Gokhale Education Society's
S.M.R.K. B.K. A.K. Mahila Mahavidyalaya, Nashik -05
Semester End Examination, April 2016

Day & Date	Code	Subject Name	Time	Marks
Wednesday 20/04/2016	1004	Principles of Marketing (1004)	08:00 TO 10:30	75

Note: Q. 1 is compulsory and solve any 4 questions from Q. 2 to Q. 7
All questions carry equal marks.

Q. 1 A. Explain the following (Any 5):
1. Marketing Management
2. Direct Selling
3. Demand
4. Need
5. B2B
6. Brand

B. Explain SWOT Analysis.

Q. 2 Define Marketing. Explain function and importance of Marketing.

Q. 3 Write the difference between selling and marketing.

Q. 4 Define Marketing Environment? Enlist and elaborate components of marketing environment.

Q. 5 Answer the following:
A. Types of Markets
B. PEST Analysis

Q. 6 What do you mean by Price? Explain the factors responsible for pricing decision.

Q. 7 Write short notes on any Three:
E. Product Mix
F. Promotion tools
G. Digital Marketing
H. Functions of distribution channel

Gokhale Education Society's
S.M.R.K. B.K. A.K. Mahila Mahavidyalaya, Nashik -05
Semester End Examination, April 2016

Day & Date	Code	Subject Name	Time	Marks
Wednesday 20/04/2016	1005	Economics - I (1005)	08:00 TO 10:30	75

Note: Q. 1 is compulsory and solve any 4 questions from Q. 2 to Q. 7
All questions carry equal marks.

Q. 1 A. Explain the following (Any 5):
1. Economics
2. Average cost
3. Oligopoly
4. Isoquant
5. Total cost
6. Indifference curve

B. Factors determining demand

Q. 2 Define Managerial Economics and explain its nature and scope in an organization.

Q. 3 Explain Economies of scale. Write forms of External economies of scale.

Q. 4 Write the law of demand. Enlist and elaborate the types of demand elasticity.

Q. 5 Answer the following:
A. Differentiate between Micro and Macro economics
B. Features of Monopolistic competition

Q. 6 Explain the term Utility? Elaborate marginal and total utility with suitable example.

Q. 7 Write short notes on any Three:
1. Importance of Economics
2. Perfect competition
3. Production function
4. Return to scale

Gokhale Education Society's
S.M.R.K. B.K. A.K. Mahila Mahavidyalaya, Nashik -05
Semester End Examination, April 2016

Day & Date	Class	Subject Name	Time	Marks
Monday 11/04/2016	F.Y.B.M.S.	Marketing Management (2001)	08:00 TO 10:30	75

Note: Q. 1 is compulsory and solve any 4 questions from Q. 2 to Q. 7
All questions carry equal marks.

Q. 1 A. Explain the following (Any 5):
1. Under Positioning
2. Pricing utility
3. Discount
4. Need
5. Skimming pricing
6. Brand

B. PLC Stages.

Q. 2 Define Market Segmentation. Explain bases for consumer market segmentation.

Q. 3 Define Marketing Research. Elaborate the marketing research process.

Q. 4 What do you mean by Consumer Behavior? Enlist and elaborate factors affecting consumer behavior.

Q. 5 Answer the following:
A. Factors affecting pricing decision
B. Pricing objectives

Q. 6 Explain the process of New Product Development.

Q. 7 Write short notes on any Three:
A. Brand Positioning
B. Patterns of Market Targeting
C. Applications of Market Research
D. Steps in Buying Decision

Gokhale Education Society's
S.M.R.K. B.K. A.K. Mahila Mahavidyalaya, Nashik -05
Semester End Examination, April 2016

Day & Date	Class	Subject Name	Time	Marks
Tuesday 12/04/2016	F.Y.B.M.S.	Organizational Behavior	08:00 TO 10:30	75

Note: Q. 1 is compulsory. Solve any 4 questions from Q. 2 to Q. 7. All questions carry equal marks.

