<table>
<thead>
<tr>
<th>Transaction</th>
<th>Amount (KWD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchased furniture from K Bros</td>
<td>2000</td>
</tr>
<tr>
<td>Purchased goods for cash from X</td>
<td>280</td>
</tr>
<tr>
<td>Paid rent in advance</td>
<td>100</td>
</tr>
<tr>
<td>Started business with cash</td>
<td>3000</td>
</tr>
<tr>
<td>Sold goods for cash</td>
<td>60</td>
</tr>
<tr>
<td>Bought Xerox-copier for personal use</td>
<td>3000</td>
</tr>
<tr>
<td>Cost of goods</td>
<td>9.740</td>
</tr>
<tr>
<td></td>
<td>8.180</td>
</tr>
<tr>
<td></td>
<td>6.4</td>
</tr>
<tr>
<td></td>
<td>2.40</td>
</tr>
<tr>
<td>(a)</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>87.076</td>
</tr>
</tbody>
</table>

**Compulsory Question (3 marks)**

1. Write a note on Real Accounts. Give suitable examples.

**Optional Question (6 marks)**

2. Show the effect of these transactions on assets, liabilities and capital through accounting equation.

**Note:** All questions carry equal marks. Note: Attempt five questions in all. Question No. 1 is compulsory. All questions carry equal marks.
1. Calc. not been deducted to Bad Debts account.

2. (a) Dr. to 400 was made in this Receivable book
(b) 400 was received from Ramy for which an
in Sales Book as 400.
(c) Goods purchased from Shree 400 were recorded
in Sales return account.
(d) 875, the total of the purchase return book has been
posted to the depth of sales return account.

3. A book-keeper finds a difference of 8.728 (excess Credit)

4. What is the difference in Accounting Concepts and
acconting Conventions ? Explain the main accounting
conventions used preparation of accounts ?

5. Explain important features of Receipt and Payment
recieved from his estate.

6. Only 40% bills in a invoice could be
immediately.

7. Bought goods from Kamil for 3000. He
(d) Make Journal entries :
Reserve for Doubtful Debts
Loan from Mrs. Ranj (01.07.2013)
Capital
Drawings
(additions on 01.10.2014)
Plant and Machinery
(20.04.2014)
Plant and Machinery
Stock on 01.04.2014
Prepayments
Posseque and Telephone
Provision (Overdraft
Sales
Sundry Creditors
Rent, Rates and Taxes
Plant and Machinery
Repair Invades
Furniture & Fixtures
Sundry Debtors
Carriage Outwards
Freight & Duty
Trade Expenses

Amoun

Particulars

Making necessary adjustments:
March, 2015 and a Balance Sheet as on that date after
a Trading and Profit & Loss AC for the year ended 31st
From the following ledger balances of Mr. Ramesh, prepare

4. Goods returned to Ramesh £ 2,600 was incorrectly
recorded in Ramen Owned Book but posted to his
Account as £ 200.

5. A sum of £ 3,000 written off as a depreciation on Machinery
was not posted to Machinery Account.

6. A sum of £ 2,100 shown by ex-employee and deducted from
Account as £ 260.

7. A sum of £ 2,710 shown by ex-employee and deducted
from Account as £ 1,800.

8. A sum of £ 500 written off as a depreciation on Machinery.

9. A sum of £ 2,100 shown by ex-employee and deducted.
<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>31/03/2015</td>
<td>Company admitted claim of £4,000.</td>
<td></td>
</tr>
<tr>
<td>30/06/2000</td>
<td>Stock value £5,000 was destroyed. Insurance</td>
<td></td>
</tr>
<tr>
<td>30/06/2000</td>
<td>A fire occurred in the godown on 30th March, 2015</td>
<td></td>
</tr>
<tr>
<td>15/06/2000</td>
<td>Interest on loan is unpaid.</td>
<td></td>
</tr>
<tr>
<td>15/06/2000</td>
<td>Insurance prepaid was £100.</td>
<td></td>
</tr>
<tr>
<td>08/06/2000</td>
<td>Punitive and punitive and 20% p.a. on Plan and</td>
<td></td>
</tr>
<tr>
<td>02/06/2000</td>
<td>Debts is to be maintained at 5%.</td>
<td></td>
</tr>
<tr>
<td>31/03/2015</td>
<td>Where £600 as good debt. Provision for doubtful</td>
<td></td>
</tr>
<tr>
<td>31/03/2015</td>
<td>Stock on 31st March, 2015 was valued at £14,000.</td>
<td></td>
</tr>
</tbody>
</table>

