

2021
Full Marks: 20
Time: As in the Programmed
The figures in the right hand margin indicate marks.
Subject: Principles of Marketing
B.Com (Pass/Hons) 5th Semester

[10×2]

1. Define the term marketing? How is it different from selling? Discuss nature, scope and importance of marketing briefly.
2. Elaborate the consumer Buying Process with example?
3. What is the importance of market segmentation? Discuss different bases used for market segmentation?
4. What is Product life cycle (PLC) ? Discuss different stages of product life cycle & marketing strategy involved in each stage.
5. Explicate different steps involved in New Product Development?
6. Write short notes :-
 - a) Promotion Mix
 - b) Channels of Distribution

2021
Full Marks: 20
Time: As in the Programmed
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Subject: Fundamentals of Financial Management
B.Com (Pass/Hons) 5th Semester

[10×2]

1. Define Financial Management? What are the two important objectives of Financial Management? Which objective is best and why?
2. Discuss different time adjusted techniques (modern techniques) of capital budgeting with example.
3. What do you mean by weighted average cost of capital (WACC) . Discuss the procedure for calculation of WACC?
4. Compare & contrast between Net Income & Net operating Income theories of capital structure.
5. “Combined Leverage is the product of Operating Leverage & Financial Leverage”. Explain
6. Write short notes on :-
 - a) Bonus Share
 - b) Working Capital Cycle.