

Total No. of Questions : 4]

SEAT No. :

PA-4671

[Total No. of Pages : 6

[5952]SODL-207

S.Y. B.Com.

206 A : BUSINESS ADMINISTRATION

(2019 Pattern) (CBCS) (Paper - I)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any ten out of twelve from the following :

[10]

- i) A Partnership Firm is established under _____ Act.
 - a) Company Act 2013
 - b) Indian Partnership Act 1932
 - c) Indian Contract Act 1872
 - d) None of the above
- ii) The minimum number of members required for incorporation of a public limited company is _____.
 - a) 3
 - b) 2
 - c) 7
 - d) 50
- iii) The Employees' Provident Fund and Conservation Provisions Act was established in the year _____.
 - a) 1952
 - b) 1959
 - c) 1951
 - d) None of the above
- iv) Productivity is measured in _____.
 - a) Raw Material Input
 - b) Worker Input
 - c) Capital Input
 - d) All of the above
- v) The basic purpose of existence of any organization is described by _____.
 - a) Policy
 - b) Mission
 - c) Process
 - d) Strategy
- vi) Government policy towards industries is called _____.
 - a) Industrial Policy
 - b) Economic Policy
 - c) Activity Policy
 - d) None of the above

P.T.O.

Q3) Attempt any five out of seven from the following :

[25]

- a) Write note - Business Promotor.
- b) Explain the Registration Process of Commencement of Business.
- c) What is meant by 'Quality Circle'?
- d) What is meant by 'Outsourcing'?
- e) Explain the economic objectives of Business.
- f) State the demerits of Multinational Companies.
- g) Describe the factors in Macro Environment.

Q4) Attempt any one out of two from the following :

[10]

- a) Define Franchisee and explain its advantages and disadvantages.
- b) Define Business Promotion. Explain the steps of Business Promotion.



[5952]SODL-207

S.Y. B.Com.

206 A : BUSINESS ADMINISTRATION

(2019 Pattern) (CBCS) (Paper - I)

(मराठी रूपांतर)

वेळ : 3 तास]

[एकूण गुण : 70

- सूचना : 1) सर्व प्रश्न सोडविणे आवश्यक आहे.
2) उजवीकडील अंक पूर्ण गुण दर्शवितात.

- प्रश्न 1) खालीलपैकी कोणतेही 10 प्रश्न सोडवा. (प्रत्येकी 1 गुण) [10]
- i) भागीदारी फर्मची या कायदानुसार स्थापन केली जाते.
अ) कंपनी कायदा 2013 ब) भारतीय भागीदारी कायदा 1932
क) भारतीय करार कायदा 1872 ड) वरील पैकी नाही
- ii) सार्वजनिक लि., कंपनीत स्थापनेसाठी अर्ज करण्यासाठी लागणाऱ्या किमान सभासदांची संख्या आहे.
अ) 3 ब) 2
क) 7 ड) 50
- iii) कर्मचाऱ्यांचे भविष्य निर्वाह निधी आणि संवर्धन तरतूद कायदा कधी स्थापन झाला.
अ) 1952 ब) 1959
क) 1951 ड) वरील पैकी नाही
- iv) खालीलपैकी कोणत्या इनपुट स्रोतांमध्ये उत्पादकता मोजली जाऊ शकते.
अ) कच्चा माल इनपुट ब) कामगार इनपुट
क) भांडवल इनपुट ड) वरील सर्व
- v) कोणत्याही संस्थेच्या अस्तित्वाचा मूलभूत हेतू त्या द्वारे वर्णन केला जातो -
अ) धोरणे ब) मिशन
क) प्रक्रिया ड) रणनीती
- vi) उद्योगांविषयी सरकारच्या धोरणाला म्हणतात.
अ) औद्योगिक धोरण ब) आर्थिक धोरण
क) कार्य धोरण ड) वरील पैकी नाही

- प्रश्न 2) खालीलपैकी कोणतेही 5 प्रश्न सोडवा. (प्रत्येकी 5 गुण) [25]
- अ) एकल व्यापारी संस्थेची व्याख्या करून वैशिष्ट्ये स्पष्ट करा.
- ब) आंतरराष्ट्रीय व्यापार म्हणजे काय?
- क) व्यावसायिक पर्यावरणाचे प्रकार सांगा?
- ड) व्यवसायाची सामाजिक उद्दिष्टे स्पष्ट करा.
- इ) बहुराष्ट्रीय कंपन्यांचे गुण सांगा.
- फ) व्यावसायिक पर्यावरणातील बाह्य घटकांचे वर्णन करा.
- य) प्रवर्तक आणि उद्योजक फरक लिहा.

प्रश्न 3) खालीलपैकी कोणतेही 5 प्रश्न सोडवा. (प्रत्येकी 5 गुण)

[25]

- अ) 'व्यावसायिक प्रवर्तक' टीप लिहा.
- ब) व्यवसाय सुरू करण्याची नोंदणी प्रक्रिया स्पष्ट करा.
- क) गुणवत्ता वर्तुळे म्हणजे काय?
- ड) आऊटसोर्सिंग म्हणजे काय?
- इ) व्यवसायाची आर्थिक उद्दिष्टे स्पष्ट करा.
- फ) बहुराष्ट्रीय कंपन्यांचे दोष सांगा.
- य) समग्र पर्यावरणातील घटकांचे वर्णन करा.

प्रश्न 4) खालीलपैकी कोणताही 1 प्रश्न सोडवा. (10 गुण)

[10]

- अ) फ्रँचायझी परिभाषित करा आणि त्याचे फायदे आणि तोटे स्पष्ट करा.
- ब) व्यवसाय प्रवर्तनाची व्याख्या करा? व्यवसाय प्रवर्तनाच्या विविध पायऱ्या स्पष्ट करा.



Total No. of Questions : 4]

SEAT No. :

PA-4672

[Total No. of Pages : 6

[5952]SODL-208

S.Y. B.Com.

206 B : BANKING AND FINANCE

(2019 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt Any Ten:

[10]

- i) Which of the following is not a public financial institution?
 - a) Life Insurance Corporation of India
 - b) State Financial Corporation
 - c) Axis Bank Limited
 - d) Nabard
- ii) The Reserve Bank of India was established in the year _____.
 - a) 1 April 1935
 - b) 1 April 1999
 - c) 1 April 1945
 - d) 1 April 1934
- iii) Private banks are owned by _____.
 - a) Private
 - b) Government
 - c) Semi-government
 - d) All of the above
- iv) The head office of State Bank of India is located at _____.
 - a) Mumbai
 - b) Chennai
 - c) Pune
 - d) Kolkata
- v) When was the National Bank for Agricultural and Rural Development established?
 - a) 1982
 - b) 1975
 - c) 1972
 - d) 1980
- vi) Which year IDBI bank was established?
 - a) 1964
 - b) 1965
 - c) 1966
 - d) 1970

P.T.O.

- vii) _____ are the functions of central bank.
- Creating currency
 - Acting as a bank for the government
 - Acting as a bank of banks
 - All of the above
- viii) The first regional bank in the country was established in 1806 at which of the following places?
- Mumbai
 - Kolkata
 - Madras
 - None of these
- ix) When was the Co-operative Act first passed in India?
- 1904
 - 1910
 - 1912
 - 1905
- x) Write the full form of IDBI Bank.
- Inter Development Bank of India
 - Industrial Bank
 - Industrial Development Bank of India
 - None of the above
- xi) The rate at which the central bank provides loans to the commercial banks through commercial letters, promissory notes is called as _____.
- Reverse repo rate
 - Bank rate
 - Repo rate
 - None of these
- xii) A bank that controls the supply of credit in an economy.
- Commercial bank
 - Central bank
 - Private bank
 - Foreign bank

Q2) Attempt Any Five :

[25]

- Write short note - Nationalization of the reserve bank of India.
- What is the Regulatory function of Reserve bank of India?
- Write short note-Foreign Bank.
- What are the challenges before private sector bank in India?
- What were the features of public sector bank?
- What is the objective of lead bank scheme?
- State the objective bank nationalization?

Q3) Attempt Any Five :

[25]

- i) State the feature of development bank.
- ii) Write short note - role of development bank in economic development.
- iii) What are the advantages of wholesale banking?
- iv) Write short Note-Social banking.
- v) State the objective of banking reform 1991?
- vi) Write briefly about recommendation of M. Narasimhan committee I (1991).
- vii) Write short Note - Basel - 4.

Q4) Attempt Any One :

[10]

- i) Describe the role played by the banks in the economic development of country?
- ii) Discuss the challenges faced by cooperative banks in India?



PA-4672

[5952]SODL-208

S.Y. B.Com.

206 B : बँक व्यवसाय आणि वित्त पुरवठा

(भारतीय बँक प्रणाली)

(2019 Pattern)

(मराठी रूपांतर)

वेळ : 3 तास]

[एकूण गुण : 70

- सूचना :- 1) सर्व प्रश्न सोडविणे आवश्यक आहे.
2) उजवीकडील अंक पूर्ण गुण दर्शवितात.

प्रश्न 1) कोणतेही दहा प्रश्न सोडवा.

