S. 4B com 1 Sem M / AFM / Reg Wers / 100 Morale

[1]

<b>SEAT</b>	NO.	

CODE:

**Duration: 3 hours** 

Marks: 100

Instructions: - (1) All questions are compulsory with internal option.

- (2) Working notes should form a part of the answer.
- (3) Use of simple calculator is allowed.

## Q:1 A] State whether the following statements are True or False (Any 10)

- 1. Partly paid Preference Shares can be redeemed.
- 2. Dividend Equilisation Reserve is not free reserve.
- 3. A Company can issue only Secured Debentures.
- 4. Discount on issue of Debentures is shown on Liability Side of Balance Sheet.
- 5. Preference Shareholders having voting rights.
- 6. Capital Redemption Reserve may be used for issuing Right Shares.
- 7. Profit on Forfeiture of Shares is credited to Capital Reserve A/c.
- 8. Loss prior to incorporation is transferred to Goodwill.
- 9. Authorised Capital is disclosed only for information.
- 10. Equity Shares can be brought back.
- 11. Public Deposits are disclosed under Unsecured Loans.
- 12. Preference Shares can be convertible into Equity Shares.

### B] Match the Columns: (Any 10)

A

- 1) Equity Share
- 2) Preference Share
- 3) Debentures
- 4) Right Share
- 5) Bonus Share
- 6) Unsecured Loan
- 7) Unclaimed Dividend
- 8) Calls in Arrears
- 9) Divisible Profit
- 10) Contingent Liability
- 11) Statutory Company
- 12) Listed Company

В

- a) Recognized Stock Exchange
- b) Free of Cost
- c) RBI
- d) Fixed Rate of Interest
- e) Only for Existing Member
- f) Fixed Rate of Dividend
- g) General Reserve
- h) Flexible Returns
- i) Fixed Deposit
- j) Unpaid Amount of Shares
- k) Current Liabilities
- I) Discounted Bills
- m) SEBI

#### Q:2 A] Following is the Balance Sheet of Manas Ltd. as on 31-03-2019

20

Liabilities	Rs.	Assets	Rs.
12,000 9% Redeemable	le and	Fixed Assets	51,60,000
Preference Shares of Rs.100/-		Investment (At Cost)	8,00,000
each, Rs.80/- paid up.	9,60,000	Bank Balance	6,80,000
4,80,000 Equity Shares of		Other Current Assets	16,00,000
Rs.10/- each, fully paid	48,00,000		,,
Securities Premium	1,40,000		
Revenue Reserve	4,60,000		
8% Debentures	8,00,000		
Current Liabilities	10,80,000		
	82,40,000		82,40,000

10

<b>SEAT</b>	NO.	1 B <sub>C</sub>	

#### Duration: 3 hours

Marks: 100

On the above date 9% Preference Shares were redeemable at a Premium of 5%.

- a) The Company made final call of Rs.20/- per share on these shares. All the shareholders paid the call money.
- b) The Company issued 80,000 Equity Shares of Rs.10/- each at a Premium of Rs.2/- per share for cash consideration. The issue was fully subscribed and paid for.

c) Part of the investments were sold for Rs.5,28,000/- at a profit of 10% on cost.

d) The Company redeemed the Preference Shares as per the terms. One Preference Shareholder holding 100 shares was untraceable, hence payment could not be made.

You are required to:

i) Pass necessary Journal Entries to record above transactions.

ii) Prepare Notes to Accounts for Share Capital and Reserves & Surplus.

#### OR

Q:2 B] Following is the Balance Sheet of Prime Ltd. as on 31st March 2019:

Liabilities	Rs.	Assets		Rs.
Share Capital		Plant and Machinery		24,00,000
60,000 Equity Shares of		Land and Buildings		24,00,000
Rs.10/- each	6,00,000	Investments		12,00,000
30,000 9% Preference Shares		Stock		3,60,000
of Rs.100/- each fully paid		Debtors		8,40,000
30,00,000		Bank		11,40,000
Less: Calls in Arrears 60,000	29,40,000	• ·		11,40,000
General Reserve	18,00,000			
Securities Premium	1,20,000			
Profit and Loss A/c	3,00,000			
10% Debentures	15,00,000			
Creditors	8,40,000			
Bills Payable	2,40,000			
TOTAL	83,40,000	>	TOTAL	83,40,000

On the date of Balance Sheet, Preference Shares are redeemable at Premium of 10%. The Calls in Arrears on Preference Shares are @ Rs.20/- per share.

