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PGIVS 1628 A-18
MFC IVth Semester Examination
COMMERCE
(Financial Services)
Paper : SC-405(B)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

Answer all Sections.

Section - A

1. Answer **all** sub-questions in one or two sentences. Each sub-question carries two marks. (5×2=10)
- a) What do you mean by financial lease?
 - b) What is Tax shelter?
 - c) What is Net Asset value?
 - d) What is meant by Entry Load?
 - e) What do you mean by Break Even rental?

Section -B

Answer any **Three** questions. Each question carries **Five** marks.

(3×5=15)

- 2. What are the attributes of operating Lease?
- 3. What are the sources of fund for the housing companies?
- 4. What are the capital market instruments? Explain.
- 5. How do you determine the Credit worthiness of a company?
- 6. Write a note on the Legal aspect of factoring.

Part - C

Answer any **Three** questions. Each question carries 15 marks.

(3×15=45)

7. What is financial market? What are the types of financial market?
8. How do you evaluate the lease from the point of view of lessee?
9. What are the differences between leasing and Hire purchase? Explain.
10. Explain in detail the portfolio management process of mutual funds.
11. Write a detailed note on the types of mutual funds.

Section - D(compulsory)

12. Analyse the following case and answer the questions at the end. (10)

A manufacturing concern has a total sales of Rs. 16,00,000 and its average collection period is 90 days. The past experience indicates a bad debt loss around 15% of credit sales. The company spends Rs. 25,000 on credit administration and collection. A factor is prepared to buy the firm's receivables by charging 2% commission. The factor will pay advance receivables at an interest of 18% after with holding 10% as reserve.

- a) What is the cost and benefit to the company?
 - b) What is the effective rate of annual cost of factoring?
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PGIVS-1627 A-18
M.F.C. IVth Semester Examination
COMMERCE
(Human Resource Management)
Paper : HC - 403

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

Attempt all sections.

Section - A

1. Answer **all** the sub - questions in one or two sentences. Each sub - question carries **two** marks. **(5×2=10)**
- a) What is Human Resource Management?
 - b) What is Job enrichment?
 - c) List out the benefits of training.
 - d) Why is it necessary to conduct the performance appraisal of employees?
 - e) What is employee morale?

Section - B

Answer any **three** questions . Each question carries **five** marks.

(3×5=15)

- 2. Narrate the qualities of HR Manager.
- 3. Explain different techniques of job analysis.
- 4. How do you identify training needs of employees?
- 5. What is 360 Degree feedback?
- 6. Explain the different ways to curb the absenteeism of employees.

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Section - C

Answer any **three** of the following. Each question carries **fifteen** marks.

(3×15=45)

7. Describe the dimensions of Human Resource Management.
8. Discuss the need and significance of career planning and development.
9. Discuss the different methods of training.
10. Discuss the determinants of employee - compensation.
11. What is the necessity of promotion of employees? Identify the factors which necessitate the employee - promotion.

Section - D

Compulsory.

(1×10=10)

12. "Identification of needs and offering opportunities to meet those needs is a crux of motivation". Examine the statement in the light of Maslow's theory of hierarchy.
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PGIVS 1626 A-18
M.F.C IVth Semester (CBCS) Examination
COMMERCE
(Management Information System)
Paper : HC-402

Time : 3 Hours

Maximum Marks : 80

Instructions to the Candidates:

Attempt all the sections.

Section - A

1. Answer all the sub-questions. Each sub-question carries 2 marks. (5×2=10)
- a) Mention the goals of MIS
 - b) Define strategic and tactical information systems.
 - c) What is ERP?
 - d) Mention any five security issues relating to information system.
 - e) Define Database and DBMS

Section - B

Answer any three questions. Each question carries 5 marks. (3×5=15)

- 2. Explain the concept of MIS
- 3. Discuss different types of information
- 4. What is information system? Explain its role in business systems.
- 5. What is system Development life cycle? Explain.
- 6. Explain various types of networks.

Section - C

Answer any three questions. Each question carries 15 marks. (3×15=45)

- 7. Explain various steps required for system analysis and design.

8. What is DSS? Explain different models of DSS.
9. What is DBMS? Explain the components of DBMS
10. Define network topology and mention the uses of computer networks.
11. Write a note on the following:
 - a) Executive support systems.
 - b) ERP
 - c) Security issues relating to information system.

