Gokhale Education Society's

S.M.R.K. B.K. A.K. Mahila Mahavidyalaya, Nashik-5

Second Unit Test- September, 2016

Class:S.Y.B.Com.(Semester III) **Marks**-25

Subject: Introduction to Advertising **Time**-1 Hrs.

Date: 30/09/2016

Que.1. What is meant by Market Research? And Explain the Market Research Process? (15)

OR

Que.1. What is meant by Consumer Research? And Explain its Need and Functions? (15)

Que.2. Write short notes (Any two) (10)

A) Product Research.

B) Analyzing the Competitive Products.

C) Techniques of Market Research

मराठी रुपांतर

प्र. १ ला 'बाजारपेठ संशोधन' म्हणजे काय ? ते सांगून बाजारपेठ संशोधन प्रक्रिया सविस्तर स्पष्ट करा ? (१५)

किंवा

प्र. १ ला ग्राहक संशोधन म्हणजे काय ? ते सांगून ग्राहक संशोधनाची गरज व कार्ये सविस्तर लिहा ? (१५)

प्र. २ रा टिपा लिहा (कोणत्याही दोन) (१०)

अ) वस्तू संशोधन

ब) स्पर्धात्मक वस्तूंचे वर्गीकरण

क) बाजारपेठ संशोधनाची तंत्रे

Gokhale Education Society's

S.M.R.K. B.K. A.K. Mahila Mahavidyalaya, Nashik-5

Second Unit Test- March, 2017

Class : S.Y.B.Com.(Semester IV) **Marks-25**

Subject: Techniques of Advertising

Date : 08/03/2017 **Time-1 Hrs.**

Que.1.Define the various types of customers in advertising? (15)

OR

Que.1.What is meant by testing? And explain the importance of testing? (15)

Que.2.Write short notes (Any two) (10)

A) A, I. D. A. Formula.

B) Buying Motive and Selling Points.

C) Advertising Agency.

मराठी भाषांतर

प्र. 1 - जाहिरातीतील ग्राहकांचे विविध प्रकार सविस्तर लिहा ? (15)

किंवा

जाहिरातीतील चाचणी म्हणजे काय ते सांगून जाहिरात चाचणीचे महत्व सविस्तर लिहा ?

प्र. 2 टिपा लिहा - (कोणतेही दोन) (10)

1- ए.आय.डी.ए. सूत्र

2- खरेदी प्रेरणा व विक्री बिंदू

3- जाहिरात एजन्सी

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Gokhale Education Society's

SMRK BK AK Mahila Mahavidyalaya Nasik – 422005.

Time: 1.00 Hour **BCom III Year** **Sub: English LL** **Marks: 25**
DATE-28/9/2016

1. **Write any ONE:** 10
   a. Your repeated reminders have not attracted the customer's attention to clear their dues, write a letter threatening the customer to initiate a legal action against him unless the account cleared in five days.
   b. As a reliable customer, one of your customers fails to clear your dues, write letter offering any help if required due to any financial problem.
2. Write a note on video-conferencing and its use 05
3. **Write any ONE:** 10
   a. The road romeos are rampant on eve-teasing the girls frequently which has become unbearable for the girls. Write a representation to the authorities concerned requesting to take some action against this rising issue.
   b. You face ventilation problem in your college classrooms, write a representation to your principal requesting to take some measure for proper free air and cleanliness in the classrooms.

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Time: 1.00 Hour **BCom III Year** **Sub: English HL** **Marks: 25**

1. **Write any ONE:** 10
   a. Your area is facing acute shortage of water supply for more than 15 days, write a representation to the authorities concerned to regulate water supply.
   b. Write a representation to the Vice Chancellor of your university to declare the final year exam results in 45 days after the exam so that the students would not lose their admission to further course of studies due to the delay in result which is being happening during the last years.
2. **Write any ONE:** 10
   a. Prepare a questionnaire on the customers' feedback of your newly launched mobile phone.
      i) quality ii) features iii) after sales service iv) colour v) applications
   b. Prepare a questionnaire on the customers' response on a latest computer programme in your college.
      i) teaching ii) teachers' approach to the course iii) features of the course iv) applicability in the time v) job prospects
3. Write a note on the tribal version of Draupadi. 05

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G. E. Society's

SMRK BK AK Mahila Mahavidyalaya, Nashik

Semester IV- Unit Test

Class: SYBCOM | Marks: 25 Marks

Subject: Computer Applications P-V | Duration: 1 hr.

Date: 08/ 03 /2017

Note: Q.1 is compulsory.
Attempt any three from Q.2 to Q.5 .

1. Classify the following accounts under different groups. [10]

i) Machinery	ii) Rent
iii) Wages	iv) Raw material
v) Interest Received	vi) Mayuri's Capital A/c
vii) Plant & Machinery	viii) Telephone Charges
ix) Building.	x) ICICI Bank A/C

2. Explain Contra Voucher available in Tally with example. [5]
3. Explain Purchase Voucher available in Tally with example. [5]
4. Explain Sales Voucher available in Tally with example. [5]
5. Explain Receipt Voucher available in Tally with example. [5]
6. Explain Payment Voucher available in Tally with example. [5]

Gokhale Education Society's
SMRK BK AK Mahila Mahavidyalaya, Nashik-5.
Second Unit Test – September 2016.

Class-S.Y.B.Com. Semester-III

Subject- Accountancy III

Time:- 1 Hr. Total Marks –25

Note:- 1) Figures to right indicate full marks. Date : 29/09/2016
2)) All Questions are compulsory.
3) Use of Calculator is allowed.

Q. 1 Draw the format of Balance Sheet as given under Revised Schedule VI of Companies Act 2013.

OR

Q. 1 Write Short Notes (any two) **(10)**

a. Fixed Assets
b. Profit After Tax
c. Non Operating Income

Q. 2 From the following Balance Sheets of Shree Sai Ltd for the years 2014 and 2015, you are required to prepare a comparative Balance Sheet. **15)**

Shree Sai Ltd
Balance Sheet
As on 31st December 2014 and 2015

Liabilities	2014 Rs.	2015 Rs.	Assets	2014 Rs.	2015 Rs.
Share Capital:			Fixed Assets	5,00,000	8,00,000
Equity Share Capital	6,00,000	6,00,000	Less: Depreciation	67,000	80,000
Preference Share Capital	--	4,00,000		4,33,000	7,20,000
General Reserve	1,37,500	1,72,000	Investment (at cost)	50,000	80,000
8% Debentures	1,00,000	50,000	Current Assets:		
Bank Loan	--	2,00,000	Stock	1,20,000	3,00,000
Sundry Creditors	32,500	50,000	Debtors	2,00,000	2,39,000
Provision for Taxation	30,000	24,000	Bank	80,000	1,47,000
			Cash	17,000	10,000
	9,00,000	14,96,000		9,00,000	14,96,000

OR

Q. 2 Read and comment on the following account in the books of Royal: **(15)**

Dolly's A/c

Date	Particulars	LF	Amt. Rs.	Date	Particulars	LF	Amt. Rs.
2016				2016			
Jan. 1	To Bal b/d		20,000	Jan. 10	By Bank		1,000
20	To Sales		3,000		By Bills Receivable		1,000
Feb. 10	To Sales		4,000	Feb. 1	By Sales Return		1,000
28	To Sales		2,500		By Bank		800
Mar. 15	To Sales		3,000		By Discount		200

Gokhale Education Society's

S.M.R.K. B.K. A.K. Mahila Mahavidyalaya, Nashik-5

Second Unit Test- March, 2017

Class : S.Y.B.Com.(Semester IV) **Marks-25**

Subject: Techniques of Advertising

Date : 08/03/2017 **Time-**1 Hrs.

Que.1.Define the various types of customers in advertising? (15)

OR

Que.1.What is meant by testing? And explain the importance of testing? (15)

Que.2.Write short notes (Any two) (10)

A) A, I. D. A. Formula.

B) Buying Motive and Selling Points.

C) Advertising Agency.

मराठी भाषांतर

प्र. 1 - जाहिरातीतील ग्राहकांचे विविध प्रकार सविस्तर लिहा ? (15)

किंवा

जाहिरातीतील चाचणी म्हणजे काय ते सांगून जाहिरात चाचणीचे महत्व सविस्तर लिहा ?

प्र. 2 टिपा लिहा - (कोणतेही दोन) (10)

1- ए.आय.डी.ए. सूत्र

2- खरेदी प्रेरणा व विक्री बिंदू

3- जाहिरात एजन्सी

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Gokhale Education Society's

S.M.R.K. B.K. A.K. Mahila Mahavidyalaya, Nashik-5

Second Unit Test- September, 2016

Class: S.Y.B.Com. (Semester I) **Marks-25**

Subject: Business law **Time-**1 Hrs.

Date: 30/09/2016

Note: 1) All questions are compulsory.
2) Figure to right indiactes full marks.

Q.1 "No one can transfer a better title than what he himself possesses". Discuss the rule and state the exceptions to the rule. (15)

OR

Q.1 Define bailment and state the rights and duties of Bailor.

Q.2 Write Short notes (any two) (10)

1) Distinguish between sale and Agreement to sell

2) Consideration and its characteristics

3) Quasi Contract

4) Duties of Bailee

मराठी रुपांतर

सूचना: १) सर्व प्रश्न आवश्यक
२) उजवीकडील अंक गुण दर्शवितात

प्र. १ ला 'कोणताही विक्रेता आपल्या सत्वापेक्षाचांगले सत्व क्रेत्याला हस्तांतरित करू शकत नाही.' हा नियम स्पष्ट करून त्याचे अपवाद स्पष्ट करा. (१५)

किंवा

प्र. १ ला निक्षेप म्हणजे काय ? निक्षेपदात्याचे अधिकार, कर्तव्ये अथवा उत्तरदायित्व स्पष्ट करा? (१५)

प्र. २ रा टिपा लिहा (कोणत्याही दोन) (१०)

१) विक्री आणि माल विक्रीचा ठराव यातील फरक स्पष्ट करा.

२) प्रतिफल व प्रतीफलाची वैशिष्ट्ये

३) आभासी करार

४) निरपेक्षगृहित्याची कर्तव्ये आणि उत्तरदायित्व

G. E. Society's

SMRK BK AK Mahila Mahavidyalaya, Nashik

Semester IV - Unit Test March 2017

Date : 07/03/2017

Subject : Business Law II

Q.1) Define Bill of Exchange and explain its essentials and also state the difference between of exchange and promissory note. (15m)

Or

What do you mean by crossing of cheque.Explain different types of crossing of cheque.

Q.2) Write notes on (Any two) (10m)

1) Define director and explain the legal position of director.

2) Annual General Meeting

3) Membership of Company

4) Doctrine of ultra vires

- मराठी भाषांतर -

प्र.1- विनिमयपत्र याची व्याख्या सांगून त्याचे वैशिष्ट्ये सपष्ट करा व विनिमयपत्र व वचनचिठ्ठी या दोघ फरक स्पष्ट करा. 15

किंवा

धनादेशाचे रेखांकन म्हणजे काय ? तसेच रेखांकनाचे विविध प्रकार स्पष्ट करा.

प्र. 2- टिपा लिहा - (कोणतेही दोन) 10

1- कंपनी संचालकांची व्याख्या सांगून संचालकाची कायदेशीर भूमिका स्पष्ट करा.

2- वार्षिक साधारण सभा

3- कंपनीचे सभासदत्व

G. E. Society's

SMRK BK AK Mahila Mahavidyalaya, Nashi

Semester III

UNIT TEST-II Exam

Computer Applications Paper-IV

Class: SYBCOM **Marks: 25**

Date: 30/09/16 **Duration: 1**

Note: 1) Attempt any 5.

2) Draw Diagram if necessary.

Q. 1 Answer the Following.

1. What is Webpage and Website?
2. Explain the Different uses of Internet?
3. Explain the working of Sound Card?
4. What is transformation? How it is achieved in Photoshop?
5. What are the advantages of multimedia?
6. What is Modem?
7. Write down the steps for sending E-mail?

----------All the Best----------

Gokhale Education Society's
SMRK BK AK Mahila Mahavidyalaya, Nashik-5.
Second Unit Test – March, 2017.

Class-S.Y.B.Com. Semester-IV
Date : 06/03/2017 **Subject- Accountancy IV**
Time:- 1 Hr. Total Marks –25
Note:- 1 Figures to right indicate full marks.
2) Use of Calculator is allowed.

Q. 1 Draft specimen format vertical Income statement. **(10)**

OR

Q. 1 Write Short Notes (any two) **(10)**

a. Non current Assets as per schedule VI
b. Profit prior to incorporation
c. Calls in arrears & calls in advance

Q.2 The following is the summarized Balance Sheet of Dhanshri Cement Ltd. as on 31st March, 2016:-

Balance Sheet

Liabilities	Rs.	Assets	Rs.
Share Capital:-		Plant & Machinery	3,00,000
50,000 Equity Shares of Rs. 10 each fully paid	5,00,000	Land & Building	2,00,000
2,000, 5% Redeemable Preference Shares of Rs. 100 each fully paid	2,00,000	Debtors	60,000
Securities Premium	5,000	Stock	40,000
Profit & Loss A/c	80,000	Cash at bank	3,00,000
General Reserve	20,000		
6% Debentures	55,000		
Creditors	40,000		
	9,00,000		**9,00,000**

On 1st April, 2016 the company decided to redeem its preference shares at a premium of 5 %. The company issued for cash so many equity shares of Rs. 10 each at par as were necessary to provide for redemption of Preference Shares which could not otherwise be redeemed. The issue was fully subscribed & all the amounts were fully received.

Pass necessary journal entries for recording the above transactions in the books of the company. **(15)**

OR

(P.T.O.)

Gokhale Education Society's

SMRK BK AK Mahila Mahavidyalaya Nasik – 422005.

Time: 1.00 Hour **BCom II Year** **Sub: English LL** **Marks: 25**
DATE-28/9/2016

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1. **Write any ONE:** 10
   a. Your repeated reminders have not attracted the customer's attention to clear their dues, write a letter threatening the customer to initiate a legal action against him unless the account cleared in five days.
   b. As a reliable customer, one of your customers fails to clear your dues, write letter offering any help if required due to any financial problem.
2. **Write any TWO:** 15
   a. Hanumanthappa's honesty in "Honesty comes from the heart"
   b. Himalayan culture "In Sahyadri Hills a lesson of humility"
   c. A young man in "On Human foibles"

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Time: 1.00 Hour **BCom II Year** **Sub: English HL** **Marks: 25**

1. Write the minutes of the meeting of the YMK College with the meeting notice and agenda, in which numbers of resolutions were taken. 10
2. **Write any TWO:** 15
   a. Draft a circular of a Raven Hotels about their expansion of garden restaurant offering 20 discount of total bill.
   b. Draft a circular informing your customers about the termination of manager from your firm not to deal with him, and inform that any dealing with him shall be treated with the person than that of the company.
   c. Write a memo to be given to an employee for his/her continuous absence for 15 days without any intimation to the office.

