

F 2344

Reg. No.....

Name.....

**Ph.D. COURSE WORK EXAMINATION IN COMMERCE
OCTOBER 2022**

Course II-THEORY AND CONCEPT—COMMERCE

(2020 Admissions)

Time : Three Hours

Maximum : 50 Marks

Part A

Answer any ten of the following questions.

Each question carries 4 marks.

1. What is the impact of globalization on financial services ?
2. Write a note on Trade Liberalisation.
3. Differentiate between market segmentation and marketing targeting.
4. Write a note on Recent Developments in Indian Financial system.
5. What is risk management ? What are the ways to manage risks ?
6. What do you understand by the term Marketing Mix ? Explain with an example.
7. What is Supply Chain Management in business ? State its objectives.
8. What are marketing concepts ? Discuss in detail with the help of examples.
9. What are the factors determining the dividend policy of a firm ? Explain.
10. Differentiate between personal management and human resource management.
11. Explain the role of psychology in HRD and Management.
12. Discuss the measures to improve employee's morale.

(10 × 4 = 40 marks)

Part B

Answer any one question.

The question carries 10 marks.

13. Explain the need of market research and explain the types of marketing research in detail.
14. What do you understand by the term Capital Budgeting ? Explain some of the methods Capital Budgeting.

(1 × 10 = 10 marks)