

GOKHALE EDUCATION SOCIETY'S
S.M.R.K.- B.K.- A.K. MAHILA MAHAVIDYALAYA, NASHIK-5

(S.Y. B.Com. Sem. IV Examination April 2014)

Subject : Business Law II (Rept.)

Date – 12/04/2014

Time - 8.30 to 11.00 am.

Marks - 75

Note : 1) Attempt any 5 questions
2) All questions carry equal marks (15 marks each)

-
- Q 1 Define company state the features of company. [15]
- Q 2 Define Memorandum of association. Explain the contents of Memorandum of Association. [15]
- Q 3 Define Director discuss the legal position of Directors. [15]
- Q 4 What are negotiable instruments and state their characteristic features. [15]
- Q 5 Define cheque & explain crossing of cheque. [15]
- Q 6 Explain in detail the grievance redressal machineries and its procedure under consumer protection Act. [15]
- Q 7 Write notes : (any two) [15]
- 1) Differentiate between private company & public company.
 - 2) Doctrine of ultra virus.
 - 3) Rights of consumers.
 - 4) Distinguish between holder & holder in due courses.

मराठी भाषांतर

कोणतेही पाच प्रश्न सोडवा

सर्व प्रश्नांना समान (१५) गुण आहेत.

- प्रश्न. १ कंपनीची व्याख्या लिहा, व कंपनीची वैशिष्ट्ये स्पष्ट करा. [१५]
- प्रश्न. २ घटना पत्रकाची व्याख्या द्या व घटनापत्रकाची विविध कलमे स्पष्ट करा. [१५]
- प्रश्न. ३ संचालक या संज्ञेची व्याख्या सांगून संचालकाचे कायदेशीर स्थान स्पष्ट करा. [१५]
- प्रश्न. ४ चलनक्षम दस्तऐवज म्हणजे काय ? ते सांगून त्याची वैशिष्ट्ये स्पष्ट करा. [१५]
- प्रश्न. ५ धनादेशाची व्याख्या स्पष्ट करून धनादेशाचे रेखांकन स्पष्ट करा. [१५]
- प्रश्न. ६ ग्राहकांच्या तक्रार निवारण्या साठी निर्माण करण्यात आलेली यंत्रणा स्पष्ट करा व कार्यपद्धती लिहा. [१५]
- प्रश्न. ७ टिपा लिहा (कोणत्याही २) [१५]
- अ] खाजगी कंपनी व सार्वजनिक कंपनी यातील फरक स्पष्ट करा.
- ब] अधिकार बाह्य सिद्धांत म्हणजे काय?
- क] ग्राहकाचे अधिकार स्पष्ट करा.
- ड] धारक आणि यथा विधी धारक यातील फरक स्पष्ट करा. .

Gokhale Education Society's
S.M.R.K. B.K. – A.K. Mahila Mahavidyalaya

Prin. T. A. Kulkarni Vidyanagar, Nashik- 422005.

S.Y. B.Com, Semester III Examination (Repeater) – April, 2014.

Subject: Accountancy III.

Time: 02:30 Hrs.
Date: 21/04/2014

Max. Marks: 75 Marks

- Note:** 1. Solve any five questions.
2. Figures to the right indicate full marks.
3. Use of calculator is allowed.

Q.1. In the books of A Ltd. **(15)**
Trading, Profit & Loss A/c
For the year ended 31st March, 2010.

Dr.	Particulars	Rs.	Cr.	Rs.
	To Opening Stock	2,50,000		
	To Purchases	5,50,000	By Sales	10,05,000
	To Wages	1,50,000	(-) Returns	5,000
	To Factory Overheads	1,00,000	By Stock	3,00,000
	To Gross Profit	2,50,000		
	Total	13,00,000	Total	13,00,000
	To Administrative Expenses	40,000	By Gross Profit	2,50,000
	To Selling And Distribution Expenses	30,000	By Dividend On Investment	5,000
	To Discount	2,500	By Profit On Sale Of Motor Car	10,000
	To Depreciation	30,000		
	To Loss On Sale Of Furniture	2,500		
	To Provision For Taxation	88,000		
	To Net Profit	72,000		
	Total	2,65,000	Total	2,65,000
	To Preference Share Dividend	7,500	By Balance	1,35,500
	To Balance C/F	2,00,000	By Net Profit	72,000
	Total	2,07,500	Total	2,07,500

Redraft the above in a vertical form.

Q.2. From the following Balance Sheet statement of B Ltd, prepare Comparative Balance Sheet. **(15)**

Balance Sheet
As on 31st March 2009 & 2010

Dr.			Cr.		
Liabilities	2009	2010	Assets	2009	2010
Equity Share Capital	6,00,000	6,00,000	Machinery	4,00,000	4,60,000
General Reserve	1,20,000	2,40,000	Furniture	40,000	36,000
Retained Earning	80,000	96,000	Building	2,00,000	2,24,000
Debenture	4,00,000	4,00,000	Stock	4,80,000	5,12,000
Creditors	3,20,000	4,40,000	Debtors	4,00,000	6,56,000
Bills Payable	80,000	1,68,000	Cash	80,000	56,000
Total	16,00,000	19,44,000	Total	16,00,000	19,44,000

Q.3. From the following income statement of C Ltd, prepare a Common Size Income Statement. (15)

Dr.			Income Statement			Cr.		
Particulars	2009	2010	Particulars	2009	2010	Particulars	2009	2010
To cost of good sold	2,70,000	2,92,000	By sales	4,00,000	4,20,000			
To gross profit	1,22,000	1,18,000	Less: returns	8,000	10,000			
Total	3,92,000	4,10,000	Total	3,92,000	4,10,000			
To administrative expenses	60,000	63,000	By gross profit	1,22,000	1,18,000			
To selling expenses	30,000	35,000						
To net profit	32,000	20,000						
Total	1,22,000	1,18,000		1,22,000	1,18,000			

Q.4. The following balances appear in the book of Mr. D who has kept his books on single entry system. (15)

Particulars	31 st March, 2009 (Rs.)	31 st March, 2010 (Rs.)
Capital	75,000	78,000
Creditors	25,000	25,000
Bills payable	5,000	7,000
Total	1,05,000	1,10,000
Building	50,000	60,000
Stock	25,000	26,000
Debtors	25,000	16,000
Bank	5,000	8,000
Total	1,05,000	1,10,000

Mr. PQR withdraws regularly Rs. 500 from business. He has also taken goods worth Rs. 100 for private use.

Depreciation rate for building is 10%.

Prepare profit or loss statement and calculate net profit.

Q.5. Following are the particulars given by Mr. 'E'. You are required to prepare statement of profit and loss for the year ended 31st March, 2009 and a statement of affairs as on that date. (15)

Particulars	Opening (Rs.)	Closing (Rs.)
Debtors	40,000	60,000
Creditors	30,000	35,000
Stock	50,000	45,000
Prepaid expenses	1,000	500
Outstanding expenses	3,000	4,000
Bills payable	6,000	8,000
Bills receivable	4,000	--
Cash	800	200
Bank	3,000	2,000
Furniture	1,000	1,500
Machinery	10,000	12,000

1. Drawing amounted to Rs. 10,000.

2. Rs. 3,000 new capital was introduced as on 26th January, 2010.

3. Depreciate furniture and machinery by 10%.

Q.6. Explain the term 'Financial Statement'? On which concepts The Draft of 'Simplified Schedule VI' to the Companies Act, 1956 has been prepared? (15)

Q.7. Define the term 'Ledger'? Explain importance of ledger (15)

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(S.Y. B.Com. Sem. IV Examination April 2014)

Subject : Economics IV (Rept-)

Date – 10/04/2014

Time - 8.30 to 11.00 am

Marks -75

Note : 1) Attempt any 5 questions

- Q 1 State and explain the arguments for and against the free trade policy. [15]
- Q 2 Explain the Origin structure and objectives of World Trade Organisation. [15]
- Q 3 State and explain the demand and Supply/ Balance of payment theory of foreign exchange rate. [15]
- Q 4 State and explain the merits and demerits of fix exchange rate system. [15]
- Q 5 Explain [15]
- a) Protection devices.
 - b) Functions of foreign exchange market.
- Q 6 Define Balance of payment. Explain the causes of disequilibrium in balance of payment. [15]
- Q 7 Write notes : (any two) [15]
- 1) Principals of WTO.
 - 2) Purchasing of power parity theory
 - 3) Structure of BOP.
 - 4) BOP & BOT .

... 2 ...

मराठी भाषांतर

कोणतेही पाच प्रश्न सोडवा

- प्रश्न. १ मुक्त व्यापार धोरणाच्या बाजूने व विरोधी मुद्दे सांगून स्पष्ट करा. [१५]
- प्रश्न. २ जागतिक व्यापार संघटनेचा आरंभ ,स्वरूप ,व उद्दिष्ट्ये स्पष्ट करा. [१५]
- प्रश्न. ३ परकीय विनिमय दराचा मागणी - पुरवठा/व्यवहार तोल सिद्धांत सांगून स्पष्ट करा. [१५]
- प्रश्न. ४ स्थिर विनिमय दराचे गुण व दोष सांगून स्पष्ट करा. [१५]
- प्रश्न. ५ स्पष्ट करा : अ] संरक्षित व्यापार धोरणाची साधने. [१५]
ब] परकीय विनिमय बाजाराची कार्ये.
- प्रश्न ६ व्यवहार तोलाची व्याख्या करून व्यवहार तोलातील असमतोलाची कारणे स्पष्ट करा . [१५]
- प्रश्न. ७ टिपा लिहा (कोणत्याही २) [१५]
- अ] जागतिक व्यापार संघटनेची तत्वे.
- ब] खरेदीशक्ती समानता सिद्धांत.
- क] व्यवहार तोलाची संरचना.
- ड] व्यवहार तोल व व्यापारतोल.

GOKHALE EDUCATION SOCIETY'S
S.M.R.K.- B.K.- A.K. MAHILA MAHAVIDYALAYA, NASHIK-5

(S.Y. B.Com. Sem. IV Examination April 2014)

Subject : Economics IV *(Rept.)*

Date – 10/04/2014

Time - 8.30 to 11.00 am

Marks -75

Note : 1) Attempt any 5 questions

Q 1 State and explain the arguments for and against the free trade policy. [15]

Q 2 Explain the Origin structure and objectives of World Trade Organisation. [15]

Q 3 State and explain the demand and Supply/ Balance of payment theory of foreign exchange rate. [15]

Q 4 State and explain the merits and demerits of fix exchange rate system. [15]

Q 5 Explain [15]

a) Protection devices.

b) Functions of foreign exchange market.

Q 6 Define Balance of payment. Explain the causes of disequilibrium in balance of payment. [15]

Q 7 Write notes : (any two) [15]

1) Principals of WTO.

2) Purchasing of power parity theory

3) Structure of BOP.

4) BOP & BOT .

....2 ...

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कोणतेही पाच प्रश्न सोडवा

- प्रश्न. १ मुक्त व्यापार धोरणाच्या बाजूने व विरोधी मुद्दे सांगून स्पष्ट करा. [१५]
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- प्रश्न. ४ स्थिर विनिमय दराचे गुण व दोष सांगून स्पष्ट करा. [१५]
- प्रश्न. ५ स्पष्ट करा : अ] संरक्षित व्यापार धोरणाची साधने. [१५]
ब] परकीय विनिमय बाजाराची कार्ये.
- प्रश्न. ६ व्यवहार तोलाची व्याख्या करून व्यवहार तोलातील असमतोलाची कारणे स्पष्ट करा . [१५]
- प्रश्न. ७ टिपा लिहा (कोणत्याही २) [१५]
- अ] जागतिक व्यापार संघटनेची तत्वे.
- ब] खरेदीशक्ती समानता सिद्धांत.
- क] व्यवहार तोलाची संरचना.
- ड] व्यवहार तोल व व्यापारतोल.

Bachelor of Commerce Examination: April / May 2014

Semester: IV (FRESH)

Day & Date	Paper No.	Subject Name	Time	Code
Monday 07/04/2014	P - IV	English C.C. (H.L.)	10. 30 AM to 01. 00 PM	410401

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

Q1. Draft a letter of application with a C. V. for any one of the following. 15

- a) Lakme Beauty Salon and Spa requires a trained and experienced beautician for their branch in Churchgate. Candidate must have professional training from a reputed institute and at least 1 year experience. Knowledge of English and Hindi necessary.
Apply with C.V. to the Manager, Lakme Beauty Salon, Churchgate, Mumbai 400001.

OR

- b) Wanted a Secretary for a Commercial concern in Pune. Candidate must be a graduate with legal knowledge and ability to deal with office correspondence independently. Previous experience in general administration will be preferred.
Apply to Box No LM 631, The Indian Express, Pune 411038.

Q2. A) Read the following passage and summarize it. 10

When Vijay Vashee joined Microsoft in 1982 he was just one of two Indians at the 160 persons company. It added several more recruits from India, mostly IITans, over the years. They held low-level technical positions. Vashee became the first Indian to break through Microsoft's glass ceiling in 1988 when he was named general manager for Microsoft Project. In 1992, he was asked to head the fledgling PowerPoint Division and helped grow this from \$100 million to a billion – dollar business.

About the same time as Vashee, Indians in Silicon Valley began breaking glass ceilings. They all faced the same hurdles: a brief that Indians made great engineers but were not capable of becoming managers – certainly not CEOs. A common perception was that they didn't know how to delegate authority and could not lead companies. Fast forward to today when the top two contenders for the Microsoft CEO role are both India-born. No doubt Satya Nadella and Sundar Pichai are highly competent and worthy of consideration. Yet they would not have made the list a few years ago because of the negative stereotypes. This shows how much the technology industry – and America has changed.

How did this transformation happen? Very simply: Indian Americans started helping Indian Americans – regardless of their caste, religion and regional heritage. They decided to forget which part of India they were born in and just to focus on the cause. When the first generation of Indians in Silicon Valley succeeded in shattering the glass ceiling, they decided to help others follow their path. They realized that they had all surmounted the same obstacles. They had open discussions about the hurdles they had faced. They formed networking organizations such as TiE to each others about starting businesses, and to bring people together. The first generation of successful entrepreneurs – people like Vijay Vashee – served as visible, vocal, role models and mentors to the next. And they provided seed funding to members of their community.

This helped Indians achieve extraordinary success. Research by my team at Duke, UC-Berkeley, and Stanford showed that as of 2005, 52.4% of Silicon Valley's firms had a chief executive or lead technologist who was foreign-born and Indians founded 25.8% of these companies. This proportion increased to 33.2% in 2012. Indians, who constitute only 6% of Silicon Valley's working population, start roughly 15% of its companies. That is quite a feat to achieve in the most competitive, entrepreneurial, and innovative place on this planet. There are important lessons to be learnt here for groups that face discrimination. The key to uplifting a community is mentorship and education – not from outside but from within. It starts by members of the community admitting there is a problem and working together to fix it. They need give back to their community and "pay it forward". Everyone that achieves success must help others behind them. They may not win a short-term advantage but will definitely gain in the long term as perceptions change and new doors open for the entire community.

That an Indian can lead the world's top software company is an important milestone for Indian-Americans and for America. But the largest message is for India itself: imagine what Indians can achieve at home if they put their differences aside and start helping one another.

Q2. B) Read the above passage and answer the questions given below.

1. Who was the first Indian to break through Microsoft's glass ceiling? 01
2. What position did he hold? 01
3. Why was it believed that Indians were not capable of becoming CEOs? 01
4. Who are the 2 contenders for the position of Microsoft's CEO today? 01
5. Why is it that more Indian Americans are succeeding to top positions in America's Silicon Valley today? 01
6. Name one net working organization formed by successful Indians in Silicon Valley to teach newcomers. 01
7. What is the key to upliftment of a community? 01
8. What can we in India learn from the success of Indian Americans in Silicon Valley? 01

9. Match the words with the right meanings.

02

1. hurdles
2. Mentors

- a) person who sets up a business
- b) problems or difficulties
- c) someone who gives help and advice

Q3. Attempt any two of the following.

20

- a) You have been offered the position of sales representative in Tata Motors, Mumbai. Draft a letter of acceptance.
- b) You wish to attend a 15 days advanced training programme in Tally. Draft a letter to the Supervisor of your department asking for 15 days leave.
- c) You wish to resign from your post of office assistant in Chimanlal Paper Works as you have found a better position in another company. Draft a letter of resignation.

Q4. a) What steps must the Interviewer follow when conducting an interview?

10

OR

Write a note on the Grievance and Exit Interviews.

Q4. b) Write a note on the chairperson's duties and responsibilities at a meeting.

10

OR

Write a brief note on the various types of formal and informal meetings.

Q5. Write notes on any two.

20

1. Advantages and limitations of using e-mail in business.
2. Write a note on Facsimile (Fax) Transmission.
3. Note on e-mail etiquette.



Bachelor of Commerce Examination: April / May 2014

Semester: IV (FRESH)

Day & Date	Paper No.	Subject Name	Time	Code
Monday 07/04/2014	P - IV	English C.C. (L.L.)	10. 30 AM to 01. 00 PM	420401

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

Q1. Describe Sudha Murthy's experience at the music festival that she attended. What was her reaction? 15

OR

Who is Meena? What caused the change in her life? Was she happy with the change?

Q2. Write short notes on any two of the following: 20

1. The statue of Rani Laxmibai of Jhansi
2. Neeranjana Balm
3. Tara

Q3. A) Write an application letter with bio-data for the post of Accounts Assistant in Schill consultants Pvt Ltd, Mumbai. Computer background is a must. 15

OR

Write an application letter with bio-data in reply to the following advertisement.
"Wanted Computer Operator in a reputed company. Candidates should be Commerce graduates with knowledge of computers and should have done computer courses relevant to the same."