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Q.2. Sankalp Ltd. was incorporated on 1st January, 2016 to buy over the business of S.K.Chemicals as from 1st October, 2015. The accounts of the company for the year ended 30th September, 2016 disclosed the following facts:-

1. The turnover for the whole period amounted to Rs. 7,20,000/- of which Rs. 90,000/- related to the period from 1st October to 1st January, 2016.
2. The Trading Account showed a Gross Profit of Rs. 2,88,000/-.
3. The following items appeared in the Profit & Loss Account.

	Rs.
Managing Director's Remuneration	4,500
Audit Fees	2,250
Rent Paid	14,400
Bad Debts (of which Rs. 2,400/- related to the book debts created before 1st January, 2016)	6,000
Staff Salaries	36,000
Interest on Debenture	18,000
Depreciation on Furniture	10,800
Office Expenses	3,600
Discount on Issue of Debenture	3,600
General Expenses	5,400
Commission on Sales	10,800
Printing & Stationery	7,200
Travelling Expenses	25,200
Advertisement & Free Sample	12,600
Interest to Vendor (at 6% on Rs. 3,00,000/- from 1st October, 2015 to 31st May, 2016)	12,000

Prepare statement showing Profit prior to & after Incorporation. **(15)**

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Gokhale Education Society's

S.M.R.K. B.K. A.K. Mahila Mahavidyalaya, Nashik-5

Second Unit Test- September, 2016

Class:S.Y.B.Com.(Semester III) **Marks**-25

Subject: Customer Relationship Management & Retailing **Time**-1 Hrs.

Date: 28/09/2016

Que.1.What is meant by Retail Marketing? And explain the role and essence of successful Retailing-(15)

OR

Que.1.Explain the Major types of Retailing Operations?- (15)

Que.2.Write Short Notes (Any two)- (10)

A) CRM.

B) Location and Perceived Image.

C) Internal Environment and Core Product.

मराठी रुपांतर

प्र. १ ला किरकोळ विपणन म्हणजे काय ? ते सांगून किरकोळ विपणनाची भूमिका व आवश्यकता सविस्तर स्पष्ट करा ? (१५)

किंवा

प्र. १ ला किरकोळ विपणनाचे महत्वाचे प्रकार सविस्तर लिहा ? (१५)

प्र. २रा टिपा लिहा (कोणत्याही दोन) (१०)

अ) ग्राहक संबंध व्यवस्थापन

ब) किरकोळ विपणनाची जागा

क) किरकोळ विपणनाचे अंतर्गत वातावरण

G. E. Society's

SMRK BK AK Mahila Mahavidyalaya, Nashik

Unit Test –II (March-2017)

Class- SYBCOM **Date- 04/03/2017**

Sub- Economics-IV

Marks- 25 **Time- 1 hr**

Q: 1 State and explain the demand and supply theory (Balance of payment theory) of foreign exchange rate.

Or

Q: 1: Define the balance of payment. Explain the causes of disequilibrium in BOP and suggest the methods of correcting disequilibrium. (15)

Q: 2 Functions of foreign exchange market.

Or

Q: 2 Structure of BOP. (10)

मराठी भाषांतर

प्र. 1 परकीय विनिमय दराचा मागणी व पुरवठा (व्यवहार तोल) सिध्दांत सांगून स्पष्ट करा. (15)

किंवा

प्र. 1 व्यवहार तोलाची व्याख्या करा. व्यावहारतोलातील असमतोलाची कारणे सांगून असमतोल दूर करण्याच्या पध्द्ती स्पष्ट करा.

प्र. 2 परकीय विनिमय बाजाराची कार्ये (10)

किंवा

प्र. 2 व्यवहारतोलाची संरचना

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Gokhale Education Society's

S.M.R.K. B.K. A.K. Mahila Mahavidyalaya, Nashik-5

Second Unit Test- September, 2016

lass: S.Y.B.Com.(Semester III) **Marks**-25

ubject: Economics-III **Time**-1 Hrs.

)ate: 29/09/2016

): 1) Define value of money and explain the Fisheries theory of cash transaction in detail…..15

)r

): 1 Define inflation & explain the causes and effects of inflation…15

): 2 Explain the Keynes saving-investment theory ……10

)r

): 2 State and explain Phases of Trade Cycle……..10

मराठी भाषांतर

प्र. १ ला पैशाचे मुल्य संकल्पनेची व्याख्या करून फिशरचा रोख विनिमयाचा सिद्धांत स्पष्ट करा (१५)

किंवा

प्र. १ ला स्फितीची व्याख्या करून स्फितीची कारणे व परिणाम स्पष्ट करा (१५)

प्र. २ रा केन्सचा बचत – गुंतवणूक सिद्धांत स्पष्ट करा (१०)

किंवा

प्र. २ रा व्यापार चक्राच्या अवस्था सांगून स्पष्ट करा (१०)

Gokhale Education Society's

S.M.R.K. B.K. A.K. Mahila Mahavidyalaya, Nashik-5

Fouth Semester Second Unit Test Examination-March, 2017

Class : S.Y.B.Com.(Semester IV) **Marks**-25

Subject: Introduction to Banking and Insurance

Date : 03/03/2017 **Time**-1.00 Hr.

Que.1. What is meant by Retail Banking? And explain the Services of Retail Banking? (15)

OR

Que.1. What is meant by Insurance? And explain the various types of Insurance

Que.2. Write Short Notes (Any two)--- (10)

A) Credit Creation?

B) Profitability and Liquidity.

C) Risk Management

मराठी भाषांतर

प्र. 1 - किरकोळ बँकींग म्हणजे काय ते सांगून त्यातील सेवा सविस्तर लिहा ? (15)

किंवा

विमा म्हणजेकाय ते सांगून विम्याचे विविध प्रकार सविस्तर लिहा ?

प्र. 2 टिपा लिहा - (कोणतेही दोन) (10)

1- पतनिर्मिती

2- लाभता आणि तरलता

3- धोका व्यवस्थापन

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Gokhale Education Society's

S.M.R.K. B.K. A.K. Mahila Mahavidyalaya, Nashik-5

Second Unit Test- September, 2016

lass: S.Y.B.Com.(Semester III) **Marks-25**

ubject: Economics-III **Time-1 Hrs.**

)ate: 29/09/2016

): 1) Define value of money and explain the Fisheries theory of cash transaction in detail…..15

)r

): 1 Define inflation & explain the causes and effects of inflation…15

): 2 Explain the Keynes saving-investment theory ……10

)r

): 2 State and explain Phases of Trade Cycle……..10

मराठी भाषांतर

प्र. १ ला पैशाचे मुल्य संकल्पनेची व्याख्या करून फिशरचा रोख विनिमयाचा सिद्धांत स्पष्ट करा (१५)

किंवा

प्र. १ ला स्फितीची व्याख्या करून स्फितीची कारणे व परिणाम स्पष्ट करा (१५)

प्र. २ रा केन्सचा बचत – गुंतवणूक सिद्धांत स्पष्ट करा (१०)

किंवा

प्र. २ रा व्यापार चक्राच्या अवस्था सांगून स्पष्ट करा (१०)

सूचना : सूचना कोणतेही पाच प्रश्न सोडवा

प्र. १	अ)	खाजगी कंपनीची व्याख्या सांगून खाजगी कंपनीचे विशेष अधिकार कोणते ते सांगा.	१०
	ब)	टीप लिहा. – संयुक्त प्रमंडळाचे गैर फायदे	०५
प्र. २	अ)	नियमावली (Articles of Association) म्हणजे काय ? यामध्ये समाविष्ट असणारे विविध घटक कोणते ते स्पष्ट करा.	१०
	ब)	टीप लिहा. – कंपनी नोंदणीचे प्रमाणपत्र	०५
प्र. ३	अ)	कंपनीचा सभासद कोण होऊ शकतो ? कंपनीमध्ये सभासदस्यत्व मिळविण्याचे विविध मार्ग कोणते ?	
	ब)	टीप लिहा. – मर्यादा उल्लघंनाचे नियम (Rule of Ultra Vires)	
प्र. ४		टीपा लिहा. (कोणत्याही तीनवर)	१५
	अ)	कंपनी संचालकाचे कायदेशीर स्थान	
	ब)	माहिती पत्रकाच्या ऐवजी देण्यात येणारे निवेदन पत्रक	
	क)	वार्षिक साधारण सभा	
	ड)	यथाविधी धारक (Holder in due-course)	
	इ)	वचन-पत्र (Promissory Note)	
प्र. ५	अ)	पृष्ठाकंन म्हणजे काय ते सांगून पृष्ठांकनांचे विविध प्रकारांची सविस्तर चर्चा करा.	१०
	ब)	टिप लिहा. – विनिमय – पत्रक (Bill of Exchange)	०५
प्र. ६	अ)	ग्राहक संरक्षण कायद्याचे अर्थ व उद्दिष्टे स्पष्ट करा. व ग्राहक संरक्षण कायद्याखाली ग्राहक कोण व कोणाला ग्राहक म्हणता येत नाही हे स्पष्ट करा.	१०
	ब)	टिपा लिहा. जिल्हा मंच (अदालत) (District Forum)	०५
प्र. ७		टीपा लिहा. (कोणत्याही तीन वर)	१५
	अ)	धनादेशाचे रेखांकनांचे प्रकार	
	ब)	नोंदणी आणि नोंदणीच्या दाखला	
	क)	राज्य आयोग (State Commission)	
	ड)	राष्ट्रीय आयोग (National Commission)	
	इ)	ग्राहक संरक्षण कायद्याखाली – तक्रार (Complaints)	

Gokhale Education Society's
SMRK BK AK Mahila Mahavidyalaya, Nashik-5.
Second Unit Test – September 2016.

Class-S.Y.B.Com. Semester-III

Subject- Accountancy III

Time:- 1 Hr. Total Marks –25

Note:- 1) Figures to right indicate full marks. Date : 29/09/2016
2)) All Questions are compulsory.
3) Use of Calculator is allowed.

Q. 1 Draw the format of Balance Sheet as given under Revised Schedule VI of Companies Act 2013.

OR

Q. 1 Write Short Notes (any two) **(10)**

a. Fixed Assets
b. Profit After Tax
c. Non Operating Income

Q. 2 From the following Balance Sheets of Shree Sai Ltd for the years 2014 and 2015, you are required to prepare a comparative Balance Sheet. **15)**

Shree Sai Ltd
Balance Sheet
As on 31st December 2014 and 2015

Liabilities	2014 Rs.	2015 Rs.	Assets	2014 Rs.	2015 Rs.
Share Capital:			Fixed Assets	5,00,000	8,00,000
Equity Share Capital	6,00,000	6,00,000	Less: Depreciation	67,000	80,000
Preference Share Capital	--	4,00,000		4,33,000	7,20,000
General Reserve	1,37,500	1,72,000	Investment (at cost)	50,000	80,000
8% Debentures	1,00,000	50,000	Current Assets:		
Bank Loan	--	2,00,000	Stock	1,20,000	3,00,000
Sundry Creditors	32,500	50,000	Debtors	2,00,000	2,39,000
Provision for Taxation	30,000	24,000	Bank	80,000	1,47,000
			Cash	17,000	10,000
	9,00,000	14,96,000		9,00,000	14,96,000

OR

Q. 2 Read and comment on the following account in the books of Royal: **(15)**

Dolly's A/c

Date	Particulars	LF	Amt. Rs.	Date	Particulars	LF	Amt. Rs.
2016				2016			
Jan. 1	To Bal b/d		20,000	Jan. 10	By Bank		1,000
20	To Sales		3,000		By Bills Receivable		1,000
Feb. 10	To Sales		4,000	Feb. 1	By Sales Return		1,000
28	To Sales		2,500		By Bank		800
Mar. 15	To Sales		3,000		By Discount		200
20	To Sales		2,500	20	By Bills Receivable		1,000
27	To Bills Receivable (Dishonour)		1,000		By Bank		2,000
				Mar. 8	By Bills Receivable		2,000
					By Bank		2,250
					By Discount		250
				25	By Bank		1,500
				29	By Bills Receivable		1,500
				29	By Bank		1,000
				31	By Balance c/d		2,500
			18,000				18,000

****

Instructions: **1) Attempt any five questions from the following.**
2) All questions carry equal marks.

Q. 1	A)	Define a Private Company and state the special privileges of a private company.	(10)
	B)	Write note on - Disadvantages of Joint Stock Company.	(05)
Q. 2	A)	What is Articles of Association? State the contents of Articles of Association	(10)
	B)	Write note on - Certificate of Incorporation	(05)
Q. 3	A)	Who can be member of a Company? How membership of Company is acquired?	(10)
	B)	Write note on - Rule of Ultra-Vires	(05)
Q. 4		Write notes on (any three)	(15)
	A)	Legal Position of a director in a company	
	B)	Statement in lien of prospectus	
	C)	Annual General Meeting	
	D)	Holder in due-course	
	E)	Promissory Note	
Q. 5	A)	What is Endorsement? State the various lands of Endorsement.	(10)
	B)	Write note on- Bill of Exchange	(05)
Q. 6	A)	Explain the meaning and objects of consumer protection Act 1986, Who is a consumer and who is not a consumer under C P Act 1986?	(10)
	B)	Write note on - District forum	(05)
Q. 7		Write notes on (any three)	(15)
	a)	Kinds of crossing of a cheque	
	b)	Noting and protest	
	c)	State Commission	
	d)	National Commission	
	e)	"Complaints' Under consumer protection Act.	

सुचना: कोणत्याही तीन प्रश्नांची उत्तरे लिहा.