[10]

- i) खालीलपैकी कोणती सार्वजनिक वित्तीय संस्था नाही ?
अ) भारतीय जीवन विमा महामंडळ ब) राज्य आर्थिक महामंडळ
क) ऑक्सिस बँक ड) नाबार्ड
- ii) भारतीय रिझर्व्ह बँकेची स्थापना साली झाली ?
अ) 1 एप्रिल 1935 ब) 1 एप्रिल 1999
क) 1 एप्रिल 1945 ड) 1 एप्रिल 1934
- iii) खासगी बँका या मालकीच्या असतात.
अ) व्यक्तिगत ब) सरकारी
क) निमसरकारी ड) वरील सर्व
- iv) स्टेट बँकेचे ऑफ इंडियाचे मुख्य कार्यालय येथे आहे.
अ) मुंबई ब) चेन्नई
क) पुणे ड) कोलकाता
- v) राष्ट्रीय कृषी व ग्रामीण बँकेची स्थापना कधी झाली (नाबार्ड) ?
अ) 1982 ब) 1975
क) 1972 ड) 1980

प्रश्न 3) कोणतेही पाच प्रश्न सोडवा.

[25]

- i) विकास बँकेची वैशिष्टे थोडक्यात स्पष्ट करा.
- ii) टीपा लिहा - विकास बँकेची आर्थिक विकासातील भूमिका.
- iii) घाऊक बँकेचे फायदे कोणते आहेत?
- iv) टीपा लिहा - सामाजिक बँकिंग.
- v) 1991 बँकिंग क्षेत्रातील सुधारणेची उद्दिष्टे सांगा.
- vi) एम. नरसिंहम समितीच्या शिफारशी I (1991) थोडक्यात लिहा.
- vii) टीपा लिहा - बेसल निकष - 4.

प्रश्न 4) कोणताही एक प्रश्न सोडवा.

[10]

- i) देशाच्या आर्थिक विकासातील बँक व्यवसायाची भूमिका सविस्तर विशद करा?
- ii) भारतीय सहकारी बँका समोरील आव्हानांची चर्चा करा?



Total No. of Questions : 4]

SEAT No. :

PA-4673

[Total No. of Pages : 2

[5952]SODL-209

S.Y. B.Com.

206 C : BUSINESS LAWS AND PRACTICES

(2019 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any ten out of twelve from the following : [10 × 1 =10]

- a) Broker as defined in Sec 2 as per Maharashtra Agricultural Produce Marketing (development and regulations) Act, 1963.
- b) What do you mean by processor in Sec 2 as per Maharashtra Agricultural Produce Marketing (development and regulations) Act, 1963.
- c) Define the term principle of indemnity.
- d) What are the types of general insurance?
- e) Define cyber café.
- f) Define term recruitment as per Maharashtra shops and establishments Act, 2017.
- g) Define the term co-operative bank.
- h) Meaning of whole life insurance.
- i) Define maturity claim.
- j) Define statutory authority as per Competition Act, 2002.
- k) Define lay off as per Industrial Disputes Act, 1947.
- l) Explain the term remedial measures under Industrial Disputes Act, 1947.

Q2) Attempt any five out of seven from the following : [5 × 5 = 25]

- a) Write short note on state marketing board.
- b) Explain the principles of fire insurance.
- c) Briefly mention the procedure of using digital signature.
- d) What are the provision provided for interval of rest in the Maharashtra shops and establishments Act, 2017?
- e) What are the types of liability insurance?
- f) What are the features of co-operative society?
- g) What are the advantages of life insurance policy?

P.T.O.

Q3) Attempt any five out of seven from the following : [5 × 5 = 25]

- a) Explain important characteristics of Maharashtra Agricultural Produce Marketing (regulations) Act, 1963.
- b) Explain the role of insurance.
- c) Give some examples of consumer co-operative society.
- d) Write the composition of the competition commission (Sec. 8).
- e) When an electronic record is deemed secure? As per information technology Act, 2000.
- f) Explain the procedure of cancellation of registration of a society.
- g) Discuss the new provisions provided for opening and closing hours of establishments as per shops and establishment act.

Q4) Attempt any one out of two from the following : [1 × 10 = 10]

- a) Explain objectives and functions of Life Insurance Corporation.
- b) Discuss the scope and objectives of Industrial Dispute Act, 1947



[5952]SODL-210

S.Y. B.Com.

206 E : COST AND WORKS ACCOUNTING

(2019 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right side indicate full marks.*
- 3) *Use of calculator is allowed.*

Q1) A) Fill in the blanks (Any Five) : [5]

- i) Fixed cost per unit _____ with increase in the size of output.
- ii) The technique and process of ascertaining the cost is known as _____.
- iii) The amount of expenditure incurred on, or attributable to, a specified activity is known as _____.
- iv) A cost that is easily traceable to a cost object is known as _____.
- v) A location, person, or item of equipment for which costs may be ascertained and used for the purposes of cost control is known as _____.
- vi) _____ is specialized branch of accounting which deals with Classification, recording, allocation and directing overheads.

B) State whether the following statement is True or False (Any Five) [5]

- i) Direct expenses are also called as chargeable expenses.
- ii) The total of all indirect costs is known as overheads.
- iii) A cost that changes in total amount with the change in the level of activity is known as Fixed Cost.
- iv) Material requisition note is prepared when materials are returned to the purchase department.
- v) Closing stock is close to current economic value under FIFO method of pricing.
- vi) All costs are controllable.

P.T.O.

Q2) Attempt any Five from the following :**[25]**

- a) What are the Advantages of Cost Accounting?
- b) What are the different types of tenders?
- c) Write note on - 'Material Requisition Note'.
- d) From the figures given below, calculate Economic Order Quantity (EOQ) and Total cost at EOQ.
 - Total consumption of material per year 20,000 kgs
 - Buying cost per order Rs. 25
 - Unit cost of material Rs. 2 per kg
 - Carrying and storage cost 8%
- e) From the following information, calculate Minimum Level and Maximum Level :
 - Re-order quantity 2,500 units,
 - Re-order period 4 to 6 weeks,
 - Maximum consumption 400 units per week
 - Average consumption 300 units per week
 - Minimum consumption 250 units per week
- f) From the following information, calculate Inventory Turnover Ratio :

	Material - X	Material - Y
Opening Stock	65,000	37,500
Closing Stock	27,000	42,500
Purchases	97,000	95,000

- g) From the following information, find out the value of Prime Cost.

Particulars	Rs.
Opening Stock of Material	63,000
Closing Stock of Material	34,000
Purchases of Material	2,34,000
Carriage Inward	3,000
Direct Labor	16,500
Direct Expenses	10,000

Q3) Attempt any Five from the following :**[25]**

- a) Write Note on - Bin Card.
- b) Write Note on - Methods of Time Keeping.
- c) Draw s specimen for Material Requisition Note.
- d) From the following information, prepare a statement showing ABC analysis.

A store has 5,000 items of consumption and monthly consumption value is Rs.5,00,000.

The other details are as follows :

Material type	Percentage of each item	Percentage of Total Value
X	10%	65%
Y	30%	20%
Z	60%	15%
Total	100%	100%

- e) Using Taylor's differential piece rate system, find out the earnings of workers X and Y from the following particulars :

- Standard Time per piece = 30 minutes
- Normal Rate per hour = 0.90

In a 8 hours day, X produces 50 units and Y produces 30 units.

Lower rate is 80% of normal rate and higher rate is 120% of normal rate.

- f) ABC Ltd. provided the following information.

- No. of workers (1st April 2022) - 300
- No. of workers (30th April 2022) - 600
- No. of workers resign - 55
- No. of replacement - 60

Calculate labour turnover rate under :

- i) Separation Method
- ii) Replacement Method
- iii) Flux Method

Q4) Attempt any One from the following :**[10]**

- a) From the following information for the month of January,

Particulars	Rs.	Particulars	Rs.
Sales	1,56,000	Office salaries	1,600
Direct material	87,000	Director's remuneration	1,500
Direct wages	22,500	Telephone and postage	1,200
Factory rent and rates	3,500	Printing and stationery	1,100
Office rent and rates	1,500	Legal charges	150
Plant repairs and maintenance	1,000	Advertisement	1,500
Plant depreciation	1,500	Salesmen's salaries	2,500
Factory heating and lighting	1,400	Factory manager's salary	1,000

Prepare a cost sheet to show the following components :

- i) Prime Cost.
 - ii) Factory Cost,
 - iii) Cost of Production,
 - iv) Total Cost.
- b) A Ltd gives the following transactions occurred regarding purchase and issue of a material :

12 Jan.2022 Purchased 3,000 units @ 4.00 per unit
20 Jan. 2022 Purchased 1,000 units @ 5.00 per unit
8 Feb. 2022 Issued 2,000 units
10 Feb. 2022 Purchased 5,000 units @ 6.00 per unit
15 Feb. 2022 Issued 3,000 units
4 Mar. 2022 Issued 1,000 units
9 Mar. 2022 Issued 2,000 units
15 Mar. 2022 Purchased 4,500 units @ 5.50 per unit
30 Mar. 2022 Issued 2,000 units

Prepare Stores Ledger Account as per FIFO method of charging material issues.



Total No. of Questions : 4]

SEAT No. :

PA-4675

[Total No. of Pages : 6

[5952]SODL-211

S.Y. B.Com.

206 G : BUSINESS ENTREPRENEURSHIP

(2019 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any 10 out of 12 from the following : [10]

- i) In India, Entrepreneurship has been rapid grown since the liberalization of the economy in _____.
 - a) 1991
 - b) 1992
 - c) 1993
 - d) 1994
- ii) After India's independence the share of services in the GDP was approximately _____.
 - a) 40
 - b) 30
 - c) 50
 - d) 60
- iii) The world bank and the _____ monetary fund are greates supporters.
 - a) Internal
 - b) Indian
 - c) National
 - d) International
- iv) SHG Bank linkage Programme initiated by _____.
 - a) HDFC
 - b) ICICI
 - c) NABARD
 - d) SBI
- v) Types of Internet Transactions _____.
 - a) B2B
 - b) B2C
 - c) C2C
 - d) All of the above
- vi) _____ entrepreneurship is all about exploiting opportunities to create social value.
 - a) Economical
 - b) Environmental
 - c) Social
 - d) Others

P.T.O.

