

N.B.: 1. All questions are compulsory.
2. Figures to the right indicate full marks.

- Q1 What is research? Explain the features and importance of research in business 15
OR
a Explain the significance of review of literature in research 08
b Describe the factors that determine the sample size. 07
- Q2 Bring out the advantages and disadvantages of primary data and secondary data 15
OR
a Briefly explain the stages in research process 08
b What are the essentials of a good questionnaire? 07
- Q3 What is data processing? Explain its importance in research 15
OR
A State the use of Correlation and Regression Analysis in research 08
B Explain data interpretation and the precautions to be taken by researcher in interpreting data 07
- Q4 A State whether the following statements are True or False: 05
1 Good research should be based on objectivity and not subjectivity
2 In survey method of data collection, data cannot be collected through observation method
3 A researcher may use inductive or deductive logic while conducting analysis
4 Closed ended questions are those in which respondents selects one or more options from a pre-determined set of responses
5 If the p-value < significance level, H_0 is accepted
- Q B Fill in the blanks with the help of proper option: 05
1 Basic Research is also called as _____ research
a. Applied b. Descriptive c. Fundamental d. Analytical
2 Research Design can be _____ in nature
a. Exploratory b. random c. Systematic d. None
3. One of the popularly known sampling framework is _____
a. MHRD report b. Economic Report c. Weather report d. Census Report
4 _____ is defined as the probability of rejecting null hypothesis when it is true
a. Type I error b. Type II error c. Analytical error d. All of these
5 A research report is completed by adding _____
a. Review of literature b. Footnotes c. Diagrams d. References

Q4 C Match the following:

Group A

- 1 Descriptive Research
- 2 Cluster sampling
- 3 Primary Data
- 4 ANOVA
- 5 Coding

Group B

- a. Mail survey
- b. Two factor variance
- c. Categories or classes
- d. Characteristics of Data
- e. Units as sample

OR

Q4 Short Notes on any Three:

- 1. Research Report Writing
- 2. American Psychological Association (APA)
- 3. Footnotes and Bibliography.
- 4. Ethics in research
- 5. Role of Computers in research

M. com, P-I Sem-II
Macro economics
May-2018
[Time: Two Hours]

Q.P. Code: 39586

[Marks:60]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Figures to the right indicate full marks.
 3. Draw neat diagrams wherever necessary.

Q. 1 "The intersection of the aggregate supply and the aggregate demand function determines the equilibrium level of income and output". Discuss. (15)

OR

- A) Write a note on "Inflationary Gap". (07)
B) Explain the trade-off between Inflation and unemployment in the long run. (08)

Q. 2 a) Explain the goods market equilibrium with the help of IS curve. (07)
b) Discuss the derivation of the LM curve and explain factors influencing the shift in LM curve. (08)

OR

- c) Examine the effects of fiscal policy on income and interest rate in the IS-LM model. (07)
d) Bring out the effects of monetary policy on income and interest rate in the IS-LM model. (08)

Q. 3 a) Define balance of payments and discuss the concept of disequilibrium in the BOP. (07)
b) Write a note on devaluation. (08)

OR

- c) Describe the expenditure changing policies to reduce defect in the BOP. (07)
d) Write short notes on J. curve effect. (08)

Q. 4 A) State following statements are true or false. (07)

- 1) Macro economics deals with a study of aggregators.
- 2) GDP includes the net factor income from abroad.
- 3) GDP deflator helps to find out the real GDP to nominal GDP.
- 4) Real income is the value of goods and services at current prices.
- 5) The nominal interest rate, the real interest rate and inflation rate are not related.
- 6) PPP index was developed by J.M.Keynes
- 7) Human development index is a quantitative measure.

B) Give precise meaning of the following: (08)

- 1) GDP deflator
- 2) GNP
- 3) PPP income
- 4) HDI

OR

Q. 4 Write short notes on any Three (15)

- 1) Measures of Inflation and price indices
- 2) Nominal and real interest rates
- 3) Determinants of ADF
- 4) The crowding out effect
- 5) Revaluation of currency

JM. Com. P-I
E-Commerce
May-2018

2/6/2018

Q. P. Code: 21605

(Time 2 Hours)

(Marks 60)

- N.B.1. All the questions are compulsory
2. Figures to the right indicate full marks

- Q. 1** a) What is E-Commerce? Briefly outline the Roadmap of E-Commerce in India. 15
b) Explain the E-Commerce Business Strategies for Marketing.

OR

- c) Discuss the various Concepts of other models of E-commerce. 15
d) Describe in detail E-Commerce Sales Product Life Cycle (ESLC) Model.

- Q2.** a) Elaborate the various benefits of websites. 15
b) Define EDI. Explain the various cons of Electronic Data Interchange (EDI).

OR

- c) Elucidate the various applications of E-commerce and E-enterprise. 15
d) What are the differences between Conventional and E-Organisation?

- Q. 3** a) Explain the scope of E-Marketing. 15
b) Justify an Internet business with the help of examples.

OR

- c) Describe the characteristics of E-payment system. 15
d) Explain the Credit and Legal risks of E-payment system.

- Q. 4 A. Fill in the blanks with the help of proper option** 05

- Sachin Bansal from IIT Delhi came up with an online company called-----
a) flip kart b) e-Bay c) amazon d) snap deal
- is one of the online grocery stores, increasing popularity.
a) mumbai.com b) punexpress.com c) chennai.com d) None of these
- A ----- is the person or organization who wants to register the domain name.
a) Clerk b) Officer c) Registrant d) MLA
- advertisements are appearing on Google's video-sharing site.
a) share-it b) My-space c) Microsite d) YouTube
- In -----the owner of the website loses control over his website and its content.
a) Web designing b) Web theft c) Web vandals d) Web hijacking

B. State whether the following statements are True or False.

05

1. If your key words are perfect your website can flash quickly.
2. Pull e-marketing takes the similar approach of push e-marketing.
3. The initial setting up of EDI is an easy and time saving process.
4. One of the prime disadvantages of online shopping would include the surprise factor.
5. Most of the Indian cyber-crimes are still brought under the relevant sections of IPC.

C. Match the following:

05

Group A

1. C2C
2. Drone delivery
3. Vine advertisements
4. SET Consortium
5. Script kiddie

Group B

- a. 6-second content
- b. VISA and MasterCard
- c. unskilled hacker
- d. Bazi.com
- e. Australia Post

OR

Q 4 Write Short Notes on (any three)

15

- a) Cyber Crime in India
 - b) Software Piracy
 - c) Protection of Cyber Consumers in India
 - d) Sources of threats in E-commerce
 - e) Client server network security
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