Q3. B) You are going to Baroda for your friend's wedding. Write a leave note to your Manager requesting him for three days casual leave. 05

OR

You have got a scholarship of a reputed university to do your M.Com. You want to join the course and so do not want to continue your job. Write a resignation letter to your employer informing him about your decision.

Q4. Draft the notice, agenda and minutes of the monthly meeting of Unnati Mahila Mandal, Pune, in which the following points will be discussed. 20

1. arrange working classes for ladies
2. arrange for haldi-kumkum function
3. organize a film show to raise funds

Q5. Read the following passage carefully and answer the questions given belows:

- A)** Right from its inception, the Foundation focused on redressing the grievances of village people, especially children, so that we could help them envision a bright and prosperous future comparable to that of their urban counterparts. It is well known that in our country the rural-urban divide runs deep. The life of these village children is devoid of the activities that are taken for granted by our city children. The simple pleasure of modern life – whether watching a cartoon show on television, listening to a popular Hindi film song, or even reading a book at leisure – are rare luxuries in village. A lack of basic facilities forces these village boys and girls to while away their time uselessly.

Having observed this aspect of village life at close quarters, I decided that one of the primary goals of the Foundation should be to launch a project titled, 'A library for each village'.

I feel libraries play an important role in the lives of children, the citizens of tomorrow. As I was raised in a middle-class family in a small rural town, I was well aware of the importance of books and knowledge in the life of a student. In my childhood, I'd had limited access to books and it was then that I had envisioned starting free libraries offering unlimited access to the world of books. As soon as I had been named trustee of the Foundation, I knew I had to take the first step towards fulfilling my desire of building libraries for village children.

Reading has many advantages. It is not only a useful hobby, but also helps us imbibe better qualities. Keeping this in mind, the trustees planned in establishing libraries that contained books in the regional language and not textbooks that the children were studying in school. Simple, illustrated, interesting books that could be read without anybody's help were thus selected for these libraries. In this manner, the Foundation was able to sow the seed of a love for reading in the villages of Karnataka.

Questions:

1. What did the Infosys Foundation focuss on in the beginning of its establishment? **02**
2. What does Sudha Murthy mean when she speaks about the concept of 'rural-urban divide'? **02**
3. What were the motivational factors related to Sudhaji's childhood for launching a project, 'A library for each village'? **02**
4. What types of books were selected for the village libraries? **01**
5. Name the state where the village library project was launched. **01**
6. Give the noun forms of the following: **02**
 - i) live
 - ii) know
 - iii) divide
 - iv) observe

B) In the past couple of years there's been spectacular growth in stress induced ailments in teens and among these, hypertension, or high blood pressure, rates very high. Normally, teens are presumed to go through things like pimples, hair fall, irregular menstrual cycles, acidity, obesity, iron deficiency, anaemia and occasional thyroid problems. But suddenly, hypertension has made its stormy appearance and floored doctors.

There are so many reasons for this. The ever increasing workloads at school or college and the constant struggle to carve a niche for oneself in the cut-throat competitive world have under constant surveillance', not just by parents, but also by friends and the society at large. They are expected to come out with flying colours in both educational as well as extra-curricular activities, like music, dance, sports drawing, public speaking or computers. In an attempt to overcome this colossal work load, they find themselves crushed beneath mountains of concealed anxieties, anticipatory fears and threatening uncertainties.

The famous psychiatrist Sigmund Freud had stated that in stressful situations, the victim exhibits two kinds of responses – fight or flight. Hence, a person with strong grit goes on like a bulldozer and punches holes in the stressful situation, but someone else simply buckles down due to the tremendous mental and emotional pressure, and withdraws from the situation. This withdrawal or running away leaves scar of self-defeat and self-contempt and at times leads to a permanently mauled self-confidence. And hypertension.

Questions:

1. What are the problems the teens face because of stress? 02
2. Which disease has recently struck them? Why? 02
3. What is the expectation of parents, society and friends? 02
4. Name two kinds of responses Sigmund Freud talks about. 01
5. Match the following words with the corresponding meanings. 02

i) grit	watch
ii) surveillance	determination
iii) concealed	run away
iv) withdraw	hidden
6. Use the following word in a sentence of your own. 01
 - i) growth



Bachelor of Commerce Examination: April / May 2014

Semester: IV (FRESH)

Day & Date	Paper No.	Subject Name	Time	Code
Saturday 12/04/2014	P – IV	Economics International Trade	10. 30 AM to 01. 00 PM	440405

Instructions: Answer any five from the following.

- Q1.** What is protectionist trade policy? What are the arguments for & against the protectionist trade policy? 15
- Q2.** What is the meaning of Globalization? What are the arguments for & against the process of Globalization? 15
- Q3.** Define Fixed Exchange Rate. What are the merits and demerits of the fixed exchange rate? 15
- Q4.** Describe the Foreign Exchange Rate determination using purchasing power parity theory. 15
- Q5.** a) Explain the principles of WTO 7.5
b) Environmental Standard and WTO 7.5
- Q6.** Explain the structure of a Country's Balance of Payment (BOP). 15
- Q7. Write short notes on any TWO:** 15
- a) Functions of Foreign Exchange Market
 - b) Types of Disequilibrium in BOP
 - c) Advantages of Free Trade
 - d) Non monetary measures to correct BOP



Bachelor of Commerce Examination: April / May 2014

Semester: IV (FRESH)

Day & Date	Paper No.	Subject Name	Time	Code
Saturday 12/04/2014	P – IV	Economics International Trade	10. 30 AM to 01. 00 PM	440405

Instructions: Answer any five from the following.

- प्र.१ संरक्षण व्यापार धोरण म्हणजे काय? संरक्षण व्यापार धोरणाचे समर्थन आणि खंडण कसे कराल? 15
- प्र.२ जागतिकीकरण म्हणजे काय? जागतिकीकरणाच्या विरोधी आणि समर्थन करणारे मुद्दे कोणते? 15
- प्र.३ स्थिर विनिमय दर म्हणजे काय? स्थिर विनिमय दराचे गुणदोष कोणते? 15
- प्र.४ विदेशी विनिमय दर निर्धारणाच्या क्रयशक्ति समता सिद्धांताचे वर्णन करा. 15
- प्र.५ अ) जागतिक व्यापार संघटनेची तत्वे स्पष्ट करा. 7.5
ब) पर्यावरणीय धोरण आणि जागतिक व्यापार संघटना 7.5
- प्र.६ देशाच्या व्यवहारतोलाची रचना स्पष्ट करा. 15
- प्र.७ कोणत्याही दोन टिपा लिहा. 15
अ) विदेशी विनिमय बाजाराची कार्ये
ब) व्यवहारतोलातील असंतुलनाचे प्रकार
क) मुक्त व्यापाराचे फायदे
ड) व्यवहारतोलातील असंतुलन दूर करण्याचे अमौद्रिक साधने



Bachelor of Commerce Examination: April / May 2014

Semester: IV (FRESH)

Day & Date	Paper No.	Subject Name	Time	Code
Saturday 19/04/2014	P – IV	Commerce Introduction to Banking and Insurance	10. 30 AM to 01. 00 PM	440406

Instructions: Answer any five from the following.

- Q1.** Explain term 'Bank'. How has banking sector evolved over a period of time? **15**
- Q2.** Explain various functions of Bank in brief. **15**
- Q3.** Explain in detail about acceptance of deposits being one of the primary functions of a bank. **15**
- Q4.** Explain in detail about granting of loans and advances as one of the primary function of a bank. **15**
- Q5.** Write a detailed note on sound lending principles of a bank. **15**
- Q6.** What is Insurance? Explain the significance of it. **15**
- Q7.** Explain important principles of Insurance. **15**
- Q8. Write short notes on any TWO:** **15**
- a) Home loans
 - b) Debit Card
 - c) Internet banking



Bachelor of Commerce Examination: April / May 2014

Semester: IV (FRESH)

Day & Date	Paper No.	Subject Name	Time	Code
Saturday 19/04/2014	P – IV	Commerce Introduction to Banking and Insurance	10. 30 AM to 01. 00 PM	440406

Instructions: Answer any five from the following.

- प्र.1 बँकेची संकल्पना स्पष्ट करा. बँकिय क्षेत्राचा आतापर्यंत झालेला विकास स्पष्ट करा. 15
- प्र.2 बँकेची विविध कार्ये थोडक्यात स्पष्ट करा. 15
- प्र.3 विविध प्रकारच्या ठेवी स्वीकारणे हे एक बँकेचे प्राथमिक कार्य आहे हे सविस्तर स्पष्ट करा. 15
- प्र.4 बँका कर्जे आणि अग्रिमे मंजूर करणे हे एक प्राथमिक कार्य आहे हे सविस्तर स्पष्ट करा. 15
- प्र.5 बँका कर्जे देताना कोणत्या तत्वांचे पालन करतात ते सविस्तर टिप लिहा. 15
- प्र.6 विमा म्हणजे काय? त्याचे महत्त्व स्पष्ट करा. 15
- प्र.7 विम्याची महत्त्वाची तत्वे स्पष्ट करा. 15
- प्र.8 कोणत्याही दोन टिपा लिहा. 15
- अ) गृह कर्जे
ब) नावे पत्र
क) अंतरजाल बँकिंग



Bachelor of Commerce Examination: April / May 2014

Semester: IV (FRESH)

Day & Date	Paper No.	Subject Name	Time	Code
Tuesday 22/04/2014	P – IV	Accountancy	10. 30 AM to 01. 00 PM	440407

Instructions: Attempt any three from the following.

Q1. Milestone Ltd. issued 10000 equity shares of Rs. 10/- each at a premium of 10%.

The amount was collected as under -

25

On Application	Rs. 2/- per share
Allotment	4/- per share with premium
First call	3/- per share
Final call	2/- per share

Company received 10000 applications and it allocated all shares.

All money was duly collected except first call and final call amount on 500 shares purchased by Mr. Ravi.

Company forfeited these shares and reissued them to Mr. Som for Rs. 8/- per share. Mr. Som paid the amount.

Record journal entries in the books of Milestone Ltd. for the above transactions.

Q2. Balance sheet of Mahindra Tours Ltd. as on 31st March 2012 was as under -

25

Liabilities	Rs.	Assets	Rs.
Share capital 40000 equity shares of Rs. 10/- each	4,00,000	Fixed Assets	4,50,000
20000 7% preference shares of Rs. 10/- each	2,00,000	Current Assets	2,00,000
Share Premium	20,000	Bank	1,50,000
P & L A/c	1,00,000		
Creditors	80,000		
	<u>8,00,000</u>		<u>8,00,000</u>

On 1.4.2012 company decided to redeem 7%. Preference shares at a premium of 10% for this purpose it utilized its reserves in full and necessary equity shares of Rs. 10/- each were at par, amount of which was duly collected. Preference shares were redeemed.

Record journal entries in the books of Mahindra Tour Ltd. for redemption of preference shares and prepare balance sheet after redemption.

- Q3.** Sagar Ltd. was incorporated in 1st July 2012 to take over running business of Mr. Ram from 1st April 2012. Its Profit & Loss account for the year ended on 31st March 2013 was as under -

25

Expenses	Rs.	Income	Rs.
Salary	1,00,000	Gross Profit	8,00,000
Rent	50,000		
Printing & Stationary	12,000		
Depreciation	1,50,000		
Bad debts	10,000		
Interest on debentures	15,000		
Carriage outwards	20,000		
Sales Commission	40,000		
Directors Remuneration	25,000		
Interest to vendors	12,000		
Net profit	3,66,000		
	<u>8,00,000</u>		<u>8,00,000</u>

Additional Information:

1. Total sales for the year amounted to Rs. 20,00,000 out of which sales upto 1st July 2012 were Rs. 4,00,000/-
2. Purchase consideration was paid to vendors on 30th September 2012.
3. Bad debts Rs. 5000/- relate to the period upto 1st July 2012.

Calculate statement of allocation of profit for pre and post incorporation.

Q4. Bharat Machines Ltd. had following Trial Balance as on 31, March 2013

25

Trial Balance

Particulars	Debit	Credit
80000 equity shares of Rs. 10% each		8,00,000
10000 6% preference shares of Rs.10/- each		1,00,000
Security Premium		50,000
General Reserve		50,000
Profit & loss A/C		10,000
8% Debentures		1,00,000
Creditors		60,000
Bank overdraft		80,000
Sales		2,50,000
Interest		16,000
Plant & Machinery	14, 00000	
Furniture	50000	
Motor Car.	1, 50000	
Opening stock	1, 00000	
Purchases	8, 00000	
Wages	2, 00000	
Salary	3, 00000	
Rent	60000	
Travelling Expenses	1, 00000	
Telephone charges	20000	
Debenture Interest	4000	
Income Tax Paid	25000	
Debtors	1, 00000	
Investments	4, 50000	
Cash	1000	
Preference Dividend	6000	
	<u>37,66,000</u>	<u>37,66,000</u>

Adjustments:

1. Stock in hand on 31.3.2013 was Rs.1, 50, 000.
2. Provide depreciation on plant & machinery at 15%, on Motor car at 15% and on furniture at 10%.
3. Reserve for Doubtful Debts to be created at 10% on Debtors.
4. Debenture interest is outstanding for 6 months.
5. Directors proposed dividend at 10% on equity share capital.
6. Company's authorized capital is Rs. 8, 00, 000 equity shares of Rs.10/- each & 10000 6% preference shares of Rs.10/- each.

Prepare Income statement for the year ended 31.3.2013 and balance sheet as on 31.3.2013 according to schedule VI of Companies Act.

Q5. Give short notes (Any Five)

25

1. Bonus issue of shares
2. Forfeiture of shares
3. Pro-rata allotment of shares
4. Shareholders fund
5. Non-current Assets
6. Types of shares
7. Calls in Arrears and calls in advance



Bachelor of Commerce Examination: April / May 2014

Semester: IV (FRESH)

Day & Date	Paper No.	Subject Name	Time	Code
Saturday 26/04/2014	P – II	Business Law	10. 30 AM to 01. 00 PM	440210

Instructions: Answer any five from the following.

- प्र.१ अ) कंपनीची व्याख्या सांगून कंपनीचे फायदे आणि तोटे स्पष्ट करा. 10
ब) टीप लिहा. — कंपनी नोंदणीचा प्रमाणपत्र 05
- प्र.२ अ) उद्देशपत्रक म्हणजे काय? उद्देशपत्रकात समाविष्ट महत्वपूर्ण घटक कोणते? 10
ब) टीप लिहा. — कंपनीमध्ये सदस्यत्व मिळविण्याचे विविध मार्ग 05
- प्र.३ मर्यादा उल्लंघनाचे नियम व अंतर्गत व्यवस्थापनाचे नियम यांची चर्चा करा. 15
- प्र.४ टीपा लिहा. 15
1. वार्षिक साधारण सभा
2. खाजगी कंपनी
3. कंपनीतील संचालकांचे कायदेशीर स्थान
4. नोंदणी व नोंदणीचा दाखला
5. धनादेशाचे रेखांकनचे प्रकार
- प्र.५ अ) यथानुक्रमे धारण करणारा म्हणजे काय? यथानुक्रमे धारण करणाऱ्याला मिळालेल्या सवलती कोणत्या? 10
ब) टीप लिहा. — वचन पत्र 05
- प्र.६ ग्राहक संरक्षण कायद्याखाली कोणाला ग्राहक मानला जातो व कोणाला ग्राहक मानला जात नाही? ग्राहकाचे हक्क कोणते ते स्पष्ट करा. 15

प्र.७ कोणत्याही तीन टिपा लिहा.

15

- अ) अधिकौषिक धनादेशाचे पैसे देणे केव्हा नाकारू शकतो?
- ब) हस्तांतरणाचे विविध प्रकार
- क) विनिमय पत्र
- ड) जिल्हा मंच
- इ) राष्ट्रीय आयोग



Bachelor of Commerce Examination: April / May 2014

Semester: IV (FRESH)

Day & Date	Paper No.	Subject Name	Time	Code
Friday 02/05/2014	P – II	Advertising - Techniques of Advertising	10. 30 AM to 1. 00 PM	470244

Instructions: Answer any five from the following.

- Q1.** Define visualization and describe the important steps and process in visualization. **15**
- Q2.** Explain the different types of copy used in advertisement. **15**
- Q3.** Explain the term illustration and state its functions. What are its different types? **15**
- Q4.** Define layout and explain important qualities of an effective layout. **15**
- Q5.** a) Write a brief note on selling points. **05**
b) Explain the essentials of a good advertising appeal. **10**
- Q6.** State the methods of testing advertising effectiveness. Describe any three methods with its merits and demerits. **15**
- Q7.** Define Advertising Agency and explain the important factors to be considered for selecting an advertising agency. **15**
- Q7. Write short notes on any TWO:** **15**
- a) Logo and Slogan
 - b) Creative use of colours
 - c) Types of customers
 - d) Need for testing advertising effectiveness



Bachelor of Commerce Examination: April / May 2014

Semester: IV (FRESH)

Day & Date	Paper No.	Subject Name	Time	Code
Friday 02/05/2014	P – II	Advertising - Techniques of Advertising	10. 30 AM to 1. 00 PM	470244

Instructions: Answer any five from the following.

