QP Code : 04015

(2½ Hours)   [Total Marks : 75

N.B. : (1) All questions are **compulsory**.
       (2) **Figures** to the right indicate **full** marks.

1. (A) Choose the correct alternative (any **eight**) :—   8
   (i) Progressive elimination of government control over economic activities is known
        as _____.
        (Liberalisation, Privatisation, Globalisation)
   (ii) _____ is a process of selling government equity to private parties.
        (Liberalisation, Globalisation, Disinvestment)
   (iii) The UDHR consists of a preamble and _____ articles.
        (20, 25, 30)
   (iv) Philosophy of _____ influenced French Revolution.
        (Plato, Hobbes, Rousseau)
   (v) _____ of Indian constitution prohibits untouchability.
        (Article 14, Article 16, Article 17)
   (vi) Plant eating animals are known as _____.
        (Herbivorous, Carnivorous, Omnivorous)
   (vii) _____ is a graphic representation of the trophic structure and
        function.
        (Food chain, Food web, Ecological Pyramid)
   (viii) The _____ stressors are also called job-related stressors.
        (Organisational, Individual, Environmental)
   (ix) Choice between two or more desirable goals is known as_____conflict.
        (Approach-Approach, Approach-Avoidance, Avoidance-Avoidance)
   (x) _____ is a negative judgement of a group and its individual members.
        (Value, Ethics, Prejudice)

   (B) State whetehr the following statements are ‘**True**’ or ‘**False**’ (any **seven**) :—   7
   (i) India embarked on the process of Liberalisation in 1991.
   (ii) The maximum number of farmers’ suicides have occured in Punjab.
   (iii) Human rights are absolute.
   (iv) Articles 22-27 of UDHR are concerned with civil rights.
   (v) Fundamental Rights are enshrined in Part III of Indian constitution.
   (vi) Contract Farming is undertaken by large corporate firms either by buying
        the land or taking land on lease basis.
   (vii) Chloroflurocarbons are the primary causes of depletion of ozone layer.
   (viii) In an eco system the plants are primary producers.
   (ix) Eustress is a negative stress.
   (x) Racism is an example of prejudice.

2. Explain the concept of ‘Liberalisation’ and evaluate the positive and negative impact of   15
   liberalisation.

OR

Explain the concept of ‘Globalisation’ and discuss the impact of globalisation on Indian
industry.

[TURN OVER

. Define 'Human Rights' and examine the important landmarks in the evolution and development 15 of human rights.

OR

Elaborate the provisions which guarantee 'Right to Freedom' under Indian Constitution.

4. Explain the concept of 'Sustainable Development' and examine its basic components. 15

OR

Examine the meaning of stress and enumerate the major causes of stress.

5. Critically evaluate Maslow's theory of self-actualization. 15

OR

Write short notes on (any **three**) :—
   (a) Advantages of Privatisation.
   (b) Civil Rights.
   (c) Impact of environmental degradation.
   (d) Significance of ethics in individual development.
   (e) Types of conflict.

———————

(मराठी रूपांतर)

(२ तास)   (एकूण गुण : ६०)

सूचना : (१) सर्व प्रश्न सोडविणे **अनिवार्य** आहेत.
         (२) उजवीकडील अंक **पूर्ण** गुण दर्शवितात.
         (३) **आवश्यकता** वाटल्यास इंग्रजी प्रश्नपत्रिका पहावी.

१. (अ) योग्य पर्याय निवडा (कोणतेही आठ) :––   ८

        (१) आर्थिक क्षेत्रावरील सरकारी नियंत्रण टप्प्याटप्प्याने कमी होण्याच्या प्रक्रियेला _____ म्हणतात.
             (उदारीकरण, खाजगीकरण, जागतिकीकरण)

        (२) खाजगी संस्थांना सरकारी मालकीचे समभाग विकण्याची प्रक्रिया म्हणजे _____
             (उदारीकरण, जागतिकीकरण, निर्गुंतवणूक)

        (३) मानवी हक्कांच्या वैश्विक जाहीरनाम्यात प्रस्ताविका आणि _____ कलमे आहेत.
             (२०, २५, ३०)

        (४) फ्रेंच राज्यक्रांतीमागे _____ यांच्या तत्त्वज्ञानाची प्रेरणा होती.
             (प्लेटो, हॉब्ज, रुसो)

        (५) घटनेच्या _____ ने अस्पृश्यता बंदी केली आहे.
             (कलम १४, कलम १६, कलम १७)

[TURN OVER

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f.c. NCC II

University- ATKT Oct 2017   5/10/17

QP Code : 05203

(2½ Hours)   [Total Marks : 75

N.B. : (1) All questions are **compulsory**.
    (2) Figures to the **right** indicates **full** marks.
    (3) Question No. **5** should attempt by Army, Navy and Air wing Cadets respectively.

1. (a) Fill in the blanks (any **eight**)   8
    (1) ------------ is the defence Minister of India.
    (2) Indian Military Academy is located at -------------.
    (3) The highest gallantry award in Indian Army is -----------.
    (4) ------------- and ----------- are the types of drill.
    (5) Effective range of 0.22 rifle is ---------- yard.
    (6) For application fifing ----------- target is used for 0.22 rifle.
    (7) LMG is stripped in ---------------- main parts.
    (8) The battle effective rang of 7.62 mm LMG on tripod is ---------- yard.
    (9) 7.62 SLR works on ------------.
    (10) Intense rate of fire of 5.56 mm INSAS is --------------- rounds per min.