To enable redemption, Company took the following measures:

1) To send reminders for calls to all Preference Shareholders. Holders of 2,400 Preference Shares paid off their dues and remaining shares are forfeited and cancelled.

2) Sold off Investments @ 110% of Cost.

3) 1,20,000 Equity Shares of Rs.10/- each were issued for Cash Consideration at 20% Premium. The issue was fully subscribed and paid for.

4) The Company then issued Bonus Shares at par to the Shareholders after issued of new shares, at the rate of three shares for every four shares held.

Pass necessary Journal Entries to record above transactions.

**Duration: 3 hours** 

Marks: 100

O:3 Al

- RBZ Ltd. gave notice of intention to redeem its 5,000 10% Debentures of Rs.100/- each at 10 Premium of Rs.5/- and offered the holders the following option:
  - a) To accept 12% Cumulative Preference Shares of Rs.20/- each at Rs.25/- per share.
  - b) To accept 9% Debentures at Rs.96/-.
  - c) To have their holdings redeemed for Cash accordingly.

Shareholders accepted proposal as under:

- i) 2,500 Debenture holders accepted option 'a'.
- ii) 2,112 Debenture holders accepted option 'b'.
- iii) Remaining Debenture holders accepted option 'c'.

Pass the Journal Entries in the books of RBZ Ltd. to record the above transactions.

- III Pass necessary Journal Entries for the following independent transactions:

  - 1) Issued 4,000 15% Debentures of Rs.100/- each at Discount of 10% redeemable at premium of 10%.
  - 2) 800 12% Debentures at Rs.100/- each redeemed at 5% Premium by converting into 10% Debentures at Rs.96/-.
  - 3) Investment of Rs. 4,00,000/- made on 1<sup>st</sup> April 2018 to create Debenture Redemption Fund. On 31st March 2019, Interest @ 10% p.a. received on the Investment.

OR

- RJ Ltd issued 3,300 5% Debentures of Rs.100/- each on 1st January, 2016 redeemable at par. Q:3 The Company decided to set aside every year a sum of Rs.1,04,679/- to be invested @ 5% outside the business. The Investments were sold at Rs.2,14,740/- at the end of the third year and the Debentures were redeemed. Assume year end 31st December every year. Give Journal Entries.
- Vibhant Ltd. was incorporated on 1st July 2018 to take over the running business of 20 Q:4 M/S Anand Bros. w.e.f 1st April 2018. The Company received the Certificate of Commencement of business on 1st October 2018. Following is their Profit and Loss A/c for the year ended 31st March 2019

<b>Particulars</b>	Rs.	Particulars	Rs.
To Salaries	1,62,000	By Gross Profit	7,20,000
To Rent (Net)	72,000		
To Audit Fees	28,800		
To Travelling Expenses	64,000		
To General Expenses	35,000	£!	
To Printing and Stationery	22,000		
To Discount Allowed	3,000		
To Insurance Premium	16,800		
To Salesman Commission	9,600		
To Partner's Salary	27,000		
To Bad Debts	15,000		
To Depreciation	1,12,000		
To Net Profit	1,52,800		
wal-frame	7,20,000		7,20,000

Duration: 3 hours

Marks: 100

#### Additional Information

- 1) Average monthly turnover from October 2018 to March 2019 was twice the average monthly turnover from April 2018 to September 2018.
- 2) Salaries includes Rs.18,000/- towards Director's Remuneration.

3) Audit Fees are for entire period.

4) Travelling Expenses included Rs.28,000/- towards Salesman's Expenses.

5) Rent on the debit side is after deducting of rent received Rs.8,000/- p.m. from 1st January 2019.

You are required to prepare Statement of Profit and Loss for the year ended 31st March 2019, by allowing pre and post incorporation profit or loss.

#### OR

Good Health Ltd. took over the business of M/S Nirmal Co. w.e.f 1st June 2018 was O:4 registered on 1st September 2018. Its Profit and Loss Account for the year ended 31-03-2019

Particulars	Rs.	Particulars	
To Office Expenses To Salaries To Rent and Taxes To Carriage Outward To Audit Fees To Travelling Expenses To Printing and Stationery To Depreciation	Rs.  2,80,000 1,94,000 1,60,000 57,000 24,000 95,000 72,000 1,36,000	Particulars By Gross Profit b/f By Interest Received By Share Transfer Fees	Rs. 18,90,000 48,000 6,000
To Advertisement To Debenture Interest To Director Fees To Net Profit	39,000 1,17,000 1,46,000 6,24,000 19,44,000		19,44,000

#### Additional Information

1. Salaries in pre-incorporation and post-incorporation period were Rs.18,000/- p.m. and Rs.20,000/- p.m. respectively.

2. Rent paid till 31st October 2018 was Rs.15,000/- p.m. and it increased by Rs.2,000/- p.m. thereafter.

- 3. Total Sales was Rs.72,00,000/- whereas pre-incorporation sales were Rs.8,00,000/- p.m.
- 4. Depreciation includes Rs.6,000/- for Assets acquired in post-incorporation period.

