

FACULTY OF COMMERCE
M.Com. (E-Commerce) II – SEMESTER REGULAR/BACKLOG EXAMINATIONS, APRIL 2015
HUMAN RESOURCE MANAGEMENT

PAPER – II

Time: 3 hours]

[Max. Marks: 70

Note: Answer all the following questions from Section – A and Section – B

Section – A

Answer the following questions in not more than **ONE** page each: (5x4=20)

1. HRM Policies
2. What are the components of Job description?
3. What is Vestibule training?
4. Define factor - comparison method of job evaluation.
5. Importance of Knowledge Management.

Section – B

Answer the following questions in not more than **FOUR** pages each: (5x10=50)

6. a) Define HRM environment and discuss the impact of political, legal, economic, cultural and technological factors on Human Resource Function.
(OR)
b) Explain the scope of human resource development and its techniques.
7. a) What is job analysis and explain in brief its objectives and components?
(OR)
b) Discuss the external and internal factors that influence recruitment process.
8. a) Explain in brief management by objectives and 360-degree feedback methods of employees performance appraisal.
(OR)
b) Briefly explain the different methods of employees training.
9. a) What are the causes of employee grievances in industrial organization and discuss employees grievances redressal procedure?
(OR)
b) What is collective bargaining and state the essential conditions required for the success of collective bargaining in Indian context?
10. a) What is knowledge management architecture? Discuss it in brief.
(OR)
b) Explain the various steps involved in knowledge management process.

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HUMAN RESOURCE MANAGEMENT

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[Max. Marks: 70

Note: Answer all the following questions from Section – A and Section – B

Section – A

Answer the following questions in not more than **ONE** page each: (5x4=20)

1. Define Human Resource Development
2. What is Job Analysis?
3. What is career planning and development?
4. Distinguish minimum wage from living wage.
5. What is knowledge conversion?

Section – B

Answer the following questions in not more than **FOUR** pages each: (5x10=50)

6. a) Discuss in brief the Scope and various functions of Human Resource Management.
(OR)
b) Define Human Resource Planning and explain the process of human resource planning.
7. a) Explain the scope of human resource development in an industrial organization. ✖
(OR)
b) What is selection? Explain the process of selection.
8. a) Define performance appraisal and explain the traditional methods of performance appraisal. ✖
(OR)
b) What is participative management? Bring out its importance and limitations.
9. a) Define job evaluation and explain the process of job evaluation. ✖
(OR)
b) Why do employees join trade unions and discuss the tactics adopted by trade unions to influence the management. ✖
10. a) Explain the need and significance of knowledge management in contemporary business enterprises. ✖
(OR)
b) What is knowledge management? Explain the knowledge management process.

5022-16-423-035

Code No. 1522

FACULTY OF COMMERCE
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HUMAN RESOURCE MANAGEMENT

PAPER – II

Time: 3 hours]

[Max. Marks: 70

Note: Answer all the following questions from Section – A and Section – B

Section – A

Answer the following questions in not more than **ONE** page each: (5x4=20)

1. Objectives of HRM
2. Induction
3. Quality Circles
4. Causes of Grievance
5. Knowledge Management Architecture

Section – B

Answer the following questions in not more than **FOUR** pages each: (5x10=50)

6. a) Explain the impact of Environment on Human Resource Management.
(OR)
b) Define HRD. Explain various techniques of HRD.
7. a) What is Human Resource Planning? Explain the process and problem of HRP.
(OR)
b) Define Recruitment. What are the objectives and Sources of Recruitment?
8. a) What is Performance Appraisal? Explain various methods of it.
(OR)
b) Define Participative Management. Explain the objectives and forms of workers participation in management in India.
9. a) What are the types and essential conditions for the success of Collective Bargaining?
(OR)
b) What are the essentials of Sound Wage Structure? Explain.
10. a) Explain the importance and deficits of knowledge management.
(OR)
b) Explain Knowledge Management Process.