    (b) State the following sentences are **True** or **False** (any **seven**)   7
    (1) While getting on parade with rifle, the rifle is carried at 'BagalShastr'.
    (2) The speed of marching in 'quick time' is 120 steps.
    (3) In 'BagalShastr' saluting is done by left hand.
    (4) 'Lying position' is the most confortable for firing.
    (5) The speed of marching in girls BN Is 120 steps per min.
    (6) 'Samman guard' for Prime Minister of India, the stregth of cade Is 150.
    (7) 'Piche Mur' Involves 190 degree turn.
    (8) 'Bharat Ratna' is the highest non gallantry award in the country.
    (9) 7.62 mm LMG can be stripped in 5 groups.
    (10) The Governers within their states is given Rashtriya Salute.

2. (a) Explain the various functions performed by NCC cadets during an Accident.   8
    (b) Discuss the various functions and duties of NCC cadets during and after disaster.   7
                OR
2. (a) Describe AVAN model of NCC.   8
    (b) Explain in deatail about civil defence organization.   7

3. (a) Discuss the role of NCC cadet in social welfare.   8
    (b) Explain the various civic responsibilities of citizen.   7
                OR
3. (a) Describe the various causes of HIV AIDS.   8
    (b) Discuss the various preventive measures of HIV AIDS.   7

[TURN OVER

QP Code : 05203

4. (a) Distinguish between Personal Hygiene and Public Sanitation. 8
   (b) Discuss about contagious disease and their preventive measures. 7

OR

4. (a) Explain in detail about Personal Hygiene. 8
   (b) Discuss the structure of human body. 7

5. Write short notes on any **three** of the following (only for **Army**):— 15
   (a) Prismatic compass
   (b) GPS (Global Positioning System)
   (c) Methods of judging system
   (d) Description of Ground
   (e) Indications of landmarks and targets.

OR

5. Write short notes on any **three** of the following (only for **Navy**):— 15
   (a) Types of Oars.
   (b) Boat pulling orders.
   (c) Streering of boat under oars.
   (d) Duties of various Communication Subdepartments.
   (e) Transmission of Message.

OR

5. Write short notes on any **three** of the following (only for **Air**):— 15
   (a) Types of Aircraft
   (b) History of Aeromodelling
   (c) Material used in Aeromodelling
   (d) Types of Aeromodels
   (e) Flying of Aeromodels.

(मराठी रूपांतर)

(२½ तास)   [एकूण गुण : ७५

सूचना : (१) सर्व प्रश्न अनिवार्य आहेत.

(२) प्रश्नासमोरील अंक त्या प्रश्नाचे **पूर्ण गुण** दर्शवितात.

(३) प्रश्न क्र. ५ आर्मी, नेव्ही आणि हवाई दलाच्या विद्यार्थ्यांनी आपआपल्या विभागानुसार सोडवावे.

[TURN OVER

3 Hours   Total Marks: 100

Please check whether you have got the right Question Paper

N.B: 1. Strictly avoid resorting to any unfair means during the examinations.
  2. Figures in brackets to the right indicate full marks allotted to the question.
  3. Working notes should form part of your answers.
  4. All six questions are compulsory, although, there are internal options in case of questions 2 to 6.
  5. Use of simple calculator is allowed.

Q.1 A Fill in the blanks with most appropriate words: (Any 10)   (10)

  1. Loading is a difference between _____ price and cost price.

  2. Limited companies are not permitted to maintain their Books of Accounts as per _____ Entry System.

  3. Gross Profit cannot be ascertained under _____ Entry System.

  4. Person who sends the goods on consignment is called as _____.

  5. Goods Sent On Consignment account is closed by transfer to _____ Account.

  6. _____ Branches do not maintains complete set of books of Accounts.

  7. _____ Branches are located in the same country as that of the head office.

  8. _____ Branches do not purchase goods on their own.

  9. Under Stock Debtors System, balance on branch expenses is transferred to _____ account.

  10. Goods saved from fire is called as _____.

  11. In case of Average Clause Insurance Claim = $\dfrac{\text{Amount of Policy}}{(\underline{\hspace{3cm}})}$ x Actual loss.

  12. Credit sales can be ascertained from _____ Account.

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

  1. Trial balance cannot be prepared under single entry system.

  2. Under Conversion Method, credit purchases are ascertained from Creditors Account.

  3. Collection from debtors is ascertained from Debtors Account.

  4. Profit on consignment belongs to the consignor.

  5. Consignee's account is debited when goods are sent on consignment.

  6. Account Sale is sent by consignor to the consignee.

(TURNOVER

7. Abnormal loss is credited to Branch Stock Account.

8. Loading in closing stock is debited to stock reserve account under stock debtors system.

9. Under stock debtors system, entries are made in branch stock account at invoice price.

10. Goods distributed as free samples should be credited to trading account.

11. Memorandum Trading Account is prepared to find out amount paid by creditors.

12. Valuation of stock is done at market value only.

Q.2 Following details were extracted from the information given by Mr.Amarnath for the year (15) ended 31st March, 2017.

a)
Cash and Bank Account

	Receipts	₹		Payments	₹
To	Balance b/d	7,000	By	Cash Purchases	30,000
To	Cash Sales	60,000	By	Creditors	120,000
To	Debtors	190,000	By	Bills payable	18,000
To	Bills Receivables A/c	15,000	By	Salaries	40,000
To	Miscellaneous Income	3,000	By	Printing and Stationery	25,000
To	Loan received	20,000	By	Telephone Expenses	8,000
			By	Sales Commission	14,000
			By	Laptop Purchased	30,000
			By	Balance c/d	10000
		295,000			295,000

b)

