing loan providers ?
21. Explain bridge financing.
22. What is securitisation of an asset ?

(8×2=16 Marks)

SECTION – C

Answer **any six** questions **not exceeding 120** words. Each question carries **4** marks.

23. Distinguish between financial intermediation and disintermediation.
24. Differentiate a merchant banker from a commercial banker.
25. Explain the difference between leasing and hire purchase.
26. What are the benefits accruing from securitisation of assets ?



27. Give the impact of housing loan on the economy.
28. What are the important factors considered by the credit rating agencies ?
29. Briefly explain different types of insurance schemes.
30. What are the activities eligible for venture capital support ?
31. What are the steps involved in leasing ? **(6×4=24 Marks)**

SECTION – D

Answer **any two** questions **not** exceeding **4** pages. **Each** question carries **15** marks.

32. Explain briefly about the different types of leasing.
 33. What is venture capital ? Explain the advantages and disadvantages of it.
 34. What is factoring ? Explain the advantages and disadvantages of factoring.
 35. What is credit rating ? Explain the advantages of credit rating to the company. **(2×15=30 Marks)**
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Reg. No. :

Name :

Third Semester B.B.A. Degree Examination, December 2015
(Career Related First Degree Programme Under CBCSS)
Core Course
BM 1341 : BUSINESS ENVIRONMENT AND POLICY
(2014 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

I. Answer all ten questions not exceeding two sentences each. Each question carries 1 mark. (10×1=10 Marks)

- 1) Define Social Responsibility.
- 2) What are the factors contributing to cultural lag ?
- 3) What is IPR ?
- 4) What do you mean by demographic traits ?
- 5) What is Scanning ?
- 6) Define Business Environment.
- 7) Define Social Audit.
- 8) What is a socialistic economy ?
- 9) What do you understand by Fiscal Policy ?
- 10) What is Exim Policy ?



SECTION – B

II. Answer **any eight** questions **not exceeding one paragraph each**. Each question carries **two** marks. **(8×2=16 Marks)**

- 11) Discuss briefly the different methods of social audit.
- 12) What are the benefits of MNC's to host country ?
- 13) State any four obstacles of globalisation.
- 14) What are the steps in the process of environmental analysis ?
- 15) What are the major provisions of Industrial Policy 1942 ?
- 16) Discuss briefly the micro environmental factors affecting business.
- 17) State the role of government in a planned economy.
- 18) What are the strategies for entry into Foreign markets ?
- 19) Name four factors responsible for the growth of MNC's.
- 20) State the four objectives of Monetary Policy.
- 21) Differentiate between TRIPS and TRIMS.
- 22) Explain Foreign Collaboration.

SECTION – C

III. Answer **any six** questions **not exceeding one page each**. Each question carries **4** marks. **(6×4=24 Marks)**

- 23) Write a short note on GATT.
- 24) Discuss briefly the factors included in natural environment.
- 25) Explain the elements of culture.



- 26) Briefly explain the components of economic environment.
- 27) Enumerate the steps to be taken for speedy globalisation of Indian economy.
- 28) Explain briefly the significances of environmental analysis.
- 29) Explain briefly the steps included in the process of environment analysis.
- 30) What are the evil effects of globalisation ?
- 31) Briefly explain the major provisions of Industrial Policy 1991.

SECTION – D

IV. Answer any two questions not exceeding four pages each. Each question carries 15 marks. (2×15=30 Marks)

- 32) Discuss in detail the external environmental factors influencing business.
 - 33) Elucidate the achievements of economic reforms in India.
 - 34) Discuss the responsibility of a business towards different constituents of a society.
 - 35) What is SEBI ? State and explain the objectives and functions of SEBI.
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