- प्र.1 'दृक प्रतिमा' या संज्ञेची व्याख्या करा आणि दृकप्रतिमेची प्रक्रिया आणि महत्वाचे टप्पे स्पष्ट करा. 15
- प्र.2 जाहीरातीत वापरण्यात येणाऱ्या मजकुराचे विभिन्न प्रकार स्पष्ट करा. 15
- प्र.3 'चित्र' या संज्ञेची व्याख्या करा आणि त्याची कार्ये स्पष्ट करा. त्याचे विभिन्न प्रकार कोणते? 15
- प्र.4 'जाहीरात रचना' या संज्ञेची व्याख्या सांगा. प्रभावी जाहीरात रचनेचे महत्वपूर्ण गुण स्पष्ट करा. 15
- प्र.5 अ) विक्रय बिंदु यावर थोडक्यात टीप लिहा. 05
ब) चांगल्या जाहीरात आवहनाच्या आवश्यक बाबी स्पष्ट करा. 10
- प्र.6 जाहीरातील परिणामकारकता परिक्षणाच्या पद्धती स्पष्ट करा. कोणत्याही तीन पद्धती त्याच्या गुणदोषासह स्पष्ट करा. 15
- प्र.7 'जाहीरात संस्था' या संज्ञेची व्याख्या लिहा. जाहीरात संस्थेची निवड करतांना विचारात घ्यावयाचे महत्वपूर्ण घटक स्पष्ट करा. 15
- प्र.8 टिपा लिहा. (कोणत्याही दोन) 15
अ) बोधचिन्ह आणि घोष वाक्य
ब) रंगाचा कल्पक उपयोग
क) ग्राहकांचे प्रकार
ड) जाहीरातीच्या प्रभावी पणाच्या परिक्षणाची गरज



Bachelor of Commerce Examination: April / May 2014

Semester: IV (FRESH)

Day & Date	Paper No.	Subject Name	Time	Code
Monday 05/05/2014	P – V	Computer Applications	10. 30 AM to 01. 00 PM	400518

Instructions: For Regular students any 4 questions from Q.1 to Q.6
For Repeaters answer any 5 questions from Q.1 to Q.6

Q1. a) Explain Tally & its features. 08

b) Describe the opening screen of Tally. 07

OR

Explain with example the tree Golden rules of Accountancy.

Q2. a) Briefly describe how to create a Company. 08

b) Describe the buttons on the button menu in the menu Gateway of Tally. 07

OR

Draw and explain the menu Gateway of Tally.

Q3. a) Classify the following accounts under different groups: 10

- | | |
|------------------------|----------------------------|
| a) Raw-material | b) Plant & Machinery |
| c) Mr. Sam | d) Cash / bank balance |
| e) Bank O/D Account | f) Excise duty |
| g) Reserves & Surplus | h) Interest Paid |
| i) Commission received | j) Administrative Expenses |

b) Write how to display, alter and delete a Group. 05

Q4. a) Explain Ledger? How will you create a Ledger? 08

b) Write how to display, alter and delete a Ledger. 07

OR

What is a Voucher? Explain any 2 with examples.

Q5. a) What is Networking? Explain advantages of Networking. 08

b) Explain difference between LAN and WAN.

07

OR

Write short notes on Login, Logout.

Q6. a) Explain Coaxial Cables & Fiber optical cables.

08

b) Explain: Frequency, Bandwidths & Amplitudes

07

OR

What is Server? Explain its Types?



G. E. Society's
SMRK BK AK Mahila Mahavidyalaya, Nashik
Unit Test

Unit Test – B.Com. II

Sub: English HL

Marks: 25

Date: 30/01/2014

Time: 9 to 10 am

1. Answer any one: 10
 - i. Define meeting its importance with its types.
 - ii. Describe interview and preparation for interview of interviewee.
2. Draft an application for the post of office superintendant in an English school.
 - i. Covering letter 05
 - ii. Bio data 10

Unit Test

BCom II

Sub: English LL

Marks: 25

1. Draft notice for the meeting of Students' Council of the college with detailed minutes of the meeting in which following items to be discussed: 10
 - a. Annual prize distribution
 - b. Best Student Award
 - c. Next year's planning
 - d. Funding for the Miss SMRK Competition
2. On account of your parents' illness, you are unable to continue your job smoothly. Write a letter resigning your job. 05
3. Draft an application for the post of teacher in a Marathi Medium school to teach nursery students.
 - i. Covering letter 05
 - ii. Bio data 05

Gokhale Education Society's
S.M.R.K. B.K. – A.K. Mahila Mahavidyalaya

Prin. T. A. Kulkarni Vidyanagar, Nashik- 422005.

S.Y. B.Com, Unit Test – January, 2014.

Subject: Accountancy IV (Compulsory Paper)

Time: 11 to 12 noon
Date: 31/01/2014

Max. Marks: 25 Marks

Note: 1. *Figures to the right indicate full marks.*
2. *Use of calculator is allowed.*

- Q. 1.** A Ltd having an authorized capital of 20,000 Equity Shares of Rs. 10 each, issued 15,000 Equity Shares to the public for subscription. The applications were received for 15,000 shares hence the shares were issued accordingly. The amounts were called as under: (15)

Application	:Rs. 06
Allotment	:Rs. 02
First & Final Call	:Rs. 02

All the amounts were received in full upto first and final call except on 50 shares for final call.

Pass necessary journal entries in the books of A Ltd.

Or

- Q.1.** B Ltd offered for public subscription 20,000 Equity Shares of Rs. 10 each at a premium of Re. 1 per share payable as follows: (15)

Application	:Re. 01
Allotment	:Rs. 02
First Call	:Rs. 04 (Including Premium)
Final Call	:Rs. 04

Applications were received for 26,000 shares. The allotment was made as follows:

Application for 16,000 shares	: full Allotment
Applications for 8,000 shares	: 50% allotment on pro – rata basis.
Applications for 2,000 shares	: Nil

Money on rejected applications was refunded and money overpaid on applications to whom shares allotted was adjusted towards the amount due on allotment. All the amounts including all calls were duly received. Journalize the above transactions in the books of B Ltd.

- Q.2.** What do you mean by 'Share Capital'? Explain features of Equity Shares.. (10)

Or

- Q.2.** What do you mean by preference share capital? Explain structure of preference share capital. (10)

GOKHALE EDUCATION SOCIETY'S
S.M.R.K.- B.K.- A.K. MAHILA MAHAVIDYALAYA, NASHIK-5

(S.Y. B.Com Sem IV Unit Test January 2014)

Subject : Introduction of Banking & Insurance

Date - 30/01/2014

Time - 11 to 12 noon

Marks -25

Q 1 Define bank ? and Explain the primary functions of bank ? **[15]**

OR

Q 1 Explain the classification of banks ? **[15]**

Q 2 Write short notes on (any 2) **[10]**
1) Evaluation of Banking .
2) Discounting of bill.
3) Cash Credit.

मराठी भाषांतर

प्र. १ बँक म्हणजे काय ? ते सांगून बँकेची प्राथमिक कार्ये सविस्तर लिहा ? **[१५]**
किंवा

प्र. १ बँकांचे सविस्तर वर्गीकरण लिहा ? **[१५]**

प्र.२ टिपा लिहा (कोणतेही २) **[१०]**
अ) बँकेची उत्क्रांती
ब) बिलावरील सूट
क) रोख कर्ज

GOKHALE EDUCATION SOCIETY'S
S.M.R.K.- B.K.- A.K. MAHILA MAHAVIDYALAYA, NASHIK-5

(S.Y.B.Com Sem - Unit Test January 2014)

Subject : Economics IV

Date – 31/01/2014

Time - 9 to 10 am.

Marks – 15

Q 1 State and explain the argument for and against free trade policy. [15]

OR

Q 1 Define the protection trade policy and explain the argument for and against protection trade policy. [15]

Q 2 Explain Structure and objectives of world trade organization. [10]

OR

Q 2 Explain the environmental and labour standards of WTO. [10]

मराठी भाषांतर

प्र. १ मुक्त व्यापार धोरणाच्या बाजूने आणि विरोधी मुद्दे सांगून स्पष्ट करा. [१५]

किंवा

प्र. १ संरक्षित व्यापार धोरणाची व्याख्या करून संरक्षित व्यापार धोरणाच्या बाजूने आणि विरोधी मुद्दे स्पष्ट करा. [१५]

प्र. २ जागतिक व्यापार संघटनेची संरचना व उद्दिष्टे स्पष्ट करा. [१०]

किंवा

प्र. २ जागतिक व्यापार संघटनेचे पर्यावरण विषयक व कामगार विषयक प्रमाणे स्पष्ट करा.

G. E. Society's
SMRK BK AK Mahila Mahavidyalaya, Nashik
Semester IV- Unit Test

Class : S.Y.B.COM
Subject : Computer Applications P-V
Date: 01 / 02 / 2014

Marks: 25 Marks
Duration: 1 hr.
Time : 11 to 12 noon

Note : Each Question carry 5 marks

Q.1. Answer the following Questions.(Any 5)

[25]

- A. What is protocol? What is the common protocol used in networking?
 - B. What is Co-Axial Cable?
 - C. What is Fiber optic Cable?
 - D. What is a Server? Explain any five types of server.
 - E. What is Computer Networking? Explain its advantages and disadvantages.
 - F. What are the Topologies in Networking?
 - G. Explain the client- server advantages & disadvantages?
-

Gokhale Education Society's
S.M.R.K. B.K. – A.K. Mahila Mahavidyalaya

Prin. T. A. Kulkarni Vidyanagar, Nashik- 422005.

S.Y. B.Com, Unit Test – January, 2014.
Subject: Advertising II (Techniques of Advertising)

Time: 11 to 12 noon
Date : 01/02/2014

Max. Marks: 25 Marks

Note: *Figures to the right indicate full marks.*

Q.1. What do you mean by visualisation? Explain techniques of visualisation. (15)

Or

What do you mean by copy? Explain types of copy. (15)

Q.2. Short Notes. (Any 01) (10)

1. Creative visualization

2. Designing a poster.

मराठी रूपांतर

प्र.१. द्रुक प्रतिमा म्हणजे काय? द्रुक प्रतिमेची तंत्रे स्पष्ट करा. (१५)

किंवा

प्र.१. मजकूर म्हणजे काय? त्याचे प्रकार स्पष्ट करा. (१५)

प्र.२. टिपा लिहा. (कोणतीही एक) (१०)

1. क्रियाशील दृक प्रतीमा.

2. भिती पत्रके तयार करणे.

GOKHALE EDUCATION SOCIETY'S
S.M.R.K.- B.K.- A.K. MAHILA MAHAVIDYALAYA, NASHIK-5.

(S.Y. B.Com. Sem - IV Unit Test January 2014)

Subject : Business Law II

Date - 01/02/2014

Time - 9 to 10 am

Marks -25

Q 1 Define Company and state the characteristic features of company. [15]

OR

Q 1 Define Director and discuss the legal position of director. [15]

Q 2 Write short notes (Any two) [10]

1. Distinguish between public company and private company.
2. Doctrine of ultra various
3. Membership of a company

मराठी भाषांतर

प्र. १ कंपनीची व्याख्या लिहून कंपनीची वैशिष्ट्ये स्पष्ट करा. [१५]

किंवा

प्र. १ संचालकाची व्याख्या लिहून संचालकाचे कायदेशीर स्थान स्पष्ट करा. [१५]

प्र. २ टिपा लिहा (कोणत्याही २) [१०]

- १) खाजगी कंपनी आणि सार्वजनिक कंपनी यातील फरक स्पष्ट करा.
- २) अधिकारबाह्य सिद्धांत म्हणजे काय ?
- ३) सभासदत्व म्हणजे काय ?

Bachelor of Commerce Examination: April / May 2014

Semester: III (Repeater)

Day & Date	Paper No.	Subject Name	Time	Code
Monday 28/04/2014	P - III	English C.C. (H.L)	02. 00 PM to 04.30 PM	310301

Instructions: Question No.1 is compulsory.
Answer any three out of the remaining questions.

Q1. Read the following passage and answer the questions given below:

A modern society that considers the elderly a burden is a sad place to live. That the elderly are a steadily rising proportion of world population is a tribute to modern medicine. Why should one consider the existence of more healthy individuals an affliction? If they are proving to be a social security burden, they can retire at a later age. A US census bureau report says, "Population ageing represents, in one sense, a human success story; societies now have the luxury of ageing. However, the steady, sustained growth of the elderly (65 and above) also poses myriad challenges to policy-makers in many societies". India too, has more reasons to celebrate than fear the rise of the elderly. In service class India, individuals can contribute at work till they are well past 60. By utilizing and appreciating their services, societies will learn not to grudge their social responsibilities towards them. The elderly, on their part, will feel more wanted in society. After all, the identities of people are inextricably linked to the workplace. Many people lapse into a decline after their working years, not because they cannot work, but because they are not asked to work.

Some of today's biggest movers and shakers are well into their 70s. Federal Reserve chairman Alan Greenspan, the czar of central banking, is intellectually alert and supple despite his years. Warren Buffett's influence over global equity markets is undisputed, with age clearly not compromising his financial acumen. Rupert Murdoch is considered the most influential media promoter in the world. Sumner Redstone, chairman and chief executive officer of Viacom (which owns, among other things, MTV and Paramount pictures) is no spring chicken either. Closer home, Dhirubhai Ambani led Reliance from the front till his last. Indeed, the world would be a poorer place (literally) if such men were to retire at 58 in today's meritocratic era, retirement age should be flexible and subject to individual ability.

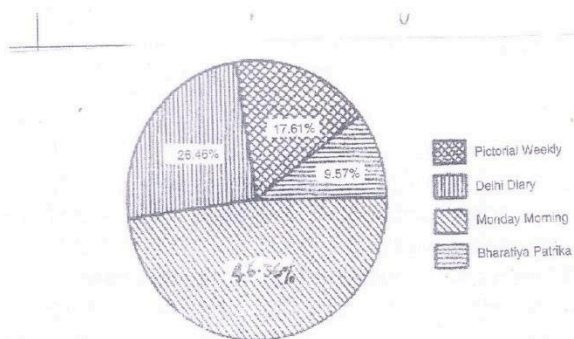
- 1) What is the dilemma faced by Modern Society? 01
- 2) Why is Modern Society a sad place to live in? 01
- 3) What is the opinion of the US Census Bureau Report? 01
- 4) What are the challenges posed to the policy makers in many societies? 02
- 5) How can society make the elderly feel wanted and respected? 01

- 6) Why do you think allowing persons to work past 60 makes them feel more wanted? 01
- 7) Name some of the movers and shakers who are well past 70 years of age. 01
- 8) What is the central idea of this passage? 02
- 9) Match column A with meanings in column B. 02

A	B
1. existence	a) some thing which causes physical or mental suffering.
2. affliction	b) to be present.
3. alert	c) ability to make good judgements and quick decisions.
4. acumen	d) to be paying full attention.

- 10) Make sentences with the following. 03
- a) elderly b) celebrate c) decline

- Q2. A) The pie graph given below shows the percentage of Readership of four Magazines. Study the graph and answer the questions given. 10



- Which magazine has the maximum readership?
- Which magazine has the least readership?
- What is the percentage of readership for the Delhi Diary?
- Which magazine has a greater readership – Bharatiya Patrika or Pictorial Weekly?

5. What is the percentage difference in readership between Bharatiya Patrika and Delhi Dairy?

- Q2. B)** Draw a bar diagram to represent the box office collection for the film 'Madras Café' in the first five days of its release. **10**

Days	Monday	Tuesday	Wednesday	Thursday	Friday
Collection in lakh rupees	10 lakhs	15 lakhs	25 lakhs	20 lakhs	18 lakhs

- Q3. A)** Cipla Pharmaceuticals Ltd. Mumbai, have written to you for credit information regarding Getwell Chemist – Stores, Thane, who are very slow in payments and at present owe your firm Rs.30,000/-. You regard them as a credit risk. Write an appropriate reply to Cipla Pharmaceuticals Ltd. **10**

OR

A credit customer, who was regular, is making payments for 3 years has been delaying payments for the last 1 year because of difficulties in business. Write to the customer pointing out that he should stop buying on credit for sometime as it will ruin his credit reputation.

- Q3. B)** Draft a letter to Bajaj Co. Ltd., firmly requesting the payment of a bill of Rs. 100, 000 for goods delivered 6 months ago. Make it clear that if the bill is not paid within a week, legal action will be taken. **10**

OR

Write a letter to Asiatic stores reminding them that they have neither settled their account nor replied to your earlier reminders. Offer to take payment in installments to help them to settle the account.

- Q4. A)** Draft the notice and minutes of the General body meeting of Asiatic Library held on 1 August, 2013, where the following points were discussed: **20**

- Donation of Books by Tata Trust
- Starting a Library-on-wheels to reach people in the distant suburbs.
- Up grading online library facilities.
- Increasing library membership fees to enable funding for upgradation of services.

OR

Q4. B) Answer both questions.

20

1. Write a detailed note on the various stages of the Collection Campaign Series.
2. What is Credit? Write a note on the 4C's of credit.

Q5. A) Draft a memo from the General Manager of Sun Industries to the factory Supervisor asking for an explanation for the damage caused by the fire in the factory. Arrange a meeting with him. **10**

OR

Write a memo to the Senior Clerk of Sony Electronics, regarding his frequent absence from office, without informing, warning him of the consequences.

Q5. B) Draft a circular from Canara Bank Limited announcing the opening of a new branch at the S.N.D.T. Women University, Juhu Campus. **10**

OR

Star cruises are launching a new holiday plan for cruises to the Bahamas in November and December. Draft a circular to be sent to their regular customers informing them about the details of the new plan and booking dates.



Bachelor of Commerce Examination: April / May 2014

Semester: III (Repeater)

Day & Date	Paper No.	Subject Name	Time	Code
Monday 28/04/2014	P - III	English C.C. (L.L.)	02. 00 PM to 04.30 PM	320301

Instructions: 1) Question no.1 is compulsory. It will carry 15 marks.
2) Attempt any 3 questions out of the questions Q.2, Q.3, Q.4 and Q.5 carrying 20 marks each.

Q1. 'Give when you take, do not take without giving.' – Who taught this principle to Sudhaji? When? 15

OR

How did Sudhaji's neighbours behave when she went to their home for a condolence visit? Why did she feel sad after her visit?