Particulars	Balance on 31-03-16 ₹	Balance on 31-03-17 ₹
Furniture	10000	10000
Laptop	-	30000
Cash & Bank Balance	7,000	10000
Stock	30000	20000
Debtors	40000	60000
Bills Receivables	5000	9000
Creditors	18000	22000
Bills payable	6000	14000

c) **Other details**

1 Provide Depreciation on Laptop at the rate 40% p.a.

   Laptop was purchased during the year on 1st December 2016

2 Bills Receivable dishonored during the year ₹ 400

(TURNOVER

You are required to prepare
i   Trading & Profit & Loss Account for the year ended 31st March 2017
ii Balance Sheet as on 31st March, 2017
iii Working Notes to substantiate your answers

OR

Q.2 Following information is given to you by Mr. Jagdish   (15)

Opening Statement of Affairs as on 1st April 2016

Liabilities	₹	Assets	₹
Capital	80,000	Machinery	28,000
		Closiing Stock	15,000
Creditors	10,000	Debtors	40,000
Bills Payable	2,000	Bills Receivable	3,000
		Cash and Bank	6,000
	92,000		92,000

Following Information was available from his Cash and Bank records

Particulars of Cash and Bank Transactions	₹
1 Received from Debtors	70,000
2 Paid to Creditors	30,000
3 Cash Purchases	8,000
4 Cash Sales	20,000
5 Salaries	18,000
6 Office Expenses	9,000
7 Commission Received	4,000
8 Machinery Purchased	24,000
9 Bills Receivable Matured and Received	10,000
10 Bills Payable Paid	7,000

Following additional Information was also available to you
a   Credit Purchases   45,000
b   Credit Sales   85,000
c   Depreciation to be Charged on Machinery at the rate of   10% p.a.
d   Machinery purchased during the year was purchased on 1st October, 2016
e   Bills Receivable Drawn   15,000
f   Bills Payable Accepted   9,000
g   Closing Stock   12000

(TURNOVER

Prepare

i   Trading and Profit & Loss Account for the year ended 31st March, 2017.
ii Balance Sheet as on 31st March 2017
iii Working Notes to substantiate your answer.

Q.3 Following information is given to you from the books of Anupam Cloth Emporium for (15)
its branch at Aurangabad for the financial year 2016-17. The head office invoices goods
to the Branch at 25 % on Invoice Price. The branch transfers cash daily to the Head
Office.

You are required to prepare Aurangabad Branch A/c in the books of Anupam Cloth
Emporium. Also show Branch Debtors Account and Branch Petty Cash Account

Particulars	₹
Balance as on 1-4-2016	
- Branch Debtors	60,000
- Stock at Invoice price	1,20,000
- Cash	6,000
Balance as on 31-3-2017	
- Branch Debtors	?
- Cash	?
- Stock at Invoice Price	1,32,000
Transactions during 2016-17	
Goods sent by H.O. at Invoice Price	4,50,000
Credit Sales	2,50,000
Cash Sales	1,70,000
Cash received from debtors	2,40,000
Discount allowed	9,000
Bad debts	6,000
Goods returned by debtors	3,000
Goods returned by Branch to H.O (Invoice Price)	36,000
Cheques received from HO for Branch Exp.	
- Salary	24,000
- Advertising	8,000
-Rent and Taxes	5,000
- Petty Cash	6,000
Actual Petty Cash Expenses incurred by the Branch	7000

(TURNOVER

OR

Q.3 Bharat Enterprises of Pune has a branch at Kolkata. Following information is obtained   (15) from the branch for the year 2016-17

Particulars	1-4-2016 ₹	31-3-2017 ₹
Balance as on		
Cash	18,000	10,500
Stocks	80,000	88,000
Debtors	24,000	28,000
Furniture	6,000	5,600
Transactions during the year		
Goods received from Pune	2,00,000	
Sales on Credit	80,000	
Sales for Cash	1,40,000	
Goods Returned by customers	3,000	
Goods Returned to Pune	6,000	
Expenses paid at Branch		
- Salaries	6,000	
- Rent and Taxes	2,000	
- Printing and Stationery	1,000	
Discount allowed	2,000	

Prepare necessary accounts for the branch under Stock and Debtor Method in Pune Office Books using Stock and Debtors Method of Branch Accounting.

Q.4 On 1st January, 2016, Hind Cycles Ltd. of Pune consigned 500 bicycles costing ₹ 300   (15) each to Patil & Co. of Satara. The proforma invoice was made at ₹ 400 each. The consigner incurred ₹ 10,000 for freight and insurance.

Hind Cycles Ltd. received a bank draft for ₹ 50,000 from Patil & Co. of Satara as an advance. Patil & Co. of Satara was allowed a commission of 10% on sales and they paid godown rent ₹ 3000 and advertisement expenses ₹ 2000.

Patil & Co. of Satara sold 450 cycles at ₹ 500 each. The balance amount was remitted by bank draft.

Hind Cycle Ltd. closes its books 31st December every year.

Prepare Consignment Account, Consignee's Account and Goods sent on Consignment Account in the books of Hind Cycles Ltd.

OR

(TURNOVER

Q.4 Mr. Ajay of Ahmedabad sent on consignment 100 sewing machines costing ₹ 200 (15)
each to Mr. Bhavesh of Baroda. The consigner paid ₹ 1000 for freight and insurance.
Mr. Bhavesh spent ₹ 500 for godown rent. At the end of the year 10 machines were
unsold lying as stock with Mr. Bhavesh.
The consignee sold 90 sewing machines @ ₹ 250 per machine.
Mr. Bhavesh remitted the sales proceeds after deducting expenses and his commission
@ 5% of goods sold.
Prepare Consignment Account, Consignee's Account and Goods sent on Consignment
Account in the books of Ajay of Ahmedabad.

Q.5 M/S. Firezone Limited closed their books every year on 31st March. On 28th February, (15)
2017 their premises and stock were destroyed by fire. From the books of accounts and
other records the following information is obtained.