5. Audit Fees are for entire period.

You are required to prepare Statement of Profit and Loss A/c for the year ended 31st March 2019 showing Profit or Loss in pre-incorporation and post-incorporation period.

Explain the various types of Companies. Q:5

What do you mean by Debentures? Explain its types. How are Debentures different from 10 Shares?

-	
- 1	-
- 1	7
- 1	_

SEAT NO.

CODE:

**Duration: 3 hours** 

Marks: 100

OR

O:5	Write	Short	Notes on	(Anv	Four)
Z		~	- 10 - 10 - 1	( )	,

- Types of Preference Shares
   Non-Divisible Profit
- 3) Features of Company
- 4) Profit Prior to Incorporation
- 5) Bonus Share
- 6) Escrow Account

c) Interest

## Advertising Sem-IK

SEAT NO.

March - 2020

		# 11	8 , 8	
Đ) 3	COD		Duration: 3 hours	Marks: 100
	Instr	uctions :- (1) All questio (2) Figures to	ns are compulsory. the right indicate full marks.	
Q:1	<b>A</b> )	Fill in the blanks with s	suitable options (Any 10)	0)
			rectors for a Private Limited Company is b) Three	- <u> </u>
		a) Two	d) One	
		c) Fifteen	u) one	
	2)	The first Auditor of a days of inc	Company shall be appointed by the Boa orporation.	rd of Directors within
		a) 21	<b>b)</b> 30	
		c) 14	d) 45	*
		<i>c)</i> 11		
	3)	An Independent Directo	or holds office for consecutive	e years.
	-,	a) Three	b) Five	
		c) Two	d) Seven	
		ŕ		the class of a financial
	4)	The first AGM must be	e held within a period of from	the close of a imalicial
		year.	1) 6:	
		a) Three months	b) Six months	
		c) Nine months	d) One month	
			D. I.M. stings should not be more than	days.
	5)		Board Meetings should not be more than b) 60	uajsi
		a) 90	d) 120	
		<b>c)</b> 180	<b>u)</b> 120	
	0	One was for a Poord M	acting is	
	6)	Quorum for a Board M	rs <b>b)</b> Two	
		a) One third of Directo	20.27	
		c) Higher of (a) and (b)	,	
	7)	is a proc	ess by which securities in physical form are	e converted to electronic
	7)	form.		
		a) Conversion	b) Dematerialization	
		c) Rematerialization	d) Transfer	
		,		
	8)	acts as a cu	ustodian of securities of Investors.	
	0,	a) Stock Exchange	b) SEBI	
		c) Depository	d) ROC	
			or biotopilars	
	9)	The online trading sys	tem of BSE is known as	
		a) BOSS	b) BOLT	
		c) CDSL	d) NSDL	
		• 41	eward given to the shareholders for their inve	stment in Company.
	10)		b) Shares	1
		a) Dividend	d) None of these	
		c) Profit	d) None of these	
		D 1 1 L.dma - am	on their debentures.	
	11)		b) Dividend	
		a) Bonus	d) Profit	36
		c) Interest	4,110110	

	C	ODE: Duration: 3 hours	Marks: 100
	12)	, and the same of	
		a) Incorporation  b) Registration	mpany.
		c) Winding up  d) Finalization	27 28 28
		, , , , , , , , , , , , , , , , , , , ,	
Q:1	B)	State whether following states at the state of the state	
Q.I	1)	and the statements are fine of paint And	10)
	2)	e appointment.	
	3)	build by Dould by Dould by Dould by Dould by	
	4)	and the project not a Debtot of the Collins	ny
	5)	The state of the s	
	,	11	<b>₽</b> 0
	6)		
	7) 8)	i de la contrata del la contrata de la contrata del la contrata de	
	,	of Total Idias.	
	9)	C TO THE TO THE TOTAL PROPERTY.	
	10)	• · · · · · · · · · · · · · · · · · · ·	
	11)	1 contactif topoit.	
	12)	Annual Report and Director's Report are same.	
Q:2	Ansv	wer any two of the following:	*
	a)		15
	b)		
	c)	Explain procedure for allotment of DIN.	
	ŕ	The same same of Billy,	
Q:3		wer any two of the following:	15
	a)	Secretarial duties before, during and after the Board Meeting.	13
	b)	Explain statutory requirement related to quorum.	
	c)	Contents of minutes.	
Q:4	Anou	war any two of the fallows	
<b>V.</b> 4		ver any two of the following:	15
	a) b)	Explain the process of dematerialization.	
	c)	What are the advantages and disadvantages of listing of securiti	es on Stock Exchange?
	c)	Explain in details BSE's Online Trading System.	×
		Annual to	
Q:5	Answ	ver any two of the following:	15
	a)	What are the contents of Audit Report?	15
	b)	Explain secretarial duties with regard to declaration and paymen	at of final dividend
	c)	Draft notice and agenda of AGM.	it of fillar dividend.
		C. C. C. Marrier	
0.6	***		
Q:6	write	e Short Notes on any four of the following:	20
		Independent Director	
	,	Proxies	
		Passing of Resolution by Circulation	
	,	BOSS	40
		Corporate Governance Report	
	f)	Draft Resolution for appointment of Company Secretary.	