**Adjustments:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>20/06/2000</td>
<td>Cash at Bank</td>
<td>20,500</td>
</tr>
<tr>
<td>02/06/2000</td>
<td>Cash-in-hand</td>
<td>6,200</td>
</tr>
<tr>
<td>30/06/2000</td>
<td>Salaries and Wages</td>
<td>21,300</td>
</tr>
<tr>
<td>00/06/2000</td>
<td>Insurance Charges</td>
<td>700</td>
</tr>
<tr>
<td>00/06/2000</td>
<td>Rent from Premises Super</td>
<td>1,600</td>
</tr>
</tbody>
</table>
Working notes:
Recognize and record in the books of Mr. X. Give proper account for goods sold in Transcript, 100 cases at $1.90 each. A new machine was purchased on 1st April, 2013 and sold on 31st March every year.

1. Which is Capital Expenditure? Give four examples of items that would be recorded under this category.

2. Which is Accountant? What are its main objectives? How it is useful to the organization?
### Receipts

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>31.03.2013</td>
<td>Cash in hand (01-04-2013)</td>
</tr>
<tr>
<td>7,130</td>
<td>To Doctors' Honorarium</td>
</tr>
<tr>
<td>0.00</td>
<td>By Doctors Honorarium</td>
</tr>
<tr>
<td>9,000</td>
<td>By Medicines</td>
</tr>
<tr>
<td>30.590</td>
<td>By Medicines</td>
</tr>
<tr>
<td>87,076</td>
<td>Payments</td>
</tr>
<tr>
<td>10.450</td>
<td>To Proceeds from Charity</td>
</tr>
<tr>
<td>0.00</td>
<td>Show</td>
</tr>
<tr>
<td>7,000</td>
<td>To Interest on Investments</td>
</tr>
<tr>
<td>6.7%</td>
<td>For full year</td>
</tr>
<tr>
<td>14,506</td>
<td>To Donations</td>
</tr>
<tr>
<td>47.996</td>
<td>To Subscriptions</td>
</tr>
<tr>
<td>7.130</td>
<td>To Cash in hand (01-04-2013)</td>
</tr>
</tbody>
</table>

### Additional Information

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>87.076</td>
<td>By Cash in hand (31.03.2013)</td>
</tr>
<tr>
<td>3,775</td>
<td>By Expenses on Charity Show</td>
</tr>
<tr>
<td>750</td>
<td>By Equipment</td>
</tr>
<tr>
<td>15,000</td>
<td>By Petty Expenses</td>
</tr>
<tr>
<td>461</td>
<td>BY Salaries</td>
</tr>
<tr>
<td>27,500</td>
<td></td>
</tr>
</tbody>
</table>
1. Compulsory Question (Arabic Only)

2. Explain the components of a digital computer. Explain the working of each component.

3. (a) What are the basic requirements of networking?
(b) What is the hardware requirement of networking?
(c) What is the software requirement of networking?
(d) What are the components of a digital computer?
(e) What are the characteristics of computers?
(f) What are the characteristics of digital computers?

Note: Attempt all questions in all Question No. 1 is compulsory. All questions carry equal marks.

Time: Three Hours

Maximum Marks: 80

COMPANY APPLICATIONS IN BUSINESS

12004

ROLL NO. ..........................................

TOTAL PAGES: 3
3. Explain various memory devices used with computers.

4. What are the different types of Computer Languages available? Explain in detail.

5. What is an Operating System? Explain different types of Operating Systems.

6. Write in detail about the features of word processors.


8. What do you mean by Networking? What are the different topologies of networking? Explain.

9. Explain the following:
   (a) Database Management Software
   (b) Open Source Software
   (c) Internet
   (d) Hardware
   (e) Operating System
1. Computer Question (20 marks)

I. Explain the term clock of Circuit.

II. Write two applications of counter.

III. Write two differences between magnetic tape and magnetic disk storage.

IV. What is Optical Mark Reader (OMR)?

V. Explain the term source software.

VI. What is open source software? Explain. (4×5=20)

II. Attempt five questions in all. Question No. 1 is compulsory.

Maximum Marks: 80

Time: Three Hours

Paper-BC (VOC) 105
AND LOGICAL ORGANIZATION
COMPUTER FUNDAMENTAL

B.C.E.D.-I

Total Pages: 3
1. What is an operating system? Explain different types of operating systems.

