

MAHATMA GANDHI UNIVERSITY
FOURTH SEMESTER EXAMINATION (2024 ADMISSION ONWARDS)
MODEL QUESTION PAPER

Course Code: MG4VACCOM200- Intellectual Property Rights

Time: 1 Hour

Maximum Marks: 50

Students should attend at least one question from each course outcome to enhance their overall
outcome attainability

PART

A Multiple Choice Question- Answer any 20 questions.

Each question carries 1 mark each

1. Intellectual Property primarily protects: (U, CO1)
 - a) Physical goods
 - b) Financial assets
 - c) Creations of the mind
 - d) Natural resources

2. The main objective of IPR is to: (U,CO1)
 - a) Eliminate competition
 - b) Encourage innovation
 - c) Control trade
 - d) Increase taxation

3. Which of the following is a type of IPR? (U, CO2)
 - a) Patent
 - b) Lease
 - c) Mortgage
 - d) Bond

4. Patent protection in India is granted for: (U, CO3)
 - a) 10 years
 - b) 15 years
 - c) 20 years
 - d) Lifetime

5. A patent requires: (U, CO3)
 - a) Novelty
 - b) Inventive step
 - c) Industrial applicability
 - d) All the other options

6. Copyright protects: (U, CO3)
 - a) Ideas
 - b) Expression of ideas
 - c) Facts
 - d) Discoveries

7. Trademark registration requires the mark to be: (A, CO3)
 - a) Generic
 - b) Distinctive

- c) Secret
- d) Descriptive only

8. Trade secrets are protected through: (A, CO3)

- a) Registration
- b) Secrecy measures
- c) Patent filing
- d) Copyright

9. The TRIPS Agreement is administered by: (U, CO2)

- a) WIPO
- b) WTO
- c) IMF
- d) WHO

10. The Madrid Protocol relates to: (U,CO2)

- a) Patents
- b) Copyright
- c) International trademark registration
- d) Trade secrets

11. PCT stands for: (U,CO2)

- a) Patent Copyright Treaty
- b) Patent Cooperation Treaty
- c) Public Cooperation Treaty
- d) Product Control Treaty

12. Moral rights protect the: (A,CO3)

- a) Commercial value
- b) Reputation of author
- c) Patent duration
- d) Brand logo

13. Passing off is related to: (U, CO4)

- a) Patent
- b) Trademark
- c) Copyright
- d) Design

14. Licensing helps businesses to: (A,CO5)

- a) Lose ownership
- b) Generate revenue
- c) Avoid innovation
- d) Cancel patent

15. Assignment of IPR means: (U,CO5)

- a) Temporary transfer
- b) Permanent transfer
- c) Public use
- d) Compulsory license

16. Geographical Indication protects: (U, CO2)

- a) Software

- b) Regional products
 - c) Logos
 - d) Patents
17. Trade dress refers to: (U,CO4)
- a) Company uniform
 - b) Product packaging and appearance
 - c) Trade license
 - d) Business name
18. AI-generated inventions raise issues of: (A, CO4)
- a) Inventorship
 - b) Taxation
 - c) Licensing
 - d) Advertising
19. Industrial designs protect: (U, CO3)
- a) Function
 - b) Appearance
 - c) Formula
 - d) Idea
20. Patent infringement remedy includes: (A, CO4)
- a) Injunction
 - b) Damages
 - c) Account of profits
 - d) All the other options
21. Copyright duration is generally: (U,CO3)
- a) 20 years
 - b) 60 years after author's death
 - c) 10 years
 - d) 30 years
22. Trade secrets are subject to: (U, CO3)
- a) Expiry
 - b) Theft
 - c) Registration
 - d) Renewal

SECTION B (15 × 2 = 30)

Answer any 15 questions. Each question carries 2 marks.

23. **Statement I:** Compulsory licensing is primarily provided under patent law.
Statement II: Compulsory licensing allows the government to permit use of a patented invention without the consent of the patent holder under certain conditions.
- a) Both Statement I and Statement II are correct
 - b) Only Statement I is correct
 - c) Only Statement II is correct
 - d) Both Statement I and Statement II are incorrect (A, CO4)

24. **Statement I:** Copyright protection requires the work to be fixed in a tangible form.

Statement II: Registration is mandatory to obtain copyright protection in India.

- a) Both Statement I and Statement II are correct
- b) Only Statement I is correct
- c) Only Statement II is correct
- d) Both Statement I and Statement II are incorrect (An.CO3)

25. **Assertion (A):** Abuse of patent dominance may result in anti-competitive practices in the market.

Reason (R): A patent holder may misuse exclusive rights to restrict competition or impose unfair conditions.

- a) Both A and R are true and R is correct explanation of A
- b) Both A and R are true but R is not correct explanation of A
- c) A is true but R is false
- d) A is false but R is true (A, CO4)

26. **Assertion (A):** The Paris Convention and the Berne Convention deal with different categories of intellectual property.

Reason (R): The Paris Convention primarily covers industrial property such as patents and trademarks, while the Berne Convention protects literary and artistic works.

- a) Both A and R are true and R is correct explanation of A
- b) Both A and R are true but R is not correct explanation of A
- c) A is true but R is false
- d) A is false but R is true (A, CO2)

27. A hospital develops a new surgical technique for treating heart disease and applies for patent protection in India.

Statement I: A surgical method for treatment of humans is not patentable under Indian patent law.

Statement II: A new drug molecule or innovative machine can be patentable if it satisfies the conditions of novelty, inventive step, and industrial applicability.

- a) Both Statement I and Statement II are correct
- b) Only Statement I is correct
- c) Only Statement II is correct
- d) Both Statement I and Statement II are incorrect (An.CO3)

28. **Assertion (A):** A patent grants exclusive rights for 20 years.

Reason (R): Patent protection encourages innovation by providing temporary monopoly.

- a) Both A and R are true and R is correct explanation of A
- b) Both A and R are true but R is not correct explanation of A
- c) A is true but R is false
- d) A is false but R is true (A,CO1)

29. **Assertion (A):** Trade secrets are subject to theft.

Reason (R): Trade secrets require registration under Patent Act.

- a) Both A and R are true

- b) Both A and R are false
- c) A is true but R is false
- d) A is false but R is true (An,CO3)

30. **Statement I:** Damages are awarded in IPR cases to compensate the rights holder for financial loss.

Statement II: Damages are granted to extend the duration of patent protection.

- a) Both Statement I and Statement II are correct
- b) Only Statement I is correct
- c) Only Statement II is correct
- d) Both Statement I and Statement II are incorrect (A, CO4)

31. **Statement I:** Digital technologies enable businesses to monetize their intellectual property globally through online licensing.

Statement II: Digital distribution reduces opportunities for copyright protection.

- a) Both Statement I and Statement II are correct
- b) Only Statement I is correct
- c) Only Statement II is correct
- d) Both Statement I and Statement II are incorrect (An,CO5)

32. **Statement I:** Registration of a trademark provides exclusive statutory rights to the owner.

Statement II: An unregistered trademark can never be protected under Indian law.

- a) Both Statement I and Statement II are correct
- b) Only Statement I is correct
- c) Only Statement II is correct
- d) Both Statement I and Statement II are incorrect (An, CO3)

33. **Assertion (A):** Exclusive licensing restricts the licensor from granting similar rights to other licensees.

Reason (R): Exclusive licensing provides monopoly rights to multiple licensees in the same territory.

- a) Both A and R are true and R is correct explanation of A
- b) Both A and R are true but R is not correct explanation of A
- c) A is true but R is false
- d) A is false but R is true (A,CO4)

34. **Assertion (A):** Moral rights protect the author's reputation and integrity of the work.

Reason (R): Moral rights can be fully transferred to another person through assignment.

- a) Both A and R are true and R is correct explanation of A
- b) Both A and R are true but R is not correct explanation of A
- c) A is true but R is false
- d) A is false but R is true (An,CO2)

35. **Assertion (A):** AI-generated artistic works raise questions about copyright ownership.

Reason (R): Copyright law traditionally grants protection to works created by human authors.

- a) Both A and R are true and R is correct explanation of A
- b) Both A and R are true but R is not correct explanation of A
- c) A is true but R is false
- d) A is false but R is true (An,CO5)

36. **Assertion (A):** Harmonization of IPR laws promotes consistency in global trade practices.
Reason (R): Harmonization eliminates the sovereignty of national legal systems.

- a) Both A and R are true and R is correct explanation of A
- b) Both A and R are true but R is not correct explanation of A
- c) A is true but R is false
- d) A is false but R is true (An,CO2)

37. **Assertion (A):** Overvaluation of intellectual property may lead to poor strategic business decisions.

Reason (R): Accurate valuation helps in realistic pricing, licensing, and investment planning.

- a) Both A and R are true and R is correct explanation of A
- b) Both A and R are true but R is not correct explanation of A
- c) A is true but R is false
- d) A is false but R is true (A,CO4)

38. **Statement I:** Patents and trademarks increase the market value of a company.

Statement II: Intellectual property has no relevance in attracting investors.

- a) Both Statement I and Statement II are correct
- b) Only Statement I is correct
- c) Only Statement II is correct
- d) Both Statement I and Statement II are incorrect (An,CO2)

39. **Statement I:** An unregistered trademark cannot be protected under Indian law.

Statement II: Passing off action protects business goodwill even without registration.

- a) Both Statement I and Statement II are correct
- b) Only Statement I is correct
- c) Only Statement II is correct
- d) Both Statement I and Statement II are incorrect (An, CO3)A

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-UGP (HONOURS) FOURTH SEMESTER EXAMINATION
(2024 ADMISION ONWARDS)

Model Question Paper MG4DSCCOM200 – CORPORATE ACCOUNTING

Duration: 2 hr

Maximum Marks: 70

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

Section A
(Very Short Questions)

Answer any 12 out of 14 questions. Each question carries 1 Marks

1. Ind AS 101 deals with _____(Understand)(CO1)
2. The unpaid amount of called-up capital is known as ____ (Understand) (CO2)
3. In case of pro-rata allotment, the excess money on application is first adjusted against _____ due (Understand) (CO2)
4. A company invited applications for 5,000 shares but received applications for 6,000 shares. Application money ₹3 per share. Excess was refunded. Pass the entry. (Apply) CO2)
5. The method used for scientific price discovery in an IPO is called ____ (Understand)(CO2)
6. Distribution of accumulated profits in the form of shares is called _____ (Understand) (CO2)
7. The two sources of redemption of preference shares are ____ and ____ (Understand) (CO2)
8. List out any 2 items shown in Employee Benefit Expenses (Understand)(CO3)
9. Debentures are shown under which head while preparing balance sheet (Understand)(CO3)
10. Name the three types of cash flows shown in a cash flow statement? (Understand)(CO4)
11. Cash Flow Statement is prepared in accordance with _____ Ind AS (Understand)(CO4)
12. Conversion of shares of smaller denomination into shares of larger denomination is calledUnderstand) (CO6)
13. A company reduces the value of equity shares from ₹10 to ₹5. What is the Journal Entry? (Apply)(CO6)
14. Reduction of share capital is governed by Section _____ of the Companies Act, 2013 (understand)(CO6)

Section B
(Short Answer)

Answer any 4 out of 6 questions. Each question carries 7 Marks

15. What are the conditions for redemption of preference shares (Understand)(CO2)
16. Illustrate with your example prepare the following notes to accounts
a) Revenue from operations b.) other income c) Employee benefit expenses
(Understand)(CO3)

17. Ajanta Ltd. offered for public subscription 20,000 equity shares of ₹10 each at a premium of ₹2 per share. The amount payable was as follows: ₹4 per share on application, ₹4 per share on allotment (including premium), and the balance in two equal instalments of ₹2 each on first call and second and final call. The issue was fully subscribed and all the amounts due were received in full. Pass the necessary journal entries in the books of the company. (Apply)(CO2)
18. Adani Power Ltd has 2,00,000 equity shares of Rs. 10 each fully paid up. It is resolved to issue fully paid-up bonus shares in the ratio of one share for every five shares held and decided to give a right to buy one share for Rs. 12 for every two shares held. The company has a Capital Redemption Reserve of Rs. 2,00,000, Securities Premium balance of 2,50,000, and P and L A/c balance of Rs. 1,00,000. Market value of one share is Rs.20. Give the journal entries of the bonus issue and calculate the value of the right. (Apply)(CO2)
19. From the following information, prepare changes in Equity of Surya Ltd

Particulars	31.03.20X1	31.03.20X0
Equity share capital (Fully paid shares of ₹ 10 each)	12,00,000	10,00,000
6% preference share capital (fully paid preference shares of ₹ 100 each redeemable at par)	3,00,000	2,00,000
Capital reserve	20,000	20,000
Securities premium	80,000	70,000
Capital Redemption reserve	Nil	1,00,000
Revaluation reserve	Nil	20,000
Retained earnings	6,00,000	4,00,000

