Exam Code: 225803
(30)

Paper Code: 3248

Programme: Master of Commerce
Semester-III

Course Title: Group B: Business Studies (Strategic Management)

Course Code: MCML-3092
(Opt-BI)

Time Allowed: 3 Hours **Max Marks: 70**

Attempt 5 questions selecting atleast one question from each section. Fifth question may be attempted from any section. Each question carries 14 marks.

Section A

1. What is strategic management? What are its basic features? 14
2. Define strategic intent? How are mission statements formulated and communicated? What are the characteristics of a good mission statement? 14

Section B

3. What is environmental scanning? Explain the techniques of environmental scanning? 14

4. What is external environment analysis? Discuss Porter's five forces model? 14

Section C

5. Explain the following:
   a. Retrenchment Strategies 3.5
   b. Related and Unrelated diversification 3.5
   c. Growth Strategies 3.5
   d. Strategic Outsourcing 3.5
6. Explain the BCG Model in detail? 14

Section D

7. What is corporate governance? Explain the role of SEBI in corporate governance? 14
8. What are the various techniques of strategic control? Explain each of them with suitable example. 14

Exam Code: 225803 **Paper Code: 3249**
(30)

Programme: Master of Commerce
Semester-III

Course Title: Group B: Business Studies
(Security Market Operations)

Course Code: MCML-3093
(Opt-BII)

Time Allowed: 3 Hours **Max Marks: 70**

Important Note: Attempt 5 questions each carry 14 marks. Attempt one question from each section. The fifth question may be attempted from any section.

Section-A

1. Discuss the functions of primary and secondary market. How they contribute to growth of an economy.
2. Discuss provisions related to listing of securities in India in detail.

Section- B

3. Discuss need and importance of Indian Stock Indices.
4. What do you mean by Derivative market? Discuss various products of derivative market.

Section -C

5. Explain the powers and functions of SEBI in detail. How they regulate securities market?
6. Explain the concepts:

   a) Internet trading system

   b) Investor redressal mechanism

Section-D

7. What do you mean by Mutual funds. How they are regulated in India?
8. Explain the concepts:

   a) procedure to open Demat and Trading Account

   b) Role of CDSL

Exam Code: 225803 **Paper Code: 3250 - R**

Programme: Master of Commerce (Semester – III)

Course Title: Group D: Marketing (Consumer Behaviour)

Course Code: MCML-3094 (Opt. – DI)

Time Allowed: 3 Hours **Max. Marks: 70**

Note: Attempt five questions in all, selecting at least one from each section. Fifth question may be attempted from any section. Each question carries 14 marks.

Section – A

1. (a) Explain the scope and relevance of studying consumer behaviour for marketers.
   (b) Discuss the types of consumer needs and how conflicts between them influence buying decisions.
2. (a) What is Psychographics? Explain its role in segmenting consumers.
   (b) Evaluate the application of Self-image theory in branding with examples.

Section – B

3. Explain the concept of Selective Perception and its implications for marketing communications.
4. (a) What are attitudes? Discuss the Tri-component model of attitudes and its usefulness for marketers.
   (b) Describe how consumers learn to prefer certain brands over others using Operant Conditioning theory.

Section – C

5. Describe the role of Family Lifecycle in shaping consumption patterns. How does it affect marketing strategy formulation?
6. Discuss how Social Class and Reference group appeal jointly influence consumer choices. Support your answer with relevant examples.

Section – D

7. (a) Explain the adoption process in Diffusion of Innovation.
   (b) Discuss Nicosia's model of consumer behaviour and its marketing relevance.
8. A clothing brand aims to enter the premium ethnic wear segment. Suggest a consumer decision-making framework that could help understand buyer behaviour and plan marketing communication accordingly.

Exam Code: 225803 **Paper Code: 3250**
(30)

Programme: Master of Commerce
Semester-III

Course Title: Group D: Marketing (Consumer Behaviour)

Course Code: MCML-3094
(Opt-DI)

Time Allowed: 3 Hours **Max Marks: 70**

Note:- Attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question carries 14 marks.

Section A

1. What is the scope of Consumer Behavior? What are the advantages of studying Consumer behavior?
2. Describe the trait theory and explain how it led to the implications of concept of personality to brands.

Section B

3. Discuss consumer learning in detail.
4. How are attitude formed? Describe the different strategies by which attitude can be changed

Section C

5. What is social class? Describe the methods of measuring social class and also explain how social class affects consumer behavior.
6. What is culture'? Why is it important to study the role of culture in consumer behavior?

Section D

7. Discuss the stages involved in consumer buying process.
8. Explain Nicosia model and how does it differ from E.K.B. model?

Exam Code: 225803 **Paper Code: 3251 - R**

Programme: Master of Commerce Semester III

Course Title: Retail Management

Course Code: MCML-3095 (Opt-DII)

Time Allowed: 3 Hours **Max. Marks: 70**

Note: Attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question will carry 14 marks.

Section - A

Q1. Discuss the evolution of retail in India in the light of various drivers of retail change. What are the various challenges to retail development in India?

Q2. Explain the different types of organized retail format with suitable examples.

Section - B

Q3. Describe the shopping decision process by the customers in retail sector.

Q4. Discuss exterior and interior store design. What components must be considered while planning store design?

Section - C

Q5. Discuss the role of buyer and merchandiser in the process of merchandising by a retail organization.

Q6. What is merchandise planning? Discuss the various implications of merchandise planning in detail.

Section - D

Q7. What elements must be considered while deciding retail price? Discuss various retail pricing strategies.

Q8. Discuss the advantages and disadvantages of franchising for a retail organization.

Exam Code: 225803 **Paper Code: 3251**
(30)

Programme: Master of Commerce
Semester-III

Course Title: Group D: Marketing (Retail Management)

Course Code: MCML-3095
(Opt-DII)

Time Allowed: 3 Hours **Max Marks: 70**

Note: Students are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any Section. Each question carries (14) marks.

Section —A

1. Discuss the nature and importance of retailing in detail.
2. Discuss the various factors that facilitated the growth of retail in India. Also explain various challenges faced by retail industry in India.

Section -B

3. What is the importance of location analysis before opening any retail store? Explain various factors affecting the retail location planning?

4. Explain various principles of display in detail. Discuss various elements of visual merchandising along with examples.

Section -C

5. What is retail merchandising? Discuss various factors affecting buying function in a retail organization.
6. What is merchandise planning? Explain its process in detail.

Section -D

7. Explain various methods of merchandise procurement along with their advantages and disadvantages.
8. Critically evaluate the role of assortment and category management for a retailer.