Section - D

(Compulsory)

12. Case Study

(1×10=10)

Computer System Design

The computer system design consists of five major steps, viz., designing the input, the output, the processing, the data specifications, and the procedure specifications, Provide Justification.

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PGIVS-1625 A-18
M.F.C. IVth Semester Examination
COMMERCE
(Strategic Cost Management)(CBCS)
Paper : HC - 401

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

Attempt all sections.

Section - A

1. Answer All the sub - questions. Each sub - question carries two marks. (5×2=10)
- a) What is target costing?
 - b) What do you mean by cost driver?
 - c) What is experience curve?
 - d) What is JIT delivery?
 - e) Define value engineering.

Section - B

Answer any Three questions . Each question carries five marks. (3×5=15)

- 2. Differentiate between conventional cost management and strategic cost management.
- 3. Write a note on cost driver concept.
- 4. What are the benefits of Kaizen costing?
- 5. Explain the principles of TQM.
- 6. Explain the benefits of JIT.

Section - C

Answer any **Three** of the following. Each question carries **Fifteen** marks. **(3×15=45)**

7. Define life cycle costing Explain the important categories of life cycle costs.
8. Explain the advantages and disadvantages of target costing.
9. Define Cost management. Explain the factors influencing cost management.
10. ABC limited has collected the following data for its two activities. It calculates activity cost rates based on cost driver capacity.

Activity	Cost Driver	Capacity	Cost
Power	Kilowatt hours	50,000 kilowatt hours	Rs. 2,00,000
Quality Inspection	Number of inspections	10,000 inspections	Rs. 3,00,000

The company makes three products A, B and C. For the year ended 31.3.2012 the following consumption of cost drivers was reported.

Product	Kilowatt hours	Number of Quality Inspections
A	10,000	3500
B	20,000	2500
C	15,000	3000

Required

- a) Compute the costs allocated to each product from each activity.
 - b) Calculate the cost of unused capacity for each activity.
 - c) Discuss the factors the management considers in choosing a capacity level to compute the budgeted fixed overhead cost rate.
11. ABC Ltd manufactures a variety of board room chairs. Its job costing is designed using the ABC system. There are two direct cost categories consisting of direct materials and direct manufacturing labour and three direct cost pools representing three activities at the plan.

Manufacturing activity	Budgeted Costs	Cost driver used as allocation base	Cost allocation rate
Material handling	2,00,000	No. of parts	0.25
Cutting	21,60,000	No. of parts	2.50
Assembling	20,00,000	Direct manufacturing labour	25

The quantity, direct manufacturing cost and other data are as follows :

Type of chairs	Units Produced	Direct material cost	No. of parts	Direct Manufacturing labour hours
Executive chairs	5,000	6,00,000	1,00,000	7,500
Chairman chairs	100	2,500	3,500	500

The direct manufacturing labour hour is Rs. 20 per hour. Assuming no opening and closing stock, compute the total manufacturing cost and the cost of individual chairs of two categories.

Section - D

Compulsory.

(1×10=10)

12. Analyse the following case and answer to the questions given at the end of the case.

Hind Machines was assigned the task of reduction of delivery time of its parts from six days to two days. To help achieve this goal, engineering and production workers had made the commitment to reduce the time for set up activity. The current set - up time is 18 hours. Set - up cost is Rs. 200/- per set up hour. For the first quarter, the engineering department has developed a new process design that is expected to reduce the set up time from 18 hours to 12 hours. After implementation the actual set up time dropped from 18 hours to 14 hours. In the second quarter, the production department suggested a new set up procedure. The engineering department forwarded the suggestion. The new approach is projected to save an additional four hours of set up time. Training has been provided to the workers to perform the new set up procedures. The actual reduction in set up time based on the suggested changes was six hours.

Questions :

- What kaizen set up standard would be used at the beginning of each quarter?
- Discuss the role of kaizen costing in activity - based management.

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PGIVS 1595 A-18
M.Com. IVth Semester Examination
COMMERCE
(Management Accounting (CBCS))
Paper : HC- 4.1

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

Answer all Sections.