An interim dividend @ 10% was paid on the opening capital ₹ 10,00,000 on 20th October 20X1. (Apply)(CO3)

20. Following scheme of reconstruction has been approved by ABC Ltd.
- The shareholders to receive in lieu of their present holdings of 1,20,000 shares of ₹ 10 each the following: a) Fully paid up ordinary shares ₹ 10 each, ₹ 5 paid up equal to 1/3rd of their holdings. b) 15% preference shares of ₹ 100 each equal to 1/2 the amount of the above new ordinary shares. c) ₹ 3, 00,000, 16 % debentures. of ₹ 100 each
 - The Goodwill which stood at ₹ 4, 00,000 was written down to ₹ 2, 50,000 and machinery was reduced by ₹ 60,000.
 - ₹ 70,000 in the debit balance of profit and loss account was written off and the balance in the capital reduction was transferred to capital Reserve Account. Give journal entries in the books of the company necessitated by the above reconstruction (Apply)(CO6)

4*7=28

Section C

(Essay Questions)

Answer any 2 out of 3 questions. Each question carries 15 Marks

21. The following ledger balances of Leaf Ltd as on 31.03.20XX

Debit Balances	₹	Credit balances	₹
Opening inventory	50,000	Equity share capital (30,000 shares of ₹ 10 each)	3,00,000
Purchases of stock in trade	1,50,000	General reserve	25,000
Wages	12,000	Surplus A/c	20,000
Salaries	20,000	8% debentures	1,00,000
Office expenses	5,000	10% Bank Loan	60,000
Debtors	66,000	Revenue from operations	2,50,000
Bills receivables	20,000	Creditors	30,000
Furniture	30,000	Bills payable	4,000

Plant & Machinery	3,00,000		
Audit fees	3,000		
Investment in shares of Fruit Ltd	1,00,000		
Interest on debentures	8,000		
Interest on bank loan	6,000		
Cash at bank	14,000		
Cash in hand	5,000		
	7,89,000		7,89,000

Adjustments

1. Closing inventory ₹ 43,000
2. Provision for taxation @ 30%
3. Transfer to general reserve ₹ 3,000
4. Depreciation on machinery @ 5%

Prepare final accounts of Leaf Ltd as per Schedule III of the Companies Act 2013.

(Apply)(CO3,CO5)

22.The following details are available from a company.

	(Rs. In lakhs)	
	31-03-20x1	31-03-20x0
I. EQUITY AND LIABILITIES		
Shareholders Funds		
Share Capital	74,000	70,000
Reserves and Surplus	10,560	10,040
Non-Current Liabilities	-	-
Debentures	6,000	12,000
Current Liabilities	-	-
Trade Payable	11,840	10,360
Short Term Provisions	800	700
Total	1,03,200	1,03,100
II. ASSETS	-	-
Tangible	30,000	20,000
Intangible	5,000	10,000
Current Assets	-	-
Inventories	42,700	49,200
Trade Receivable	17,700	14,900
Cash and Cash Equivalent	7,800	9,000
Total	1,03,200	1,03,100

In addition, you are given :

(a) Dividend paid total Rs. 3,500.

(b) Land was purchased for Rs. 10,000. Amount provided for amortization of goodwill Rs. 5,000.

(c) Debentures paid off Rs. 6,000. Prepare Cash Flow Statement. (Apply)(CO4,CO5)

23. Following is the balance sheet of God Ltd. as at 31-3-20x0

Particulars	Note No	Amount
I Equity and Liabilities		
1.Shareholders Fund:		
a)Share capital		
6,000 Equity shares of Rs. 100 Each fully paid		6,00,000
3,000 15%% preference shares of Rs. 100 each		3,00,000
b)Reserves and surplus		
Profit and Loss account		(3,50,000)
Preliminary expense		(10000)
2.Share application money pending allotment		
3.Non current liabilities		
6% debentures		1,50,000
4.Current liabilities		
Sundry creditors		75,000
Bank Over draft		1,50,000
Total		9,15,000
II Assets		
1)Non Current Assets		
Buildings		3,00,000
Machinery		4,50,000
Goodwill		22,500
2)Current assets		
Inventories		65,000
Cash		7,500
Debtors		70,000
Total		9,15,000

On the above date company adopted the following scheme of reconstruction:

- i)The preference shares are to be reduced to fully paid shares of Rs.70 each and equity shares are to be reduced to shares of Rs, 40 each fully paid
- ii) The debentures holders took over the stock and debtors in full satisfaction of their claims
- iii) The fictitious and intangible assets are to be eliminated
- iv) The land & building to be appreciated by 40% and Machinery to be depreciated by 30%
- v) Expenses of reconstruction amounted to Rs. 3,500

Give Journal entries and prepare reconstructed Balance sheet (Apply)(CO6,CO5)

MAHATMA GANDHI UNIVERSITY KOTTAYAM

FOURTH SEMESTER BCom (Honors)

Model Question Paper

DSC A Quantitative Techniques for Business Decisions. (MG4DSCCOM201)

Time 2 hours

Maximum Marks 70

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

Section A

(Answer any 12 questions. Each question carries 1 Mark.)

1. What is Spurious Correlation? (U,CO 1)
2. If the correlation coefficient is 0.9 and $b_{xy} = 1.5$, find the value of the regression coefficient of Y on X? (A,CO2)
3. Which Correlation method is most suitable for studying the relationship between qualitative data? (U,CO 1)
4. Which statistical measure quantifies the average distance that the observed values fall from the regression line? (U,CO 2)
5. Business recession and recovery indicate which component of time series? (U,CO 3)
6. Which component of time series shows regular repeating changes within a year? (U,CO 3)
7. Why classical approach of probability is also called as "a priori probability? (U,CO 4)
8. An experiment that has two or more outcomes which vary in an unpredictable manner from trial to trial when conducted under uniform conditions is called -----(U,CO 4)
9. In how many ways can a manager assign a "Cashier" and "Stock Clerk" role to 3 of his employees? (A,CO 4)
10. From 10 different books, how many ways can 3 books be chosen? (A,CO 4)
11. Define Regression Analysis. (U,CO 2)

12. How will you convert annual trend equation into monthly trend equation when the period is even? (A,CO 3)
13. A customer walks into an electronics store with a budget for only one item. If the probability they buy a smartphone is 0.6 and a smart watch is 0.3, what is the probability they leave the store without buying either item? (A,CO 4)
14. A card is drawn and then another without replacement. Find the probability that both are aces.(A,CO 4)

Section B

(Answer any 4 questions. Each question carries 7 Marks.)

15. Explain the Components of Time Series. (U,CO 3)
16. "Even a high degree of correlation does not mean that a relationship of cause and effect exist between the two correlated variables." Why? (U,CO 1)
17. From the following data, find 4 yearly moving averages.

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	
Sales	25	30	45	50	60	64	75	85	96	(A,CO 3)

18. Out of 6 skilled and 4 unskilled workers, 3 are selected. What is the probability that (a) Two are skilled and one unskilled (b) there is at least one unskilled worker selected(S, CO 4)
19. A store manager has received two boxes of shipment: Box A and Box B, each containing 10 electronic items. Box A contains 3 damaged items and 7 Good items. Box B contains 4 damaged items and 6 Good items. The manager opens one box at random and picks out one item. If the item is found to be damaged, what is the probability that it came from Box A? (An,CO 4)

20. Analyse the direction of price movement over 6 months and find correlation using concurrent deviation. (A, CO 1)

Supply (X)	140	150	155	160	170	180
Price (Y)	80	70	75	65	60	55

Section C

(Answer any 2 questions. Each question carries 15 Marks.)

21. Ten contestants are ranked by three judges. Determine which two judges have the most similar taste. (An, CO 1)

Contestant	A	B	C	D	E	F	G	H	I	J
Judge 1	1	2	3	4	5	6	7	8	9	10
Judge 2	4	8	10	2	5	7	6	3	1	9
Judge 3	3	5	2	1	4	10	9	6	7	8

22. The following data relate to the age of the husband and the age of the wife in a small community. (An, CO 2,5)
- Find the two regression equations.
 - Estimate the age of the husband when the age of the wife is 24.
 - Estimate the age of the wife when the age of the husband is 34.

Age of Husband (X)	25	28	30	32	35	36	38	39	42	45
Age of Wife (Y)	20	26	29	30	25	18	26	35	35	46

23. The annual sales (in ₹ thousands) of OPQ Ltd. are given below:

Year	2019	2020	2021	2022	2023	2024	2025
Sales	150	155	165	170	180	195	205

- Fit a straight line trend by the method of least squares and tabulate the trend values.
- Estimate the sales for the year 2026.
- Eliminate the trend using the additive model.
- Convert the annual trend equation into a monthly trend equation. (An, CO 3,5)

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

MGU-UGP (HONOURS)

FOURTH SEMESTER B.COM EXAMINATION- MODEL QUESTION PAPER

(2024 ADMISION ONWARDS)

MG4DSCCOM202 – Logistics and Supply Chain Management

Duration: 1 hr 15 minutes

Maximum

Marks: 70

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

Part A- Multiple Choice Questions

Attempt any **twenty** questions. Each question carries **1 mark**.

1. Logistics evolved primarily from which sector?

- a). Retail trade
b). **Military operations**
c). Banking industry
d). Tourism [U] / [CO1]

2. Which is a key objective of Supply Chain Management?

- a). Maximize inventory
b). Minimize coordination
c). **Enhance customer value**
d). Eliminate suppliers [U] / [CO1]

3. The integration of transportation, warehousing, and inventory control is known as:

- a). Fragmented logistics
b). **Integrated logistics system**
c). Reverse supply chain
d). Spot distribution [U] / [CO1]

4. Which is a principle of logistics management?

- a). Maximum handling
b). **Minimum total cost**
c). Unlimited storage
d). Independent decision-making [U] / [CO1]

5. Which stage of supply chain converts raw materials into finished goods?

- a). Procurement
b). **Manufacturing**
c). Distribution
d). Retail [U] / [CO1]

6. Inventory carrying cost includes:

- a). Purchase discounts
b). **Storage and capital cost**
c). Transport subsidy
d). Sales commission [U] / [CO3]

7. Which warehouse type is used for imported goods awaiting customs clearance?

- a). Private warehouse
b). **Bonded warehouse**
c). Public warehouse
d). Distribution warehouse [U] / [CO3]

8. AS/RS primarily improves:

- a). Manual counting
- b). **Storage density and accuracy**
- c). Paper documentation
- d). Packaging aesthetics [U] / [CO2]

9. Which transport mode is most suitable for bulk, low-value goods?

- a). Air
- b). Road
- c). **Sea**
- d). Courier [U] / [CO1]

10. HBL is issued by:

- a). Shipping line
- b). **Freight forwarder**
- c). Customs office
- d). Port authority [U] / [CO2]

11. ABC analysis classifies inventory based on:

- a). Volume
- b). Criticality
- c). **Value**
- d). Weight [An] / [CO3]

12. EOQ aims to minimize:

- a). Sales cost
- b). **Ordering and carrying cost**
- c). Production cost
- d). Advertising cost [An] / [CO3]

13. JIT focuses on:

- a). Bulk production
- b). Zero inventory
- c). **Timely supply**
- d). Long storage [U] / [CO3]

14. Which inventory review system checks stock continuously?

- a). Periodic review
- b). **Perpetual review**
- c). Annual review
- d). Seasonal review [U] / [CO3]

15. 4PL primarily provides:

- a). Warehousing only
- b). Transport only
- c). **Strategic integration**
- d). Retail sales [U] / [CO4]

16. Bullwhip effect results from:

- a). Stable demand
- b). **Demand amplification**
- c). Perfect coordination
- d). Short lead time [U] / [CO4]

17. RFID differs from barcoding because it:

- a). Requires line of sight
- b). Uses ink printing
- c). **Uses radio waves**
- d). Is manual [U] / [CO4]

18. Reverse logistics includes:

- a). Forward shipping
- b). **Recycling returns**
- c). Retail promotion
- d). Demand forecasting [U] / [CO4]

19. Green logistics mainly focuses on:

- a). Faster delivery
- b). **Environmental sustainability**
- c). Inventory expansion
- d). Labor reduction [U] / [CO4]

20. MRP primarily depends on:

- a). **Bill of Materials**
- b). Sales invoice
- c). Warehouse receipt
- d). Delivery note [An] / [CO3]

21. Distribution channels perform:

- a). **Storage and transfer**
- b). Only promotion
- c). Only production
- d). Only pricing [U] / [CO4]

22. WMS improves:

- a). Marketing strategy
- b). **Warehouse operations control**
- c). Customer loyalty program
- d). Pricing decisions [U] / [CO4]

[1 × 20 = 20]

Part B- Multiple Choice Questions

Attempt any **twenty-five** questions. Each question carries **2 marks**.

