

Code No.10074

FACULTY OF COMMERCE**B.Com. V – Semester (CBCS) Examination, November / December 2019****(For Advertising)****Subject: Marketing Research****Paper Code – BC – 508****Time: 3 Hours****Max.Marks: 80****PART – A (5x4 = 20 Marks)**
[Short Answer Type]**Note: Answer any five questions not exceeding 20 lines each.**

- 1 Nature and Scope of Research
- 2 Population
- 3 Random Sampling
- 4 Interview Method
- 5 Data Tabulation
- 6 Advertising Research
- 7 Rural Marketing Research
- 8 Value and Cost of Information

PART – B (5x12 = 60 Marks)
[Essay Answer Type]**Note: Answer all the questions not exceeding four pages each.**

- 9 a) Define Marketing Research and briefly explain the different applications of Marketing Research.
- OR**
- b) Explain the significance of Marketing Research in India in the 21st Century.
- 10 a) Explain the different factors to be kept in mind while determining the Sample Size.
- OR**
- b) Define Research Design and explain the classification of Research Design.
- 11 a) Develop a Questionnaire to measure the purchasing pattern of consumers towards Two Wheelers.
- OR**
- b) Discuss the Contents of a Good Research Report.
- 12 a) Explain the advantages and implications of Product Research with reference to India with examples.
- OR**
- b) Define Data Mining and explain the different types of Data Mining Techniques.
- 13 a) Explain Marketing Research with the help of Social Media Tools.
- OR**
- b) Briefly discuss the recent trends in Marketing Research with suitable examples.

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FACULTY OF COMMERCE**B.Com. V – Semester (CBCS) Examination, November / December****2019 (For Computer / Computer Application Courses) Subject:****Business Simulation****Paper Code – BC – 508 Elective – II****Time: 3 Hours****Max.Marks: 80****PART – A (5x4 = 20 Marks)**
[Short Answer Type]**Note: Answer any five of the following questions.**

- 1 Uses of Cell References in Formula
- 2 VLOOK and HLOOK functions with examples
- 3 Various Layouts of Excel Spreadsheet
- 4 Formatting tools available on the Home tab
- 5 Goal Seeking in Excel
- 6 What is Forecasting?
- 7 Applications of Risk Analysis
- 8 How to remove Duplicates in a Table?

PART – B (5x12 = 60 Marks)
[Essay Answer Type]**Note: Answer all the questions.**

- 9 a) What are functions in Excel? Explain various types of functions used.
OR
b) Explain about the different methods of referring Data from Different Worksheets, with neat diagrams.
- 10 a) Explain the different Conditional Formatting techniques applied to Excel Data Sheets.
OR
b) Explain Sorting and Filtering Options in Excel. How is Slicer different from them.
- 11 a) Briefly write about Advanced Data Validation Techniques.
OR
b) Write the steps to create Charts. Explain Spark lines with an example.
- 12 a) What is Monte Carlo Simulation?
OR
b) What is Forecasting in Excel? Explain Exponential smoothing and Linear regression forecasting methods.
- 13 a) Briefly write about Advanced Simulation Techniques.
OR
b) How do you perform Simulation using @ Risk?

FACULTY OF COMMERCE

B.Com (CBCS) (III - Semester) Examination, November / December 2019

(Only for General Students)

Accounting Standards

Paper Code - BC- 508

Time : 3 Hours

Max Marks : 80

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Code No. 10071/U

FACULTY OF COMMERCE

B.Com. V-Semester (CBCS) Examination, November / December- 2019
(Only for General Students)

Subject : Accounting Standards

Paper Code - BC - 508

Time : 3 Hours

Max: Marks : 80

(5x4=20Marks)

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AS-10 .3

AS-26 .4

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AS-17 "Reportable Segments" .7

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(5x12=60Marks)

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AS-2 (a.10

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Code No. 10071/U

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AS-29 (a.12

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AS-18

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