PARTICULARS	2014 ₹	2015 ₹	2016 ₹	1-1-17 to 28-2-2017 ₹
Opening stock	90,300	1,08,000	1,20,000	1,23,000
Purchases less Returns	2,24,700	2,40,000	2,43,000	18,000
Sales less Returns	3,60,000	3,96,000	4,20,000	36,000
Wages	52,200	57,000	62,532	6,000

They have taken a fire insurance policy of ₹ 1,05,000 and there is average clause in the
policy. The salvaged goods amounted to ₹ 17,000.
Find out the amount of claim to be submitted to the insurance company.

OR

Q.5 A fire occurred in the godown of M/S Fireworks Ltd on 28th March, 2017; destroying (15)
the major part of stock. The books and the records were salvaged from which the
following particulars were ascertained:

Particulars	₹
Sales for the year 2016	3,00,000
Sales for the period 1.1.2017 to 28.3.2017	90,000
Purchases for the year , 2016	2,90,000
Purchases for the period 1.1.2017 to 28.3.2017	37,500
Stock on 1.1.2016	1,00,000
Stock on 31.12.2016	1,15,000
Wages	20,000
Free Samples distributed at cost	20,000

(TURNOVER

7

The Company has been following the practice of valuing the Stock of goods at actual cost plus 10 %. Included in the Purchases of 2016 were Purchases of Machinery costing ₹ 50, 000. Subject to these, the rate of Gross Profit on the basis of valuation of Stock was uniform. Salvage was ₹ 15,000 and Sum Assured was ₹ 80,000. Ignore the depreciation on Machinery. You are required to ascertain the Amount of claim for the loss of Stock.

Q.6 A. What is Single Entry System? Explain the advantages and limitations of the Single Entry System? (10)

B. What is branch? Describe various Accounting Methods of Branch Accounting? (10)

OR

Q.6 Write Short note on (Any Four) (20)

1. Distinguish between Consignment and Sale.
2. Different types of Consignment Commission.
3. Branch Adjustment Account.
4. Dependent Branch.
5. Treatment of Abnormal Goods in case of Fire Insurance.
6. Difference between Branch and Department.

(TURNOVER

COMMERCE - II

Q.P. Code :04936

[Time: 3 Hours]   [Marks:100]

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Answer to each question must begin on a new page.

Q.1 A) Fill in the blanks with the appropriate option given in the bracket: (Any 10)   **10**

1) The service sector provides revenue to the government by way of ....
(Service tax/ Excise duty/ Custom duty)
2) Following is an example of service .... (Communication/ television set/ refrigerator)
3) ...... is one of the marketing mix elements for services. (People/ preference/ potential)
4) ...... is an example of physical evidence in services(room ambience/ staff dress/ both)
5) LPO stands for .... (Legal Process Outsourcing/ Legal Process Outcome/ Legal Payment Outcome)
6) ATM stands for .... (Automatic time money/ automated teller machine/ automatic teller money)
7) BPO stands for .... (Business Payment Outlet/ Business Process Outcome/ Business Process Outsourcing)
8) B2C transaction stands for ....(business to community/ business to consumer/ business to commodity)
9) In .... card, the amount gets deducted from the bank balance of the customer.(debit/ credit/ railway)
10) E-commerce facilitates interaction between the customer and the organizations via ....
(internet/ store/ bank)
11) .... number of consumers can be reached with the help of E-commerce. (few/ some/ large)
12) .... is one of the element of Mall management.
(Ambience/ Foreign Direct Investment/ International Policy)

Q.1 B) State whether the following statements are true of false: (any 10)   **10**

1) Banks come under the scope of service.
2) Education and tourism are not the example of services.
3) When customer expectations are not met, customer feels dissatisfied.
4) The store should be easily accessible to the customers.
5) Vegetable vendors on the footpath are an example of organized retailing.
6) Foreign direct investment in retail is not helpful at all.
7) Traffic management in a mall is concerned with the management of traffic inside the mall.
8) BPO is a contract whereby firm transfers its processes to a third party for a consideration.
9) Logistics delays the delivery of goods to the consumers.
10) B2C transactions reduces distribution cost.
11) Organizations do not face any internal problems for transition to ecommerce.
12) E-commerce enables firms to reach only at local level.

Q.2 A) Define services. Explain its characteristics.   **08**
B) What are the challenges faced by the service sector in the Indian context?   **07**

OR

C) Explain the importance of service sector in the Indian context.   **08**
D) Describe the states involved in the new service development cycle.   **07**

P.T.O

1

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Q.3 A) Distinguish between organized retailing and unorganized retailing. 08
    B) Describe the challenges of retailing in India. 07

OR

    C) Explain the different store formats operating in India. 08
    D) Write a note on careers in retailing. 07

Q.4 A) What is knowledge Process Outsourcing? Discuss its limitations. 08
    B) What are the advantages and limitations of Internet Banking? 07

OR

    C) Explain the advantages and disadvantages of Enterprise Resource Planning System. 08
    D) What are the various elements of logistics network? 07

Q.5 A) What is E-commerce? Explain its key functions. 08
    B) Elaborate on the scope of E-commerce in India. 07

OR

    C) Explain the advantages and limitations of E-commerce. 08
    D) Write a note on Business-to-Business (B2B) transactions. 07

Q.6 A) Explain the impact of FDI on banking and insurance sector in India. 10
    B) Discuss various strategies for managing capacity and demand in the service industry. 10

OR

Q.6   Write short notes on: **(Any 4)** 20
    a) C2C
    b) FDI in retailing
    c) Non-store formats
    d) ATM
    e) Classification of Services
    f) Retail Franchising

Q.P. Code : 04845

[Time: 3 Hours]

[Marks:100]

Please check whether you have got the right question paper.