Auditing [1] SEAT NO.

CODE: Duration: 3 hours Marks: 100

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

A] State whether the following statement are True or False (Any Ten)

1. "Wages paid to Soham have been debited to his account" is an example of Error of Commission.

2. Interim Audit is an audit conducted in between the annual audits.

3. Auditor does not require to consider material items.

10 Q:1 "Wages paid to Soham have been debited to his account" is an example of Error of 4. Permanent audit file contains Memorandum of Association. 5. An Auditor cannot have any lien on the Books of Accounts of the Company. 6. Audit notebook is a part of the current audit file. Routine checking involves detailed checking of each and every accounting entry. 7. Tolerable error is the maximum error in population. 9. Lottery method is random sampling. 10. Debit notes are issued when goods are returned by customers. Travelling salesman's commission is vouched on the basis of purchase invoices. 11. Verification implies that the assets are existing. 12. 10 Match the Columns: (Any 10) O:1 Column 'B' Column 'A' Audit of less than 100% of items Auditing of Companies a) 1) Attendance record of employees Going Concern Concept b) 2) Not compulsory Technique of Auditing c) 3) Has a right to attend shareholders d) **Audit Sampling** 4) meeting Cannot attend shareholders Appointment of Auditor of e) 5) meeting Companies Delivery Challan f) **Statutory Auditor** 6) <sup>7</sup>/<sub>12</sub> Extracts / Property Card Internal Auditor g) 7) Compulsory **Credit Purchases** h) 8) Observation i) Investigation 9) Shareholders of Companies Salaries i) 10) Confirmation from related parties k) Verification of Land 11) Continuing in operation for the I) Verification of Debtors 12) foreseeable future Define and explain the term Auditing. Explain principles of Auditing. 10 Q:210 Explain different types of Auditing. OR 10 Explain different types of Errors. 0:2 How window dressing is done? What are the objections against it? 10 What is Audit Programme? What are the essentials of Audit Programme? 10 O:3 A] 10 How would you vouch / verify  $\mathbf{B}$ 

i) Rent Received

ii) Patents

	C	ODE: Duration: 3 hours	Marks: 100	* .
Q:3	C] D]	What are the contents of Working Papers? How would you vouch / verify i) Telephone Expenses ii) Land and Building	a a	10 10
Q:4	A] B]	What is Test Checking? What are the advantages and disadvantages of Test Explain the term Internal Control and Auditor's duties in respect of Internal	Checking? Control.	10 10
		OR		
Q:4	C] D]	What points should be considered while framing a system of Internal Check's Explain Audit Sampling. Explain methods of selecting sample items.	?	10 10
Q:5	A] B]	Discuss different techniques of Auditing. How would you vouch / verify i) Advertisement Expenses ii) Closing Stock	2	10 10
		OR		
Q:5		Features of Auditing Audit Notebook Internal Control for Salaries and Wages Vouching and Verification Internal Audit Vouching of Rent Paid		20
		XXXX	¥	

Q:1

10

10

SEAT NO.	54
BEAT NO.	

