

(Pages : 2)

R – 7556

Reg. No. : .....

Name : .....

**Second Semester M.Com. Degree Examination, November 2023**

**Paper I : CO 221 – E-BUSINESS AND CYBER LAWS**

**(2018 Admission Onwards)**

Time : 3 Hours

Max. Marks : 75

**SECTION – A**

Answer **all** questions. Each question carries **2** marks.

1. What do you mean by cyber forensic?
2. Define phishing.
3. What is patent?
4. What do you mean by identity theft?
5. What is reverse logistics?
6. Expand UPI. Give one example.
7. What e-branding?
8. Define C2C E-Commerce.
9. What do you mean by knowledge business?
10. What is meant by sustainable technology?

**(10 × 2 = 20 Marks)**

P.T.O.  


SECTION – B

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

11. Differentiate traditional commerce and e-commerce.
12. Explain common e-commerce revenue models.
13. Discuss objectives of Web presence.
14. Explain E-payment mechanism.
15. Discuss needs for supply chain management.
16. Give a brief account of IT Act 2000.
17. Briefly discuss types of cybercrimes.
18. Explain Advantages and Disadvantages of CRM.

**(5 × 5 = 25 Marks)**

SECTION – C

Answer **any two** questions. Each question carries **15** marks.

19. Discuss elements of Indian Cyber Crime Coordination Centre (I4C).
20. Explain steps in successful ERP implementation.
21. Discuss technologies that every e-commerce sites uses for better customer experience.
22. Explain emerging practices in e-advertising in India.

**(2 × 15 = 30 Marks)**



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**Paper II : CO 222 : STRATEGIC MANAGEMENT**

**(2018 Admission Onwards)**

Time : 3 Hours

Max. Marks : 75

**SECTION – A**

Answer **all** questions. Each question carries **2** marks.

1. What is corporate strategy?
2. What is synergy?
3. Define the term objectives.
4. What is meant by vertical integration?
5. What is financial strategy?
6. Define vision.
7. What is PESTEL analysis?
8. What are the elements of a strategy?
9. What is strategic choice?
10. What is TOWS matrix?

**(10 × 2 = 20 Marks)**

P.T.O.



SECTION – B

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

11. Briefly explain Porter's Generic Model business level strategy. ✓
12. Discuss the role of objectives in strategic management. ✓
13. Explain retrenchment strategies. ✓
14. Write a note on conglomerate diversification.
15. What are the types of mergers?
16. What are the determinants of organizational structure?
17. Explain the term Macro environment. ✓
18. Discuss the significance of core competence concept. ✓

**(5 × 5 = 25 Marks)**

SECTION – C

Answer any **two** of the following questions. Each question carries **15** marks.

19. Describe the process of strategy evaluation and control.
20. What is strategic decision making? Explain important approaches to strategic decision making.
21. Discuss the term SWOT analysis. Explain the advantages of SWOT analysis.
22. What is meant by the term business environment? Explain the techniques of forecasting environmental factors.

**(2 × 15 = 30 Marks)**

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Second Semester M.Com. Degree Examination, November 2023

Paper III : CO 223 – QUANTITATIVE TECHNIQUES AND FINANCIAL  
ECONOMETRICS

(2018 Admission onwards)

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **all** questions. Each question carries **2** marks.

1. What is Conditional Probability?
2. Define Bayes Theorem.
3. What do you mean by Exponential Distribution?
4. What is Mean?
5. Define Econometrics.
6. State BLUE Property.
7. What is adjusted R-square?
8. What is Multiple Regression?
9. Define Factor Analysis.
10. What is Univariate Analysis?

(10 × 2 = 20 Marks)

P.T.O.



## SECTION – B

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

11. State addition and multiplication theorem of probability.
12. Explain the properties of Binomial Distribution.
13. Explain the different types of economic data.
14. Describe the features of SPSS.
15. A university has to select an examiner from a list of 50 persons, 20 of them women and 30 men, 10 of them knowing statistics and 40 not. 15 of them being professors and the remaining 35 not. What is the probability of the university selecting a Statistics knowing women professor?
16. It is known from past experience that in a certain plant there are on the average 4 industrial accidents per month. Find the probability that in a given year there will be less than 4 accidents. Assume Poisson distribution.  $e^{-4} = 0.0183$ .
17. The mean score of a random sample of 60 students is 145 with a Standard Deviation of 40. Find the 95% confidence limits for the population mean.
18. The coefficient of correlation between two variables X and Y is 0.48. The covariance is 36. The variance of X is 16. Find the standard deviation of Y.

**(5 × 5 = 25 Marks)**

## SECTION – C

Answer **any two** of the following questions. Each question carries **15** marks.

19. Briefly discuss the different types of parametric tests with merits and demerits.

20. Based on information on 500 randomly selected fields about the tenancy status of the cultivators of these fields and use of fertilizers collected in an agro economic enquiry, the following classification was noted :

	Owned	Rented
Using fertilizer	208	92
Not Using fertilizer	32	168

Would you conclude that owner cultivators are more inclined towards the use of fertilizers?

21. The following data give the ages and blood pressure of 10 women.

Age	156	142	136	147	149	142	160	172	163	155
Blood pressure	147	125	118	128	145	140	155	160	149	150

- (a) Find the correlation coefficient between age and blood pressure.  
 (b) Determine the least squares regression equation of blood pressure on age.  
 (c) Estimate the blood pressure of a woman whose age is 45 years.
22. A study investigated the perception of corporate ethical values among individuals specializing in marketing. Using  $\alpha = 0.05$  and the following data (higher scores indicate higher ethical values), test for significant differences in perception among three groups

Marketing Manager	Marketing Research	Advertising
6	5	6
5	5	7
4	4	6
5	4	5
6	5	6
4	4	6

(2 × 15 = 30 Marks)