N.B:
1. **All** questions are **compulsory.**
2. **All** questions have **internal choice.**
3. **Draw** neat **diagrams** wherever **necessary.**
4. **Use** of simple **calculator** is **permitted.**
5. **Figures** to the **right** indicate **full** marks.

1. **(A)** Select the best answer from the given options and rewrite the statement. Any Ten.   10

(i) Perfectly competitive firms are described as_____.
(a) price makers
(b) price takers
(c) price producers
(d) price givers

(ii) The zero profit point will occur where_____.
(a) MC = P
(b) MC = MU
(c) AC = P
(d) MR = MP

(iii) Under imperfect competition producers face ____demand curve for their products.
(a) a horizontal
(b) an upward sloping
(c) a downward sloping
(d) a vertical

(iv) Cartels are_____.
(a) organization of independent firms, producing similar products, that work together to raise prices and restrict output
(b) usually illegal
(c) oligopolies
(d) all of the above

(v) A monopolistically competitive firm earns supernormal profits in the short run because of_____
(a) product differentiation
(b) free entry and exit of firms
(c) perfect knowledge
(d) interdependent decision making

(vi) A firm in monopolistic competition_____.
(a) considers reactions of rival firms
(b) colludes with others
(c) has market sharing agreements
(d) decides its own price.

(vii) Marginal cost pricing can be adopted by_____
(a) a private monopoly firm
(b) a public sector monopoly
(c) both (a) and (b)
(d) none of the above

[Turn Over]

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(viii) Transfer pricing has gained significant importance with the growth of_____.
    (a) multinationals   (b) less developed countries
    (c) mergers   (d) none of the above

(ix) _____is an advantage of mark-up pricing.
    (a) cost recovery   (b) assured profit
    (c) both a and b   (d) none of the above

(x) Capital expenditure decisions are irreversible because_____.
    (a) of absence of second hand markets
    (b) fluctuation in rate of interest
    (c) profit of capital assets is difficult to estimate
    (d) none of the above

(xi) Payback period method focusses on_____.
    (a) rate of profit   (b) rate of interest
    (c) innovation   (d) none of the above

(xii) A project is profitable if its NPV is_____.
    (a) positive   (b) negative
    (c) zero   (d) all of the above

1. (B) **State whether the following statements are True or False. Any Ten**   10
  (i) Under perfect competition goods are homogeneous.
  (ii) A monopolist is in equilibrium at that level of output where MC = MR.
  (iii) Under monopoly AR and MR curves are identical and horizontal straight lines.
  (iv) A monopolistically competitive firm produces with excess capacity.
  (v) Under monopolistic competition goods have no close substitutes.
  (vi) A cartel operates on the basis of an agreement on price and output among producers.
  (vii) Public sector units often charge prices equal to their marginal cost.
  (viii) Price discrimination is always possible and profitable.
  (ix) Cost plus pricing is also known as mark-up pricing.
  (x) Payback period method favours long term projects.
  (xi) According to the IRR method a project is accepted if IRR> market rate of interest
  (xii) NPV is based on the principle of discounting.

2. Attempt A and B OR C and D
(A) Discuss the features of perfect competition.   8
(B) Explain equilibrium of a firm in monopoly in the long run.   7
OR
(C) Define monopoly. Explain the sources of monopoly power.   8
(D) Read the following paragraph and answer the questions below: 7
There are many farmers who grow basmati rice in India. No single farmer is large enough to influence the price of basmati rice in the market. The quality of basmati rice is fairly homogeneous. Farmers are free to decide whether they want to produce basmati rice or any other crop.

[Turn Over]

(i)   Name the market structure being described in the paragraph above.
(ii) Examine the characteristic features of the market identified by you in question(i)

3.   Attempt **A and B OR C and D**
(A)   Examine the equilibrium of a firm in monopolistic competition in the short run.   8
(B)   Explain the kinked demand curve model.   7

OR

(C)   Discuss the various forms of product differentiation and its effects on the demand curve.   8
(D)   Read the following paragraph and answer the questions below: 7
      A car manufacturer is aware of his rivalry with other few car manufacturers in the market.
      Like the other car manufacturers he undertakes vigorous advertising campaigns to
      convince potential buyers of the superior quality and style of his cars. He reacts very
      quickly to claims of superiority by rivals. But he avoids cutting price as that would finally
      lead to losses for all concerned.
      i)   Name the market structure being described in the paragraph above.
      ii)   Describe the characteristic features of the market identified by you in question (i)

4.   Attempt A and B OR C and D
(A)   Discuss the conditions under which price discrimination is possible.   8
(B)   Explain the multiple product pricing method.   7

OR

(C)   Examine marginal cost pricing as a pricing method for public sector firms. Explain using a   8
      diagram.
(D)   (i) Explain the merits and demerits of full cost pricing.   7
      (ii) Assuming a desired mark-up of 15%, if average variable cost is ₹ 55/- and the average
      fixed cost is ₹ 15/-, calculate the full cost price of product C of firm Cracker.

5.   Attempt A and B OR C and D
(A)   Explain the meaning and significance of capital budgeting.   8
(B)   Examine the Net Present Value method of project evaluation.   7

OR

(C)   Discuss the Internal Rate of Return (IRR) method of investment appraisal.   8
(D)   The following table shows four projects with their initial investments and annual cash   7
      inflows. Calculate the payback period for each project and rank them.

Project	Initial investment(₹)	Annual cash inflow(₹)
A	1,20,000	30,000
B	80,000	16,000
C	60,000	30,000
D	40,000	40,000

[Turn Over]

6. Attempt A and B OR Write short notes on **any four:**-
   (A) Analyze short run equilibrium of firms under perfect competition with differential costs.   10
   (B) Discuss in detail the arguments for and against advertising.   10

OR

6.   Write short notes :**Any Four**   20
   (i) Shut-down point
   (ii) Excess capacity
   (iii) Cartels
   (iv) Degrees of price discrimination
   (v) Transfer pricing
   (vi) Steps in capital budgeting

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09/10/17

Eco

Business Communication Q.P. Code :03754 FYBCom.