- Partnership Act, _____.
 1931 b) 1933
 1932 d) 1934
 Crawford developed this technique in _____.
 1954 b) 1955
 1956 d) 1957
 _____ is now mandated by government.
 CRY b) CSR
 RTI d) NGO's

[25]

- [5952]SODL-211**

Q3) Attempt any 5 out of 7 -

[25]

- i) What are the goals of Social Entrepreneurship?
- ii) Briefly explain all of the phases of EDP.
- iii) Write short note on the "Origin of Naukari. Com".
- iv) What are the myths surrounding business ethics?
- v) How has corona virus effected Entrepreneurship?
- vi) What do you mean by Mind Mapping?
- vii) List the difference between Self-employed and Entrepreneurship.

Q4) Attempt any 1 out of 2 -

[10]

- i) Discuss the essential qualities that should be possessed by an Entrepreneur.
- ii) Describe the different types of Entrepreneurs in detail.



Total No. of Questions : 4]

PA-4675

[5952]SODL-211

S.Y. B.Com.

206 G : BUSINESS ENTREPRENEURSHIP

(2019 Pattern)

(मराठी रूपांतर)

वेळ : 3 तास]

[एकूण गुण : 70

- सूचना :- 1) सर्व प्रश्न सोडविणे आवश्यक आहे.
2) उजवीकडील अंक पूर्ण गुण दर्शवितात.

प्रश्न 1) खालील 12 पैकी कोणतेही 10 सोडवा.

[10]

- i) भारतात मध्ये अर्थव्यवस्थेच्या उदारीकरणानंतर उद्योजकता वेगाने विकसित होत आहे.
अ) 1991 ब) 1992
क) 1993 ड) 1994
- ii) भारताच्या स्वातंत्र्यानंतर जीडीपीमध्ये सेवांचा वाटा अंदाजे% होता.
अ) 40 ब) 30
क) 50 ड) 60
- iii) जागतिक बँक आणि नाणेनिधी हे मोठे समर्थक आहेत.
अ) अंतर्गत ब) भारतीय
क) राष्ट्रीय ड) आंतरराष्ट्रीय
- iv) SHG बँक जोडणी कार्यक्रम ने सुरू केला आहे.
अ) HDFC ब) ICICI
क) NABARD ड) SBI
- v) इंटरनेट व्यवहाराचे प्रकार -
अ) B2B ब) B2C
क) C2C ड) वरील सर्व

प्रश्न 3) खालील 7 पैकी 5 प्रश्नांची उत्तरे लिहा.

[25]

- i) सामाजिक उद्योजकतेची उद्दिष्टे काय आहेत?
- ii) EDP चे सर्व टप्पे स्पष्ट करा.
- iii) 'Naukari. Com' च्या उत्पत्तीवर टीप लिहा.
- iv) व्यावसाय नैतिकतेच्या आसपासच्या मिथक काय आहेत?
- v) कोरोना विषाणूचा उद्योजकतेवर कसा परिणाम झाला आहे?
- vi) माइंड मॅपिंग (Mind Mapping) म्हणजे काय?
- vii) स्वयंरोजगार आणि उद्योजकता यातील फरक सूचीबद्ध करा.

प्रश्न 4) खालील 2 पैकी 1 प्रश्नाचे उत्तर लिहा.

[10]

- i) उद्योजकाकडे कोणते गुण आवश्यक हवे यावर चर्चा करा.
- ii) विविधप्रकारच्या उद्योजकांचे तपशीलवार वर्णन करा.



Total No. of Questions : 4]

SEAT No. :

PA-4665

[Total No. of Pages : 2

[5952]SODL-201
S.Y. B.Com.
201 : BUSINESS COMMUNICATION
(2019 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates :

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

Q1) Attempt any TEN out of TWELVE from the following :

[10]

- i) Who is sender?
- ii) What is downward communication?
- iii) What is subject line in business letter?
- iv) Who is the interviewee?
- v) Presentation is also a method of which communication?
- vi) When we use job bio-data?
- vii) What is export trade?
- viii) When we prepare a research report?
- ix) Which country launches of Zoom application?
- x) What is the use linkedIn application for job seekers?
- xi) When the businessmen writes sales letter?
- xii) Writer of a blog is known as?

P.T.O.

Q2) Attempt any **FIVE** out of **SEVEN** from the following : **[25]**

- i) State the merits of written communication.
- ii) Mention the importance of time management.
- iii) What does a good resume help a candidate?
- iv) Give the specimen example of transfer order.
- v) What do you mean by world wide web?
- vi) What is the reason for writing a sales letter?
- vii) Write a short note on email.

Q3) Attempt any **FIVE** out of **SEVEN** from the following : **[25]**

- i) State the merits of oral communication.
- ii) Discuss the essentials of a good business letters.
- iii) What is grooming?
- iv) What are the two types of a job application letters?
- v) Which points are involved in a typical project?
- vi) State the features of WhatsApp application.
- vii) What is quotation?

Q4) Attempt any **ONE** out of **TWO** from the following : **[10]**

- i) What is effective listening? Give the ten commandments of listening?
- ii) Discuss the importance of social media networks in today's technology-enabled world.



Total No. of Questions : 4]

SEAT No. :

PA-4666

[Total No. of Pages : 4

[5952]SODL-202

S.Y. B.Com.

CORPORATE ACCOUNTING

(2019 Pattern) (202)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) A) Fill in the blanks (any 5) :

[5]

- i) Minority Interest includes _____
 - a) Share in share capital
 - b) Share in Capital profit
 - c) Share in Revenue profit
 - d) All of the above
- ii) Pre-acquisition dividend received by Holding company is credited to _____
 - a) profit & loss A/c
 - b) Capital profit
 - c) Investment A/c
 - d) None of the above
- iii) When the Net Assets are less than the Purchase Consideration, the difference will be _____
 - a) Debited to Good will A/c.
 - b) Debited to General Reserve
 - c) None of these
 - d) All of these
- iv) While calculating purchase consideration _____ values of assets is to be considered.
 - a) Book value
 - b) Revalued price
 - c) Average price
 - d) Capital
- v) A Liquidator can claim the _____
 - a) Remuneration
 - b) Assets
 - c) Dividend
 - d) Interest

P.T.O.

vi) The Company has to submit the statement of affairs to the official liquidator within _____

- | | |
|------------|------------|
| a) 14 Days | b) 21 Days |
| c) 30 Days | d) 45 Days |

B) True or False (any 5) : [5]

- i) The financial year of the holding company and subsidiary company must end on the same date.
- ii) The share capital of the subsidiary company does not appear in the consolidated balance sheet.
- iii) A forensic audit is generally a sampling activity.
- iv) A forensic accountant does not search public records.
- v) Preference shareholders are legally entitled to the repayment of capital in the event of liquidation of the company.
- vi) Absorption means formation of a new company to take over at least two existing companies.

Q2) Attempt any 5 questions from the following : [25]

- a) What are the objectives of forensic accounting?
- b) Calculate the Liquidators total remuneration using following data
The liquidator is entitled to a fixed remuneration of Rs. 3,200 and 2% on the asset realized and 2% on the amount distributed to unsecured creditors.
(Asset realized- Land & Building Rs. 70,000, Plant & Machinery Rs. 65,000, Furniture Rs. 70,000, Stock Rs. 35,000, Debtors Rs. 11,000 Unsecured Creditors - 9000)
- c) Calculate the amount of purchase consideration using following data
A Ltd. takes over the business of B Ltd. at the following values: Fixed Assets Rs. 3,00,000 Current Assets Rs. 1,00,000 Debentures Rs. 50,000 Current Liabilities Rs. 1,00,000.
- d) Draw the format of Consolidated Balance Sheet of holding company.
- e) Write a short note on the calculation of fair value of shares.
- f) What does the Companies Act say with regards to Corporate Social Responsibility?
- g) Write a short note on the composition of the Accounting Standards Board.

Q3) Attempt any 5 questions from the following :

[25]

- a) On March 01, 2022, X Ltd. purchased Rs. 5 lakhs worth of land for a factory site. Company demolished an old building on the property and sold the material for Rs. 10,000. Company incurred additional cost and realized salvaged proceeds during the March 2022 as follows:
Legal fees for purchase contract and recording ownership Rs. 25,000
Title guarantee insurance Rs. 10,000

Cost for demolition of building Rs. 50,000

Compute the balance to be shown in the land account on March 31, 2022 balance sheet.

- b) What is the difference between incorporation of a company and commencement of business?
- c) A manager is entitled to a commission at a certain percentage of net profit (such commission to be charged in arriving at the net profit).

The commission is to be allowed on the following rates :

First Rs. 10,000	of the net profit	Nil
Next Rs. 20,000	“““““	@ 10%
Next Rs. 30,000	“““““	@ 15%
Next Rs. 60,000	“““““	@ 20%
Balance	“““““	@ 30%

The net profit before charging the manager's commission is Rs. 1,45,000. Compute the amount of manager's commission.