Q. 1   A. Explain the following (Any 5):   10

1.   Organizational Outcomes
2.   Ethics
3.   Negotiations
4.   Intrapersonal Conflict
5.   Organizational Stress
6.   Personality Trait
7.   Virtual Teams

B.   Define OB. Explain its approaches in detail.   05

Q. 2   Explain group dynamics. State the types of groups in the Organization.   15

Q. 3   Define Attitude. State the functions of attitude.   15

Q. 4   what causes organizational conflicts? State the positive and negative effects of conflicts.   15

Q. 5   Elaborate Conflict Resolution & Negotiation techniques in detail.   15

Q. 6   Distinguish between: -   15

1) Formal & Informal groups.
2) Conflict & Negotiation.

Q. 7   Write short notes on: (Any 3)   15

A.   Gender & Emotions.
B.   Sources of Power.
C.   Groups & Teams
D.   Feelings & Emotions

Gokhale Education Society's
S.M.R.K. B.K. A.K. Mahila Mahavidyalaya, Nashik -05
Semester End Examination, April 2016

Day & Date	Class	Subject Name	Time	Marks
Wednesday 13/04/2016	F.Y.B.M.S.	Economics - II	08:00 TO 10:30	75

Instructions: - 1) Qu.No.1 is Compulsory

2) Attempt any 4 Question from Q.No.2 to 7

Q. 1.A) Define & Explain following terms in short - (Any –Five)   (10)

    1) Micro Economics

    2) GNP

    3) Personal Income

    4) Macro Economics

    5) Inflation

    6) Money

    7) Project Report.

Q.1.B) Write Short answer of the following.   (5)

    What is Net National Product ? (NNP)

Q.No.2) What is difference between Macro Economics and & Micro Economics ?   (15)

Q.No.3) Define the term National Income.   (15)

    What are concepts of National Income ?

Q.No.4) What is inflation?   (15)

    What is impact of inflation on Economic Development ?

Q.No.5) What is meaning and importance of Monetary Policy & Fiscal Policy

    in Deveeloping Countries ?   (15)

Q.No.6) Define the term Money.   (15)

    What are the functions of Money ?

Q.No.7) Write Short Notes on ANY – TWO of the following.   (15)

    1) Importance of National Income analysis (data)

    2) Role of Fiscal Policy.

    3) Secondary role of money.

    4) Survey Report of Tax Payer in a a District.

    5) "Visit Report" of your Visit to any Advertising unit of this year.

Gokhale Education Society's				
S.M.R.K. B.K. A.K. Mahila Mahavidyalaya, Nashik -05				
Semester Second Examination, April 2016				
Day & Date	Code	Subject Name	Time	Marks
Saturday 16/04/2016		Introduction to ICT	08:00 to 10:00	60

Answer the following Question (Question no 1 is Compulsory)

Q.1) What is Excel? Explain its features and Uses.   **10Marks**

Answer any Five Questions from Q.2 to Q.7

Q.2) Explain the various formats available in MS-Word   **10Marks**
1. Font
2. Bullets and Numbering
3. Borders and Shading.
4. Find and Replace.
5. Headers and Footers.

Q.3) Explain various Views available in MS-PowerPoint.   **10Marks**

Q.4) Explain Basic Components of Windows & Windows Accessories   **10Marks**

Q.5)What is Computer? Explain the various parts of Computers?   **10 Marks**

Q.6) Explain the different Storage Devices of Computer   **10 Marks**

Q.7) Explain the various Formulas and Functions in Excel.   **10Marks**

*********************ALL THE BEST*********************

(B)Ramesh and Govind are two friends of a class. Ramesh wants to buy 5 pens and 7 notebooks; Govind wants to buy 3 pens and10 notebooks. Both of them went to a shop. The price of one pen and one note book which they have selected was Rs. 5 and Rs. 12. Using matrix multiplication, find the amount required for each one of them.   (6 Marks)

Q.4(A)If $A = \begin{bmatrix} 3 & 1 \\ -1 & 2 \end{bmatrix}$, prove that $A^2 -5A +7I = 0$, where 'I' is 2× 2 unit matrix. (6 Marks)

(B) Using Cramer's Rule find x and y, if $7x-2y = 4$ and $x+y=3$ (6 Marks)

Q.5(A)Evaluate $\lim_{x \to 0} \frac{a^x+b^x+c^x-3}{\log(1+x)}$ (6 Marks)

(B) Differentiate w. r. t. x if $f(x) = x^2 +5x -1$ (6 Marks)

