

CODE:

Duration: 3 hours

Marks: 100

- Instructions :-** (1) All questions are compulsory having internal Options.
(2) Figures to the right indicate full marks.
(3) Use of simple calculator is allowed.
(4) Working notes are forming part of answers

- Q:1** **A) Choose the correct answer from the options given below (Any 10)** **10**
- 1) The unpaid dividend of any year will lapse in case of _____
 - a) cumulative preference shares
 - b) non-cumulative preference shares
 - c) calculative preference shares
 - d) non-calculative preference shares
 - 2) The broad heading under which Balance Sheet is divided in the Schedule III of Companies Act, 2013 are _____
 - a) 'Equity & Liabilities and Fixed Assets'
 - b) 'Equity & Liabilities and Non-Current Assets'
 - c) 'Equity & Liabilities and Assets'
 - d) 'Equity & Liabilities and Current Assets'
 - 3) Debenture Redemption Reserve must be created when a company redeems debentures _____
 - a) Out of Capital
 - b) Out of Profit
 - c) By Conversion into Equity Shares
 - d) By Conversion into Preference Shares
 - 4) Following is a pre-incorporation expenditure _____
 - a) Rent
 - b) Salaries
 - c) Interest to Vendors
 - d) Advertisement
 - 5) In the financial statement Current investments are shown under the head _____
 - a) Current Liabilities
 - b) Current Assets
 - c) Non-Current Assets
 - d) Non-Current Liabilities
 - 6) If the total Sales: Rs 9,00,000 and the Pre incorporation sales is Rs 4,00,000 then, the sales ratio will be _____
 - a) 9:4
 - b) 9:5
 - c) 4:5
 - d) 5:4
 - 7) If XYZ Ltd. issued debentures of its company to one of its creditors in satisfaction of his claim then, the issue of debentures in the above case is said to be for/as _____
 - a) Cash
 - b) Collateral Security
 - c) Capital
 - d) Non-cash considerations
 - 8) Ishan Ltd decides to redeem 650, preference shares of Rs 100 each at Rs 110. It has general reserve of Rs 45,500. If the equity shares are to be issued at 30 percent premium, the minimum number of equity shares of Rs 10 each to be issued for redemption is _____
 - a) Rs 2,500
 - b) Rs 950
 - c) Rs 2,600
 - d) Rs 2,000
 - 9) Preliminary Expenses written off should be charged to _____
 - a) pre-incorporation profit
 - b) post-incorporation profit
 - c) Trading Account
 - d) Balance Sheet

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- 10) The process of refund of preference share capital is known as _____.
- a) Re-issue
b) Redemption
c) Issue
d) Surrender
- 11) If X. Ltd. had issued 2,000, 9 percent debentures of Rs 100 each on 1st April, 2021, redeemable by drawing different lots, one of which is 25 percent of the quantity issued during the year ending on 31st March, 2023 then, how much minimum investment or deposit must be made by X Ltd. as per Companies Act, 2013 before the redemption of debentures and when _____.
- a) Minimum Investment or deposit = Rs 7,500
b) Minimum Investment or deposit = Rs 7,500
Time of Investment = on or before 30th April, 2021
c) Minimum Investment or deposit = Rs 7,500
d) Minimum Investment or deposit = Rs 5,000
Time of Investment = on or before 30th April, 2022
e) Minimum Investment or deposit = Rs 5,000
Time of Investment = on or before 30th April, 2023
- 12) A public company may be formed by _____ or more persons.
- a) one
b) two
c) seven
d) eight

Q:1

B) State whether following statements are True or False (Any 10)