प्र. १ ब्लुस्टार कंपनी लिमिटेडचे लेखांकन करणाऱ्यांनी ३१ मार्च २०१६ वर्ष अखेरीचे व्यापारी आणि नफा तोटा पत्रक व ताळेबंद पुढीलप्रमाणे दिले आहेत. (२५)

व्यापारी आणि नफा–तोटा खाते ३१ मार्च २०१६ वर्ष अखेरीचे

तपशील		रुपये	तपशील	रुपये
सुरवातीचा मालसाठा		७०,०००	विक्री	१६,६०,०००
खरेदी	१५,३०,०००		अखेरीचा मालसाठा	१,६०,०००
(–) परत	३०,०००	१५,००,०००		
ढोबल नफा		२,५०,०००		
		१८,२०,०००		१८,२०,०००
घसारा		३६,०००	ढोबळ नफा	२,५०,०००
प्रशासन खर्च		५०,०००	लाभांश मिळाला	१०,०००
विक्री व वितरण खर्च		२४,०००		
करासाठी तरतूद		४०,०००		
कर्जावरील व्याज		१६,०००		
निव्वळ नफा		९४,०००		
		२६०,०००		२६०,०००

३१ मार्च २०१६ रोजीचा ताळेबंद

देयता	रुपये	मालमत्ता	रुपये
भाग भांडवल	३००,०००	रोख रक्कम	२८,०००
नफा–तोटा खाते	१८०,०००	मालसाठा	१६०,०००
बँकेचे कर्ज	७१,७५०	ऋण को	१७८,५००
बँकेकडून उचल	३८,०००	जमिन व इमारत	९२,१५०
धनको	२६,०००	संयंत्र	१२८,६००
कराची तरतूद	४०,०००	प्राथमिक खर्च	८,५००
		गुंतवणूक	६०,०००
	६५५,७५०		६५५,७५०

उभ्या पध्दतीने उत्पन्नपत्रक आणि ताळेबंद तयार करा.

Instructions: **1) Question No. 1 is compulsory.**
2) Attempt any three out of the remaining questions.

Q. 1 Read the following passage and answer the questions give below:

Amartya Sen was born in Shantinikestan in 1933. He was named 'Amartya' - 'the one deserves immortality' - by Rabindranath Tagore, who was the first Indian to win the Nobel As a schoolboy in Shantiniketan, sen thought variously of becoming a Sanskrit scholar lik grandfather, a mathematician another time, and a couple of years later, a physicist. But wh entered Kolkatta's Presidency College, after topping the intermediate examination, he was doubt about his true calling - Economics.

Destiny, perhaps, played an important part in his decision. As a boy of ten, he had witne the horrors of the Bengal Famine of 1943, a man-made catastrophe in which five million p died. He had seen people die in front of his house. He recalls 'The streets were full of emac looking faces and people were dying in very large numbers. It made me think about what ca famine and when I took on the famine work in a formal way 30 years later, I was still quite ha by the memories of that period.

Amartya Sen is not only a distinguished teacher, he is also a prolific writer. He has aut 21 books, apart from nearly 200 research papers and articles. His writings reve fundamental concern with the well-being of people, particularly the poor. In one of this fa books - **Poverty and Famine - Essay on Entitlement and Deprivation -**, he has challenge popular notion that famines are caused by shortage of food. According to him it is eco inequality and unequal distribution of resources which are the more urgent causes of fami our country.

A) Answer the questions below:

1) Who named him Amartya?
2) What does Amartya Mean?
3) Who was the first Indian to win the Nobel Prize?
4) Which three professions was Amartya interested him to take up Economics?
5) What influenced him to take up Economics?
6) How many books has he authorised?
7) How many research papers and articles has been written?
8) Name one of his famous books?
9) According to Sen, What are the causes of famine?

B) Match the words in column 'A' with the meaning in column 'B'

Column 'A'	Column 'B'
1) emaciated	a) Producing many works
2) Distinguished	b) abnormally thin and weak
3) Prolific	c) Famous
4) fundamental	d) a person who sees an event

प्र. २ अ) राधाच्या पुस्तकातील पुढील खात्यावर मतप्रदर्शन करा. (१५)

मिराचे खाते

दिनांक	तपशील	रुपये	दिनांक	तपशील	रुपये
३.३.१६	देय हुंडी	२०,०००	१.३.१६	सुरवातीची शिल्लक	२०,०००
११.३.१६	रोख	१९,८००	१०.३.१६	खरेदी	२०,०००
११.३.१६	सूट	२००	१७.३.१६	खरेदी	५०,०००
२०.३.१६	बँक	४५,०००	१८.३.१६	देय हुंडी	२०,०००
२०.३.१६	खरेदी परत	५,०००	२५.३.१६	खरेदी	५,०००
३१.३.१६	अखेरीची शिल्लक	२५,०००			
		१,१५,०००			१,१५,०००

ब) रामच्या पुस्तकातील रोख खात्यावर मत व्यक्त करा. (१०)

रोख खाते

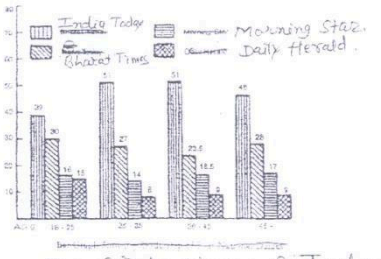
दिनांक	तपशील	रुपये	दिनांक	तपशील	रुपये
१.६.१६	सुरवातीची शिल्लक	३०,०००	१०.६.१६	खरेदी	१५,०००
३.६.१६	विक्री	१०,०००	१८.६.१६	देय हुंडी	३,०००
५.६.१६	ऋणको	२५,०००	२१.६.१६	मजुरी	४,०००
१२.६.१६	येणे हुंडी	२०,०००	२५.६.१६	पगार	१२,०००
१७.६.१६	फर्निचर	५,०००	२९.६.१६	भाडे	८,०००
			३०.६.१६	वैयक्तिक उचल	१२,०००
			३०.६.१६	अखेरीची शिल्लक	३६,०००
		९०,०००			९०,०००

प्र. ३ अ) श्री सुधीर आर्थिक व्यवहारांची नोंद एकल नोंद पध्दतीने करतात. ३१ मार्च २०१६ रोजीचा त्यांना झालेला नफा काढा. (१०)

तपशील	३१/३/२०१५	३१/३/२०१६
जागा आणि इमारत	१००,०००	१००,०००
नावलौकिक	१०,०००	५,०००
बँकेतील रोख रक्कम	८,०००	१५,०००
मालसाठा	६,०००	१८,०००
ऋणको	१३,०००	२०,०००
धनको	१२,०००	११,०००
बँकेतील उचल	२,०००	३०,०००

त्यांनी व्यवसायासाठी जास्तीचे रु. ५००० भांडवल आणले आणि वैयक्तिक कारणासाठी रु. ८०० काढले.
इमारतीवर ५% प्रतिसाल दराने घसारा आणि ऋणकोवर २.५% प्रतिसाल दराने बुडीत खात्यासाठी निधी आकारा.

Q. 2 A) Study the Bar Graph given below and answer the questions: (10)



Bar Graphs showing Readership of National Dailies.

1) In the age group 18-25 Which is the 'most read' newspaper?
2) In the age group 26-35 which is the newspaper that has the lowest readership?
3) what is the total percentage of the readership across all age for. Morning Star?
4) Which newspaper is the most popular in the age group 45+?
5) Which newspaper is the least across all ages of readers?

B) Draw a line graph for the following tables: (10)

SUBJECTS	NO. OF STUDENTS
History	45%
Geography	70%
Hindi	60%
English	20%
Philosophy	40%

Q. 3 A) Write any one letter of credit. (10)

Your have received an order for the first time, for goods worth Rs. 2,50.000/- from messrs Garud & Sons. Enquiries you have made indicate that their financial positions is not satisfactory. Draft a suitable reply

OR

Write to Mangala Industries Ltd., Jalgaon enquiring about the credit standing of Anita Book Stores that has placed an order with you for goods on credit. Terms

B) Write any one letter of Collection: (10)

Write a letter to "Ankit Electronics Store" reminding them that they have neither settled their account nor replied to your earlies remindes offers to take installment payments to help them to settle the account.

OR

A letter of collection asking for immediate payments has been send by mistake to Vrinda Rajhans Store, a regular customer, who has already settled their account in full. Write to them apologizing for the Mistake.

Q. 4 Write Q. 4 A Or Q. 4 B. (20)

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ना : कोणतेही पाच प्रश्न सोडवा.

१ अ) प्रस्तावाची व्याख्या सांगून, प्रस्ताव मागे घेण्याच्या विविध पद्धती कोणत्या हे वर्णन करा.

ब) टीप लिहा. निक्षेप दात्याचे (Bailor) कर्तव्ये

२ अ) प्रतिफलाशिवाय होणारा करार व्यर्थ आहे हे नियम सांगून या नियमाला असणारे अपवाद स्पष्ट करा.

ब) टीप लिहा. बाजीचा ठराव (Wagering Agreements)

३ अ) भागीदारांचे हक्क आणि कर्तव्ये विषद करा.

ब) टीप लिहा. भागीदारीतील अज्ञानाचे स्थान

४ टीपा लिहा. (कोणत्याही तीनवर)

अ) भरणा केलेल्या रकमेच्या विनियोगाचे नियम

ब) कपट (Fraud)

क) निक्षेपदात्याचे (Bailor) अधिकार

ड) भागीदारी पेढीतून भागीदारांचे निवृत्तीचे मार्ग

इ) दर्शविणारा भागीदार

५ अ) अदत्त विक्रेता म्हणजे कोण? मालविक्री कायद्या अंतर्गत, अदत्त विक्रेताचे अधिकार स्पष्ट करा.

ब) टीप लिहा. मालविक्रीच्या कराराची मूलभूत लक्षणे

६ कोणीही आपल्या स्वतापेक्षा चांगले स्वत्वत हस्तांतरित करु शकत नाही. हे विधान स्पष्ट करा. या नियमाला अपवा कोणते आहेत, ते सांगा.

७ टीपा लिहा. (कोणत्याही तीनवर)

अ) मालाची वर्णनाद्वारे विक्री

ब) मालाचा ताबा आणि ताबा देता येण्याजोगी अवस्था

क) भागीदारांच्या ध्वनित अधिकारांवर असलेली कायदेशीर बंधने

ड) भागीदारी आणि कंपनी यांतील फरक

इ) माहितीचे अधिकार २००५ या कायद्याचे अर्थ आणि संज्ञा

A) Draft the Notice and Minutes of the General Body Meeting of Shoba Co-opertive Housing Society where the following points were discussed:
1) Collection of funds for painting of the buildings.
2) Appointment of Security guards
3) Provision for Water Supply
4) Availability of Parking Zone for Visitors.

B) Answer the both Questions:
1) Explain the various stages of collection series.
2) 4 C's of credit.

Q. 5 A) As the head of Bajaj Electricals, Write a Memo to the cleark, Why there was a delay in distributing the invitation cards to customers for the inauguration of the New Branch office. (10)

OR

A clerk of Sales Department of Ashok Enterprise has been careless and negligent in his work. Draft a memo warning him of serious consequences.

B) Draft a circular about the change in dates of college N. S. S. Special Camp. (10)

OR

"Shilpa Computers" is shifting its office from Pune to Shivaji Nagar Station area. Draft a circular to inform the customers about the change.

Code : 340110 - Business Law B.Com Sem - III (Fresh) Exam - 17.11.2016 Marks:

Note : 1) Attempt any Five questions from the following
2) All questions carry equal marks.

Q. 1 A) Define proposal and state the modes of revocation of a proposal.
B) Write not on - Duties of Bailor

Q. 2 A) State the exceptions to the rule "An agreement made without consideration is void."
B) Write note on - Wagering Agreements

Q. 3 A) Discuss the rights and duties of partners in a partnership firm.
B) Write a note on Minor's position in a partnership firm.

Q. 4 Write notes on (Any three)
A) Rules regarding appropriation of payment
B) Fraud
C) Rights of Bailor
D) Modes of Retirement of partners
E) Holding out partner

Q. 5 A) Who is unpaid seller? State his rights under the sale of Goods Act.
B) Write note on - Essentials of Contract of Sale

Q. 6 "No one can transfer a better title than what he himself possesses" Discuss the rule and state the exceptions to the rule.

Q. 7 Write notes on (Any three)
A) Sale by description
B) Delivery and deliverable state
C) Restrictions on Implied authority of partners.
D) Distinction between partnership and company
E) Meaning and Concept of Right to Information Act - 2005

Instructions: **1) Question No. 1 is compulsory.**
2) Attempt any three out of the remaining questions.

Q. 1 What information did Sudhaji get about Hanumanthappa from the newspaper? Why was she surprised when she received an envelope? (15)

OR

Sudhaji was impressed by the Young Man When she met him. Why was she disappointed at the end of the visit?

Q. 2 Write short notes on any two of the following topics. (20)

a) Thandappa's gift
b) Sudhaji's condolence visit
c) The missing mop

Q. 3 A) Write a note on any one of the following (10)

a) Physical barriers to communication
b) Write in detail about Non-verbal communication.

B) Read the following passage carefully and answer the questions given below: (10)

Orissa is a state with beautiful thick forests and the famous Chilka Lake. It is well known for its great temples. The Puri Jagannath Temple and the Sun Temple of Konark are among the most remarkable architectural achievements of ancient India.

I firmly believe in the principle that whenever our company opens a development centre, the services of our Infosys Foundation must also be made available there. Thus Orissa became an area of activity for the Foundation. There is a lot of poverty in Orissa, and there are around 13,500 NGOs working there to help the poorest of the poor.

Orissa is a state where many tribal people dwell in remote, inaccessible areas deep in the interior of its dense forests, The women wear brightly coloured sarees - leaf green, bright yellow, dark red - and simply knot their jet black hair with flowers tucked in. It is a delight to see them when one is travelling inside the forests of Orissa.

Once I had to travel to Kalahandi. It is neither a town nor a city, and it is not known for anything special. It's just another part of another tribal district like Majur Bhunj or Koraput.

They say that before Independence, Kalahandi was ruled by a king. The tribals believed that the king was their caretaker and possessed supreme powers. They are so innocent that, even today, they don't believe that kings no longer exist. Even now, if a child is orphaned, it will be left at the doorstep of the collector's house. For them the ultimate protector is the raja.

Bhavani Pattanam is the district headquarters of Kalahandi.

Questions:

1) What is Orissa famous for? (02)
2) Where do the tribal people live? (01)
3) Write about the tribal women living in the forests of Orissa. (02)
4) What do the tribals do with an Orphan Child? (01)
5) Give noun forms of the following words: (02)
   a) believe b) independent c) exist d) deep
6) Give Opposites (02)

Code : 340110 - Business Law B.Com Sem - III (Fresh) Exam - 17.11.2016 Marks:

Note : **1) Attempt any Five questions from the following**
2) All questions carry equal marks.

