

B.Com Part I
Entrepreneurship and Small Business Management
Paper II

Q1. Short answer type.

- A Define entrepreneurship**
- B Give four differences between entrepreneurship and Intrapreneurship**
- C what do you mean by copreneurship**
- D List problems of entrepreneurship**
- E Write four characteristics of entrepreneurship**
- F what do you mean by small business**
- G Who is manager**
- H What is the basic objective of DIC?**
- I What is the purpose of tax benefit given to small scale units?**
- J Describe three motives to start small business**
- K What are the design clinics?**
- L Write four characteristics of manager**
- M What do you mean by first generation entrepreneurs?**
- N What is single window scheme?**
- O Who are industrial entrepreneurs?**

Q2 Descriptive answer type

1 Give concept of entrepreneurship and explain types of entrepreneurship

Or

Throw light on entrepreneur and manager relationship

2 elaborate training and development phases.

Or

What are the various types of support and help offered to entrepreneurs?

3 discuss the role of small enterprise in national economy

Or

What are the policies governing small enterprises

4 What are the stages for establishing small business?

Or

Describe various Tax Benefits and Concessions allowed to small scale Industries.

5 What are the modern management principles for small businesses?

Or

Write detail note on DIC's?

BUSINESS LAW

Short Questions

MM ()

- Q1. Define Partnership & Explain its main characteristics?
- Q2. what is bailment.
- Q3. what do you understand by Wagering Agreement.
- Q4. Explain Void Agreement.
- Q5. what do you understand by lawful object
- Q6. ~~what~~ state the characteristics of Valid consideration
- Q7. what is Contingent Contract.
- Q8. what is Quasi Contract.
- Q9. Define Agency.
- Q10. Difference between sub agent & substituted agent.
- Q11. what do you understand by agreement to sell.
- Q12. Define Condition & Warranty.
- Q13. what do you mean by Caveat Emptor.
- Q14. what do you mean by limited liability Partnership.
- Q15. what do you understand by Consumer Protection Council.

B.Com Part I
Business Law

Long Questions

M.M.:

Q.1 "A Contract is an agreement enforceable by law". Explain the statement & describe essentials of a contract.

OR

"All Contracts are agreements but all agreements are not contract", Explain in details.

Q.2 Define Proposal (offer) & Acceptance. Explain the provision regarding valid offer.

OR

Q.3 What do you mean by 'capacity to contract'? Describe the rules relating to the contracts made by the minors.

Q.3 Explain the following:

- a) Agreement in restraint of legal Proceedings.
- b) Agreement of Wagering

Q.4 Distinguish between a contract of Indemnity & a contract of Guarantee. In what circumstances a surety is discharged from his liability?

Q.4 Define Agency. How it is created & terminated.

OR

What do you mean by Agency by Ratiification? Explain in detail.

Q5, Define condition and warranty. What are the implied conditions in a contract of sale of goods according to the sales of Goods act.

OR

Q, What is meant by unpaid seller? Explain the rights of an unpaid seller.

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Sodha

Short Answer type Questions.

- ① Explain the concept of Entrepreneurship.
- ② Who is an entrepreneur? Give its some basic qualities.
- ③ Discuss the role and importance of an Entrepreneur.
- ④ Entrepreneurs are dreamers as well as risk-bearers. Comment.
- ⑤ Describe some specific traits of an entrepreneur.
- ⑥ What is the problem of "failure to develop a strategic plan?"
- ⑦ Explain the problem of "weak Marketing efforts" for an enterprise.
- ⑧ How do "long hours and hard work" affect the quality of life of an entrepreneur?
- ⑨ What are the characteristics & need of EDP's.
- ⑩ Describe the chief goals of MSME.
- ⑪ Explain the need and importance of EOP.
- ⑫ How would you measure the size of Small business?
- ⑬ Why do we need small business in this age of large business corporation?
- ⑭ Discuss the role of Micro and Small Enterprises in national economy.
- ⑮ Elaborate the basic functions of DIC's.

Long Answer Type Questions

- ① Define Entrepreneurship. Discuss its characteristics and elaborate the importance of Entrepreneurship in a society.
- ② Discuss the meaning & features of Small Business Enterprise. Also discuss its scope and types of Small Business Enterprises.
- ③ What are the different stages for establishing a new small business enterprise? Discuss in brief.
- ④ Discuss in brief the problems, challenges and Remedial measures of small business.