- 1) When an issue of shares is made by an issuer to its existing shareholders as on a particular date fixed by the issuer, it is called as right issue.
- 2) Loss prior to incorporation is transferred to Goodwill.
- 3) If debentures are to be redeemed at an amount lower than their face value then, they are said to be redeemable at par.
- 4) A Capital Redemption Reserve is not required when preference shares are redeemed out of divisible profits.
- 5) 'Calls-in-arrears' refers to the amount received from the shareholders which has not yet been called up by the company.
- 6) When debentures become due, the claim is credited to Debentures Account.
- 7) An asset shall be a Current Asset if it is expected to be realized within twelve months after the reporting date.
- 8) Loss on sale of sinking fund investment is debited to Profit & Loss Account.
- 9) Capital Redemption Reserve is shown in the Balance Sheet under 'Reserve and Surplus'.
- 10) If Krishi Ltd has to redeem 2,000 preference shares of Rs 100 each at 10 percent premium. It issued 10,000 equity shares of Rs 10 each at 10 percent discount then, the amount of General Reserve transferred to Capital Redemption Reserve will be of Rs 1,10,000.

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11) Advertisement Expenses are allocated on the basis of sales ratio between pre & post-incorporation periods.

12) For computing pre-incorporation profits, depreciation is allocated on the basis of time ratio.

Q:2 Answer (a) or (b) of the following:

20

- a) Lunar Eclipse Ltd. issued 7,800 debentures of Rs 100 each on 1st April, 2020, redeemable at par. The company decided to set aside every year a sum of Rs 2,09,358 to be invested @ 7%p.a. outside the business. The investments were sold at Rs 4,35,000 at the end of the third year and the debentures were redeemed. Pass necessary Journal Entries without narration. Also prepare Sinking Fund Investments Account for the year 2020-21, 2021-22 and 2022-23.

OR :

- b) Technofast Ltd was Incorporated on 1.10.2021 to take over running business of ABC Asso. on 1.4.2021 :-

Profit & Loss Account for the year ended 31 st March 2022

To Salaries	5,92,500	By Gross Profit B/fd.	9,75,000
To Depreciation	43,600	By Share Transfer fees	4,500
To Electricity Charges	12,600		
To Carriage outward	9,100		
To Printing & Stationery Exps	6,300		
To Advertisement	46,800		
To Office expenses	45,000		
To Director's Remuneration	42,500		
To Interest to Vendor	17,400		
To Audit fees	12,600		
To Rent	72,000		
To Net Profit C/fd.	79,100		
	9,79,500		9,79,500

Additional Information :

1. Audit Fees are for the entire period
2. Pre Incorporation period Sales was 30% of total sales of Business.
3. Depreciation includes Rs 7,600/-for assets purchased on 1.8.2021
4. Post Incorporation period salaries was Rs 48,000/- p.m.
5. Pre Incorporation period Rent was Rs 5,000/- p.m.

You are required to prepare statement of Profit and loss, allocating income and expenses on suitable basis between pre and post incorporation period.

Q:3 Answer (a) or (b) of the following:

20

- a) Revolution Enterprises Ltd. issued 6,000, 10% debentures of Rs 100 each on April 1, 2010, redeemable in three equal installments starting form 31st March, 2020 at a premium of 5%. The Board of directors also decided to create debenture redemption reserve of Rs 60,000 on 31st March 2019. Record journal entries for issue and redemption of debentures. Ignore entries for debenture interest. Investment as required by law was made in fixed deposit of the bank.

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- b) I) Solar Eclipse Ltd. issues 30,000, Debentures of Rs 100 each redeemable on 31/03/2023. The company offered three options to the debenture holders as under:
1. Debentures to be redeemed at a premium of Rs 10 each and accept Preference shares of Rs 10 each at a premium of Rs 5 each.
 2. Debentures to be redeemed at par and accept 15% Debentures of Rs 100 each at par.
 3. Debentures to be redeemed at a premium of Rs 25 each and accept Equity shares of Rs 10 each at a premium of Rs 2.50

The options were accepted as under:

Option 1 was accepted for 15,000 debentures.

Option 2 was accepted for 5,000 debentures.

Option 3 was accepted for 10,000 debentures.

Pass journal entries related to redemption of debentures in the books of Solar Eclipse Ltd.