- d) On 31st March, 2016, the balance sheet of Raghuvans Ltd. disclosed the following position :

Total Subscribe shares of company is 40,000

The tangible fixed assets valued at Rs. 5,00,000 (Revalued Rs. 3,50,000) and goodwill at Rs. (Revalued Rs. 50,000), Current asset Rs. 4,00,000, 14% Debentures Rs. 1,00,000, Current Liabilities Rs. 1,30,000

Compute the value of the company's share by the net assets method -

- e) What are subsidiaries companies?
- f) Briefly explain the methods in which purchase consideration is calculated.
- g) Write a short note on Deficiency or Surplus Account.

Q4) Attempt any 1 of the following :

[10]

- a) A Ltd. went into voluntary liquidation. The following are the details :
Assets realized Rs. 40,000, Liquidator's remuneration Rs. 5,000,
Unsecured creditors Rs. 17,000, Preference share capital is Rs. 17,000,
Equity share capital consists of : 1,000 shares of Rs. 1 each.

You are required to prepare the "Liquidator's Final Statement of Account."

- b) Discuss the tasks, ethical principles and responsibilities of forensic accountants.



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Total No. of Questions : 4]

SEAT No. :

PA-4667

[Total No. of Pages : 4

[5952]SODL-203
S.Y. B.Com.
BUSINESS ECONOMICS (Macro)
(2019 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All the questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Draw the diagram wherever is necessary.*

Q1) Attempt any ten out of twelve from the following :

[10]

- 1) Macro Economics Deals with -
(Single unit, Study of Individuals, Aggregates and Averages, All of the above)
- 2) Following is not the objective of Macro Economics -
(Full Employment, Price stability, Economic Growth, Profit Maximization of firm)
- 3) The part of personal income which is actually available to household for consumption is called _____
(Personal Income, National Income, Per capita Income, Personal Disposable income)
- 4) The book General Theory of Employment interest and money was written by _____
(J.M Keynes, J.N Keynes, David Ricardo, Alfred Marshall)
- 5) Consumption Function shows the relationship between _____
(Income and saving, Income and Investment, Income and Consumption, None of the above)
- 6) Following is not the determinant of Efficiency of capital _____
(Supply price, Rate of interest, Prospective yield, Market condition)
- 7) _____ It is the final outcome of all economic activities of a nation, value in terms of money.
(Percapita Income, National Income, Disposable Income, All of the Above)

P.T.O.

- 8) _____ It can be defined as the number of man-hours at which the demand for and supply of labour in the labour market are in equilibrium. (Full Employment, Under Employment, Unemployment, Low level of employment)
- 9) _____ It states that supply creates its own demand. (Say's Law of Markets, Keynesian Law, Fishers Law, Cambridge equation)
- 10) _____ It is the amount of cash in circulation in an economy. (Liquidity, Credit, Cash, Saving)
- 11) _____ It means generally a considerable and persistent rise in the general level of prices. (Inflation, Deflation, Stagflation, Recession)
- 12) _____ It is a policy statement of the government with its financial implications. (Budget, Profit, Revenue, None of the above)

Q2) Attempt any five out of seven from the following : [25]

- 1) Distinguish between microeconomics and macroeconomics.
- 2) Briefly explain the various concepts of national income.
- 3) Write a short note on Keynes's psychological law of consumption.
- 4) Examine the concept of investment multiplier.
- 5) Discuss the consequences of inflation.
- 6) Explain the phases of a business cycle.
- 7) What are the major drawbacks of budgetary deficit?

Q3) Attempt any five out of seven from the following : [25]

- 1) Describe the expenditure method of measuring national income.
- 2) Explain the classical theory of Employment.
- 3) What is marginal propensity to consume and average propensity to consume.
- 4) What is the classical approach to the demand for money?
- 5) Explain the determinants of money supply in an economy.
- 6) Explain the Phillips Curve.
- 7) Distinguish between private and public expenditure.

Q4) Attempt any one out of two from the following : [10]

- 1) Explain the Keynesian theory of Employment.
- 2) Define National Income and explain the difficulties in measurement of national income.



वेळ : 3 तास]

[एकूण गुण : 70

- सूचना :
- 1) सर्व प्रश्न अनिवार्य आहेत.
 - 2) उजवीकडील अंक पूर्ण गुण दर्शवते.
 - 3) जिथे आवश्यक असेल तिथे आकृती काढा.

प्रश्न 1) खालील बारा पैकी कोणतेही दहा उत्तरे लिहा :

[10]

- 1) स्थूल अर्थशास्त्र व्यवहार करतो.
(एकल एकक, व्यक्तींचा अभ्यास, एकूण आणि सरासरी, वरील सर्व)
- 2) खालील कोणते स्थूल अर्थशास्त्रचे उद्दिष्ट नाही -
(संपूर्ण रोजगार, किंमत स्थिरता, आर्थिक वाढ, फर्मचा नफा वाढवणे)
- 3) वैयक्तिक उत्पन्नाचा जो भाग प्रत्यक्षात कुटुंबासाठी उपभोगासाठी उपलब्ध असतो त्याला म्हणतात
(वैयक्तिक उत्पन्न, राष्ट्रीय उत्पन्न, दरडोई उत्पन्न, वैयक्तिक स्वायत्त उत्पन्न)
- 4) रोजगार, व्याज आणि पैशाचा सामान्य सिद्धांत हे पुस्तक यांनी लिहिले आहे.
(जे. एम. केन्से, जे. एन. केन्स, डेव्हिड रिकार्डो, आल्फ्रेड मार्शल)
- 5) उपभोग फलन यांच्यातील संबंध दर्शविते.
(उत्पन्न आणि बचत, उत्पन्न आणि गुंतवणूक, उत्पन्न आणि उपभोग, वरीलपैकी काहीही नाही)
- 6) खालीलपैकी भांडवलाच्या कार्यक्षमतेचा निर्धारक नाही
(पुरवठा किंमत, व्याजदर, संभाव्य उत्पन्न, बाजार स्थिती)
- 7) पैशाच्या दृष्टीने एखाद्या राष्ट्राच्या सर्व आर्थिक क्रियाकलापांचा हा अंतिम परिणाम असतो.
(दरडोई उत्पन्न, राष्ट्रीय उत्पन्न, स्वायत्त उत्पन्न, वरील सर्व)
- 8) मनुष्य-तासांची संख्या म्हणून परिभाषित केले जाऊ शकते, येथे कामगार बाजारपेठेत श्रमाची मागणी आणि पुरवठा यांच्या मदतीने समतोल राखला जातो.
(पूर्ण रोजगार, रोजगाराखाली, बेरोजगारी, रोजगाराची निम्न पातळी)

- 9) त्यात असे म्हटले आहे की पुरवठा स्वतःची मागणी निर्माण करतो.
(मार्केट्सचा कायदा म्हणतो, केनेशियन कायदा, फिशर्स कायदा, केंब्रिज समीकरण)
- 10) ही अर्थव्यवस्थेत चलनात असलेली रोख रक्कम आहे.
(तरलता, पत, रोख, बचत)
- 11) याचा अर्थ साधारणपणे लक्षणीय आणि सतत सामान्य किंमत पातळीची वाढ होणे आहे.
(महागाई, डिफ्लेशन, चालनफुगवटा, मंदी)
- 12) हे त्याच्या आर्थिक परिणामांसह सरकारचे धोरणात्मक विधान आहे.
(अर्थसंकल्प, नफा, महसूल, वरीलपैकी काहीही नाही)

प्रश्न 2) खालील सातपैकी कोणतेही पाच प्रश्न सोडवा : [25]

- 1) सूक्ष्म अर्थशास्त्र आणि स्थूल अर्थशास्त्र यातील फरक ओळखा.
- 2) राष्ट्रीय उत्पन्नाच्या विविध संकल्पना थोडक्यात सांगा.
- 3) केन्सच्या उपभोगाच्या मानसशास्त्रीय नियमावर एक छोटी टीप लिहा.
- 4) गुंतवणूक गुणक संकल्पना लिहा.
- 5) महागाईच्या परिणामांची चर्चा करा.
- 6) व्यापार चक्राचे टप्पे स्पष्ट करा.
- 7) अर्थसंकल्पीय तुटीचे प्रमुख दोष काय आहेत.

प्रश्न 3) खालील सातपैकी कोणतेही पाच प्रश्न सोडवा : [25]

- 1) राष्ट्रीय उत्पन्न मोजण्याच्या खर्च पद्धतीचे वर्णन करा.
- 2) रोजगाराचा शास्त्रीय सिद्धांत स्पष्ट करा.
- 3) उपभोगाचा सिमांत प्रवृत्ती आणि सरासरी प्रवृत्ती काय आहे ते लिहा.
- 4) पैशाच्या मागणीचा सनातन दृष्टीकोन काय आहे?
- 5) अर्थव्यवस्थेतील पैशाच्या पुरवठ्याचे निर्धारक स्पष्ट करा.
- 6) फिलिप्स वक्र स्पष्ट करा.
- 7) खाजगी आणि सार्वजनिक खर्चामध्ये फरक करा.

प्रश्न 4) खालील दोनपैकी कोणताही एक प्रश्न सोडवा : [10]

- 1) रोजगाराचा केनेशियन सिद्धांत स्पष्ट करा.
- 2) राष्ट्रीय उत्पन्नाची व्याख्या करा आणि राष्ट्रीय उत्पन्नाच्या मोजमापातील अडचणी स्पष्ट करा.



Total No. of Questions : 4]

SEAT No. :

PA-4668

[Total No. of Pages : 6

[5952]SODL-204

S.Y. B.Com.