Q2. Write short notes on any two of the following: 20

1. Hanumanthappa's honesty
2. The O. T. Nurse
3. The old man from the story, "In India, the worst of both worlds."

Q3. A) Read the passage and answer the questions given below: 10

Many years ago, I was working as a Chief System Analyst. The job involved a lot of travelling for project work. Sometimes to a small village, sometimes to a neighbouring city. Often, work compelled me to travel on holidays too.

One particular Friday, I was looking forward to a long weekend. The coming Monday was a holiday for some festival and taking advantage of the long weekend, we sisters had decided to meet at our grandmother's house in our native Shiggaon.

I was waiting for Friday to end. Sunday was a full-moon night and so a special moonlight dinner had been arranged for us. Moonlight dinners are favourite family occasions for the people of north Karnataka. We were all in a hurry to wind up for the day when I heard someone calling out, "Kulkarni! Can you come to my office?"

My heart sank. It was my boss (calling me by my maiden name), and judging by his tone, the matter was urgent. Even though I was on my way out of the office, I stopped to enquire what he wanted.

"Sorry for disturbing you, but your service is required urgently," he said, handing over a letter for me to read. It said that I had to visit a project site within the next two days.

"No problem at all, sir, I shall attend to it," I said. I was used to working throughout the day and throughout the week, so cancelling my travel plans didn't bother me at all. My work gave me more happiness than any celebration or outing.

The next morning, I left for the town where the project was based. By the time I reached the town it was already noon, but it.....

1. Write about Sudhaji's job in the company. What did it require? 01
2. What was Sudha Murty's maiden name? Who called her by this name? 01
3. What did Sudha Murty's boss want her to do during the weekend holidays? 01
4. How did Sudha Murty respond to her boss? 01
5. What did Sudha Murty plan for weekend holidays? 01
6. Where did Sudha Murty plan to meet her sister? 01
- Write noun forms: 02
- i) decide ii) arrange iii) involve iv) enquire
7. Make sentences by using the following words: 02
- i) occasion ii) neighbor iii) project iv) week

Q3. B) Write a note on any one of the following: 10

- i) Physical barriers
- ii) Non-Verbal Communication

Q4. A) Write a letter a Naina Hosiery Works, Mumbai, complaining that 70 dozens ladies handkerchieves delivered to them are not of the same quality as was shown at the time of placing order. 10

OR

Write a letter to Flipkat Retail Services Pvt. Ltd., Mumbai, complaining that the perfume bottles sent to them have been received in the damaged condition. Enclose the Xerox copies of all the necessary documents and ask for a proper compensation.

B) Mr. Girish Mehta bought a digital camera from you six months ago. He now complains that it is defective and asks for an exchange. Inspection shows that it has been carelessly handled. Write a reply refusing adjustment to the customer. 10

OR

Ms. Geeta Singh has complained that there has been a week's delay in the execution of an urgent order for washing machine. Draft a reply.

Q5. A) Write a note for your colleague to inform the Manager of your organization that you would not be coming to your office for one week. Write the reason. Request him to handle your job. 10

OR

Write a note for your sister who is going to the market to buy some material for the birthday celebration of your father at home.

- B)** A watchman often remains away from the factory gate and has been found drunk at many times. Write a memo to him from the Personal Manager. **10**

OR

Mr. Reena Dave, the receptionist, remained absent for 10 days without prior intimation to your office. Draft a memo warning her for adverse consequence.



Bachelor of Commerce Examination: April / May 2014

Semester: III (REPEATER)

Day & Date	Paper No.	Subject Name	Time	Code
Friday 2/05/2014	P – III	Economics Money and Banking	02. 00 PM to 04. 30 PM	340305

Instructions: Answer any five from the following.

-
- Q1.** Explain the law of effective demand in detail. 15
- Q2.** a) Discuss the theory of Multiplier. 10
b) Explain Current Income Hypothesis. 05
- Q3.** What do you mean by the term "Money Supply"? What are the determinants of money supply? 15
- Q4.** Evaluate Fisher's Cash-Transaction theory. 15
- Q5.** Discuss various functions of Commercial Bank. 15
- Q6.** Explain RBI's function of credit control in detail. 15
- Q7. Write short notes on any TWO:** 15
- a) Circular Flow of National Income
 - b) Concept Velocity of Circulation of Money
 - c) Causes of Inflation
 - d) Phases of Trade Cycle



Bachelor of Commerce Examination: April / May 2014

Semester: III (REPEATER)

Day & Date	Paper No.	Subject Name	Time	Code
Saturday 03/05/2014	P – III	Commerce Customer Relationship Marketing and Retailing	02. 00 PM to 04. 30 PM	340306

Instructions: Answer any five from the following.

-
- Q1.** Explain the concept of customer relationship management and its significance. 15
- Q2.** What is customer retention? What should an organization do to retain customer. 15
- Q3.** "Acquisition is the first step in building customer relationship." Explain. 15
- Q4.** Explain the means and ways of satisfying customers. 15
- Q5.** What are the effective ways of managing customer complaints? 15
- Q6.** Define retail marketing and explain its functions. 15
- Q7.** Explain the importance of 'Location factor' in retailing. 15
- Q8. Write short notes on any TWO:** 15
- a) Customer Delight
 - b) Customer Focus
 - c) Types of Retailing Operations
 - d) Customer Loyalty



Bachelor of Commerce Examination: April / May 2014

Semester: III (REPEATER)

Day & Date	Paper No.	Subject Name	Time	Code
Saturday 03/05/2014	P – III	Commerce Customer Relationship Marketing and Retailing	02. 00 PM to 04. 30 PM	340306

Instructions: Answer any five from the following.

- प्र.1 ग्राहक संबंध व्यवस्थापन संकल्पना स्पष्ट करा आणि त्याचे महत्त्व सांगा. 15
- प्र.2 ग्राहक वाढविणे म्हणजे काय? आपले ग्राहक वाढविण्यासाठी विक्रेत्याने कोणत्या गोष्टी कराव्यात? 15
- प्र.3 "ग्राहक संबंध प्रस्थापित करण्यासाठी ग्राहक मिळवणे ही पहिली पायरी आहे." स्पष्ट करा. 15
- प्र.4 ग्राहकाला समाधानी करण्याची साधने आणि मार्ग स्पष्ट करा. 15
- प्र.5 ग्राहक तक्रार निवारणीचे प्रभावी व्यवस्थापन स्पष्ट करा. 15
- प्र.6 किरकोळ विपलणाची व्याख्या करा. त्याची महत्त्वाची कार्ये स्पष्ट करा. 15
- प्र.7 किरकोळ विक्रीमध्ये स्थान घटकाचे सविस्तर वर्णन करा. 15
- प्र.8 कोणत्याही दोन टिपा लिहा. 15
- अ) आनंदी ग्राहक
- ब) ग्राहक लक्ष्यकेंद्रीकरण
- क) किरकोळ विपलणाचे विविध प्रकार
- ड) ग्राहक निष्ठा



Bachelor of Commerce Examination: April / May 2014

Semester: III (REPEATER)

Day & Date	Paper No.	Subject Name	Time	Code
Friday 05/05/2014	P – III	Accountancy	02. 00 PM to 04. 30 PM	340307

Instructions: Attempt any three questions from the following.

Q1. a) Read the following account and comment.

15

In the books of Mr. Mahendra

Mr. Haresh's A/C

Dt.	Particulars	Amt	Dt.	Particulars	Amt
1/1/13	To balance b/d	10000	9/3/13	By Cash	19800
5/1/13	To Sales	10000	9/3/13	By Discount	200
10/1/13	To Sales	80000	10/4/13	By Cash	78000
10/5/13	To Sales	30000	10/4/13	By Discount	2000
1/8/13	To Sales	40000	9/6/13	By bank	30000
1/9/13	To Sales	35000	10/9/13	By Sales return	5000
1/12/13	To Sales	50000	10/10/13	By Discount	5000
			10/10/13	By Bank	30000
			10/12/13	By Bank	30000
			10/12/13	By Discount	5000
			31/12/13	By bal c/d	50000
		<u>255000</u>			<u>255000</u>

b)

Plant and Machinery A/C

10

In the books of Voltas Ltd.

Dt.		Rs	Dt.		Rs
1.1.12	To balance b/d	200000	30.6.12	By Bank	45000
1.7.12	To Bank	50000	30.6.12	By PIL	2500
1.7.12	To Bank (Erection charges)	2000	31.12.12	By Depreciation	20100
31.12.12	To bank	5000	31.12.12	By bal c/d	189400
		<u>257000</u>			<u>257000</u>

Q2. a) Sri. Ashutosh keeps his books by single entry. On 1.1.2012 his capital was Rs.69000. An analysis of his cash book for the year gives the following particulars:

15

Debit side	Rs	Credit side	Rs
Received from Sundry Debtors	60000	(Opening)	7400
Capital Account	5000	Due to bank(Jan1)	
		payments to creditors	25000
		By General expenses	10000
		By Wages	15500
		By Drawings	3000
		By Bank balance	4000
		By Cash bal in hand	100
	65000		65000

Particulars	01-01-12	31-12-12
	Rs.	Rs.
Debtors	53000	88000
Creditors	15000	19500
Stock	17000	19000
Plant & Machinery	20000	20000
Furniture & fitting	1400	1400

From the above materials prepare a profit and loss account for the year ended 31-12-2012 and a balance sheet as on that date.

1. 10% Depreciation on plant
2. 5% Depreciation on furniture & fittings
3. Reserve of 5% on Sundry Debtors

b) Mr. Mukesh does not maintain complete double entry books of accounts from the following details, determine profits for the year.

1. 10% Depreciation is to be charged on furniture.
2. Mr. Mukesh has drawn Rs.1000 p.m.
3. Additional capital Rs.2000 introduced.
4. Provide interest on drawings @ 10% p.a.

Particulars	01-04-2012	31-03-2013
	Rs	Rs
Stock	40000	60000
Debtors	30000	40000
Cash	2000	1000
Bank	10000	-
Creditors	15000	25000
Outstanding expenses	5000	8000
Bank overdraft	-	5000
Furniture	3000	2000

Q3. Profit and loss A/C for the year ended 31st March 2013 of Y Ltd.

To opening stock	40000	By sales 2000000	
To purchase 1520000		Less returns 5000	1995000
Less:			
Return 20000			
	1500000	By closing stock	70000
To carriage	10000		
To wages	30000		
To Gross profit c/d	485000		
	<u>2065000</u>		<u>2065000</u>
To Salaries	30000	By Gross profit	485000
To Office Rent	25000		
To Rates & Taxes	12000		
To Travelling expenses	2000		
To insurance	2000		
To advertising	10000		
To bad debts	15000		
To Discount	5000		
To General Expenses	20000		
To Postage	14000		
To Depreciation on plant			
Rs. 3000			
To Depreciation on furniture			
Rs.1000	4000		
To Audit fees	11000		
To Loss on sale of furniture	3000		
To Income tax	55000		
To Net Profit	277000		
	<u>485000</u>		<u>485000</u>

Balance-sheet as on 31st March, 2013.

Liabilities	Rs	Assets	Rs
Share Capital securities	300000	Goodwill	20000
Security premium	10000	Land	280000
General reserve	20000	Plant	238000
Profit & loss account	334000	Furniture	6000
11% Debentures	100000	Investment	160000
Bank Loan	40000	Debtors	160000
Bank overdraft	70000	Inventories	100000
Creditors	100000	Prepaid expenses	5000
Provision for tax	40000	Cash at bank	35000
		Preliminary expenses	10000
	<u>1014000</u>		<u>1014000</u>

Prepare vertical profit & loss account and balance sheet of Y Ltd.

Q4. Explain following terms as per schedule VI (Any five):

25

- a. Share holders' funds
- b. Current Assets
- c. Non-current Liabilities
- d. Fixed Assets
- e. Operating Costs
- f. Investments
- g. Current Liabilities

Q5. Write on any 3 from the following:

25

- 1. What is common size statement? Explain its advantages.
- 2. What do you mean by single entry system? Explain its drawback.
- 3. Explain importance of reading of ledger accounts.
- 4. What is comparative statement? Discuss its usefulness.



Bachelor of Commerce Examination: April / May 2014
Semester: III (REPEATER)

Day & Date	Paper No.	Subject Name	Time	Code
Tuesday 06/05/2014	P – I	Business Law	2. 00 PM to 4.30 PM	340110

Instructions: Answer any five from the following.

- Q1.** a) Define proposal and state modes of revocation of a proposal. 10
b) Write a note on – Coercion. 05
- Q2.** a) “An agreement in restraint of trade is void” Explain the rule and state the exceptions to the rule. 10
b) Write a note on – Duties of Bailee. 05
- Q3.** Discuss the Implied Authority of partners and state the restrictions on such authority. 15
- Q4. Write short notes on any Three:** 15
a) Distinction between partnership and company
b) Duties of partners
c) Minor's position in a partnership firm
d) When is time essence of the contract
e) Rights of Bailor
- Q5.** “No one can transfer a better title than what he himself possesses”. Discuss the rule and state the exceptions to the rule. 15
- Q6.** Who is unpaid seller? What are his rights? 15
- Q7. Write short notes on any Three:** 15
a) Sales by description
b) Distinction between sale and agreement to sell
c) Modes of retirement of a partner
d) Holding out partner
e) Meaning, definition and concept of Rights to Information Act - 2005



Bachelor of Commerce Examination: April / May 2014
Semester: III (REPEATER)

Day & Date	Paper No.	Subject Name	Time	Code
Tuesday 06/05/2014	P - I	Business Law	2. 00 PM to 4.30 PM	340110

Instructions: Answer any five from the following.

Question No.	Code line _____	Page No. <u>1</u>	Marks
		Do not write anything in this block	
	सूचना - १) कोणत्याही पाच प्रश्नांची उत्तरे लिहा २) सर्व प्रश्नांना समान गुण आहेत.		
प्र०१(अ)	प्रस्तावाची व्याख्या व्याख्या सांगून प्रस्तावमार्गे घेण्याच्या विविध पद्धती कोणत्याही वर्णन करा		१०
व)	टीप लिहा. बलप्रवर्तन		०५
प्र०२(अ)	व्यापारावर प्रतिबंध जाणवारा ठराव हा व्यर्थ आहे. सचि करी. याचा अपवाद कोणते.		१०
(ब)	टीप लिहा. निक्षेप गृहित्याची कर्तव्ये		०५
प्र०३	भागीदाराच्या ध्वनित हक्कांच्या विवरण रूपरूप करा. आणि या ध्वनित हक्कावर असलेली बंधने सांगा.		१५
प्र०४	टीप लिहा (कोणत्याही तीनवरून) अ) भागीदारी आणि कंपनी यातील फरक ब) भागीदारीची कर्तव्ये क) भागीदारीमधून इतान व्यक्ति-पे संचालन ड) समयाला प्रसविद्याचे सारसत्व केव्हा असते? इ) निक्षेप गृहित्याचे हक्क		१५
प्र०५	"कोणीही आपल्या स्वतःपेक्षा चांगले सत्य हस्तगत करा शकत नाही" हे विधान रूपरूप करा. या तिसमाला अपवाद कोणते आहेत?		१५
प्र०६	अदालत विक्रेता म्हणजे कोण? ब) अदालत विक्रेत्याचे अधिकार कोणते आहेत तर रूपरूप		१५

Question No.	Code line	Page No. २	Marks
		Do not write anything in this block	
प्र०७	दीप लिघा (काण्ठादी तीनवर)		१५
अ)	वृणता वृवरे मालाचा विक्री		
ब)	विक्री आणि विक्रीच्या ठराव यातील फरक		
क)	भागीदारांचे निवृत्तीचे मार्ग		
ड)	भास विणारा भागीदार		
इ)	माहितीचे अधिकार २००५ या कायद्याचे अर्थ, व्याख्या आणि संकल्पना.		

Bachelor of Commerce Examination: April / May 2014

Semester: III (REPEATER)

Day & Date	Paper No.	Subject Name	Time	Code
Monday 07/05/2014	P – I	Advertising – Introduction to Advertising	2. 00 PM to 4.30 PM	370144

Instructions: Answer any five from the following.

- Q1.** Explain the benefits of Advertising to the manufacturers, Retailers and consumers. **15**
- Q2.** Discuss the effect of advertising on distribution cost and consumer price. **15**
- Q3. a)** Who are the active participants in advertising? Explain their positions and contribution. **08**
- b)** What considerations underline the choice of media for Advertising? **07**
- Q4.** Explain the different kinds of waste in advertising. What are the principal causes of waste in Advertising? **15**
- Q5.** Define Market Research. Explain the limitations of Market Research. **15**
- Q6.** Discuss the different forms of indoor and outdoor media of advertising. **15**
- Q7.** Define product research. Explain the product Analysis and product Testing as a tool for Product Positioning. **15**
- Q8.** Write short note on any 2: **15**
1. Advertising & standard of living
 2. Window display
 3. Service and institutional advertising



Bachelor of Commerce Examination: April / May 2014

Semester: III (REPEATER)

Day & Date	Paper No.	Subject Name	Time	Code
Monday 07/05/2014	P – I	Advertising – Introduction to Advertising	2. 00 PM to 4.30 PM	370144

Instructions: Answer any five from the following.