AND

II) 3,500;10% debentures of Rs 100 each were issued at Rs 95 each to be redeemed in five equal instalments right from the year of issuing the debentures. Discount on debentures is to be written off equally across five years. It is also decided to write off debenture interest at the end of every year. You are asked to pass journal entries for year 1 & year 2 in the books of the company assuming the redemption to be out of capital.

Q:4 Answer (a) or (b) of the following:

- a) Following is the summarized Balance Sheet of Armaan Ltd as on 31st March 2022:

Liabilities	Rs.	Assets	Rs.
25,000, Preference Shares of Rs 100 each, Rs 80 paid up	20,00,000	Fixed Assets	27,00,000
Equity Shares of Rs 10 each fully paid	12,00,000	Investments	2,50,000
Profit & Loss A/c	13,50,000	Bank	24,60,000
General Reserve	4,00,000	Other Current Assets	5,00,000
Securities Premium	60,000		
Current Liabilities	9,00,000		
	59,10,000		59,10,000

The Preference Shares are to be redeemed at 10% Premium, for this purpose the company made the final call and all call money was duly received.

On 1st April 2022, a fresh issue of Equity Shares of Rs 10 each was made at 10% premium to the minimum extent as required under the Companies Act for the purpose of redemption of Preference Shares.

Bonus shares were issued at par at the rate of one share for every two shares held on the same date after the new issue.

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

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b) Following is the Balance Sheet of Neelkanth Ltd as on 31st March 2022.

Liabilities	Rs.	Assets	Rs.
8,000, 7% Redeemable Preference Shares of Rs 100 each	8,00,000	Fixed Assets	31,40,000
Equity Shares of Rs 10 each fully paid	10,00,000	Bank	7,50,000
Securities Premium	1,40,000	Investments	4,00,000
Profit & Loss A/c	18,00,000	(Market Price Rs 4,60,000)	
Sundry Creditors	5,50,000		
	42,90,000		42,90,000

On the above date, the directors of the company took following steps to redeem 7% redeemable preference shares at a premium of 5%.

- The company issued 30,000 Equity Shares of Rs 10 at a premium of Rs 2 per share for the purpose of redemption of preference shares.
- Investments were sold at market price.
- All the payments were made to the preference shareholders except those holding 500 shares who could not be traced.

You are required to:

- Pass necessary Journal Entries in the books of Neelkanth Ltd complying with requirements of Companies Act, 2013.
- Prepare notes to accounts of Share Capital and Reserves and Surplus

Q:5 Answer (a) or (b) of the following:

20

(a) Answer the following:(Ten marks each)

- Distinguish between a Partnership Firm and Public Ltd. Company
- What is Preference Share Capital and State different types of Preference Share Capital.

OR

(b) Answer the following:(any four)(Five marks each)

- Current Liabilities
- Formation of a Company
- Ways of redeeming debentures
- Profit prior to incorporation
- Different methods of Issuing Shares
- Divisible and Non-divisible profits

-----X-----X-----X-----

March-2023. 29.03.2023

Time: 3 Hours

Marks: 100

N.B. 1. All questions are compulsory

2. Figures to the right indicate full marks

1. (A) Select the most appropriate answer from the options given below (any ten): (10)

1. A button advertising is _____ size box ad can be seen on all web pages.
a) 125x125 b) 200x 225 c) 125 x 325 d) 225 x 125
2. _____ is the first element of in the DAGMAR model.
a) Action b) Awareness c) Audit d) Account
3. -----founded in 1948 is a not-for-profit voluntary organisation
a) ABC b) ASCI c) IBM d) DD
4. Defining -----Goals for Measured Advertising Results
a) Advertising b) Animation c) Account d) Academic
5. For _____ product's advertisement needs minimum ad budget.
a) Consumer b) Industrial c) FMCG d) Staple
6. _____ refers to the pattern of advertisements in a media schedule.
a) Reach b) Frequency c) Continuity d) GRP
7. According to _____ there are five steps in his creative process model.
a) Walter b) Young c) Philip d) Smart
8. Purchasing and wearing Raymond, a branded cloth is an example of-----.
a) Distinctiveness b) Love c) Convenience d) Comfort
9. Katerina kaif has done Lux Soap advertising as _____ product association.
a) Clean b) Beauty c) Look d) Bath
10. A senior agency _____ reviews the storyboard.
a) Executive officer b) Creative director c) CEO d) Marketing manager
11. "Amul – the taste of India---" such jingles can easily provide benefit of _____.
a) Customer segmentation b) Cost effectiveness c) Proven d) Repetition
12. The _____ test of advertising is conducted through mail surveys.
a) Dummy ad b) Trailer c) Order of merit d) Bruzzone