II Sem II

[Time: Three Hours]   [Marks:100]

Please check whether you have got the right question paper.

N.B: 1.   All questions are compulsory.
         2.   Figures to the right indicate full marks.

Q.1 A)   Explain the terms in 2-3 sentences (any 5)   10
         1.   Agenda
         2.   Exit Interview
         3.   Notice of a meeting
         4.   Webinar
         5.   Crisis Management
         6.   Resolution
         7.   House organ
         8.   Committee

     B)   Match the following: 05

                A   B
         1.   Sales letter   a) held while leaving the organization.
         2.   RTI   b) helps to maintain group dynamics
         3.   External PR   c) AIDA
         4.   Exit interview   d) Press Release
         5.   Team work   e) Public Information Officer.

Q.2   Write short notes on (any 4)   20
         1.   Interviewer's preparation for selection interview.
         2.   Role of the chairperson in a meeting
         3.   Grievance interview
         4.   Group Discussion
         5.   Advantages of meetings
         6.   WASP as an interviewing technique

Q.   Answer the following questions (any2)   20

         1.   What is a conference? Explain the different types of conferences.
         2.   Define Public Relations. Discuss the methods adopted for improving internal Public Relations.
         3.   What are the advantages and disadvantages of a committee?

Q.4   Attempt the following letters (any 4):   20
         1.   Draft a letter of inquiry, asking for details of office furniture that you require for your new office.
         2.   You had placed an order for 100 raincoats to be delivered to your shop by the first week of May. You
              received the consignment in the first week of June. Draft a letter of complaint and ask for a suitable
              compensation.
         3.   Draft a sales letter for any 1 of the following:
              i)   Fruit ice-cream
              ii) Sun glasses

                                                                                    (P.T.O)

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4. You had booked a flat with a builder who had promised possession in two years. Even after five years you have neither received the possession of the flat nor a refund, despite several reminders in writing. Draft a letter to the Consumer Grievance Cell requesting them to help you in getting redressal.

5. Your housing society has been receiving municipal water for only 2 hours daily for the last 3 months. Draft an RTI application to the municipal corporation of your ward, asking reasons for the same.

Q.5 The workers of XYZ company have gone on a strike. As the chairperson of the committee appointed to investigate the causes of the strike, draft your report and suggest measures to improve the situation.   10

OR

Draft a proposal from a caterer for supplying lunch and snacks for your office staff on a regular basis.

Q.6 Draft the notice and agenda for the 10th Annual General Meeting of J.K. Foods Ltd. Also draft resolutions for the   10 following:
     i)   Reappointment of auditors
     ii)   Appointment of bankers.

Q.7 Summarize the following passage: 05

There is a big difference between playing to win and playing not to lose. When we play to win, we play with enthusiasm and commitment, whereas when we play not to lose we are playing from a position of weakness. When we play not to lose, we are playing to avoid failure. We all want to win, but very few are prepared to pay the price to prepare to win. Winners condition and commit themselves to winning. Playing to win comes out of inspiration, whereas playing not to lose comes out of desperation. There are no ideal circumstances. There will never be. To reach any where we cannot just drift, or lie at anchor. We need to sometimes sail with the wind and sometimes against it, but sail we must.

Ask any coach or athlete what the difference between the best and the worst team is. There would be very little difference in their physique, talent and ability. The biggest difference you will find is the emotional difference. The winning team has dedication and they make the extra effort.

[Time: 3 Hours]   [Marks:100]

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory.
2. Draw diagram /maps wherever necessary
3. Figures to the right indicate marks allotted to the question.
4. Attach the map to your answer paper.

Q.1A On the outline map of Mumbai supplied to you, mark and name the following.   10
a) A hill
b) Mithi river
c) A dumping ground
d) A pilgrim centre
e) An archaeological site
f) A sinking area
g) Juhu beach
h) A site of noise pollution due to air transportation
i) National park
j) A creek

B On the outline map of Konkan supplied to you, mark and name the following: 10
a) Sindhudurg district
b) A bird sanctuary
c) Thane creek
d) A hydel power station in Raigad district
e) Thal ghat
f) A fort in Raigad district
g) A hill station in Sindhudurg district
h) A flood prone area in Raigad district
i) A pilgrim centre in Ratnagiri district
j) A beach in Sindhudurg district

Q.2 A Define waste? Give a classification of solid waste?   10
B What is waste management? Explain methods used for effective solid waste management?   10
OR
A Discuss the different sources of solid waste?   10
B Explain various initiatives taken by local bodies for solid waste management?   10