Q. 1	A)	Define proposal and state the modes of revocation of a proposal.	(10)
	B)	Write not on - Duties of Bailor	(05)
Q. 2	A)	State the exceptions to the rule "An agreement made without consideration is void."	(10)
	B)	Write note on - Wagering Agreements	(05)
Q. 3	A)	Discuss the rights and duties of partners in a partnership firm.	(10)
	B)	Write a note on Minor's position in a partnership firm.	(05)
Q. 4		Write notes on (Any three)	(15)
	A)	Rules regarding appropriation of payment	
	B)	Fraud	
	C)	Rights of Bailor	
	D)	Modes of Retirement of partners	
	E)	Holding out partner	
Q. 5	A)	Who is unpaid seller? State his rights under the sale of Goods Act.	(10)
	B)	Write note on - Essentials of Contract of Sale	(05)
Q. 6		"No one can transfer a better title than what he himself possesses" Discuss the rule and state the exceptions to the rule.	(15)
Q. 7		Write notes on (Any three)	(15)
	A)	Sale by description	
	B)	Delivery and deliverable state	
	C)	Restrictions on Implied authority of partners.	
	D)	Distinction between partnership and company	
	E)	Meaning and Concept of Right to Information Act - 2005	

a) Bright b) beautiful c) Ancient d) thick

Q. 4 A) Write a letter to the Manager of a bank complaining to him of the rude behaviour of the cahsier. (10)

OR

You had ordered 10 dozen notebooks to Bombay Paper Mart. When you received the consignment you found that the notebooks are of interior quality. The paper is then and the size of the note book is smaller than what was shown to you. Write a letter of complaint.

B) You have received a complaint from 'A-1 Electricals' that several customers have complained to them about the spray. hair-dryers supplied last month. On investigation you found that there was a defect in the machinery. Draft a reply to the complaint.

OR

Kamal Electrical received a complain from a customer that the T.V. set he had purchased from them is not functioning properly and demands a new one. Write a letter on behalf of Kamal Electronics refusing adjustment.

Q. 5 A) As a marketing manager, write a memo to your secretary, asking her to send a notice to all the members of Advertisement Committee for an urgent meeting next day. (10)

OR

You are the head of Sales Department. The meeting of your department scheduled on 30 November is postponed to 6 December. Write a memo informing other members of the department about this change.

B) You are Mrs. Mehta. You are going to the doctor with your neighbour, Mrs. Nair, as she is not feeling well. Write a note your daughter giving all the details. (10)

OR

Write a note to your mother informing her that you are going to temple with your grandmother.

Code : 340305 - Economics Money & Banking B.Com Sem - III (Fresh) Exam - 19.11.2016 Marks:

सूचना : कोणतेही पाच प्रश्न सोडवा

प्र. १	राष्ट्रीय उत्पन्न म्हणजे काय ? अर्थव्यवस्थेच्या चक्रीय प्रवाहातील चार क्षेत्रीय नमूना स्पष्ट करा.	१५
प्र. २	गुंतवणूक गुणक सिद्धांत व त्याची प्रक्रीया याचे टीकात्मक परिक्षण करा.	१५
प्र. ३	भाववाढीचा अर्थ सांगून त्यामागील विविध कारणांची चर्चा करा.	१५
प्र. ४	पैशाची मागणी म्हणजे काय ? पैशाच्या मागणी चे सिद्धांत सांगा.	१५
प्र. ५	व्यापारी बँकांद्वारा होणाऱ्या बहुस्तरीय पत-पुरवठा प्रक्रीयेचे स्पष्टीकरण करा.	१५
प्र. ६	केंद्रीय बँकेद्वारा पत-पुरवठा नियंत्रणासाठी आयोजिले जाणारे विविध उपाय कोणते आहेत ?	१५
प्र. ७	टीपा लिहा. (कोणत्याही दोन)	१५

अ) व्यापार चक्र

ब) पैशाचे मूल्य

क) भांडवलाची सिमांत उत्पादकता (MEC)

ड) रिझर्व बँकेची पैशाच्या पुरवठ्याची व्याख्या

Instructions: **1) Question No. 1 is compulsory.**
2) Attempt any three out of the remaining questions.

Q. 1 Draft a letter of job application with a C.V. (15)

A Dental Clinic requires Receptionist. Candidate must be a graduate between 23 to 26 years with pleasing personality and good communication skills. Apply with C. V. to 'Smile Dental Clinic', M. G. Road, New Delhi - 1.

OR

Wanted a secretary for a Financial Firm based at Mumbai. Preference will be given to candidates who have 2-3 years experience. Apply with A C.V.

Q. 2 Read the following passage and answer the questions given below (10)

A scarcity economy and a short-age of capital have made Indians inventive about improvising on inputs and reducing costs. In the Indian economic lexicon, nothing is entirely valueless," and everything is potentially of value. Indians do not take easily to the western culture of throwing things away. The are uncomfortable with disposables because they instinctively think in terms of possible use, not fixed periods of usage. Educated Indians will routinely reuse gift wrappers, preserve aluminum foil, recycle wedding gifts and diligently peel off unmarked stamps from-letters. A million kabadiwallahs make a living from finding something of value from junk. They are willing to buy or sell any junk, from newspapers to empty bottles. Their business premise is simple : everything has the capacity of being recycled, because everyone is looking to minimise costs. It is estimated that 60 percent of India's plastic waste is recycled, compared to 10 percent in China and 12 percent in Japan.

Indians have little option but to be street smart. Indeed, the street is the biggest employer in the country. India has a variable army of 'foot-path businessmen' : small shopkeepers, tea stall owners, dhabawallahs, artisans, barbers and rickshaw pullers. It is estimated that 10 million men and women work as street hawkers and vendors, and more then 60 milion people are directly dependent on this trade. The organised sector of the economy - private, public and corporate - employs less than 5 percent of the workforce.

1) What has made Indians inventive about improvising on inputs and reducing costs? (01)
2) What Indians do not take easily to the Western Culture? (01)
3) Why can not Indians throw things? (01)
4) Why do the kabadiwallahs buy or sell any junk? (01)
5) What percentage of Indian's plastic waste is recycled? (01)
6) Give antonyms of (03)
   i) uncomfortable
   ii) possible
   iii) dependent
7) Match the following (02)

Column 'A'	Column 'B'
i) scarcity	a) unimaginative
ii) inventive	b) creative
	c) a very small supply

Note : **Attempt any five questions from the following:**

Q. 1 What is national Income? Explain the four Sector model for circular flow of economic activity.

Q. 2 Critically evaluate theory of investment multiplier and its process.

Q. 3 Explain meaning and causes of inflation.

Q. 4 What is demand for Money. Explain, the theories of Demand for money.

Q. 5 Explain the process of multiple credit creation by the commercial Banks.

Q. 6 What are the various measures of credit control use by the central bank.

Q. 7 Write short notes on any two:

A) Trade cycle.

B) Value of Money

C) MEC

D) RBI's concept of money in India.

B) Now read the above passage and summarize it. (10)

Q. 3 Attempt any two (20)

a) Draft a letter of resignation from the post of sales executive as you have decided to shift to your native place and start your own business.

b) Write a letter to your employer asking for 7 days medical Leave as you are suffering from a viral infection. Attach medical certificate.

c) You have been offered the post of an Accountant. Draft a letter of acceptance.

Q. 4 a) Write a brief note on Exit interview and stress interview. (10)

OR

What preparation the candidates need to be when appearing for an interview.

b) What are the different types of meeting? (10)

OR

What skills does the leader of a meeting require?

Q. 5 Write notes on any two (20)

a) Internet and email.

b) Advantages and disadvantages of fax.

c) email etiquette

s:

Code : 340306 - Commerce Customer Relationship Marketing & Retailing - B.Com - Sem-III (Fresh) Exam - 22.11.2016

Marks: 75

सूचना : कोणतेही पाच प्रश्न सोडवा.

(15 प्र. १ ग्राहक संबंध बांधणीसाठी व्यवसाय संस्था कोणती व्यूहरचना अंमलात आणतात. १५

(15 प्र. २ ग्राहक मिळविण्याची संकल्पना स्पष्ट करुन त्यासाठी आवश्यक असलेल्या बाबी वर्णन करा १५

(15 प्र. ३ ग्राहक तक्रारिचे विविध प्रकार सागून त्या हाताळण्याची सविस्तर माहिती ल्हा. १५

(15 प्र. ४ ग्राहक समाधानावरती परिणाम करणारे विविध घटक सागून ग्राहक समाधान संस्था कसे विकसित करावे ते स्पष्ट करा. १५

(15 प्र. ५ व्यवसाय संघटना ग्राहक टिकवून ठेवण्यासाठी कोणत्या विविध पध्दती अवलंबतात त्याचे वर्णन करा. १५

(15 प्र. ६ किरकोळ व्यापाराचे विविध प्रकार स्पष्ट करा. १५

(15 प्र. ७ ग्राहक निष्ठेची संकल्पना स्पष्ट करुन ग्राहक निष्ठा वाढविणारे वेगवेगळे घटक कोणते ? १५

प्र. ८ थोडक्यात टिपा लिहा. (कोणत्याही दोन) १५

अ) ग्राहकाची काळजी

ब) आनंदी ग्राहक

क) किरकोळ व्यापाराचे ठिकाण

ड) किरकोळ व्यापाराची कार्ये

Note : Answer any five from the following Questions.

Q. 1 What is the meaning of free trade. Discuss the merits and demertis of free that policy. 15

Q. 2 Discuss the tariffs and non-tariff borries used to give protection to domestic indination. 15

Q. 3 (a) Explain the strucline of world Trade orgonisation (WTO) 08

(b) Environmental & Cabom standards undur WTO. 07

Q. 4 Critically evaluate the Purchasing power Parity under in deternining the equilibrium rate of exchanges. 15

Q. 5 What is the meaning of Fixed and fixible exchange rates. Give arguments for fixible and flesible exchange rates. 15

Q. 6 What are the causes of disequilibrium in the balance of Payments. Discuss measures to correct - disequilibrium in the balance of Payments. 15

Q. 7 Write Short note on any two 15

(a) Disadvantages to globalization of Gcobelisction.

(b) Spot and forward exchange rates.

(c) Concept of Current and Capital Account.

Code : 340306 - Commerce Customer Relationship Marketing & Retailing - B.Com - Sem-III (Fresh) Exam - 22.11.2016 Marks

Instructions : **Answer any five questions from the following.**

Q. 1 What strategies are practiced by organisations for building customer relationship.

Q. 2 Explain the concept of customer acquisition and its requisities.

Q. 3 What are different types of complaints and how are they handled?

Q. 4 Briefly explain different factors affecting customer satisfaction and how do organistions promote it?

Q. 5 Explain various methods used by organisations for retaining customers.

Q. 6 Enumerate different types of retail operations.

Q. 7 Explain the concept of customer loyalty what are different drivers of customer Loyalty.

Q. 8 Write Short notes (any Two)

a) Customer Care

b) Customer Delight

c) Retail Location

d) Functions of Retailing.

सूचना : कोणत्याही पाच प्रश्नांची उत्तरे लिहा.

प्र. १ 'मुक्त व्यापार धोरण', याचा अर्थ काय ? या धोरणाच्या गुण-दोषांची चर्चा करा. १५

प्र. २ स्वदेशातील उदयोंगाच्या रक्षणासाठी वापरल्या जाणाऱ्या जकात अडथळे व नि:शुल्क अडथळे (Non-Tariff Barriers) यांची चर्चा करा. १५

प्र. ३ (अ) विश्व व्यापार संगठनेच्या संरचनेची चर्चा करा. ०८

(ब) विश्व व्यापार संगठना व पर्यावरण आणि श्रममानक ०७

प्र. ४ विदेशी चलन दर निश्चितीच्या क्रयशक्ती समानता सिद्धांताचे टीकात्मक परीक्षण करा. १५

प्र. ५ स्थिर व लवचिक दर याचा अर्थ काय ? स्थिर व लवचिक दराचे फायदे सांगा. १५

प्र. ६ विदेशी व्यवहार तोलातील असमतोलाची कोणती कारणे आहेत ? या असमतोलावर विविध उपाय सांगा. १५

प्र. ७ टिपा लिहा (कोणत्याही दोन) १५

(अ) जागतिकीकरणाचे तोटे.

(ब) विदेशी चलन दराचा स्पॉट व वायदे बाजार.

(क) चालू व भांडवली खाते या संकल्पना.

Note : Answer any five from the following Questions.

Q. 1 What is the meaning of free trade. Discuss the merits and demertis of free that policy. 15

Q. 2 Discuss the tariffs and non-tariff borries used to give protection to domestic indination. 15

Q. 3 (a) Explain the strucline of world Trade orgonisation (WTO) 08

(b) Environmental & Cabom standards undur WTO. 07

Q. 4 Critically evaluate the Purchasing power Parity under in deternining the equilibrium rate of exchanges. 15

Q. 5 What is the meaning of Fixed and fixible exchange rates. Give arguments for fixible and flesible exchange rates. 15

Q. 6 What are the causes of disequilibrium in the balance of Payments. Discuss measures to correct - disequilibrium in the balance of Payments. 15

Q. 7 Write Short note on any two 15

(a) Disadvantages to globalization of Gcobelisction.

(b) Spot and forward exchange rates.

(c) Concept of Current and Capital Account.

सूचना : कोणत्याही पाच प्रश्नांची उत्तरे लिहा.

प्र. १ 'मुक्त व्यापार धोरण', याचा अर्थ काय ? या धोरणाच्या गुण-दोषांची चर्चा करा. १५

प्र. २ स्वदेशातील उदयोंगाच्या रक्षणासाठी वापरल्या जाणाऱ्या जकात अडथळे व नि:शुल्क अडथळे (Non-Tariff Barriers) यांची चर्चा करा. १५

प्र. ३ (अ) विश्व व्यापार संगठनेच्या संरचनेची चर्चा करा. ०८

(ब) विश्व व्यापार संगठना व पर्यावरण आणि श्रममानक ०७

प्र. ४ विदेशी चलन दर निश्चितीच्या क्रयशक्ती समानता सिद्धांताचे टीकात्मक परीक्षण करा. १५

प्र. ५ स्थिर व लवचिक दर याचा अर्थ काय ? स्थिर व लवचिक दराचे फायदे सांगा. १५

प्र. ६ विदेशी व्यवहार तोलातील असमतोलाची कोणती कारणे आहेत ? या असमतोलावर विविध उपाय सांगा. १५

प्र. ७ टिपा लिहा (कोणत्याही दोन) १५

(अ) जागतिकीकरणाचे तोटे.

(ब) विदेशी चलन दराचा स्पॉट व वायदे बाजार.

(क) चालू व भांडवली खाते या संकल्पना.

Code : 4004 BMS - Sem. IV (New Course) (Fresh/Repeater) Exam.-March/April - 2017

Date : 30-03-2017 Quality Management Marks - 75

Notes : 1) Q. 1 & Q. 8 are compulsory.