Q.6(A) Evaluate $\int (e^x + 2x) \, dx$ (6 Marks)

(B)Evaluate $\lim_{x \to 0} (1 + 3x)^{\frac{1}{x}}$ (6 Marks)

Q.7(A)Without expanding find the value of $\begin{vmatrix} 1 & 1 & x \\ 1 & x & x^2 \\ 1 & x^2 & x^3 \end{vmatrix}$ (6 Marks)

(B) If $A = \begin{bmatrix} 2 & -2 \\ 3 & -4 \end{bmatrix}$ and $B = \begin{bmatrix} 1 & 3 \\ 4 & 6 \end{bmatrix}$, find $2A - 3B$ (6 Marks)

Q.8(A) Find the rate of change of demand (x) of a commodity with respect to its price (y), if $y = 48x+ \log x -a^x$.   (6 Marks)

(B) Evaluate $\int 3x^2 + 2x - 1 \, dx$ (6 Marks)

Subject :   **Marketing Management (2001)**

Date :   28 /01/2016   Time :   9 to 10 am.   Marks: 25

Q. 1   Answer any one of the following: (15)

A. Explain the following:

1. Marketing Mix

2. Digital Marketing

3. Demand

4. E-Commerce

5. B2B

B. Define Market Segmentation. Explain bases of Market Segmentation.

C. What do you mean by Market Targeting? Write the patterns of Market Targeting.

Q. 2   Write short notes on any Two: (10)

A. Brand Positioning

B. Brand Positioning Strategy

C. Effective Market Segmentation

D. Importance of Market Segmentation

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Subject : **Organizational Behaviour (2002)**

Date :   28 /01/2016   Time :   11 to 12 noon.   Marks: 25

Q. 1 Answer the following: - (Any 1)   (15)

A. Define Organizational Behaviour. Explain its Significance.

B. What do you mean by Personality? State the various personality traits.

Q. 2 Write short notes on :- (Any 2)   (10)

A. Felt versus Displayed emotions.

B. Components of attitude.

C. Individual Behaviour.

D. Approaches in OB

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Instructions : 1)   All Questions are compulsory.
                2)   Right hand side figures indicate full marks.

Q.No. 1   15

a)   Define the term National Income ?

b)   What are concepts of National Income ?

                            OR

a)   Explain the importance of National Income analysis (data) in India.   15

b)   Explain circular flow of National Income ?

Q.No. 2)   Write short note on any one of the following.   10

1)   Meaning of Microeconomics & Macroeconomics (Refer Prof. Ackley)

2)   Distinction between Micro and Macroeconomics.

3)   Survey Report on National Income and tax payer.

Subject: ICT   Marks: 25 Marks

Date: 29th January 2016   Time: 11.00 am to 12.00 noon

Answer the Following (attempt any 5)   **5*5=25 Marks**

Q.1) Explain the types of input and output devices of Computer.

Q.2) Explain the Parts of Computer?

Q.3) What is Hardware and Software?

Q.4) What is Computer? Draw Block Diagram of the Computer.

Q.5) Explain the features of Computer.

Q.6) Explain the types of Computer

Q.7) Explain the Generation of Computers?

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Gokhale Education Society's

S. M. R. K. Arts – Fine Arts, B. K. Commerce, A. K. Science Mahila Mahavidyalaya, Nashik – 5.

Unit Test No.II (January 2016)

F.Y.B.M.S   Introduction to Quantitative Techniques
Time: 1 hour   Max. Marks: 25
9 to 10 am.   30/01/2016

Note: all questions are compulsory. Que. 1 to Que. 10 carry 2 Marks and Que.11 carry 5 Marks

1) If $\begin{vmatrix} 2 & x \\ -4 & 3 \end{vmatrix} = 0$ then the value of x is.......

   (a)$\frac{-3}{2}$ (b)$\frac{-2}{3}$ (c)$\frac{-1}{2}$ (d)3

2) The value of $\begin{vmatrix} 2 & 3 & 3^3 \\ 2^2 & 3^2 & 3^4 \\ 2^3 & 3^3 & 5^5 \end{vmatrix}$ is ...