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5022-14-422-004

Code No. 1524

FACULTY OF COMMERCE
M.Com. (E-Commerce) II – SEMESTER REGULAR/BACKLOG EXAMINATIONS, APRIL 2015
WEB TECHNOLOGIES
PAPER – IV

Time: 3 hours]

[Max. Marks: 50

Note: Answer all the following questions from Section – A and Section – B

Section – A

Answer the following questions in not more than **ONE** page each: (5x4=20)

1. Frames.
2. Functions in Java Script.
3. XML.
4. CSS.
5. HTTPS.

Section – B

Answer the following questions in not more than **FOUR** pages each: (5x6=30)

6. a) What is HTML? Write 10 HTML tags for word formatting.
(OR)
b) What is Form? What are the form attributes?
7. a) What is Java script? Write control structures in Java script.
(OR)
b) Explain about Mouse event handling with example:
8. a) What is XML and what way is the difference between HTML?
(OR)
b) What is DTD and write the uses of DTD?
9. a) Describe the CSS. And explain the features of CSS.
(OR)
b) Explain about SVG and write the graphics of SVG.
10. a) What is e-commerce and write the applications of e-commerce?
(OR)
b) Write the advantages and disadvantages of E-commerce.

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5022-16-423-035

Code No. 1524

FACULTY OF COMMERCE
M.Com. (E-Commerce) II – SEMESTER REGULAR/BACKLOG EXAMINATIONS, MAY 2017
WEB TECHNOLOGIES
PAPER – IV

Time: 3 hours]

[Max. Marks: 50

Note: Answer all the following questions from Section – A and Section – B

Section – A

Answer the following questions in not more than ONE page each:

(5x4=20)

1. W3C
2. Array
3. Writing element in HTML
4. Math ML
5. Electronic Wallet

Section – B

Answer the following questions in not more than FOUR pages each:

(5x6=30)

6. a) Write Ordered and Unordered list tags of HTML.
(OR)
b) Write the procedure for hyperlinking the image in web page.
7. a) Explain the user defined and predefined functions in Java Script.
(OR)
b) Write the features of Object Oriented Program.
8. a) Give few examples of types of applications that can benefit from using XML.
(OR)
b) What is DTD and write the uses of it with suitable examples.
9. a) What is CSS and write the types of style sheets?
(OR)
b) What XSLT? Write the uses of it with suitable examples.
10. a) Describe the application of Web Technologies in Commerce.
(OR)
b) Explain the features of: i) G2G; ii) B2B; iii) B2C.

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FACULTY OF COMMERCE
M.Com. (E-Commerce) II – SEMESTER REGULAR/BACKLOG EXAMINATIONS, APRIL 2015
MANAGERIAL ECONOMICS
PAPER – I

Time: 3 hours]

[Max. Marks: 70

Note: Answer all the following questions from Section -- A and Section – B

Section – AAnswer the following questions in not more than **ONE** page each:

(5x4=20)

1. Managerial Economics.
2. Demand Concept.
3. Optimal employment.
4. Marginal Cost.
5. Features of monopoly.

Section – BAnswer the following questions in not more than **FOUR** pages each:

(5x8=40)

6. a) i) What are the objectives and constraints of Firm.

ii) Mrs. Sangeetha working as a Engineer for a salary of Rs.4,20,000 per year in a firm, resigned and started her own software firm. In the first year of operation, she got a revenue of Rs.10,00,000. She paid salaries to staff Rs.4,60,000; paid rent of Rs.90,000; paid Rs.50,000 for suppliers and Rs.25,000 for the supplies and Rs.80,000 for interest on bank loan.

Calculate:

- a) Explicit Cost b) Implicit Cost c) Accounting Profit d) Economic Profit

(OR)

b) i) How the Economic Profit is different from Accounting Profit? Explain.

ii) Find out the profit maximizing output from the following:-

$$TR = 41.5Q - 1.1Q^2$$

$$TC = 150 + 10Q - 0.5Q^2 + 0.02Q^3$$

7. a) i) What is price elasticity? Explain the various types of price elasticities with graphical presentation.

ii) A market consists of two individual X and Y their demand equations are $Q = 16 - 4P$ and $P = 20 - 2Q$. What is market demand equation?