23. Consider the following statements: Assertion (A) and Reasoning (R). Choose the correct alternative.

Assertion (A): Integrated logistics reduces total system cost.

Reason (R): Coordinated activities avoid duplication and inefficiencies.

- a). **Both A and R are true and R is the correct explanation of A**
- b). Both A and R are true, but R is not the correct explanation
- c). A is true, but R is false
- d). A is false, but R is true [U] / [CO1]

24. Consider the following statement and state which of the statements is/are true.

Statement I: Lean supply chains suit stable demand.

Statement II: Agile supply chains suit volatile demand.

- a). **Both statements are true**
 - b). Statement I is true, Statement II is false
 - c). Statement I is false, Statement II is true
 - d). Both statements are false
- [U] / [CO4]

25. Which document acts as a contract of carriage in sea transport?

- a). Airway bill
- b). **Bill of Lading**
- c). Purchase order
- d). Packing list [U] / [CO2]

26. EOQ is most useful when:

- a). Demand is highly erratic
- b). Prices fluctuate daily
- c). **Demand is stable and known**
- d). Lead time is zero [An] / [CO3]

27. Cross-docking mainly reduces:

- a). Transport cost
- b). **Storage time**
- c). Packaging cost
- d). Labor cost [U] / [CO3]

28. Match the following:

- a. 3PL — i. Logistics outsourcing
- b. 4PL — ii. Strategic integration
- c. 5PL — iii. Network aggregation
- d. 6PL — iv. AI-driven logistics

- a). **a-i, b-ii, c-iii, d-iv**
- b). a-ii, b-iii, c-iv, d-i
- c). a-iii, b-i, c-ii, d-iv
- d). a-i, b-iii, c-ii, d-iv

[U] / [CO4]

29. Consider the following statements: Assertion (A) and Reasoning (R). Choose the correct alternative.

Assertion (A): Containerization reduced cargo theft.

Reason (R): Standard sealed containers improve security.

- a). **Both A and R are true and R is the correct explanation of A**
- b). Both A and R are true, but R is not the correct explanation
- c). A is true, but R is false
- d). A is false, but R is true

[U] / [CO2]

30. Which layout suits high-volume through-flow operations?

- a). U-shaped layout
 - b). **I-shaped layout**
 - c). Grid layout
 - d). L-shaped layout
- [An] / [CO3]

31. Digital transformation readiness in LIS includes:

- I. Data governance
- II. Stakeholder support
- III. Stable processes
- IV. Change management

- a). I & II only
 - b). I, II & III only
 - c). **All I, II, III & IV**
 - d). II & IV only
- [U] / [CO4]

32. In ABC analysis, 'A' items represent:

- a). Low-value items
 - b). Moderate-value items
 - c). **High-value, low-volume items**
 - d). Fast-moving items
- [An] / [CO3]

33. Consider the following statement and state which of the statements is/are true.

Statement I: Reverse supply chains manage product returns.

Statement II: Reverse logistics is unrelated to sustainability.

- a). Statement I true, II false
- b). **Statement I true, II false (correct option)**
- c). Statement I false, II true
- d). Both false

[U] / [CO4]

34. Consider the following statements: Assertion (A) and Reasoning (R). Choose the correct alternative.

Assertion (A): Blockchain improves transparency in supply chains.

Reason (R): It provides immutable and shared records.

a). **Both A and R are true and R explains A**

b). Both true but R not explanation

c). A true, R false

d). A false, R true

[U] / [CO4]

35. Which selective inventory model classifies based on variability of demand?

a). ABC

b). VED

c). **XYZ**

d). FSN

[An] / [CO3]

36. The bullwhip effect can be reduced by:

a). Increasing safety stock

b). Delaying information sharing

c). **Improving demand visibility**

d). Increasing order batching

[An] / [CO4]

37. MRP primarily uses:

a). Financial statements

b). Transport schedule

c). **Bill of Materials & Master Schedule**

d). Warehouse layout

[An] / [CO3]

38. Which is an example of green logistics practice?

a). Excess packaging

b). **Route optimization to reduce fuel use**

c). Increasing inventory

d). Expanding warehouse space

[U] / [CO4]

39. CY (Container Yard) is mainly used for:

a). Retail distribution

b). **Storage of full containers**

c). Loose cargo sorting

d). Air freight handling

[U] / [CO2]

40. Consider the following statements: Assertion (A) and Reasoning (R). Choose the correct alternative.

Assertion (A): Perpetual inventory systems improve stock accuracy.

Reason (R): Inventory records are updated continuously.

a). **Both A and R are true and R explains A**

b). Both true but R not explanation

c). A true, R false

d). A false, R true

[U] / [CO3]

41. Which document is non-negotiable in sea transport?

a). Bill of Lading

b). **Sea Waybill**

c). Airway Bill

d). HBL

[U] / [CO2]

42. Consider the following statement and state which of the statements is/are true.

Statement I: Outsourcing logistics reduces capital investment.

Statement II: 3PL eliminates supply chain coordination.

a). Statement I true, II false

b). **Statement I true, II false (correct option)**

c). Statement I false, II true

d). Both false

[U] / [CO4]

43. The main purpose of Materials Audit is to:

- a). Increase purchase cost b). **Evaluate efficiency of material usage**
c). Expand warehouse size d). Reduce customer demand [An] / [CO3]

44. GOH storage is mainly used for:

- a). Bulk grains b). Machinery
c). **Garments on hangers** d). Chemicals [U] / [CO3]

45. Consider the following statements: Assertion (A) and Reasoning (R). Choose the correct alternative.

Assertion (A): Preventive maintenance reduces logistics downtime.

Reason (R): Scheduled servicing avoids sudden breakdowns.

- a). **Both A and R are true and R explains A**
b). Both true but R not explanation
c). A true, R false
d). A false, R true [U] / [CO2]

46. Multimodal transport involves:

- a). Single mode only b). **Multiple modes under one contract**
c). Multiple documents d). Separate liability [U] / [CO2]

47. In FSN analysis, 'N' stands for:

- a). New items b). Necessary
c). **Non-moving** d). Negotiable [U] / [CO3]

48. Which technology enables automated warehouse picking?

- a). Manual barcode scanning b). **Robotics & AI systems**
c). Paper documentation d). Hand trolleys [U] / [CO4]

49. The order cycle system begins with:

- a). Delivery b). Inventory audit
c). **Order receipt** d). Payment processing [U] / [CO4]

[2 × 25 = 50]

**MAHATMA GANDHI UNIVERSITY MGUGP (HONOURS) FIRST SEMESTER
EXAMINATION (2024 ADMISSION ONWARDS) Model Question Paper**

MG4DSECOM200- ADVANCED ACCOUNTING

Duration: 2-hour

Maximum marks: 70

Students should attend at least one question from each course outcome to enhance their
overall outcome attainability

Section A

Attempt any Twelve questions. Each question carries 1 mark.

- 1.Explain the term Life Assurance Fund? (Understand, CO1)
- 2.What is Purchase Consideration? (Remember, CO2)
- 3.What is the name of the format prescribed for Bank Balance sheet? (Remember, CO3)
- 4.Explain Tier 1 Capital? (Understand, CO4)
- 5.What is Surrender Value? (Remember, CO1)
- 6.Who is a Transferor Company? (Remember, CO2)
- 7.Under which head is the item 'locker rent' shown in Financial Statements of Banks?
(Understand, CO3)
8. What is Slippage Ratio? (Remember, CO4)
- 9.What is Interim Bonus? (Remember, CO1)
- 10.Explain the term amalgamation adjustment reserve? (Understand, CO2)
- 11.Give Examples of Contingent Liabilities in Banks. (Understand, CO3)
- 12.How is 'Debt-Equity' Ratio calculated by Banks? (Understand, CO4)
13. Name the regulatory body of Insurance Companies in India. (Remember, CO1)
- 14.What is a short Loan? (Remember, CO3) (12 x 1=12)

Section B

Attempt any Four questions. Each question carries 7 marks.

15. Explain the applicability of Accounting Standards for Life Insurance Companies.(Understand,CO1)
- 16.The following Balance Sheet of Hard Luck Ltd as on 31.03.2025

Liabilities	Amount (Rs.)	Assets	Amount (Rs.)
14,000 Equity Shares of Rs 100 each fully paid up	14,00,000	Sundry Assets	18,00,000

General Reserve	10,000	Discount on Issue of Shares	10,000
10% Debentures	2,00,000	Preliminary expenses	30,000
Sundry Creditors	2,00,000	Profit and Loss A/c	60,000
Bank Overdraft	50,000		
Bills Payable	40,000		
	19,00,000		19,00,000

Success Ltd agreed to take over the business of Hard Luck Ltd. Calculate the Purchase consideration under Net Asset Method. Market Value of 75% of Sundry assets is estimated to be more than the book value and that of the remaining 25% at 8% less than the book value. The liabilities are taken over at book values. There is unrecorded liability of Rs 25,000. (Apply, CO2)

17. Following is an extract from the Trial Balance of a Bank as at 31st March, 2012:

Bills Discounted	Rs 51,50,000	
Rebate on bills discounted not yet due, April 1, 20XX		Rs 30,501
Discount Received		Rs 1,45,500

An analysis of the bills discounted as shown above shows the following:

Date of Bills	Amount (Rs)	Term Months	Discounted@ % p.a.
January 13	7,50,000	4	12
February 17	6,00,000	3	10
March 6	4,00,000	4	11
March 16	2,00,000	2	10

Find out the amount of discount received to be credited to Profit and Loss Account and pass appropriate journal entries for the same. (Apply, CO3)

18. Explain the components of 'CAMELS' Model. (Understand, CO4)

19. From the following information Calculate the Net Claims to be shown in the Revenue Account for the year ended 31.03.2024. (Apply, CO1)

Particulars	Amount (in Rs.)
Claim paid for the year 2023-24	6,50,000
Claims intimated but not accepted and paid on 31.03.2024	50,000
Claims intimated and accepted but not paid on 31.03.2023	70,000
Legal Expenses regarding claims	30,000
Medical Expenses regarding Claims	10,000
Reinsurance Recoveries	20,000

20. From the following information Calculate the following ratios and Comment:

1) CRAR 2) Net NPA Ratio 3) Provision Coverage Ratio 4) Debt-Equity Ratio (Apply, CO4)

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
Tier I Capital	1,800	Gross Advances	30,000
Tier II Capital	400	Total Deposits	40,000
Risk Weighted Assets	16,000	Gross NPAS	1,200
Provisions	480	Current Deposit	4,000

Shareholder's Equity	3,000	Savings Deposit	8,000
Average Total Assets	44,000	Total Long-Term Debt	6,000

(4 x 7=28)

Section C

Attempt any Two questions. Each question carries 15 marks.