2) Attempt any 5 from Q. 2 to Q. 7

Q.1 Explain the following concepts. (Any Six) 12

a) Quality Assurance

b) Learning carve

c) Quality circle

d) Kaizan

e) DMAIC cycle

f) Jurans view of Quality

g) Quality Design

h) ISO

Q. 2 What is Quality ? Explain characteristics of quality. 10

Q. 3 Explain in brief the detail structure of quality circle. 10

Q. 4 Briefly explain malcolm Baldrige quality system. 10

Q. 5 Explain the concept of six sigma along with its benefits. 10

Q. 6 Write short notes on 10

a) Techniques of TQM

b) Suggestion schemes

Q. 7 a) Explain the concept of CMM. 5

b) Eithcal practices in quality management. 5

Q. 8 a) Case Study 1 6

A star corporation a company manufacturing industiral equipments recently found some resentment from their employees. The shop floor level had issues with regards to safety and security. The work legged which affected the production and profits. While people felt they were listened to at a local level (by their manager), they felt less engagement with he senior team. A working group from across the organisation was assembled to look at this issue and a staff survey was conducted. Every employee had an opinion and had a lot of things to say about the issue in general.

Question :

1) Identify the problem in the above case study.

2) Suggest ways to solve the problems and ways of applying solution

b) Case study 2

Case study of Indira College of Engineering and Management Library. The
of Indira group of institutes has decided to promote the library as a centra
the institution run by Indira. Facing such an immense responsibility in a ve
ol time made it obligatory to the library staff to organize the library syste
better and competent way. Still being at its initial stage, the library ac
encountering , many small problems frequently. To name few were :

1. Missing Books
2. Misplacements.
3. Library usage
4. Delivery of journals
5. Number of copies per title
6. Allocation of work among the Staff
7. Purchase related problems etc.

A committee was initiated to study the above problems and come out
solutions to meet the requirements of the management. Lot of brains
conducted and it was decided to solve these problems by implementing '(
Program'

A group was created and the problems were looked into.

Questions :

1) Identify techniques of quality Circle that can in be applied to these issues
2) List the steps that the quality circle can follow to solve these problems

सूचना : कोणतेही पांच प्रश्न सोडवा

प्र. १	ग्राहक संबंध बांधणीसाठी व्यावसया संस्था कोमती व्यहरचना (Strategies) अवलंबतात.	१५
प्र. २	व्यवसाय संघटना ग्राहक टिकवून ठेवण्यासठी कोणत्या विविध पध्दती अवलंबतात त्याचे वर्णन करा.	१५
प्र. ३	ग्राहक समाधान म्हणजे काय? ग्राहक समाधान व्यवसाय संस्था कसे विकसित करतात ते स्पष्ट करा.	१५
प्र. ४	ग्राहक तक्रार म्हणजे काय? विविध प्रकारच्या ग्राहक तक्रारी व्यवसाय संस्था कशा हाताळतात ते स्पष्ट करा.	१५
प्र. ५	किरकोळ व्यापार म्हणजे काय? यशस्वी किरकोळ व्यापारासाठी आवश्यक असलेले घटक स्पष्ट करा.	१५
प्र. ६	ग्राहक निष्ठेची संकल्पना स्पष्ट करुन ग्राहक निष्ठेवर परिणाम करणारे विविध घटक कोणते?	१५
प्र. ७	किरकोळ व्यापार संस्थेचे विविध प्रकार स्पष्ट करा.	१५
प्र. ८	थोडक्यात टिपा लिहा. (कोणत्याही दोन)	१५

अ) ग्राहक केंद्रबिंदू (Focus)

ब) ग्राहक मिळविणे (Acquisition)

क) किरकोळ व्यापार ठिकाण

ड) [illegible]

Instructions: Answer any five questions from the following

Q. 1	What different strategies are used by organisations for building customer relationship?	(15)
Q. 2	Explain various methods used by Organisations for retaining customers.	(15)
Q. 3	What do you mean by customer satisfaction and how do organisations promote it.	(15)
Q. 4	Why do customers complain? How do organisations handle different types of complaints.	(15)
Q. 5	What is retailing? Explain the essence of successful retailing.	(15)
Q. 6	Explain the concept of customer Loyalty. What different factors affect customer Loyalty.	(15)
Q. 7	Explain different types of retail organistions.	(15)
Q. 8	Write short notes (any two)	(15)

a. Customer Focus
b. Customer Acquisition.
c. Retail Location
d. Internal store Environment.

Code - 440406 - Introduction to Banking & Insurance B..Com Sem - IV (Fresh) Exam 29.03.2017 Marks: 75

Instructions: Write any five questions from the following

Q. 1	Write a detail note on Evolution of Banking.	(15)
Q. 2	State and explain the various functions of Banks.	(15)
Q. 3	Define the term banking and discuss the different sound lending principles of Banks.	(15)
Q. 4	What are the different types of Bank Accounts? Explain in detail.	(15)
Q. 5	Enumerate and discuss the various principles of Insurance.	(15)
Q. 6	Define the term Insurance. Explain the role of Insurance in the present world.	(15)
Q. 7	Write short notes (Any two)	(15)

1) ATM
2) Credit Card
3) Internet Banking
4) Tele Banking

Code - 440406 - Introduction to Banking & Insurance B. Com Sem - IV (Fresh) Exam 29.03.2017 Marks: 75

सूचना : कोणतेही पाच प्रश्न सोडवा.

प्र. १	बँकेच्या उत्क्रांतीवर सविस्तर टिपा द्या.	१५
प्र. २	बँकेच्या विविध कार्यांची माहीती लिहा.	१५
प्र. ३	बँक कर्जदेतवेळस कोणकोणत्या तत्वांचे पालन करत असते ते सविस्तर लिहा.	१५
प्र. ४	बँकेच्या वेगवेगळ्या खात्यांची माहिती सविस्तर लिहा.	१५
प्र. ५	विम्याच्या वेगवेगळ्या तत्वांची माहिती सविस्तर स्पष्ट करा.	१५
प्र. ६	आधुनिक युगात विम्याची भूमिका स्पष्ट करा.	१५
प्र. ७	टीपा लिहा. (कोणत्याही दोन)	१५

१) A. T. M. स्वयंमचलित गणक यंत्र
२) पत पत्र
३) आंतरजाल बँकींग
४) तार बँकींग

सूचना : कोणत्याही पाच प्रश्नांची उत्तरे लिहा.

प्र. १ राष्ट्रीय उत्पन्न म्हणजे काय ? अर्थव्यवस्थेच्या चक्रीय प्रवाहाचे, खुल्या अर्थव्यवस्थेचे प्रतिमान स्पष्ट करा. १५

प्र. २ गुंतवणूक गुणक सिद्धांताचे टिकात्मक परीक्षण करा. १५

प्र. ३ पैशाच्या मूल्याच्या 'नगदी शिल्लक' या विचारप्रवाहची चर्चा करा. १५

प्र. ४ भाववाढीचे 'ढार्च वाढ' व 'मागणी प्रणीत' भाववाढ या प्रकारांचे स्पष्टीकरण करा. १५

प्र. ५ बँकींग व्यवहारा अंतर्गत खालील संकल्पना स्पष्ट करा. १५

(अ) अकार्यक्षम मालमत्ता.

(ब) बहुस्तरीय पतनिर्मिती.

प्र. ६ देशाच्या केंद्रीय बँके द्वारा पतपुरवठा नियंत्रण साठी वापरल्या जाणाऱ्या विविध संख्यात्मक व गुणात्मक माग/ पद्धती कोणकोणत्या आहेत ? १५

प्र. ७ टिपा लिहा (कोणत्याही दोन) १५

(१) पैशाच्या पुरवठ्याच्या रिझर्व बँकेच्या संकल्पना.

(२) व्यापार चक्राचे विविध टप्पे (आकृती सह).

(३) वर्तमान तसेच सापेक्ष उत्पन्न सिद्धांत.

(४) भारतीय बँकींग क्षेत्रातील पुर्नभांडवलीकरण.

Attempt any Five Questions from Q. 1 to Q. 7

Q. 1 Define National Income. Explain the Circular flow of Economic Activity for an open Economy. 15

Q. 2 Critically Evaluate the principle of Investment Maltiplier. 15

Q. 3 What is the 'Cash Balance' approach to 'Value of Money'?, Discuss. 15

Q. 4 Explain 'Cost-Push' and 'Demand-Pull' Inflation in detail. 15

Q. 5 Explain the following important concepts or practices in Commercial Banking: 15

(a) Non-Performing Assets, (b) Multiple Credit Creation.

Q. 6 What are various Quantitative and Qualitative measures of credit control used by the Central Bank in an economy? 15

Q. 7 Write short Notes (Any Two) 15

(1) RBI's Concept of Money Supply in India.

(2) Phases of Trade Cycle (with diagram).

(3) Current and Relative Income Hypothesis.

(4) Recapitalisation in Indian Banking.

Code : 470244 B. Com. - Sem. IV (Fresh) Exam.-March/April - 2017

Date : 03-04-2017 Advertising Marks - 75

Notes : 1) **Attempt any five of the following.**

Q. 1		What are the qualities essential in creative visualization? Describe the process of visulaition.	15
Q. 2		What is copy writing ? Explain the different types of copy in advertising.	15
Q. 3		Disuses the important and technique of illustration in an advertisement.	15
Q. 4		Explain advertising appeals and buying motives.	15
Q. 5		What are the post testing methods of testing advertising effectiveness?	15
Q. 6	A)	What is meant by layout in an advertisement? Explain the requisites of an effective layout .	08
	B)	Write a note on types of customers.	07
Q. 7	A)	What are the factors to be considered in selecting an advertising agency ?	08
	B)	Distinguish between creative and competitive advertising	07
Q. 8		Write short notes on. (any two)	15
	1)	Designing a poster	
	2)	Structuring Television advertising	
	3)	AIDA Formula	
	4)	Advertising Department	

सूचना : कोणतेही पाच प्रश्न सोडवा.

प्र. १ क्रीयाशिल दृक प्रतिमाचे अत्यावश्यक गुणवैशिष्ट्ये कोणती ते स्पष्ट करा. त्याची प्रक्रीया स्पष्ट करा. १५

प्र. २ जाहिरातीतील मजकूर म्हणजे काय ? मजकुराचे विभिन्न प्रकास सविस्तर स्पष्ट करा. १५

प्र. ३ जाहीरात चित्रा (Illustration) चे महत्व आणि तंत्रे स्पष्ट करा. १५

प्र. ४ जाहीरातीतल अवाहन आणि ग्राहक प्रेरणा यावर टीपा लिहा. १५

प्र. ५ जाहीरातीनंतरच्या जाहीरातीचा प्रभावीपणा मोजण्याच्या विभिन्न पद्धती कोणत्या ? स्पष्ट करा. १५

प्र. ६ अ) जाहीरातीची रचना म्हणजे काय ? चांगल्या जाहीरातरचनेची वैशिष्ट्ये सांगा. ८

ब) ग्राहकांचे प्रकार यांवर टीप लिहा. ७

प्र. ७ अ) जाहीरात संस्थेची निवड करताना कोणते घटक विचारात घेतले पाहीजेत ? ते स्पष्ट करा. ८

ब) कलात्मक आणि स्पर्धात्मक जाहीरातीतल फरक स्पष्ट करा. ७

प्र. ८ खालीलपैकी कोणतेही दोनवर टिपा लिहा. १५

१) पोस्टर तयार करणे

२) दुरदर्शन जाहीरात तयार करणे

३) फॉर्म्युला

४) जाहीरात विभाग

Code : 340307 B. Com. - Sem. III (Repeater) Exam. - March / April - 2017

Date : 31-03-2017 Accountancy

Instructions : 1) Attempt any three questions.

Q.1 a) Yashodhara Ltd. presents you their Profit and Loss Account for the year ended 31 March 2016. Convert the same in vertical form. 10

Profit and Loss A/c.

Expenses	Rs.	Income	Rs.
To Opening stock	150000	By Sales	1000000
To Purchaes	450000	By Miscellaneous	60000
To salaries	100000	Receipts	
To Office and		By Closing Stock	500000
Administrave Expenses	100000		
To Audit Fees	50000		
To Directors Fees	150000		
To Preliminary Expenses	10000		
To Depreciation	40000		
To Interest on Loan	80000		
To Provision for Taxation	100000		
To Transfer to General	50000		
Reserve			
To Proposed Dividend	80000		
To Net Profit	200000		
	1560000		1560000

b) From the following Balance Sheet of Super Ltd. for the year ended 31 March 2016 Prepare Common Size statement using vertical form as per company Act. 2012 15

Balance Sheet

Liabilities	Rs.	Assets	Rs.
Equity Share Capital	400000	Land	100000
10% Preference	300000	Building	300000
Share Capital		Plant	250000
General Reserve	80000	Furniture	130000
Profit and Loss A/c	100000	Stock	100000
18% Debentures	70000	Debtois	200000
Creditors	80000	Cash	100000
Bills payables	40000	Preliminary	20000
Provision for Taxation	70000	Expenses	
Proposed Dividend	60000		
	1200000		1200000

Q. 2 a) Read the following accounts and write your comment 15

In the books of Mr. Rajguru 10

Machinery A/c

Date	Particulars	J/F	Rs	Date	Particulars	J/F	Rs.
2015				2015			
1/1	To Opening Balance		800000	20/3	By Bank		18000
5/1	To Kedar & Son's		250000	15	By Profit & Loss A/c		2000
	To Bank (Installation Charges)		50000		By Depreciation		30000
15/3	To Khore's A/c.		100000		By Closing Balance		1150000
			1200000				1200000

Q. 3 a) Mr. Navin keeps his books on single entry from his books, following, information is available for the year ending 31 March 2015. He had introduced additional capital in to the business amounting to Rs. 6000. He wants to depreciate his building and plant at 5% and furniture at 10% p.c. He thinks that 5% of the debtors are doubtful and Rs. 1000 are absolutely bad. 10

	1/4/2014	31/3/2015
	Rs.	Rs.
Bank	8000	12000
Cash	400	1000
Stock	5000	8000
Furniture	12000	12000
Investments	---	15000
Debtors	8000	12000
Creditors	9000	8000
Bills Receivables	---	2000
Bills Payable	800	---
Loan from a friend	1000	800
Building	20000	20000
Plant	40000	40000

Prepare statement of Affairs and calculate the profit / Loss of Mr. Navin.

b) From the following particulars of Mr. Jamal who keeps his books on single entry system prepare the trading and profit & loss account for the year ending 31/3/2016 and the balance sheet as on that date. 15

Receipt and payment Account

For the year ending 31/3/2016

Receipts	Rs.	Payments	Rs.
To Balance	4000	By Creditors	40000
To Sales	16000	By Salary	45000
To Debitors	120000	By Rent	3000
		By Wages	14000
		By Office expenses	8000
		By Purchases	6000
		By Drawing	22000
		By balance C/D	2000
	140000		140000

Further information	1/4/2015	31/3/2016
	Rs.	Rs.
Machinery	60000	60000
Furniture	12000	12000
Debtors	30000	40000
Creditors	8000	10000
Stock	24000	36000

Provide depreciation on machinery and furniture at 10% p.c. and make a provision of 5% for doubtful debts.