   (a)1   (b)0   (c)-1 (d)2

3) The value of $\begin{vmatrix} 1 & 0 & 0 \\ 0 & 1 & 0 \\ 0 & 0 & 1 \end{vmatrix}$ is ...

   (a)1   (b)0   (c)ad-bc   (d)2

4) If area of $\triangle ABC = 0$, the points A,B,C are...

   (a)collinear   (b)coplanar   (c)scatter   (d)vertices

5) If we perform operations $R_1 \leftrightarrow R_2$ and $C_1 \leftrightarrow C_2$ on $\begin{vmatrix} 1 & 0 \\ 0 & 1 \end{vmatrix}$ then its determinant value is...

   (a)1   (b)0   (c)ad-bc   (d)-1

6) $2\begin{vmatrix} 8 & -5 \\ -2 & 6 \end{vmatrix} = ...$

   (a)$\begin{vmatrix} 14 & -4 \\ -2 & 6 \end{vmatrix}$ (b)$\begin{vmatrix} 0 & 1 \\ 1 & 0 \end{vmatrix}$ (c)$\begin{vmatrix} 1 & 0 \\ 0 & 1 \end{vmatrix}$ (d)none

7) The value of $\begin{vmatrix} 1 & 1 & x \\ 1 & x & x^2 \\ 1 & x^2 & x^3 \end{vmatrix}$ is....

   (a)1   (b)0   (c)-1 (d)2

8) if $\begin{vmatrix} a & a & a \\ a & b & b \\ a & b & c \end{vmatrix} = a(b-c)(a-b)$ then $\begin{vmatrix} 3 & 3 & 3 \\ 3 & 5 & 5 \\ 3 & 5 & 7 \end{vmatrix}$ is

   (a)1   (b)0   (c)-1 (d)12

9) The value of $\begin{vmatrix} 1 & 1 & 1 \\ a & b & c \\ b+c & c+a & a+b \end{vmatrix} =$

   (a)1   (b)0   (c)-1 (d)12

10) Statement I : If any two rows (or columns) of a determinant are interchanged, then the value of the determinant changes by sign only.

Note: Q. 1 is compulsory and solve any 4 questions from Q. 2 to Q. 7
All questions carry equal marks.

Q. 1 A. Explain the following (Any 5):
1. Marketing Management
2. Direct Selling
3. Demand
4. Need
5. B2B
6. Brand

B. Explain SWOT Analysis.

Q. 2 Define Marketing. Explain various function and importance of Marketing.

Q. 3 Write the difference between selling and marketing.

Q. 4 Define Marketing Environment? Enlist and elaborate components of marketing environment.

Q. 5 Answer the following:
A. Types of Markets
B. PEST Analysis

Q. 6 What do you mean by Price? Explain the factors responsible for pricing decision.

Q. 7 Write short notes on any Three:
A. Product Mix
B. Promotion tools
C. Digital Marketing
D. Functions of distribution channel

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Subject : Business Communication (1002)

| Date: | 03//11//2015 | Time: | 8..00 to 10.30 am. | Marks: | 75 |

Note: Q. 1 and Q.7 are compulsory. Solve any 3 questions from Q. 2 to Q. 6
All questions carry equal marks.

Q. 1 A. Explain the following (Any 5):   10
   1. Unofficial channel
   2. Encoder
   3. Sales Letter
   4. Debate
   5. Semantic barrier
   6. Silent Communication

B. Explain the process of Communication.   5

Q. 2 Define Communication. Explain the modes of Communication.   15

Q. 3 Define Business Communication. State its importance in corporate world.   15

Q. 4 State the barriers in communication. List the ways to overcome the barriers. 15

Q. 5 Explain technological advancement in communication. State its merits & demerits. 15

Q. 6 Write Short Notes On: - (Any 3)   15

   a) Telephone etiquettes.
   b) Role plays.
   c) E-Communication.
   d) Types of report.