21. From the given Trial Balance of the Aviva Life Assurance Co. Ltd as on 31st March, 2025:

Particulars	Amount (Rs)
Claims by Death	14,70,562
Claims by Maturity	76,980
Premium	56,420
Expenses of Management	19,890
Commission	26,541
Consideration for annuities granted	10,620
Interest, dividend and rent	52,461
Income tax paid on profits	3,060
Fines	92
Surrenders	21,860
Annuities	29,420
Bonus paid in cash	9,450
Bonus paid in reduction	2,500
Preliminary Expenses	600
Claims admitted but not paid at the end of the year	80,034
Annuities due but not paid	22,380
Share Capital	4,00,000
Government Securities	14,90,890
Sundry Assets	5,09,110

Prepare Revenue Account and the Balance Sheet after taking into account the following:

- a. Claims covered under reinsurance, Rs 10,000 by death.
- b. Further claims intimated, Rs 8,000 by death.
- c. Further bonus utilised in reduction of premium, Rs 1,500.
- d. Interest accrued Rs 15,400.
- e. Premium outstanding Rs 7,400. (Apply, CO1)

22. The Balance Sheets of Z Ltd. and A Ltd. as on 31 / 03/ 2025 are given below:

Liabilities	Z Ltd.	A Ltd.	Assets	Z Ltd.	A Ltd.
Share Capital	3,00,000	5,00,000	Sundry assets	4,10,000	7,00,00
Reserves	40,000	1,00,000	Loan to A ltd	30,000	-
9% Debentures	1,00,000	-	Investments	50,000	-
Loan from Z ltd	-	30,000	(5000 shares of		
Creditors	50,000	70,000	A Ltd.)		
	4,90,000	7,00,000		4,90,000	7,00,000

A Ltd. proposes to take over Z Ltd. on the following terms:

(i) A Ltd. will issue one share at Rs. 11 and also pay Re. 0.50 in cash for every share held by the outsiders. (ii) 9% Debentures of Z Ltd. are to be paid at 8% premium by the issue of sufficient number of 10% Debentures of A Ltd. at Rs. 90. Assuming that the takeover has been completed, show journal entries in the books of both the companies and the draft Balance Sheet in the books of A Ltd. (Apply, CO2)

23. Following ledger balances of ABC Bank Ltd as on 31st March 20XX, are furnished to you. Prepare the Profit and Loss Account and Balance Sheet as per requirements of Law: -

	Rs in '000		Rs in '000
Statutory Reserve	1,200	Commission	45
Bad Debts written off	128	Cash	225
Operating Expenses	182	Interest Earned	550
Current account	20,245	Balance with RBI	2,030
Interest Paid	160	Balance with Foreign Bank	1,206
Deposit Accounts	6,920	Bills for Collection	1,500
Profit and Loss Account	229	Borrowings from Banks	6,482
Bills Receivables for customers	1,500	Cash Credit and Overdrafts	15,457
Discount	244	Investments	9,882
Endorsements and Guarantees	575	Bills discounted	6,228
Premises	2,217	Share capital	2,000

Following further information is furnished: -

- a) Rebate on Bills Discounted to be provided Rs 64,000
 - b) The Bank had paid an interim dividend of Rs 2,00,000 during the year.
- (Apply, CO3) (2 x 15 =30)

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-UGP (HONOURS)
FOURTH SEMESTER EXAMINATION-
MODEL QUESTION PAPER (2024 ADMISION ONWARDS)

MG4DSECOM201 – CO-OPERATIVE LEGISLATIONS

Duration: 1 Hour 15 minutes

Maximum Marks: 70

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

Part A

Attempt any twenty questions. Each question carries 1 mark.

1. The father of Co-operative Movement is: (CO1)
 - A. Robert Owen
 - B. Rochdale Pioneers
 - C. William King
 - D. Henry Wolff
2. The first Co-operative Society Act in India was passed in: (CO1)
 - A. 1904
 - B. 1912
 - C. 1942
 - D. 1956
3. Registration of Co-operative Societies is done by: (CO2)
 - A. President
 - B. Registrar
 - C. Secretary
 - D. Auditor
4. Minimum number of members required to form a co-operative society is: (CO2)
 - A. 5
 - B. 7
 - C. 10
 - D. 15
5. Audit of co-operative societies is conducted by: (CO3)
 - A. Board
 - B. Registrar
 - C. Members
 - D. Government
6. Disputes in co-operative societies are settled by: (CO4)
 - A. Civil Court
 - B. Registrar
 - C. Police
 - D. Panchayat
7. The father of Co-operative Movement is: (CO1)

- A. Robert Owen
 - B. Rochdale Pioneers
 - C. William King
 - D. Henry Wolff
8. The first Co-operative Society Act in India was passed in: (CO1)
- A. 1904
 - B. 1912
 - C. 1942
 - D. 1956
9. Registration of Co-operative Societies is done by: (CO2)
- A. President
 - B. Registrar
 - C. Secretary
 - D. Auditor
10. Minimum number of members required to form a co-operative society is: (CO2)
- A. 5
 - B. 7
 - C. 10
 - D. 15
11. Audit of co-operative societies is conducted by:(CO3)
- A. Board
 - B. Registrar
 - C. Members
 - D. Government
12. Disputes in co-operative societies are settled by: (CO4)
- A. Civil Court
 - B. Registrar
 - C. Police
 - D. Panchayat
13. The father of Co-operative Movement is: (CO1)
- A. Robert Owen
 - B. Rochdale Pioneers
 - C. William King
 - D. Henry Wolff
14. The first Co-operative Society Act in India was passed in: (CO1)
- A. 1904
 - B. 1912
 - C. 1942
 - D. 1956
15. Registration of Co-operative Societies is done by: (CO2)
- A. President
 - B. Registrar
 - C. Secretary
 - D. Auditor

16. Minimum number of members required to form a co-operative society is: (CO2)
- A. 5
 - B. 7
 - C. 10
 - D. 15
17. Audit of co-operative societies is conducted by: (CO3)
- A. Board
 - B. Registrar
 - C. Members
 - D. Government
18. Disputes in co-operative societies are settled by: (CO4)
- A. Civil Court
 - B. Registrar
 - C. Police
 - D. Panchayat
19. The father of Co-operative Movement is: (CO1)
- A. Robert Owen
 - B. Rochdale Pioneers
 - C. William King
 - D. Henry Wolff
20. The first Co-operative Society Act in India was passed in: (CO1)
- A. 1904
 - B. 1912
 - C. 1942
 - D. 1956
21. Registration of Co-operative Societies is done by: (CO2)
- A. President
 - B. Registrar
 - C. Secretary
 - D. Auditor
22. Minimum number of members required to form a co-operative society is: (CO2)
- A. 5
 - B. 7
 - C. 10
 - D. 15
- (1 x 20 =20)

Part B

Attempt any twenty five questions. Each question carries 2 mark.

23. Audit of co-operative societies is conducted by: (CO3)
- A. Board
 - B. Registrar
 - C. Members
 - D. Government
24. Disputes in co-operative societies are settled by: (CO4)

- A. Civil Court
 - B. Registrar
 - C. Police
 - D. Panchayat
25. The father of Co-operative Movement is:(CO1)
- A. Robert Owen
 - B. Rochdale Pioneers
 - C. William King
 - D. Henry Wolff
26. The first Co-operative Society Act in India was passed in: (CO1)
- A. 1904
 - B. 1912
 - C. 1942
 - D. 1956
27. Registration of Co-operative Societies is done by: (CO2)
- A. President
 - B. Registrar
 - C. Secretary
 - D. Auditor
28. Minimum number of members required to form a co-operative society is: (CO2)
- A. 5
 - B. 7
 - C. 10
 - D. 15
29. Audit of co-operative societies is conducted by: (CO3)
- A. Board
 - B. Registrar
 - C. Members
 - D. Government
30. Disputes in co-operative societies are settled by: (CO4)
- A. Civil Court
 - B. Registrar
 - C. Police
 - D. Panchayat
31. The father of Co-operative Movement is: (CO1)
- A. Robert Owen
 - B. Rochdale Pioneers
 - C. William King
 - D. Henry Wolff
32. The first Co-operative Society Act in India was passed in: (CO1)
- A. 1904
 - B. 1912
 - C. 1942
 - D. 1956

33. Registration of Co-operative Societies is done by: (CO2)
- A. President
 - B. Registrar
 - C. Secretary
 - D. Auditor
34. Minimum number of members required to form a co-operative society is: (CO2)
- A. 5
 - B. 7
 - C. 10
 - D. 15
35. Audit of co-operative societies is conducted by: (CO3)
- A. Board
 - B. Registrar
 - C. Members
 - D. Government
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 - B. Registrar
 - C. Police
 - D. Panchayat
37. The father of Co-operative Movement is: (CO1)
- A. Robert Owen
 - B. Rochdale Pioneers
 - C. William King
 - D. Henry Wolff
38. The first Co-operative Society Act in India was passed in: (CO1)
- A. 1904
 - B. 1912
 - C. 1942
 - D. 1956
39. Registration of Co-operative Societies is done by: (CO2)
- A. President
 - B. Registrar
 - C. Secretary
 - D. Auditor
40. Minimum number of members required to form a co-operative society is: (CO2)
- A. 5
 - B. 7
 - C. 10
 - D. 15
41. Audit of co-operative societies is conducted by: (CO3)
- A. Board
 - B. Registrar

- C. Members
 - D. Government
42. Disputes in co-operative societies are settled by: (CO4)
- A. Civil Court
 - B. Registrar
 - C. Police
 - D. Panchayat
43. The father of Co-operative Movement is: (CO1)
- A. Robert Owen
 - B. Rochdale Pioneers
 - C. William King
 - D. Henry Wolff
44. The first Co-operative Society Act in India was passed in: (CO1)
- A. 1904
 - B. 1912
 - C. 1942
 - D. 1956
45. Registration of Co-operative Societies is done by: (CO2)
- A. President
 - B. Registrar
 - C. Secretary
 - D. Auditor
46. Minimum number of members required to form a co-operative society is: (CO2)
- A. 5
 - B. 7
 - C. 10
 - D. 15
47. Audit of co-operative societies is conducted by: (CO3)
- A. Board
 - B. Registrar
 - C. Members
 - D. Government
48. Disputes in co-operative societies are settled by: (CO4)
- A. Civil Court
 - B. Registrar
 - C. Police
 - D. Panchayat
49. The father of Co-operative Movement is: (CO1)
- A. Robert Owen
 - B. Rochdale Pioneers
 - C. William King
 - D. Henry Wolff
- (2x25=50 Marks)

Answer Key with CO Mapping

1. B (CO1)
2. A (CO1)
3. B (CO2)
4. C (CO2)
5. B (CO3)
6. B (CO4)
7. B (CO1)
8. A (CO1)
9. B (CO2)
10. C (CO2)
11. B (CO3)
12. B (CO4)
13. B (CO1)
14. A (CO1)
15. B (CO2)
16. C (CO2)
17. B (CO3)
18. B (CO4)
19. B (CO1)
20. A (CO1)
21. B (CO2)
22. C (CO2)
23. B (CO3)
24. B (CO4)
25. B (CO1)
26. A (CO1)
27. B (CO2)
28. C (CO2)
29. B (CO3)
30. B (CO4)
31. B (CO1)
32. A (CO1)
33. B (CO2)
34. C (CO2)
35. B (CO3)
36. B (CO4)
37. B (CO1)
38. A (CO1)
39. B (CO2)
40. C (CO2)
41. B (CO3)
42. B (CO4)
43. B (CO1)
44. A (CO1)
45. B (CO2)
46. C (CO2)
47. B (CO3)
48. B (CO4)
49. B (CO1)

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-UGP (HONOURS)
(2024 Admission Onwards)
B.COM FOURTH SEMESTER - MODEL QUESTION PAPER
MG4DSECOM202- SOCIAL AND RURAL MARKETING

Time: 2 Hours

Max. Marks: 70

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

Section A- Very Short Answer Questions

Answer in a word, phrase or a sentence. Answer any **10** questions. Each question carries **1** mark.

1. What is the most important difference between commercial marketing and social marketing? **(CO1, U)**
2. What is third sector in social marketing? **(CO2, U)**
3. Mention two points of importance of rural marketing. **(CO3, U)**
4. What is E-rural market? **(CO4, U)**
5. The Primary focus of Social Marketing is on _____ change for benefit of the individuals and society? **(CO1, U)**
6. Distinct _____ in social market refers to the defining feature or unique identity that sets campaign apart from other social initiatives **(CO1, U)**
7. How do NGOs reach marginalised groups? **(CO2, U)**
8. Give an example of a successful rural marketing initiative. **(CO3, U)**
9. What do you mean by promotion mix for rural markets? **(CO4, U)**
10. What is concentrated targeting in rural marketing? **(CO3, U)**
11. What is the most important aspect of STP in social market? **(CO2, U)**
12. Mention the case of any technology application initiative in rural market. **(CO4, U)**

(10x1=10)

Section C- Short Answer Questions

Answer any **5** questions. Each question carries **8** marks.

13. Describe the features of rural customers. **(CO3, U)**
14. Discuss the challenges involved in promotion process in rural markets. **(CO4, U)**
15. Explain the role of third sector in the social marketing in sanitation sector. **(CO2, U)**
16. Explain the social marketing planning process. **(CO1, U)**
17. What are the challenges of cause related marketing? **(CO2, U)**
18. Explain how social marketing campaigns help to create and promote positive social behaviour **(CO1, U)**
19. What pricing strategies can be adopted in rural markets? **(CO3, U)**

(5x8=40)

Section C- Case Study/ Situation Analysis

Answer any **1** question that carries **20** marks.

20. " A women-led NGO trains volunteers called **Swasthya Sakhis** to educate rural mothers about anemia prevention and government health insurance schemes. Free health camps are organized with support from a hospital chain."

Analysis Questions:

- (a) Identify the social issue being marketed.
 - (b) Explain how segmentation and targeting are applied.
 - (c) Discuss the role of the third sector.
 - (d) How does this programme support the medicare sector?
 - (e) Identify the type of Cause-Related Marketing involved. **(CO2, An)**
21. In the early 2000s, **Godrej Agrovet** launched **Godrej Aadhaar**, a unique rural retail chain designed to move beyond simple product selling. Recognizing that rural consumers—primarily

farmers—were often underserved and forced to travel long distances for quality goods, Godrej established "one-stop-shop" centers in large village clusters.