2. What are the different types of computer languages?

3. What do you mean by I/O controllers? Explain functionally.

4. (a) Explain the function of DIP (DIP switch) in detail.

5. (a) Explain the working of flash memory.

6. (a) Differentiate between EPROM and EEPROM.

7. Explain any four input devices.

8. Write in detail about linkers, loaders, and translators.

9. Write short note on the following:

   (a) Multiprocessing
   (b) Multiprogramming
   (c) Addressing modes

10. Write in detail about the following:

    (a) Memory management
    (b) Virtual memory
    (c) Conversion of decimal to binary, etc.
1. Compulsory Question (10 marks)

I am not fluent in English, but I will try my best to answer the questions.

Note: Attempt five questions in all. Question No. 1 is compulsory.

Maximum Marks: 80

Paper: BC-106
AND PC SOFTWARE-1
COMPUTER APPLICATION AND DATA PROCESSING
BCE/D-17

Roll No. .................................................. Total Pages: 3

3. Define file, RECORD and TYPES of file. Explain Direct, File, Sequential and Organization characteristics of Information and operations on Information.

4. Explain the applications of WORD and discuss MAIL-MERGE.

5. In context of WORD, explain the following:
   (a) INCLUDE-MACRO in MAIL-MERGE, what they do and what they are.
   (b) Use of EMAIL and MAIL-ART.
   (c) Use of Clipart and Word-ART.
   (d) Spell Checker.
   (e) Table Handling.

6. In context of MS-Excel, explain the following:
   (a) MOVE and COPY.
   (b) SUM and AVERAGE.
   (c) String and handling.

9. Write notes on the following:
   (a) Excel and Word.
   (b) RDBMS.
   (c) Library Office.

8. Discuss chart function in Excel.

7. Explain INS and DEL in Index-SEQUENTIAL files.

15. Explain the structure of effective and efficient DBMS.

15. Discuss on the following:
   (a) Creation of database file and data entry.
   (b) RDBMS and their application.
   (c) Why RDBMS?
   (d) Definition of RDBMS.
   (e) Benefits of RDBMS.

15. Discuss on the following:
   (a) Need for DBMS.
   (b) Problems in RBMS's.
   (c) Why RDBMS?
   (d) Definition of RDBMS.
   (e) Benefits of RDBMS.

15. Discuss on the following:
   (a) Need for DBMS.
   (b) Problems in RBMS's.
   (c) Why RDBMS?
   (d) Definition of RDBMS.
   (e) Benefits of RDBMS.

15. Discuss on the following:
   (a) Need for DBMS.
   (b) Problems in RBMS's.
   (c) Why RDBMS?
   (d) Definition of RDBMS.
   (e) Benefits of RDBMS.
I. Comprehension (30 marks)

(a) Define Hardware and Software of a computer system.

(b) Convert (37.75)\textsubscript{10} into a binary number and back to decimal.

(c) Write two advantages and two disadvantages of using an Assembly language. Give one example environment.

(d) Differentiate between File and Folder in Windows.

(e) What is Real-time operating system? Give one example.

(f) System

II. Comprehension (20 marks)

(a) Give at least five questions in all. Question No. 1 is compulsory.

Note: Attempt five questions in all. Time: Three Hours

PAPER: OMSP-BC-103
BUSINESS DATA PROCESSING
COMPUTER FUNDAMENTALS AND
BCE/D-17

12013

Roll No. ..............................................

Total Pages: 5
2. Write notes on the following input devices used in a computer system:
- Mouse
- Keyboard
- Touch screen monitors

3. Write notes on the following input devices used in a computer system:
- Logic Unit
- Control unit
- ALU (Arithmetic Logic Unit)

4. In Windows operating system, explain two methods for each of the following operations:
- (a) To delete a file and a folder:
  - (i) "Delete" or "Delete permanently"
  - (ii) "Shift + Delete"

5. Convert (47)10 and (23)10 decimal numbers into binary and hexadecimal numbers.

6. What are flash memories? Write their advantages over logic units of a computer system.
Explain the following data processing activities:

(a) Data Entry
(b) Data Analysis
(c) Data Transformation
(d) Data Loading

6. What are the following characteristics of Windows, explain:

(a) User friendly
(b) Data Compression
(c) Login password
(d) Plug and Play

7. What are the advantages and disadvantages of high-level languages?

(a) Easy to learn and use. Comment:

8. Explain high-level languages for programming are

(a) 47 - 23
(b) 47 + 23
(c) 47 - 23
(d) 47 + 23
1. Compute the Question (السؤال الحاسوبى)

Write down the names of any three operating systems used in labs.

