

Maulana Azad College
B.Com. Honours (CBCS)
Question Bank
Semester II

E-Commerce & Business Communication (GE 2.1 Chg)

Module I
E-Commerce

Unit 1: Introduction

1. OLX is an example of :
 - a) B2G Model
 - b) B2C Model
 - c) B2B Model
 - d) C2C Model

2. ZOMATO is an example of :
 - a) B2G Model
 - b) B2C Model
 - c) B2B Model
 - d) C2C Model

3. GE website is a :
 - a) Supplier oriented e – marketplace
 - b) Buyer oriented e – marketplace
 - c) Intermediary oriented e – marketplace
 - d) None of the above

4. Income Tax Department sending a query to a business is :
 - a) B2G
 - b) B2C
 - c) G2B
 - d) G2C

Unit 2: E-CRM and SCM

1. In E- CRM, E stands for :
 - a) Enterprise
 - b) Electronic
 - c) Entity
 - d) Energy

2. V- CRM stands for :
 - a) Value added CRM
 - b) Virtual CRM
 - c) Valuable CRM
 - d) Viral CRM

3. Which of the following is not a type of E- CRM?
 - a) Cloud Solution
 - b) Multiple Server Solution
 - c) V - CRM
 - d) M – CRM

4. The full form of SFA is :
 - a) Sales Force Automation
 - b) Settled Financial Automation
 - c) Settled Financial Accounts
 - d) Sales Financial Accounts

Unit 3: Digital Payment

1. Which of the following is a crypto currency?
 - a) Rupee
 - b) Dollar
 - c) Bit coin
 - d) Riyal
2. ECS stands for :
 - a) Economic Change System
 - b) Electronic Clearing System
 - c) Economic Clearing System
 - d) Electronic Change System
3. The first ATM was installed in India in the year :
 - a) 1980
 - b) 1990
 - c) 2000
 - d) 2010
4. Which of the following is not a method of e – payment?
 - a) Debit Card
 - b) Cheque
 - c) Credit Card
 - d) Mobile Payment

Unit 4: ERP

1. The full form of QBM is
 - a) Quality by matrices
 - b) Quantity by matrix
 - c) Query by mail
 - d) Query by matrices
2. The full form of SBU is
 - a) Social business Unit
 - b) Social Bond Unit
 - c) Strategic bond Unit
 - d) Strategic Business Unit
3. The full form of KPI is
 - a) Knowledge Process Indexing
 - b) Knowledge Process Indicators
 - c) Key Process Indicators
 - d) Key Performance Indicators
4. The full form of QAS is
 - a) Quality Assurance sale
 - b) Quantity Assurance sale
 - c) Quantity Assurance Server
 - d) Quality Assurance Server

Unit 5: New Trends in E-Commerce

1. Digital Marketing is also known as
 - a) Computer Marketing
 - b) Social Media Marketing
 - c) Data Driven Marketing
 - d) Technological Marketing
2. The full form of ROI is
 - a) Run on Investment
 - b) Return of Investment
 - c) Run on Interest
 - d) Return on Interest
3. Full form of SEM is
 - a) Semester
 - b) Single Economy Market
 - c) Search Engine Market
 - d) Search Engine Marketing.

4. In Social Media Advertising, the fourth step is
- a) Creating a social identity
 - b) Community Activation
 - c) Developing a content Strategy
 - d) Running a social media campaign

Module II

Business Communication

Unit 1: Introduction

1. What do you mean by physical and psychological noise?
2. Mention principles of effective communication.
3. How does communication help in conflict resolution?
4. What are the barriers to effective communication?
5. What are the elements of the communication process?

Unit 2: Types of Communication

1. What do you mean by grapevine?
2. Mention advantages and disadvantages of formal communication.
3. What is communication network?
4. What are the advantages and disadvantages of oral communication?

Unit 3: Tools of Communication

1. What are the tools used in oral communication?
2. What is videoconference?
3. Mention advantages and disadvantages of electronic mail?
4. What do you mean by cloud computing?
5. What is book reader?