Q. 7A] Answer the following as illustrated: -   5

    1.God made the country _____man made the town.
    (Fill in the blank with suitable Conjunction)

    2. She must weep, _____ she will die.
    (Fill in the blank with suitable Conjunction)

    3. There weren't many people _____ the meeting.
    (Fill in the blank with suitable Preposition.)

    4. I sold my car for _____ its half cost.
    (Fill in the blank with suitable Preposition.)

    5. During my stay in sri lanka I visited Mihintale which is regarded as the cradle of
Buddhism.
    (Punctuate the Sentence)

Q.7 B] Attempt Any 2:-   10

    1. Draft an inquiry letter to the "Ideal Electrical Company" asking for the Authorized
       dealership.

    2. Write an Adjustment letter to "A to Z Ltd" regarding the damage goods delivered to
       the company.

    3. Write a report on the Industrial Visit organized by the college to Mahindra and
       Mahindra Company.

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Gokhale Education Society's

S.M.R.K., BK, AK. Mahila Mahavidyalaya , Nashik – 5
Bachelor of Management Studies – Sem. I Examination Nov. 2015

Date : 04/11/2015

Time : 2.30 Hrs.

Time- 8 to 10.30 am.

Subject : **Financial Accounting**

Max Mark 75

Instrument : 1) All Question are compulsory
2) Right hand side figures indicate full mark.
3) Observe neatness in presentation of figures in calculation.

Q.No. 1   **Journalize the following transactions in the books of Mr. Bindra. (Any five) (15)**
2015 June

1.   Started business with cash Rs. 2,00,000/- goods worth Rs. 10,000 & computer
Rs. 20,000/-

4.   Paid into Dena Bank Rs. 1,00,000/-

8.   Bought goods on credit from Mona Rs. 8000 @ 6% trade discount.

12.   Sold Goods to Nayana of Rs. 8000 @ 5% trade Discount .

14.   Goods worth Rs. 1050 burnt by fire.

18.   Received cash of Rs. 7500 from Nayane in full settlement of her account.

21   Drawn from bank Rs. 5000 for his personal purpose.

24   Paid cash of Rs. 7400 to Mona in full settlement of her account.

Q.No. 2   **Give Journal Entries to rectify the following errors : (Any five)**   (15)

1.   Purchased from Padma Rs. 191 posted to her account as Rs. 119/-

2.   Purchased from Lata's Account Rs. 171 credited to her account as Rs. 117

3   Salaries Rs. 400 posted to salaries Account Rs. 300/-

4.   A cash sales of Rs. 430. Ritu's Account was posted as Rs. 43/-

5.   Rs. 500 paid for the purchase of office furniture changed to office expenses Account.

6.   Rs. 200 received from Madanlal has been wrongly entered as Mohanlal A/c.

OR

1

OR

Q.2 Enter the following transaction in a simple cash book & Balance the cash book. (15)

2015	January	1	Cash in hand	5000
		3	Received from Teji	500
		6	Received from Nandu	370
		8	Paid to Mahesh on Account	750
		10	Made cash purchases	1500
		17	sold goods to Sathe for cash	350
		20	Paid into Bank	1000
		22	Purchased furniture for office	300
		25	received for interest on debentures	75
		27	Paid Electricity charges	25
		29	Paid Rent	150
		31	paid salaries to staff	570

Q.3 From the following discrepancies on camparing the cash book with the pass book. (15)

Prepare a Bank Reconciliation Statement as on 31st March, 2015.

On 31st March 2015, the cash of Shri Girishwar showed a balance of Rs. 14,000/- but the Bank passbook showed a different balance pl. note following discrepancies.

1. Cheque Rs. 300, Rs. 200 were issued on 25th March 15, but both the cheques were presented for payment on 5th April, 2015.

2. Cheques of Rs. 600 Received from the customers were paid into the bank, but they were collected on 1st April 2015.

3. Mr. Tata directly deposited Rs. 300 in to the Bank Account the entry of the same was made in the cash book on 4th April, 2015.

4. The bank has debited the pass book by Rs. 10/- for Bank charges . The corresponding entry of the same was not found in the cash book.

OR

Q.3 Answer the following questions (any two)   (15)

1) What is definition & importance of Book Keeping ?

2) Whether Book keeping is an art or Science ? Discuss.

3) Explain the advantages & disadvantages of computer accounting system ?

4) Explain various types of Errors in Accountancy.

Q.No. 4   Prepare the trial balance of M/s. Rama from the following particulars as (15)
           on 30th June 2011.

