

Seat No. : \_\_\_\_\_

**MA-101**

May-2017

**B.Com., Sem.-II**

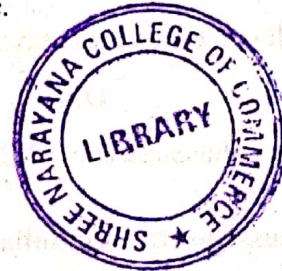
**106 : Fundamentals of Business Economics – II**

Time : 3 Hours]

[Max. Marks : 70

- Instructions :** (1) All questions are compulsory.  
(2) Figures to the right indicate marks allotted to each question.

1. (A) Explain the concepts of Gross Domestic Product (GDP) and Net National Product (NNP) and differentiate between them. 6
- OR**
- “National income is a coin with three sides.” Explain the statement.
- (B) Describe difficulties in measuring National Income. 4
- OR**
- Discuss the concept of Gross Domestic Product.
- (C) Explain sectoral composition of National Income. 4
- OR**
- Clarify the concept of Per Capita Income
2. (A) Explain Cambridge’s Cash Balance equation. 6
- OR**
- State the factors affecting money supply.
- (B) Give the meaning of credit and describe its importance. 4
- OR**
- Explain functions of Money.
- (C) Explain meaning of Bank Rate. 4
- OR**
- Explain types of Money.



3. (A) Write consumption function of Keynes and Determinants of consumption functions. 6

OR

"Supply creates its own demand." Explain this statement.

- (B) Describe the equation of Investment multiplier and discuss in short the leakages of investment multiplier. 4

OR

State the factors affecting marginal efficiency of capital

- (C) What is effective demand? Show its constituents. 4

OR

Explain the concepts of average propensity to consume and marginal propensity to consume with the help of an example.

4. (A) Explain Keynes Liquidity preference Theory of Interest. 6

OR

What is business cycle? Explain phases of business cycle.

- (B) Discuss the effects of inflation on the economy as a whole. 4

OR

Explain the factors affecting interest rates.

- (C) Explain concept of Demand pull Inflation with the help of diagram. 4

OR

Explain concept of Cost push Inflation with the help of diagram.

5. M.C.Q. : (any seven) 14

(1) To find National Income at factor cost, what is deducted from National Income at market price?

- |            |             |
|------------|-------------|
| (a) Tax    | (b) Export  |
| (c) Import | (d) Subsidy |



- (2) Disposable income means \_\_\_\_\_
- (a) Personal income – Corporate taxes
  - (b) Personal income + Subsidies
  - (c) Personal income + Corporate taxes
  - (d) Personal income – Direct taxes paid by individual
- (3) Which of the following assets is near-money ?
- (a) Demand deposits
  - (b) Coins
  - (c) Promissory notes
  - (d) Time deposits
- (4) The Exchange equation stresses on which function of money ?
- (a) Measure of Value
  - (b) Store of Value
  - (c) Medium of Exchange
  - (d) Standard of Deferred Payment
- (5) Which of the following is a qualitative credit measure in credit control policy ?
- (a) Bank rate
  - (b) Open Market Operation
  - (c) Control of Consumer's Credit
  - (d) Cash Reserve Ratio
- (6) Marginal Efficiency of Capital means
- (a) Investment Multiplier
  - (b) Expected Rate of Profit
  - (c) Expected Rate of Investment
  - (d) Expected Rate of Interest
- (7) 'Interest is reward of saving.' Whose statement is this ?
- (a) Hicks
  - (b) Keynes
  - (c) Classical Economists
  - (d) Modern Economists
- (8) Which of the following is a measure of Fiscal policy ?
- (a) Bank Rate
  - (b) Taxation
  - (c) Private Expenditure
  - (d) Repo Rate

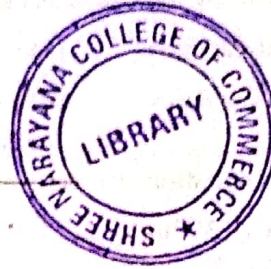


(9) Marginal propensity to save is 0.25 then marginal propensity to consume is

- (a) 0.45
- (b) 0.75
- (c) 0.55
- (d) 0.50

(10) To arrest inflation, which type of monetary policy should be made ?

- (a) Expensive Policy of Money
- (b) Indifferent Policy of Money
- (c) Liberal Monetary Policy
- (d) Direct Policy of Money





Seat No. : \_\_\_\_\_

# MB-101

May-2017

B.Com., Sem.-II

108 : Accountancy – II

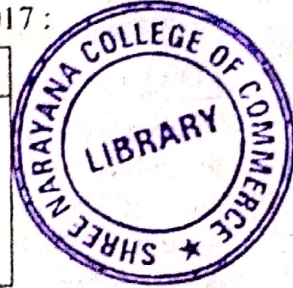
Time : 3 Hours]

[Max. Marks : 70

1. Hari Finance Ltd. held 14% Debentures of Vidya Ltd. on 1-4-2016. Its book value is 20% more than its face value. Interest is paid every six months on 30<sup>th</sup> June and 31<sup>st</sup> December. Brokerage is calculated at 1% on each transaction. 14

The following transactions took place for the year ended on 31-3-2017 :

Date	Face Value (₹)	Rate	Remarks
1-4-2016	40,000	105	Cum-interest purchase
31-8-2016	30,000	102	Ex-interest purchase
30-11-2016	60,000	110	Ex-interest sale
31-3-2017	90,000	111	Cum-interest sale



Closing stock is valued as per LIFO method. The market price of the debentures was ₹ 111 on 31-3-2017.

On 31-3-2016 accrued interest of ₹ 6,300 is credited.

Prepare 14% Investment Account for the year ending on 31-3-2017.

