**TDC (CBCS) Odd Semester Exam., 2021
held in March, 2022**

COMMERCE

(5th Semester)

Course No. : COMDSE–501T

(Human Resource Management)

Full Marks : 70
Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

SECTION—A

Answer any *twenty* questions of the following :

1×20=20

1. Name one function of human resource management.

2. Write one objective of interview.

3. What is workforce diversity?

(*Turn Over*)

4. Write the full form of VRS.

5. What is human resource information system?

6. What is acquisition?

7. What is training?

8. Mention one training need.

9. Mention one process of training.

10. What is career development?

11. What is development?

12. What is role-specific training?

13. What is management development?

14. What is training process?

15. What is training effectiveness?

16. Mention one objective of performance appraisal.

17. State one importance of performance appraisal.

18. What is transfer?

19. What is compensation?

20. What is job evaluation?

21. What is employee safety?

22. What is employee welfare?

23. What is social security?

24. What is employee grievance?

25. What is employee exit policy?

SECTION—B

Answer any *five* questions of the following :

2×5=10

26. Mention two qualities of HR Manager.

27. Distinguish between HRM and HRD.

28. What is meant by competency-based training?

29. Mention the importance of management development.

(4)

30. Discuss the importance of career development.

31. Distinguish between training and development.

32. Name two methods of wage payment.

33. What is meant by incentive plan?

34. Name two clauses of employee health.

35. What is grievance redressal?

SECTION—C

Answer any *five* questions of the following :

8×5=40

36. What is human resource management? Discuss its role in modern organization. 2+6=8

37. Discuss the emerging challenges of human resource management. 8

38. Discuss the requirement for identifying training needs. 8

39. Elaborate the designing of training needs. 8

(5)

40. Discuss, how the training effectiveness is evaluated. 8

41. What is training process? Discuss six steps of training process. 2+6=8

42. What is performance appraisal? Discuss the methods of performance appraisal. 2+6=8

43. Discuss the methods of wage payment and incentive plan in a modern organization. 8

44. Mention various employee welfare available under the Factories Act, 1948. 8

45. What is industrial dispute? Discuss various settlement machineries available to settle industrial dispute. 2+6=8

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**2021/TDC/CBCS/ODD/
COMDSE–501T/355**

**TDC (CBCS) Odd Semester Exam., 2021
held in March, 2022**

COMMERCE

(5th Semester)

Course No. : COMDSE–501T

(Principles of Marketing)

Full Marks : 70
Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

SECTION—A

Answer any *ten* of the following questions :

2×10=20

1. Define marketing.

2. What is market segmentation?

3. What are standardization and grading of products?

(*Turn Over*)

(2)

4. Give two features of good brand.

5. What is target marketing?

6. What is known as market positioning?

7. Mention the steps in business analysis.

8. Define product.

9. What do you understand by product life cycle?

10. What is competition-based pricing?

11. Write two objectives of physical distribution.

12. What do you mean by personal selling?

13. What is advertising?

14. Give two examples of green marketing in India.

15. Define service marketing.

(Continued)

(3)

SECTION—B

Answer any *five* of the following questions :

10×5=50

16. Explain the nature of marketing. Differentiate between marketing and selling.
5+5=10

17. Define marketing management process. Discuss the steps in the process of marketing management.
2+8=10

18. Explain the role of marketing in a developing country like India.
10

19. Explain the macro-environmental factors of marketing.
10

20. Define consumer behaviour. Explain the factors influencing consumer behaviour.
3+7=10

21. Explain the steps involved in new product development process.
10

22. What is product innovation? What are the reasons of product innovation?
2+8=10

(Turn Over)

(4)

23. Discuss the various methods of pricing in detail. 10

24. Explain the factors governing the choice of channel of distribution. 10

25. Explain the rights and duties of consumer under the Consumer Protection Act, 1986.

5+5=10

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**2021/TDC/CBCS/ODD/
COMGE–501T (B)/466**

**TDC (CBCS) Odd Semester Exam., 2021
held in March, 2022**

COMMERCE

(5th Semester)

Course No. : COMGE–501T

(Principles of Micro-Economics)

Full Marks : 70

Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

SECTION—A

Answer any *twenty* of the following as directed :

1×20=20

1. Demand for a commodity is always related with its _____.

(Fill in the blank)

2. What do you mean by normal good?

22J**/971** *(Turn Over)*

(2)

3. If demand curve is parallel to *x*-axis, the price elasticity of demand is _____.

(Fill in the blank)

4. What is elasticity of supply?

5. When does supply curve become vertical straight line?

6. Distinguish between cardinal utility and ordinal utility.

7. Define indifference map.

8. Whose name is associated with indifference curve analysis?

9. What is price line?

10. An indifference curve is _____ to the origin.

(Fill in the blank)