(OR)

b) i) What is the significance of Demand forecasting? Discuss the various methods for demand forecasting.

ii) Given the demand equation $P = 50 - 5Q$ answer the following:

- a) At what output rate is demand unitary elastic?
- b) Over what range of output is demand elastic?

8. a) i) Explain the concept of optimal employment of two inputs with the help of a diagram.

ii) The total cost of producing 10X is Rs.75,000 and that of Rs.20Y is Rs. 95,000 separately. If both are produced jointly, the cost is Rs.1,60,000 work out the economies of scope in this case.

(OR)

b) i) Explain the concept of Economies of scale and economies of scope with suitable example.

ii) The production function of a firm is:

$$Q = 20K^{0.5}L^{0.5}$$

If the price of capital is Rs.5 per unit and price of labor is Rs.4 per unit, determine the expansion path for the firm.

9. a) i) Explain in detail the Long run cost function with graph.

ii) If $TC = 200 + 10Q - 4Q^2 + 0.6Q^3$. Find out the level of fixed cost and equations for AC, AVC, MC and AFC.

(OR)

b) i) What is Break Even Analysis? Draw the linear breakeven chart.

ii) Given the following total revenue and total cost function: $TR = 75Q$, $TC = 1000 + 50Q$

You are required to determine the break even rate of output and also the output rate necessary to earn a profit of Rs. 20,000.

10. a) What are the features of Oligopoly Market? Explain it with the help of kinked demand theory of oligopoly prices.

(OR)

b) How price and output decisions are made by a firm under monopolistic competition? Explain with a suitable graph.

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Code No. 1521

FACULTY OF COMMERCE
M.Com. (E-Commerce) II – SEMESTER REGULAR/BACKLOG EXAMINATIONS, MAY, 2016
MANAGERIAL ECONOMICS
PAPER – I

Time: 3 hours]

[Max. Marks: 70

Note: Answer all the following questions from Section – A and Section – B

Section – A

Answer the following questions in not more than ONE page each:

(5x4=20)

1. Optimization
2. Law of Demand
3. Cobb Douglas Production Function
4. Marginal Revenue
5. Features of Oligopoly

Section – B

Answer the following questions in not more than FOUR pages each:

(5x10=50)

6. a) i) "Managerial Economics is the integration of economic theory with business practice for the purpose of facilitating decision-making and forward planning by manager" – Explain.
- ii) Raju quits his Rs. 14, 00,000 p.a. job and started her own business. Last year's revenue and expenses were as follows:

Total Revenue Rs. 16,00,000;	Advertising Expenses Rs. 80,000;
Insurance Expenses Rs. 75,000;	PA Salary Rs. 90,000
Misc. expenses Rs. 50,000	

Calculate Raju's Accounting and Economic Profits.

(OR)

- b) i) What is the role and responsibility of Managerial Economists in decision making?
- ii) Find out the profit maximizing output from the following:-

$$TR = 41.5Q - 1.1Q^2$$

$$TC = 250 + 10Q - 0.5Q^2 + 0.02Q^3$$

7. a) i) What do you understand by Income elasticity of demand? How do you classify goods depending upon the income elasticity?
- ii) Given the demand equation:
 $Q = 9,000 - 1.5P$
 - a. What is Q when P=Rs. 1200
 - b. Calculate the total revenue when P=Rs. 1200.

(OR)

- b) i) Distinguish between individual demand and market demand. Describe the various determinants of market demand.
- ii) If the quantity demanded of rice is 4kgs at an income of Rs. 1000P.M and 5kgs at an income of Rs. 1,500p.m. find the income elasticity of demand.