OR

- (a) Explain the following terms relating to investment with illustration (any two) : 8
- (1) Nominal Value and Capital Value
  - (2) Interest and Brokerage
  - (3) Cum-interest and Ex-interest transactions
- (b) Ved had 12% Gujarat Government Bonds. Interest is payable on 31<sup>st</sup> March and 30<sup>th</sup> September. Give journal entries (with narration) in the books of Ved for recording following transactions : 6

Date	Face Value (₹)	Rate	Remarks
1-6-2016	60,000	92	Cum-interest purchase
1-8-2016	80,000	93	Cum-interest purchase
1-9-2016	40,000	94	Ex-interest purchase
31-10-2016	80,000	103	Ex-interest sale
30-11-2016	40,000	105	Ex-interest sale
31-1-2017	40,000	106	Cum-interest purchase

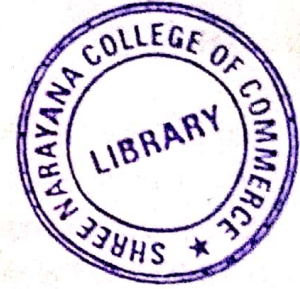


2. Divya and Jyoti entered into a joint venture to purchase a piece of land and constructed a housing society. For this purpose they opened a joint bank account, in which Divya deposited ₹ 6,00,000 and Jyoti deposited ₹ 7,20,000.

14

They purchased 10,000 sq.metres land at ₹ 100 per sq. metre and paid money from bank. They paid following expenses for this purpose.

	₹
Cost of land leveling	30,000
Municipal taxes	18,000
Divya paid expenses of compound wall	84,000
Jyoti paid Architects fees	9,600
Jyoti paid registration documents expenses	18,000
Divya paid Miscellaneous expenses	6,000
Jyoti paid Advertisement expenses	25,200
Divya paid expenses for cutting trees	2,400



Timber wood of tree sold for ₹ 13,200 by cash. 1/4<sup>th</sup> portion of land has been allotted for public road. 1/10<sup>th</sup> portion of land has been allotted for common plot. They sold 10 plots of 300 sq. metres at ₹ 300 per sq. metre for cash through land brokers. Brokers were paid 5% brokerage on selling price. Jyoti purchased 2 plots of 300 sq. metres, at cost plus 50% profit. Divya purchased 3 plots of 300 sq. metres at cost plus 50% profit and rest 8 plots (250 sq. metres) were sold at ₹ 390 at per sq. metre for cash.

Divya and Jyoti share profit and loss in proportion of 2 : 3. Joint venture has been completed.

Prepare Joint Venture Account, Joint Bank Account and Co-Venturers Accounts.

OR

Anuj of Ahmedabad entered into joint venture with Vinit of Valsad to underwrite the subscription of 10,000 equity shares of ₹ 10 each issued at 30% premium by Om Limited and to pay all expenses upto share allotment. They were to share profits upto ₹ 4,000 in the ratio of 3:2 and balance profit equally. In consideration, Om Limited agreed to issue to the underwriters 1,000 equity shares.

14

Anuj incurred ₹ 3,000 for Stamping & Registration, Advertising, Printing & Stationery expenses. Vinit incurred ₹ 4,000 for legal charges and other administration expenses.

Vinit sent his acceptance of ₹ 10,000 to Anuj which was discounted by Anuj in the Bank for ₹ 9,800. The discount on the Bill is to be considered as expenses of Joint Venture.

The prospectus was issued and company received applications for 7,600 shares. Anuj took over the remaining shares and paid for the same in full. They received equity shares as underwriting commission. They sold their entire holding at ₹ 18 per share, on which Brokerage is paid at ₹ 1 per share. The proceeds were received by Anuj for 1,400 shares and by Vinit for the remaining shares. Vinit sent demand draft to Anuj for the balance amount due.

Prepare Joint Venture Account and Anuj's Account in the books of Vinit and also prepare Vinit's Account in the books of Anuj.



On 1-4-2013, Ganesh has purchased a motor car from Rutuja Ltd. on Hire Purchase system. He paid ₹ 20,000 on signing the agreement and the balance payment was payable as under :

14

Date	Installments (₹)
31-3-2014	1,92,000
31-3-2015	1,74,000
31-3-2016	1,56,000
31-3-2017	1,38,000

Interest was charged @ 15% p.a. in the beginning of every year on outstanding balance. Provide depreciation @ 10% p.a. on reducing balance method.

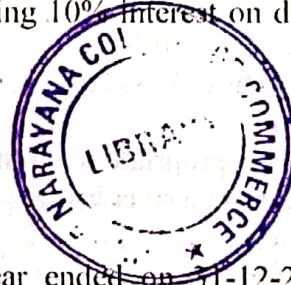
Prepare necessary accounts in the books of Ganesh.

OR

- (a) Sahaj purchased a machine on 1-1-2015 from Vidhi Traders under Hire Purchase System. He paid ₹ 60,000 on signing the contract. Outstanding amount to be paid in four half-yearly instalments including 10% interest on diminishing balance of cash price as below :

8

Date	₹
30-6-2015	1,07,000
31-12-2015	1,23,000
30-6-2016	(?)
31-12-2016	2,10,000



Depreciation on machine for the year ended on 31-12-2015 was written off ₹ 66,000 at the rate of 11% by straight line method.

Prepare necessary accounts in the books of Vidhi Traders.

- (b) Heer purchased a laptop under Hire Purchase System on 1-4-2014 on following terms :

6

	₹
Amount paid at the time of purchase	6,000
First annual instalment with interest	7,200
Second annual instalment with interest	6,800
Third annual instalment with interest	6,400

Calculate the cash price of the laptop and amount of interest included in each instalment.

- (a) How is the new company created in Tally 7.2 version ? Give details about creating a company.

8

OR

Explain the difference between Accounting Information System (AIS) and Management Information System (MIS).

- (b) Answer in brief :

6

- (1) What is the function of F2 key in Tally Software ?
- (2) In Tally software, which function key is used for recording the transaction of personal asset brought in business by the proprietor ?
- (3) Which function key is used for recording Contra transactions ?
- (4) How can a voucher be cancelled in Tally software ?
- (5) Mention any two output devices.
- (6) Mention any two input devices.



