

Total No. of Questions : 4]

SEAT No. :

P3353

[Total No. of Pages : 2

[4864] - 1005

M.Com. (Part - I) (Semester - I)

BUSINESS PRACTICES AND ENVIRONMENT (Special Paper - I)

Organized Trades and Markets (Group - C)

(2013 Pattern) (Credit System)

Time : 3 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Explain the nature and scope of business in the modern context. **[14]**

OR

What do you mean by Foreign Direct Investment? Highlight its importance and objectives.

Q2) Give meaning of the term service sector. Explain its characteristics. **[14]**

OR

What are the advantages of co-operative marketing? Explain the role of co-operative marketing.

- Q3)** a) What do you mean by regulated market? Highlight the importance of regulated markets. **[7]**
- b) Give meaning of the term E - commerce. Explain business practices with reference to E - commerce. **[7]**

OR

- a) Explain the concept state trading. What are the arguments made for state trading?
- b) What do you mean by innovative marketing practices? Explain various innovative marketing practices.

Q4) Write short notes on (Any Two) **[8]**

- a) Types of services.
- b) Credit Policy of business.
- c) Mall administration.
- d) Self help group

P.T.O.