8. a) i) What do you understand by Production Function? Describe the various stages of a total production function with the help of a diagram.
- ii) The following table shows the quantity of output of mangoes and the quantity of labor used Per acre of land:

Labor	Out Put
0	0
1	100
2	107
3	112
4	116
5	119
6	120
7	110

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- i) Calculate the Marginal revenue product of labor at each rate of input use if mangoes sell for Rs. 10.
 ii) If the wage rate is Rs. 40, what is the optimal rate of use of labour? Explain.

(OR)

- b) i) Explain the meaning of isoquant and isocost. How are they useful in determining the expansion path of a firm?

- ii) Given the following data for two periods

$Q_1=500$	$K_1=20$	$L_1=40$	$r=2$
$Q_2=600$	$K_2=22$	$L_2=43$	$w=3$

Find out the factor productivity for the two periods and interpret the results.

9. a) i) Describe the various short run cost functions.

- ii) If $TC = 12000 + 150Q - 5Q^2 + 0.05Q^3$. Determine the rate of output that results in minimum average variable cost.

(OR)

- b) i) What do you understand by profit contribution? Explain the graphically the difference between linear and non-linear breakeven analysis.

- ii) Consider the following total cost functions:

i) $TC = 120 + 0.5Q + 0.002Q^2$

ii) $TC = 120Q + 0.5Q^2 + 0.02Q^3$

Determine whether they are short-run or long run cost functions and explain the reasons for your answer.

10. a) State the characteristics of Monopolistic market and describe how price and output will determine in the Monopolistic market.

(OR)

- b) How do you determine equilibrium price under perfect competition? Explain with a suitable graph.

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FACULTY OF COMMERCE
M.Com. (E-Commerce) II – SEMESTER REGULAR/BACKLOG EXAMINATIONS, MAY 2017
 MANAGERIAL ECONOMICS
PAPER – I

Time: 3 hours]

[Max. Marks: 70

Note: Answer all the following questions from Section – A and Section – B

Section – AAnswer the following questions in not more than **ONE** page each:

(5x4=20)

1. Economic Profit
2. Cross elasticity
3. Expansion Path
4. Variable Cost Vs Marginal Cost
5. Price rigidity under oligopoly

Section – BAnswer the following questions in not more than **FOUR** pages each:

(5x10=50)

6. a) i) Explain the role of managerial economics in decision making.
 ii) A Graduate quit his Rs.5,00,000 salary job for starting a new business. He will invest Rs.7,00,000 of his own money, which has been in a bank account earning 10 percent interest per year. He also plans to use building he owns in Hyderabad that has been rented for Rs.20,00,000 per month. Revenue in the new business during first year was Rs.12,00,000 while other expenses were:

Advertising	Rs.1,00,000
Taxes/License fee	Rs. 75,000
Salaries	Rs.5,00,000
Supplies	Rs. 50,000

Calculate the Accounting profit and economic profit?

(OR)

- b) i) What is optimization? Explain the concepts of Economic optimization and unconstrained optimization.
 ii) A firm's total revenue (TR) and total cost (TC) functions are
 $TR = 110Q - 5Q^2$
 $TC = 10 - Q^2 + 0.33Q^3$.
 Determine:
 a: Equations for Marginal revenue and average revenue
 b: The output rate that maximizes total revenue.
7. a) i) Explain the law which states the inverse relationship between the price and demand for a product. Discuss the various types of price elasticities.
 ii) Given the following supply and demand equations.
 $Q_D = 100 - 5P$ and $Q_S = 10 + 5P$, determine the equilibrium price and quantity.

(OR)

- b) i) What is Demand estimation? Explain the significance and methods of demand estimation.
 ii) For each of the following equations, determine whether demand is elastic, inelastic or unitary elastic at the given prices.
 $Q = 100 - 4P$ and $P = Rs.20$
 $Q = 1500 - 20P$ and $P = Rs.5$
 $P = 50 - 0.1Q$ and $P = Rs.20$

8. a) i) Explain the diminishing marginal returns with suitable examples.