5. Select the most appropriate answer from the alternatives given : (any seven) :

- (1) Capital value in case of cum-interest purchase means \_\_\_\_\_
  - (a) The total amount paid to broker as purchase price
  - (b) Purchase price - Interest included + Brokerage
  - (c) Selling price + Interest included
  - (d) Market price on the date of purchase
- (2) Urjit purchased 12% Government Securities of ₹ 1,00,000 from Raghu Rajan Ltd. through Adinath Stock Broking Pvt. Ltd. Who would keep 12% Government Securities Account ?
  - (a) Only by Adinath Stock Broking Pvt. Ltd.
  - (b) Only by Raghu Rajan Ltd.
  - (c) By Urjit
  - (d) Only by Stock Exchange
- (3) Abnormal loss of joint venture is debited to the following account :
  - (a) Joint Venture A/c.
  - (b) Insurance Company A/c.
  - (c) General Profit & Loss A/c.
  - (d) No Account
- (4) Which activity is appropriate for Joint Venture business ?
  - (a) Construction of a river bridge
  - (b) Mobile shop
  - (c) Medical store
  - (d) Patanjali Agency
- (5) Bonds of ₹ 3,00,000 are received against work done in joint venture business and they are sold for ₹ 2,37,500 then, how much rupees is recorded on the debit side of Joint Venture A/c. ?
 

(a) 3,00,000	(b) 2,37,500
(c) 62,500	(d) None of above
- (6) Cash price of Asset + Interest = \_\_\_\_\_ price.
 

(a) Purchase	(b) Market
(c) After depreciation	(d) Contract
- (7) Under the Hire purchase system, goods are delivered to the hirer when
 

(a) First instalment is paid	(b) Agreement is signed
(c) Last instalment is paid	(d) None of the above
- (8) In case of hire purchase, the depreciation is calculated on
 

(a) Hire purchase price	(b) Contract price
(c) Cash price	(d) None of the above
- (9) Which of the following is called part of CPU ?
 

(a) Keyboard	(b) Control unit
(c) Output unit	(d) None of the above
- (10) If accounts of purchase and sales are required with VAT, then we must go
  - (a) Into only accounts
  - (b) Into only inventory
  - (c) Into accounts with inventory
  - (d) None of the above





Seat No. : \_\_\_\_\_

**MC-101**  
May-2017  
**B.Com., Sem.-II**  
**109 : Commercial Communication-II**  
**(New Course)**

**Time : 3 Hours]**

**[Max. Marks : 70**

- Instructions :** (1) All questions are compulsory.  
(2) Mention clearly the options you attempt.  
(3) Figures to the right indicate full marks.

1. (A) Write a note on seven regular parts of a business letter. 7

**OR**

Explain in brief seven Cs of effective business letter writing.

- (B) Do as directed : 7

- (1) A letter is written to a lady government officer. Give proper salutation.  
(2) Write today's date in Ordinal Numbers with open punctuation.  
(3) \_\_\_\_\_ form of writing inside address is convenient for the typist.  
(a) Block  
(b) Indented  
(4) Correct the following :  
Your's Sincerely.  
(5) Inside Address contains \_\_\_\_\_.  
(a) only name of the firm receiving a letter.  
(b) name and address of the firm receiving a letter.  
(c) name and address of the firm writing a letter.  
(6) Give a specimen of postscript.  
(7) Rewrite correctly :  
Your order for readymade garments were placed on 10<sup>th</sup> April, 2017.



2. Monarch Trading, Ahmedabad is interested in purchasing steel furniture from the Rainbow Enterprise, Mumbai. Write a letter making inquiry about prices, terms of payment and other conditions. 14

**OR**

As a manufacturer of TV sets, write a letter making firm offer for a newly manufactured LED TV.

3. Surya Electricals, Ahmedabad has placed an order for ceiling fans with Bajaj Electricals Ltd., New Delhi. There is undue delay in executing the order. Write a letter cancelling the order. 14

**OR**

As a manufacturer of home appliances, you have received an order for particular Washing Machine, which you do not manufacture now. Write a letter offering suitable substitute.

MC-101

1

P.T.O.

4. (A) Draft a letter of complaint through e-mail about shortage in quantity of goods. 7

OR

Write a letter of adjustment through e-mail in response to complaint about damaged goods.

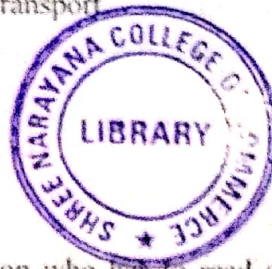
(B) Do as directed : 7

1. Match the following words :

- | (A)          | (B)                    |
|--------------|------------------------|
| (1) Lease    | (a) Grant              |
| (2) Freight  | (b) Rental agreement   |
| (3) Monopoly | (c) Restraint of trade |
| (4) Subsidy  | (d) Cost of transport  |

2. Explain the following words :

- (i) Backlog
- (ii) Gross
- (iii) Deficit



5. (A) Fill in the blanks with appropriate options : 4

(1) \_\_\_\_\_ draws attention of the person who has to read and act upon the letter.

- (a) Postscript
- (b) Mailing Instruction
- (c) Attention Line

(2) Complimentary close should match with \_\_\_\_\_

- (a) Heading
- (b) Salutation
- (c) Date

(3) Appearance is counted in a \_\_\_\_\_ letter.

- (a) Business
- (b) Friendly
- (c) Social

(4) Window Envelopes are not safe for sending \_\_\_\_\_ letters.

- (a) Ordinary
- (b) Circular
- (c) Confidential

(B) State whether the following statements are True or False : 5

- (1) Additional sheet of a paper does not contain the letter head.
- (2) Mr. and Esq., cannot be used together.
- (3) My dear Papa is a formal salutation.
- (4) 'You' attitude does not mean repeated use of 'you'.
- (5) Attention Line is used to draw attention of the dispatch clerk.