Section - A

1. Answer **all** the sub-questions. Each questions carries 2 marks. **(10×2=20)**
- a) What is external analysis?
 - b) What do you mean by defensive interval ratio?
 - c) What type of transactions bring change in working capital?
 - d) What do you mean by ideal standards?
 - e) Define P/V ratio
 - f) What do you mean by fixed budget?
 - g) Define Material mix variance.
 - h) Working capital Rs. 60,000; current ratio 2.50; determine current liability.
 - i) What is volume variance?
 - j) State any three differences between management accounting and cost accounting.

Section - B

Answer any **three** questions. Each question carries 5 marks. **(3×5=15)**

- 2. Write a brief note on zero-base budgeting.
- 3. Define management accounting. Enumerate the utility of management accounting.
- 4. Define standard costing. Explain the applicability of standard costing.

5. The working capital of ABC Ltd., has deteriorated in recent years and now stands as under:

Current Assets: Inventory	Rs. 5,60,000	
Debtors	Rs. 3,50,000	
Cash	Rs. 70,000	Rs. 9,80,000
Current Liabilities: Creditors	Rs. 4,90,000	
Bank loan	Rs. 2,10,000	Rs. 7,00,000
Working Capital		Rs. 1,80,000

- Compute the current and Quick ratio
 - There is also a negotiation going on for discounting the debtors of Rs. 3,50,000 for Rs. 3,15,000 to a collection agency for immediate cash. Also Obsolete stocks worth Rs. 1,25,000 are being sold for Rs. 80,000 of the cash to be realised by the two transactions, the bank loan is proposed to be reduced to Rs. 1,00,000. Calculate the new current ratio and quick ratio after the transactions are put through.
6. In a purely competitive market, 10,000 pocket transactors can be manufactured and sold and a certain profit is generated. It is estimated that Rs. 2,000 pocket transistors need be manufactured and sold in a monopoly market to earn the same profit. Profit under both the conditions is targeted at Rs. 2,00,000. The variable cost per transistor is Rs. 100 and the total fixed cost is Rs. 37,000. You are required to find out the unit selling prices under monopoly and competitive conditions.

Section - C

Answer any **three** questions. Each question carries **15** marks.

(3×15=45)

- Bring out the nature of management accounting. How does it differs from financial accounting?
- What are the features of marginal costing? Discuss in detail about marginal costing as tool for decision making.
- What do you mean by budget budgeting and budgetary control.? Explain the essentials of an effective budgetary control system.
- A gang of workers normally consists of 30 men, 15 women and 10 boys. They are paid at standard rate per hour as Man-Re 0.80, Woman - Re 0.60, Boy-Re 0.40.
In a normal working week of 40 hours, the gang is expected to produce Rs. 2,000 units of output.
During the week ended 31 December, the gang consisted of 40 Men, 10 Women and 5 boys. The actual wages paid were@Re 0.70, Re 0.65 and Re. 0.30 respectively. 1,600 units were produced. Four hours were lost due to abnormal idle time.

Calculate Labour Variances.

11. Following are the summaries of Balance sheets of a Limited company as on 31st December 2006 and 2007

	2006	2007
	Rs.	Rs.
Paid up share capital	1,00,000	1,00,000
General Reserve	21,400	26,000
Profit and Loss A/c	17,000	16,000
Creditors	9,750	6,380
Provision for taxation(Non-current)	19,000	1,200
	1,68,750	1,70,580
Buildings	46,800	45,000
Machinery	38,280	42,030
Goodwill	13,000	13,000
Investments	10,000	11,250
Stock	30,000	28,000
Debtors	22,000	22,000
Prepaid Expenses	70	300
Cash Balance	8,000	9,000
	1,68,750	1,70,580

Additional Information:

- The profit for the year 2007 was Rs. 8,600 which has been arrived at after charging Rs. 3,050 by way of depreciation and increases in provision for doubtful debts Rs. 200.
 - An interim dividend of Rs. 5,000 paid in October 2007
 - Additional machinery was purchased in May 2007 for Rs. 5,000
 - Investments (Cost Rs. 5,000) were sold in November 2007 for Rs. 4,800 and on 1st December, 2007 another investment was made for Rs. 6,250.
 - ~~Income-tax Rs. 18,000~~ was paid during the year and charged against the provision.
- Prepare a statement showing source and application of Funds during year 2007

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PGIVS 1596 A-18
M.Com. IVth Semester Examination
Commerce
(International Business) (CBCS)
Paper : HC- 4.2

Time : 3 Hours

Maximum Marks : 80

Section - A

1. Answer all the sub-questions. Each questions carries 2 marks. (10×2=20)

- a) Who is ethnocentric manager?
- b) Define Turnkey projects.
- c) What is cultural shock?
- d) State few features of MNCs.
- e) What is tariff?
- f) What MFN clause?
- g) Define Strategic alliances.
- h) What do you mean by work-force diversity?
- i) What is GATS?
- j) What is deficit BOP?