- ii) the production of Crompton electronics is

$$Q = 2K^{0.5}L^{0.5}$$

Determine the optimal rate of labour to be hired when capital is fixed at 9 units, the price of output is Rs. 6 per unit and wage rate is Rs. 2 Per unit.

(OR)

- b) i) What do you understand by isoquants and iso-costs? Explain the use of isoquants in managerial decision making.

- ii) Calculate the factor of productivity from the following data:

$Q_1 = 700$	$k_1 = 25$	$L_1 = 50$
$Q_2 = 800$	$k_2 = 28$	$L_2 = 52$
$r_1 = 2$	$r_2 = 4$	

9. a) i) What do you understand by isoquants and iso-costs? Explain the use of isoquants in managerial decision making.
ii) Calculate the required sales for the desired profit of Rs.10,000, when FC is Rs.15,000, SP is Rs.25 and AVC is Rs. 20.

(OR)

- b) i) Explain liner and non linear break even chart with examples.
ii) The total and marginal cost functions for Voltas Electricals Ltd. are
 $TC = 500 + 10Q - 0.06Q^2 + 0.003Q^3$
 $MC = 10 - 0.12Q + 0.009Q^2$

Determine the level of fixed cost and equations for average total cost, average variable cost and average fixed cost. And also determine the rate of output that results in minimum average variable cost.

- 10.a) State and explain the factors which are used as the basis for market classification.

(OR)

- b) What are the conditions of firm attains equilibrium? Show how a competitive firm attains equilibrium.

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FACULTY OF COMMERCE
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 DATA BASE MANAGEMENT SYSTEM

PAPER – V

Time: 3 hours]

[Max. Marks: 50

Note: Answer all the following questions from Section – A and Section – B

Section – A

Answer the following questions in not more than **ONE** page each:

(5x4=20)

1. Data base manager.
2. Append Query.
3. Clauses in SQL.
4. Features of Index.
5. Uses of procedure in PL/SQL

Section – B

Answer the following questions in not more than **FOUR** pages each:

(5x6=30)

6. a) What are the function of DBA? Describe each of the function.
(OR)
- b) What is data model? What are the three (3) main type of data models? Describe any one of them.
7. a) What is MS-Access? Explain the process of data base creating.
(OR)
- b) What is a Query? Differentiate between delete query and cross tab query.
8. a) What is SQL? List out the DDL & DML commands.
(OR)
- b) Differentiate between a HAVING CLAUSE and a WHERE CLAUSE.
9. a) What is Index? And write the features of Implementing Index.
(OR)
- b) Write the need of concurrency control in Transaction processing.
10. a) What is Cursor? Define explicit and implicit cursor.
(OR)
- b) What is a trigger in PL SQL? Explain the uses with suitable examples.

FACULTY OF COMMERCE

M.Com. (E-Commerce) II – SEMESTER REGULAR/BACKLOG EXAMINATIONS, MAY 2017
DATA BASE MANAGEMENT SYSTEM

PAPER – V

Time: 3 hours]

[Max. Marks: 50

Note: Answer all the following questions from Section – A and Section – B

Section – AAnswer the following questions in not more than **ONE** page each: (5x4=20)

1. Data base Manager
2. Deleting and dropping a table
3. Data Manipulating Language (DML)
4. Clauses in SQL
5. Triggers

Section – BAnswer the following questions in not more than **FOUR** pages each: (5x6=30)

6. a) What is DBMS? Write its advantages and disadvantages.
(OR)
b) What is Data Model? What are the main types of data models? Explain.
7. a) What is MS-Access? Write the process of creating relationship between two tables.
(OR)
b) What is Query? Explain about Append Query, Delete Query and Cross tab query.
8. a) Explain any five aggregate functions of SQL with examples.
(OR)
b) Explain the following commands in SQL with examples.
i) Create; ii) Alter; iii) Delete
9. a) What is Index? Explain the types of the indexes.
(OR)
b) Write about concurrency control and explain the time Stamp based Concurrency Control.
10. a) Write how Functions and Procedures are called in a PL/SQL Block.
(OR)
b) What is Cursor? Explain the uses of data base Triggers.