(C) Match the following : 5

- | (A)                 | (B)                            |
|---------------------|--------------------------------|
| (1) Negotiable      | (a) Principle of Communication |
| (2) BMP SRM         | (b) Mailing Instruction        |
| (3) Superscription  | (c) Transferable               |
| (4) Clarity         | (d) Identification Mark        |
| (5) Registered Post | (e) Writing on the envelope    |



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**B.Com., Sem.-II**

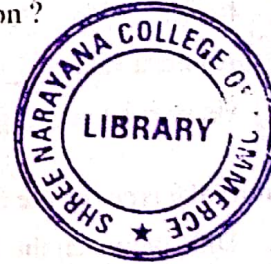
**110 : General English**

**Golden Leaves (For Gujarati Medium)  
(New)**

Time : 3 Hours]

[Max. Marks : 70

1. (A) Answer the following questions in brief : (any three) 9
- (1) What would the scar faced man have been as a rebel ? Why was he not able to do so ?
  - (2) Why was the execution of the five men delayed ?
  - (3) What is your impression of Gonti ?
  - (4) Why was Deepak feeling lonely in the station ?
  - (5) Give physical appearance of Arun.
- (B) Write a short note on any one of the following : 5
- (1) Gangu
  - (2) Deepak
  - (3) Character-sketch of the Man with the Scar
2. (A) Answer the following questions in brief : (any three) 9
- (1) Whose thoughts arise in Tennyson's mind ?
  - (2) Why does the poet say that 'I love thee purely' ?
  - (3) What according to the poet do the sounds of the rifles signify ?
  - (4) What according to the poet are the five petals of life ?
  - (5) What does the fourth stanza of the poem *Life* signify ?
- (B) Write a short note on any one of the following : 5
- (1) Describe the theme of *How Do I Love Thee*
  - (2) Central idea of the poem *Break, Break, Break*
  - (3) Title of the poem *Anthem for the Doomed Youth*



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1

P.T.O.



3. (A) Fill in the blanks with proper modal auxiliaries from the bracket :

(must, may, would, can)

- (1) Nidhi \_\_\_\_\_ swim across the river.
- (2) It \_\_\_\_\_ rain tomorrow.
- (3) All the citizens \_\_\_\_\_ obey the traffic rules.
- (4) \_\_\_\_\_ you please switch of the lights ?

(B) Use proper prepositions from the brackets :

(from, in, on, since)

- (1) I will call you \_\_\_\_\_ Sunday.
- (2) Aditya has been reading his lessons \_\_\_\_\_ morning.
- (3) He went \_\_\_\_\_ Ahmedabad to Surat.
- (4) Shakespeare dies \_\_\_\_\_ 1616.

(C) Insert proper Articles :

- (1) Iron is \_\_\_\_\_ useful metal.
- (2) Ahmedabad is \_\_\_\_\_ biggest city in Gujarat.
- (3) He seems to be \_\_\_\_\_ unlucky man.

(D) Identify the types of the following sentences :

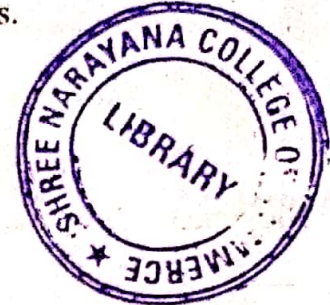
- (1) Did you watch the film Pink ?
- (2) Listen, he is singing the song now.
- (3) He is a good painter.

4. (A) Develop a dialogue on any one in about 80 to 100 words :

- (1) A meeting of two friends
- (2) A Conversation about Vacation plans
- (3) A Conversation on the uses and abuses of Social Media

(B) Develop a story from the given points :

A rich farmer – lot of land – cattle and servants – two sons – happy life – after some years younger son unhappy – asked for his share of the property – wouldn't listen to father's advice – got his share - sold them all – went away to another country – fell into bad ways – soon all money gone – poor – no one to help him – understood his mistake.





5. Choose the correct options :

- (1) Who is the author of the story 'The Child'?
- (a) Ernest Hemingway (b) W. S. Maugham  
(c) O. Henry (d) Premchand
- (2) The second petal of life is \_\_\_\_\_.
- (a) Hope (b) Love  
(c) Faith (d) Truth
- (3) The poem 'How Do I Love Thee ? Let Me Count the Ways' is written by \_\_\_\_\_.
- (a) Elizabeth Browning (b) Sarojini Naidu  
(c) Tennyson (d) Wilfred Owen
- (4) The scar-faced man was selling \_\_\_\_\_.
- (a) air-tickets (b) lottery-tickets  
(c) cinema-tickets (d) train-tickets
- (5) Arun was fond of watching the \_\_\_\_\_.
- (a) Hockey match (b) Cricket match  
(c) Wrestling match (d) Kabbadi match
- (6) The poem 'Break, Break, Break' is very \_\_\_\_\_.
- (a) sad (b) romantic  
(c) ironical (d) satirical
- (7) In the poem 'Life', the poet has described the facets of human life as \_\_\_\_\_.
- (a) colours of flower (b) petals of flower  
(c) buds of flower (d) fragrance of flower
- (8) In the poem 'Anthem of Doomed Youth', the poet compares the death of the soldiers with \_\_\_\_\_.
- (a) coward (b) hero  
(c) cattle (d) sparrow
- (9) Whom does Tennyson address in the poem 'Break, Break, Break'?
- (a) The star (b) The ocean  
(c) The mountain (d) The forest





(10) Gomti's child was born in \_\_\_\_\_.

(a) Delhi

(b) Lucknow

(c) Pune

(d) Mumbai

(11) Shruti \_\_\_\_\_ improve her handwriting.

(a) should

(b) would

(c) could

(d) may

(12) Let us sing \_\_\_\_\_ song.

(a) an

(b) the

(c) a

(13) We talked \_\_\_\_\_ an hour.

(a) at

(b) for

(c) in

(d) since

(14) 'He is not my friend' is \_\_\_\_\_ sentence.

(a) interrogative

(b) exclamatory

(c) assertive

(d) imperative





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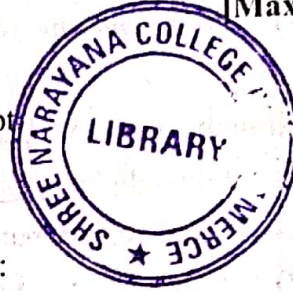
**110 : General English**

**Journey Through Words (For English Medium)**

Time : 3 Hours]

[Max. Marks : 70

- Instructions : (1) Mention clearly the options you attempt.  
(2) Figures to the right indicate marks.



(A) Write brief answers on any **three** of the following : . 9

- (1) Explain why Hernando said, 'What do they mean, "the world" ?'
- (2) Why were the girls in the car in a bad state ?
- (3) How was the whole complex issue resolved and what was the outcome in the story 'Lawley Road'?
- (4) What did the patrol chiefs warn her about and why did nothing happen ?
- (5) Describe how Princess September then adopted the little bird as her own. How did her sisters influence her about her little bird ?