Section - B

Answer any **three** questions. Each question carries 5 marks. (3×5=15)

2. What are the factors influencing on international business? Explain.
3. Explain the reasons for the fast growth of MNCs in India.
4. Briefly explain the marketing strategies to meet the global competition.

5. Explain various factors influencing on FDI
6. What are the Environmental issues of international business? Explain.

Section - C

Answer any **three** questions. Each question carries 15 marks.

(3×15=45)

7. Briefly explain the various theories of international business.
8. "Choice of entry mode is crucial for MNCs." Discuss this statement with various entry modes.
9. Discuss the role of IMF and IBRD in promoting international business.
10. Briefly explain the role of WTO in resolving conflicts between MNCs and member governments.
11. "FDI is an unmixed blessing". Discuss this statement from the view point of both home and host countries.

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PGIVS 1597 A-18
M.Com. IVth Semester Examination
COMMERCE
(Financial Services)
Paper : HC- 4.3

Time : 3 Hours

Maximum Marks : 80

Section - A

1. Answer **All** the sub-questions in one or two sentences. Each sub - question carries 2 marks. (10×2=20)
- a) Define economic environment
 - b) What do you mean by IPO?
 - c) What is ICRA?
 - d) What do you mean by leasing.
 - e) What do you mean by forfeiting?
 - f) What is lease rental?
 - g) Define open ended mutual funds.
 - h) What do you mean by credit-rating?
 - i) Define life insurance.
 - j) What do you meant by under writing?

Section - B

Answer any **THREE** questions. Each question carries 5 marks.

(3×5=15)

- 2. Explain the significance of financial services in economic environment.
- 3. Describe the evolution and growth of merchant banking.
- 4. Explain the role venture capital in promoting new entrepreneurs.
- 5. Describe factoring as a tool for liquidity management.
- 6. Explain the merits and demerits of credit rating.

Section - C

Answer any **THREE** questions. Each question carries 15 marks.

(3×15=45)

7. Define financial service industry and describe the various rendered by it.
8. Explain the distinction between commercial bank and Merchant bank and discuss in brief the scope of merchant banking in India.
9. Discuss the various services rendered by factoring intermediaries.
10. Hypothetical Limited is contemplating having an access to a machine for a period of 5 years. Discussions with various financial institutions have shown that the company can have the use of machine for the stipulated period through leasing arrangement, or the requisite amount can be borrowed at 14 per cent to by the machine. The firm is in the 50 per cent tax bracket. In Case of leasing, the firm would be required to pay an annual end-of-year rent of Rs. 1,20,000 for 5 years. All maintenance, insurance and other costs are to be borne by the lessee.

In the case of purchase of the machine (which costs Rs. 3,43,300), the firm would have a 14 per cent, 5-year loan, to be paid in 5 equal instalments, each instalment becoming due at the end of each year. The machine would be depreciated on a straight line basis for tax purposes, with no salvage value.

Advise the company regarding the option it should go for, assuming lease rentals are paid (a) at the end of the year.

(Present value Factors @ 7%.	Year	1	2	3	4	5
	PvF	.935	.873	.816	.763	.713)

11. With the help of following information evaluate the financial feasibility of leasing from lenor's point of view. using net present value method at 20% discount rate

	Rs.
Leased equipment Cost	2,00,000
Own funds	40,000
Borrowed funds	1,60,000
Rate of interest on Borrowed fund	15%

Department of debt fund in 5 equal annual installments 32,000 P.A.