204 : BUSINESS MANAGEMENT
(2019 Pattern) (CBCS)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any ten out of twelve from the following :

[10]

- i) The father of Scientific Management is _____.
 - a) F. W. Taylor
 - b) Henri Fayol
 - c) Henry Mintberg
 - d) Peter Drucker
- ii) The father of Administrative Management is _____.
 - a) F. W. Taylor
 - b) Henri Fayol
 - c) Henry Mintberg
 - d) Peter Drucker
- iii) Decisions taken by top management in business management are _____.
 - a) fundamental decision
 - b) strategic decisions
 - c) planned decision
 - d) collective decision
- iv) Forecasting means _____.
 - a) prediction of future events
 - b) measuring future events
 - c) planning for future events
 - d) all of the above
- v) Planning is a _____ process.
 - a) intellectual
 - b) continuous
 - c) technical
 - d) all of the above
- vi) Organizing deals with _____.
 - a) division of work
 - b) decentralization of activities
 - c) centralization of activities
 - d) all of the above

P.T.O.

- vii) Delegation of Authority is _____
- a) monopoly
 - b) unity of direction
 - c) fixing of responsibility
 - d) unity of command
- viii) 14 principles of management were presented by _____
- a) F. W. Taylor
 - b) Henri Fayol
 - c) Henry Mintberg
 - d) Peter Drucker
- ix) In a business organization, assigning responsibility for the right work to the right person means _____
- a) taskdetermination
 - b) decommissioning of work groups
 - c) division of work or division of labor
 - d) allocation of authority
- x) How many levels are there in the hierarchy of motivational needs?
- a) 6
 - b) 5
 - c) 4
 - d) 2
- xi) Concept of trustsheel was introduced by _____
- a) Mahatma Gandhi
 - b) Pandit Jawaharlal Nehru
 - c) Dr. Babasaheb Ambedkar
 - d) Peter Drucker
- xii) Corporate Social Responsibility is useful to _____
- a) Private Sector
 - b) Public Sector
 - c) Non-Government Organizations
 - d) both private and public sector

Q2) Attempt any five out of seven from the following :

[5 × 5 = 25]

- i) Explain need / importance for management study.
- ii) Explain process of planning.
- iii) Explain types of organization.
- iv) Explain techniques of Direction.
- v) Explain Douglas McGregor Theory X and Theory Y.
- vi) Explain in short importance of leadership.
- vii) Explain the concept of Corporate Social Responsibility.

Q3) Attempt any five out of seven from the following :

[5 × 5 = 25]

- i) Explain the meaning and definition of Management.
- ii) Explain Concept of Change Management.
- iii) Explain the meaning and definition of Planning.
- iv) Explain the Process of organization
- v) Explain the concept of Team work.
- vi) Explain Mahatma Gandhi's contribution to management thought.
- vii) Explain the concept of Control.

Q4) Attempt any one out of two from the following :

[1 × 10 = 10]

- i) Explain in detail functions / process of management.
- ii) Define the term Leadership. Explain in detail qualities for effective leadership.

वेळ : 3 तास]

[एकूण गुण : 70

- सूचना : 1) सर्व प्रश्न अनिवार्य आहेत.
2) उजवीकडील अंक पूर्ण गुण दर्शवते.

प्रश्न 1) खालीलपैकी कोणतेही दहा प्रश्न सोडवा :

[10 × 1 = 10]

- i) शास्त्रीय व्यवस्थापनाचा जनक आहेत.
अ) एफ. डब्ल्यू. टेलर ब) हेन्री फेयॉल
क) हेन्री मिन्टबर्ग ड) पीटर ड्रुकर
- ii) प्रशासकीय व्यवस्थापनाचा जनक आहे.
अ) एफ. डब्ल्यू. टेलर ब) हेन्री फेयॉल
क) हेन्री मिन्टबर्ग ड) पीटर ड्रुकर
- iii) व्यवसाय व्यवस्थापनातील उच्च व्यवस्थापकाकडून घेतले जाणारे निर्णय म्हणजे
अ) मुलभूत निर्णय ब) धोरणात्मक निर्णय
क) नियोजित निर्णय ड) सामुहिक निर्णय
- iv) पुर्वानुमान म्हणजे
अ) भविष्यकालीन घटनांचा अंदाज होय
ब) भविष्यकालीन घटनांचे मोजमाप करणे
क) भविष्यकालीन घटनांवर नियोजन योजना करणे
ड) वरील सर्व
- v) नियोजन ही प्रक्रिया आहे.
अ) बौद्धिक ब) सातत्याने चालणारी
क) तांत्रिक ड) वरील सर्व

- vi) संघटन हे शी संबंधित असते.
- अ) कामाचे विभाजन ब) कृतींचे विकेंद्रीकरण
क) कृतींचे केंद्रीकरण ड) वरीलपैकी सर्व
- vii) अधिकार प्रदान म्हणजे होय.
- अ) एकाधिकार ब) निर्देशनातील एकवाक्यात
क) जबाबदाऱ्यांचे निश्चितीकरण ड) आदेशातील एकवाक्यता
- viii) व्यवस्थापनाची 14 तत्वे यांनी मांडली.
- अ) एफ. डब्ल्यू. टेलर ब) हेन्री फेयॉल
क) हेन्री मिन्टबर्ग ड) पीटर ड्रकर
- ix) व्यवसाय संस्थेत योग्य व्यक्तीला, योग्य कामाची जबाबदारी सोपविणे म्हणजे ?
- अ) कार्य निश्चिती
ब) कार्यगट पाडणे
क) कामाची विभागणी किंवा कार्यवाटप
ड) अधिकार वाटप
- x) अभिप्रेरणेच्या गरज अधिश्रेणीमध्ये किती स्तर आहेत.
- अ) 6 ब) 5
क) 4 ड) 2
- xi) विश्वस्तपदाची (Trusteeship) संकल्पना यांनी मांडली.
- अ) महात्मा गांधी ब) पंडित जवाहरलाल नेहरू
क) डॉ. बाबासाहेब आंबेडकर ड) पीटर ड्रकर
- xii) कॉर्पोरेट सामाजिक जबाबदारी ही ला उपयुक्त आहे.
- अ) खाजगी क्षेत्र ब) सार्वजनिक क्षेत्र
क) बिगर शासकीय संस्था ड) खाजगी आणि सार्वजनिक क्षेत्र दोन्ही

प्रश्न 2) खालीलपैकी कोणतेही पाच प्रश्न सोडवा :

[5 × 5 = 25]

- i) व्यवस्थापन विषयक अभ्यासाची गरज / महत्व स्पष्ट करा.
- ii) नियोजनाच्या पायऱ्या स्पष्ट करा.
- iii) संघटनेचे प्रकार स्पष्ट करा.
- iv) निर्देशनाची तंत्रे सांगा.
- v) डग्लस मॅग्रेगर यांचा क्ष सिद्धांत आणि य सिद्धांत स्पष्ट करा.
- vi) नेतृत्वाचे महत्त्व थोडक्यात सांगा.
- vii) कॉर्पोरेट सामाजिक जबाबदारी ही संकल्पना स्पष्ट करा.

प्रश्न 3) खालीलपैकी कोणतेही पाच प्रश्न सोडवा :

[5 × 5 = 25]

- i) व्यवस्थापनाचा अर्थ आणि व्याख्या द्या.
- ii) बदल व्यवस्थापन ही संकल्पना स्पष्ट करा.
- iii) नियोजनाचा अर्थ आणि व्याख्या स्पष्ट करा.
- iv) संघटनेची प्रक्रिया स्पष्ट करा.
- v) सामूहिक कार्य / सांघिक कार्य ही संकल्पना स्पष्ट करा.
- vi) महात्मा गांधींचे व्यवस्थापन विचारातील योगदान स्पष्ट करा.
- vii) नियंत्रण ही संकल्पना स्पष्ट करा.

प्रश्न 4) खालीलपैकी कोणताही एक प्रश्न सोडवा :

[10]

- i) व्यवस्थापनाची कार्य/प्रक्रिया सविस्तर स्पष्ट करा.
- ii) नेतृत्व या शब्दाची व्याख्या देऊन नेतृत्वासाठी आवश्यक असणारे गुण सविस्तर स्पष्ट करा.

ॐॐॐ

Total No. of Questions : 4]

SEAT No. :

PA-4669

[Total No. of Pages : 6

[5952]SODL-205
S.Y. B.Com. - II
ELEMENTS OF COMPANY LAW
(2019 Pattern) (CBCS)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any ten out of twelve from the following : [10 × 1 = 10]

- 1) The Company Act was first established in India in the year _____
 - a) 1956
 - b) 1947
 - c) 1949
 - d) 2013
- 2) The persons who come together to form a company are called _____
 - a) Promoter of the company
 - b) Organization
 - c) Director
 - d) Manager
- 3) Shares are considered to be _____ property of the shareholder.
 - a) Individual
 - b) Public
 - c) Partnership
 - d) Loan
- 4) The minimum number of directors of a private company should be _____.
 - a) 1
 - b) 2
 - c) 3
 - d) 4
- 5) Managing Director can be appointed for a period of _____ years.
 - a) 5
 - b) 10
 - c) 15
 - d) 2

P.T.O.