(B) Write a short note on any **one** of the following : 5

- (1) The tragic aspects in the story 'The Mother of a Traitor'.
- (2) Significance of the title 'The Highway'
- (3) Statue of Sir Frederick Lawley

(A) Write brief answers on any **three** of the following : 9

- (1) What are the changes brought about in the poet with the passage of years in the poem 'The Wild Swan' ?
- (2) The poet thinks that the known and familiar are much more pleasant than the unknown and the unfamiliar. Explain it through the given examples in the poem 'The Little Braves of Breffny'.
- (3) What is the comparison that the poet presents about the children and teacher in the poem 'The Best of School' ?



- (4) What is the teacher doing in the poem 'The Best of School'? Is he enjoying what he is doing?
- (5) How does the place of death become the destiny of a person as shown in the poem 'To the Indians who dies in Africa'?

(B) Write a short note on any **one** of the following :

- (1) *The Wild Swan* – The Nineteenth Autumn.
- (2) *The Little Waves of Breffny* – Critical Appreciation.
- (3) *To the Indians who died in Africa* – The real Destination of a Man.

3. (A) Fill in the blanks with appropriate modal auxiliaries :

- (1) I thought he \_\_\_\_\_ be at home.
- (2) I walked fast, but I \_\_\_\_\_ not catch the bus.
- (3) You \_\_\_\_\_ improve your spelling in English.
- (4) I \_\_\_\_\_ swim across the river.



(B) Insert the appropriate preposition :

- (1) Some writers are very sensitive \_\_\_\_\_ criticism.
- (2) What is the time \_\_\_\_\_ your watch?
- (3) There is nothing new \_\_\_\_\_ him.
- (4) I gave him a cheque \_\_\_\_\_ ₹ 20,000.

(C) Fill in the blank with appropriate articles (a, an, the) :

- (1) They made \_\_\_\_\_ united effort.
- (2) She will be back in \_\_\_\_\_ hour.
- (3) Which is \_\_\_\_\_ highest mountain in the world?

(D) Identify the types of sentence given in below :

- (1) Humpty Dumpty sat on a wall.
- (2) Have mercy upon us.
- (3) How cold the night is!

4. (A) Develop a dialogue on any **one** of the following in about 80-100 words :

- (1) A Talk about a Movie
- (2) A Conversation about Student's participation in Politics
- (3) A Conversation about Vacation plans

(B) Construct a story from the following outlines in about 100-125 words :

7

Ship of the pirate becalmed near rocky coast - pirate sees bell fastened to dangerous submerged rock - asks what it is - is told it was placed there to warn sailors in storms - thinks it would be a joke to take the bell - rows across in boat to rock - they cut the chain and sink the bell - wind rises and they sail away - years after pirate returns to same coast - sea covered with fog and storm rising - pirate does not know where he is - ship strikes on the same rock - as they go down the pirate realize his ship wrecked on the same rock - wishes he had left the bell alone - moral.

(A) Fill in the blanks :

6

- (1) She \_\_\_\_\_ have left already. (must/should)
- (2) \_\_\_\_\_ you pass me the salt? (Could/May)
- (3) This time she agreed \_\_\_\_\_ my proposal. (to/in)
- (4) She takes delight \_\_\_\_\_ helping orphans. (in/for)
- (5) The Ganga is \_\_\_\_\_ holy river. (a/the)
- (6) "Hurray! We won the match" is an \_\_\_\_\_ sentence.  
(exclamatory/assertive)



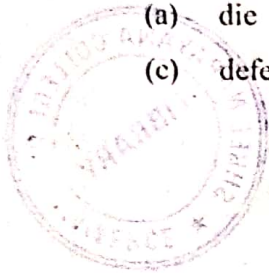
(B) Choose the correct options :

8

- (1) Hernando was waiting for \_\_\_\_\_ .
  - (a) his wife
  - (b) rain to stop
  - (c) tourists
  - (d) his friend
- (2) On Independence Day the councillor decides to change \_\_\_\_\_ .
  - (a) road
  - (b) route
  - (c) statue
  - (d) name of roads and streets
- (3) The author of the story 'The Mother of a Traitor' is \_\_\_\_\_ .
  - (a) Leo Tolstoy
  - (b) Anton Chekov
  - (c) E. Hemingway
  - (d) Maxim Gorky
- (4) How many times did the king change the names of his daughters?
  - (a) Three times
  - (b) Four times
  - (c) Eight times
  - (d) Seven times
- (5) The poet of 'The Little Waves of Breffny' is \_\_\_\_\_ .
  - (a) W. B. Yeats
  - (b) Eva Gore Booth
  - (c) D. H. Lawrence
  - (d) T. S. Eliot



- (6) The poet visited the same place before \_\_\_\_\_.
- (a) Nine years (b) Fifty nine years  
(c) Nineteen years (d) Fifty years
- (7) The atmosphere of the class-room is \_\_\_\_\_.
- (a) bright (b) cheerful  
(c) gloomy (d) colourful
- (8) The common purpose of soldiers is to \_\_\_\_\_.
- (a) die (b) win the battle  
(c) defeat Indians (d) make country independent



Seat No. : \_\_\_\_\_

# ME-104

May-2017

B.Com., Sem.-II

## 107 : Fundamentals of Marketing Management

Time : 3 Hours]

[Max. Marks : 70

1. (A) Discuss various functions of marketing in short. 6  
OR  
Explain marketing strategies in different market demand situations.
- (B) Explain characteristics of marketing. 4  
OR  
Discuss any four importance of marketing.
- (C) Discuss factors affecting marketing demand in short. 4  
OR  
Explain social marketing concept and production concept.
2. (A) Discuss internal factors affecting pricing decision. 6  
OR  
Explain objectives of advertisement.
- (B) Explain advantages of branding to customers. 4  
OR  
Explain various pricing objectives.
- (C) Explain advantages of advertisement to manufacturers. 4  
OR  
Discuss various types of branding.
3. (A) Explain stages in buying decision process. 6  
OR  
Explain demographic base of market segmentations.