Depreciation in WDV method 20%

Lease Rents	Rs.
1st year	80,000
2nd and 3rd year	70,000
4th and 5th year	50,000

Corporate tax rate 56.375%

Salvage value of the asset WDV at the end of 5th year

(Present value Factors @ 20%

Year	1	2	3	4	5
PVF	.833	.694	.579	.482	.402)

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PGIVS 1598 A-18
M.Com. IVth Semester Examination
COMMERCE
(Corporate Taxation - II) (CBCS)
Paper : SC 4.5(A)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

Answer all Sections

Section - A

1. Answer all the **TEN** of the following. Each question carries 2 marks. **(10×2=20)**

- a) State Major advantages of GST.
- b) Define import
- c) What is CIF value?
- d) What is aggregate turnover?
- e) What is debit note?
- f) How do you value voucher under GST?
- g) Who is a pure agent ?
- h) State the relevance of IGST.
- i) State the purpose of anti dumping duty.
- j) Define works contract under GST.

Section - B

Answer any **THREE** questions. Each question carries 5 marks.

(3×5=15)

2. How do you decide the taxable event under GST?
3. Explain the method of computing assessable value under customs.
4. What is reverse charge? What is its relevance?

5. A Ltd. imports certain equipments from England on 24th July 2017. Following are the particulars:
- a) FOB value : 50,000 £
 - b) Freight (sea) : 5600 £
 - c) Insurance : 100 £
 - d) Design and development charges paid to a German company (in Dollars): \$ 5200
 - e) RBI notified exchange rate
 - i) 1 £ = 89 = 00 Rs.
 - ii) 1 \$ = 64 = 00 Rs.
 - f) CBCE notified exchange rate
 - i) 1 £ = 89 = 50 Rs.
 - ii) 1 \$ = 63 = 60 Rs.
- Find the assessable value.
6. M/s A Ltd authorized money changer entered into the following transactions
- Compute the value of supply :
- i) Sold 1000 us \$ @ 1 US \$ = Rs. 60
 - ii) Purchased 3000 Euro @ 1 Euro = Rs. 71
 - iii) Purchased 4000 GBP @ 1 GBP = Rs. 85
 - iv) Sold 4000 units of currency ABC @ 1 ABC = Rs. 25.
 - v) Sold 16000 Us \$ for 8900 GBP.
 - vi) RBI reference rate for various currencies at the relevant time 1 GBP = Rs. 86,
1 US \$ = Rs. 59., 1 Euro = Rs. 72.

Section - C

Answer any THREE of the following questions. Each question carries 15 marks. (3×15=45)

7. Explain in detail various duties levied under customs in protecting the interest of domestic enterprises.

8. What is place of supply with reference to GST? What is its relevance? How do you decide it?
9. Define transaction value under GST. What it includes and excludes? Discuss.
10. B Ltd. provides the following information for the month of December 2017.
- a) Sale of goods for (price) Rs. 19,00,000 (excluding GST)
 - b) The sale price does not include:
 - i) Secondary packing : Rs. 40,000
 - ii) Durable and returnable packing Rs. 86,000
 - iii) Setting expenses: Rs. 19,000
 - iv) Discount @ 10% (on price)
 - v) After sales service : Rs. 9500
 - vi) Taxes other than GST? Rs. 28,000
 - vii) Interest for delayed payments : Rs. 6000
 - c) GST rate applicable is 18%
 - d) All the sales are made intra-state.
 - e) Input tax credit available at the end of the month was -
 - i) CGST - Rs. 42,000
 - ii) S GST - Rs. 42,000
 - iii) IGST - Rs. 21,000

Compute the GST liability of B ltd.

11. C Ltd. is a company involved in supply of goods and services liable for tax under GST. The company provides the following details for the month of Feb - 2018 Compute its tax liability for the period.
- a) The company supplied -
 - i) Taxable services outside state, value of Supply including IGST @ 18% is Rs. 11,80,000
 - ii) Taxable services within the state, value of service excluding GST @ 18% is Rs. 5,00,000

- iii) Taxable goods with in the state, excluding GST value is Rs. 8,00,000 (GST @ 12%)
- iv) Goods in the course of export, value excluding GST is Rs. 12,00,000 (if sold in India tax rate is 12%).
- b) The company procured -
 - i) Input goods including GST @ 12% for Rs. 12,32,000
 - ii) Input services including IGST @ 18% for Rs. 11,80,000.
 - iii) Input goods(imports) including customs duty of Rs. 50,000 but excluding IGST of Rs. 1,00,000 for Rs. 8,00,000.
- c) The company has an input tax credit opening balance at the beginning of the month as under -
 - i) SGST - Rs. 52,000
 - ii) CGST - Rs. 48,000
 - iii) IGST - Rs. 10,000

Also indicate how the tax liability is to be discharged under GST.