11. What is production function?

12. What is an isoquant?

13. The law of variable proportion explains production function in the short/long period.

(Choose the correct option)

(3)

14. Total cost is the summation of _____ plus _____ curves.

(Fill in the blanks)

15. SAC curve is also called envelop/plant curve.

(Choose the correct option)

16. Define perfect competition.

17. Marginal revenue and average revenue curves coincide in which market?

18. The firms in perfectly competitive market are price takers/price makers.

(Choose the correct option)

19. Who wrote, *The Theory of Monopolistic Competition*?

20. With which type of market is the concept of group equilibrium associated?

21. Theory of distribution is a special case of the theory of price.

(Write True or False)

22. Demand for factors of production is called direct demand/derived demand.

(Choose the correct option)

23. What is value of marginal product (VMP)?

24. Factors other than land earn rent if their supplies are less than perfectly elastic.

(Write True or False)

25. Quasi-rent is a short-run phenomenon.

(Write True or False)

SECTION—B

Answer any *five* of the following questions :   2×5=10

26. Distinguish between expansion of demand and increase in demand.

27. What is market equilibrium?

28. Define marginal rate of substitution.

29. Define income effect.

30. What is isocost line?

31. Make a distinction between explicit cost and implicit cost.

32. Mention two important conditions of equilibrium of a firm.

33. Write two features of monopolistic competition.

34. What is functional distribution of income?

35. Distinguish between economic rent and quasi-rent.

SECTION—C

Answer any *five* of the following questions : 8×5=40

36. What is price elasticity of demand? Explain the different factors determining price elasticity of demand.   2+6=8

37. What do you mean by supply? Explain the factors that affect supply of a commodity.   2+6=8

38. State the assumptions of indifference curve. Explain how a consumer attains equilibrium under indifference curve analysis.   2+6=8

39. "Price effect is a complement of income effect and substitution effect." Discuss.   8

40. What is returns to scale? How is returns to scale explained through isoquants?   2+6=8

(6)

41. What are internal and external economics of scale? Discuss the different types of internal economy.   3+5=8

42. What is monopoly? How does a monopolist determine price and output both in the short and long run?   1+7=8

43. What is oligopoly? What are its main characteristics? Why there occurs indeterminateness of demand curve under oligopoly?   2+5+1=8

44. Discuss critically the marginal productivity theory of distribution.   8

45. Explain critically the Ricardian theory of rent drawing a distinction between scarcity rent and differential rent.   8

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**2021/TDC/CBCS/ODD/
COMSEC–501T/467**

**TDC (CBCS) Odd Semester Exam., 2021
held in March, 2022**

COMMERCE

(5th Semester)

Course No. : COMSEC–501T

(Computer Application in Business)

Full Marks : 35
Pass Marks : 12

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

SECTION—A

Answer as directed any *ten* of the following :

1×10=10

1. Which program is used in MS-Word to check the spellings?

2. What is the shortcut key for creating hyperlink?

(Turn Over)

3. Which button will allow you to add, delete or change records in your data source?

4. What is the shortcut key to undo the last action?

5. Ctrl + C is used for _____.

   (Fill in the blank)

6. From which tab can you access Save command?

7. Which shortcut key is used to start and exit from the Slide show?

8. Which extension is used to save the PowerPoint file?

9. Which command is used to directly take the user to the first slide of the presentation?

10. Which PowerPoint view works best for adding Slide transitions?

11. What are macros in MS-Excel?

12. How can you wrap the text within a cell?

13. What is Freeze Pane in MS-Excel?

14. What is the smallest and the largest available font on formatting toolbar?

15. The process of removing unwanted part of an image is called _____.

   (Fill in the blank)

SECTION—B

Answer any *five* of the following questions : 2×5=10

16. How can you create a custom watermark?

17. Explain mail merge in MS-Word.

18. What do you understand by placeholder?

19. How is slide design different from Auto Content Wizard?

20. How can you customize the PowerPoint ribbon?

21. What do you mean by cell and cell address in MS-Excel sheet?

22. What are the steps to create drop-down lists in Excel?

23. Explain SUM and SUMIF functions in MS-Excel.

24. What is the difference between formulas and functions in MS-Excel?

25. What are Charts in MS-Excel?

SECTION—C

Answer any *five* of the following questions : 3×5=15

26. What are the steps involved to protect a presentation by setting up password on it?

27. How can you create a new PowerPoint presentation?

28. Mention the steps to insert header/footer in PowerPoint.

29. What do you understand by the ordering of objects? Why do we need it?

30. Explain how you can record a Slide show.

31. Briefly explain MS-Excel. Mention some important features of MS-Excel.

32. Explain Pivot Tables along with their features.

33. How many data formats are available in Excel? Name some of them.

34. Distinguish between COUNT, COUNTA, COUNTIF and COUNTBLANK in MS-Excel.

35. How are PDF documents edited in MS-Word?

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