- 6) The interval between two meetings of the Board of Directors should not be less than how many days?
 - a) 90
 - b) 30
 - c) 50
 - d) 10
- 7) When did the Information Technology Act come into existence?
 - a) 1999
 - b) 2000
 - c) 2005
 - d) 2013
- 8) E-governance means _____.
 - a) Electronics Govt
 - b) Electric Govt
 - c) Electrical Govt
 - d) None of these
- 9) The minimum number of members in a public company is _____.
 - a) 7
 - b) 10
 - c) 20
 - d) 50
- 10) A company which has only one member is called _____.
 - a) One person company
 - b) Private company
 - c) Registered company
 - d) Statutory company
- 11) _____ The principle seeks to protect outsiders from the company.
 - a) Internal management
 - b) Self-protection
 - c) External management
 - d) None of these
- 12) Prospectus can be published only by _____ Company.
 - a) Public
 - b) Private
 - c) One person company
 - d) Govt.

Q2) Attempt any five out of seven from the following : [5 × 5 = 25]

- 1) State the Important features of company act 2013.
- 2) Explain the steps in company registration process.
- 3) Explain the various clauses in the Memorandum of association.
- 4) Distinguish between Equity shares and Preference shares.
- 5) Explain the importance of e-Governance.
- 6) What is Whole Time Director?
- 7) Explain the rights of directors.

Q3) Attempt any five out of seven from the following :

[5 × 5 = 25]

- 1) What is promoter?
- 2) Explain the components of Prospectus.
- 3) Explain any five methods of raising share capital.
- 4) Explain the responsibilities of the board of directors
- 5) Explain the role of company secretary.
- 6) Explain the various methods of voting
- 7) Explain the benefits of e-filing

Q4) Attempt any one out of two from the following :

[1 × 10 = 10]

- 1) Explain the various types of companies.
- 2) Explain the types of company meetings.

- प्रश्न 2)** खालीलपैकी कोणतेही पाच प्रश्न सोडवा :

- 1) कंपनी कायदा 2013 ची ठळक वैशिष्ट्ये सांगा.
- 2) कंपनीच्या नोंदणी प्रक्रियेतील टप्पे स्पष्ट करा.
- 3) घटनापत्रकामधील विविध कलमे स्पष्ट करा.
- 4) सामान्य भाग व अग्रहक्क भाग यातील फरक स्पष्ट करा.
- 5) ई-गव्हर्नन्सचे महत्त्व स्पष्ट करा.
- 6) पूर्णवेळ संचालक म्हणजे काय?
- 7) संचालकांचे अधिकार स्पष्ट करा.

प्रश्न 3) खालीलपैकी कोणतेही पाच प्रश्न सोडवा :

[5 × 5 = 25]

- 1) प्रवर्तक म्हणजे काय?
- 2) माहितीपत्रकातील घटक स्पष्ट करा.
- 3) भाग भांडवल उभे करण्याच्या कोणत्याही पाच पद्धती स्पष्ट करा.
- 4) संचालक मंडळाच्या जबाबदाऱ्या स्पष्ट करा.
- 5) कंपनी सचिवाची भूमिका सांगा.
- 6) मतदानाच्या विविध पद्धती स्पष्ट करा.
- 7) ई-फायलिंगचे फायदे स्पष्ट करा.

प्रश्न 4) खालीलपैकी कोणताही एक प्रश्न सोडवा :

[1 × 10 = 10]

- 1) कंपन्यांचे विविध प्रकार स्पष्ट करा.
- 2) कंपनीच्या सभांचे प्रकार स्पष्ट करा.

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Total No. of Questions : 4]

SEAT No. :

PA-4670

[Total No. of Pages : 4

[5952]SODL-206

S.Y. B.A./B.Com.

AECC : ENVIRONMENTAL STUDIES
(2019 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any ten out of twelve from the following :

[10 × 1 = 10]

- a) Define Environment.
- b) Enlist the segments of Environment.
- c) Write any one objective of sustainable Development.
- d) Write any two type of foodchain base on location.
- e) River, lake, Oceans are example of which type of Ecosystem.
- f) Define Deforestation
- g) Write any two mechanisms of solar energy.
- h) Enlist 3 levels of Biological Diversity.
- i) Enlist any 2 types of Insitu Biodiversity conservation.
- j) Define :
 - i) Pollution
 - ii) Pollutant
- k) Full form of 3R in Solid Waste Management.
- l) Write the title of Act use to control water Pollution.

P.T.O.

Q2) Attempt any five out of seven from the following :

[5 × 5 = 25]

- a) Write short note on Disaster Management.
- b) What is the Effect of Environment on Overpopulation. Explain.
- c) Define Acid Rain. Explain the causes of Acid Rain.
- d) Write a note on Air Pollution control measures.
- e) Explain in brief solid waste Management.
- f) Write short note on Biodiversity Conservation.
- g) Explain the Alternate Energy Resources.

Q3) Attempt any five out of seven from the following :

[5 × 5 = 25]

- a) Explain the types of foodchain.
- b) Explain Pond and lake Ecosystem in Detail.
- c) Write a note on Renewable and Non-renewable Energy Resources.
- d) Explain in detail Biodiversity of India.
- e) Explain concept of pollution. Write in short different type of Pollution.
- f) Write short note on cyclone.
- g) Write in detail about Chipkoo Movement.

Q4) Attempt any one out of two from the following :

[1 × 10 = 10]

- a) Write in detail the threats to Biodiversity.
- b) “Environmental Communication & Awareness”. Explain in detail with example of casestudy.



Total No. of Questions : 4]

PA-4670

[5952]SODL-206

S.Y. B.A./B.Com.

AECC : ENVIRONMENTAL STUDIES (पर्यावरण अभ्यास)
(2019 Pattern)
(मराठी रूपांतर)

वेळ : 3 तास]

[एकूण गुण : 70

- सूचना : 1) सर्व प्रश्न अनिवार्य आहेत.
2) उजवीकडील अंक पूर्ण गुण दर्शवते.
-

प्रश्न 1) पुढील 12 पैकी कोणत्याही किमान 10 प्रश्नांची उत्तरे लिहा : [10 × 1 = 10]

- अ) पर्यावरणाची योग्य व्याख्या लिहा.
- ब) पर्यावरणाच्या चार विभागांची नावे लिहा.
- क) शाश्वत विकासाची कोणतेही एक उद्दिष्टे लिहा.
- ड) स्थानानुसार अन्नसाखळीचे कुठले दोन प्रकार आहे.
- इ) परिसंस्थेतील नदी, तळे, समुद्र हे कोणत्या परिसंस्थेची उदाहरण आहे.
- फ) निर्वनीकरण ची योग्य व्याख्या लिहा.
- य) सौरऊर्जेची कुठलेही दोन तंत्रे लिहा.
- र) जैवविविधतेची तीन पातळी नमुद करा.
- व) अधिवास अंतर्गत संवर्धनाची प्रकार लिहा.
- ल) प्रदूषण व प्रदूषके यांची योग्य व्याख्या लिहा.
- श) घनकचरा व्यवस्थापन करताना कोणते 3R महत्वाची आहेत.
- ष) जल प्रदूषण रोखण्यासाठीचा कायदा नमुद करा (पूर्ण नाव).

प्रश्न 2) पुढील 7 पैकी कोणत्याही किमान 5 प्रश्नांची उत्तरे लिहा :

[5 × 5 = 25]

- अ) आपत्ती व्यवस्थापन या विषयावर टीप लिहा.
- ब) पर्यावरणाचा मानवी लोकसंख्या वाढीवर परिणाम स्पष्ट करा.
- क) आम्ल वर्षा म्हणजे काय ते सांगून कारणे द्या.
- ड) वायु प्रदुषण उपाययोजना स्पष्ट करा.
- इ) घनकचरा व्यवस्थापन स्पष्ट करा.
- फ) 'जैवविविधतेचे संवर्धन' टिपा लिहा.
- य) पर्यायी ऊर्जास्रोतांची माहिती लिहा.

प्रश्न 3) पुढील 7 पैकी कोणत्याही किमान 5 प्रश्नांची उत्तरे लिहा :

[5 × 5 = 25]

- अ) अन्नसाखळीचे स्थानानुसार प्रकार लिहा.
- ब) तळी व सरोवरातील परिसंस्था स्पष्ट करा.
- क) पुननिर्मित होणाऱ्या व पुननिर्मित न होणाऱ्या साधन संपत्तीची माहिती लिहा.
- ड) भारतातील जैवविविधतेचे वर्णन करा.
- इ) प्रदुषणाचे संकल्पना स्पष्ट करून विविध प्रदुषांची व्याख्या लिहा.
- फ) चक्रीवादळ वर टीप लिहा.
- य) चिपको चळवळी बद्दल थोडक्यात माहिती लिहा.

प्रश्न 4) पुढील दोन पैकी कोणत्याही एका प्रश्नाचे उत्तर लिहा :

[10]

- अ) जैवविविधतेला असलेले धोके स्पष्ट करा. (कोणते चार)
- ब) पर्यावरणीय संप्रेषण आणि जनजागृती स्पष्ट करून एक उदाहरण द्या.



Total No. of Questions : 4]

SEAT No. :

PA-4676

[Total No. of Pages : 4

[5952]-SODL-212
S.Y. B. Com.
206 H : MARKETING MANAGEMENT
(2019 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any Ten out of Twelve from the following :

[10]

- a) What is marketing?
- b) State the components of marketing mix.
- c) State the components of Porter Model.
- d) Define marketing planning.
- e) What is marketing research.
- f) Who are end users?
- g) What is green marketing?
- h) What is biosphere?
- i) Define E-marketing.
- j) Describe ROI.
- k) What is digital marketing?
- l) State the distances of international trade.

