

**Pre. Ph.D. Course Work (2017 Course) : SUMMER - 2018
(Commerce)**

SUBJECT : COMMERCE PAPER - II RECENT ADVANCES IN COMMERCE

Day : **Tuesday**
Date : **26/06/2018**

S-2018-4752

Time : **10.00 AM TO 01.00 PM**
Max. Marks : 100

N.B.

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.

Q.1 Explain the important components of Business Environment. Which components of environment are affecting Indian Industry positively and adversely? **(20)**

OR

“Impact of International and Technological environment is significant on the business of an Indian organization”. Discuss the statement with examples. **(20)**

Q.2 Describe Recent Trends in Marketing with examples. **(20)**

OR

Explain the importance of Corporate Governance. To what extent it is useful to maintain ethical values in business organizations. **(20)**

Q.3 Explain the role of “Insurance Regulatory and Development Authority” (IRDA) as insurance business regulatory body. **(20)**

OR

Explain the Importance of reforms introduced in India and how they are important in “Globalization”? **(20)**

Q.4 Explain the role of Micro Finance in the growth of Indian Economy. **(20)**

OR

Explain the utility of Net Banking with examples. **(20)**

Q.5 Critically comment on Importance and Application of ‘International Financial Reporting Standards’ in India. **(20)**

OR

Write a detailed note on : **(20)**

- a) Accounting for Intellectual Property Rights
- b) HR Accounting

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