(B) State whether the following statements are True OR False: (any Ten) (10)

1. Unlike newspaper advertising, Magazine advertising gives great scope to glossy ads.
2. Email marketing is a direct marketing in advertising.
3. Meta advertising is a banner ad on the results page of newspaper.
4. Parle G as a brand already has high level of awareness and requires a low involvement decision.
5. Frequency in advertising means total number of average audiences divided by Reach
6. Advertising budget determines the weight of advertising efforts.
7. Introduction is one of the steps in the creative process
8. Surf Excel brand is an example of positive emotion appeal.
9. USP, which is a marketing concept that was first proposed in 1960s.

10. In informal balance, each part of the ad is placed on the page at random.
11. Scientific advertising copy is very simple and of non- technical in nature.
12. Illustration has fixed place in the whole advertising copy.

2. Answer any two of the following: (15)

- a. "Film advertising has certain limitations" Explain.
- b. What are the types of digital advertising?
- c. "Media research is important in advertising" Explain?

3. Answer any two of the following: (15)

- a. Explain the features of Advertising Campaign Planning in detail.
- b. Prepare Advertising budget for Perception Ltd; for accounting year of Oct 2022 from the following
 - Company intend its advertising budget on percentage of profit method
 - Last year profit of the company is Rs. 500 cr.
 - Company set aside 10% of advertising budget on last year profit
 - It distributes among the two brands, brand "Sona" and brand "Shakti" in the ratio of 2:3
 - Also, it distributes in two different media Kiosk, and Radio in the ratio of 2:1
 - Show working notes and table.
- c. Discuss the process of media planning

4. Answer any two of the following: (15)

- a. Describe the process of creativity in the advertising.
- b. What is USP in advertising? Explain its steps.
- c. Highlight the difference between High and Low involvement product.

5. Answer any two of the following: (15)

- a. What is the importance of Illustration?
- b. Discuss briefly the execution styles used in advertising.
- c. Explain the various types of post-testing advertising.

6. Write short notes on any four of the following: (20)

- a. Film media for advertising
- b. Media objectives
- c. Selling points
- d. Techniques of Visualisation
- e. Essentials of copywriting
- f. Concept of storyboard

ATKT 4 Regular
Auditing

CODE:

SEAT NO. _____

Duration: 3 hours

Marks: 100

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

- Q:1 A) Choose the correct answer from the options given below (Any 10)
- 1) Window Dressing means showing _____ financial position than actual.
 - a) Better
 - b) Correct
 - c) Bad
 - d) True
 - 2) Verification includes _____.
 - a) Internal Control
 - b) Valuation
 - c) Sampling
 - d) Internal Check
 - 3) _____ Audit is conducted at the end of the year.
 - a) Continuous
 - b) Interim
 - c) Final
 - d) Concurrent
 - 4) An Error is an _____ act done by Employee.
 - a) Intentional
 - b) Unintentional
 - c) Expected
 - d) Tolerable
 - 5) Audit working papers related to financial year under audit are filed in _____.
 - a) Current
 - b) Permanent
 - c) Any
 - d) Accounting
 - 6) Primary object of Audit is _____.
 - a) Detection of Errors and Frauds
 - b) Reporting on true and fair view
 - c) Investigating
 - d) Vouching
 - 7) The term financial statement includes _____.
 - a) Debit vouchers
 - b) Sales Bills
 - c) Profit and loss account
 - d) Purchase Bills
 - 8) _____ indicate the methods used to obtain audit evidence.
 - a) Audit Principles
 - b) Audit Plan
 - c) Audit Program
 - d) Audit Procedure
 - 9) An Internal Control system is established by _____.
 - a) Auditor
 - b) Management
 - c) Shareholders
 - d) All Stakeholders
 - 10) An important document in vouching cash sales is _____.
 - a) Debit Voucher
 - b) Sales Invoice
 - c) Cash Memo
 - d) Sale Contract
 - 11) Obtaining _____ from debtors is the best method verification of debtors.
 - a) Sale Bills
 - b) Debit Notes
 - c) Credit Notes
 - d) Confirmations
 - 12) The current assets must be valued at _____.
 - a) Cost Price
 - b) Cost less Depreciation
 - c) Net realizable value
 - d) Market Price