Q2) Attempt any Five out of Seven from the following :

[25]

- a) Describe marketing concept verses production concept.
- b) State the bargaining power of suppliers.
- c) Explain the competitive behaviour.
- d) Describe the constraints to effective marketing planning.
- e) What are the advantages of using eco-friendly techniques?
- f) State the advantages of E-marketing.
- g) State the different types of online advertising.

P.T.O.

Q3) Attempt any Five out of Seven from the following :

[25]

- a) What are the strength of competitors?
- b) State the elements of marketing planning.
- c) State the different types of research methods in marketing.
- d) What are the objectives of green marketing?
- e) Compare online and offline marketing.
- f) What are the modes of media marketing?
- g) What are the reasons for increasing global expansion of companies?

Q4) Attempt any One out of Two from the following :

[10]

- a) Discuss the significance and process of segmenting consumer markets.
- b) Explain the advantages and disadvantages of e-marketing.



PA-4676

[5952]-SODL-212
S.Y. B. Com.
206 H : MARKETING MANAGEMENT
(2019 Pattern)
(मराठी रूपांतर)

वेळ : 3 तास]

[एकूण गुण : 70

- सूचना : 1) सर्व प्रश्न सोडविणे अनिवार्य आहे.
2) उजवीकडील आकडे पूर्ण गुण दर्शवितात.
3) संदर्भासाठी मुळ इंग्रजी प्रश्नपत्रिका पहावी.

प्रश्न 1) खालील बारा पैकी कोणतेही दहा सोडवा.

[10]

- अ) विपणन म्हणजे काय?
- ब) विपणन मिश्रणाचे घटक सांगा.
- क) पर्टर मॉडेलचे घटक सांगा.
- ड) विपणन नियोजनाची व्याख्या द्या.
- इ) विपणन संशोधन म्हणजे काय?
- फ) अंतिम वापरकर्ते कोण आहेत?
- य) ग्रीन विपणन म्हणजे काय?
- र) जीवावरण म्हणजे काय?
- ल) ई-विपणनाची व्याख्या करा.
- व) ROI चे वर्णन करा.
- स) डिजिटल विपणन म्हणजे काय?
- ह) आंतरराष्ट्रीय व्यापारातील अंतर सांगा.

प्रश्न 2) खालील सात पैकी कोणतेही पाच सोडवा :

[25]

- अ) विपणन संकल्पना विरूद्ध उत्पादन संकल्पनेचे वर्णन करा.
- ब) पुरवठादारांची सौदेबाजीची शक्ती सांगा.
- क) स्पर्धात्मक वर्तन समजावून सांगा.
- ड) प्रभावी विपणन नियोजनातील अडचणींचे वर्णन करा.
- इ) इको-फ्रेडली तंत्र वापरण्याचे फायदे काय आहेत?
- फ) ई-मार्केटिंगचे (विपणनाचे) फायदे सांगा.
- य) ऑनलाइन जाहिरातीचे विविध प्रकार सांगा.

प्रश्न 3) खालील सात पैकी कोणतेही पाच सोडवा.

[25]

- अ) प्रतिस्पर्ध्यांची ताकद काय आहे?
- ब) विपणन नियोजनाचे घटक सांगा.
- क) विपणनातील विविध प्रकारच्या संशोधन पद्धती सांगा.
- ड) ग्रीन मार्केटिंगची (विपणनाची) उद्दिष्टे काय आहेत?
- इ) ऑनलाइन आणि ऑफलाइन विपणनाची तुलना करा.
- फ) मीडिया मार्केटिंगच्या पद्धती काय आहेत?
- य) कंपन्यांच्या जागतिक विस्तार वाढण्याची कारणे कोणती?

प्रश्न 4) खालील दोन पैकी कोणतेही एक सोडवा :

[10]

- अ) ग्राहक बाजारांचे विभाजन करण्याचे महत्त्व आणि प्रक्रियेची चर्चा करा.
- ब) ई-मार्केटिंगचे (विपणनाचे) फायदे आणि तोटे समजावून सांगा.



Total No. of Questions : 4]

SEAT No. :

PA-4677

[Total No. of Pages : 4

[5952]SODL-213
S.Y. B. Com. (Distance Education)
206 K : INSURANCE TRANSPORT & TOURISM
(2019 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

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

Q1) Attempt any Ten questions out of the Twelve from the following : [10]

- a) What is mean by 'Human Life Value Approach'?
- b) Write full form of 'ULIP'.
- c) What is mean by Traditional plans of Life Insurance?
- d) What is mean by cover note.
- e) Define 'Endorsment'.
- f) What is mean by principle of 'Contribution'?
- g) What are the types of Tourism?
- h) What is mean by Crop Insurance?
- i) What is the full form of IRDA?
- j) Define Tourism.
- k) Define Religious Tourism.
- l) What is mean by Interregional Tourism?

Q2) Attempt any Five out of the Seven from the following :

[25]

- a) Life Insurance contract.
- b) Proof of Age.
- c) Proposal form.
- d) Features of Life Insurance.
- e) Significance of Tourism.
- f) Economic Impact of Tourism.
- g) Factors affecting demand of Tourism.

P.T.O.

Q3) Attempt any Five out of the Seven from the following : [25]

- a) Difference between Traditional and non Traditional Life Insurance Plan.
- b) Principles of Life Insurance.
- c) Objectives of IRDA.
- d) Scope of Tourism in India.
- e) Career opportunities in Tourism.
- f) Principle of Good Faith.
- g) Challenges before Indian Tourism Sector.

Q4) Attempt any One out of the following : [10]

- a) State the procedure of taking Life Insurance Policy.
- b) Define Tourism. State the various forms of Tourism.



Total No. of Questions : 4]

PA-4677

[5952]SODL-213
S.Y. B. Com. (Distance Education)
206 K : INSURANCE TRANSPORT & TOURISM
(2019 Pattern)
(मराठी रूपांतर)

वेळ : 3 तास]

[एकूण गुण : 70

- सूचना : 1) सर्व प्रश्न सोडविणे अनिवार्य आहे.
2) उजवीकडील अंक प्रश्नाचे गुण दर्शवितात.
3) संदर्भासाठी इंग्रजी प्रश्नपत्रिका पहावी.

-
- प्रश्न 1) खालीलपैकी कोणतेही दहा प्रश्न सोडवा. [10]
- अ) 'मानवी जिवनाचे मुल्य' दृष्टीकोन म्हणजे काय?
 - ब) ULIP चे पूर्ण रूप लिहा.
 - क) आयुर्विम्याची पारंपारीक योजना म्हणजे काय?
 - ड) कच्चे विमापत्र म्हणजे काय?
 - इ) 'पृष्ठांकन' व्याख्या करा.
 - फ) वर्गणीचे तत्व म्हणजे काय?
 - य) पर्यटनाचे प्रकार सांगा.
 - र) पिक विमा म्हणजे काय?
 - ल) IRDA चे पूर्ण रूप लिहा.
 - व) 'पर्यटन' व्याख्या करा.
 - स) 'धार्मिक पर्यटन' व्याख्या करा.
 - ह) आंतरप्रादेशिक पर्यटन म्हणजे काय?

- प्रश्न 2) खालीलपैकी कोणतेही पाच प्रश्न सोडवा : [25]
- अ) आयुर्विमा करार.
 - ब) वयाचा पूरावा.
 - क) प्रस्ताव अर्ज.
 - ड) आयुर्विम्याची वैशिष्टे.
 - इ) पर्यटनाचे महत्व.
 - फ) पर्यटनाचा आर्थिक परीणाम.
 - य) पर्यटन मागणीवर परीणाम करणारे घटक.

प्रश्न 3) खालीलपैकी कोणतेही पाच प्रश्न सोडवा.

[25]

- अ) आयुर्विद्याच्या पारंपारिक आणि अपारंपारिक विमा योजनेतील फरक सांगा.
- ब) आयुर्विद्याची तत्वे.
- क) IRDA चे उद्देश.
- ड) भारतातील पर्यटनाची व्याप्ती.
- इ) पर्यटन क्षेत्रातील रोजगार संधी.
- फ) परमोच्च विश्वासाचे तत्व.
- य) भारतीय पर्यटन क्षेत्रासमोरील आव्हाने.

प्रश्न 4) खालीलपैकी कोणताही एक प्रश्न सोडवा :

[10]

- अ) आयुर्विमा घेण्याची प्रक्रिया सांगा.
- ब) 'पर्यटन' व्याख्या करा. पर्यटनाचे विविध प्रकार सांगा.



PA-9214

[5952]SODL-S-210

S.Y. B.Com.

