

Day & Date	Part	Subject Name	Time	Code	Marks
Monday 08/10/2018	II (Repeater)	D.C. Commerce and Computer	10.30 AM to 01.30 PM	4206	100

**Instruction:** i) Use Separate Answer Sheet for Writing Answer of Section I And Section II.  
ii) Both Answer Sheets (Section I and II) Should be tied together.  
iii) Answer to Every Question should start on new page.

## Section – I

**Important Note – Attempt Any Four Question From Section – I**

- Q.1.** Define the term 'Marketing'. State and Explain the important Role of Marketing in the Modern Business world. (15)
- Q.2.** What is mean by Marketing Mix? Discuss the elements of Marketing Mix. (15)
- Q.3.** Define the term 'Marketing Research'. Describe the different stages in Marketing Research. (15)
- Q.4.** What do you meant by Channel of Distribution? Discuss the important channels of Distribution useful for distribution of Consumer goods. (15)
- Q.5.** What is Price of a product? What are the various Methods of fixing price. (15)
- Q.6.** Define the term 'International Marketing'. Explain Importance of International Marketing. (15)
- Q.7.** Write Short Notes on (Any Two) of the following: (15)
- Co-Operative Marketing.
  - Types of Transaction.
  - Export Promotion.
  - Advantages of T.V. Advertising.

## Section II

Note – Attempt any four questions from the following

Q. 1 a. Write short notes (Any 2)

(5)

- i. RAM & ROM
- ii. Magnetic tape and Magnetic Disk
- iii. LAN
- iv. Internet Banking

b. Expand the following (Any 2)

(5)

- i. WAN
- ii. DVD
- iii. MPEG
- iv. COBOL
- v. CPU
- vi. BASIC

Q.2 Explain the following (Any 2)

(10)

- i. Define Computer. Explain the types of computer.
- ii. Role of modem in internet
- iii. Define Find and Replace function.

Q.3 a. Fill in the blanks.

(4)

- i. \_\_\_\_\_ Chip was used in Fourth generation.
- ii. A set of information used for managing overall computer system is known as \_\_\_\_\_.
- iii. RAM stands for \_\_\_\_\_.
- iv. COBOL is a type of \_\_\_\_\_ language.

b. Answer any one of the following.

(6)

- i. Explain in detail about need of Internet Banking in India.
- ii. Discuss in brief various input and output devices.

Q.4 Write Short Notes (Any 2)

(10)

- i. Operating System
- ii. History of Internet
- iii. Computer System with block diagram

Q.5 a. Convert the following in to binary system (Any 2)

(5)

- i. 37
- ii. 96
- iii. 62
- iv. 125

b. Explain the following (Any 2)

(5)

- i. Roll of Multimedia
- ii. Process of Find and Replace function
- iii. E-Mail with Example