Entrepreneurship and Small Business Management

Short Answer type Questions

- ① What do you mean by the term "Entrepreneurship"? Explain.
- ② Distinguish between an entrepreneur and a manager.
- ③ Explain some functions of an entrepreneur.
- ④ Describe the benefits of entrepreneurship to a common man.
- ⑤ Describe some basic traits and attributes of an Entrepreneur.
- ⑥ Discuss some resource-related problems of Entrepreneurship.
- ⑦ Explain "social problems" of Entrepreneurship.
- ⑧ What do you mean by the term "EDP". What are its objectives?
- ⑨ Describe some functions of NIESBUD.
- ⑩ What are the various stages of EDP. Explain.
- ⑪ What is credit support to MSMEs? What is investment Subsidy?
- ⑫ What types of National Awards are given to small Entrepreneurs?
- ⑬ What do you mean by "Small Business". Describe some characteristics of it.
- ⑭ What is the investment limit of Micro, Small & Medium Enterprises in manufacturing as well as service sector.
- ⑮ What is DIC. Give some characteristics of DIC.

Long Answer Type Questions.

- ① "Entrepreneur is a Kingpin of Business Society". Explain & discuss the importance of entrepreneur in this industrial age.
- ② Describe the qualities and functions of an Entrepreneur.
- ③ Discuss in brief the various potential problems and barriers of Entrepreneurship.
- ④ Discuss the various types of Government assistance and encouragement to promote entrepreneurship in the country.

Long Answer Questions -

Q.1 what do you mean by MBO? Explain the steps in MBO Process.

OR

What is meant by Planning? Explain the steps involved in Planning process.

Q.2 Define Organisation Structure. Explain the importance of good organisation structure.

OR

Explain the barriers of communication and give suitable suggestions to remove them.

Q.3 Define Direction. Discuss the principles of effective direction.

OR

Explain the Maslow's need hierarchy theory of motivation. How does it differ from Herzberg's two factor theory.

Q.4 Define Leadership. Explain the importance of leadership in management.

OR

Define Management and discuss the important Principle of management.

Q.5 Describe the Control Process and discuss the essentials of effective control.

OR

"Coordination is the essence of management." Comment on the statement in detail and discuss the essentials of effective coordination.

Short Answer Questions -

- Q.1 Define Management.
- Q.2 What is planning.
- Q.3 What is line & staff organisation.
- Q.4 What do you mean by organisational change.
- Q.5 What do you understand by coordination.
- Q.6 What do you understand by barriers in communication.
- Q.7 Define Leadership.
- Q.8 What is meant by motivation.
- Q.9 What is managerial control.
- Q.10 What are traditional techniques of controlling.
- Q.11 What are principles of management.
- Q.12 What are formal & informal organisations.
- Q.13 What do you mean by direction.
- Q.14 What is decision-making.
- Q.15 What do you mean by delegation of authority.

B.Com Part II
Paper –II (2017-18)
Management

Q1 Short answer type

- A. Define management.**
- B. List out 14 principles of Henry Fayol.**
- C. Define MBO**
- D. Give four techniques of decision making**
- E. Give two difference between formal and informal organizations**
- F. Define Authority and Responsibility**
- G. What do you mean by span of control?**
- H List steps of communication**
- I. Explain Herzberg two factor theory**
- J. What is TQM**
- K State leadership qualities**
- L. Give four differences between centralization and decentralization**
- M. Write points for achieving effective coordination**
- N. Write meaning of six sigma**
- O. Explain any two type of communication**

Q.2 Descriptive type questions

1. What is MBO? Explain the process of MBO in detail.

Or

Define planning and give components of planning.

2. Define authority and state differences between authority and power.

Or

Explain the reasons for resistance to change.

3. State barriers to communication and remedies too.

Or

What are different principles for direction also comment on importance of direction.

4. How an employee can be motivated, give techniques of motivation.

Or

Elaborate theories of leadership.