- प्र.1 उत्पादक, किरकोळ व्यापारी आणि ग्राहक यांना जाहिरातीचे कोणते फायदे होतात ते स्पष्ट करा. 15
- प्र.2 वितरण परिव्यय आणि ग्राहक किंमत यावर जाहिरातीचा काय परिणाम होतो? ते स्पष्ट करा. 15
- प्र.3 अ) जाहिरातीतील सक्रिय सहभागी कोण आहेत? त्यांचे स्थान आणि योगदान काय आहे ते स्पष्ट करा. 08
- ब) जाहिरातीचे माध्यमाची निवड करतांना कोणते घटक लक्षात घ्यावयास पाहिजे? स्पष्ट करा. 07
- प्र.4 जाहिरातीच्या अपव्ययाचे विविध प्रकार सांगा. जाहिरातीच्या अपव्ययाची प्रमुख कारणे कोणती ते स्पष्ट करा. 15
- प्र.5 बाजार संशोधन या संज्ञेची व्याख्या लिहा. बाजार संशोधनाच्या मर्यादा स्पष्ट करा. 15
- प्र.6 अंतर्गत जाहिरात आणि बहिर्गत जाहिरातीच्या विभिन्न माध्यमाची चर्चा करा. 15
- प्र.7 वस्तु संशोधन या संज्ञेची व्याख्या सांगा. बाजारातील स्थान निश्चितीसाठी वस्तू विश्लेषण आणि वस्तुची चाचणी या साधनांची चर्चा करा. 15
- प्र.8 कोणत्याही दोन टिपा लिहा. 15
- अ) जाहिरात आणि राहणीमान
- ब) विन्डो डीस्प्ले
- क) सेवा आणि संस्थात्मक जाहिरात





Bachelor of Commerce Examination: April / May 2014

Semester: III (REPEATER)

Day & Date	Paper No.	Subject Name	Time	Code
Thursday 08/05/2014	P – IV	Computer Applications	02. 00 PM to 04. 30 PM	300418

Instructions: Answer any 4 questions from Q.1 to Q.6

- Q1.** a) Explain any five options from the View menu. 05
b) Explain the uses of the Filter Menu. 05
c) Explain any five tools from the toolbar. 05
- Q2.** a) Explain the different Modes (Views) available with the toolbars. 05
b) Explain any three options from the Select menu. 05
c) Explain the 'Gradient' tool. 05
- Q3. Explain in brief:** 15
a) Eraser Tool
b) Mode
c) Duplicate Image
d) Distort Image
e) History Box
- Q4.** a) What is Internet? Explain its Advantages and Disadvantages. 05
b) What is Attachment and ISPN? 05
c) Explain types of Internet connection. 05
- Q5.** a) Explain procedure to download picture and Text on from internet. 05
b) Explain the role of Modern on internet. 05
c) What is E-Commerce? Explain its Disadvantages? 05

Q6. a) Explain the E-Commerce Future.

05

b) What is Multimedia? Explain its Drawback.

05

c) Explain Minimum Hardware and Software requirement for running Multimedia on a PC.

05



Bachelor of Commerce Examination: April / May 2014

Semester: III (REPEATER)

Day & Date	Paper No.	Subject Name	Time	Code
Friday 2/05/2014	P – III	Economics Money and Banking	02. 00 PM to 04. 30 PM	340305

Instructions: Answer any five from the following.

- प्र.१ प्रभावी मागणी हा सिद्धांत सविस्तर स्पष्ट करा. 15
- प्र.२ अ) गुणक तत्त्व सिद्धांत 10
ब) चालू उत्पन्न परिकल्पना 05
- प्र.३ पैशांच्या पुरवठ्याचा अर्थ स्पष्ट करून पैशांच्या पुरवठ्यावर परिणाम करणाऱ्या घटकांची चर्चा करा. 15
- प्र.४ फिशरचा रोकड विनिमय सिद्धांताचे परिक्षण करा. 15
- प्र.५ व्यापारी बँकांच्या विविध कार्यांची चर्चा करा. 15
- प्र.६ आर.बी.आय. द्वारे पत नियंत्रणावर केल्या जाणाऱ्या कार्यांची सविस्तर चर्चा करा. 15
- प्र.७ कोणत्याही दोन टिपा लिहा. 15
अ) राष्ट्रीय उत्पन्नाचा चक्राकार प्रवाह
ब) मुद्रेच्या प्रवेगाचा प्रवाह
क) भाववाढीची कारणे
ड) व्यापार चक्रांच्या स्थिती



Gokhale Education Society's
S.M.R.K. B.K. – A.K. Mahila Mahavidyalaya

Prin. T. A. Kulkarni Vidyanagar, Nashik- 422005.

S.Y. B.Com, Semester Examination – October, 2013.

Subject: Techniques of Advertising

Time: 02:30 Hrs.

Date: 25/10/2013

Max. Marks: 75 Marks

Note: 1. Solve any five questions.
2. Figures to the right indicate full marks.

- Q.1. What do you mean by 'Visualization'? Explain techniques of visualization. (15)
- Q.2. What do you mean by 'Copy Writing'? Explain types of copy writing. (15)
- Q.3. What do you mean by 'Television Advertisement'? Explain Structuring of Television advertisement. (15)
- Q.4. Explain AIDA formula. (15)
- Q.5. What do you mean by 'Advertising Department'? Explain functions of advertising department. (15)
- Q.6. What is 'Advertising'? Explain creative and competitive advertising. (15)
- Q.7. Short Notes. (Any 02) (15)
1. Designing a poster.
 2. Typography.
 3. Buying Motives.
 4. Selling Points.
 5. Choice of Agency.

मराठी रूपांतर

- प्र.१. दुक प्रतिमा म्हणजे काय ते सांगुण दुक प्रतिमेचे तंत्रे विशद करा. (१५)
- प्र.२. जाहिरात प्रतीची निर्मिती (लेखन) म्हणजे काय ते सांगुण त्याचे प्रकार विशद करा. (१५)
- प्र.३. दूरदर्शन जाहिरात म्हणजे काय ? दूरदर्शन जाहिरातीची बांधणी स्पष्ट करा. (१५)
- प्र.४. AIDA सूत्र स्पष्ट करा. (१५)
- प्र.५. जाहिरात वितरण विभाग म्हणजे काय ते सांगुण त्याची कामे विशद करा. (१५)
- प्र.६. जाहिरात म्हणजे काय ? रचनात्मक व स्पर्धात्मक जाहिरात स्पष्ट करा. (१५)
- प्र.७. टिपा लिहा. (कोणत्याही ०२) (१५)
१. भित्तीपत्रिका तयार करणे.
 २. टंकलेखन
 ३. खरेदी प्रेरणा.
 ४. विक्रीय विंदू
 ५. जाहिरात वितरण संस्थेची निवड.



Gokhale Education Society's
S.M.R.K. B.K. – A.K. Mahila Mahavidyalaya
 Prin. T. A. Kulkarni Vidyanagar, Nashik- 422005.

S.Y. B.Com, Repeater Examination – October, 2013

Subject: Accountancy IV.

Time: 02:30 Hrs

Max. Marks: 75 Marks

Date: 24/10/2013

Note: 1. Solve any five questions.
 2. Use of calculator is allowed.

- Q. 1.** A Ltd invited application for 10,000 shares of ₹ 12 each at a discount of ₹ 2 per share. The amount (15)
 was to be paid as follows:

Application	₹ 04
Allotment	₹ 05 (Including Discount)
First Call	₹ 02
Final Call	₹ 01

The public applied for 7,000 shares and these were allotted. All money due were collected upto allotment call. First call was not received on 100 shares whereas the final call was received on 6,800 shares only.

Pass necessary journal entries in the books of company.

- Q.2.** B Ltd. was registered with an authorized capital of ₹ 20,00,000 divided into 20,000 Equity Shares (15)
 of ₹ 100 each. The company issued for public subscription 12,000 shares of ₹ 100 each at a premium of 5% payable as follows:

Application	₹ 20
Allotment	₹ 40 (Including Premium)
First Call	₹ 30
Final Call	₹ 15

Applications were received for 20,000 shares. The allotment was made as follows:

Application for 10,000 shares	: Full Allotment
Applications for 8,000 shares	: 25% allotment on pro – rata basis.
Applications for 2,000 shares	: Nil

Money on rejected applications was refunded and money overpaid on applications to whom shares allotted was adjusted towards the amount due on allotment.

All the amounts including all calls were duly received except Mr. Ajay who failed to pay first and final call on 200 shares. His shares were forfeited and re – issued to Mr. Atul at ₹ 95 per share as fully paid – up.

Journalize the above transactions in the books of B Ltd.

- Q.3.** The Balance Sheet of C Ltd. as on 31-03-2012 is as follows. (15)

Liabilities	₹	Assets	₹
Share Capital:		Furniture & Fixtures	20,000
A: Issued & Subscribed Capital		Plant	3,00,000
1. 5,000, 3% Redeemable Preference Shares of ₹ 100 each fully paid up.	5,00,000	Motor Car	2,00,000
2. 90,000 Equity Shares of ₹10 each fully paid up.	9,00,000	Building	2,00,000
Share Forfeited Account	10,000	Land	6,00,000
Share Premium	1,00,000	Investment	2,80,000
Reserve	1,80,000	Stock	2,00,000
Profit Post Incorporation	20,000	Debtors	1,50,000
Profit & Loss Account	2,50,000	Bills of Exchange	1,00,000
Bills of Exchange	50,000	Bank	2,00,000
Creditors	2,40,000		
	22,50,000		22,50,000

The company decided to redeem its preference shares at par on 1st April, 2012. A fresh issue of 10,000 equity shares of ₹ 10 each was made at ₹ 12 per share payable on application ₹07 per share and ₹ 05 (Including Premium) per share on allotment. On 1st April, 2012 these shares were fully subscribed and all the amounts were fully received. The directors of the company realized the investments for ₹ 3 00 000.

- Q.4. D Ltd. was incorporated on 30th April, 2011 to take over the running business as going concern with effect from 1st January, 2011. From the following Trading and Profit & Loss A/c of A Ltd, for the year ended 31st December 2011 you are required to prepare a statement showing the profit earned prior to and after incorporation. (15)

D Ltd Trading, Profit & Loss A/c For the year ended 31 st December, 2011.			
Dr.			Cr.
Particulars	₹	Particulars	₹
To Opening Stock	35,000	By Sales	3,00,000
To Purchases	2,10,000	By Closing Stock	35,000
To Gross Profit C/D	90,000		
Total	3,35,000	Total	3,35,000
To Director's Remuneration	2,400	By Gross Profit C/D	90,000
To Salaries	12,000	By Bad Debts	2,000
To Bad Debts	1,500		
To Debenture Interest	2,500		
To Discount Allowed	1,800		
To Depreciation	12,000		
To Interest To Vendors	1,500		
To General Expenses	2,400		
To Audit Fees	3,100		
To Selling Expenses	12,000		
To Printing & Stationary	4,800		
To Commission To Salesman	6,000		
To Net Profit C/D	30,000		
Total	92,000	Total	92,000

Additional Information:

- Yearly turnover of the business is ₹ 3,00,000 of which sales upto 1st May, 2011 were ₹ 1,00,000.
- The purchase consideration was settled on 30th June, 2011.
- Bad debts of ₹ 300 related to sales effected after incorporation and recovery of Bad Debts was in respect of debts written off during 2009.
- Date of obtaining certificate of commencement is 31st May, 2011.

- Q.5. The following balances appeared in the books of the D Ltd as on 31st March, 2010. (15)

Particulars	Dr. ₹	Particulars	Cr. ₹
Buildings	75,000	Issued, Subscribed & paid up capital:	
Purchases	2,50,000	60000 Equity Shares of ₹ 10 each.	3,00,000
Manufacturing Expenses	1,80,000	General Reserve	1,25,000
Establishment Charges	1,35,000	Unclaimed Dividend	3,225
General Charges	15,500	Trade Creditors	20,000
Machinery	1,00,000	Sales	6,49,425
Motor Vehicle	15,000	Bills payable	35,000
Furniture	2,500	Interest on Investment	4,250
Opening Stock	75,000	Profit & Loss Account 1 st April 2008.	8,250
Book Debts	1,10,000	Staff Provident Fund	18,750
Investments	1,45,000		
Advance Payment of Income Tax	25,000		
Cash	35,000		
Directors Fees	900		
	11,63,900		20,91,223

From these balances and the following information, prepare the companies Balance Sheet as on 31st March, 2012 and Profit & Loss A/c as on that date.

- The stocks on 31st March, 2012 were valued at ₹ 75,000
- Provide ₹ 5,000 for depreciation on Building.
- Interest accrued on investment amounted to ₹ 2,000.
- The directors propose a final dividend at 4% on paid up capital.

Q. 6. What do you mean by 'Share Capital'? Explain structure of share capital. (15)

Q. 7. Explain different classes of share capital in detail. (15)

Gokhale Education Society's
SMRK – BK – AK MAHILA MAHAVIDYALAY, NASHIK
Repeat Semester IV - October 2013

Class: B.Com II
Date : 21/10/2013

Time: 2.30 hrs.

Subject: English HL
Marks: 75

Note: Question No. 1 is compulsory. Answer any three questions from the remaining.

1. 'Wanted graduates as the post of office assistants in a multistate bank, fluency in Marathi, Hindi and English and accounting work.' Reply to this advertisement.

- i. Covering letter
ii. Bio data

(05)
(10)

2. A. Read the following passage carefully and answer the questions given below:

Cancer is a group of diseases characterized by an uncontrolled growth of abnormal cells, and it is the result of an uncontrolled cell-cycle. If the spread of these abnormal cells is not controlled by radiation therapy or other means, then cancer can cause death. Most cancers take the form of tumors, although not all tumors are cancers. A tumor is simply a mass of new tissue that serves no physiological purpose. It can be benign, like a wart, or malignant, like cancer. Benign tumors are made up of cells similar to the surrounding normal cells and are enclosed in a membrane that prevents them from penetrating neighboring tissues. A malignant tumor, or cancer, is capable of invading surrounding structures, including blood vessels, the lymph system and nerves. These invading cells interfere with the normal functioning of different body cells, and it is because of this that death of the host tissue usually follows.

In addition to spreading to surrounding areas, cancer can also spread to distant sites by the blood and lymphatic circulation and so can produce invasive tumors in almost any part of the body. In 1997, approximately 1,500,000 people in the United States were diagnosed with cancer and approximately 600,000 died of the disease. Early screening for cancer is believed to be able to drastically reduce the number of deaths due to the disease. Knowing what to look for when detecting cancer, as well as knowing if you are in a high risk population are two aspects of early prevention which have been proven to increase survival rates and lower the length and severity of treatments.

- i. Define cancer.
ii. What are the consequences of cancer?
iii. How is tackled in the United States?
iv. How do you look at the disease cancer?
v. Find two nouns and two progressive forms of verbs.

(02)
(02)
(02)
(02)
(02)
(10)

- B. Read the passage carefully and summarise it to its one-third size.

The development and widespread use of computer technology and the internet have transformed how we communicate, how business is conducted, how information is dispersed, and how society is organized. Prior to approximately 1980, in-depth information about any one subject matter was attained through laborious research involving countless visits to libraries and via repeated interviews with persons of known reputation and reputable expertise. Now, a great deal of information is available at the click of a mouse button, all attainable from within the confines of ones own home or from the use of a computer in an office. Previous labor-intensive support jobs, such as loading and unpacking of trucks, luggage handling at airports, and food manufacturing, once performed by a large middle-class workforce, are now performed routinely by robots which are monitored by computer-controlled systems.

Our lives have been simplified by the advent of computer and internet technologies, but likewise these benefits which have been ushered in by the technology revolution have had an adverse affect PTO

5. A. Read the following passage carefully and answer the questions given below:

The difference between animals and human beings is in communication. If one is good at communication, then many misunderstandings can be reduced. Nowadays, many communication classes are offered. For those in a hurry, there are crash courses. It is evident that clear thinking and clear communication are considered essential in everyday life.

Lata and I were close friends right from childhood. In a small town, friendship grows faster and thicker than big cities. Maybe people from small towns depend on each other more. Or maybe the culture in a small place is different from big cities. Industrialization has its own impact on human relations.

In our small-town environment, Lata and I enjoyed our closeness. I was a frequent visitor to her house and I knew everybody there. It was the same with Lata. She came over to our place often and knew our family very well.

In due course, we completed our degrees and the time came for us to our different ways. We parted with heavy hearts as I took up a job in Pune and went away.

1. What is the difference between animals and human beings in terms of communication? (02)
2. How can one learn effective communication? (02)
3. Why did Sudha Murty say that friendship and closeness become thicker in small towns than in big cities? (02)
4. Identify four nouns from the passage. (02)
5. Find four verbs from the passage and make their present form. (02)

- B. Read the following passage carefully and answer the questions given below:

Ignorance is not bliss any longer; in fact, it is potentially life-threatening. This is the gloomy message emanating from the UNICEF's State-of-the-World Report on education for 1999. About a billion people—a sixth of humanity—are classified as functionally illiterate, the report says, and of them two-thirds are girls and women. Some 150 million children start school, but do not reach the fifth grade.

The picture in India is even grimmer. India will be the most illiterate country in the world by AD 2000. Every third illiterate in the world is an Indian. India has the maximum number of out-of-school children in the world. Half the children in the age group of 5-11 years in the country are out of school. More girls than boys and more girls from SCs and STs and lower economic groups are out of school. Andhra Pradesh, Madhya Pradesh, Rajasthan, UP, and West Bengal contain 94 per cent of districts with female literacy rates less than 30 per cent and where 75 per cent of children are out of school. Two-thirds of India's total illiterate are women.

- a. What is the UNICEF report? (02)
- b. Why is India's condition called to be grimmer? (02)
- c. What is the comparative illiteracy in the female and that of India? (02)
- d. Give opposite meaning of: i) ignorance ii) literacy (02)
- e. Give similar meaning of: i) country ii) children (02)

on the core of our interpersonal-relationships. Mere communication is no longer via postal mail or face-to-face contact, but rather via electronic email, personal internet message boards, and by virtue of hand-held personal electronic assistants. Although computer technology has brought us to within a mouse-click of any sought-after piece of information, this technology boom has sequestered us to the confines of our computer desks and homes and has removed us away from those traditional settings where personal and communication skills are developed.