FACULTY OF COMMERCE
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INTERNATIONAL BUSINESS

PAPER – III

Time: 3 hours]

[Max. Marks: 70

Note: Answer all the following questions from Section – A and Section – B

Section – A

Answer the following questions in not more than **ONE** page each: (5x4=20)

1. Marketisation.
2. GATT.
3. SAARC.
4. Retention strategy of international firms.
5. Global Depository Receipts.

Section – B

Answer the following questions in not more than **FOUR** pages each: (5x8=40)

6. a) What are the factors influencing the international business environment?
(OR)
b) Explain the ways of privatization.
7. a) What are the objectives of GATT? Explain any two agreements under GATT.
(OR)
b) Explain the functions of UNCTAD.
8. a) Discuss the role of SAARC in the development of international business in member countries.
(OR)
b) What is the role of NAFTA in trade agreements?
9. a) What is product positioning? How it is important in international market? Explain With an examples.
(OR)
b) Explain the human resource strategies in global business.
10. a) What is Exposure? Explain the translation exposure.
(OR)
b) What is meant by Euro currency market? Explain about the Foreign Currency Convertible Bonds (FCCBs).

FACULTY OF COMMERCE
M.Com. (E-Commerce) II – SEMESTER REGULAR/BACKLOG EXAMINATIONS, MAY, 2016
INTERNATIONAL BUSINESS
PAPER – III

Time: 3 hours]

[Max. Marks: 70

Note: Answer all the following questions from Section – A and Section – B

Section – A

Answer the following questions in not more than **ONE** page each: (5x4=20)

1. Geographic factors
2. ILO
3. Gulf Cooperation Council
4. Product Positioning Euro Bonds
5. American Depository Receipts

Section – B

Answer the following questions in not more than **FOUR** pages each: (5x10=50)

6. a) What is Privatization? Discuss the methods of Privatization?
(OR)
- b) Explain the stages of Globalization.
7. a) - What is GATT? Write a note on agreement on agriculture. *Account*
(OR)
- b) Discuss the influence of TRIMS and TRIPS on international business.
8. a) What are the advantages of Regional Trade Association to develop the cross boarder transactions?
(OR)
- b) What is the role of SAARC in Trade Agreement of South Asian Countries?
9. a) How direct marketing is different from indirect marketing? What are the advantages in direct marketing over indirect marketing?
(OR)
- b) How working capital management of national firms is different from international firms?
10. a) What are the types of Exposure and Risk.
(OR)
- b) What is meant by Global Depository Receipts? How they are different from other financial instruments.

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INTERNATIONAL BUSINESS

PAPER – III

Time: 3 hours]

[Max. Marks: 70

Note: Answer all the following questions from Section – A and Section – B

Section – A

Answer the following questions in not more than **ONE** page each: (5x4=20)

1. Liberalization
2. Agreement on Anti Dumping
3. NAFTA
4. Uses of Capital Budgeting
5. Global Depository Receipts

Section – B

Answer the following questions in not more than **FOUR** pages each: (5x10=50)

6. a) What are the advantages and disadvantages of Multinational Companies?
(OR)
b) What are the factors influencing on globalization?
7. a) Discuss the objectives of GATT.
(OR)
b) Explain the origin and functions of World Trade Organization.
8. a) What are the advantages of Regional Groupings?
(OR)
b) What are the stages of economic integration?
9. a) Discuss the international financial management strategies regarding working capital management.
(OR)
b) How international product positioning is different from National Product Positioning?
- 10.a) What are the global instruments used in International borrowing?
(OR)
b) What are the features of Indian Depository Receipts? How they are different from Global Depository Receipts.

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