1

278B0252E615E99118313F1276D686D8 ,

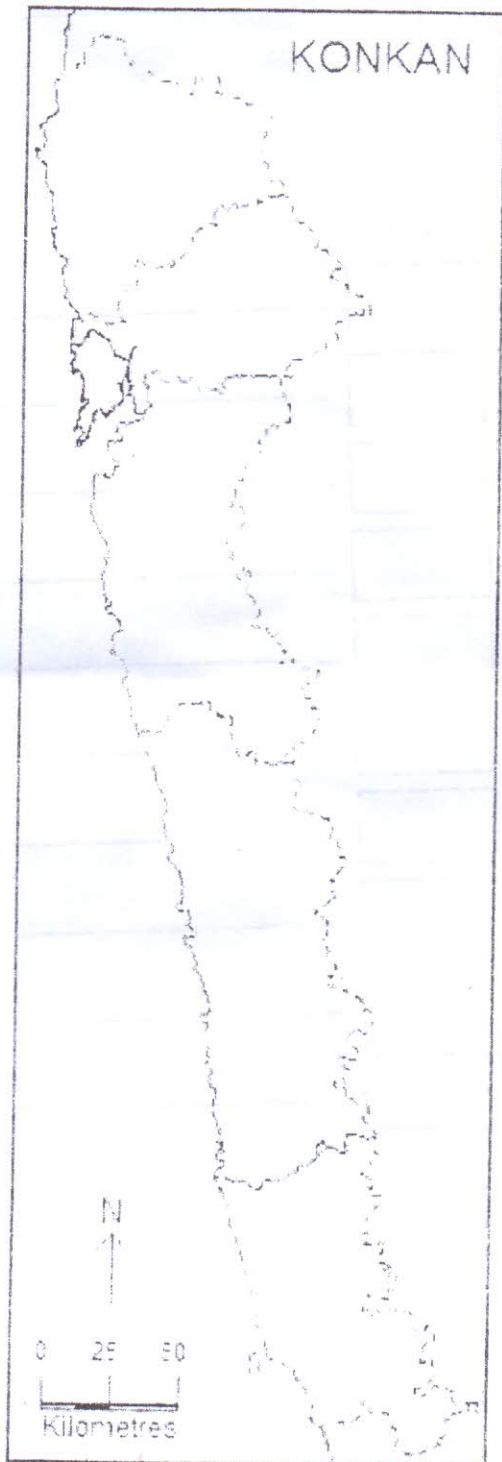Q.3 A Explain the causes and effects of hunger?   10
     B Write an essay on sustainable agriculture.   10

                                              OR

     A Write a detailed note on green business?   10
     B What are the environmental problems associated with industries?   10

Q.4 A Discuss in detail the various types of tourism?   10
     B Elaborate on the positive and negative impact of tourism on the economy.   10

                                              OR

     A Discus tourism potential in India?   10
     B Describe eco-tourism in India?   10

Q.5 A How is GIS technology applicable in environmental management?   10
     B What is environmental impact assessment (EIA) and describe the steps involved in EIA?   10

                                              OR

Q.5 A Discuss the 'Save Narmada Movement' in detail?   10
     B Write notes on the following.   10
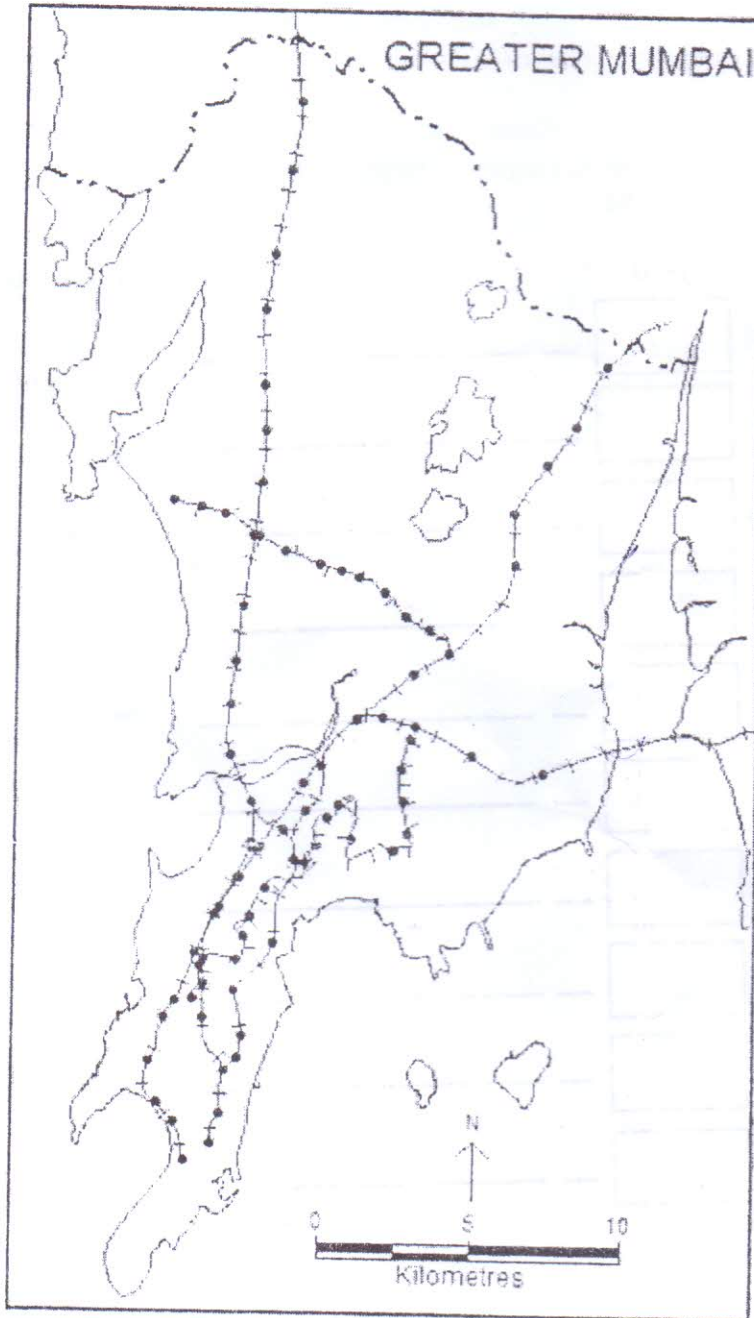   A)ISO 14000
        B) Carbon credit