(B) Explain psychological factors affecting buyer behaviour. 4

OR

Discuss any four advantages of market segmentation.

(C) Discuss personal factors affecting buyer behaviour. 4

OR

Write note on selecting five market segments through market targeting.

4. (A) Explain process of marketing research. 6

OR

Explain ethical issues in marketing research from the view point of respondent.

(B) Discuss importance of marketing research. 4

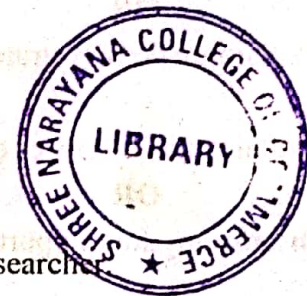
OR

Write note on rights of respondents.

(C) Discuss objectives of marketing research. 4

OR

Short note : Ethical issues for research agency or researcher



5. Answer any seven questions. 14

(1) Define Marketing and Selling.

(2) What is Synchro Marketing ?

(3) What is Remarketing ?

(4) Write any four limitations of Branding.

(5) What is full cost pricing and mark-up Pricing ?

(6) Write any four outdoor advertising media.

(7) Write any four cultural factors affecting Buyer behavior.

(8) Write any two characteristics of Market Segmentation.

(9) Define Market Research and Marketing Research.

Seat No. : \_\_\_\_\_

# MF-105

May-2017

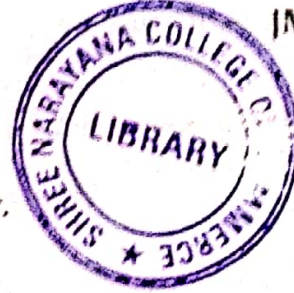
B.Com., Sem.-II

CE-(102) A : Financial Accounting-II  
(Adv. Acc. & Auditing)

Time : 3 Hours]

[Max. Marks : 70

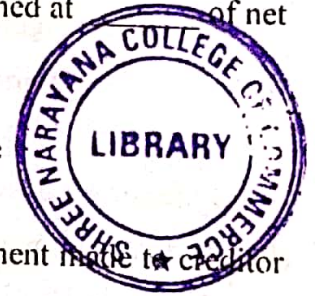
- Instructions :
- (1) All questions carry equal marks.
  - (2) Figures at right hand show marks.
  - (3) Working note is part of your answer.



1. Select the correct answer from the following multiple choice questions : (any seven) 14
- (1) Sarthak Ltd. purchased the business of Sarthak Bros. The company issued 20,000 equity shares of ₹ 100 each at 25% premium for purchase consideration. If value of goodwill is ₹ 1,00,000, and total liabilities taken over is ₹ 5,00,000, then the value of total assets taken over is  
(A) ₹ 29,00,000 (B) ₹ 30,00,000  
(C) ₹ 31,00,000 (D) None of these
  - (2) AS-10 applies to  
(A) Fixed Assets (B) Current Assets  
(C) Goodwill (D) None of these
  - (3) The company issued equity share of ₹ 100 at ₹ 150. The maximum commission payable is  
(A) ₹ 7.50 (B) ₹ 5.00  
(C) ₹ 10.00 (D) None of these
  - (4) The balance of capital reduction account of after writing off all the intangible, fictitious, assets and losses transferred to  
(A) General Reserve A/c. (B) Capital Reserve A/c.  
(C) Capital Redemption Reserve A/c. (D) None of these



- (5) On capital reduction, preference dividend is not provided and now if it is provided and payable, then it is debited to  
 (A) Profit and Loss appropriation A/c. (B) Capital Reduction A/c.  
 (C) Dividend fluctuation fund. (D) None of these.
- (6) For reinsurance ceded business, re-insurance recovery will  
 (A) Decrease the income (B) No effect on the income  
 (C) Increase the income (D) None of these
- (7) Reserve for unexpired risk for marine business to be maintained at \_\_\_\_\_ of net premium earned  
 (A) 100 % (B) 50 %  
 (C) 25 % (D) None of these
- (8) The commission earned on collection from debtor, and payment made to creditor is utilized to  
 (A) write off goodwill (B) to write off assets  
 (C) to write off discount on debentures (D) None of these
- (9) AS-2 valuation of inventories made mandatory w.e.f. \_\_\_\_\_  
 (A) 01-04-1999 (B) 01-04-1981  
 (C) 01-04-1994 (D) None of these



2. The Balance Sheet of M/s. Ramesh traders as on 31-3-2017 is as under :

Liabilities	₹	Assets	₹
Partners Capital A/cs.		Land	2,00,000
A   3,00,000		Building	2,00,000
B <u>2,00,000</u>	5,00,000	Furniture	50,000
General Reserve	1,00,000	Investments	70,000
Bank Loan	2,00,000	Stock	1,25,000
Creditors	75,000	Debtors	1,20,000
		Cash-Bank	30,000
		Advertisement Suspense A/c	80,000
	<b>8,75,000</b>		<b>8,75,000</b>

On 01-04-2017 the Avkar Co. Ltd. was incorporated to purchase the above business with authorized share capital of 1,50,000 equity shares of ₹ 10 each.

The terms for purchase of business is as under :

- (1) Avkar Co. Ltd. take over all the assets and liabilities excluding debtors and creditors.
- (2) The company valued the Goodwill at ₹ 1,00,000 and Land at ₹ 5,25,000 other real assets and liabilities at their book values.
- (3) Company agreed to collect from the debtors and payment to creditors for a commission 5% on collection from debtors and 50% of the discount earned from creditors.
- (4) Of the debtors ₹ 10,000 is bad debt, the company allowed 10 % discount. The creditors paid off at 5% discount.
- (5) For purchase consideration company issued 75000 equity shares of ₹ 10 each, 8% 1000 debentures of ₹ 100 each and balance by cash.
- (6) The company issued remaining shares to the public which were fully subscribed and paid. The company incurred preliminary expenses of ₹ 30,000.

From the above information pass necessary journal entries and prepare initial balance sheet.

OR

2. (A) Answer any one.

- (1) Provisions of Companies Act for Accounting Standards
- (2) Explain : AS-6 Depreciation Accounting.