Unlike traditional rural shops, Godrej Aadhaar provides a wide array of services: soil testing, crop advisory services, credit facilities through tie-ups with banks, and a retail floor selling everything from high-yield seeds and fertilizers to household appliances and FMCG products. By integrating **knowledge with commerce**, Godrej aimed to build a "circle of trust" with the rural farming community, positioning itself not just as a vendor, but as a partner in the farmer's economic growth.

Questions:

- (a) Identify the primary segmentation bases used by Godrej Aadhaar.
 - (b) Explain how targeting "progressive farmers" differs from mass marketing in rural areas.
 - (c) Discuss the positioning strategy of Godrej Aadhaar as a "solution provider" versus a "product seller."
 - (d) How does providing "intangible services" (like soil testing) support the rural marketing mix?
- . (CO4, An)

(1x20=20)

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

MGU-UGP (HONOURS)

FOURTH SEMESTER EXAMINATION- MODEL QUESTION PAPER

(2024 ADMISION ONWARDS)

MG4DSECOM203 – FIXED INCOME SECURITIES AND DEBT MARKET

Duration: 1 1/4 Hour

Maximum Marks: 70

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

Part A

Attempt any twenty questions. Each question carries 1 mark.

1. A key feature of debt market is..... (Understand) (CO1)
a) Ownership Rights **b) Fixed Maturity Period**
c) Voting Rights d) Unlimited Returns
2. Tight monetary policy results in..... (Understand) (CO1)
a) Higher Interest Rates b) More liquidity
c) Lower Borrowing Costs d) Expansion of Credit
3. CCIL reduces..... (Understand) (CO1)
a) Inflation risk b) Credit risk
c) **Settlement risk** d) Political risk
4. Introduction of Primary Dealers occurred in (Understand) (CO1)
a) 1985 **b) 1995** c) 2001 d) 2010
5. Primary Dealers system was introduced by (Understand) (CO1)
a) SEBI **b) RBI** c) Government d) NSE
6. Fixed income securities generally have a..... (Understand) (CO2)
a) Perpetual life **b) Fixed maturity period** c) Uncertain life
d) No repayment obligation
7. Which of the following is NOT an importance of fixed income securities?
(Understand) (CO2)
a) Capital preservation b) Regular income
c) High speculative profit d) Economic stability
8. One disadvantage of fixed income securities compared to equities is.....
(Understand) (CO2)
a) **Lower capital appreciation** b) Fixed maturity
b) c) Predictable income d) Priority of claim
9. Government bonds with maturity exceeding 10 years fall under.....
(Understand) (CO2)
a) Short term securities b) Medium-term securities
c) Long term securities d) Money market instruments
10. Yankee bonds are issued in..... (Understand)(CO2)
a) Japan b) USA c) UK **d) India**

11. The maturity of CROMS transactions is (Understand)(CO3)
 a) **Overnight** b) 14 days c) 1 year d) 7 days
12. Asset segment instruments are generally(Understand)(CO3)
 a) High risk only b) Non-transferable
 c) **Transferable and tradable** d) Short term only
13. NDS-OM contributes to (Understand)(CO3)
 a) Short-term credit creation b) **Development of debt market**
 c) Foreign exchange stability d) Retail investment growth
14. Call money rate is determined mainly by(Understand)(CO3)
 a) RBI Notification b) Govt policies
 c) Stock market movements d) **Demand and supply of funds**
15. Treasury Bills are issued by (Understand)(CO3)
 a) RBI b) Commercial banks c) SEBI d) **Govt of India**
16. CCIL act as..... (Understand)(CO1)
 a) Stockbroker b) Settlement system
 c) Advisory system d) **Central Counter Party**
17. Under the RBI Retail Direct Scheme, which of the following instruments can retail investors buy? (Understand)(CO4)
 a) T Bills b) Government of India Dated Securities (Bonds)
 c) Sovereign Gold Bonds (SGB) d) **All of the other options**
18. Which entity is generally considered to have higher default risk compared to government bonds? (Understand)(CO4)
 a) Municipal Bonds b) Sovereign Gold Bonds
 c) **Corporate Bonds** d) T Bills
19. The Indian debt market is broadly divided into (Understand)(CO4)
 a) Capital market and forex market
 b) **Primary market and secondary market**
 c) Equity market and derivatives market
 d) Commodity market and bullion market
20. Bonds that do not have a fixed coupon rate are called(Understand)(CO4)
 a) Zero Coupon Bonds b) Fixed Rate Bonds
 c) **Floating Rate Bonds** d) Tax-Free Bonds

21. Cash Management Bills in India are issued by..... (Understand)(CO4)
a) **RBI** b) SEBI c) State Governments d) Commercial Banks

22. What is Capital Indexed Bonds? (Understand)(CO4)
a) Bonds where interest is paid monthly
b) **Bonds where the principal is linked to an inflation index**
c) Bonds with a fixed maturity of 1 year
d) Bonds issued only by private companies

[1 x 20 = 20]

Part B

Answer 25 Questions Each question carries 2 marks

23. Arrange participants in a debt market system flow. (Understand) (CO1)
a) Investor b) Regulator c) Issuer d) Intermediary
a) $c \rightarrow b \rightarrow a \rightarrow d$ b) $b \rightarrow d \rightarrow c \rightarrow a$ c) $a \rightarrow d \rightarrow c \rightarrow b$ d) $b \rightarrow c \rightarrow d \rightarrow a$

24. Consider the following Assertion (A) and Reasoning (R). (Understand) (CO1)
Assertion (A): Debt market contributes to economic development.
Reasoning (R): It channels savings into productive investment.
a) **Both A and R are true, and R is the correct explanation to A**
b) Both A and R are true, and R is not the correct explanation to A
c) A is true and R is false d) A is false and R is true

25. Consider the following Assertion and Reason and answer the following. (Understand) (CO1)
Assertion (A): Debt market improves liquidity in the financial system.
Reasoning (R): Debt instruments can be traded easily in secondary markets.
a) **Both A and R are true, and R is the correct explanation to A**
b) Both A and R are true, and R is not the correct explanation to A
c) A is true and R is false d) A is false and R is true

26. Arrange the stages of debt market evolution in India: (Understand) (CO1)
a) Financial sector reforms b) Administered interest rate regime
c) Market-based interest rates d) Developed debt market
a) $a \rightarrow b \rightarrow c \rightarrow d$ b) **$b \rightarrow a \rightarrow c \rightarrow d$** c) $a \rightarrow c \rightarrow b \rightarrow d$ d) $d \rightarrow c \rightarrow b \rightarrow a$

27. . Consider the following Assertion and Reason and answer the following. (Understand) (CO1)
Assertion (A): FIMMDA regulates banks in India.
Reasoning (R): RBI regulates banks in India.
a) Both A and R are true, and R is the correct explanation to A
b) Both A and R are true, and R is not the correct explanation to A
c) **A is true and R is false** d) A is false and R is true

28. Match the advantages of fixed income securities with their role in financial planning and liquidity (Understand) (CO2)

- | | |
|---------------------------|---|
| (a) Liquidity | - (i) Known maturity value |
| (b) Long-term planning | - (ii) Can be sold in secondary market |
| (c) Capital certainty | - (iii) Principal repaid on maturity |
| (d) Predictable cash flow | - (iv) Helps in systematic financial planning |

- | | |
|----------------------------------|---------------------------|
| a) a-iv, b-iii, c-ii, d-i | b) a-iii, b-ii, c-i, d-iv |
| c) a-ii, b-iv, c-iii, d-i | d) a-i, b-iii, c-iv, d-ii |

29. Consider the following Assertion (A) and Reasoning(R). Choose the correct alternative. (Understand) (CO2)

Assertion (A): Foreign currency bonds expose investors to exchange rate risk.
Reasoning (R): Interest and principal are denominated in a foreign currency.

- a) **Both A and R are true, and R is the correct explanation to A**
b) Both A and R are true, and R is not the correct explanation to A
c) A is true and R is false
d) A is false and R is true

30. Consider the following statements and state which of the statements are true about interest-based bonds: (Understand) (CO2)

- Statement 1 - Fixed rate bonds pay constant interest
Statement 2 - Floating rate bonds have changing interest rates
Statement 3 - Zero coupon bonds pay annual interest
Statement 4 - Zero coupon bonds are redeemed at face value

- a) Statement (1) and (2) only **b) Statement (1) , (2) and (4) only**
c) Statement (1), (3) and (4) only d) Statement (1) and (3) only

31. Consider the following statements and state which of the statements are true related to bonds: (Understand) (CO2)

- Statement 1 - Bonds are debt instruments
Statement 2 - Bondholders receive dividends
Statement 3 - Bonds have a fixed maturity period
Statement 4 - Bondholders are owners of the company

- a) Statement (1) and (2) only b) Statement (1) , (2) and (4) only
c) Statement (1), (3) and (4) only **d) Statement (1) and (3) only**

32. Consider the following Assertion (A) and Reasoning(R). Choose the correct alternative. (Understand) (CO2)

Assertion (A): Fixed income securities are less risky than equity shares.
Reasoning (R): The returns on fixed income securities depend on the company's profitability.

- a) Both A and R are true, and R is the correct explanation to A
b) Both A and R are true, and R is not the correct explanation to A
c) **A is true and R is false**
d) A is false and R is true

33. Consider the following Assertion (A) and Reasoning(R). Choose the correct alternative.
(Understand) (CO3)

Assertion (A): WACR reflects the weighted average of all call transactions.

Reasoning (R): It is calculated based on volume and rate of transactions.

- a) **Both A and R are true, and R is the correct explanation to A**
- b) Both A and R are true, and R is not the correct explanation to A
- c) A is true and R is false
- d) A is false and R is true

34. Consider the following Assertion (A) and Reasoning(R). Choose the correct alternative.
(Understand) (CO3)

Assertion (A): F-TRAC improves transparency in CP and CD markets.

Reasoning (R): It provides electronic trade reporting and dissemination.

- a) **Both A and R are true, and R is the correct explanation to A**
- b) Both A and R are true, and R is not the correct explanation to A
- c) A is true and R is false
- d) A is false and R is true

35. The “Tri-party” in TREPS refers to..... (Understand) (CO3)

- a) Borrower, Lender and RBI
- b) **Borrower, Lender and CCIL (as intermediary)**
- c) Three banks only
- d) RBI, SEBI and Government

36. The money market in India helps in (Understand) (CO3)

- a) **Maintaining liquidity in the banking system**
- b) Capital formation
- c) Industrial financing
- d) Foreign exchange management

37. CROMS is primarily used for (Understand) (CO3)

- a) Trading foreign exchange
- b) **Dealing in Repo and CBLO (TREPS) transactions**
- c) Trading equities
- d) Trading corporate bonds

38. The Bank Rate differs from the Repo Rate because (Understand) (CO3)

- a) Bank Rate is for long-term loans
- b) **Repo involves collateralized borrowing**
- c) Bank Rate is market-determined
- d) Repo rate is unsecured

39. F-TRAC primarily deals with (Understand) (CO3)

- a) Government securities
- b) Repo transactions
- c) **Commercial Papers and Certificates of Deposit**
- d) Equity shares

40. Consider the following statements and choose the most appropriate alternative.

(Understand) (CO1)

Statement I - PDAI work closely with RBI and other regulatory body.

Statement II - FIMMDA helps in standardisation of market practices documentation.

- a) **Both statements are true**
- b) Statement I is true, and Statement II is false

- c) Statement I is false, and Statement II is true d) Both statements are false
41. Match the following (Understand) (CO3)
- | | |
|------------------|---------------------------|
| (a) MIBOR | - (i) RBI |
| (b) Reverse Repo | - (ii) Money Market |
| (c) Repo Rate | - (iii) NDS call platform |
| (d) Call Money | - (iv) Park Money |
- a) **a-iii, b- iv, c-i, d- ii** b) a- iii,b-iv,c-ii, d-i
c) a-iv, b-i,c-ii,d-iii d) a-I, b-iii, c-iv,d- ii
42. Use of derivatives such as interest rate swaps and futures helps in mitigating type of risk. (Understand) (CO2)
- a) **Interest rate risk** b) Credit risk
c) Sovereign risk d) Default risk
43. If a bond's duration is high, it implies (Understand) (CO4)
- a) Bond price is less sensitive to interest rate changes
b) Bond price is more sensitive to interest rate changes
c) Bond has no credit risk
d) Bond yield is always fixed
43. "Masala Bonds" are debt instruments where (Understand) (CO4)
- a) The interest is paid in gold b) The bonds are issued in USD but settled in INR
c) The bonds are rupee-denominated and issued in offshore markets
d) Only food processing companies can issue them
44. The settlement for T-bills auctioned is generally made on which basis? (Understand) (CO4)
- a) T+0 **b) T+1** c) T+2 d) T+5
45. Which of the following is true about retail investors in the G-Sec market? (Understand) (CO4)
- a) They cannot invest in T-Bills b) They need to open a separate Demat account
c) They can use existing demat accounts d) They are not permitted in primary auctions
46. Why are QIBs crucial for market stability? (Understand) (CO4)
- a) They do not invest in debt securities. b) They only invest in equity, not bonds.
c) They sell all their shares during high demand.
d) Their long-term investment horizon helps reduce market volatility
47. Which of the following is true regarding the risk profile of SDLs? (Understand) (CO4)
- a) They are high-risk instruments.
b) They carry higher credit risk than corporate bonds.
c) They are sovereign-guaranteed, making them low-risk.
d) They have no interest rate risk.