                                        * * * * *

2

Que. 01 B   Seat Number _____   Sign of invigilator _____

KONKAN

Legend -

a) [ ] —— _____

b) [ ] —— _____

c) [ ] —— _____

d) [ ] —— _____

e) [ ] —— _____

f) [ ] —— _____

g) [ ] —— _____

n) [ ] —— _____

i) [ ] —— _____

j) [ ] —— _____

N
↑

0   25   50
Kilometres

4

Que. 01. A :   Seat Number _____   Sign of Invigilator _____

GREATER MUMBAI

Legend -

a) ☐ _____
b) ☐ _____
c) ☐ _____
d) ☐ _____
e) ☐ _____
f) ☐ _____
g) ☐ _____
h) ☐ _____
i) ☐ _____
j) ☐ _____

N
S
0   10
Kilometres

3

N.B. : (1) **All** questions are **compulsory.**
(2) **Figures** to the **right** indicate **full** marks.
(3) Use of **simple non-programmable calculator** is **allowed.**
(4) **Graph papers** will be provided on **request.**

Section - I

1. Attempt **Any Four** of the following:

    (a) Find the derivatives $\dfrac{dy}{dx}$ of the following -   5

       (i) $y = (e^x + 2)(2x^2 + x + 4)$ (ii) $y = \dfrac{e^x + 2^x}{x^2 + 1}$

    (b) The cost of manufacturing x items of a product is given by c = $2x^2$ + 3x + 10. Find the total cost, average cost and the marginal cost if 10 items are manufactured.   5

    (c) If the demand function is given by D = 15 - 4p - p^2, where D = demand and p = price. Find elasticity of demand when p = 2   5

    (d) Find the output at which profit is maximum and the maximum profit if, the total cost functions are given by R = 260 - $3x^2$ and C = 500 + 20x .   5

    (e) If MR is Rs. 25 and elasticity of demand w. r. t. price is 2. Find AR.   5

2. Attempt **Any Four** of the following:

    (a) The simple interest at 20% p.a. on a certain some of money for 4 years is Rs. 25,600. Find the compound interest on the sum at the same rate for the same period.   5

    (b) The difference between simple interest and compound interest on a sum for 4 years at 10% p.a. is Rs. 1025.60 . Find the principle amount.   5

    (c) Find the number of years for which on annuity of Rs. 10,000 is paid at end of each year, if its accumulated amount works out to be Rs. 53,680 with interest compounded at 20% p.a.   5

    (d) For an immediate annuity to be paid for 4 years with interest compounded at 9% p.a. the present value is Rs. 10,000. Find the annuity payment for each year.   5

    (e) A person has to pay Rs. 40,000 at the end of 2 years and another Rs. 20,000 at the end of 4 years from now. If he decideds to settle the payment now, what will he have to pay presently in lieu of the above payments, if the interest is compounded at 10% p.a. ?   5

[TURN OVER]

Section - II

3. Attempt **Any Four** of the following:

   (a) Find Pearson's coefficient of correlation for the following data :-   **5**

Marks in English	1	2	3	4	5	6	7
Marks in Economics	2.8	4.3	5.2	6.5	6.9	7.8	9

   (b) For a bivariate distribution, $\bar{x} = 25.3$, $\bar{y} = 152.4$, standard deviation of x = 1.8, standard deviation of y = 5.7 and the coefficient of correlation r = 0.82. Find the regression euation of x on y and estimate x when y = 156.9 .   **5**

   (c) Calculate spearman's rank correlation coefficient for the following data :-   **5**

x	56	37	65	60	54	51	70
y	50	42	55	48	51	53	47

   (d) Given the two regression equations as 4x - y - 23 = 0 and 3x - 2y + 4 = 0. Find

       (i) the mean values of x and y   (ii) the coefficient of correlation.   **5**

   (e) Describe the use of scatter diagram for ascertaining correlation between two variables.   **5**

4. Attempt **Any Four** of the following:

   (a) Fit the linear trend by the method of least squares for the following data and estimate the trend for the year 2015.   **5**

Year :	2007	2008	2009	2010	2011	2012	2013
Expenditure : in '000 Rs.	80	90	92	83	94	99	92

   (b) From the following data calculate Marshelt Edgeworth's Price Index Numbers   **5**

Commodity	Base Year		Current Year	
	Price	Quality	Price	Quality
A	12	25	18	30
B	10	20	15	30
C	8	15	10	20

   (c) Find 4 yearly moving averages :   **5**

Year	2003	2004	2005	2006	2007	2008	2009	2010
Sales in '000 Rs.	110	104	78	105	109	120	115	110

[TURN OVER]

(d) Construct index number number using family budget method for the following data :- 5

Commodity	Base Year Price	Current Year Price	Weights
A	15.50	18.75	30
B	10.75	12.25	15
C	6.00	7.50	40
D	9.25	11.00	15

(e) What is a time series ? Describe the various components of a time series.   5

5. Attempt **Any Four** of the following:

(a) A Help-line claims that 90% of their customers are given help. If 10 customers are selected at random, find probability that out of them, the numbers of customers helped is (i) exactly 6   (ii) more than 8   5

(b) The average number of phone calls per minute in acall centre is 4. Find the probability that during a specific minute, the number of cells is (i) Only 1   (ii) at least 2 (Green e^{-4} = 0.0183)   5

(c) The average selling price of housses in a city is Rs. 5,00,000 with a standard deviation of Rs. 1,00,000. Assuming the distribution to be normal, find (i) The percentage of houses that sell for more than Rs. 5,00,000   (ii) The percentage of houses selling between Rs. 4,00,000 and 6,00,000.   5

(Given that for a standard normal variable Z, the area between Z = 0 and Z = 1 is 0.3413)

(d) If mean and variance of a Binomial distribution are 4 and 2 respectively, find probability that number of successes is (i) Only 3   (ii) at least 7   5

(e) Write the probability density function of Normal distribution and state the important properties of the Normal curve.   5