

2018

Full Marks : 70

Time : As in the programme

*The figures in the right-hand margin indicate marks.**Answer questions from all section as directed therein.***SECTION-A**Answer any **three**:

12×3=36

1. Write a note on the functions and principles of written communication.
2. Discuss the essentials of Resume writing.
3. Discuss various types and structure of reports.
4. Write a job application (cover letter) to J K Cements, enclosing a CV for the vacancy of senior manager.
5. Assume that as the Sales Officer, Lodhi Mattresses, Ajmer, you have received a complaint from a local dealer complaining about the poor quality of the products. Write a reply providing suitable details for your acceptance or refusal of the claim.

[Turn over]

SECTION-BAnswer any **three**:

8×3=24

6. What are the points to be followed or kept in mind when participating in group discussion?
7. Mention the attributes that the employer looks for during a job interview.
8. Draft a notice for an urgent meeting to be held at the registered office of the company at particular date and time.
9. What are the strategies to be used in a group discussion?
10. How to make an advertisement attractive? Draft an advertisement to sell your 15 years old house which is 8 kms away from the highway.

SECTION-CAnswer any **two**:

5×2=10

11. What do you mean by etiquettes?
12. What is a resume?
13. Write a short note on agenda.
14. Define memo.

GROUP-D Assignment

Paper-32 (MCSD)

Answer any two:

Word limit : 300

1. Explain the process of communication. State its barriers with examples.
 2. How can you be a good writer? Discuss the various principles of good writing.
 3. What is the importance of audience in the process of communication?
 4. Elaborate the basic principles of writing an advertisement copy.
 5. Write an official memo intimating the launch of a new product.
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DDCE - VII - S - (5Yr.) -
IMBA - 33 - (BECG) - R & B

2018

Full Marks - 70

Time - As in the Programme

The questions are equal value.

Answer questions from all Section as directed therein.

Section – A

Answer any THREE : [12×3=36

1. Define Business Ethics. Discuss its nature, concept and significance.
2. "A business can be successful only when it becomes ethical". Do you agree ? Justify.
3. Define ethical corporate behavior. Discuss its characteristics and its essence.
4. Define ethical Leadership. Discuss the characteristics required to become an ethical leader.

[Cont...

[2]

5. Discuss on the ethical dilemmas which an organization of 21st century faces. Substantiate it with example.

Section – B

Answer any THREE : [8×3=24

1. Is social responsibility of business important ?
What role does corporate governance play in discharging this responsibility ?
2. Discuss the significance of ethics in Information technology in context to cyber marketing and crime.
3. Discuss the significance of ethics in Marketing in context to advertisement.
4. What are the key issues of environmental ethics ?
Discuss its impact on an organization.
5. Women empowerment has gone a long way to fight against gender ethics. Comment.

[Cont...

[3]

Section – C

Answer any TWO :

[5×2=10]

1. Write short notes on any TWO :
 - (a) Gender Ethics.
 - (b) Ethical Leadership.
 - (c) Social Responsibility of Business.

Group – D (Assignment)

Answer any TWO : (Word Limit : 300)

1. Define business ethics and discuss its various challenges.
2. Write a note on values and ethics.
3. Why ethical decision making is essential, explain.
4. Why should marketers worry about ethics ?
5. Define Social responsibility of Business. Explain its advantages to the society.



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Time - As in the Programme

The figure in the right hand margin indicate marks.

Answer questions from all Section as directed therein.

Section - A

Answer any THREE : [12×3=36

1. Define who is a workman and what is an Industrial Dispute ? What procedures are available in the Industrial Dispute Act, 1947 to settle industrial dispute ?
2. Discuss the provisions of the Factories Act, 1948 relating to safety of industrial workers.

[Cont...

[2]

3. Discuss the various benefits and the conditions under which these benefits are available to employees under the ESI Act, 1948.
4. Briefly explain the scheme of the Workmen's Compensation Act, 1923 and explain as to why it is called a vital piece of Social Security Legislation.
5. Define Trade Union and examine the rights and privileges of registered trade unions under the Trade union Act - 1926.