Q. 4 Write short notes on any three from the following. 25

1) Equity
2) Extraordinary items
3) Employee Benefit cost
4) Current Assets
5) Revenue from operations

Q. 5 **Answer the following questions(Any five)** 25

1) What do you mean by single entry system ? What are its limitations ?
2) What is the importance of common size statement and comparative statements.
3) State the legal provisions to be kept in mind before Reading a Ledger Account.
4) Explain the need of financial analysis of statements.
5) Diffentiate between Revenue Reserves and Capital Reserves.
6) Prepare vertical format of Trading and profit & Loss A/c as per revised companies Act (2012) as per schedule VI.

सूचना : कोणतेही तीन प्रश्न सोडवा.

प्र. १ अ) यशोधरा लिमिटेडने ३१ मार्च २०१६ वर्ष अखेरीचे नफा-तोटा पत्रक सादर केले आहे. त्याचे उभ्या उद्धतीमध्ये सादरीकरण करा. १०

नफा-तोटा खाते

खर्च	रुपये	आय	रुपये
प्रारंभीचा मालसाठा	१५००००	विक्री	१००००००
खरेदी	४५००००	किरकोळ उत्पन्न	६००००
पगार	१०००००	मालसाठा	५०००००
कार्यालयीन व प्रशासन खर्च	१०००००		
अंकेक्षकाची फी	५००००		
संचालकांची फी	१५००००		
प्राथमिक खर्च	१००००		
घसारा	४००००		
कर्जावरील व्याज	८००००		
करासाठी तरतूद	१०००००		
सामान्य निधीमध्ये वर्ग	५००००		
ढे सूचवलेला लाभांश	८००००		
निव्वळ नफा	२०००००		
	१५६००००		१५६००००

ब) सूपर लिमिटेडने ३१ मार्च २०१६ रोजीचा ताळेबंद दिला आहे. कपंनी कायदा २०१२ नुसार त्याची उभ्या पध्दतीने मांडणी करा आणि त्याचे समतल पत्रक तयार करा. १५

ताळेबंद

देयता	रुपये	मालमत्ता	रुपये
समहक्क भाग भांडवल	४०००००	जमीन	१०००००
१०% अग्रहक्क भाग	३०००००	इमारत	३०००००
भांडवल		संयंत्र	२५००००
साधारण राखीव निधी	८००००	फर्निचर	१३००००
नफा तोटा खाते	१०००००	मालसाठा	१०००००
१८% कर्ज रोखे	७००००	ऋणको	२०००००
धनको	८००००	रोख रक्कम	१०००००
देय हुंडी	४००००	प्राथमिक खर्च	२००००
करासाठी तरतूद	७००००		
सूचविलेला लाभांश	६००००		
	१२०००००		१२०००००

प्र. २ अ) पुढील खात्याचे वाचन करुन त्यावर मतप्रदर्शन करा. १

राजगुरु यांच्या पुस्तकातील

राखी यांचे खाते

दिनांक २०१५ जानेवारी	तपशील	रो. नों	रुपये	दिनांक २०१५ जानेवारी	तपशील	रो. नों	रुपये
१	प्रारंभीची शिल्लक		१५०००	८	बँक		१५०००
१०	विक्री		२००००	१५	रोख		१९६००
१८	विक्री		१८०००		सूट		४००
२४	विक्री		२५०००	२०	विक्री परत		३०००
				२३	रोख		१४७००
					सूट		३००
				२८	बँक		१००००
				३१	अखेरीची शिल्लक		१५०००

राजगुरु यांच्या पुस्तकातील १०

यंत्र खाते

दिनांक	तपशील	रो. नों	रुपये	दिनांक	तपशील	रो. नों	रुपये
२०१५				२०१५			
१/१	प्रारंभीची शिल्लक		८०००००	२०/३	बँक		१८०००
५/१	केदार आणि सन्स		२५००००	१५	नफा-तोटा पत्रक		२०००
	बँक		५००००		घसारा		३००००
	(यंत्र उभारणी खर्च)				अखेरीची शिल्लक		११५००००
१५/३	खरे यांचे खाते		१०००००				
			१२०००००				१२०००००

प्र. ३ श्री नवीन यांच्या व्यवसायाची आर्थिक पुस्तके एकल नोंद पद्धतीने ठेवतात ३१ मार्च २०१५ वर्ष अखेरीस पुढील माहिती उपलब्ध आहे. १०

त्यांनी व्यवसायासाठी रु. ६०००० अधिक भांडवल म्हणून आणले. इमारत आणि संयंत्रावर त्यांना प्रतिसाल ५% दराने तर फर्निचरवर १०% प्रतिसाल दराने घसारा आकारायचा आहे. संशयास्पद बुडीत ऋणकोंसाठी ५% तरतूद करायची आहे. रु. १००० ही रक्कम पूर्णपणे बुडलेली आहे.

	१/४/२९१४	३१/३/२०१५
	रु.	रु.
बँक	८०००	१२०००
रोख रक्कम	४००	१०००
मालसाठा	५०००	८०००
फर्निचर	१२०००	१२०००
गुंतवणूक	---	१५०००
ऋणको	८०००	१२०००
धनको	९०००	८०००
येणे हुंडी	---	२०००
देणे हुंडी	८००	---
मित्रांकडून कर्ज	१०००	८००
इमारत	२००००	२००००
संयंत्र	४००००	४००००

ब) जमाल यांच्या एकल नोंद पद्धतीच्या तपशीलावरून त्यांचे ३१-१-२०१६ वर्ष अखेरीची व्यापारी व नफा-तोटा पत्रक आणि त्या दिवसाचा ताळेबंद तयार करा. १

आय-व्यय खाते

(३१/३/२०१६ वर्ष अखेरीचे)

आय	रुपये	व्यय	रुपये
शिल्लक	४०००	धनको	४००००
विक्री	१६०००	पगार	५०००
ऋणको	१२००००	भाडे	३०००
		मजुरी	१४०००
		कार्यालयीन खर्च	८०००
		खरेदी	६०००
		वैयक्तिक उचल	२२०००
		अखेरीची शिल्लक	२०००
	१४००००		१४००००

इतर माहिती	१/४/२०१५	३१/३/२०१६
	रु.	रु.
यंत्र	६००००	६००००
फर्निचर	१२०००	१२०००
ऋणको	३००००	४००००
धनको	८०००	१००००
मालसाठा	२४०००	३६०००

यंत्र आणि फर्निचरवरती प्रतिसाल १०% दराने घसारा आकारा संगयीत बुडीत कर्जासाठी ५% तरतूद करा.

प्र. ४ पुढीलपैकी कोणत्याही तीन टिपा लिहा. २५

१) भाग (इक्विटी)

२) असाधारण नोंध

३) कर्मचारी लाभाचा खर्च

४) चालू मालमत्ता

५) व्यवसायातून उत्पन्न

प्र. ५ **पुढील प्रश्नांची उत्तरे लिहा. (कोणतेही पाच)** २५

१) एकल नोंद पध्ती म्हणजे काय ? त्याच्या त्रुटी कोणत्या ?

२) समतल पत्रक आणि तुलनात्मक पत्रक यांचे महत्त्व काय ?

३) खात्याचे वाचन करुन मत देताना कोणत्या बाबींची पूर्तता करावी लागते ?

४) आर्थिक पत्रकांचे विश्लेषण करण्याची गरज स्पष्ट करा.

५) चालू निधी आणि भांडवली निर्धायातील फरक सांगा.

६) नवा कंपनी कायदा २०१२ पत्रक VI प्रमाणे व्यापारी नफा-तोटा पत्रकाचा उभा नमूना तयार करा.

Note: Attempt any three from the following

Q. 1 Saroj Ltd. issued 20,000 equity shares of Rs. 10 each, payable Rs. 2 on Application, Rs. 3 on allotment and balance on Final Call. The applications were received for 25,000 shares and the allotment was made on pro-rata basis for all the shares applied. The money was duely received for all the share with an exception of 250 shares of Mr. Ranjit, who did not pay the final call. All the above shares were forfeited and re-issued to Ms. Ranjan for Rs. 6/- per share.

Pass necessary journal entries in the books of Saroj Ltd. (25)

Q. 2 The following given is Balance Sheet of Rajesh Ltd. as on 31st 2016: (25)

Liabilities	Amt / Rs.	Assets	Amt / Rs.
40,000 equity shares of		Land & Building	4,00,000
Rs. 10 each	4,00,000	Plant & Machinery	45,000
1,000 8% Redeemable		Investments	35,000
Preference shares of		Stock	45,000
Rs. 100 each fully paid	1,00,000	Debtor	25,000
6% Debenture	25,000	Bank balance	70,000
securities premium	10,000		
Profit & Loss A/c	25,000		
General Reserve	35,000		
Current Liabilities	25,000		
	6,20,000		6,20,000

The Company decided to redeem 8% Redeemable Preference Share at 5% premium. For the purpose of redeemption,

1) The divisible profit reserves were utilised to the full extent.
2) Issue of equity shares at par, for the necessary amount required to meet the redemption.

Pass necessary journal entries in the books of Rajesh Ltd. & also prepare the balance sheet after redemption.

Q. 3 Paresh Ltd. was incorporated on 1st April 2016 to take over the running business of M/s Parekh & Sons with effect from 1st January 2016.

The Company closes its accounts on 31st December 2016. Profit & loss account for the year ended 31st December 2016, was as follows :- (25)

Particulars	Amt./Rs.	Particulars	Amt./Rs.
To Salary	87,000	By Gross Profit	5,40,000
To Direct fees	15,000		
To Rent	64,000		
To General expenses	48,000		
To Depreciation	44,000		
To Dividend on shares	30,000		
To Advertising	63,000		
To Carriage Outwards	54,000		

To Bad Debts	27,000		
To Goodwill Written off	10,000		
To Net Profit c/d	98000		
	5,40,000		5,40,000

Additional Information:

1) Monthly Sales for the period 1st July 2016 to 31st December 2016 were half of the monthly sales for the period 1st January 2016 to 30th June 2016.
2) There was on clerk appointed for the period 1st January 2016 to 31st March 2016 with salary of Rs. 5,000 p.m. and thereafter 2 clerks were appointed with salary of Rs. 4,000 each per month in the post period.

Calculate the Pre & Post incorporation profit for the year ended 31st December 2016.

Q. 4 You are required to prepare financial statements from the following trial balance of H. M. ltd. for the year ended 31st March 2017, as per revised schedule VI of Companies Act 2013 (25)

Trial balance for the year ended 31.03.2017

Particulars	Amt./Rs.	Particulars	Amt./Rs.
Opening Stock of		Equity Share Capital	7,00,000
Raw Material	45,000	(Shares of Rs. 10 each)	
Furniture	2,00,000	11% Debentures	5,00,000
Machinery	6,00,000	Bank Loans	2,00,000
Land	5,00,000	Bills Payable	10,000
Bad Debts	12,000	Creditors	25,000
Salary	99,500	Sales	5,40,000
Advertisements	17,000	Rent Received	54,000
Purchases	3,20,000	Profit & Loss A/c	1,50,000
Bank Balance	1,20,000	(Cr. Balance)	
Cash on Hand	23,000	General Reserve	50,000
Interest on Debenture	55,000		
Goodwill	1,20,000		
Bills Receivable	12,000		
Debtors	46,000		
Commission	2,000		
Interest on Bank Loan	24,000		
Rent	11,000		
Insurance	22,500		
	22,29,000		22,29,000

Additional Information:

1) Stock at the end of year as on 31st March 2017 was Rs. 55,000/-
2) Prepaid Insurance was Rs. 500 included in the Insurance
3) Outstanding Rent for a month was Rs. 1000/-
4) Charge depreciation on furniture @10% p.a.
5) Provision for tax to be maintained at Rs. 5,000.

Q. 5 . Attempt any 5 from the following (25)

a) Explain types of shares

b) State the legal provisions for redemption of preference share

c) Various types of capital

d) Explain the legal provisions of companies act 2013 regarding bonus shares

e) What are current assets?

f) Describe the revenues from operation

g) Explain Importance of profit prior to incorporation of the company.

Code : 470244 B. Com. - Sem. IV (Fresh) Exam.-March/April - 2017

Date : 03-04-2017 Advertising Marks - 75

सूचना : कोणतेही पाच प्रश्न सोडवा.

प्र. १ क्रीयाशिल दृक प्रतिमाचे अत्यावश्यक गुणवैशिष्ट्ये कोणती ते स्पष्ट करा. त्याची प्रक्रीया स्पष्ट करा. १५

प्र. २ जाहिरातीतील मजकूर म्हणजे काय ? मजकुराचे विभिन्न प्रकास सविस्तर स्पष्ट करा. १५

प्र. ३ जाहीरात चित्रा (Illustration) चे महत्व आणि तंत्रे स्पष्ट करा. १५

प्र. ४ जाहीरातीतल अवाहन आणि ग्राहक प्रेरणा यावर टीपा लिहा. १५

प्र. ५ जाहीरातीनंतरच्या जाहीरातीचा प्रभावीपणा मोजण्याच्या विभिन्न पद्धती कोणत्या ? स्पष्ट करा. १५

प्र. ६ अ) जाहीरातीची रचना म्हणजे काय ? चांगल्या जाहीरातरचनेची वैशिष्ट्ये सांगा. ८

ब) ग्राहकांचे प्रकार यांवर टीप लिहा. ७

प्र. ७ अ) जाहीरात संस्थेची निवड करताना कोणते घटक विचारात घेतले पाहीजेत ? ते स्पष्ट करा. ८

ब) कलात्मक आणि स्पर्धात्मक जाहीरातीतल फरक स्पष्ट करा. ७

प्र. ८ खालीलपैकी कोणतेही दोनवर टिपा लिहा. १५

१) पोस्टर तयार करणे

२) दुरदर्शन जाहीरात तयार करणे

३) फॉर्म्युला

४) जाहीरात विभाग

Code : 370144 B. Com. - Sem. III (Repeater) Exam.-March/April - 2017

Date : 03-04-2017 Advertising Marks - 75

Notes : Attempt any five question

Q. 1		Define advertising Explain the benefits of advertising to manufacture, retailer and consumer.	15
Q. 2		What are the effects of advertising on production cost and distribution cost?	15
Q. 3		What is Market Research? Describe the steps in market research.	15
Q. 4		Disuss the various form of outdoor media for advertising.	15
Q. 5		Define consumer Research. Explain the different sources of prospecting	15
Q. 6	A)	Explain the active participants in advertising	8
	B)	What are the causes of waste in advertising?	7
Q. 7	A)	What are the advantages and limitation of newspaper advertising?	8
	B)	Explain the advantages of television advertising	7
Q. 8		Write short notes on (any two)	15
	i)	Service and Institutional advertising	
	ii)	Ethics in advertising	
	iii)	Audit bureau of circulation	
	iv)	Window Display	

सूचना: कोणतेही पाच प्रश्न सोडवा.

