

RABINDRA MAHAVIDYALAYA
CHAMPADANGA, HOOGHLY, PIN - 712401
Internal Assessment Examination, 2021
B. Com. (Honours) Semester – IV
Paper – 4.1 CH, Subject: Business Mathematics and Statistics (GE - 4)

Examination Date: 09.06.2021

Time: 30 Minutes

Full Marks: 10 (5*2 = 10)

[Students will take the Internal Assessment Examination at home and upload their Answer Scripts to the Email Address of Dr. Paritosh Chandra Sinha (PCS) at pcsinha.rm@gmail.com within 11:40 AM of the Examination Date as notified.]

[The Proforma of the Cover Page of the Answer Script is given below]

(Answer any five questions out of the followings)

- Q1. What is a Matrix? Give an example.**
- Q2. What are the operations of Matrices? Give two examples.**
- Q3. What do you mean by order of a matrix? Give an example.**
- Q4. How do you mean by a mathematical function? Give two examples?**
- Q5. What is a polynomial? Give an example.**
- Q6. How do you mean by central tendency of data distribution?**
- Q7. What is the relationship amongst A.M., G.M., and H.M.? Give example.**
- Q8. What do you mean by standard deviation of a frequency distribution?**
- Q9. What are the relative measures of dispersions?**
- Q10. What do you mean by Skewness and Kurtosis?**
- Q11. What are the formulas for combined mean and combined standard deviation?**
- Q12. What is Multivariate Data? Give an example of its.**

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**RABINDRA MAHAVIDYALAYA
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Internal Assessment Examination, 2021

B. Com. (Honours) Semester – IV

Paper – 4.2 CH, Subject: Fundamentals of Marketing Management (CC - 8)

Examination Date: 09.06.2021

Time: 30 Minutes

Full Marks: 10 (5*2 = 10)

[Students will take the Internal Assessment Examination at home and upload their Answer Scripts to the Email Address of Dr. Paritosh Chandra Sinha (PCS) at pcsinha.rm@gmail.com within 12:20 PM of the Examination Date as notified.]

[The Proforma of the Cover Page of the Answer Script is given below]

(Answer any five questions out of the followings)

- Q1. What do you mean by Marketing Management?**
- Q2. What are the differences between Selling and Marketing?**
- Q3. What is the basic concept of Marketing Mix?**
- Q4. What are the elements of Marketing Environment?**
- Q5. What is Service Marketing?**
- Q6. Define Online Marketing.**
- Q7. What are the the natures of Consumer Behaviour?**
- Q8. What do you mean by consumer's buying decision process?**
- Q9. What are the factors that influence buying behaviour of consumers?**
- Q10. What is a Product?**
- Q11. What is a Service?**

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