7

(B) Answer any two.

- (1) Sumangal Ltd. paid ₹ 4,15,000 as under :  
18000 equity shares of ₹ 10 each at 30% premium, 9% debentures of ₹ 1,80,000 and balance by cash.

Write the journal entry in the books of purchasing company.

- (2) Parth Ltd. purchased a business for ₹ 4,50,000. The purchase consideration paid as under :

Equity shares of ₹ 100 each at 20% premium, 8% debentures of at 5% discount in the ratio of 4:1 and ₹ 22,500 cash.

Write the journal entry in the books of the purchasing company.

- (3) To which assets AS-6 Depreciation Accounting does not applied ?

4



(C) Explain any one :

3

- (1) Explain ascertainment of 'Goodwill' and 'Capital Reserve' in the purchase of business.
- (2) Definition of inventories as per Accounting Standard-2.

3. Vasant Co. Ltd. issued 4,50,000 Equity Shares of ₹ 10 each at 40% premium. The entire issue underwritten as under :

14

Mayank	225000	shares
Mahendra	150000	shares
Ravish	75000	shares

The underwriters also give the firm underwriting as under :

Mayank	17000	shares
Mahendra	10000	shares
Ravish	8000	shares



The company received 4,00,000 equity share applications including firm underwriting of which marked applications as under :

Mayank	100000	shares
Mahendra	64000	shares
Ravish	56000	shares

From the above information ascertain the liability of individual underwriter, by assuming no credit is given for firm underwriting.

OR

3. (A) Paras Ltd. issued 15000 8% Debentures of ₹ 100 each at 3% discount on 01-01-2015. It was stated at the time of issue that Debentures of ₹ 60,000 would be redeemed annually by purchase from open market.

During 2015 and 2016 debenture discount of ₹ 11250 per annum was written off. During the year 2016 company purchased debentures of ₹ 25000 at ₹ 92 and debenture of ₹ 35000 at ₹ 93 from open market and cancelled them.

Give journal entries for the year 2015 and 2016.

7

OR

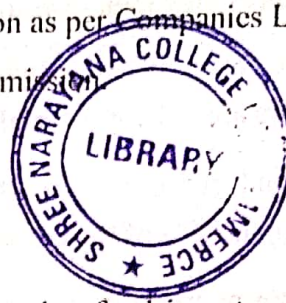
Explain methods of redemption of debentures.



(B) Answer any two.

4

- (1) Provisions of underwriting commission as per Companies Law.
- (2) Write short note on underwriting commission.
- (3) Advantages of underwriting.



(C) Answer any two :

3

- (1) The profit on sale of debenture redemption fund investment transferred to \_\_\_\_\_ account.
- (2) The payment of underwriting commission should be authorized in the \_\_\_\_\_.
- (3) Provision for debenture redemption fund is made from \_\_\_\_\_ account.

4. The Balance Sheet of Vinod Co.Ltd. as on 31-3-2017 is as under :

14

Liabilities	₹	Assets	₹
Equity Shares of ₹ 10 each fully paid	18,00,000	Goodwill	6,00,000
9% preference shares of ₹ 100 each fully paid	12,00,000	Land-Building	9,60,000
Workers accident compensation fund	4,00,000	Plant-Machinery	9,74,000
8% Debentures	8,00,000	Patents	3,20,000
Unpaid interest on debentures	64,000	Stock	4,00,000
Creditors	3,36,000	Debtors	3,20,000
		Preliminary expenses	1,20,000
		Cash/Bank	80,000
		Profit & Loss A/c.	8,26,000
	<b>46,00,000</b>		<b>46,00,000</b>

The scheme of capital reduction approved was as under :

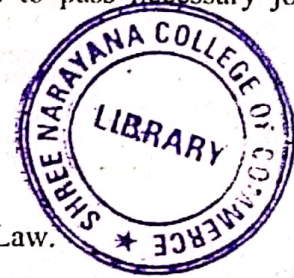
- (1) Preference Shares and Equity Shares are to be reduced by ₹ 20 and ₹ 8 per share, respectively.
- (2) Preference dividend is unpaid for two years, the preference shareholders agreed to waive 3/5 of the dividend.



- (3) The debenture holders forgo their unpaid interest and for part payment of debentures they took over machineries of ₹ 4,00,000 for ₹ 3,20,000.
- (4) All the intangible and fictitious assets are to be written off, and debtors and creditors are to be written off at ₹ 40,000 and ₹ 80,000 respectively.
- (5) Land and building to be shown at market value. The book value of Land and building is 75% of the market value.

From the above information you are required to pass necessary journal entries and prepare balance sheet thereafter.

OR



4. (A) Explain : any one.

- (1) Methods of capital reduction as per Companies Law.
- (2) Provisions relating to Capital reduction as per Companies Law.

(B) Answer any two :

- (1) The paid up share capital of a company is 1000 equity shares of ₹100 each. The company passed resolution to sub-divide its each equity share into six equity share of ₹ 10 each and four 8% preference shares of ₹ 10 each. Write journal entry.
- (2) The directors agree to accept 60% by equity shares, 20% by cash and balance waived by them for their dues with the company for ₹ 20,000.

Pass journal entry for Capital Reduction.

- (3) Write short note on consolidation and sub-division of shares.

(C) Answer any two :

- (1) A company converted 100 Equity shares of ₹ 100 each to equity stock of ₹ 9,800. Pass journal entry.
- (2) The company issued 1000 equity shares of ₹ 10 each for equity stock of ₹ 9600. Pass journal entry.
- (3) Explain methods of alteration of share capital of the company.

