



**UNIVERSITY OF NORTH BENGAL**  
B.Com. Honours 5th Semester Examination, 2020

**DSE1-COMMERCE**

Full Marks: 60

**ASSIGNMENT**

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.*

**The question paper contains paper DSE-1A and DSE-1B.  
The candidates are required to answer any *one* from *two* papers.  
Candidates should mention it clearly on the Answer Book.**

**DSE-1A**

**Banking and Insurance**

**Answer *all* the questions**

15×4 = 60

1. “The major attention in commercial banking today is customer service by an expansion of their product range coupled with improvements in product delivery and pricing” — Do you agree to this statement?  
Put your arguments. 15
2. “Banks should sanction the loans to various sectors of the economy and at the same time be careful before granting them” — Are you in agreement of this statement? Explain. 15
3. Internet Banking provides a bouquet of new banking services that promotes “anywhere, anytime banking” — Explain the statement. 15
4. How is Insurance important as an aid to trade and industry? Describe the basic principles of insurance. 6+9

**DSE-1B**

**Advertising**

**Answer *all* the questions**

15×4 = 60

1. Briefly discuss how advertising is related to other promotional tools. Describe the effectiveness of advertising as a tool of communication. 5+10

2. Elaborate on how the advertising budget fund can be best allocated so that each rupee spent on advertising generates profit to the company. Mention few cost-effective ways of advertising using internet. 10+5
3. “An advertiser can choose a single medium or a mix of a media to take its message to the target audience.” — Justify this statement with case specific examples. You are also required to briefly explain the concept of media scheduling. 12+3
4. Suppose you hold the position of an Advertising Manager of a company. Introduce your company and describe the product or service you deal with in a brief manner and answer the following questions: 3+3+3+  
2+2+2
- (a) What type/s of media will you choose for your product or service and why?
- (b) What is your advertising message?
- (c) Does the ad have any characteristics that it makes an appeal to the target audience?
- (d) Does the ad fit to the business?
- (e) Does the ad provide an adequate aid to selling?

—x—