		Som-11	[1]	SEAT NO	
CO	DDE:	Duration	n: 3 hours		Marks: 100
Ins	(2) All qu (3) Use o	estions are compulsory. estions carry equal mar f simple calculator is al neat diagrams whereve	ks. lowed.		
A) 1) 2) 3) 4) 5) 6) 7) 8)	Explain the following Net Social Advanta, Allocation Function Progressive Tax Ray Incidence of Tax Burden of Public Direction Expenditus Balanced Budget Functional Finance	te ebt	e)		ź.
B) 1)	Choose the right a Which of the follow a) Public Revenue c) Public Expenditu	nswer from the given ving is not within the so	options and rewrite cope of public finance b) Monetary Man d) Financial Adm	e? agement	(Any 10)
2)	a) Diminishing Ma	is subject to rginal Social Benefit rginal Social Sacrifice	<ul><li>b) Increasing Ma</li><li>d) Increasing Ma</li></ul>	rginal Social Ben rginal Social Sacı	efit ifice
3)	<ul><li>Which if the followa) Corporate Inconc.</li><li>Custom Duty</li></ul>	ving is an Indirect Tax? ne Tax	<ul><li>b) Capital Gain T</li><li>d) Gift Tax</li></ul>	`ax	
4)	<ul><li>Which of the follog</li><li>a) Compulsory Page</li><li>c) Involves some s</li></ul>		ristic of a tax? b) There is quid- d) None of these		e e
5	<ul><li>In the case of perfe</li><li>a) Entirely on the</li><li>c) Entirely on the</li></ul>		b) Partially on the d) Shifted partial	ie seiler	
6	a) Increase in Inve c) Check Deflation	estment	b) Check Inflation d) None of the a		990 20 - 20
. 7	a) Is in the form of	owing is not a charactering of Consumption I through Public Debts	istic of capital exper b) Gives Right t d) Is in the form	o Capital Assets	

8) According to Wiseman-Peacock Hypothesis, public expenditure increases in

a) Step-like manner

c) A cyclical manner

b) A smooth and continuous manner

d) All the above

	CC	DDE: Durat	tion: 3 hours	Marks: 100
	9)	Which of the following programmes aim a) Public Provident Fund b) Atal Pension Yojana c) Mahatma Gandhi National Rural Emp d) Pradhan Mantri Jan Dhan Yojana		
	10)	Fiscal Policy does not directly deal with		
		a) Taxation	b) Public Debt	22
		c) Money Supply	d) Public Expenditure	
	11)	Which of the following does not form the	e basis of sound finance	
		a) Say's Law	b) Assumption of full employmen	nt
		c) Ricardian Equivalence Theorem	d) Unbalanced Budget	
	12)	In which of the budget the existing pr funded?	rogrammes or activities may not be	automatically
		a) Zero Based Budget	b) Traditional Budget	
		c) Executive Budget	d) Programme Budget	
4				
Q:2	Ansv	ver any two of the following:		2
	a) b) c)	Explain the fiscal operation of a modern Explain the principle of Maximum So assumptions and diagrams.  What is meant by market failure? What a	ocial Advantage as stated by Hugh	
	ڏي	the Rate		
Q:3	Ansv	ver any two of the following:		20
	a)	Explain the objectives of taxation.		4
	b)	How do the cost conditions affect the inc	idence of taxation?	
	c)	Discuss the economic effects of taxation.		
Q:4	Ancu	ver any two of the following:		E 101 2.
<b>~.</b> .	a)	How is public expenditure classified?		20
	b)	Discuss Wagner's Law of public expendi	ture and Wisaman Daggarly Hymatha	ai.
	c)	Discuss the significance of public expendence		515.
Q:5	Answ	ver any two of the following:	a.	- 20
	a)	Discuss the objectives of fiscal policy.		
	b)	What are the features of sound finance?	9	
	c)	Discuss the types of deficit.		
	,	and fill or a processor of		
			77	
		X X	X	

March-2020

Marks: 100

[1]