१. 'जाहीरात' या संज्ञेची परिभाषा लीहा. जाहीरातीचे उत्पादकाला, कीरकोळ व्यापाऱ्याला आणि ग्राहकांना काय फायदे होतात ? ते स्पष्ट करा. १५

२. जाहीरातीचा उत्पादन खर्चावर, वितरण खर्चावर आणि वस्तुच्या किंमतीवर होणारा परिणाम स्पष्ट करा. १५

३. 'बाजार संशोधन' या संज्ञेची परिभाषा लीहा. बाजार संशोधन प्रक्रियेतील महत्त्वाचे टप्पे स्पष्ट करा. १५

४. वस्तु संशोधनाची व्याप्ती व महत्त्व स्पष्ट करा. १५

५. 'बहिर्गत जाहीरात' म्हणजे काय ? बहिर्गत जाहीरातीचे विविध प्रकार सविस्तर स्पष्ट करा. १५

६. 'जाहीरातीचा अपव्यय' ही संकल्पना स्पष्ट करा. त्याची कारणे सांगुन जाहीरातीचा अपव्यय टाळव्यासाठी उपाय सुचवा. १५

७. टीपा लीहा. (कोणतेही दोन) १५

(अ) जाहीरातीच्या विरोधात टीकात्मक स्पष्टीकरण.

(ब) येट टपाल जाहीरात

(क) ऑडिट ब्युरो सरर्कुलेशन (एबीसी)

(ड) जाहीरातीक नैतिकता.

Note : Attempt five Questions of the following.

Q. 1 Define the term 'Advertising', Explain the Advantages of Advertising to Manufacturer, Retailer and Consumer.

Q. 2 Explain the effects of Advertising on prodution cost, distribution cost and Consumer prince.

Q. 3 Define the term 'Market Research'.
Explain the steps in market Research process.

Q. 4 Explain the scope and importance of product Research.

Q. 5 What do you mean by outdoor Advertising. Explain in detail different types of Outdoor Advertising.

Q. 6 Explain the concept of waste in Advertising. Explain the Causes of waste in Advertising and suggest some measures to prevent waste in Advertising.

Q. 7 Write Short Note on (Any Two)

(a) Criticism against Advertising

(b) Direct mail Advertising.

(c) Audit bureau of Circulation.

(d) Ethics in Advertising.

Note

Q. 1

Q. 2

Q. 3

Q. 4

Q. 5

Q. 6

Q.

Marks

ode : 370144 - Advertising Introduction to Advt (B.Com. Sem-III Fresh) - 26-11-2016 Marks - 75

Note : Attempt five Questions of the following.

Q. 1	Define the term 'Advertising', Explain the Advantages of Advertising to Manufacturer, Retailer and Consumer.	15
Q. 2	Explain the effects of Advertising on prodution cost, distribution cost and Consumer prince.	15
Q. 3	Define the term 'Market Research'. Explain the steps in market Research process.	15
Q. 4	Explain the scope and importance of product Research.	
Q. 5	What do you mean by outdoor Advertising. Explain in detail different types of Outdoor Advertising.	15
Q. 6	Explain the concept of waste in Advertising. Explain the Causes of waste in Advertising and suggest some measures to prevent waste in Advertising.	
Q. 7	Write Short Note on (Any Two)	15

(a) Criticism against Advertising

(b) Direct mail Advertising.

(c) Audit bureau of Circulation.

(d) Ethics in Advertising.

vertising

सूचना: कोणतेही पाच प्रश्न सोडवा.

प्र. १ 'जाहीरात' या संज्ञेची परिभाषा लीहा. जाहीरातीचे उत्पादकाला, कीरकोळ व्यापाऱ्याला आणि ग्राहकांना काय फायदे होतात ? ते स्पष्ट करा.

प्र. २ जाहीरातीचा उत्पादन खर्चावर, वितरण खर्चावर आणि वस्तुच्या किंमतीवर होणारा परिणाम स्पष्ट करा.

प्र. ३ 'बाजार संशोधन' या संज्ञेची परिभाषा लीहा. बाजार संशोधन प्रक्रियेतील महत्त्वाचे टप्पे स्पष्ट करा.

प्र. ४ वस्तु संशोधनाची व्याप्ती व महत्त्व स्पष्ट करा.

प्र. ५ 'बहिर्गत जाहीरात' म्हणजे काय ? बहिर्गत जाहीरातीचे विविध प्रकार सविस्तर स्पष्ट करा.

प्र. ६ 'जाहीरातीचा अपव्यय' ही संकल्पना स्पष्ट करा. त्याची कारणे सांगुन जाहीरातीचा अपव्यय टाळव्यासाठी उपाय सुचवा.

प्र. ७ टीपा लीहा. (कोणतेही दोन)

(अ) जाहीरातीच्या विरोधात टीकात्मक स्पष्टीकरण.

(ब) येट टपाल जाहीरात

(क) ऑडिट ब्युरो सरर्कुलेशन (एबीसी)

(ड) जाहीरातीक नैतिकता.

Note: a) Question No. 1 is compulsory.
b) Attempt any three of the remaining questions.

Q. 1 Write about Sudhaji's meeting with Thandappa. What did Thandappa offer Sudhaji? Why? (15)

OR

How did the neighbours behave when Sudhaji visited them to offer condolences?

Q. 2 Write short notes on any two of the following topics. (20)

a) The young man from the story 'On Human Foibles.'
b) The young and inexperienced Nurse.
c) The old man from Kalahandi.

Q. 3 a) Write a note on any one of the following. (10)

i) Written communication
ii) Write any two definitions of communication and explain the process of communication with a diagram.

b) Read the following passage carefully and answer the questions given below. (10)

One bright June morning three years ago, I was reading my Kannada newspaper as usual. It was the day the SSLC the inside had been published. While columns of roll numbers filled the inside pages, the list of rank holders with their photographs took up almost the entire front page.

I have a great fascination for rank holders. Rank is not merely an index of one's intelligence, it also indicates the hard work and perseverance that students have put in to reach their goal. My background - I was brought up in a professor's family - and my own experience as a teacher have led me to believe this.

Of all the photographs in that morning's newspaper, one boy's photo caught my attention. I could not take my eyes off him. He was frail and pale, but there was an endearing sparkle in his eyes. I wanted to know more about him. I read that his name was Hanumanthappa and that he had secured the 8th rank. That was the information I could gather.

The next day, to my surprise, his photograph was published again, this time with an interview. With growing interest I learned that he was a coolie's son. He was unable to study further, he said in the intervicw, because he lived in a village and his father earned only Rs. 40 a day. Hanumanthappa was the oldest of five children. His father was the only breadwinner. They belonged to a tribal group.

I felt sorry for this bright boy. Most of us send our children to tutions, to coaching classes, buy them reference books and guides, and provide the best possible facilities for them without considering the cost. But it was different for Hanumanthappa of Rampura. He had excelled in spite of being denied some of the basic necessities of life. While I was thinking about him with the newspaper still in my hands, I gazed at a mango tree in my neighbour's compound. It looked its best with its fresh bark, tender green leaves glistening with dewdrops and mangoes that were about to ripen in a few days. Beyond the tree was a small potted plant which, I noticed, had remained almost the same ever since it was potted.

Questions -

a) What was the news on the front page of the news paper? (1)

b) What does rank indicate according to Sudhaji? (1)

c) What do you know about Hanumanthappa's academic achievement from the passage? (1)

d) Why was Hanumanthappa unable to study further? (1)

e) What do you know about Hanumanthappa's family background from the passage? (2)

f) Give opposites. (2)

i) Different ii) oldest

iii) fresh iv) bright

g) Give noun form of the following words. (2)

i) to achieve ii) to know

iii) poor iv) different

Q. 4 a) Mr. Bhushan Garge had ordered 50 water-bottles to be distributed to children as 'return-gift' on his son's birthday. But he received them after the birthday. Write a letter of complaint on behalf of Mr. Bhushan Garge. State that you are returning the goods and want the advance money back. (10)

OR

a) You bought some goods from 'Lulu mall'. After reaching home you found that you have been charged in the bill for goods you did not buy. Write a letter of complaint.

Q. 4 b) You received a complaint from Parth Electronics for late delivery of goods. Write a letter to them explaining that the goods were delivered late because many workers were on leave due to Navratri festival. Offer to give additional 10% discount. (10)

OR

b) Mrs. Snehal Kale bought a washing machine from you six months ago. She now claims that it is not functioning properly and asks for an exchange. Write a reply to her explaining why this is not possible.

Q. 5 a) You are the manager of a company. The accountant from your sales department has not submitted the file of Reliable Co. Ltd. Write a memo to the accountant seeking explanation for the delay in submission. (10)

OR

a) A clerk from the Marketing Department of your company is unpunctual, careless and negligent in his work. Draft a memo warning him of serious consequences if he does not improve.

b) You are Mrs. Fernandis. You are going to market with your neighbour, Mrs. Shrivastav, as she has to shop for her daughter's wedding. Write a note to your son informing him about this. Give all the details. (10)

OR

b) You are Mrs. Meena Goyal. You are going out with your neighbour for Diwali Shopping. Write a note to your daughter giving all the details.

———

सूचना : खालीलपैकी कोणतेही पाच प्रश्न सोडवा.

प्र. १	व्यापार संरंक्षण धोरणाची विविध साधने स्पष्ट करा.	१५
प्र. २	जागतिकीकरणाचे विविध फायदे-तोटे स्पष्ट करा.	१५
प्र. ३	स्पष्ट करा.	१५
	अ) विश्व व्यापार संघटनेची तत्वे	
	ब) विश्व व्यापार संघटनेतील पर्यावरण संबंधी नियम	
प्र. ४	चलनाच्या स्थिर विनिमय दराच्या फायदे-तोट्यांचे स्पष्टीकरण करा.	१५
प्र. ५	चलन विनिमयाचा क्रयशक्ती समता सिद्धांत स्पष्ट करा.	१५
प्र. ६	विदेशी व्यापारातील असमतोल सुधारण्यासाठी आयोजिले जाणारे अमौद्रीक उपाय स्पष्ट करा.	१५
प्र. ७	टिपा लिहा. (कोणत्याही दोन)	१५
	अ) मुक्त व्यापाराचे फायदे-तोटे	
	ब) विदेशी विनिमय बाजाराची कार्ये	
	क) आंतरराष्ट्रीय व्यवहार तोलातील असमतोलाची कारण	
	ड) आंतरराष्ट्रीय व्यवहार तोलाची रचना	

Note : **Answer any five from the following questions :**

Q. 1 Explain various protective trade devices

Q. 2 Discuss various advantages and disadvantages of globalization.

Q. 3 Explain

A) Principles of WTO

B) Environmental Standard under WTO.

Q. 4 Explain the merits and demerits of fixed exchange rate.

Q. 5 Explain the purchasing power purity (PPP) theory determining equilibrium rate of exchange

Q. 6 Discuss various monetary and non-monetary methods to correct disequilibrium in balance of payments.

Q. 7 Write short note on any two

A) merits and demerits of free trade

B) Functions of foreign exchange market.

C) Causes of disequilibrium in Balance of payments.

D) Structure of BOP

१ कंपनीने रु. १० प्रत्येकी मुल्याचे १०००० समहक्क भाग रु. ४ अधिमुल्याने विक्रिला काढले. त्यावरील मुल्य पुढीलप्रमाणे देय आहे. २५

अर्ज करते वेळी	रु. २
भाग वाटपाच्या वेळी	रु. ६ (अधिमुल्य धरुन)
प्रथम व अंतिम मागणी वेळी	रु. ६

कंपनीकडे १३००० भागांसाठी अर्ज आले

ज्या भागधारकाकडे १०० भाग होते त्यानी त्यावरील प्रथम व अंतिम मागणीचे पैसे दिले नाहीत. त्याच्याकडील भाग रद्द करुन कंपनीने त्यांची रु. ८ दराने पूर्ण रकमेचे भाग म्हणून विक्री केली.

आवश्यक रोजकिर्य नोंदी करा.

२ क्रिश्ना कंपनीचा ३१ डिसेंबर २०१५ अखेरीचा ताळेबंद पुढील प्रमाणे आहे. २५

ताळेबंद ३१ डिसेंबर २०१५

देयता	रु.	मालमत्ता	रु.
९ रद्द करण्याजोगे १०,०००	१,००,०००	मालमत्ता	४,९०,०००
अग्रहक्क रु. १० प्रत्येकी		रोख रक्कम	७०,०००
२५००० समहक्क भाग	२,५०,०००		
रु. १० प्रत्येकी			
नफा तोटा खाते	६०,०००		
चालू देयता	१,५०,०००		
	५,६०,०००		५,६०,०००

रद्द करण्याजोगे अग्रहक्क भाग ५% अधिक्याने रद्द करण्याचे ठरले. यासाठी कंपनीने ५००० समहक्क भाग रु. १० मुल्याचे रु. २ अधिमुल्याने विकण्याचे ठरविले हे सर्व भाग विकले गेल.

आवश्यक रोजकिर्द नोंदी करुन भाग रद्द झाल्यानंतरचा ताळेबंद तयार करा.