5. Define control. Give essentials of effective control

Or

Write detail note on any two

A six sigma

B TQM

C BPR

B.Com
Paper –II (2017-18)
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Write detail note on any two

- A six sigma
- B TQM
- C BPR

Short Type questions:-

- Q1 what do you mean by Company limited by Shares?
- Q2 What is a certification of incorporation?
- Q3 what do you mean by 'Prospectus'?
- Q4 what is a Share Certificate?
- Q5 what is meant by calls on shares?
- Q6 what is dividend?
- Q7 what is agenda of meeting?
- Q8 when can the first annual general meeting called of a company?
- Q9 what is a poll?
- Q10 which companies are compulsorily required to frame Article of Association?
- Q11 what is 'Doctrine of ultra vires'?
- Q12 Distinguish between member & shareholder?
- Q13 What is Proxy? who can be appointed Proxy?
- Q14 who can call Extraordinary General Meeting?
- Q15 Give main qualifications of a company secretary?

Long type questions:-

- Q1 Define Company. Describe the salient features of a one person company

Define a Private Company. Describe the privileges and exceptions enjoyed by a Private Company.

Q2 What do you mean by Promoter? Discuss his functions & duties.

OR

Explain the importance of Memorandum of Association in the life of Company. How does it differ from Articles of Association.

Q3 What do you understand by Prospectus of a company? What particulars are given in a company prospectus? Explain in detail.

OR

Distinguish between

- (i) Shares & Debentures
- (ii) Member & Shareholder

Q4 Describe the methods of appointment of directors in a Company.

OR

What do you mean by winding-up of a company? Describe briefly the methods of winding up.

Q5 What is meant by 'Company Secretary'? Discuss fully the position of a secretary in a company.

OR

Describe the procedure for the allotment of Shares.

Answer in brief

- Q1. What is Advertising? Define.
2. What are the informative and persuasive objectives of Advertising?
3. Compare Advertising with Publicity
4. Describe benefits of Advertising to a manufacturer?
5. "Advertising is a major means of competition." Elucidate
6. Does Advertising create unnecessary wants? Elaborate
7. Describe three evils of Advertising.
8. What do you mean by the term DAGMAR?
9. What are the various steps in 5M Model of Advertising?
10. ~~How~~ Discuss the AIDA Model of Advertising.
11. What do you mean by Point-of-sale Advertising?
12. Explain ~~Some~~ ^{Some} merits of Celebrity Advertising
13. Classify and discuss types of Advertising on the basis of objectives.
14. Discuss the various goals and objectives of Advertising.
15. What is the concept of "Advertising Message"? State its object.

Long-Answer Type Question

1. "Advertising is an integral part of business." ^{Also} Discuss its characteristics and significance of Advertising.
2. Discuss the goals and advantages of DAGMAR Approach in Advertising field. What are its basic tenets. Explain
3. Discuss the various types of Advertising. ~~see see~~
4. Discuss the Role and Advantages of an Advertising Agency.

Short Answer Type Question

- Q1. Advertising is paid, non-personal mass communication. Explain.
2. Describe a few ^{basic} functions of Advertising.
3. What is the Ethical Role of Advertising?
4. Describe benefits of Advertising to a consumer.
5. "Advertising helps improve the quality of life". Explain.
6. Does Advertising promote social evils? Elaborate.
7. Describe three limitations of Advertising.
8. State a few points of significance of DAGMAR approach.
9. What does 5M represent in 5Ms Advertising Model?
10. What is Social source or "Word of Mouth" Advertising?
11. What are the conditions under which a comparative advertising works best?
12. Discuss the types of Advertising on the basis of focus of content.
13. Discuss in brief the process for creating Advertising Message.
14. What is Top-Down Approach of Budgeting?
15. Discuss a few functions of Ad-Agency.

Long Answer Type Questions

1. "Advertising creates an identity, positioning and shapes perceptions." Explain the objectives and Role of Advertising.
2. "Ad Agency employs ~~OR~~ specialists and creative people." Explain Also discuss its various features and types.
3. What do you mean by "Sales Management"? Discuss its characteristics, ^{objectives} and importance.
4. What are the essential general qualities of a successful salesman? Describe.

Short answer type questions:

- Q1. Mention the role performed by a HR manager?
- Q2. What do you mean by Matrix organisation? Explain its advantages?
- Q3. What do you mean by Human Resource Planning?
- Q4. What is job description? Discuss its utility?
- Q5. Explain briefly the selection process usually carried out by a business enterprise?
- Q6. What is the importance of training for a business enterprise?
- Q7. Explain the 360 degree evaluation method?
- Q8. What do you mean by market intelligence?
- Q9. What are the competitive advantages of 'brand equity' for a company strategy?
- Q10. What do you mean by "market skimming" pricing and "market penetration" pricing?
- Q11. Explain the status and role of a finance manager?
- Q12. What is "Capital Gearing"? Explain.
- Q13. What do you mean by SQC? Briefly explain its advantages.
- Q14. Explain material handling and transportation operations?
- Q15. Explain safety stock?