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PGIVS 1599 A-18
M.Com. IVth Semester (CBCS) Examination
COMMERCE
(Mutual Funds)
Paper : SC- 4.5(B)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

Answer all the Sections

Section - A

1. Answer all sub questions. Each sub-question carries 2 marks. (10×2=20)
- a) which type of scheme is not listed on a stock exchange and why?
 - b) State the best measures of mutual fund evaluation for diversified portfolio?
 - c) Define money market mutual fund.
 - d) What do you mean by dividend reinvestment plan?
 - e) What is NAV?
 - f) What is rollover facility?
 - g) What is addendum?
 - h) State two obligations of unitholders of a mutual fund.
 - i) Define sponsor.
 - j) State the disadvantages of mutual fund investment.

Section - B

Answer any three questions. Each question carries 5 marks. (3×5=15)

- 2. Explain the key players involved in mutual funds.
- 3. What are the various measures of mutual fund evaluation? Explain.
- 4. What are the investment restriction specified in the regulations? Explain.
- 5. Write a short note business ethics in mutual funds.

6. A mutual fund has announced a new scheme in which the initial expenses are 5.50% and annual recurring expenses are 1.5%. Investors in the market have a minimum required rate of return of 16%. How much should the mutual fund earn in order to satisfy the investors expectation?

Section - C

Answer any three of the following questions. Each question carries 15 marks. (3×15=45)

7. Discuss in detail various types of mutual funds.
8. Explain the regulatory provisions of SEBI (ME) Regulations, 1996 concerning investment and valuation of investments.
9. What facilities are available to an investor of a mutual fund? What factors should be considered before selecting a mutual fund? Explain.
10. Enumerate the future of mutual funds in India.
11. A mutual fund raised Rs. 150 lakhs on April, 1 by issue of 15 lakh units at Rs. 10 per unit. The fund invested in several capital market instruments to build a portfolio of Rs. 140 lakhs. Initial expenses amounted to Rs. 8 lakhs. During the month of April, the fund sold certain securities costing Rs. 44.75 lakhs for Rs. 47.00 lakhs and purchased certain other securities for Rs. 41.60 lakhs. The fund management expenses for the month amounted to Rs. 6.00 lakhs of which Rs. 50,000 was in arrears. The dividend earned was Rs. 1.50 lakhs. 80% of the realised earnings were distributed. The market value of the portfolio on 30th April was Rs. 147.85 lakhs

An investor subscribed to 1 unit on April 1 and disposed it off closing NAV on 30th April. Determine his annual rate of earning.

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PGIVS 1600 A-18
M.Com. IVth Semester Examination
COMMERCE
(Services Marketing) (CBCS)
Paper : SC- 4.5(C)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

Answer all the Sections

SECTION - A

1. Answer **ALL** sub questions. Each sub-question carries Two marks. (10×2=20)
- a) Define service process.
 - b) What are the components of service?
 - c) Define service strategies.
 - d) What is service blue print?
 - e) What is boundary spanner?
 - f) What is service delivery?
 - g) What is service marketing mix?
 - h) Define service market segmentation.
 - i) Define service scape.
 - j) Define personal selling.

SECTION - B

Answer any **THREE** questions. Each question carries Five marks. (3×5=15)

- 2. Explain the role of sales promotion in service industry.
- 3. Explain the various types of intermediaries used in distribution of service.
- 4. What are the reasons for growth of service sector in India?
- 5. Write a note on internal marketing.
- 6. What are the sources of desired service expectation?

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SECTION - C

Answer any **THREE** questions. Each question carries Fifteen marks.

(3×15=45)

7. What are the similarities and dissimilarities between blueprinting and service mapping?
8. Explain the effective ways for handling complaints.
9. What are the various service positioning techniques in market place?
10. Explain the SERVQUAL model with example.
11. Explain the 'process' as one of the important element of marketing mix with suitable examples.