

INTERNAL EXAMINATION, 2021

B.COM. SEMESTER II (HONS. & GEN.)

E-COMMERCE AND BUSINESS COMMUNICATION (GE 2.1 CHG)

Full Marks: 10

Time: 30 Minutes

Group A: E-Commerce

Answer the following questions

(1x5=5)

1. Which of the following describes e-commerce?
(a) Doing business electronically (b) Doing business (c) Sale of goods (d) All of the above
2. Which of the following is part of the four main types for e-commerce?
(a) B2B (b) B2C (c) C2B (d) All of the above
3.is essentially a business process that connects manufacturers, retailers, customers and suppliers in the form of a chain to develop and deliver products.
(a) E-Commerce (b) EDI (c) Networking (d) SCM
4. ERP is combination of _____ and _____.
(a) technology, assessment (b) assessment, management (c) management, technology (d) technology, business process
5. A digital signature is
(a) a bit string giving identity of a correspondent (b) a unique identification of a sender (c) an authentication of an electronic record by tying it uniquely to a key only a sender knows (d) an encrypted signature of a sender

Group B: Business Communication

Answer any one question

1. What are the different elements in a communication process? 5
2. Draft a letter to a bank requesting for increasing the overdraft limit. 5

Or

Draft a notice along with the agenda of the first board meeting of a limited company.

INTERNAL ASSESSMENT, 2021
B.COM, SEMESTER 2 (HONS + GENERAL)
PAPER CC2.1 CHG: COMPANY LAW

TIME: 30 Min.

FM: 10

Answer any **TEN** questions:

1. A body corporate has
 - a. Perpetual succession
 - b. A common seal
 - c. Legal entity
 - d. All of these
2. A body corporate or corporation does not mean
 - a. A co-operative society
 - b. Any other body corporate not being a company
 - c. Both (a) and (b)
 - d. None of these
3. Which of the following is the most important document on the basis of which the company is formed?
 - a. Memorandum of Association
 - b. Articles of Association
 - c. Prospectus
 - d. None of these
4. Which of the following terms means 'doing an act beyond the powers'?
 - a. Ultra Virus
 - b. Caveat emptor
 - c. De facto
 - d. None of these
5. An independent director shall possess
 - a. Appropriate skills
 - b. Experience
 - c. Knowledge in one or more fields related to the company's business
 - d. None of these
6. As per Section 177 of the Companies Act, 2013, the Board of Directors of every listed company and such other class or classes of companies shall constitute an audit committee consisting of minimum of
 - a. Three directors
 - b. Four directors
 - c. Five directors
 - d. None of these
7. Which types of companies go for capital reduction as per Section 66 of the Companies Act, 2013

- a. A company limited by shares
 - b. A company limited by guarantee
 - c. Either (a) and (b)
 - d. None of these
8. The share premium amount must be transferred to a separate account called
- a. Securities premium account
 - b. Share premium account
 - c. Special reserve account
 - d. None of these
9. Within how many days of closing of financial year, should the first AGM be called?
- a. 3 months
 - b. 6 months
 - c. 9 months
 - d. None of these
10. An AGM may be called at short notice with the consent of
- a. Not less than 90% of the members
 - b. Not less than 95% of the members
 - c. Not less than 99% of the members
 - d. None of these
11. Which of the following need not to hold annual general meeting?
- a. One person company
 - b. Public limited company
 - c. Private limited company
 - d. None of these
12. Which of the following can be considered as internal management of the company?
- a. Memorandum of Association
 - b. Articles of Association
 - c. Prospectus
 - d. None of these

B.COM SEMESTER- II (HONOURS AND GENERAL)
INTERNAL ASSESSMENT, 2021
Subject- Marketing Management and Human Resource Management
Paper Code – CC2.2Chg

Full Marks: 10

Answer any 5 questions:

5×1=5

Module-I
Marketing Management

1. Which of the following is/are the feature(s) of marketing?
 - a) Economic Process
 - b) Dynamic Process
 - c) Both (a) & (b)
 - d) None of the above
2. Marketing is a process which aim at-
 - a) Production
 - b) Profit making
 - c) Satisfaction of customer needs
 - d) Selling product
3. Target market refers to the-
 - a) A specific group of customer
 - b) A specific geographical location
 - c) Both (a) & (b)
 - d) None of the above
4. 4Cs of marketing includes-
 - a) Cost
 - b) Communication
 - c) Customization
 - d) Both (a) & (b)
5. The process of setting high price of a product at initial stage is called –
 - a) Cost plus pricing
 - b) Customer based pricing
 - c) Market skimming pricing
 - d) Competition based pricing
6. Marketing of environment friendly product and services is known as-
 - a) Service marketing
 - b) Green marketing
 - c) Direct marketing
 - d) Online marketing
7. Components of promotion mix are-
 - a) Advertising
 - b) Public relation
 - c) Sales promotion
 - d) All of the above

Module-II
Human Resource Management

Answer any 5 questions:

5×1=5

1. Which of the following is not a function of HRM?
 - a) Training and Development
 - b) Product marketing
 - c) Orientation
 - d) Job analysis and design
2. Promotion is a ----- source of recruitment
 - a) External
 - b) Internal
 - c) Both (a) & (b)
 - d) None of the above
3. Which one of the following is a modern performance appraisal technique?
 - a) Checklist Method
 - b) Ranking Method
 - c) Critical Indent Method
 - d) 360 Degree Feedback appraisal method
4. Which of the following is the correct sequence of Human Resource Planning?
 - a) Analyzing, Forecasting, planning, implementing, evaluating
 - b) Analyzing, planning, forecasting, implementing, evaluating
 - c) Planning, forecasting, evaluating, analyzing, implementing
 - d) None of the above
5. Factors affecting human resource planning are-
 - a) Type and strategy of organization
 - b) Time horizons
 - c) Environmental uncertainties
 - d) All of the above
6. Which one of the following is on the job training method?
 - a) Conferences
 - b) Case study
 - c) Job rotation
 - d) Brainstorming
7. The process of identifying and encouraging job seekers to apply for a job is known as-
 - a) Recruitment
 - b) Selection
 - c) Induction
 - d) Training