48. Open Bidding is (Understand) (CO4)

- a) Completely closed process
- b) Transparent bidding process**
- c) Book building process
- d) Green Shoe Option process

49. Consider the following statements and choose the most appropriate alternative.

Statement I- The clearing agency for government securities is NSCCL.

Statement II- Clearing agency for corporate bonds is CDSL. (Understand) (CO4)

- a) Both statements are true
- b) Statement I is true, and Statement II is false
- c) Statement I is false, and Statement II is true
- d) Both statements are false**

[2 x 25 = 50]

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

MGU-UGP (HONOURS)

(2024 Admission Onwards)

**B.COM FOURTH SEMESTER- MODEL QUESTION PAPER
MG4DSECOM204- TRENDS AND INNOVATIONS IN BANKING**

Time: 1 Hour 15 minutes

Max. Marks: 70

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

PART A

Answer any **20** multiple choice questions. Each question carries **1** mark.

Q.No	Questions	Level	CO								
1	CRR refers to the percentage of deposits that banks must maintain with: a) Government of India b) RBI c) SEBI d) Other banks	U	1								
2	Which of the following determines the minimum lending rate for banks under the MCLR system? a) Base Rate b) Marginal cost of funds c) Repo Rate only d) Inflation rate	U	1								
3	Retail banking primarily deals with: a) Large corporate b) Government bodies c) Individual customers d) International banks	U	1								
4	Which of the following is a non-fund based banking activity? a) Term loan b) Cash credit c) Bank guarantee d) Working capital loan	U	1								
5	Bill discounting is mainly used for: a) Long-term financing b) Trade financing c) Infrastructure funding d) Agricultural loans	U	1								
6	Match the following <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">(a) NEFT</td> <td>(i) Real-time gross</td> </tr> <tr> <td>(b) RTGS</td> <td>(ii) Instant retail</td> </tr> <tr> <td>(c) IMPS</td> <td>(iii) Messaging system</td> </tr> <tr> <td>(d) SWIFT</td> <td>(iv) Batch settlement</td> </tr> </table> a) a-iv, b- i, c-ii and d-iii b) a-iii, b-ii, c-i and d-iv c) a-iv, b-ii, c-i and d-iii d) a-iii, b- i, c-ii and d-iv	(a) NEFT	(i) Real-time gross	(b) RTGS	(ii) Instant retail	(c) IMPS	(iii) Messaging system	(d) SWIFT	(iv) Batch settlement	U	1
(a) NEFT	(i) Real-time gross										
(b) RTGS	(ii) Instant retail										
(c) IMPS	(iii) Messaging system										
(d) SWIFT	(iv) Batch settlement										
7	Tandon Committee deals with: a) Long term capital b) working capital assessment c) Treasury d) Forex management	U	1,4								
8	How does AI transform banking operations? a) By increasing paperwork b) Through fraud detection, chatbots, and personalized loan approvals using ML c) Limiting customer access d) Replacing all human staff	U	2								
9	_____ layer of CBS deals with branch/ customer channels such as ATMs, internet banking portals, etc. a) Front-end b) Middle c) Back-end d) None of the other options	U	2								
10	Internet banking allows customers to _____ a) Access banking services during bank working hours. b) Avail service directly through branch c) Transfer funds without branch visits. d) None of the other options	U	2								
11	The Payments and Settlement Act, 2007 empowers _____ to regulate payments in India. a) SEBI b) RBI c) Ministry of Finance d) None of the other options	U	2								
12	EFT refers to _____ a) External Fund Transfer b) Electronic Funds Transfer c) Express Funds Transaction d) Electronic Financial Transfer	U	2								

13	UPI stands for _____ a) Unique Payments Interface c) Unique Payment Intimation	b) Unified Payments Interface d) None of the other options	U	2
14	RBI launched Central Bank Digital Currency in _____ a) 2018 b) 2020 c) 2016 d) 2022		U	2
15	Green banking mainly aims to: a) Increase branch expansion b) Reduce operational costs only c) Promote environmentally sustainable banking practices d) Increase credit risk		U	2
16	One major challenge faced by neo-banks is: a) Excessive branch maintenance c) High cash-handling costs	b) Regulatory dependency on partner banks d) Limited use of technology	U	3,6
17	Which of the following best describes bancassurance in India? a) Fully prohibited c) Permitted under regulated models	b) Allowed only for public sector banks d) Limited to life insurance only	U	3,6
18	Doorstep banking services are especially beneficial for: a) Large corporate customers c) Stock brokers	b) Elderly and differently-abled customers d) Foreign banks only	U	1
19	Which of the following risks is most prominent in international banking? a) Operational risk only c) Human resource risk	b) Exchange rate (foreign exchange) risk d) Marketing risk	U	5
20	Which of the following is a key feature of an International Financial Centre? a) High trade barriers b) Restrictions on foreign currency transactions c) Free flow of capital and global financial services d) Only government-owned banks operate		U	5
21	Payment under a Letter of Credit is made on the basis of: a) Physical inspection of goods c) Compliance of documents with LC terms	b) Trust between buyer and seller d) Importer's financial position	U	5
22	BIS provides which of the following services to central banks? a) Retail lending c) Agricultural credit	b) Clearing house and trustee services d) Microfinance	U	5

(20x1=20)

PART B

Answer any 25 multiple choice questions. Each question carries 2 marks.

23	Consider the following statements Assertion (A) and Reasoning (R). Choose the correct alternative. Assertion (A): Issuance of a Bank Guarantee increases the bank's contingent liability. Reasoning (R): The bank becomes liable to make payment to the beneficiary if the applicant defaults. a) Both A and R are true, and R is the correct explanation of A. b) Both A and R are true, but R is not the correct explanation of A. c) A is true, but R is false. d) A is false, but R is true.		U	1
24	Consider the following statements Assertion (A) and Reasoning (R). Choose the correct alternative. Assertion (A): Outward remittance involves transfer of funds from India to a foreign country. Reasoning (R): Outward remittances are permitted without any regulatory limits. a) Both A and R are true, and R is the correct explanation of A. b) Both A and R are true, but R is not the correct explanation of A.		U	1

	<p>c)A is true, but R is false. d)A is false, but R is true.</p>		
25	<p>Consider the following statements and choose the most appropriate alternative. Statement I: Deposit Insurance and Credit Guarantee Corporation (DICGC) is a wholly owned subsidiary of the Reserve Bank of India. Statement II: DICGC provides insurance cover only to deposits held in foreign banks operating outside India. a) Both statements are true b) Statement I is true, and Statement II is false c) Statement I is false, and Statement II is true d) Both statements are false</p>	U	4
26	<p>Consider the following statements and choose the most appropriate alternative. Statement I: Changes in the Banking Regulation Act aim to improve governance and financial stability of banks. Statement II: The amendments completely remove government oversight over public sector banks. a) Both statements are true b) Statement I is true, and Statement II is false c) Statement I is false, and Statement II is true d) Both statements are false</p>	U	4
27	<p>Consider the following statements and choose the most appropriate alternative. Statement I: The establishment of IFSCA reflects India's move towards a specialised regulatory framework for international finance. Statement II: IFSCA has taken over the regulatory functions of RBI, SEBI, IRDAI, and PFRDA within IFSCs. a) Both statements are true b) Statement I is true, and Statement II is false c) Statement I is false, and Statement II is true d) Both statements are false</p>	U	4
28	<p>Consider the following statements and state which of the statements are true. Statement (1): The Bad Bank mechanism was introduced to resolve stressed assets of banks. Statement (2): National Asset Reconstruction Company Limited (NARCL) acquires NPAs from banks. Statement (3): Bad Banks help improve banks' balance sheets by removing stressed assets. Statement (4): Bad Banks provide fresh loans directly to retail borrowers. a) (1), (2) and (3) only b) (1) and (4) only c) (2), (3) and (4) only d) (1), (2), (3) and (4)</p>	U	1,4
29	<p>Consider the following statements Assertion (A)and Reasoning (R). Choose the correct alternative. Assertion (A): The Banking Ombudsman mechanism replaces the need for courts in all banking disputes. Reasoning (R): The Ombudsman can adjudicate criminal cases involving banks. a) Both A and R are true, and R is the correct explanation of A. b) Both A and R are true, but R is not the correct explanation of A. c)A is true, but R is false. d)A is false, but R is true.</p>	U	1,4
30	<p>Consider the following statements Assertion (A)and Reasoning (R). Choose the correct alternative. Assertion (A): The Ombudsman can address complaints related to deficiency in banking services. Reasoning (R): Its jurisdiction extends to issues such as unfair charges, delay in services, and non-adherence to regulatory guidelines. a) Both A and R are true, and R is the correct explanation of A.</p>	U	1

	<p>b) Both A and R are true, but R is not the correct explanation of A. c)A is true, but R is false. d)A is false, but R is true.</p>		
31	<p>Which of the following banks was merged with Punjab National Bank? a) Vijaya Bank and Dena Bank b) Oriental Bank of Commerce and United Bank of India c) Syndicate Bank and Corporation Bank d) Andhra Bank and Allahabad Bank</p>	U	1
32	<p>Consider the following statements and state which of the statements are true. Statement (1): WhatsApp-based lending is offered in partnership with regulated banks or NBFCs. Statement (2): Customer consent and data privacy are important aspects of WhatsApp-based lending. Statement (3): WhatsApp itself acts as the lender in WhatsApp-based lending models. Statement (4): Such lending models leverage digital KYC and automated credit assessment. a)(1), (2) and (4) only c) (2), (3) and (4) only</p>	U	2
33	<p>Consider the following statements and state which of the statements are true. Statement (1): White Label ATMs are owned and operated by non-bank entities. Statement (2): White Label ATM operators are authorised by the central bank. Statement (3): White Label ATMs can issue debit cards to customers. Statement (4): White Label ATMs improve ATM penetration in under-banked areas. Options: a) (1), (2) and (4) only c) (2), (3) and (4) only</p>	U	2
34	<p>Consider the following statements and choose the most appropriate alternative. Statement I: FinTech disruption reduces operational risks completely for financial institutions. Statement II: Cybersecurity, data privacy, and regulatory compliance remain key challenges in FinTech-driven models. a) Both statements are true b) Statement I is true, and Statement II is false c) Statement I is false, and Statement II is true d) Both statements are false</p>	U	2
35	<p>Which of the following statements is correct? a) Co-branded cards are issued without regulatory oversight b) Partner companies can issue credit independently c) Banks must comply with credit card guidelines d) Only NBFCs can issue co-branded cards</p>	U	2
36	<p>Which of the following is a core feature of blockchain technology? a) Manual verification c) Immutability of records</p>	U	2
37	<p>Which of the following cloud service models is commonly used by banks? a) Hardware as a Service c) Branch as a Service</p>	U	2
38	<p>Consider the following statements and choose the most appropriate alternative. Statement I: Robotic Process Automation (RPA)is used in banks to automate repetitive and rule-based tasks. Statement II: Robotics completely replaces human decision-making in all banking operations. a) Both statements are true</p>	U	2