206 E : COST AND WORKS ACCOUNTING

(2019 Pattern)

[Max. Marks : 70

Model Answer & Scheme of Marking**Q.1 A) Fill in the blanks (Any Five)****(5 x 1 Mark each)****[05]**

1. → Decreases
2. → Costing
3. → Direct expenses
4. → Cost unit
5. → Cost Center
6. → Costing

Q.1 B) TRUE or FALSE (Any Five)**(5 x 1 Mark each)****[05]**

1. → True
2. → True
3. → False
4. → False
5. → True
6. → False

Q.2) Attempt any Five from the following**(5 x 5 Marks each)****[25]**

- | | |
|------------------------------------|----------|
| 1. → Advantages of Cost Accounting | 05 Marks |
| 2. → Types of tenders | 05 Marks |
| 3. → Material Requisition Note | 05 Marks |
| 4. → Ans. | |

$$\begin{aligned}
 EOQ &= \sqrt{\frac{2 \times RU \times OC}{UC \times CC\%}} \\
 &= \sqrt{\frac{2 \times 20,000 \times 25}{2 \times 8\%}} \\
 &= 2,500 \text{ units}
 \end{aligned}$$

(03 Marks)**P.T.O.**

Total Inventory Cost

$$\begin{aligned}
 &= [\text{Fixed ordering cost} \times \text{No. of Order per year}] + [\text{Carrying Cost} \times \text{EOQ}/2] \\
 &= [25 \times 20,000/2,500] + [(2 \times 0.08) \times 2,500/2] \\
 &= 200 + 200 \\
 &= \text{Rs. 400}
 \end{aligned}$$

(02 Marks)**5. → Ans.****(i) Ordering Level:**

$$\begin{aligned}
 \text{Ordering level} &= \text{Maximum Consumption} \times \text{Lead Time [Maximum]} \\
 &= 400 \times 6 \text{ Ordering level} \\
 &= \mathbf{2,400 \text{ Units per week}}
 \end{aligned}$$

(01 Mark)**(ii) Minimum Level:**

$$\begin{aligned}
 \text{Minimum level} &= \text{Reorder level} - (\text{Average Consumption} \times \text{lead time [Average]}) \\
 &= 2,400 - (300 \times 5) \\
 &= \mathbf{900 \text{ Units per week}}
 \end{aligned}$$

(02 Marks)**(iii) Maximum Level:**

$$\begin{aligned}
 \text{Max. Stock level} &= \text{Reorder level} - (\text{Min Consumption} \times \text{Lead time [Minimum]}) + \text{EOQ} \\
 &= 900 - (250 \times 4) + 2,500 \\
 &= 2,400 - (1,000) + 2,500 \\
 &= \mathbf{3,900 \text{ Units per week}}
 \end{aligned}$$

(02 Marks)**6. → Ans.****i) Calculation of Cost of Material Consumed**

	Material – X	Material - Y
Opening Stock	65,000	37,500
Add: Purchased	97,000	95,000
	1,62,000	1,32,500
Less: Closing Stock	27,000	42,500
Cost of Material Consumed	1,35,000	90,000

ii) Calculation of Average Stock = (Op. St. + Cl. St.) / 2

$$\text{Material A} = (65,000 + 27,000)/2 = \mathbf{46,000}$$

$$\text{Material B} = (37,500 + 42,500)/2 = \mathbf{40,000}$$

iii) Calculation of STR = Cost of Material Consumed / Avg. Stock

$$\text{Material A} = 1,35,000/46,000 = \mathbf{2.93 \text{ times}}$$

$$\text{Material B} = 90,000/40,000 = \mathbf{2.25 \text{ times}}$$

7. → Ans.

Particulars	Rs.
Opening Stock of Raw Material	63,000
+ Purchases of Raw Material	2,34,000
+ Carriage Inward	3,000
	3,00,000
- Closing Stock of Raw Material	34,000
Cost of Material Consumed	2,66,000
+ Direct Labor	16,500
+ Direct Expenses	10,000
Prime Cost	2,39,500

Q.3) Attempt any Five from the following

(5 x 5 Marks each)

[25]

1. Bin Card 05 Marks
2. Methods of Time Keeping 05 Marks
3. Specimen for Material Requisition Note 05 Marks
4. → Ans:

Statement showing ABC analysis

Material Type	Percentage of each item	No. of items	Percentage of Total Value	Total Value (Rs.)	Average Value (Rs.)
X	10%	500	65%	3,25,000	650.00
Y	30%	1,500	20%	1,00,000	66.67
Z	60%	3,000	15%	75,000	25.00
Total	100%	5,000	100%	5,00,000	

5. → Ans.

$$\text{Piece Rate} = (0.90 \times 30 \text{ minutes}) / 60 \text{ Minutes} = \text{Rs. } 0.45 \text{ per unit}$$

$$\square \text{ Low Piece Rate} = 0.45 \times 80\% = \text{Rs. } 0.36 \text{ per unit}$$

$$\square \text{ High Piece Rate} = 0.45 \times 120\% = \text{Rs. } 0.54 \text{ per unit}$$

$$\text{Standard Production Per Day} = 8 \times 60/30 = \mathbf{16 \text{ units}}$$

a) X produces 50 units per day; thus, his efficiency is 312.5% ($50/16 \times 100$) i.e. below 100%. Hence, his earnings = 50×0.54 per unit = **Rs. 27.00**

b) Y produces 30 units per day; thus, his efficiency is 187.5% ($30/16 \times 100$) i.e. above 100%. Hence, his earnings = 30×0.54 per unit = **Rs. 16.20**

6. → Ans.

$$\text{Avg. No. of Workers} = (300 + 600)/2 = 450$$

a) Separation Method –

$$\begin{aligned} \text{LTR} &= (\text{No. of Workers Separate} / \text{Avg. Workers}) \times 100 \\ &= 55/450 \times 100 \\ &= 12.22\% \end{aligned}$$

b) Replacement Method –

$$\begin{aligned} \text{LTR} &= (\text{No. of Workers replace} / \text{Avg. Workers}) \times 100 \\ &= 60/450 \times 100 \\ &= 13.33\% \end{aligned}$$

c) Flux Method -

$$\begin{aligned} \text{LTR} &= (\text{No. of Workers Separate} + \text{No. of workers replace}) / \text{Avg. Workers} \times 100 \\ &= (55+60/450 \times 100 \\ &= 25.55\% \end{aligned}$$

Q.4) Attempt any One from the following

(1 x 10 Marks)

[10]

1. → Ans.

COST SHEET

Direct materials		87.000
Direct wages		22.500
Prime Cost		1,09,500
Factory Overhead:		
Factory rent and rates	3.500	
Plant repair and maintenance	1.000	
Plant depreciation	1.500	
Factory heating and lighting	1.400	
Factory manager's salary	1.000	8.400
Factory Cost		1,17,900
Office and Administration Overhead:		
Office salaries	1.600	
Director's remuneration	1.500	
Telephone and postage	1.200	
Office rent and rates	1.500	
Printing and stationery	1.100	
Legal charges	150	7.050
Cost of Production		1,24,950
Selling and Distribution Overhead:		
Advertisement	1,500	
Salesmen's salaries	2,500	4,000
Total cost (or cost of sales)		1,28,950
Profit		27.050
Sales		1,56,000

2. → Ans.

Stores Ledger Account as per FIFO method

Date	Particulars	Receipt			Payment			Balance		
		Q	R	Amt.	Q	R	Amt.	Q	R	Amt.
12 Jan	Purchased	3,000	4	12,000	-	-	-	3,000	4	12,000
20 Jan	Purchased	1,000	5	5,000	-	-	-	3,000	4	12,000
								1,000	5	5,000
8 Feb.	Issued	-	-	-	2,000	4	8,000	1,000	4	4,000
								1,000	5	5,000
10 Feb.	Purchased	5,000	6	30,000	-	-	-	1,000	4	4,000
								1,000	5	5,000
								5,000	6	30,000
15 Feb.	Issued	-	-	-	1,000	4	4,000			
					1,000	5	5,000			
					1,000	6	6,000	4,000	6	24,000
4 Mar.	Issued	-	-	-	1,000	6	6,000	3,000	6	18,000
9 Mar.	Issued	-	-	-	2,000	6	12,000	1,000	6	6,000
15 Mar	Purchased	4,500	5.50	24,750	-	-	-	1,000	6	6,000
								4,500	5.50	24,750
30 Mar.	Issued	-	-	-	1,000	6	6,000			
					1,000	5.50	5,500	3,500	5.50	19,250



PA-9216

[5952]SODL-S-212

S.Y. B.Com.

206 H : MARKETING MANAGEMENT - I

(2019 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Scheme of Marking & Model Answer

- Q.1 Attempt any **TEN** out of **TWELVE** from the following (10)
Each questions carry 01 marks- $01 * 10 = 10$ marks
- i) It is a process of finding out customer needs and serving those needs profitably.
 - ii) Product, price, promotion and place
 - iii) New entrants, bargaining power of supplier and buyer, threat of substitutes
 - iv) Planning for marketing activities.
 - v) Research related to various marketing activities.
 - vi) A person who actually uses a particular product
 - vii) Use of all such things of environmentally good.
 - viii) The region of the surface and atmosphere of the earth or another planet occupied by living organisms.
 - ix) Electronic marketing
 - x) Return on Investment
 - xi) Use of internet, devices, social media, search engines
 - xii) Cultural, administrative or political, economics, geographic
- Q.2 Attempt any **FIVE** out of **SEVEN** from the following (25)
Each questions carry 05 marks- $05 * 05 = 25$ marks
- i) Marketing concept verses production concept.
 - ii) Bargaining power of suppliers
 - iii) Competitive behaviour.
 - iv) Constraints to effective marketing planning.
 - v) Advantages of using eco-friendly techniques
 - vi) Advantages of E-marketing.
 - vii) Types of online advertising.
- Q.3 Attempt any **FIVE** out of **SEVEN** from the following (25)
- i) What are the strength of competitors?
 - ii) Elements of marketing planning.
 - iii) Types of research methods in marketing.
 - iv) Objectives of green marketing?
 - v) Comparison online and offline marketing.
 - vi) Modes of media marketing?
 - vii) Reasons for increasing global expansion of companies
- Q.4 Attempt any **ONE** out of **TWO** from the following (10)
- i) significance – 05 marks
process of segmenting consumer markets- 05 marks.
 - ii) advantages -05 marks
disadvantages of e-marketing- 05 marks