**Duration: 3 hours** 

SEAT NO. \_

2.5	CO	DE:	•	N	Durat	ion: 3 hours		<b>Marks: 100</b>	
.12	Insi	tructions :-	(2) Figure	s to the righ	nt indicat	ory subject to i te maximum m	arks.		
			(3) Suppos	rt your answ er necessar	vers with	appropriate o	case laws and	d illustration	
Q:1	Atte	mpt any T	wo the foll	owing:					10
	a)	State the d	ifferent tyr	es of Comp	anies an	d explain any	5 types of Co	ompanies.	10 10
	b)	Explain th	e doctrine	of Lifting of	Corpora	ate Veil With the	ne neip of an	ry 5 case laws.	10
	,	Explain D	octrine of l	ndoor Mana	igement	and its exception of a	iolis. a Company.	Discuss the procedure for	10
	d)	Registration			ion / inco	orporation or c	. Company	11	
		Rogistratio	01 0011-					· · · · · · · · · · · · · · · · · · ·	
O:2	Atte	mpt any T	wo the fol	lowing:					10
- 4	a)	Define me	mber and	explain who	can and	who cannot b	ecome a mei	mber in a Company.	10 10
	b)	Explain in	detail abo	ut Director	Identifica	ation Number	_		10
	c)	Who is a l	Director ex	plain the leg	gai positi	on of Director	l Meeting an	d Quorum	10
	d)	Explain ir	detail the	concept of i	Extra Or	dinary Genera	i wiccing an	a Quorum.	
Q:3	Atte	empt any T	wo the fol	lowing:					10
	a)	Discuss the	ne concept n Act.	of Partnersl				f Partnership as per Indian	
	b)	Write sho	rt note on v	winding up	of Limite	ed Liability Pa	rtnership.	TI 1994 D. Alexandria and	10
	c)	Write sh	ort note o	n procedu	re of in	corporation of	of Limited	Liability Partnership and	10
		Conversion	on to Limit	ed Liability	Partners	hip.			10
	d)	Distinguis	sh between	Partnership	and Col	mpany.			
Q:4	Atte	empt any T	wo the fo	llowing:			D ( '	A -4	10
0.71	a)	Explain i	n brief Nat	ional Comm	nission u	nder Consume	r Protection	ACI.	10
	b)	Explain (	Central Cor	sumer Prote	ection Co	ouncil under C	tion Act	oteetion Act.	10
	c)	Explain A	Anti-Comp	etition Agre	to term	inder Competi	esignation, r	emoval and suspension of	
	d)	Chairpers	son and oth	er members	of Com	petition Comm	nission.		
0.5	A ++	empt any	Two the fo	llowing:					
Q:5	a)	Write a r	ote on Inte	llectual Pro	perty Rig	ghts.	,		10
	b)	Explain t	he meanin	g of Copyri	ght, Orig	inality and fai	r use.		10
	c)		1	- for ragic	tration of	Filrademark		D!1 I	10
	d)	Explain	he requisit	es for grant	of Paten	t and distingui	ish between	Discovery and Invention.	10

# Business Management March-2000 Sem-IV [1] SEAT NO.\_\_\_\_\_

COI	DE: Du	ration: 3 hours Marks: 100							
Instr	uctions :- (1) All questions are compu	lsory.							
	(2) Figures to the right indi	cate full marks.							
		blanks (Any 10)							
•	Select the best option and fill in the	ot have direct physical possession of goods in which he							
1)	deals but he represents either the buye	or the seller							
		b) Agent							
		d) Dealers							
the state of the s									
11)		b) Direct							
	, -	d) None of the above							
	11 1111111 12								
iii)		b) Inventory Management							
	,	d) All the above							
	53-54 1-54 1-54 1-54 1-54 1-54 1-54 1-54 1	,							
iv)		notion technique that can be used by the Company.							
		b) Consumer Contests							
	c) Selling on Installment	d) All the above							
v)	Brand results in repeat pur	chases.							
,		b) Positioning							
	c) Loyalty	d) Equity							
vi) The TOM awareness is very much necessary especially in the case of									
V1)	purchases.								
		b) Impulse							
	c) Shopping	d) Customer							
vii) is a commercial buyer, who buys things for manufacturing other prod									
reselling or for use in the running of his enterprise.									
	-	b) Individual Buyer							
	c) Broker	d) Wholesaler							
•••>	A group is a small gro	up of people such as colleagues at workplace, club							
VIII)	A group is a small gro	hers and so on							
		b) Reference							
		d) Personal							
ix)	The channels of distribution used in	case of organisational buying is							
	a) Direct	b) Indirect							
	c) Multiple	d) All the above							
x)	The external surroundings where the	ne service firm is located constitute the of							
Α)									
		b) Pricing							
	c) Promotion	d) Physical Evidence							
	Instr A) i) ii) iii) vii) viii)	Instructions:- (1) All questions are compute (2) Figures to the right indite  A) Select the best option and fill in the is an agent who does not deals but he represents either the buyer a) Broker c) Franchisees  ii) Small business establishments like bate a) Multiple c) Indirect  iii) is the component of Logistics a) Information c) Transportation  iv) are examples of sales promation iv) are examples of sales promation c) Selling on Installment  v) Brand results in repeat pure a) Image c) Loyalty  vi) The TOM awareness is very much purchases. a) Convenience c) Shopping  vii) is a commercial buyer, we reselling or for use in the running of a) Oganisational Buyer c) Broker  viii) A group is a small gromembers, friends circle, family memal a) Work c) Social  ix) The channels of distribution used in a) Direct c) Multiple  x) The external surroundings where the service. a) Process							

