

Day & Date	Part	Subject Name	Time	Code	Marks
Monday 02/04/2018	II (Fresh Repeater)	D.C. Commerce and Computer	11.00 AM to 02.00 PM	4206	100

Instructions: Answer to section I and II should be written in separate answer books.

Section I and II should be tied together.

Figures to the right indicate marks.

Section – I

Note: Attempt Any Four questions from the following.

- Q1.** Define “International Marketing”, describe important documents of international marketing. 15
- Q2.** What do you mean by the term “Market Segmentation” ?, discuss benefits and problems involved in market segmentation process. 15
- Q3.** Explain “Marketing Research” and important internal and external sources of data collection. 15
- Q4.** Define marketing mix and explain its various components in detail. 15
- Q5.** Write short notes on Any Two from the following: 15
- a) Methods of sales forecasting
 - b) Hedging – its advantages and limitation
 - c) Factors influencing pricing policy
- Q6.** Explain the features of personal selling and bring out the difference between salesmanship and advertising. 15
- Q7.** What is “Marketing”? Explain about its various functions in detail. 15

Section – II

Note : Attempt any Four questions from this section.

Q. 1) Answer any two of the following (10)

- 1) What is “Email”? Give various examples of Email.
- 2) What do you understand by “Computer Language” ? Explain various types of computer languages.
- 3) What is a “Printer”? Explain various types of Printers.

Q. 2 A) Expand Any Four of the following. (04)

KB, LAN, GB, ASCII, SIM, SMS.

B) Write short note on any two (06)

Internet, Storage Devices, Generation of Computers, Flow Chart.

Q. 3 A) Convert Any two of the following into Binary. (04)

a) 55 b) 76 c) 93 d) 66

~~B) Write short notes on any two (06)~~

1) Visual Display Units 2) Note Book Computers 3) M.I.C.R 4) Multi Media

Q. 4 A) Fill in the Blanks (04)

- 1) _____ is an example of High level computer language.
- 2) A Computer Program is a collection of _____ to computer.
- 3) A word processing software gives the facility of making the text Bold, _____ and _____.
- 4) _____ means buying and selling using internet.

B) Answer any one of the following (06)

- 1) Need of E commerce in India.
- 2) Types of Computers.

Q. 5) Answer any two of the following (10)

- 1) What is a “Flow Chart”. Give one example. Also Explain its symbols.
- 2) Write a note on classification of computers.
- 3) Internet Banking.