Unit 4: Drafting

1. Draft a minutes of Board Meeting.
2. Draft a notice of the Annual General Meeting of the company.
3. Draft a circular for announcing the opening of a new branch.
4. Draft a resolution for appointment of Chief Financing Officer.
5. Draft a report on grievances of employees.
6. Draft a business letter asking for quotations of cloths.
7. Draft a business letter complaining receipt of wrong goods.

Company Law (CC 2.1 Chg)

Unit 1: INTRODUCTION TO COMPANY

1. A body Corporate has
 - a) Perpetual Succession
 - b) A common Seal
 - c) Legal Entity
 - d) all of these
2. The maximum number of members of an illegal association is-
 - a) 10
 - b) 100
 - c) 1000
 - d) None of these
3. Statutory corporations are not governed by-
 - a) Act of Parliament
 - b) Act of the State legislature.
 - c) Memorandum of Association
 - d) None of these

Unit 2: FORMATION OF A COMPANY

1. What type of relation do the Promoters maintain with a company?
 - (a) Good Relation
 - (b) Fiduciary Relation
 - (c) Legal Relation
 - (d) Non of the above
2. Public company may start their business after :
 - (a) Registration
 - (b) Certificate of Incorporation
 - (c) Certificate of Commencement of Business
 - (d) none of these.
3. Misstatement in prospectus attaches.
 - (a) Civil liability
 - (b) Criminal Liability
 - (c) Both Civil & Criminal Liability
 - (d) None of these.
4. What is the Minimum issue size beyond which dematerialization is required?
 - (a) Rs. 1 crore
 - (b) 5 crore
 - (c) 10 crore
 - (d) None of these
5. Which one of the following options is the most important document on the basis of which a company is formed?
 - (a) Memorandum of Association
 - (b) Articles of Association
 - (c) Prospectus
 - (d) None of these

Unit 3: COMPANY ADMINISTRATION

1. Director Identification Number (DIN) is
(A) Compulsory, (B) Optional,
(C) Not required, (D) None of these.
2. A listed company requires to appoint at least
(A) 1 Women Director, (B) 4 Women Directors,
(C) 2 Women Directors, (D) None of these.
3. Managing Director is also called
(A) CFO, (B) CA,
(C) CS, (D) CEO

Unit 4: SHARE CAPITAL & DEBENTURE

1. The subscribed capital of a company is:
(A) Never more than the issued capital
(B) Never less than the issued capital
(C) Always equal to the issued capital
(D) Prescribed percentage of the issued capital
2. A company may convert all or any of its fully paid up shares into stock:
(A) By passing a special resolution
(B) By passing a ordinary resolution
(C) With the approval of the Tribunal
(D) All of the above
3. Part of the capital for which application have been received from the public and shares allotted to them:
(A) Nominal capital
(B) Issued capital
(C) Subscribed capital
(D) Called up capital
4. Shares which are issued by a company to its directors or employees at a discount or for a consideration:
(A) Equity Shares

- (B) Preference Shares
- (C) Sweat Equity Shares
- (D) Redeemable preference shares

Unit 5: CORPORATE MEETINGS

1.can call extra Ordinary General Meeting.
2. At Leastboard meetings must be held by a company in every year.
3. Annual General Meeting is held at the of the year.
4. members are required to quoram in a meeting of a Public Limited Company.