10

Q:1 B) State whether following statements are True or False (Any 10)

- 1) Error of Omission affects the trial balance.
- 2) Voucher must be stamped if the amount is more than Rs 500/-
- 3) Frauds are intentional.
- 4) Sample size is more when expected error is more.
- 5) There is risk of undetected error or fraud when there is test checking.

10

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Duration: 3 hours

Marks: 100

- 6) Internal control aims at division of work to help cross checking.
- 7) Return Outwards are deducted from Sales.
- 8) Vouching helps in collecting audit evidence.
- 9) Audit program should be made flexible.
- 10) Verification means checking entries of accounts with documentary evidence in support.
- 11) Copy of Memorandum of Association is filed in Permanent File of Auditor.
- 12) If sampling risk is more, sample size is less.

Q:2 Answer any two of the following:

- a) What are the advantages and disadvantages of continuous audit? **10**
 - b) What is meant by Frauds? State different Types of Frauds. **5**
- OR**
- c) Distinguish between Auditing and Investigation. **7**
 - d) What is window dressing? State different ways of doing window dressing. **8**

Q:3 Answer any two of the following:

- a) What are the contents of audit program? **5**
 - b) Define 'Audit Program'. State its advantages and disadvantages. **10**
- OR**
- c) What do you mean by audit evidence? What are the essentials of a good audit evidence? **7**
 - d) Elaborate on contents of Permanent File and Current File **8**

Q:4 Answer any two of the following:

- a) How will you set internal control system for credit purchases /creditors? **7**
 - b) What are the factors deciding Sample Size? **8**
- OR**
- c) What are the advantages and disadvantages of routine checking **7**
 - d) Define Internal Control. What are the objectives of an efficient internal control system? **8**

Q:5 Answer any two of the following:

- a) How would you verify: i)Sundry Debtors ii)Unsecured Loans **10**
 - b) What is vouching? What are the aims of vouching? **5**
- OR**
- c) How would you vouch the i) Rental Income ii) Interest expenses? **10**
 - d) Distinguish between Verification and Valuation? **5**

Q:6 a) Define Internal Audit. What are the basic principles of Internal Audit? **10**

- b) What is auditing? What are the inherent limitations of auditing? **10**

OR**Q:6 Write Short Notes on (Any 4) **20****

- a) Users of financial statements.
- b) Valuation
- c) Methods of sampling
- d) Contingent Liabilities
- e) Internal Audit.
- f) Audit Note Book

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Sem-IV
ATKT & Regular
BUS-Economics

31/03/2024

SEAT NO. _____

CODE:

Duration: 3 hours

Marks: 100

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

- Q:1 A) Explain the following concepts (Any Five) 10
- 1) Distributive function
 - 2) Economic efficiency
 - 3) Regressive taxation
 - 4) Indirect tax
 - 5) Development expenditure
 - 6) Revenue budget
 - 7) Primary deficit
 - 8) Fiscal policy
- Q:1 B) Choose the correct answer from the options given below. 10
- 1) Maximum social advantage is achieved when _____.
 - a) Marginal social sacrifice = Marginal social benefit
 - b) Total social sacrifice = Total social benefit
 - c) Average social sacrifice = Average social benefit
 - d) Net social sacrifice = Net social benefit
 - 2) _____ is a concept in economic theory which describes the allocation of goods and Services by a free market is not efficient.
 - a) Market failure
 - b) PPC
 - c) Allocative efficiency
 - d) Public goods
 - 3) _____ is the level of income or wealth on the basis of which a tax is levied.
 - a) Tax rate
 - b) Tax progression
 - c) Tax base
 - d) Tax limit
 - 4) In case of _____ the impact and incidence will be on same entity.
 - a) Personal income tax
 - b) Manufacturing tax
 - c) Sales tax
 - d) VAT
 - 5) An adverse effect on taxation is _____.
 - a) Encourage willingness to work
 - b) Encourage ability to work
 - c) Discourage willingness and ability to produce
 - d) Encourage allocation of resources
 - 6) _____ programmes aim at financial inclusion.
 - a) Public provident fund
 - b) Atal pension yojana
 - c) Mahatma Gandhi National Rural employment Guarantee act
 - d) pradhan mantri Jan dhan yojana

CODE:

Duration: 3 hours

Marks: 100

Instructions :- (1) All questions are compulsory having internal options.
(2) Figures to the right indicate full marks.
(3) Support your answer with relevant case laws.

- Q:1 Answer any two of the following:** 20
- Distinguish between Private Company and Public Company under the Companies Act 2013.
 - Explain the procedure for incorporation of Company under the Companies Act 2013.
 - Explain the meaning and contents of Memorandum of Association under the Companies Act 2013.
 - Explain the concept of prospectus and types of prospectuses under the Companies Act 2013.
- Q:2 Answer any two of the following:** 20
- Explain the meaning of member and further state with reasons whether the following can become members 1. Company, 2. Firm, 3. Non-Resident Person and 4. Trade Union under the Companies Act 2013.
 - Explain the meaning of director and further explain the provisions for disqualification of directors under the Companies Act 2013.
 - Explain any 5 types of directors under the Companies Act 2013.
 - Write a short note on board of directors meeting and meeting by the Tribunal under the Companies Act 2013.
- Q:3 Answer any two of the following:** 20
- Distinguish between Limited Liability Partnership and Company.
 - Explain the meaning and essential features of partnerships under Indian Partnership Act 1932.
 - Write a detailed note on conversion of Private Company to limited liability partnership under LLP Act, 2008.
 - Explain the procedure of incorporation of limited liability partnership under LLP Act, 2008.
- Q:4 Answer any two of the following:** 20
- Explain the provisions relating to District Forum based on establishment, composition, qualification, disqualification, selection committee, terms and conditions and jurisdiction under the Consumer Protection Act, 1986.
 - Write a detailed note on Central Consumer Protection Council under the Consumer Protection Act, 1986.
 - Explain the concept of abuse of dominant position in detail under Competition Act, 2002.
 - Explain the term enterprise and person under Competition Act, 2002.
- Q:5 Answer any two of the following:** 20
- Explain the concept of passing off and distinguish between passing off and Infringement under Trade Mark (Amendment) Act, 2010.
 - Explain the meaning of patent and requisites for grant of a patent. Further explain what is patentable under the Patents Act, 1970.
 - Explain the rights of a copyright holder, procedure for registration of a work and term of copyright under Copyright Act, 1957.
 - Explain the concept of trademark and further explain the functions and types of trademarks under Trade Mark (Amendment) Act, 2010.