	CO	DE: D	Duration: 3 hours		ks: 100					
	xi)	Jointly share expenses of hiring deliv	•	n a particular rural ar	rea and					
		a) Syndicated	b) Physical		(2)					
		c) Product	d) Service							
	xii)	The marketing mix of service consist	of alaments							
	AII)	a) Six	b) Four							
		c) Eight	d) Nine		. 7:					
Q:1	B)	State whether following statements	are True or False (Any i	10)	1/					
	i)	When a firm has a strong distribution network in terms of its own showrooms, fleet of distribution vehicles etc can adopt indirect channels.								
	ii)	The manufacturer-agent-retailer-cons	sumer is the longest channe	el in the chain of distri	bution.					
	iii)	Intranet connects people within the organisation.								
	iv)	A marketer tries to develop a positive attitude towards his brand in the minds of the audience through promotion.								
	v)	Publicity is a paid form of non-personal presentation of ideas, goods and services.								
	vi)	In push strategy, the marketer directs marketing efforts to the channel intermediaries.								
	vii)	Consumer behaviour is influence only by personal factors.								
	viii)	Marketer uses buying motives like love and affection, comfort and convenience, etc to induce the prospects to buy their product.								
	ix)	In case of high involvement products information search.	s the consumer does not sp	pend much time and ef	ffort in					
	x)	Services are highly perishable.								
	xi)	Transportation infrastructure is very	oor in rural India.							
	xii)	Franchising is a common approach for	or distributing services to a	broad market.						
Q:2	Ancu	vor the following questions (Amy Tour								
Q.2	a)	ver the following questions (Any Two Discuss any three types of middlement			15					
	,	What are the functions performed by								
		What is e-marketing? Explain its mer								
Q:3	Answ	er the following questions (Any Two			1.5					
<b>V.0</b>	a)	What are the elements of promotion n			. 15					
	•	Discuss the steps in designing a mark		rommo						
		How does social media help marketing		rainine.						
Q:4	Δης	er the following questions (Any Two			1.5					
۷.۰	a)	Explain in details any two factors affe			15					
	,	What are the steps involved in organic	sational nurchase decision	•						
	c)	Distinguish between organisational but								
Q:5	Answ	er the following questions (Any Two	)):	2	15					
_	a)	Explain the elements of service market			13					
	b)	What are the different ways to manag								
	c)	Suggest measures to cope-up with the		ng in India.						

SEAT	NO.		
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**Duration: 3 hours** 

Marks: 100

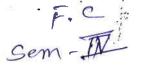
- Marketing Channels for Industrial Goods
  Online Retailing
- b)
- c) Pull and Push Strategy
- d) Communication Mix
- Consumer Behaviour e)
- Features of Service

Systom/sem IV/Commace IV/Regular/100 mays/feb-maich 2020

		_ e e	[1] SEAT NO.					
9	CO	DDE:	Duration: 3 hours	Marks: 100				
	Ins	structions :- (1) All questions (2) Figures to the	are compulsory. e right indicate full marks.					
Q:1	A)	Select the most appropriat	te answer from the options given below (Any 10	<i>)</i> )				
	i)	Production Management is	concerned with producing goods of the	quality.				
		a) Right	b) Minimum	quanty.				
		c) Adequate	d) Left					
	ii)	is deciding manufacturing process.	the path of work and the sequence of ope	erations in the				
		a) Scheduling	b) Dispatching					
		c) Routing	d) Follow-up					
	iii)	input.	tors of production that gives maximum output fo	r the minimum				
		a) Production	b) Productivity					
		c) Technology	d) Inventory Control					
	iv)	Dr. Ishikawa Kaoru is know	n as the 'Father of					
		a) TQM	b) Six Sigma					
		c) Quality Circles	d) Kaizen					
	v) refers to continuous improvement.							
		a) Kaizen	b) Quality Control					
		c) Six Sigma	d) None of the above	14				
	vi) is an example of unorganised market.							
		a) Commercial Bill	b) Commercial Paper					
		c) Indigenous Bankers	d) BSE					
	vii)	ew shares are first issued to existing shareholders						
	•	In issue, no a) Preferential	b) IPO	•				
		c) Right	d) Private Placements					
	viii) acts as a clearing house of securities.							
	,	a) SEBI	b) Stock Exchange					
		e) RBI	d) SBI					
	ix)	is the first cred	dit rating agency in India.					
	)	a) CRISIL	b) CARE					
		c) ICRA	d) SEBI	3				
	x)	investment.	nediator that pools savings of group of people	for collective				
		a) SEBI	b) CRISIL					
		c) Mutual Fund	d) CARE					
	xi)	protects himself	f from risk associated with the price of an asset.					
	,	a) Speculator	b) Arbitrageur					
		c) Hedger	d) None of the above					