Marketing Management & Human Resource Management (CC 2.2 Chg)

**Module I
Marketing Management**

Unit 1: Introduction:

1. Which one is not included in the exchange functions of marketing

| | |
|-------------------------------------|-------------------|
| a) Product Planning and development | c) Transportation |
| b) Purchases | d) Selling |
2. Which is not an element of micro-environment in Marketing?

| | |
|-----------------|-------------|
| a) Organisation | c) Economic |
| b) Suppliers | d) Public |
3. Which one is not included in the supporting functions of Marketing?

| | |
|----------------|---------------|
| a) Warehousing | c) Assembling |
| b) Selling | d) Financing |

Unit 2: Consumer Behaviour and Market segmentation:

1. What motives are affected by consumer feelings and are often judged by using feelings or affective part of consumer's attitude?
 - (A) Emotional Buying
 - (B) Psychological Buying
 - (C) Inherent Buying
 - (D) Rational Buying

2. The person who services or repairs the product so that it will provide continued satisfaction is a _____ .

- (A) Initiator
- (B) Maintainer
- (C) Gatekeeper
- (D) Influencer

3. _____ is a set of stimulus factors that the consumer receives in the market.

- (A) Input
- (B) Output
- (C) Feedback
- (D) Processing

4. The _____ factors are the end result of the information processing stage.

- (A) Input
- (B) Output
- (C) Processing
- (D) Feedback

Unit 3: Product

1. Impulse-shopping is the situation when customers purchase:

- (A) Without bargaining
- (B) Without proper planning
- (C) Without physically verifying the product
- (D) None of these.

2. The strategy to attract customers' attention and build traffic is called:

- (A) Line building
- (B) Line extension
- (C) Line up gradation

(D) Line featuring.

3. The number of variations in a product is referred to as:

(A) Depth

(B) Width

(C) Portfolio

(D) Length

4. In _____ stage, marketers usually follow strategies like product modification, market modification and sales promotion.

(A) Introduction

(B) Growth

(C) Maturity

(D) Decline

Unit 4: Pricing, Distribution Channels and Physical Distribution

1. At the profit maximisation point, Marginal Revenue is equal to

(A) Marginal Cost,

(B) Average Cost,

(C) Average Revenue,

(D) Marginal Product.

2. Volume objective is appropriate when demand is price_____

(A) Inelastic,

(B) Independent,

(C) Elastic,

(D) Driven.

Unit 5: Promotion and Recent developments in marketing:

1. Rural Consumers are

a) Price Sensitive

c) Quality Conscious

b) Less Price Sensitive

d) None of these

2. Which of the following is not a tool of sales promotion?

a) Sales Contests

c) Points of Purchase display

b) Free gifts

d) Public relations

3. Which of the following promotional tool is a short term method of promotion?

a) Advertisement

c) Sales Promotion

b) Public relation

d) Personal selling

Module II

Human Resource Management

Unit 1: Nature and Scope

1. Which of the following includes developing programs that meet the economic, psychological, ethical, and social needs of employees?

- (A) Societal Objectives
- (B) Organisational Objectives
- (C) Functional Objectives
- (D) Personal objectives

2. Which function of HRM involves determining the wages and salaries of employees at different levels and positions in an organisation?

- (A) Manpower planning
- (B) Job analysis
- (C) Compensation management
- (D) Recruitment and selection

3. What forces HR managers to face challenges related to training, development of new infrastructure, addressing employee issues, building of transition teams, etc.?

- (A) Workforce diversity
- (B) Business expansion
- (C) Employee empowerment
- (D) Change management

4. A _____ can be defined as a set of actions that aims to achieve predefined goals and objectives.

- (A) Motives
- (B) Actions
- (C) Measures
- (D) Strategy

Unit 2: Human Resource Planning

1. Which of the following is the second step in the HRP process?
 - (A) Reviewing business goals
 - (B) Scanning the environment
 - (C) Balancing manpower demand and supply
 - (D) Implementing and monitoring the HR plan

2. Which of the following techniques help to reduce subjectivity in HR demand forecasting?
 - (A) Delphi technique
 - (B) Expert forecasts
 - (C) Management forecasts
 - (D) Sampling

3. Human Resource personnel determine the _____ trends by analysing the past trends.
 - (A) Past
 - (B) Present
 - (C) Future
 - (D) All of the above

4. Human Resource Planning _____ the demand and supply of human resource in an organisation by anticipating the situations of shortage and surplus of human resource.
 - (A) Disrupts
 - (B) Equalizes
 - (C) Combines
 - (D) Deviates

Unit 3: Recruitment and Selection

1. Consider the statement, 'training is costly, but non-training is costlier' – Offer your comment.
 - (a) Yes, I Agree, (b) No, I don't Agree, (c) No Comment

2. The main point of Recruitment philosophy are to :
 - (a) Identify the jobs for which people are required.
 - (b) Search the right People.