Salaries	15000
Building	1,40,000
Capital	1,66,000
Bill payable	1,11,600
Insurance	1,150
Creditors	1,18,100
Bills Receivable	15,000
Bank overdraft	1,16,000
Commission Received	26,000
Donation	1,300
Purchases	1,10,000
Sales	24,000
Purchases Return	1,300
Sales Returns	1,700
Cash in hand	1,62,450
Debtors	1,16,000

OR

Q.4   Attempts the following Questions & Explain in detail.

1)   What are various types of Accounts & give rules of each type of Accounts with

      example entries.   (8)

2)   What are subsidiary books? Give proforma of subsidiary books in detail.   (7)

OR

2)   what is importance of Tally system in Accountancy ?   (7)

Q.5   Following is the trial Balance of Mr. Sachin on 31st December 2011   (15)
Prepare Trading , Profit & loss Account & Balance sheet as on 31st Dec. 2011.

Cash in hand	1000	
Cash at bank	5000	
Purchase	82000	
General Expenses	6000	
Insurance	2000	
Capital		1,50,000
Drawing	10000	
Debtors	30000	13000
Sales		200000
Returns	1000	2000
Wages	21000	
Fuel & power	10000	
Carriage outward	6000	
Carriage Inword	4000	
Stock (1-1-11)	12000	
Building	60000	
Investment	20000	
Machinery	40000	
Salaries	30000	
Furniture	25000	
	3,65,000	3,65,000

Additional informations

1) Stock in hand on 31st December 2011 Rs. 15,000

2) Salaries for the month of Dec. 2011 Rs. 3000 Were unpaid

3) Insurance include Rs. 500 for next year.

GOKHALE EDUCATION SOCIETY'S
S.M.R.K.- B.K.- A.K. MAHILA MAHAVIDYALAYA,NASHIK-5
F.Y.B.M.S.. Sem. – I Exam. November 2015
Subject : Principles of Marketing (1004)

Date: 05 /11/2015   Time: 8..00 to 10.30 am.   Marks: 75

Note: Q. 1 is compulsory and solve any 4 questions from Q. 2 to Q. 7

All questions carry equal marks.

Q. 1   A. Explain the following (Any 5):

1. B2B
2. Digital Marketing
3. Demand
4. Customer Want
5. Branding
6. Consumer

B. Explain Product Mix.

Q. 2   Define Marketing. Explain various function and importance of Marketing.

Q. 3   What do you mean by Market? Explain various types of Markets.

Q. 4   What do you mean by Marketing Environment? Explain internal factors of Marketing Environment.

Q. 5   Answer the following:
   A. PEST Analysis
   B. SWOT Analysis

Q. 6 Differentiate between selling and marketing.

Q. 7   Write short notes on any Three:

   A. E-commerce
   B. Promotion tools
   C. Price deciding factors
   D. Functions of distribution channel
   E. Indian Brands

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Subject : **Economics- I (1005)**

| Date: | 06 /11/2015 | Time: | 8..00 to 10.30 am. | Marks: | 75 |

Note: Q. 1 is compulsory and solve any 4 questions from Q. 2 to Q. 7
All questions carry equal marks.

Q. 1 A. Explain the following (Any 5):
1. Isoquant
2. Average cost
3. Average Fixed cost
4. Average Variable cost
5. Total cost
6. Perfect competition

B. Features of Monopolistic competition.

Q. 2 Define Managerial Economics and explain its nature and scope.

Q. 3 Define Economies of scale. Explain forms of internal economies of scale.

Q. 4 What do you mean by elasticity of demand? Enlist types of elasticity of demand and explain any two with suitable example.

Q. 5 Answer the following:
A. Features of Oligopolistic competition
B. Differentiate between Micro and Macro economics.

Q. 6 What do you mean utility? Explain marginal and total utility with suitable example.

Q. 7 Write short notes on any Three:
1. Importance of Economics
2. Factors determining demand
3. Indifference curve
4. Production function
5. Exceptions for law of Diminishing Marginal Utility

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GOKHALE EDUCATION SOCIETY'S

S.M.R.K. B.K. A.K MAHILA MAHAVIDYA, NASHIK- 422005

BACHELORS OF MANAGEMENT STUDIES (BMS)

UNIT TEST-I (2015-2016)

Day & date	Semester	Subject Name	Time	Marks
Monday 24/08/2015	I	Principles Of Management	9.00AM-10.00AM	25

Note: - 1) Q 1 is compulsory.