3. Answer any two of the following: (20)
 - a. Write a letter to the authorities confirming your acceptance of the job offered.
 - b. You are friend getting married, the marriage is at Mumbai, as you want to attend it, write a letter to your boss requesting for two day leave.
 - c. Due to your parents' ill-health, your family is shifting to other place; write a letter resigning your job.
4. a. Describe interview and its types. (10)
 b. Describe meeting, its purpose and its types. (10)
5. Answer any two of the following: (20)
 - a. Internet and its disadvantages
 - b. Videoconferencing
 - c. Fax and email

Class: BCom II

Subject: English

LL

Time: 2.30 hrs.

Marks: 75

Note: Question No. 1 is compulsory. Answer any three questions from the remaining.

1. Answer any one from the following: (15)
 - a. Describe how festivals and celebrations like Diwali are changing.
 - b. Describe Tara's reaction of the Rakhi Day on Sudha Murty's calling her Taraakka.
2. Write short notes on any two: (20)
 - a. Meena as a changed woman
 - b. Ignorance of the young boy and girl about Rani Laxmibai
 - c. The balm sales girl
3. i) Draft an application for the post of a junior clerk in a local bank. Mention that you know accounting and typing. (05)
 - a. Covering letter (10)
 - b. Bio data (05)
 ii) Answer any one:
 - a. Your cousin is arranging her birthday party to which you are invited, write a letter to your authority requesting for one day leave.
 - b. Due to your father's transfer to Pune, your family is shifting there; write a letter resigning your job.
4. A. Draft the minutes of a sports association meeting in which following resolutions were taken: (10)
 - i) Appointment of new chairman
 - ii) Condolence at the passing away of a past president
 - iii) Appointment of honorary secretary
 - iv) Appointment of bankers
 B. Draft a notice convening a meeting of the sports association. (05)
 C. Prepare an agenda for the sports association's meeting. (05)

PTO

Gokhale Education Society's
S.M.R.K. B.K. – A.K. Mahila Mahavidyalaya

Prin. T. A. Kulkarni Vidyanagar, Nashik- 422005.

S.Y. B.Com, Semester Examination – October, 2013.

Subject: Accountancy III.

Time: 02:30 Hrs.

Max. Marks: 75 Marks

Date: 18/10/2013

- Note:**
1. Solve any five questions.
 2. Figures to the right indicate full marks.
 3. Use of calculator is allowed.

Q.1. In the books of Aman Ltd. (15)
Trading, Profit & Loss A/c
For the year ended 31st March, 2011.

Dr.		Cr.	
Particulars	₹	Particulars	₹
To Opening Stock	1,25,000		
To Purchases	2,75,000	By Sales	5,02,500
To Wages	75,000	(-) Returns	2,500
To Factory Overheads	1,00,000	By Stock	2,50,000
To Gross Profit	1,75,000		
Total	7,50,000	Total	7,50,000
To Administrative Expenses	20,000	By Gross Profit	1,75,000
To Selling And Distribution Expenses	15,000	By Dividend On Investment	2,500
To Discount	1,250	By Profit On Sale Of Motor Car	5,000
To Depreciation	15,000		
To Loss On Sale Of Furniture	1,250		
To Provision For Taxation	44,000		
To Net Profit	86,000		
Total	1,82,500	Total	1,82,500

Redraft the above in a vertical form.

Q.2. From the following Balance Sheet statement of Baban Ltd, prepare Comparative Balance Sheet. (15)

Balance Sheet

Dr.	As on 31 st March 2010 & 2011				Cr.	
Liabilities	2010	2011	Assets	2010	2011	
Equity Share Capital	3,00,000	3,00,000	Machinery	2,00,000	2,30,000	
General Reserve	60,000	1,20,000	Furniture	20,000	18,000	
Retained Earning	40,000	48,000	Building	1,00,000	1,12,000	
Debenture	2,00,000	2,00,000	Stock	2,40,000	2,56,000	
Creditors	1,60,000	2,20,000	Debtors	2,00,000	3,28,000	
Bills Payable	40,000	84,000	Cash	40,000	28,000	
Total	8,02,009	9,74,010	Total	8,02,009	9,74,010	

3. From the following income statement of Catch Ltd, prepare a Common Size Income Statement. (15)

Income Statement					
			Cr.		
Particulars	2010	2011	Particulars	2010	2011
Cost of goods sold	1,35,000	1,46,000	By sales	2,00,000	2,10,000
Gross profit	61,000	59,000	Less: returns	4,000	5,000
Total	1,96,000	2,05,000	Total	1,96,000	2,05,000
Administrative expenses	30,000	31,500	By gross profit	61,000	59,000
Selling expenses	15,000	17,500			
Net profit	16,000	10,000			
Total	61,000	59,000		61,000	59,000

4. The following balances appear in the book of Mr. Dande who has kept his books on single entry system. (15)

Particulars	31 st March, 2010 (₹)	31 st March, 2011 (₹)
Capital	75,000	78,000
Debtors	25,000	25,000
Bills payable	5,000	7,000
Total	1,05,000	1,10,000
Building	50,000	60,000
Stock	25,000	26,000
Debtors	25,000	16,000
Bank	5,000	8,000
Total	1,05,000	1,10,000

Mr. PQR withdraws regularly ₹ 700 from business. He has also taken goods worth ₹ 200 for private use. Additional capital is ₹ 50,000. Depreciation rate for building is 10%. Prepare profit or loss statement and calculate net profit.

5. Comment on the following ledger account. (15)

In the Books of Ram Ltd
Balram A/c

Date	Particulars	JF	₹	Date	Particulars	JF	₹
April 11				April 2011			
1	To Balance B/D		20,000	7	By Cash A/c		2,500
5	To Goods A/c		5,000	20	By Bank A/c		10,000
15	To Goods A/c		15,000	30	By Balance C/D		32,500
22	To Goods A/c		5,000				
	Total		45,000				45,000

6. What do you mean by Financial Statement Analysis? State & explain users of financial statement. (15)

7. What do you mean by 'Ledger'? Explain importance of ledger. (15)

TELEGRAM : UNIWOMEN

Tel No. > 26611168
Extn.: 105

SHREEMATI NATHIBAI DAMODAR THACKERSEY

WOMEN'S UNIVERSITY

Pariksha Bhavan, Sir Vithaldas Vidyavihar, Juhu Tara Road, Santacruz (West), Mumbai - 400 049.

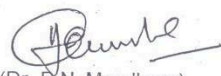
B.COM. SEMESTER – III EXAMINATION : OCTOBER – 2013(FRESH)

KEY TO CODE NUMBERS

CENTRE : _____

Subject / Title / Paper No. And Computer Code No. Time : 11.00 a.m. to 01.30 p.m.			Day & Date	Code No. of Q. Papers
✓ English C.C. (H.L.)	P-III	310301	Thursday	✓ 3501-XIII
✓ English C.C. (L.L.)	P-III	320301	03/10/2013	✓ 3502-XIII
• Economics Money and Banking	P-III	340305	Saturday 05/10/2013	3503-XIII
Vocational Subject (any one)				
Computer Applications	P – IV	300418	Monday 07/10/2013	3518-XIII ✓
Tourism & Travel Management – Air Fares & Ticketing	P – IV	300424		3519-XIII
Adver, Sales Promo. & Public relations – Personal Selling & Salesmanship	P – IV	300444		3520-XIII
Principles & Practices of Insurance – General Insurance	P – IV	300451		3521-XIII
Office Mgnt. & Secretarial Practice – Shorthand & Typing	P – IV	300452		3522-XIII
Communicative English	P – IV	300453		3523-XIII
✓ Commerce Customer Relationship Marketing and Retailing	P-III	340306	Tuesday 08/10/2013	3504-XIII
Accountancy	P-III	340307	Thursday 10/10/2013	3505-XIII
✓ Business Law	P-I	340110	Saturday 12/10/2013	3506-XIII

Subject / Title / Paper No. And Computer Code No. Time : 11.00 a.m. to 01.30 p.m.			Day & Date	Code No. of Q. Papers
Elective Subject (any one)				
Gujrati - Arvachin Gadya	P - I	370102	Tuesday 15/10/2013	3507-XIII
Hindi - Vyavaharik Hindi	P - I	370103		3508-XIII
Marathi - Karyalayin Marathicha parichay	P - I	370104		3509-XIII
Industrial Psychology - An Organisation Perspective	P - I	370121		3510-XIII
Economic Systems - An Introduction to Economic Systems	P - I	370124		3511-XIII
Co - operative Management	P - I	370142		3512-XIII
Advertising - Introduction to Advertising	P - I	370144		3513-XIII
Export Management	P - I	370145		3514-XIII
Marketing Management	P - I	370146		3515-XIII
Industrial Statistics Theory of Industrial Statistics	P - I	370147		3516-XIII
Additional Accountancy	P - I	370149		3517-XIII


(Dr. P.N. Mandhare)
Controller of Examinations

sem. ~~III~~ - 01/10/13

3501-XIII

- Instruction :**
- (1) Q.1 is compulsory
 - (2) Answer any 3 out of the remaining questions

Marks

1. **A) Read the passage given below and answers the questions that follow:**

Automation and technological advancement are making several traditional occupations -like those of clerks, librarians and bank tellers extinct, most visible in countries like the U.S.A. Millions of workers, now redundant, have already slipped out of the economy and into an underclass no longer counted in the permanent employment figures. A staggering 15 per cent of the population now lives below the official poverty line in this land of dreams. This may be dismissed as a temporary fall-out and people are urged to trust in the high-tech future.

Several middle class and working class families cling to the hope that the productivity gains of this high-tech revolution will somehow trickle down to them in the form of better jobs, wages and benefits. Of course none of that will happen if the prediction of a deep recession comes true.

The global economy is in the midst of a transformation as fundamental as the industrial revolution. There's a noticeable shift from 'mass labour' to 'elite labour', accompanied by increasing automation in the production of goods and delivery of services.

Some mainstream economists are doubtless raising hopes for new job opportunities in the fast developing knowledge sector. But even if the entire workforce is re-trained, re-tooled or reinvented to take their place on this hi-tech express there will never be enough positions in the elite knowledge sector to absorb the millions laid off as automation penetrates every aspect of the production process.

For years economic planners have been telling us that the end of the industrial age also means, the end of 'mass production' and 'mass labour force'. What they haven't told us is what these masses should do after they become redundant. History tells of the millions of Afro-American workers who were rendered jobless in the mid- '50s when automation first took its toll. They became part of the perpetual American 'under-class', unskilled labour that was not needed anymore. Vanished and forgotten, many urban blacks gave vent to their frustration by taking to the streets.

- | | |
|--|---|
| 1) How have traditional occupations been affected by technology? | 1 |
| 2) In U.S.A. which occupations will become extinct with technological advancement. | 1 |
| 3) What will happen to workers who become redundant? | 1 |
| 4) Will the middle classes benefit directly from the new automation? | 1 |
| 5) What thought brings hope to the middle and working classes? | 1 |
| 6) What is the change in the global economy compared to? | 1 |
| 7) Why does the writer make this comparison? | 1 |
| 8) In which sector do economists predict new job opportunities? | 1 |
| 9) What is the central idea of the passage? | 2 |

B) Match the words in column A with their meaning in column B. 2

- | A | B |
|---------------|---|
| 1) redundant | a) Something that will happen in the future |
| 2) revolution | b) no longer needed |
| 3) perpetual | c) a state or quality that never ends or change |
| 4) prediction | d) an attempt to bring about change. |

C) Rearrange the words to make sensible sentences. 3

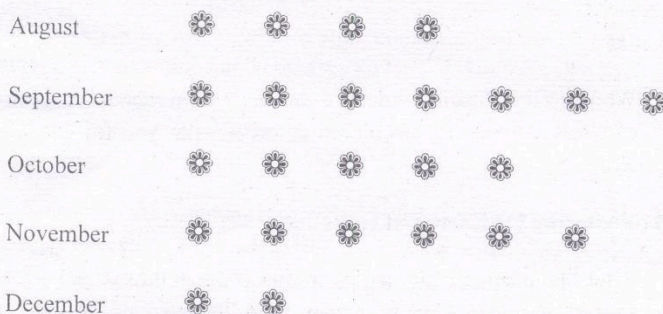
- 1) Technology, in, may, changes, mean, once, that, new, are, redundant, skills, valued
- 2) Not, there, enough, are, the, positions, sector, to, all, knowledge, absorb, in
- 3) Masses, unskilled, the, frustration, they, as, in, place, no, the, new, found, economy, revolted, in

2. A) Study the pictogram given below and answer the questions :

10

The pictogram shows the sale of flowers in the market during the festival season.

Each flower represents 500 kgs



- 1) In which month was the biggest quantity of flowers sold?
- 2) What was the maximum quantity of flowers sold in month?
- 3) In which month was the least quantity of flowers sold ?
- 4) What was the total quantity of flowers sold in November and December.
- 5) What is the total quantity of flowers sold during the festival season.

- B) A recent survey of the sale of cosmetics has shown that:

50% of women use Lakme products

20% of women use Avon products

10% of women use Maybelline products

15% of women use color Bar products

5% of women use Ponds products

Draw a pie diagram to represent the distribution of cosmetic products

3. A) Write any ONE letter of credit :**10**

Mesers Hiralal & Son have applied to you for credit of rs. 500,000/- Inquiries shows that they have limited capital and are probably trying to expand too rapidly. In yours opinion their credit limit should be rs. 200,000/- draft a suitable reply to the credit applicant.

OR

Write to VIP Industries Limited, Mumbai enquiring about the credit standing of Dream stores that has placed an order with you for goods on credit terms.

B) Write any ONE letter of collection :**10**

Patel Manufacturer Limited has not paid the bill of rs. 50000/- although several reminders have been sent. Write them asking whether they have any complaints about your products and services.

OR

Messrs B.C. Lal of Kanpur have not paid an overdue balance of Rs. 35000/- inspite of repeated reminders. Make an appeal to their credit reputation any urge them to pay within 10 days

4. Answer 4A or 4B**20**

A) Draft the notice and minutes of the Annual General Body meeting of Maruti Motors Limited, New Delhi Which was held on 20 September 2013 at 5pm. The following agenda was discussed

1. The appointment of 10 motor mechanics in the assembly unit of the factory
2. The appointment of 4 new engineers in the production Division
3. Opening of new showroom in Kolkata
4. Appointment of manager for the showroom

OR

B) Answer both questions.**20**

- 1) Write a note on the 4 c's of credit
 - 2) What are the various stages in the collection series. Discuss.
5. A) As the office superintendent of SNDT college, write a memo to the chief clerk asking her to prepare a list containing information about the names and registration numbers of the FYB Com. Students who have taken admission in June 2013

10

OR

As manager of the company issue a memo demanding an explanation from the sales executive, Mr Shah for the shortage of items in the consignment supplied to customers. Ask him to state the reasons for the short fall.

- B) Fords college, Malad proposes to start a new B.Sc IT Degree course in the college, Draft a circular to attract students

10

OR

Draft a circular to announce the change in location of the Xerox shop and the introduction of new services in the shop.

31/01/13

sem III

3502-XIII

- Instruction :** (1) Question No. 1 is compulsory. It will carry 15 marks.
(2) Attempt any Three questions out of the Questions 2, 3, 4 and 5 carrying 20 marks each.

Marks

1. Why did Sudhaji decide to help Hanumanthappa? Why was she surprised when she received an envelope? 15

OR

Discuss the incident happened in the operation theatre when the mop court did not tally.

2. Write short notes on any two of the following : 20
- a) Sudhaji's meeting with the young man.
 - b) Sudhaji's insensitive neighbours.
 - c) The old man in the old-age home.

3. A) Write a note on any one of the following : 10
- a) Verbal communication.
 - b) Process of communication.

- (B) Read the passage and answer the question 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.

- 1) Where did Sudhaji visit in Orissa? Why? 1
 - 2) What are the famous things in Orissa? 1
 - 3) Why did Infosys Foundation open a development Centre in Orissa? 1
 - 4) Write about the tribal people living in the forest of Orissa. 1
 - 5) What do the tribals do with an orphaned child even today? 1
 - 6) Whom do the tribals consider their king after independence even today? 1
 - 7) Write noun forms of the following : 2
 - i) Believe ii) Possess
 - iii) Exist iv) Open
 - 8) Use the following words in your own sentences. 2
 - i) Bright ii) Interior
 - iii) Delight iv) Poverty
4. A) Write a letter of Complaint regarding the shortage in the weight of the consignment of vegetable oil that you have just received. Submit full details and ask for compensation. 10

OR

Write a letter to the Zenith Electronics Pvt. Ltd., Pune, complaining of delay in the dispatch of 10 television sets of 46" ordered 15 days ago.

- B) Sheetal & Sons of Baroda have received a complaint from Shobhika Sarees, 10
Bhopal that the silk sarees supplied to them are found to be narrow in
width and short in length by several inches. Draft a suitable reply regretting
the inconvenience and offering to take back the material and replace them.

OR

You have receive a complain t from Chandra Stores, Nasik, pointing out
that the steel furniture they had ordered for a special occasion has arrived
in a badly damaged condition. After investigation, it has been found that
the fault is of the transport company. You have decided to replace the
damaged goods. Draft your reply.

5. A) Write a note for your friend inviting her for your birthday party. Mention 10
the day, date, time and venue for the party.

OR

Write a note to your mother telling her that you will be returning home late
in the evening. Try to give all the information that your mother would like
to know.

- B) Draft a memo Warning. Mr. S. L. Shah, Sr. Clerk, Production Department, 10
of your office who has been persistently spoiling the discipline of your
office by his loose talk and irresponsible behavior.