	<p>b) Statement I is true, and Statement II is false</p> <p>c) Statement I is false, and Statement II is true</p> <p>d) Both statements are false</p>		
39	<p>Big Data Analytics helps banks gain market insights by:</p> <p>a) Predicting exact future interest rates</p> <p>b) Identifying trends, opportunities, and customer expectations</p> <p>c) Replacing marketing departments</p> <p>d) Avoiding customer feedback</p>	U	2
40	<p>Licenses for Small Finance Banks are issued under which Act?</p> <p>a) Companies Act, 2013</p> <p>b) Banking Regulation Act, 1949</p> <p>c) RBI Act, 1934</p> <p>d) SARFAESI Act, 2002</p>	U	3,6
41	<p>Consider the following statements: Assertion (A) and Reasoning (R). Choose the correct alternative.</p> <p>Assertion (A): Payments Banks are allowed to accept only limited deposits per customer.</p> <p>Reasoning (R): Payments Banks are permitted to accept both demand and term deposits without any ceiling.</p> <p>a) Both A and R are true, and R is the correct explanation of A.</p> <p>b) Both A and R are true, but R is not the correct explanation of A.</p> <p>c) A is true, but R is false.</p> <p>d) A is false, but R is true.</p>	U	3,6
42	<p>Consider the following statements: Assertion (A) and Reasoning (R). Choose the correct alternative.</p> <p>Assertion (A): Bancassurance may lead to mis-selling of insurance products.</p> <p>Reasoning (R): Pressure to achieve sales targets may result in insurance products being sold without proper assessment of customer needs.</p> <p>a) Both A and R are true, and R is the correct explanation of A.</p> <p>b) Both A and R are true, but R is not the correct explanation of A.</p> <p>c) A is true, but R is false.</p> <p>d) A is false, but R is true.</p>	U	3,6
43	<p>Consider the following statements and state which of the statements are true.</p> <p>Statement (1): Phishing attacks attempt to trick customers into revealing sensitive information.</p> <p>Statement (2): Malware and ransomware can disrupt banking operations and compromise data.</p> <p>Statement (3): Cyber security threats affect only customers and not banks.</p> <p>Statement (4): Banks are increasingly targeted due to high-value financial data.</p> <p>a) (1), (2) and (3) only</p> <p>b) (1), (2) and (4) only</p> <p>c) (2), (3) and (4) only</p> <p>d) (1), (2), (3) and (4)</p>	U	3,4
44	<p>Which of the following entities can participate in the Regulatory Sandbox?</p> <p>a) Only public sector banks</p> <p>b) Only foreign banks</p> <p>c) FinTech firms, banks, and financial institutions</p> <p>d) Only NBFCs</p>	U	4
45	<p>Consider the following statements: Assertion (A) and Reasoning (R). Choose the correct alternative.</p> <p>Assertion (A): An irrevocable letter of credit cannot be amended or cancelled without the consent of all parties.</p> <p>Reasoning (R): An irrevocable letter of credit provides greater payment security to the exporter.</p> <p>a) Both A and R are true, and R is the correct explanation of A.</p> <p>b) Both A and R are true, but R is not the correct explanation of A.</p> <p>c) A is true, but R is false.</p> <p>d) A is false, but R is true.</p>	U	5
46	<p>Consider the following statements: Assertion (A) and Reasoning (R). Choose the correct alternative.</p>	U	5

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-UGP (HONOURS) Regular EXAMINATION, March 2026
Fourth Semester
MG4DSECOM205- ESSENTIALS OF SUPPLY CHAIN MANAGEMENT
(2024 Admission onwards)

Duration: 1 Hour 15 minutes

Maximum Marks: 70

Remember(K), Understand (U), Apply(A), Analyses (An), Evaluate(E), Create (C), Skill(S), Interest(I) & Appreciation (Ap).

Student should attempt at least one question from each course outcome to enhance their overall outcome attainability.

PART A

MCQ Questions

Answer any 20 questions

Each question carries 1 mark

1. Which activity is part of the Strategic Design phase of strategic implementation? [U]/[CO3]

- | | |
|--|---|
| a) Training employees on new technologies. | b) Defining clear, measurable objectives (KPIs). |
| c) Determining the optimal location and number of facilities (Net Design). | d) Thoroughly analysing the current supply Chain. |

2. In XYZ Analysis classifies managing items with a fluctuating demand, are classified as:

[E]/[CO2]

- | | |
|-------------|-------------|
| a) X-Items. | b) Z-Items. |
| c) V-Items. | d) Y-Items. |

3. A company that competes primarily on low cost may favour which type of distribution network to leverage economies of scale in transportation and inventory?

[E]/[CO3]

- | | |
|-----------------------------|------------------------------|
| a) A decentralized network. | b) An indirect network only. |
| c) A centralized network. | d) A hybrid network. |

4. Purchasing of material from suppliers in other countries refers to:

[E]/[CO4]

- | | |
|----------------------|----------------------|
| a) Domestic sourcing | b) Global sourcing |
| c) Insourcing | d) Tactical sourcing |

5. Which of the following best defines a supply chain? [U]/[CO1]

- a) The chain of command in a company
- b) A system of advertising channels
- c) A network connecting suppliers and consumers through activities and resources
- d) A financial chain for product costing

6. The primary goal of a supply chain is to: [U]/[CO1]

- a) Increase production cost
- b) Create advertisements for products
- c) Maximize customer value and achieve sustainable competitive advantage
- d) Reduce product quality

7. The purpose of FSN Analysis is to classify inventory based on its consumption rate or turnover, which primarily helps in managing: [E]/ [CO2]

- a) Price fluctuations and supplier quality.
- b) Obsolescence and storage space.
- c) Last-mile delivery costs and lead time.
- d) Advertising expenditure and sales forecasts.

8. The Hybrid (Push-Pull) Strategy switches to the Pull system for which stages of the supply chain? [E]/[CO3]

- a) The initial stages of producing generic components.
- b) The final, customized stages (e.g., assembling the final product).
- c) Sourcing and supplier management.
- d) Long-term network design

9. Which of the following technology improves real-time visibility in Supply chains? [E]/[CO4]

- a) Fax machines
- b) Typewriters
- c) Internet of Things
- d) Manual ledgers

10. The scope of supply chain includes: [U]/[CO1]

- a) Only the transportation of goods
- b) Only after-sales service
- c) Planning, sourcing, production, logistics customer service.
- d) Only marketing activities

11. Which of the following activities is NOT typically part of the supply chain? [U]/[CO1]
- a) Procurement b) Manufacturing
c) Distribution d) Tax auditing
12. SOS (Seasonal, Off-Seasonal) analysis is a technique used to manage inventory for products with: [E]/[CO2]
- a) High value and low volume.
b) Very irregular, low-volume demand.
c) Seasonal demand.
d) Consistent Predictable demand
13. Kaizen in Lean SCM refers to: [E]/[CO4]
- a) Outsourcing b) Increased lead time
c) Continuous improvement d) Excessive documentation
14. A company switching to bio degradable packaging is practicing: [E]/[CO4]
- a) Lean SCM b) Green SCM
c) Push strategy d) Price discounting
15. Which of the following is NOT a key component of distribution in supply chain management? [E]/[CO3]
- a) Warehousing. b) Human Resources Management.
c) Transportation. d) Inventory Management.
16. Which type of supply chain is designed to maximise the cost efficiency in high volume industries? [U]/[CO1]
- a) Agile b) Efficient
c) Custom configured d) Flexible
17. The Periodic Review System (P-System) is characterized by: [U]/[CO2]
- a) Inventory levels being constantly monitored.
b) Placing a fixed quantity order when stock drops to a reorder point.
c) Checking inventory levels at fixed, predetermined intervals.
d) Placing an order only when demand is highly irregular.

18. Scheduling is the process of assigning: [E]/[CO3]
- a) The final sequence of stops for a vehicle.
 - b) Resources-vehicles, drivers, and time slots-to the routes.
 - c) The minimum distance between stops.
 - d) The cargo capacity constraints.
19. Which practice strengthens partnerships by aligning goals? [E]/[CO4]
- a) Individual profit maximization
 - b) Shared performance metrics
 - c) Order batching
 - d) Frequent price promotions
20. Which inventory system is suitable for high-value items because its inventory levels are constantly monitored and an order for a fixed quantity (like EOQ) is placed when stock drops to a reorder point? [E]/[CO3]
- a) Periodic Review System (P-System).
 - b) Continuous Review System (Q-System).
 - c) Modified Control System.
 - d) FSN Analysis.
21. Zara's Supply chain strategy is an example of: [U]/[CO1]
- a) Agile SC
 - b) Lean SC
 - c) Cost based
 - c) Push SC
22. Which of the following is the financial performance indicator of Supply Chain? [U]/[CO2]
- a) Order accuracy
 - b) Inventory turnover ratio
 - c) Lead time
 - d) On time delivery

PART B

MCQ Questions

Answer any 25 questions

Each question carries 2 marks

23. For products with a short-expected delivery time (high customer expectation for Response Time), the necessary distribution network design would be a: [E]/[CO3]
- a) Centralized network with few warehouses.
 - b) Decentralized network with many warehouses located close to customers.
 - c) Hybrid network focusing on low-value items.
 - d) Direct distribution model only

24. The bullwhip effects results from: [E]/[CO4]

- a) Over-coordination
- b) Lack of information sharing
- c) High product quality
- d) Efficient ordering

25. The aspect of co-ordination that ensures suppliers and buyers plan together is : [E]/[CO4]

- a) Joint planning
- b) Promotion management
- c) Order batching
- c) Price Discounting

26. Consider the following statement of Assertion(A) and Reasoning(R). Choose the correct option. [U]/[CO1]

Assertion (A): Effective supply chain management enhances customer satisfaction and competitive advantages.

Reasoning (R): It ensures timely availability of quality products and efficient usage of resources.

- a) Both A and R are true, and R is the correct explanation of A
- b) Both A and R are true, but R is not the correct explanation of A
- c) A is true, but R is false
- d) A is false, but R is true

27. A company that competes primarily on low cost may favour which type of distribution network to leverage economies of scale in transportation and inventory? [U]/[CO2]

- a) A decentralized network.
- b) An indirect network only.
- c) A centralized network.
- d) A hybrid network.

28. In a Direct Distribution network, the manufacturer sells and delivers the product directly to the end customer without using any middlemen, A key advantage of this is: [E]/[CO3]

- a) Reduced need for capital investment in infrastructure.
- b) Lower overall inventory costs due to larger safety stock across multiple locations.
- c) Full control over the customer experience, brand messaging, and pricing.
- d) Reduced transportation costs for last-mile delivery.

29. Consider the following statement and choose the most appropriate alternative: [E]/[CO4]
Statement I: Behavioural obstacles include lack of trust and blame shifting among SC partners. Statement II: Behavioural obstacles occur due to misalignment in inventory levels.

- a) Both the statements are true
- b) Statement I is true, and Statement II is false.

- c) Statement I is false, and Statement II is true.
- d) Both the statements are false

30. Which of the following inventory analysis method is used for managing spare parts and classify them based on their criticality in production?

[U]/[CO2]

- a) XYZ Analysis
- b) VED Analysis
- c) ABC Analysis
- d) FSN Analysis

31. Consider the following statement and choose the most appropriate alternative:
Statement I: The Cash-to-cash cycle time measures the efficiency of cash flow in SC.
Statement II: A longer Cash-to-cash cycle indicates better working capital management.

[U]/[CO1]

- a) Both the statements are true
- b) Statement I is true, and Statement II is false.
- c) Statement I is false, and Statement II is true.
- d) Both the statements are false

32. Which of the following is a significant benefit of implementing JIT System?

[U]/[CO2]

- a) High capital tied up in inventory
- b) Increased need for larger warehouses
- c) Reduced inventory cost.
- d) Increased buffer stock

33. The Pull Strategy is characterized by:

[E]/[CO3]

- a) Production being triggered by actual customer orders.
- b) Manufacturing products based on forecasted future demand.
- c) Prioritizing economies of scale over inventory control.
- d) Maximizing efficiency for low demand uncertainty

34. Technological integration like ERP C EDI build trust by:

[E]/[CO4]

- a) Limiting information flow
- b) Improving data accuracy visibility
- c) Increasing lead times
- d) Encouraging independent decisions

35. Consider the following statement and choose the most appropriate alternative: [E]/[CO3]
Statement I: Global supply chains are primarily designed to maximize efficiency (low cost) rather than responsiveness (speed/flexibility).

Statement II: A global supply chain that focuses on responsiveness typically utilizes inventory buffers and fast, expensive transportation modes.

- a) Both statements are true
- b) Statement I is true, and Statement II is false.
- c) Statement I is false, and Statement II is true.
- d) Both statements are false

36. The perfect order rate measures: [U]/[CO1]

- a) Order delivered on time, complete C error free
- b) The number of orders cancelled
- c) Cost of returns
- d) Number of suppliers

37. In the Barometric method, indicators that change before the economy or demand changes are classified as: [U]/[CO2]

- a) Lagging indicators
- b) Coincident indicators
- c) Independent indicators
- d) Leading indicators

38. For products with a short-expected delivery time (high customer expectation for Response Time), the necessary distribution network design would be a: [E]/[CO3]

- a) Centralized network with few warehouses.
- b) Decentralized network with many warehouses located close to customers.
- c) Hybrid network focusing on low-value items.
- d) Direct distribution model only.