3	COI	DE: Duration: 3 hours Marks: 10	00
	xii)	are participants in derivatives market.	at .
		a) Hedgers b) Speculators	
		c) Floor Traders d) All the above	
		c) 11001 11ddvis	
		Grand Land C. Harris a statements are True or False (Any 10)	10
Q:1	<b>B</b> )	State whether following statements are True or False (Any 10)	
	i)	Follow-up is an important element of production planning.  In intermittent production system, goods are manufactured as per customer's orders.	
	ii)	Maintenance management involves keeping facilities in good working condition.	
	iii)	Maintenance management involves keeping facilities in good working conditions	
	iv)	Quality is a subjective term.	
	v)	TQM is a one-time activity.	
	vi)	SERVAQUAL model ensures service quality.	
	vii)	Capital market deals with short term securities.	
	viii)	In demat account shares are held in physical form.	
	ix)	Stock brokers need not register with SEBI. In Systematic Investment Plan, an investor makes lumpsum investment in mutual funds.	
	X)	In Systematic investment Plan, an investor makes fullipsam investors	
	xi)	Speculators are cautious investors.	
	xii)	Micro-finance is the provision of small loans to poor house-holds.	
			15
Q:2	Ansv	ver any two of the following questions:	15
•	a)	What are the steps in Production Planning and Control? Explain them.	
	b)	Explain the following production system:	
		i) Project Production System ii) Job Production System	
	c)	Discuss any four techniques of inventory control.	
Q:3	Ansı	wer any two of the following questions:	15
Q.J	a)	What is quality? Explain its dimensions.	
	b)	Explain the certification procedure of ISO 9000.	
	c)	day of the state of the sta	
	٠,		
		C.1. C. II in a questions:	15
Q:4	200	wer any two of the following questions:  Explain the main participants of unorganised money market.	
	a)	- · · · · · · · · · · · · · · · · · · ·	
	b)	to the store its advantages to the investor?	
	c)	What is credit failing? What are its duvantages to	
			15
Q:5	Ans	swer any two of the following questions:	15
	a)	What are the factors responsible for growin of initial funds:	
	<b>b</b> )	Explain the participants of derivative market.	
	c)	- 1: 1: C. Alexandra of funding start-lin Venillies.	
	,	/ · · ·	
0.6	<b>XX</b> 7	:4- Chart Notes on (Any 4)	20
Q:6		ite Short Notes on (Any 4) Continuous Production System	
	a	CD - Instign Management	
	b	' - 11 O' 1	
	c		
	d	· - · · · · · · · · · · · · · · · · · ·	*
	e	' = 1.0 1 m-t	
	1	f) Forward Contract	

Regular



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[1]

SEAT NO.

		8	ſ.+1	SEAT NO.	
	CO	DE:	Duration: 2 ½ hours	Marks: 75	5
	Inst	ructions :- (1) All questior (2) Figures to t	ns are compulsory. the right indicate full marks.	- B	
Q:1	<b>A</b> )	Explain the following co	oncepts: (Any Five)		15
	1)	Consumerism			
	2)	PIL			
	3)	Ecology			
	4)	Ecofeminism			
	5)	Laser Technology		6 <sup>(2)</sup>	18 (7)
	6) 7)	Nano Technology Motivation			
	8)	Lateral Thinking			
		or or			
Q:1	B)	Write a comprehensive nyou.	note on the Foundation Course (Semes	ster IV) Project submitted by	y <b>15</b>
0.0		William Alas Lasia assura		sions to Consumor Protection	n 1 <i>5</i>
Q:2	A)	Act 1986.	umer rights? Discuss important provis	sions to Consumer Protection	n 15
		OR			
Q:2	B)	Describe important featu	res of the RTI Act 2005.		15
Q:3	A)	What is deep ecology? concept of deep ecology.	Explain the principles of deep eco	logy. Critically evaluate th	e 15
		OR			
Q:3	B)	Discuss the human rights	s principles of environment.		= 15
Q:4	A)	What is ICT? Discuss the	e applications of ICT.		15
		OR		6	
Q:4	<b>B</b> )	Explain different issues	of control, access and misuse of techno	ology.	15
Q:5	A)	Describe basic details of	exams conducted for entry of profess	ional courses.	15
		OR			40
Q:5	<b>B</b> )	Define time managemen	nt. Explain the effective strategies of ti	me management.	15