OR

Ms. Kajal Gandhi, on accountant in the office of your company often remains
absent during the working period for last 15 days. Draft a memo warning
her for adverse consequences.

Instruction : (1) Answer any Five Questions from the following.

		Marks
1.	Explain the concept of effective demand along with diagram.	15
2.	Explain and evaluate principle of Accelerator.	15
3.	What is money supply? What are the determinants of money supply ?	15
4.	Define inflation. Explain various measures to control inflation.	15
5.	Explain the process of multiple credit creation. What are its limitations ?	15
6.	Define Central Bank. Explain various functions of the Central Bank.	15
7.	Write Short note on. (Any two)	15
	a) Marginal Efficiency of capital.	
	b) Velocity of Circulation of money.	
	c) Theory of trade cycles.	
	d) Capital Adequacy Ratio.	

सूचना : (१) खालीलपैकी कोणतेही पाच प्रश्न सोडवा.

- | | | |
|----|---|----|
| १. | प्रभावी मागणीची संकल्पना आकृतीसह विषद करा. | १५ |
| २. | प्रवेश तत्त्वाच्या सिद्धांताचे मूल्यमापन करा. | १५ |
| ३. | पैशांचा पुरवठा म्हणजे काय ? त्यावर प्रभाव टाकणाऱ्या घटकांची चर्चा करा. | १५ |
| ४. | भाववाद म्हणजे काय ? भाववादीवर नियंत्रण ठेवणाऱ्या विविध उपयांची चर्चा करा. | १५ |
| ५. | पत निर्मितीच्या वेगाची प्रक्रीया सविस्तर सांगून त्यावरील दोषांची चर्चा करा. | १५ |
| ६. | मध्यवर्ती बँक म्हणजे काय ? मध्यवर्ती बँकांच्या विविध कार्यांची चर्चा करा. | १५ |
| ७. | टिपा द्या. (कोणतेही दोन) | १५ |
| | अ) भांडवलाची सीमांत कार्यक्षमता | |
| | ब) मुद्रेच्या प्रवेगाचा प्रवाह | |
| | क) व्यापार चक्राचे सिद्धांत | |
| | ड) भांडवल प्रमाण गुणोत्तर | |

Instruction : (1) Answer any Five Questions.

Marks

- | | | |
|----|---|-----------|
| 1. | What is the process of building customer relationship in an organisation? | 15 |
| 2. | Define customer Retention. Explain the techniques of Customer Retention. | 15 |
| 3. | What is customer acquisition ? Explain its process. | 15 |
| 4. | Write a detailed note on customer Satisfaction. | 15 |
| 5. | How do organisations manage customer complaints ? | 15 |
| 6. | Explain the concept of retail marketing and discuss its role. | 15 |
| 7. | Discuss Major Types of Retail operations. | 15 |
| 7. | Write Short notes on. (Any two) | 20 |
| a) | Customer's Delight | |
| b) | Customer Service | |
| c) | Internal Store Environment. | |
| d) | Building Customer Loyalty. | |

सूचना : (१) कोणतेही पाच प्रश्न सोडवा.
(२) प्रत्येक प्रश्न १५ गुणांचा आहे.

- | | | |
|----|---|----|
| १. | संस्थेच्या ग्राहक संबंध वाढवण्याची प्रक्रिया स्पष्ट करा. | १५ |
| २. | ग्राहक सांभाळणे आणि वाढविणे या प्रक्रीयेची व्याख्या करा. ग्राहक सांभाळण्याचे विविध तंत्र स्पष्ट करा ? | १५ |
| ३. | ग्राहक मिळविणे म्हणजे काय ? ग्राहक मिळविण्याची प्रक्रीया स्पष्ट करा ? | १५ |
| ४. | “ग्राहकाचे समाधान” यावर सविस्तर माहिती लिहा ? | १५ |
| ५. | ग्राहकाच्या तक्रार निवारण्याचे संघटन तुम्ही कसे कराल ? | १५ |
| ६. | किरकोळ विपळणाची संकल्पना स्पष्ट करा. त्यात विक्रेत्याची भुमिका स्पष्ट करा ? | १५ |
| ७. | किरकोळ विक्रीचे प्रमुख प्रकार विषद करा ? | १५ |
| ८. | थोडक्यात टिपा द्या (कोणत्याही दोन) | १५ |
| | अ) आनंदी ग्राहक (Customer's Delight) | |
| | ब) ग्राहक सेवा | |
| | क) दुकानातील अंतरगत वातावरण | |
| | ड) ग्राहकनिष्ठा वाढविण्याची प्रक्रीया | |

Instruction : (1) Solve any three questions.

Marks

1. From the following Profit & Loss A/C for the year ended 31st March 2012 and Balance sheet as on 31st March 2012 of Shri Sai mills Ltd, prepare vertical income statement and balance sheet.

Profit and Loss A/c.

Particulars	Rs.	Particulars	Rs.
To Opening Stock	80,000	By Sales	7,00,000
To Purchases	2,00,000	Closing Stock	12,00,000
To Wages	100000		
To Factory Expenses	80,000		
To Gross Profit	3,60,000		
	8,20,000		8,20,000
To Salaries	1,10,000	By Gross	
Rent Rates	8000	Profit b/d	3,60,000
Carrage Outwards	12,000	Dividend	500
Delivery Expenses	6,000		
Advertisement	15,000		
Bad Debts	1,000		
Loss on sale of Furniture	13,000		
Provision for Income Tax	38,000		
Net Profit (Transferred to General Reserve)	1,57,500		
	3,60,500		3,60,500

Balance Sheet

Liabilities	Rs.	Assets	Rs.
Equity Share Capital	6,00,000	Land & Building	3,00,000
General Reserve	1,67,500	Machinery	2,50,000
8 % Debentures	2,00,000	Furniture	50,000
Sundry Creditors	22,500	Stock	1,20,000
Provision for Taxation	30,000	Debtors	2,00,000
Outstanding Expenses	7000	Bank	80,000
		Cash	27,000
	10,27,000		10,27,000

2. a) Interpret the following accounts In the books of Nidhi.

Bills Receivable A/c.

Date 2011	Particulars	Rs.	Date 2011	Particulars	Rs.
Jan. 3	To Vidya	25,000	Feb. 3	By Bank	25,000
Jan. 10	To Vijay	10000	Feb. 10	By Bank	10000
Feb. 5	To Nilima	15000	Mar. 7	By Nilima	15000
Feb. 18	To Neeta	10000	Mar. 20	By Bank	10000
Mar. 10	To Ranjana	20000	Mar. 31	By Bal c/d	20000
		80000			80000

b) Read the following account.

15

In the books of Ram,

Narendra's A/c.

Date 2012	Particulars	Rs.	Date 2012	Particulars	Rs.
Apr.			Apr.		
4	To Bills Payable	10000	1	By Balance b/d	10000
25	To Bank	19000	5	By Purchases	20000
25	To Discount Received	1000	29	By Purchases	15000
30	To Purchase Returns	5000			
May			May		
5	To Bank	10000	10	By Purchases	7500
12	To Bank	7000	15	By Bills Payable	10000
12	To Discount Received	500	31	By Purchases	18000
20	To Bank	10000			
31	To Bal. c/d	18000			
		80500			80500

3. A) Sujit keeps his accounts on single entry system. His financial positions on 01.04.2010 and 31.03.2011 were as under.

	1.4.2010	31.3.2011
Cash in Hand	5000	7000
Cash at Bank	10000	20000
Stock in hand	11000	15000
Sundry Debtors	15000	20000
Sundry Creditors	5000	7000
Plant & Machinery	50000	50000
Furniture	10000	10000

During the year Mr. Sujit had withdrawn Rs. 10000 for his household use.

Ascertain his profit for the year ended 31.03.2011 and prepare statement of affairs as on 31.03.2011 after considering following further information.

- a) Depreciate plant & machinery 15% and furniture 10%
- b) Out of total Debtors rs.500 are bad
- B) Mr Ganesh carries on a trading activity and keeps his book on single entry basis. Following information is available.

15

Particulars	1.4.2009	31.3.2010
Plant & Machinery	25000	25000
Stock	30000	35000
Sundry Debtors	10000	12000
Sundry Creditors	13000	15000
Cash & Bank	10000	15000

Following cash transactions took place during the year ended on 31.3.2010.

Receipts	Rs.	Payments.	Rs.
Cash Sales	20000	Cash Purchases	10000
Received from Debtors	50000	Paid to Creditors	30000
		Wages	7000
		Drawings	10000
		General Expenses	8000

Prepare profit & loss A/c for the year ended 31.03.2010 and after charging depreciation on machinery @ 15% and balance sheet as on 31.03.2010

4. a) Explain the following terms with reference to schedule VI of companies Act 1956. (Any five)
- a) Share holders funds
- b) Non current Assets
- c) Cost of Goods sold
- d) Operating Cost
- e) Current liability
- f) Non operating Income
- g) Reserves & Surplus

25

5. Answer any three.

25

- a) What do you mean by single entry system? Explain its drawbacks.
- b) Explain the importance of reading of ledger account.
- c) What is comparative statement? Discuss its usefulness
- d) What is common size statement? Explain its advantages.

सूचना : (१) कोणतेही तीन प्रश्न सोडवा.

१. श्री साई फिल्म मिल्स लिमिटेड यांच्या खाली दिलेल्या ३१ मार्च २०१२ या वर्षाखेरीच्या नफातोटा पत्रक आणि ३१ मार्च २०१२ या दिवशीच्या ताळेबंदावरून उभे (व्हर्टिकल स्टेटमेंट) उत्पन्न पत्रक आणि उभे ताळेबंद पत्रक तयार करा.

नफा तोटा खाते

तपशील	रु.	तपशील	रु.
आरंभीचा मालसाठा	८०,०००	विक्री	७,००,०००
खरेदी	२,००,०००	शिल्लक मालसाठा	१२,००,०००
मजुरी	१०००००		
कारखान्यातील खर्च	८०,०००		
ढोबळ नफा	३,६०,०००		
	८,२०,०००		८,२०,०००
वेतन	१,१०,०००	ढोबळ नफा	३,६०,०००
भाडेकर	८०००	लाभांश	५००
जावक वाहतूक खर्च	१२,०००		
वितरण खर्च	६,०००		
जाहीरात खर्च	१५,०००		
बुडित खाते	१,०००		
फर्निचर विक्रीतील तोटा	१३,०००		
आयकर तरतूद	३८,०००		
निव्वळ नफा	१,५७,५००		
साधारण निधी मध्ये वर्ग			
	३,६०,५००		३,६०,५००

ताळेबंद

देयता	रु.	मालमत्ता	रु.
समभाग भांडवल	६,००,०००	जमीन व इमारत	३,००,०००
साधारण निधी	१,६७,५००	यंत्र साधने	२,५०,०००
८ % कर्ज रोखे	२,००,०००	फर्निचर	५०,०००
धनको	२२,५००	मालसाठा	१,२०,०००
कर तूरतूद	३०,०००	ऋणको	२,००,०००
देय खर्च	७०००	बँक शिल्लक	८०,०००
		रोख शिल्लक	२७,०००
	१०,२७,७००		१०,२७,७००

२.

खालील खातेनोंदीचा अर्थ सांगा.
निधीयांच्या पुस्तकात हुंडी येणे खाते.

१०

दिनांक	तपशिल	रु.	दिनांक	तपशिल	रु.
२०११			२०११		
जाने-३	विद्या	२५,०००	फेब्रु. ३	बँक	२५,०००
जाने. १०	विजय	१००००	फेब्रु. १०	बँक	१००००
फेब्रु. ५	निलिमा	१५०००	मार्च ७	निलिमा	१५०००
फेब्रु. १८	निता	१००००	मार्च २०	बँक	१००००
मार्च १०	रंजना	२००००	मार्च ३१	शिल्लक	२००००
		८००००			८००००

या वर्षामध्ये श्री. सुजित यांनी रु. १०००० त्यांच्या घर खर्चासाठी नेले.

खाली दिलेल्या जादा माहितीच्या आधारे त्यांचे

३१.३.२०११ वर्षअखेर नफा तोटा पत्रक आणि

३१.३.२०११ रोजीचा ताळेबंद तयार करा.

अ) यंत्र साधनांवर १५% आणि फर्निचरवर १०% घसारा तरतूद करा.

ब) एकूण ऋणकोंपेकी रु. ५०० बुडित खाते आहेत.

ब) श्री. गौरीश यांची व्यापारी कामे असून ते एकल हिशेब लेखन करतात. खालील माहिती उपलब्ध आहे.

तपशिल	१.४.२००९	३१.३.२०१०
यंत्र साधने	२५०००	२५०००
मालसाठा	३००००	३५०००
ऋणको	१००००	१२०००
धनको	१३०००	१५०००
रोख व बँक शिल्लक	१००००	१५०००

१५

३१ मार्च २०१० रोजी संपलेल्या वर्षात खालील रोख व्यवहार घडले.

जमा	रु.	खर्च	रु.
रोख विक्री	२००००	रोख खरेदी	१००००
धनकोंकडून जमा	५००००	धनकोंना दिले	३००००
		मजुरी	७०००
		घरखर्च	१००००
		साधारण खर्च	८०००

यंत्र साधनांवर १५% घसारा तरतूद करून ३१.३.२०१० वर्ष अखेर नफा तोटा पत्रक आणि ३१.३.२०१० रोजीचे ताळेबंद पत्रक तयार करा.

४. कंपनी कायदा १९५६ च्या सूची (VI) अन्वये खालील संकल्पना स्पष्ट करा.
(कोणतेही पाच)

२५

- अ) भागधारक निधी
- ब) चालू नसलेल्या (नॉन करंट) मालमत्ता.
- क) विकलेल्या मालाचा खर्च (कॉस्ट)
- ड) कार्य (ऑपरेटींग) खर्च (कॉस्ट)
- इ) चालू (करंट) देयता
- फ) नॉन ऑपरेटींग (कार्याव्यतिरिक्त) उत्पन्न
- ग) निधी आणि वाढावा.

प्र. ५ कोणतेही तीन प्रश्न सोडवा.

२५

- अ) एकल हिशेब लेखन म्हणजे काय ? त्याच्या त्रुटी स्पष्ट करा.
 - ब) खाते नोंदी वाचनाचे महत्त्व स्पष्ट करा.
 - क) तौलनिक पत्रक म्हणजे काय ? त्याच्या उपयोगांची चर्चा करा.
 - ड) कॉमन साईज (सामान्य आकार) पत्रक म्हणजे काय ? त्याचे फायदे स्पष्ट करा.
-

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

		Marks
1.	Define consideration and state the exception to the rule "Agreement made without consideration is void".	15
2.	(a) Define Wager and state the essential and effect of wager on agreements. b) Write a note on 'Fraud'.	10 05
3.	a) Discuss the modes of dissolution of a partnership firm. b) Write a note on - Minor's position in a partnership firm.	10 05
4.	Write notes on (any three) a) Rights of partners. b) Holding our partner. c) Particular partnership and partnership at will. d) Duties of Bailee. e) Rules regarding appropriation of payment.	15
5.	a) Define Contract of Sale. Distinguish between Sale and agreement to Sell. b) Write a note on - Rule "Caveat Emptor" and exceptions.	10 05
6.	a) Who is Unpaid Seller? What are his rights? b) Write a note on - Sale by description.	10 05

7. **Write notes on (any three)** 15
- a) Delivery and deliverable state of goods.
 - b) Essential of partners.
 - c) Duties of partners.
 - d) An agreement in restraint of trade is void.
 - e) Modes of revocation of a proposal.

- सूचना :** (१) कोणत्याही पाच प्रश्नांची उत्तरे लिहा.
 (२) प्रत्येक प्रश्नाला समान गुण आहेत.

१. प्रतिफलाची परिभाषा देऊन, "प्रतिफलाशिवाय होणारा ठराव व्यर्थ आहे."
 या नियमाचे अपवाद स्पष्ट करा. १५
२. अ) बाजीचे ठराव म्हणजे काय ? सांगून त्याचे करारावर कोणते परिणाम होतात ते वर्णन करा. १०
 ब) टीपा लिहा. ०५
 'कपट' (Froud)
३. अ) भारतीय भागीदारी कायद्याखाली भागीदारीचे विसर्जन कोणकोणत्या प्रकाराने होते
 याची चर्चा करा. १०
 ब) टीपा लिहा. ०५
 भागीदारी पेढीमध्ये अज्ञात व्यक्तीचे स्थान
४. टीपा लिहा. (कोणत्याही तीनवर) १५
 अ) भागीदाराचे हक्क
 ब) दर्शविणारा भागीदार
 क) विशिष्ट भागीदारी आणि स्वेच्छेची भागीदारी
 ड) निक्षेप गृहित्याची कर्तव्ये
 इ) भरणा केलेल्या रकमेच्या विनियोगाचे नियम
५. अ) माल विक्री कराराची व्याख्या सांगून प्रत्यक्ष माल विक्री आणि माल विक्रीचा ठराव
 यातील फरक स्पष्ट करा. १०
 ब) टीपा लिहा. ०५
 "खरेदीदाराने सावधान असावे" या नियमाचे अपवाद

६. अ) अदत्त विक्रेता म्हणजे कोण ? अदत्त विक्रेत्याचे अधिकार कोणते आहेत ? ते स्पष्ट करा. १०
 ब) टीप लिहा. ०५

वर्णनाने वस्तुंची विक्री करणे

७. टीप लिहा. (कोणत्याही तीनवर) १५
 अ) मालाचा ताबा आणि ताबा देता घेण्याजोगी अवस्था
 ब) भागीदारीची मूलभूत लक्षणे
 क) भागीदाराची कर्तव्ये
 ड) व्यापारावर प्रतिबंध आणणारा ठराव हा व्यर्थ आहे.
 इ) प्रस्ताव मागे घेण्याचे प्रकार

3513-XIII

Instruction : Attempt any five questions each questions from the following.