5. Kiran Insurance Com. Ltd. presents the following information of Fire and Marine Insurance business for the year ended on 31-03-2017 :

14

Particulars	Marine ₹	Fire ₹
Premium on direct business	14,50,000	15,00,000
Premium on :		
Re-insurance accepted	16,500	32,500
Re-insurance ceded	20,000	15,000
Claim paid	5,00,000	6,50,000
Claim unpaid :		
On 31-03-2016	50,000	60,000
On 31-03-2017	90,000	80,000
Commission on direct business	2,47,000	1,67,000
Commission on reinsurance accepted	33,000	49,000
Commission on re-insurance ceded	50,000	65,000
Fire mitigate expenses	—	18,000
Re-insurance recoveries	8,500	13,500
Interest and dividend	83,000	1,00,000
Tax on interest and dividend	3,000	5,000
Reserve for unexpired risk on 31-03-2016	8,30,000	3,50,000
Additional Reserve	85,000	60,000
Administrative expenses	90,000	1,02,000

**Additional Information :**

- (1) Reserve for unexpired risk should be maintained at 100% on Marine Insurance and 50% on fire insurance business of net premium received.
- (2) Additional Reserve for unexpired risk to be maintained 10% of net premium in both the departments.

Prepare Revenue Account of both the departments.

OR



5. (A) State the rules of code of conduct for companies doing business of General Insurance.

7

(B) Explain (any one)

4

(1) Re-insurance

(2) No claim bonus

3

(C) Explain (any one)

(1) Net premium

(2) Commission (for insurance business)



Seat No. : \_\_\_\_\_

**MG-103**

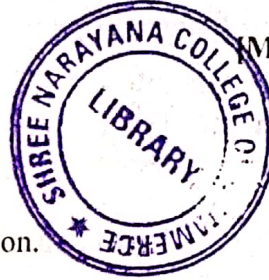
May-2017

**B.Com., Sem.-II**

**SE (102) B : Operations Research  
(Adv. Statistics)  
(New Course)**

**Time : 3 Hours]**

- Instructions :** (1) Figures to the right indicate marks.  
(2) Simple calculator is allowed.  
(3) Graph paper will be given on request.



**Max. Marks : 70**

- (a) What is Linear Programming ? State its assumption. 6

**OR**

Define term Operation Research ? Write characteristics of Operation Research.

- (b) Using graphical method find such values of  $(x, y)$  that  $Z = 2x + 1.5y$  becomes minimum subject to the following constraints. 8

$$x + 3y \geq 8; 3x + 4y \geq 19; 3x + y \geq 7; x, y \geq 0$$

**OR**

The question paper of statistics is divided in two Sections A and B. Each question of Section A carries 4 marks and 4 minutes are required to solve it. Each question of Section B carries 5 mark and 6 minutes are required to solve it. The time limit given for the examination is of 1 hour and in all answers of maximum 12 questions are to be given. How many questions are to be attempted from each section to get maximum marks using graphical method ?

2. (a) What is transportation problem ? Explain its mathematical form. 6

**OR**

State different method for solving transportation problem ? Explain any one of them.

- (b) Solve the following transportation problem by using any two method. Also find total transportation cost : 8

	P	Q	R	S	Supply
A	15	14	13	12	10
B	16	17	12	14	17
C	5	6	8	7	13
D	3	2	10	1	10
Demand	25	10	11	4	50

**OR**



Solve the following problem by using any two methods and find the total transportation cost.

	P	Q	R	S	Supply
A	6	18	10	16	9
B	12	9	7	11	12
C	8	5	10	14	6
D	15	4	8	3	3
Demand	15	4	8	3	30



3. (a) What is assignment problem? Explain its mathematical form.

4

OR

Write short note for replacement theory.

- (b) Solve the following assignment problem so as to maximize the profit.

6

	I	II	III	IV
A	715	716	717	718
B	718	717	716	715
C	711	712	713	714
D	714	715	716	717

OR

Solve the following assignment problem so as to minimize the time.

	Person			
Work	P <sub>1</sub>	P <sub>2</sub>	P <sub>3</sub>	P <sub>4</sub>
W <sub>1</sub>	8	19	17	11
W <sub>2</sub>	13	28	18	26
W <sub>3</sub>	38	26	14	10
W <sub>4</sub>	19	30	24	15

- (c) The cost price of a machine is ₹ 10,000. Its yearly maintenance cost for first two year is ₹ 500 and then it is increase by ₹ 1,400 every year. Determine at which year it is profitable to replace the machine. 4

OR

The cost price of a machine is ₹ 5,000 and its maintenance cost and resale value given as follow, then after how many years it should be replaced.

Year	1	2	3	4	5	6	7	8
Maintenance cost	1,500	1,600	1,800	2,100	2,500	2,900	3,400	4,000
Resale value	3,500	2,500	1,700	1,200	800	500	500	500

- (a) Give the advantages and limitations of PERT. 4

OR

Explain the following term with reference to PERT  
Activity, Dummy activity, critical path, float time.

- (b) Determine Float time for the following activity : 6

Activity	1-2	2-3	3-4	3-5	4-6	5-6	6-7
Time	2	4	3	2	4	3	8



OR

Draw PERT chart for the following activity. Also find critical path.

Activity	a	b	c	d	e	f	g
Preceding Activity	-	a	a	b	c, d	c	e, f
Time	6	10	16	8	14	6	12

- (c) Draw PERT chart for the following activity : 4

Activity	1-2	1-6	2-3	2-4	3-5	4-5	6-7	5-8	7-8
Time	8	4	14	7	13	8	10	15	14

OR

Prepare PERT chart for the following activity :

Activity	1-2	1-3	2-3	2-4	3-4	4-5	3-6	5-6
Time	11	18	20	9	7	12	13	11



5. Answer the following : (any seven)

14

- (1) State the name of methods for solving linear programming problem.
- (2) Give the difference between transportation problem and Assignment problem.
- (3) In transportation problem order of cost matrix is  $5 \times 5$ . How many feasible solutions we get ?
- (4) Under which assumptions we discuss replacement problem ?
- (5) In Linear programming Problem objective function  $Z = 4x + 6y$  which is to be maximize. The vertices of feasible region at O (0, 0), A(0, 35), B(15, 25) and C (40, 0), at which point objective function is maximum.
- (6) State the formula for obtaining expected time in PERT.
- (7) If total cost for a machine for first five years are ₹ 7,300, 9,100, 12,400, 17,200 and ₹ 23,500 respectively. When should the machine be replaced ? Why ?
- (8) State the name of the methods of solving transportation problem and out of them, which is the best approximation method ?
- (9) For an activity EST = 40, Time for an activity = 8, Float time is 10 then find EFT.