Section – B

Answer any THREE :

[8×3=24

1. Briefly explain the growth and development of labour legislation in India.
2. Why is employee welfare is important ? Explain employee welfare practices in India.
3. What is the effect of laws and agreements in consistent with the Contract Labour (Regulation and Abolition) Act, 1970.

[Cont...

4. What do you mean by strike & lockout ? When can a strike and lockout be declared illegal ?
5. Enumerate the authorized deductions from the wages of the employed person under the Payment of Wages Act, 1936.

Section – C

Answer any TWO :

[5×2=10

1. For what purposes may a member withdraw a certain amount from his provident fund account ?
2. Explain the rules of set-on and set-off of allocable surplus.
3. What is Gratuity ? Under what circumstances is Gratuity liable to be forfeited ?
4. What are the obligations of an employer under the equal remunerations Act, 1976.

Group – D (Assignment)

Answer any TWO : (Word Limit : 1000)

1. Explain the objective, scope and principle of labor legislation in India.

[Cont...

2018

Full Marks - 70

Time - As in the Programme

The questions are equal value.

Answer questions from all Section as directed therein.

Section - A

Answer any THREE : **[12×3=36**

1. Define Indian Contract Act. And discuss the essentiality of it.
2. "All Contract are agreement but all agreements are not Contract" Justify.
3. Define Quasi Contract. Discuss its characteristics and its essence.
4. What is Sales of Goods Act and explain the advantages of it to the Consumer ?
5. Discuss the formation of partnership in the business and discuss its advantages and disadvantages.

[Cont...

[2]

Section – B

Answer any THREE :

[8×3=24

1. What is Negotiable Instruments Act ? Briefly discuss about the dishonor of cheque.
2. Discuss the significance of dissolution of a firm.
3. Write a note on discharge of Contract.
4. What are the key issues of negotiable instrument ?
5. Compare guaranty and warranty and discuss which is more useful in the point of view of customer.

Section – C

Answer any TWO :

[5×2=10

1. Write short notes on any TWO :
 - (a) Bailment.
 - (b) Crossing of Cheques.
 - (c) Transfer of Ownership.

[Cont...

[3]

Group – D (Assignment)

Answer any TWO : (Word Limit : 300)

1. "All contracts are agreements, but all agreements are not contract." Explain.
2. Distinguish between bailment and pledge. Explain the rights and duties of Baillie in a contract of Bailment.
3. Explain and illustrate the implied condition and warranty in a contract of sale.
4. Discuss briefly different modes of dissolution of a partnership firm.
5. Distinguish between holder and holder in due course. Discuss the privileges of holder in due course under Negotiable Instrument Act.



DDCE - VII - S - (5Yr.) -

IMBA - 35 - (BCL) - R & B

2018

Full Marks - 40

Time - As in the Programme

*The figure in the right hand margin indicate marks.
Answer questions from all Section as directed therein.*

Section - A

Answer any TWO : [12×2=24

1. Trace out the growth of e-business in India over the recent years.
2. List and describe the various B2B tools.
3. Discuss how Internet and World Wide Web features and services support e-business.
4. Give a brief description about the various legal and ethical issues that may arise in e-business.
5. Briefly describe some of the popular protocols used over the internet to ensure secured online transactions.

[Cont...

[2]

Section – B

Answer any TWO :

[2/2=16]

1. List the advantages and limitations of doing commerce online.
2. Explain briefly the components of e-business.
3. Explain the role of virtual communities in e-business organization.
4. Describe in brief the payment process using credit cards.
5. List the essential requirements for safe e-business.

Group – D (Assignment)

Answer any TWO : (Word Limit : 1000)

1. What are the advantages of doing business on internet ? Explain.
2. Discuss the different E-Business model in India.
3. Discuss the ways of establishing trust and confidence among the customers in E-Business.
4. Explain various environmental elements which affects the E-Business.
5. Write a brief note on the need and importance of electronic transaction in modern world.



DDCE - VII - S - (5Yr.) -

IMBA - 36 - (EB) - R & B