Long answer type questions:

- Q1. What do you mean by Human Resource Planning? Discuss the problems and suggest ways for making Human Resource Planning more effective?

Or

- Q1. What do you mean by Human Resource Management? Explain its objectives and importance as well as what role it plays in business organisation?
- Q2. Explain the contents of Job Description and Job Specification with help of diagram?

Or

- Q2. "Training programmes are helpful to avoid personnel obsolescence". Illustrate.

Q3. What do you mean by Channels of Distribution? Describe the functions of various channels of distribution?

Or

Q3. Write a short note on:

- a) Structured and unstructured questionnaires
- b) Industrial marketing Research
- c) Advertising Research

Q4. Define Financial Management? Explain the importance of financial management in modern organisations?

Or

Q4. What is working capital? Explain its various sources of finance.

Q5. What do you mean by Production Management? Explain its scope and importance?

Or

Q5. What is Materials Management? Explain its importance and functions.

A. Short type Questions

- Q1. Describe the objectives of HRM?
- Q2. What do you mean by Delphi Technique?
- Q3. What is Functional Structure of HR development?
- Q4. What are the contents of Job Analysis?
- Q5. Describe two methods of Job Enrichment?
- Q6. Describe four uses of Merit rating?
- Q7. What is Branding?
- Q8. What is 'Consumer Analysis'?
- Q9. What is Product-Mix?
- Q10. State the characteristics of a Wholesaler?
- Q11. What is Psychological Discounting?
- Q12. State two limitations of traditional approach of Finance?
- Q13. What is 'Commercial Paper'?
- Q14. Explain Capital Budget?
- Q15. What do you mean by 'Cost of Controls'?

B. Essay-type Questions

- Q1. What do you mean by HRM? Explain various functions of a HR manager?

Or

On what ways in your opinion a HR department of a large organisation can be set up?
Explain with merits and demerits of each?

- Q2. What do you mean by Performance Appraisal? Explain various techniques of Performance Appraisal?

Or

How will you identify Training needs of an organisation? Describe the process of Training?

- Q3. What do you mean by Product Development? Explain the different stages of New Product Development?

Or

Describe various Pricing Strategies?

- Q4. What do you mean by Finance Function? Describe the various sources of Finance?

Or

What do you mean by Capital Structure? Explain its determinants?

- Q5. Define Inventory Control? Explain its various techniques?

Or

What do you mean by Quality Control? Describe the steps in Quality Control?

Short type questions:-

- Q1 Define void contract?
- Q2 What is quasi contract?
- Q3 What is meant by revocation of a proposal?
- Q4 What are remedies for breach of contract?
- Q5 What is agency of ratification?
- Q6 What is implied condition of merchantability?
- Q7 "Mere Silence is not a fraud". Comment.
- Q8 Discuss the case of Mohari Bibee v/s Dharmodas Ghosh
- Q9 Explain the difference between Right of Lien and Stoppage in Transit
- Q10 What do you mean by Company Secretary?
- Q11 What do you mean by Independent Director?
- Q12 What do you mean by Doctrine of Constructive Notice?
- Q13 What do you mean by "the holder in due course"?
- Q14 State the distinction between bills of exchange & Cheque
- Q15 Difference between holder and holder in due course.

Long Type questions:-

- Q1 "All contracts are agreements but all agreements are not contracts." Explain.

OR

State briefly the position of a minor with regard to the

agreements entered into by him

Q2 Distinguish between contract of indemnity and guarantee. In which circumstances a surety is discharged from his liability?

OR

State the rights & duties of an agent towards his principal.

Q3 Define a contract of sale of goods. Distinguish between a sale & an agreement to sell.

OR

What is meant by unpaid seller? What are the rights of an unpaid seller against the goods? Explain

Q4 What is "Negotiable Instrument"? Explain its characteristics and presumption?

OR

What do you mean by holder in due course? State the essentials. State the difference between holder and holder in due course.

Q5 "A company has a separate legal existence ~~other~~ other than of its members." Discuss the statement and state the circumstances under which the court may ignore this principal.

OR

"While the directors are the brains of the company, the secretary is its ears, eyes & hands." Discuss the position of a company secretary in the light of this statement?