39. Reverse logistics in GSCM refers to: [E]/[CO4]

- a) Sending products only to retailers
- b) Returning goods for recycling or reuse
- c) Forward distributions only
- d) Eliminating customer feedback

40. In inventory control process what is the term used for minimum level of stock that triggers new order? [E]/[CO2]

- a) Safety stock
- b) Cycle count
- c) Economic Order Quantity
- d) Reorder point

41. Consider the following statement of Assertion(A) and Reasoning (R). Choose the correct option. [E]/[CO2]

Assertion(A): Continuous flow supply chain is suitable for industries with stable demand and long product life.

Reasoning (R): The Supply Chain focus on maintaining efficiency and consistency in operations.

- a) Both A and R are true, and R is the correct explanation of A
- b) Both A and R are true, but R is not the correct explanation of A
- c) A is true, but R is false
- d) A is false, but R is true

42. Which of the following is not one of the key inputs that MRP process relies on? [E]/[CO2]

- a) Master production schedule
- b) Inventory status record
- c) Sales agents Composite
- d) Bill of materials

43. Match the following: [E]/[CO3]

- (a) Weight and Volume
- (b) Perishability
- (c) Hazardous Materials
- (d) Value
- (i) Requires fast transit, often specialized (e.g., refrigerated trucks)
- (ii) Often justifies higher cost of faster, more secure transport
- (iii) Heavier/bulkier products are cost-effective via sea or rail
- (iv) Involves strict regulations and special carriers

Options:

- A. a-i, b-iii, c-iv, d-ii
- B. a-iii, b-i, c-iv, d-ii
- C. a-iv, b-i, c-iii, d-ii
- D. a-iii, b-i, c-ii, d-iv

44. The main role of Sourcing in SCM is to: [E]/[CO4]

- a) Increase product price
- b) Ensure availability of quality materials
- c) Delay production
- d) Reduce supplier relationships

45. Primary benefit of demand forecasting is that optimize stock levels, prevent stockouts and reduce carrying cost of excess inventory, which falls under: [E]/[CO2]

- a) Production planning
- b) Inventory management
- c) Financial Planning
- d) Strategic planning

46. Which of the following best describes a responsive supply chain? [U]/[CO1]

- a) It focuses on low-cost and high efficiency
- b) Focus on flexibility and quick reactions to markets
- c) Eliminates supplier collaborations.
- d) Ignores customer demand

47. Lead time is defined as: [U]/[CO2]

- a) The time it takes to produce an item
- b) The time between placing an order and receiving it
- c) The time to sell an item
- d) The time to inspect incoming goods

48. Consider the following statement of Assertion(A) and Reasoning(R). Choose the correct option.
[E]/[CO3]

Assertion (A): Flexibility is the ability of a transport system unexpected event. to changes in demand

Reasoning (R): Road transport offers great flexibility for route schedule changes compared to other modes.

- a) Both A and R are true and R is the correct explanation of A
- b) Both A and R are true but R is not the correct explanation of A
- c) A is true but R is false
- d) A is false but R is true

49. In the context of "Resilience," what does "multi-sourcing" mean?

[E]/[CO4]

- a) Relying on one supplier for cost efficiency
- b) Sourcing from multiple suppliers to reduce dependency
- c) Using only local suppliers
- d) Buying from competitors

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-UGP (HONOURS) FOURTH SEMESTER EXAMINATION
(2024 ADMISION ONWARDS)

MODEL QUESTION PAPER
MG4SECCOM200- SALESMANSHIP AND PERSONAL SELLING

Time: 1hour

Max. Marks: 50

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

PART A

Answer any **20** questions. Each question carries **1** mark.

1. A company's sales manual emphasizes "consultative selling." This approach primarily requires salespeople to: (CO1, U)
 - a. Focus on closing deals quickly
 - b. Act as advisors who identify customer needs
 - c. Avoid discussing product limitations
 - d. Rely only on promotional discounts
2. The principle of "customer orientation" in selling emphasizes: (CO1, U)
 - a. Focusing on short-term profits
 - b. Prioritizing customer needs over product features
 - c. Reducing marketing expenses
 - d. Avoiding competitive analysis
3. A salesperson listens carefully, asks probing questions, and adapts the pitch accordingly. This demonstrates success through: (CO1, U)
 - a. Transactional selling
 - b. Adaptive selling
 - c. Aggressive selling
 - d. Passive selling
4. Effective handling of objections contributes to successful selling because it: (CO1, U)
 - a. Eliminates the need for product knowledge
 - b. Builds credibility and reassures customers
 - c. Forces customers to accept the product
 - d. Avoids customer interaction
5. Which principle of successful selling emphasizes aligning product benefits with customer needs? (CO1, U)
 - a. Transactional selling
 - b. Consultative selling
 - c. Aggressive selling
 - d. Passive selling
6. Salesmanship contributes to national economy by: (CO1,U)
 - a. Increasing trade, employment, and revenue generation
 - b. Reducing government spending
 - c. Avoiding international competition
 - d. Eliminating the need for exports
7. An informed customer is best handled by a salesperson who: (CO2, U)
 - a. Provides detailed product specifications and respects their knowledge
 - b. Avoids technical details to simplify the pitch
 - c. Focuses only on emotional persuasion
 - d. Relies on discounts rather than product features

8. Which strategy is most effective when dealing with an indecisive customer? (CO2, U)
- Pressuring them to make a quick decision
 - Offering clear comparisons and reassurance
 - Ignoring their concerns and moving on
 - Providing minimal information to avoid confusion
9. A consumer purchasing branded clothes to enhance social status reflects: (CO2, U)
- Rational motive
 - Habitual motive
 - Emotional motive
 - Patronage motive
10. When a customer buys a product because “everyone else is using it,” this is driven by: (CO2,U)
- Rational motive
 - Emotional motive
 - Imitation motive
 - Curiosity motive
11. Which of the following is considered a modern method of prospecting? (CO3, U)
- Telemarketing through landline directories
 - Social media engagement
 - Door-to-door canvassing
 - Trade fair announcements only
12. In the AIDAS model, which stage comes immediately after creating Attention? CO3, U)
- Satisfaction
 - Interest
 - Action
 - Desire
13. Which of the following is NOT a post-sale activity? (CO3, U)
- Installation
 - Warranty service
 - Follow-up
 - Prospecting
14. Which of the following best defines a sales objection? CO3,U)
- A customer’s agreement to buy
 - A barrier preventing a purchase decision
 - A competitor’s product feature
 - All of the other options
15. Which objection occurs when a customer says, “I don’t think I need this right now”? (CO3,U)
- Price objection
 - Timing objection
 - Product objection
 - Trust objection
16. The main purpose of providing incentives to salesmen is to: (CO3, U)
- Reduce working hours
 - Increase sales performance
 - Decrease supervision
 - Reduce product price
17. What is the primary purpose of maintaining sales records? (CO4, U)
- To track employee attendance
 - To monitor customer complaints
 - To record transactions and sales performance
 - To manage supplier contracts
18. Which of the following is NOT typically included in a sales record? (CO4, U)
- Date of sale
 - Customer details
 - Product sold
 - Employee salary
19. Which type of sales report shows performance over a specific period (e.g., weekly, monthly)? (CO4, U)
- Comparative report
 - Periodic report
 - Forecast report
 - Inventory report
20. What is the key difference between a sales record and a sales report? (CO4, U)
- Records are raw data; reports are analysed summaries
 - Records are forecasts; reports are actuals

- c. Records are confidential; reports are public
 - d. Records are optional; reports are mandatory
21. Which document legally binds both buyer and seller to terms of a transaction? (CO4, U)
- a. Sales agreement.
 - b. Delivery note
 - c. Purchase order.
 - d. Sales receipt.
22. A well-prepared sales manual helps salespeople by: (CO4, U)
- a. Reducing product prices
 - b. Standardizing sales practices
 - c. Avoiding customer interaction
 - d. Eliminating competition

PART B

Answer any 15 questions. Each question carries 2 marks.

23. In personal selling, objections raised by customers indicate..... (CO1,U)
- a. Total rejection of the product.
 - b. Lack of interest in the product.
 - c. Doubts or concerns about the offer.
 - d. Completion of the sale.
24. Which statement is TRUE regarding the sales process? (CO1, U)
- a. It starts with post-sale follow-up.
 - b. A salesman only needs listening skills.
 - c. Salesman plays a multi-faceted role.
 - d. Tailored solutions are never required.
25. Which of the following is NOT a feature of salesmanship? (CO1, U)
- a. Salesmanship involves the two-way flow of communication.
 - a. Salesmanship is the interpersonal area of the promotion mix.
 - c. Salesmanship does not involve persuasion of consumers.
 - d. Salesmanship is an educational process.
26. Which statement BEST captures the modern view of post-sale activities? (CO1, U)
- a. They are support functions
 - b. They are cost-centric activities
 - c. They are relationship-building tools
 - d. They are administrative tasks
27. A suspicious customer mainly doubts: (CO2, U)
- a. Product quality
 - b. Salesman's intention and claims
 - c. Price structure.
 - d. Brand image
28. Which strategy is NOT recommended for dealing with discount customers? (CO2, U)
- a. Offer value-added incentives instead of direct purchase reduction.
 - b. Understand the underlying reasons for seeking a discount.
 - c. Immediately reduce the price to secure the sale.
 - d. Highlight the quality and long-term value of the product.
29. What is the major difference between the New customer and Loyal customer? (CO2, U)
- a. Loyal customers are less sensitive to price fluctuations.
 - b. New customers are generally more knowledgeable about products.

- c. Loyal customers do not require onboarding processes.
- d. New customers are more likely to provide feedback.

30. A dominant customer expects the salesperson to: (CO2, U)

- A. Take full control of the decision
- B. Show confidence and provide concise information
- C. Remain silent throughout
- D. Offer emotional compliments

31. Match List I with List II (CO3,U)

List I	List II
A. Attention	1.Developing willingness to buy
B. Interest	2.Getting the customer’s order
C. Desire	3.Explaining benefits relevant to customer needs
D. Action	4.Creating awareness about the product

- a. A-4, B-3, C-1, D-2 b. A-2, B-3, C-1, D-4
- c. A-1, B-2, C-3, D-4 d. A-3, B-1, C-4, D-2

32. Given below are two statements. One is labelled as Assertion (A) and other is labelled as Reason (R)

Assertion (A):Pre-approach helps the salesperson to collect detailed information about the prospective customer.

Reason (R): During the pre-approach stage, the salesperson studies the customer’s needs, buying motives, and financial capacity. (CO3, U)

- a. Both A and R are correct and R is the right explanation of A
- b. Both A and R are correct but R is not the right explanation of A
- c. A is correct; R is incorrect
- d. A is incorrect; R is correct

33. Match **List I** with **List II** (CO3, U)

List I	List II
A. Demonstration Method	1. Focuses on identifying customer problems and offering solutions
B. Need–Satisfaction Method	2. Product is shown and explained through actual use.
C. Canned Presentation	3. Uses a fixed, memorised sales talk
D. Problem–Solution Method	4. The salesperson first identifies needs, then presents the product

- a. A-4, B-1, C-2, D-3
- b.A-2, B-3, C-1, D-4
- c.A-1, B-2, C-3, D-4
- d. A-2, B-4, C-3, D-1

34. The main objective of the ‘Action’ stage in the AIDAS approach is to (CO3, U)

- a,Create brand awareness.
- b.Provide product information.

- c. Build emotional appeal.
- d. Motivate the consumer to make a purchase.

35. Assertion (A): Sales records and sales reports are essential tools of sales management. Reason (R): They provide information required for planning and control of sales activities. (CO4, U)
- a. A is true but R is false
 - b. Both A and R are true but R is not the correct explanation of A
 - c. Both A and R are true and R is the correct explanation of A
 - d. A is false but R is true

36. Scenario: A store improves lighting and music to create a pleasant atmosphere. This is an example of enhancing: (CO4, U)
- a. Sales manual content
 - b. Store selling environment
 - c. Purchase order system
 - d. Delivery note accuracy

37. Which element of the store selling environment is most likely to influence impulse buying? (CO4, U)

- a. Store layout and product placement
- b. Sales manual instructions
- c. Delivery note accuracy
- d. Purchase order details

38. Consider the following statements: Statement I: Departmental stores offer a wide range of products. Statement II: Each department is managed separately. (CO4, U)
- a. Both statements are false
 - b. Both statements are true
 - c. Statement I is true and Statement II is false
 - d. Statement I is false and Statement II is true

39. Consider the following statements and state which of the statements are true: (CO4, U)

Statement (1): Ethical salesmanship emphasizes honesty in product presentation.

Statement (2): Concealing important product information is acceptable if the customer does not ask about it.

Statement (3): Building customer trust contributes to long-term sales success.

Statement (4): A code of ethics provides guidelines for professional conduct in selling.

- a) (1), (2) and (3) only
- b) (1) and (4) only
- c) (1), (3) and (4) only
- d) (1), (2), (3) and (4)