

Day & Date	Part	Subject Name	Time	Code	Max. Marks
Saturday 11/11/2017	II Repeater	D.C. Commerce & Computer	11.00 PM To 02.00 PM	4206	100

**Note:** 1) Answer to section I & II should be written in separate Answer Books.  
2) Section I & II should be tied together.  
3) Figure to the right indicates full marks.

### SECTION - I

**Note :- Attempt Any Four questions from section - I**

- Q.1** Which are important components of “Marketing Mix” Distinguish between “Marketing Mix” and “Promotion Mix”. **15**
- Q.2** Define “Marketing” give examples and Explain various concept of Marketing. **15**
- Q.3** What is the “International Marketing”? Distinguish between “International Marketing” and “Domestic Marketing” **15**
- Q.4** What is “Marketing Research”? Explain about important methods of “Marketing Research” **15**
- Q.5** What is “Market segmentation”? Explain about various basis of Market segmentation. **15**
- Q.6** **Write short notes on Any Two** **15**  
a) Channels of Distribution  
b) Rights of consumers.  
c) Commodity Exchange  
d) Forecasting of Sales
- Q.7** What is “The Role of Advertising” and give its effects on Manufacturers, society and Consumers. **15**

### SECTION - II

**Note :- Attempt Any Four questions from section - II**

- Q.1** **Write short Notes on Any Two** **10**  
a) V. D. U  
b) Types of Computers  
c) Flow chart and its Various Symbols
- Q.2** **a) Convert Any Two into Binary** **04**  
1) 19  
2) 38  
3) 57  
4) 66  
**b) Explain Any Two of the following:** **06**  
1) Operating System  
2) Main Frame  
3) MICR
- Q.3** **a) Write short Notes on Any Two.** **06**  
1) RAM  
2) Internet  
3) Computer Security  
4) Mini Computer

**b) Explain Any Four of the following**

**04**

- 1) BASIC
- 2) FORTRAN
- 3) M.I.E.R
- 4) COBOL
- 5) A.L.U
- 6) LAN

**Q.4 Answer Any two**

**10**

- 1) Types of Printers
- 2) Computer Languages
- 3) What is "Word Processing"? Explain its features.

**Q.5 A) Answer any two**

**06**

- 1) Generations of computers.
- 2) Future trends in Application of computers in Commerce.

**B) Fill in the blanks.**

**04**

- 1) \_\_\_\_\_, Italics and underline is possible in a word processing software.
- 2) Mini Computers are smaller than \_\_\_\_\_ computers.
- 3) One Byte is equal to \_\_\_\_\_ Bits.
- 4) A set of instructions in one or more computer languages is known as \_\_\_\_\_.