

**Ph.D. Course Work Examinations**  
**(July, 2018)**  
**Paper Title: Recent Development in Commerce**  
**Paper Code: PHD-1E3**

**Full Marks: 70**

**Time: 3 hours**

**(Answer *any seven* from the following questions)**

1. Describe the scope of Corporate Social Responsibility in the light of the Companies Act, 2013. 10
2. "Planning and Controlling always go hand in hand." Comment. 10
3. Critically explain the Maslow's need hierarchy theory of motivation. 10
4. Examine the magnitude of NPAs in banking sector in India. Discuss the steps taken adopted to ameliorate the problem. 5+5=10
5. What do you mean by working capital management? Discuss various tools for managing working capital. 3+7=10
6. Elaborate the contents of Basel III norms and the preparedness of banks to meet those norms. 5+5=10
7. Critically explain the different elements of Marketing Mix. 10
8. Define customer relationship management and its contribution in branding. 10
9. Critically explain the concept of Holistic Marketing. 10
10. Write short notes: (*any two*) 5×2=10
  - a) Green marketing.
  - b) Scope of International Marketing.
  - c) Present FDI policy of government of India.
  - d) E-marketing.