Duration: 3hours

Marks:100

Commerce

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

Q1(A) Select the most appropriate answer from the options given below: (Any ten) (10)

1. _____ refers to the time-table of production plan.
A) Scheduling B) Dispatching C) Routing D) Follow-up
2. In VED analysis of inventory control, high stock of _____ items have to be maintained.
A) Vital B) Desired C) Essential D) EOQ
3. _____ is the process of maintaining and monitoring the size of inventory at appropriate level.
A) Production Control B) Inventory Control C) Quality Control D)
4. Quality Circle is a _____ group of workers.
A) Informal B) Compulsory C) Voluntary D) Selective
5. _____ is a measure of service quality.
A) AIDA B) DAGMAR C) SERVQUAL D) ABC
6. _____ popularised the concept of Kaizen.
A) Joseph Juran B) Masaaki Imai C) Peter Drucker D) E.L. Brech
7. In _____ issue, new shares are first issued to the existing shareholders.
A) Preferential B) IPO C) Rights D) Private Placement
8. SEBI protects the interest of _____.
A) Borrower B) Investors C) Government D) Company
9. _____ is a participant of unorganised money market.
A) Treasury Bill B) Money Lenders C) Certificate of Deposit D) Call Money Market
10. _____ is an example of hard commodity.
A) Corn B) Wheat C) Sugar D) Crude Oil
11. _____ are generally wealthy individuals or retired company executive who invest directly in small firms owned by others.
A) Angel Investors B) SIP C) SHG D) Government
12. Hedging means reduction of _____.
A) Risk B) Money C) Investment D) Banks

1(B) State whether the following statements are True or False (Any Ten) (10)

- 1) Routing is process of deciding the start time and completion time of each and every activity.
- 2) Dispatching refers to monitoring of actual performance and taking corrective measures, if required
- 3) The production manager plans for production capacity.
- 4) The six-sigma approach is adopted through multi-phase.
- 5) The Japanese term Kaizen stands for 'Change for Good'
- 6) The credit for introducing TQM approach goes to W.E. Deming
- 7) Demat trading in shares requires lot of paper work.
- 8) The economic development of a nation does not depend on a sound financial system.
- 9) Government securities market deals with chit fund.
- 10) Micro finance is provided to only large industries.
- 11) The Government of India launched the start-up India movement in the year 2016.
- 12) The mutual fund is managed by Asset Management Company which are approved by SEBI.

Q2 Answer any TWO of the following (15)

- a) Discuss the objectives of production management.
- b) Describe the steps involved in production planning and control.
- c) Discuss the techniques of inventory control.

Q3 Answer any TWO of the following (15)

- a) What is Quality circle? Explain its features.
- b) Discuss the process involved in Six Sigma.
- c) Explain the importance of service quality management.

Q4 Answer any TWO of the following (15)

- a) Explain the functions of primary market
- b) What are the measures taken by SEBI to protect investors?
- c) Discuss advantages of credit rating agencies.

Q5 Answer any TWO of the following (15)

- a) What are the limitations of mutual funds?
- b) Explain the participants in derivative market.
- c) Discuss role of self-help groups.

Q6 Write short note on (any four) (20)

- a) Dimensions of quality
- b) Future contract
- c) Intermittent system
- d) ISO 9000
- e) Exchange traded Derivative market
- f) Start-up India

CODE:

Duration: 2.5 hours

Marks: 75

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

- Q:1 A) Explain the following concepts (Any Five) 15
- 1) Consumer Court
 - 2) Consumer Movement
 - 3) Polluter Pays Principle
 - 4) Equity Principle
 - 5) Biotechnology
 - 6) Satellite
 - 7) Paragraph Writing
 - 8) Goal Setting
- OR
- Q:1 B) Write a comprehensive note on the foundation course (Semester -IV) project submitted by you. 15
- Q:2 A) Explain the Important provisions of Right to information Act,2005 15
- OR
- Q:2 B) Write detailed note of Citizens' Charters in India. 15
- Q:3 A) Explain Anthropocentrism and Ecofeminism as an approach to ecology. 15
- OR
- Q:3 B) Discuss any seven sustainable development goals adopted in the UN sustainable Development Summit,2015. 15
- Q:4 A) Write a note on Issues of control, access and misuse of technology. 15
- OR
- Q:4 B) Define Information and Communication technology. Explain various application of ICT. 15
- Q:5 A) Discuss any three exams conducted for entry into professional courses. 15
- OR
- Q:5 B) What is Time Management? Write a note on effective strategies for time Management. 15
- X-----X-----X-----

CODE:

Duration: 3 hours

Marks: 100

- Q:1 B) State whether following statements are True or False (Any 10)** 10
- 1) Online retailing is a form of e-marketing
 - 2) The volume of the production is a factor based on the nature of the company
 - 3) Direct marketing removes the “middleman” from the promotion process
 - 4) Various environmental factors can not affect the Promotion mix
 - 5) Attitude is an important component of psychological environment
 - 6) Consumer behavior gets influenced by his customs and traditions
 - 7) Service marketing mix contains 4P’s
 - 8) Service ownership can be transferred
 - 9) In Industrial market, goods are usually sold directly or through agents.
 - 10) Promotional techniques can create future prospects for the product and thereby company
 - 11) Consumer buying behaviour and organisational buying behavior are influenced by same factor
 - 12) It is easier to sell services in rural areas
- Q:2 Answer any two of the following:** 15
- a) Explain the types of middlemen
 - b) Elucidate the components of logistics
 - c) What is e-Marketing? Explain the merits of e-Marketing?
- Q:3 Answer any two of the following:** 15
- a) “Promotion mix involved various elements”. Explain
 - b) Elaborate on the objectives of marketing communication.
 - c) Explain the role of social media in marketing communication
- Q:4 Answer any two of the following:** 15
- a) Distinguish between consumer and organizational behaviour
 - b) What are the factors affecting organizational behaviour?
 - c) Elucidate the steps involved in consumer purchase decision process.
- Q:5 Answer any two of the following:** 15
- a) What is Service? Explain the various features of services
 - b) Write a note on managing service quality
 - c) Describe the various challenges of rural marketing
- Q:6 Write Short Notes on (Any 4)** 20
- a) Note on e-retailing
 - b) Functions of middlemen
 - c) Steps in designing marketing communication programme
 - d) Steps in organization purchasing decision
 - e) Marketing mix for Services
 - f) Factors contributing to the growth of rural markets in India

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CODE:

Duration: 3 hours

Marks: 100

- Q:1 B) State whether following statements are True or False (Any 10)** 10
- 1) Directors must always act Bona Fide for the benefit of the company.
 - 2) Statutory Auditor need not be a qualified Chartered Accountant.
 - 3) Independent Director is not related to promoters of the company or its holding company.
 - 4) Proxy is allowed to participate in discussion in the meeting.
 - 5) An Agenda indicates list of matters to be discussed during the meeting.
 - 6) Motion is proposed resolution.
 - 7) Listing indicates converting physical securities in electronic form.
 - 8) NSE's online trading system is known as NEAT.
 - 9) Depositories Act was passed in 1956
 - 10) Auditor's Report is a statutory report of the company.
 - 11) Dividend can be distributed without recommendation of the Board of Directors.
 - 12) Interest is a premium paid for the use of borrowed money.
- Q:2 Answer any two of the following:** 15
- a) Enlist the functions of a CEO
 - b) Explain various duties of Company Auditors.
 - c) What are different provisions in Companies Act, 2013 about Director Identification Number?
- Q:3 Answer any two of the following:** 15
- a) Explain in detail, Company Secretarial duties before, during and after the Board Meeting.
 - b) Define Proxy. What are different provisions regarding Proxy for General Meeting?
 - c) What are the essentials of a Valid Motion?
- Q:4 Answer any two of the following:** 15
- a) What is Dematerialization? Explain the process of Dematerialization.
 - b) Explain in detail the disadvantages of online trading.
 - c) Enlist various benefits of Listing of Securities to investors and listed companies.
- Q:5 Answer any two of the following:** 15
- a) What are Secretarial Duties regarding payment of interest to Debenture holders.
 - b) Draft Notice and Agenda of Board Meeting
 - c) What are statutory provisions applicable to every mode of winding up of company?
- Q:6 Write Short Notes on (Any 4)** 20
- a) Importance of BOSS.
 - b) Draft a resolution for declaration of Dividend
 - c) Independent Director
 - d) Charges
 - e) Agenda
 - f) Quorum

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