Marks

- | | | |
|----|---|----|
| 1. | Explain the benefits of advertising to the manufacturer, retailer, consumer and society. | 15 |
| 2. | What are the effects of advertising on production cost and distribution cost ? | 15 |
| 3. | Define waste in advertising. Explain the types and causes of waste in advertising. | 15 |
| 4. | What is Market Research ? Discuss the techniques of Market Research. | 15 |
| 5. | a) Explain the advantages and disadvantages of Newspaper Advertising. | 8 |
| | b) Distinguish between advertising and publicity. | 7 |
| 6. | Explain the different types of media available to the advertiser for advertising his product. | 15 |
| 7. | Define product research. Explain the scope and importance of product research in advertising. | 15 |
| 8. | Write short notes on. (Any two) | 15 |
| | a) Active participants in advertising | |
| | b) Audit Bureau of Circulation | |
| | c) Point of Purchase Advertising | |

(P.T.O.)

सूचना : खालीलपैकी कोणतेही पाच प्रश्न सोडवा.

१. उत्पादक, किरकोळ व्यापारी, ग्राहक आणि समाज यांच्या दृष्टीने जाहीरातीचे फायदे स्पष्ट करा. १५
२. उत्पादन परिव्यय आणि वितरण खर्च यावर जाहीरातीचा होणाऱ्या परिणामाची चर्चा करा. १५
३. 'जाहीरात अपव्यय' या संकल्पनेची व्याख्या करा. जाहीरात अपव्ययाची कारणे व प्रकार स्पष्ट करा. १५
४. बाजार संशोधन म्हणजे काय ? बाजार संशोधनाची तंत्रे स्पष्ट करा. १५
५. अ) वृत्तपत्र जाहीरातीचे फायदे आणि तोटे स्पष्ट करा. ८
ब) जाहीरात आणि प्रसिद्धी यातील फरक स्पष्ट करा. ७
६. जाहीरातदारांना आपल्या वस्तूंची जाहीरात करण्यासाठी उपलब्ध असलेल्या जाहीरातीचे विभिन्न माध्यम स्पष्ट करा. १५
७. 'वस्तु संशोधन' या संज्ञेची परिभाषा लिहा. जाहीराती मध्ये वस्तुसंशोधनाची व्याप्ती आणि महत्व विशद करा. १५
८. कोणतेही दोन वर टीपा लिहा. १५
 - अ) जाहीरातीतील सक्रिय सहभागी घटक
 - ब) ऑडिट ब्युरो सर्कुलेशन (Audit Bureau of Circulation)
 - क) जाहीरातीतील खरेदी बिंदु

Instruction : Answer any 4 questions from Q. No. 1 to Q. No. 6

		Marks
1.	a) Explain any five tools from the toolbar.	5
	b) Explain the different Modes (Views) available with the toolbars	5
	c) Explain the different types of ways in which a part of an image be selected.	5
2.	a) Explain the 'Gradient' tool.	5
	b) How can you change the Opacity & the Fadeout rate of Paintbrush?	5
	c) What is transformation? How is it achieved in PhotoShop?	5
3.	Explain in brief: -	15
	a) Resolution	
	b) Air Brush Tool	
	c) Pen, Magnetic Pen & Free Form Pen	
	d) Blur, Sharpen & Smudge tool	
	e) Dodge, Burn & Sponge Tools	
4.	a) What is Internet ? Explain its Advantages	5
	b) What is Browsing and Attachment	5
	c) Explain Types of Internet connection	5
5.	a) Explain procedure to download picture and Text from internet	5
	b) Explain the role of Modem on internet	5
	c) What is E-Commerce ? Explain its Disadvantages	5
6.	a) Explain the Scope of E-Commerce	5
	b) What is Multimedia? Explain its uses	5
	c) Explain Minimum Hardware and Software requirement for running Multimedia on a PC.	5

(P.T.O.)

सूचना : (१) प्र. क्र. १ ते ६ पैकी कोणतेही चार प्रश्न सोडवा.

१. अ) टुलबार मधील कोणत्याही पाच टुलस् चे वर्णन करा. ५
 ब) टुलबारस् मधील वेग वेगळे मोडस् (व्ह्यूस्) कुठले आहेत त्याचे वर्णन करा. ५
 क) इमेजचा एखादा भाग निवडण्यासाठी वेगवेगळे प्रकारच्या वेज् चे वर्णन करा. ५
२. अ) 'ग्रेडिएन्ट' टुल चे वर्णन करा. ५
 ब) पेन्टब्रश मध्ये ओपॅसीटी आणि फेडआऊट रेट कसा बदलाल. ५
 क) ट्रॅन्सफॉर्मेशन म्हणजे काय ? फोटोशॉप मध्ये ते कसे मिळवता येते ? ५
३. संक्षेपात वर्णन करा :
 अ) रिओल्यूशन ५
 ब) एअर ब्रश टूल ५
 क) पेन, मॅग्नेटीक पेन व फ्री फॉर्म पेन ५
 ड) ब्लर, शार्पन व स्मज टूलस् ५
 ई) डॉज, बर्न व स्पॉनज टूलस् ५
४. अ) इन्टरनेट म्हणजे काय ? त्यांचे फायदे विशद करा. ५
 ब) ब्राऊझिंग म्हणजे काय ? ॲटचमेंट म्हणजे काय ? ५
 क) वेगवेगळ्या प्रकारच्या इन्टरनेट कनेक्शनचे वर्णन करा. ५
५. अ) इन्टरनेट वरून पिव्चर व टेक्सह डाऊनलोड करण्याची पध्दत वर्णन करा. ५
 ब) मॉडेम चा इन्टरनेट मधील उपयोग वर्णन करा. ५
 क) ई-कॉमर्स म्हणजे काय ? त्याचे तोटे वर्णन करा ? ५

Gokhale Education Society's

SMRK – BK – AK MAHILA MAHAVIDYALAY, NASHIK
SEMESTER III Unit Test I August 2013

Class: BCom II Year

Time: 1 hr

Date - 29/8/2013

Subject: English HL

Marks: 25

1. Answer any one: 10
 - a. Write a letter requesting to the referee about the credit worthiness of your prospective customer who has asked for a credit of Rs. 75000 for two months.
 - b. Your customer has been neglecting your reminders and even mild threat to terminate the credit facility, write a letter to the customer offering to pay the outstanding in two installments if he is in financial crunch.
2. a. Write a note on the 4 Cs of credit letter. 05
3. Answer any one: 10
 - a. Draw a line graph on the sale of four branded cell phones during the last four years in Nasik city and write a paragraph on it.
 - b. Draw a road map directing your friend to reach from Main Road to SMRK College and write a paragraph on it.

Class: BCom II Year

Time: 1 hr

Subject: English LL

Marks: 25

1. Answer any two of the following: 15
 - a. Cycle of communication
 - b. Lateral channel of communication
 - c. Cultural barriers to communication
 - d. Linguistic barriers to communication
2. Answer any two: 10
 - a. Write a message to be given to elder sister of her friend about their get together.
 - b. Take a message on behalf of your father that he has to leave for Mumbai.
 - c. Send a message to your teacher that you will be unable to submit your project on the day due to your illness.

Gokhale Education Society's
S.M.R.K.B.K.A.K.Mahila Mahavidyalaya,Nashik
Unit Test

Class :-S.Y.B.Com

Date :- 29/8/2013

Subject : Customer Relationship Management &
Retail Marketing.

Time :- 11.00 to 12.00

Marks :- 25

Note : 1) Q. 1 to 3 solve any one.

- Q.1. What is customer Relationship Management? Explain with significance? 15
- OR
- Q.1. Explain attracting & Retaining of Customers? 15
- Q.2. Give Short notes (any two) 10
1. Customer Focus
 2. Customer Complaints
 3. Customer Service

मराठी माध्यम

- प्र.१. ग्राहक संबंध व्यवस्थापन म्हणजे काय? ते बांगून त्याचे महत्त्व लिहा. १५
- किंवा
- प्र.१. 'ग्राहकाला आकर्षित व अमाधान 'याविषयी आवश्यक लिहा? १५
- प्र.२. टिपा लिहा (कोणत्याही दोन) १०
१. ग्राहक केंद्रित.
 २. ग्राहक तक्रार.
 ३. ग्राहक सेवा.

Gokhale Education Society's
S.M.R.K. B.K. – A.K. Mahila Mahavidyalaya

Prin. T. A. Kulkarni Vidyanagar, Nashik- 422005.

S.Y. B.Com (Semester III), Unit Test I – August 2013.

Subject: Accountancy III

Date – 30/8/2013

Time: 11 TO 12

Max. Marks: 25 Marks

- Note: 1. Figures to the right indicate full marks.
2. Use of calculator is allowed.

Q.1. From the following Balance Sheet statement of A Ltd, prepare Comparative Balance Sheet. (15)

Balance Sheet					
As on 31 st March 2012 & 2013					
Dr.					Cr.
Liabilities	2012 (₹)	2013 (₹)	Assets	2012 (₹)	2013 (₹)
Equity Share Capital	10,50,000	10,50,000	Motor Van	7,00,000	8,05,000
General Reserve	2,10,000	4,20,000	Furniture & Fixtures	70,000	63,000
Profit & Loss Account	1,40,000	1,68,000	Plant & Machinery	3,50,000	3,92,000
7% Debenture	7,00,000	7,00,000	Stock	8,40,000	8,96,000
Sundry Creditors	5,60,000	7,70,000	Sundry Debtors	7,00,000	11,48,000
Bills Payable	1,40,000	2,94,000	Cash in hand	1,40,000	98,000
Total	28,00,000	34,02,000	Total	28,00,000	34,02,000

Or

Q.1. From the following income statement of B Ltd, prepare a Common Size Income Statement. (15)

Trading A/c and Profit & Loss A/c					
Dr. Cr.					
Particulars	2012 (₹)	2013 (₹)	Particulars	2012 (₹)	2013 (₹)
To Opening Stock	8,00,000	8,50,000	By sales	1008,000	11,00,000
To Purchases	4,50,000	5,00,000	Less: returns	8,000	20,000
To Wages	40,000	44,000			
To Power & Fuel	11,000	12,500	By Closing Stock	350,000	3,60,000
To Gross Profit	49,000	33,500			
Total	13,50,000	14,40,000	Total	1350,000	14,40,000
To Salaries	10,000	8,000	By gross profit	49,000	33,500
To Debenture	8,000	8,000			
To Traveling Expenses	8,000	7,000			
To Printing Expenses	10,000	7,000			
To net profit	13,000	3,500			
Total	49,000	33,500		49,000	33,500

Q.2. Present Balance Sheet under schedule VI of companies act. (10)

Or

Q.2. Short note: Current Assets. (10)

1

Gokhale Education Society's
S.M.R.K.B.K.A.K.Mahila Mahavidyalaya, Nashik
Unit Test

Class :- S.Y.B.Com
Subject : Economics III
Time :- 9.00 to 10.00

Date :- 30/8/2013

Marks :- 25

- Q.1. Explain the concept of effective demand in detail. 15
OR
Q.1. Explain the concept of Accelerator and Multiplier. 15
Q.2. Explain the marginal efficiency of capital. 10
OR
Q.2. Explain constituents of money supply. 10

मराठी माध्यम

- प्र.१. परिणामकारक मागणीची संकल्पना स्पष्ट करा. १५
किंवा
प्र.१. प्रवेग व गुणकारी संकल्पना स्पष्ट करा. १५
प्र.२. भांडवलाची निमांत उत्पादकता संकल्पना स्पष्ट करा. १०
किंवा
प्र.२. पैशाच्या पूर्वाभ्यासे घटक स्पष्ट करा. १०

Gokhale Education Society's
S.M.R.K.B.K.A.K.Mahila Mahavidyalaya,Nashik
Unit Test

Class :- S.Y.B.Com. II Year
Subjec :- Business Law I
Time :- 9.00 to 10.00

Date :- 31/8/2013
Marks :- 25

Q.1. Answer the following questions (Attempt any two)

- | | |
|--|----|
| 1. Define the term 'Propeesal'. Discuss the legal provirions relating to it. | 10 |
| 2. What is considaration? What are the legal rules of the consideratin? | 10 |
| 3. What is Quari Contract? Explain in detail kinds? | 10 |
| 4. What is contract? What are the essentials of the valid contract? | 10 |

Q.2. Write short notes on (Any on)

- | | |
|--|----|
| 1. What is the froud? | 05 |
| 2. What do you mean by waging contract? | 05 |
| 3. What do you mean by Acceptance of proposal? | 05 |

मराठी माध्यम

प्र.१. खालील कोणतेही २ प्रश्न लिहा. १०

- | | |
|--|----|
| १. प्रस्ताव म्हणजे काय? हे आंगून यांच्या कायदेशीर तरतुदी स्पष्ट करा? | १० |
| २. प्रतिफल म्हणजे काय? प्रतिफलाची कायदेशीर पैशिष्टये आंगा? | १० |
| ३. तादृश्य किंवा आभासी कबाब म्हणजे काय? तादृश्य कबाबाचे प्रकार विशद करा. | १० |
| ४. कबाब म्हणजे काय? कबाबाची आवश्यक लक्षणे स्पष्ट करा. | १० |

प्र.२. टिपा लिहा? कोणतेही एक

- | | |
|---|----|
| १. धोका किंवा कपट म्हणजे काय? | ०५ |
| २. पैजेचे ठराव म्हणजे काय? | ०५ |
| ३. प्रस्तावाची स्वीकृती ही संकल्पना स्पष्ट करा? | ०५ |

Gokhale Education Society's
S.M.R.K.B.K.A.K.Mahila Mahavidyalaya, Nashik
Unit Test

Class :- S.Y.B.Com. II Year
Subject :- Business Law I
Time :- 9.00 to 10.00

Date :- 31/8/2013

Marks :- 25

Q.1. Answer the following questions (Attempt any two)

1. Define the term 'Propeesal'. Discuss the legal provisions relating to it. 10
2. What is consideration? What are the legal rules of the consideration? 10
3. What is Quari Contract? Explain in detail kinds? 10
4. What is contract? What are the essentials of the valid contract? 10

Q.2. Write short notes on (Any on)

1. What is the fraud? 05
2. What do you mean by waging contract? 05
3. What do you mean by Acceptance of proposal? 05

मराठी माध्यम

- प्र.१. खालील कोणतेही २ प्रश्न लिहा. १०
१. प्रस्ताव म्हणजे काय? हे बांगून यांच्या कायदेशीर तरतुदी स्पष्ट करा? १०
 २. प्रतिफल म्हणजे काय? प्रतिफलाची कायदेशीर वैशिष्ट्ये बांगू? १०
 ३. तादृश्य किंवा आभासी करार म्हणजे काय? तादृश्य कराराचे प्रकार विशद करा. १०
 ४. करार म्हणजे काय? कराराची आवश्यक लक्षणे स्पष्ट करा. १०
- प्र.२. टिपा लिहा? कोणतेही एक
१. धोका किंवा कपट म्हणजे काय? ०५
 २. पैजेचे ठराव म्हणजे काय? ०५
 ३. प्रस्तावाची स्वीकृती ही संकल्पना स्पष्ट करा? ०५

2

Gokhale Education Society's
S.M.R.K. B.K. – A.K. Mahila Mahavidyalaya

Prin. T. A. Kulkarni Vidyanagar, Nashik- 422005.

S.Y. B.Com (Semester III), Unit Test I – August 2013.

Subject: Introduction to Advertising

Date – 31/8/2013

Time: 11 to 12

Max. Marks: 25 Marks

Note: Figures to the right indicate full marks.

Q.1. What do you mean by advertising? Explain role of advertising (10)

Or

Q.1. Explain: Advertising, Publicity & Propaganda. (10)

Q.2. Explain impact of advertisement on production cost. (10)

Or

Q.2. Explain: Waste in Advertisement. (10)

Q.3. Short Notes. (Any one) (05)

1. Institutional advertising.
2. Active participants in the advertisement.
3. Ethics in Advertising.

मराठी रुपांतर

प्र. १. जाहिरात म्हणजे काय? तिची भूमिका स्पष्ट करा. (१०)

किंवा

प्र. १. स्पष्ट करा: जाहिरात कला, प्रसिद्धी कला व प्रचार. (१०)

प्र. २. जाहिरातीचा उत्पादन खर्चावर होणारा परिणाम स्पष्ट करा. (१०)

किंवा

प्र. २. स्पष्ट करा: जाहिरातीतील अपव्यय. (१०)

प्र. ३. टिपा लिहा. (कोणत्याही एक). (०५)

1. संस्था जाहिरात.
2. जाहिरातीचे क्रियाशील भागीदार.
3. जाहिरातीतील नितीमुल्ये.

**Gokhale Education Society's
S.M.R.K. B.K. A.K. Mahila Mahavidyalaya, Nashik.**

Unit Test

Class: S.Y.B.Com.

Subject: Computer Application Paper-IV

Time: 11.00 to 12.00 noon

Date: 31st August, 2013

Marks : 25 Marks

Note:

1. Attempt any 5.
2. Each Question carry 5 marks.
3. Draw Diagram if necessary.

Q.1 Answer the following Questions

[25]

- A. Explain any 5 Selection tool in Photoshop?
- B. Explain the steps for cropping an image.
- C. Write a short note on resizing the Digital Photos.
- D. What are the layers in Photoshop?
- E. Explain Magnetic Lasso tool & slice tool?
- F. Which is the Drawing & Selection tool?
- G. How to setup a document window in Photoshop.
- H. Explain the following tools?
 - a. Marquee tool
 - b. Magic Wand tool
 - c. Move Tool
 - d. Clone stamp tool
 - e. Paint Bucket tool