2)   Attempt any one question from Q2 and Q3.

Q1. Define the following terms (any 5)   10 Marks.

1.   Organization.
2.   Recruitment.
3.   MBO.
4.   Staffing.
5.   Neo-Classical School.
6.   Forecasting.
7.   Contingency school.

Q2. Elaborate the Henry Fayol's 14 Principles of Management in detail.   15 Marks.

<center>OR</center>

Q3. Explain the meaning and importance of planning.   15 Marks.

--Best of Luck--

GOKHALE EDUCATION SOCIETY'S

S.M.R.K. B.K. A.K MAHILA MAHAVIDYA, NASHIK- 422005

BACHELORS OF MANAGEMENT STUDIES (BMS)

UNIT TEST-I(2015-2016)

Day & date	Semester	Subject Name	Time	Marks
Monday 24/08/2015	I	Business Communication	11.00AM-12.00AM	25

Note: - 1) Attempt any one question from Q1 and Q2.

2) Q3 is compulsory.

Q1. Explain Business Communication and its role in Management.   15 Marks

OR

Q2. State the different modes of communication in detail.   15 Marks

Q3. Write Short Notes on (Any 2)   10 Marks

1. Technological Advancement in Communication.

2. Telephone etiquette.

3. E- Communication.

4. Channels of communication.

--Best of Luck--

		BMS Part I Sem. – I Unit Test	
		Subject : Financial Accounting	
Date :	25/08/2015	Time : 9.00 am to 10.00 am	Marks: 25

Instruction – 1) All Questions are compulsory.
              2) Right hand figures indicate full marks.

Q 1   A)   Define the term Bok-keeping.   5

         B)   What are features & objectives of book-keeping?   5

                                OR

         A)   What is utility of book-keeping to owner, management, government, customers   5
              & Investors?

         B)   Classify the following accounts under personal , Real & Nominal accounts.   5

              i) cash   ii) capital   iii) salary iv) land & building v) bank account.

Q 2   Journalise the following transactions in the book of shri. Bhattaacharya.   15

April 1 2014	Bhattacharya started business with cash.	₹ 71, 000 / -
April 2 2014	Purchased goods from Mahesh on credit.	₹ 20, 000 / -
April 5 2014	Deposited cash into state bank of India.	₹ 30, 000 / -
April 9 2014	Sold goods to Dhanraj on credit .	₹ 25, 000 / -
April 11 2014	Purchased furniture for cash.	₹ 10 ,000 / -
April 14 2014	Paid to Mahesh by cheque of state bank of India	₹ 10,000 / -
April 18 2014	Received a bearer cheuqe from Dhanraj.	₹ 15 ,000 / -
April 30 2014	Paid salary by cheque.	₹ 4,000 / -

[Last transaction is allotted 1 mark , remaining 2 marks.]

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Subject : Principles of Marketing

| Date : | 25/08/2015 | Time : | 11.00 am to 12.00 noon | Marks: | 25 |

All questions are compulsory

Q. 1. Attempt any **one** of the following: (15 Marks)

1. Define following terms-

   - Product

   - Green Marketing

   - E- marketing

   - Brand

   - Demand

2. Define Marketing. Explain functions and importance of Marketing.

3. Define Marketing Environment. Explain components of Marketing Environment.

Q. 2. Write short note on any **Two**: (5×2=10)

1. Digital Marketing

2. Types of Market

3. Marketing Vs. Selling

4. PEST analysis

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Subject : Economics-I

Date :   26/08/2015   Time :   9.00 am to 10.00 am   Marks: 25

All questions are compulsory

Q. 1. Attempt any **one** of the following: (15 Marks)

1. Define Economics. Explain nature and scope of Economics.

2. What is Elasticity of Demand? Explain Price Elasticity of Demand in detail.

3. Write the law of Demand. Explain Income Elasticity of Demand with suitable example.

Q. 2. Write short note on any **Two**:   (5×2=10)

1. Importance of Economics
2. Factors determining Demand
3. Micro Economics Vs Macro Economics
4. Cross Elasticity of Demand

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