- (c) Get the right people in the right time.
 - (d) All the options.
3. Which of the following is/are concerned with developing a pool of employees?
 - (a) Training (b) Recruitment (c) Development (d) All the options.
 4. On which of the following interviewers pay weights during Viva Voice?
 - (a) Aptitude (b) Altitude (c) Skills (d) All the options
 5. Which selection test helps to assess coordination between the hand & feet?
 - (a) Computer Aptitude Test (CAT)
 - (b) Pilot Aptitude Test (PAT)
 - (c) None of the above.

Unit 4: Training and Development

1. Which of these is an of the job training method.
 - a. Lecture, b) Apprenticeship training, c) Job Rotation, d) Laboratory training.
2. Which of these is an only job training method.
 - a. Magazine, b) Lecture, c) Cinema Show, d) Laboratory Training.
3. Which of the following is a hindrance to effective training.
 - a. Monitoring, b) total spending on training, c) current counseling, d) carrier planning workshop.

Unit 5: Job Evaluation and Performance Appraisal

1. Which of the following is not a job evaluation Method?
 - (a) Job Ranking (b) Job Material (c) Job Classification (d) None of the Above.
2. Job Analysis is the basis for all HR Activities “- Do you Agree with the Statement?
 - (a) Yes, I Agree (b) No, I don't (c) No Comments.
3. Job Analysis is alternatively known as work analysis :
 - (a) True (b) False (c) Not sure
4. Job Analysis data doesn't include :
 - (a) Operator Oriented Activities
 - (b) Complexion of the job holder.

- (c) Machine tools & Equipment.
 - (d) Mental Ability
5. Recruit Process Needs :
- (a) Job Analysis (b) Job description (c) Job Specification (d) All the options

Cost and Management Accounting – I (CC 2.1Ch)

1. Introduction

1. Distinguish between financial accounting and cost accounting.
2. What are the advantages of cost accounting system?
3. Define cost, cost centre and cost unit.
4. Distinguish between direct cost and indirect cost.
5. Explain opportunity cost with example.

Unit 2: Material Costs

1. Classify the requisites of Material Control.
2. Differentiate between Bill of Materials and Material Requisition Note.
3. State the advantages and disadvantages of Bin Cards.
4. Write short notes on the following:
 - a) Re-order stock level
 - b) Re-order quantity
 - c) Maximum stock level
 - d) Minimum stock level
 - e) Average stock level
 - f) Danger stock level
 - g) Buffer stock

3. Employee Cost and Incentive Systems

1. Define Halsey – incentive wage plan. Mention the advantages of Halsey wage payment system.
2. Define Rowan plan. Mention the advantages of Rowan incentive plan regarding wage payment system.

4. Overhead and Cost Statement

1. What is overhead? How the Overheads are classified?
2. Distinguish between cost allocation & cost apportionment.
3. What is primary & Secondary Distribution of Overhead?

5. Cost Bookkeeping

1. What is meant by Non-Integrated Accounting system? What are its features?
2. What is Cost Control Accounting? Describe their advantages.

6. Costing Methods

1. What do you mean by process costing? Mention some industries where this method can be applied.
2. Distinguish between job costing and process costing.
3. Write short notes on: (i) Normal Loss, (ii) Abnormal Loss, (iii) Abnormal gain, (iv) Joint product and By product.
4. Explain and differentiate Composite Cost Unit and Equivalent Cost Unit.
5. How service costing is different from product costing?
6. What is job costing. Which type of concerns fallow Job costing system.
7. What is certified cost?
8. What is uncertified cost?