३ गणेश लिमिटेडची स्थापना १ मे २०१५ रोजी झाली. त्यानी १ जानेवारी २०१५ पासून चाचलू कंपनी खरेदी केली. ३१ डिसेंबर २०१५ रोजीचे वर्ष अखेरीचे नफो-तोटा पत्रक पुढील प्रमाणे आहे. २५

नफा-तोटा पत्रक ३१ डिसेंबर २०१५

तपशिल	रु	तपशिल	रु
भाडे	९,०००	ढोबळ नफा	१,८०,०००
पगार	१,५०,०००		
संचालकांची फी	४,८००		

कर्जरोख्यांवरील व्याज	५,०००		
घसारा	२४,०००		
जुन्या व्यवसायास दिलेले व्याज	३,०००		
कार्यालयीन खर्च	१८,०००		
जाहिरात खर्च	१०,१००		
कागदपत्रे व साहित्य	६,०००		
सूट	१,५००		
बुडीत देणी	३,६००		
निव्वळ नफा	८०,०००		
	१,८०,०००		१,८०,०००

पुढील माहिती उपलब्ध आहेत

१) वर्षभरातील विक्री रु. ३,००,००० ची आहे. त्यापैकी रु. १,२५,००० विक्री १ मे २०१५ पर्यंतची आहे.

२) व्यवसाय खरेदीची किंमत १-७-२०१५ रोजी दिली गेली.

३) एकूण बुडीत कर्जांपैकी रु. ५०० ची बुडीत कर्जे कंपनी स्थापन होण्यापूर्वीची आहेत.

कंपनीला स्थापनेपूर्वी झालेला आणि स्थापनेनंतर झालेला नफा अथवा तोटा दर्शविणारे नफा-तोटा पत्रक तयार करा.

प्र. ४ बजाज प्रिंटर्स लिमिटेडचे रु. १,००,००,००० चे अधिकृत भांडवल १०,००,००० समहक्क भाग रु. १० प्रत्येकी असे आहे. ३१ मार्च २०१६ वर्ष अखेरीचे कंपनीचे तेरीजपत्रक पुढीलप्रमाणे आहे. २५

Code : 440406 - Introduction to banking & Insurance - B.Com - Sem-IV (Repeater) Exam - 22.11.2016 Marks: 75

Instructions : **Attempt any Five Questions from the following.**
Each question Carry 15 marks.

Q. 1 Explain the term Banking and give classification of it. (15)

Q. 2 What is acceptance of deposit Explain it in detail. (15)

Q.3 What are the principles of granting loans and advances. (15)

Q.4 Explain debit card and credit card in detail. as an important function of bank. (15)

Q.5 What is insurance? Explain various principle of it. (15)

Q.6 Give Significance of Insurance and write different forms of it. (15)

Q.7 Write Short notes on (any Two) (15)

a) ATM

b) Internet banking

c) Evolution of Banks.

Code : 340306 - Commerce Customer Relationship Marketing & Retailing - B.Com - Sem-III (Fresh) Exam - 22.11.2016 Marks: 75

Instructions : Answer any five questions from the following.

Q. 1 What strategies are practiced by organisations for building customer relationship. (15)

Q. 2 Explain the concept of customer acquisition and its requisities. (15)

Q. 3 What are different types of complaints and how are they handled? (15)

Q. 4 Briefly explain different factors affecting customer satisfaction and how do organistions promote it? (15)

Q. 5 Explain various methods used by organisations for retaining customers. (15)

Q. 6 Enumerate different types of retail operations. (15)

Q. 7 Explain the concept of customer loyalty what are different drivers of customer Loyalty. (15)

Q. 8 Write Short notes (any Two) (15)

a) Customer Care

b) Customer Delight

c) Retail Location

d) Functions of Retailing.

Code : 340306 - Commerce Customer Relationship Marketing & Retailing - B.Com - Sem-III (Fresh) Exam - 22.11.2016 Marks: 75

सूचना : कोणतेही पाच प्रश्न सोडवा.

प्र. १ ग्राहक संबंध बांधणीसाठी व्यवसाय संस्था कोणती व्यूहरचना अंमलात आणतात. १५

प्र. २ ग्राहक मिळविण्याची संकल्पना स्पष्ट करुन त्यासाठी आवश्यक असलेल्या बाबी वर्णन करा १५

प्र. ३ ग्राहक तक्रारिचे विविध प्रकार सागून त्या हाताळण्याची सविस्तर माहिती ल्हा. १५

प्र. ४ ग्राहक समाधानावरती परिणाम करणारे विविध घटक सागून ग्राहक समाधान संस्था कसे विकसित करावे ते स्पष्ट करा. १५

प्र. ५ व्यवसाय संघटना ग्राहक टिकवून ठेवण्यासाठी कोणत्या विविध पध्दती अवलंबतात त्याचे वर्णन करा. १५

प्र. ६ किरकोळ व्यापाराचे विविध प्रकार स्पष्ट करा. १५

प्र. ७ ग्राहक निष्ठेची संकल्पना स्पष्ट करुन ग्राहक निष्ठा वाढविणारे वेगवेगळे घटक कोणते ? १५

प्र. ८ थोडक्यात टिपा लिहा. (कोणत्याही दोन) १५

अ) ग्राहकाची काळजी

ब) आनंदी ग्राहक

क) किरकोळ व्यापाराचे ठिकाण

ड) किरकोळ व्यापाराची कार्ये

Note : Attempt any three from the following.

Q. 1 Following financial statements for the year ended 31st March 2016 are submitted to you by the accountant of Blue Star Ltd. Trading, profit and loss account for the year ended 31st March 2016. (25)

Dr. Particulars		Amount / Rs.	Particulars	Amount / Rs. Cr.
To Openiung stock		70,000	By sale	16,60,000
To Purchases	15,30,000		By closing stock	1,60,000
(-) Returns		30,000	15,00,000	
To gross profit		2,50,000		
		18,20,000		18,20,000
To Depreciation		36,000	By Gross Profit	2,50,000
To Administratrive expenses		50,000	By Dividend Received	10,000
To Selling and distribution expenses		24,000		
To Provision for taxation		40,000		
To Int on loan		16,000		
To Profit balance		94,000		
		260,000		260,000

Balance sheet as on 31st March 2016

Liabilities	Rupees	Assets	Rupees
Share capital	300,000	Cash in hand	28,000
Profit and loss A/c	180,000	Stock in trade	160,000
Loan from Bank	71,750	Sundry Debtors	178,500
Bank overdraft	38,000	Land and Building	92,150
Sundry creditors	26,000	Plant and Machinery	128,600
Provision for tax	40,000	Preliminary Expensies	8,500
		Investments	60,000
	655,750		655,750

You are required to prepare vertical income statement and balance sheet as on that date.

P.T.O.

Q. 2 A) Read the following ledger account in the books of Radha. (15)

Dr. Mira's account Cr.

Date	Particulars	Amt/Rs	Date	Particulars	Amt/Rs
3.3.16	To Bills Payable	20,000	1.3.16	By Balance b/d	20,000
11.3.16	To Cash	19,800	10.3.16	By Purchases	20,000
11.3.16	To Discount	200	17.3.16	By Purchases	50,000
20.3.16	To Bank	45,000	18.3.16	By Bills Payable	20,000
20.3.16	To Purchase Return	5,000	25.3.16	By Purchases	5,000
31.3.16	To Balance o/d	25,000			
		1,15,000			1,15,000

B) Read the following cash account in the books of Ram. (10)

Dr. Cash A/c Cr.

Date	Particulars	Amount	Date	Particulars	Amount
1.6.16	To Balance b/d	30,000	10.6.16	By Purchases	15,000
3.6.16	To Sales	10,000	18.6.16	By Bills Payable	3,000
5.6.16	To Debtors	25,000	21.6.16	By Wages	4,000
12.6.16	To Bills Receivable	20,000	25.6.16	By Salaries	12,000
17.6.16	To Furniture	5,000	29.6.16	By Rent	8,000
			30.6.16	By Drawings	12,000
			30.6.16	By Balance c/d	36,000
		90,000			90,000

Q. 3 A) Mr. Sudhir Maintains his books on single entry system ; ascertain his profit for the year ended 31st march 2016 (10)

Particulars	31/3/2015	31/3/2016
Land and building	100,000	100,000
Goodwill	10,000	5,000
Cash in bank	8,000	15,000
Stock	6,000	18,000
Debtors	13,000	20,000
Creditors	12,000	11,000
Bank overdraft	2,000	30,000

He brought additional Rs. 5000 into business and withdrew Rs. 800 The building is subject to 5% depreciation per annum & Reserve for Bad Debts to be maintained @ 2.5% p.a on Debtors.

B) From the following particulars of Mr. Ratan Tata who keeps his books on single entry system. Prepare the trading and profit and loss account for the year ending 31.3.2016 and the balance sheet as on that date. (15)

Particulars - information``	1.4.15 (Rs.)	31.3.16(Rs.)
Machinery	30,000	30,000
Furniture	6,000	6,000
Debtors	15,000	20,000
Creditors	4,000	5,000
Stock in trade	12,000	18,000
Cash Balance	2,000	1,000

Details of receipts and payments account for the year ending 31st march 2016

Dr.			Cr.
Receipts	Amount	Payments	Amount
To Balance b/d	2,000	By Creditors	40,000
To Sales	8,000	By Salary	2,500
To Debtors	60,000	By Rent	1,500
		By Wages	7,000
		By Trade Expenses	4,000
		By Purchases	3,000
		By Drawings	11,000
		By Balance c/d	1,000
	70,000		70,000

Provide - Depreciation on machinery and furniture @ 10% p.a and provide for reserve for bad and doubtful detbts @ 5% p.a

Q. 4 Write short notes on - any three of the folowing. (25)

1) Non current liabilities
2) Extra ordinary item
3) Captial reserves
4) Employee benefit cost
5) Specimen of vertical income statement as per schedule VI of companies Act amended 2013

Q. 5 Attempt any five of the following (25)

1) Need of financial statements in the changing world of corporates.
2) Explain the limitations of single entry system of book keeping.
3) What points should one consider will reading ledger accounts?
4) State the limitations of comparative analyses of financial statemetns.
5) Explain the term Revenues from operation.
6) Draw a specimen format of Vertical Balance sheet as per schedule VI of companeis act amended 2013.
7) State the importance of single entry system.

P.T.O.

Code : 300418 **Computer Applications** Marks - 60

B.Com - Sem III (Fresh) - Exam - 29-11-2016

Note : Answer any four questions from Q. 1 to Q. 6

Q. 1 a) What is filter ? Explain the Blur filters ? (8)

b) What is Mode / Color Mode ? Explain Bitmap & Grayscale mode ? (7)

OR

Explain :

(i) Merge Down

(ii) Flatten image

Q. 2 a) Explain the Free Transform Command (8)

b) Explain the Healing Brush & Magic Wand Tool (7)

OR

Explain the Marquee Tools.

Q. 3 Explain in brief:- (Any Three) (15)

a) Lasso Tool

b) Stamp Tool

c) Rotate Canvas Command

d) Layer

e) Polygonal Lasso Tool

Q. 4 a) What is Internet ? Explain its Advantages. (8)

b) Explain procedure to download pictures and text from internet. (7)

OR

Explain the advantages of CD Writer.

Q. 5 a) What is E-mail ? Write steps to change passwards of a Email account. (8)

b) What is Attachment and ISPN. (7)

OR

Explain the E-Commerce Future.

Q. 6 a) What is E-Commerce ? Explain its Disadvantages. (8)

b) What is Multimedia ? Explain its drawbacks. (7)

OR

Explain role of Modem in Internet.

P.T.O.

Code : 300418 Computer Applications
B.Com - Sem III (Fresh) - Exam - 29-11-2016 Marks - 60

Note : Answer any four questions from Q. 1 to Q. 6

Q. 1 a) What is filter ? Explain the Blur filters ?
b) What is Mode / Color Mode ? Explain Bitmap & Grayscale mode ? (8)
OR (7)
Explain :
(i) Merge Down
(ii) Flatten image

Q. 2 a) Explain the Free Transform Command
b) Explain the Healing Brush & Magic Wand Tool (8)
OR (7)
Explain the Marquee Tools.

Q. 3 Explain in brief:- (Any Three)
a) Lasso Tool (15)
b) Stamp Tool
c) Rotate Canvas Command
d) Layer
e) Polygonal Lasso Tool

Q. 4 a) What is Internet ? Explain its Advantages.
b) Explain procedure to download pictures and text from internet. (8)
OR (7)
Explain the advantages of CD Writer.

Q. 5 a) What is E-mail ? Write steps to change passwards of a Email account.
b) What is Attachment and ISPN. (8)
OR (7)
Explain the E-Commerce Future.

Q. 6 a) What is E-Commerce ? Explain its Disadvantages.
b) What is Multimedia ? Explain its drawbacks. (8)
OR (7)
Explain role of Modem in Internet.

P.T.O.

Code : 300418 **Computer Applications** Marks - 60

B.Com - Sem III (Fresh) - Exam - 29-11-2016

Note : Answer any four questions from Q. 1 to Q. 6

Q. 1 a) What is filter ? Explain the Blur filters ? (8)

b) What is Mode / Color Mode ? Explain Bitmap & Grayscale mode ? (7)

OR

Explain :

(i) Merge Down

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b) What is Attachment and ISPN. (7)

OR

Explain the E-Commerce Future.

Q. 6 a) What is E-Commerce ? Explain its Disadvantages. (8)

b) What is Multimedia ? Explain its drawbacks. (7)

OR

Explain role of Modem in Internet.

P.T.O.

सूचना: प्रश्नक्रमांक १ ते ६ मधून कोणतेही ४ सोडवा.

प्र. १ अ) Filter म्हणजे काय ? Blur filter चे वर्णन करा.

ब) Mode / Color Mode म्हणजे काय ? Bitmap व Grayscale mode चे वर्णन करा.

किंवा

वर्णन करा :

(i) Merge Down

(ii) Flatten image

प्र. २ अ) Free Transform Command चे वर्णन करा.

ब) Healing Brush व Magic Wand Tool चे वर्णन करा.

किंवा

Marquee Tools चे वर्णन करा.

प्र. ३ संक्षिप्त वर्णन करा. (कोणतेही ३)

a) Lasso Tool

b) Stamp Tool

c) Rotate Canvas Command

d) Layer

e) Polygonal Lasso Tool

प्र. ४ अ) Internet म्हणजे काय ? त्याचे फायदे सांगा.

ब) Internet वरून pictures व Text, download करायची पद्धतीचे वर्णन करा.

किंवा

CD Writer चे फायदे वर्णन करा.

प्र. ५ अ) E-mail म्हणजे काय ? E-mail account चा Password बदलण्याच्या पायऱ्या लिहा.

ब) Attachment आणि ISPN म्हणजे काय ?

किंवा

E-Commerce च्या भविष्यकाळाचे (Future) वर्णन करा.

प्र. ६ अ) E-Commerce म्हणजे काय ? त्याचे तोटे वर्णन करा.

ब) Multimedia म्हणजे काय ? त्यातील ऊणीवा (Drawbacks) वर्णन करा.

किंवा

Internet मध्ये Modem ची भुमिका (role) चे वर्णन करा.