(a) What does Word Processing mean? Explain.

(b) What do you mean by open source software? Explain.

(c) Write down the names of any three operating systems.

Note: Attempt five questions in all. Question No. one is

Maximum Marks: 8

Time: Three Hours

Paper: OMS-P-BC-106

INTRODUCTION TO COMPUTER APPLICATIONS

BCE/D-17

Roll No. ........................................

Total Pages: ................................
9. Write short note on the following:

(a) Search engines and their significance.

(b) Different types of multimedia technology used in computer applications.

(c) Discuss in detail about various types of multimedia command in detail.

8. (a) What do you mean by editing commands in MS-Word?

(b) What is the purpose of transmission media in computer networks?

(c) Explain in detail about various types of computer networking devices.

7. What is the benefit of using formula in excel sheet? Explain in detail.

6. What is the purpose of transmission media in computer networks?

5. What is computer networking? Explain in detail.

4. What is operating systems? Explain in detail about various types of operating systems with example.

3. (a) What is computer networking? Explain in detail about various types of computer networking devices.

(b) What is input device? Explain in detail about any two.

2. (a) Define (WWW) and types of computers.

(b) Define (LAN, MAN, WAN) in sufficient detail.
I. Compulsory Question (40 marks)

What is meant by "Lapse Review"?

Describe the methods of measuring sub-standard risk.

What are the elements involved in calculating premium?

What are the benefits of Life Insurance?

Explain Insurance and discuss its functions.

Answer the following in short:

II. Optional Question 1 (20 marks)

III. Optional Question 2 (20 marks)

Note: Attempt five questions in all including Q. No. 1 which is compulsory.

Maximum Marks: 80

Time: Three Hours

Paper - BC (Voc) - 105

LIFE INSURANCE - I

BCE/D-17

ROLL NO. ........................................

Total Pages: 3
6. Explain the types of assignment and distinction between in India.

5. Discuss the nature, functions, and evolution of insurance.

4. "Living too long is as much a risk as dying too early."

3. What is insurable interest? Why is it essential in life insurance contracts?

2. State and explain the provisions regarding nomination made under insurance act.

1. What are the various factors governing sum assured?

8. Explain the legal aspects relating to payment of insured.

7. "These days, children's deferred endowment policies are

6. The nomination and assignment.

5. Explain the types of assignment and distinction between in India.
1. Complementary Question (المثلثات) 

Note: Attempt five questions in all. Question No. 1 is compulsory. 

Maximum Marks: 80 
PAPER: AS/NZ-105 

MARKETING COMMUNICATION-1 

ROLL NO. ____________________________ 

TOTAL PAGES: 3
2. What do you mean by communication? Explain its importance of communication in marketing.

3. What is Marketing Communication? Explain its various elements.

4. Discuss the process of communication and explain its role in Marketing.

5. Explain the modern tools of Marketing Communication. 15

6. Discuss the various social aspects of Marketing Communication.

7. Advertising is a wasteful luxury in India. Explain.

8. Discuss the ethical aspects of Marketing Communication.

9. Squatting control on advertising is ineffective without moral.

10. Effectiveness of advertising is dependent upon various elements.

11. Advertising is a waste of time and effort in India. Explain.

12. Advertising is a wasteful luxury in India. Explain.
I. Compulsory Question (5) (5x4=20)

1. What is the difference between Advertising and Personal Selling?

Note: Question No. 1 is compulsory. Attempt four questions from the remaining eight questions.

Maximum Marks: 80

Time: Three Hours

Paper: BC (VOC) 106

FUNDAMENTALS OF ADVERTISING

BCE/D-17

2018

Total Pages: 3

Roll No. 3
2. Explain the role of advertising in the national economy of a country like India.

3. Explain the various objectives of advertising. Discuss the challenges of

4. Explain the various types of advertising. How are they set?

5. Write notes on the following:

(a) Comparative Advertising

(b) Complimentary Advertising

(c) Primary Demand and Secondary Demand Advertising

7. Explain the meaning and process of selling advertising.

8. Critically examine the various methods of establishing advertising budgets.

9. Why is the advertising budget, which method is the best and

10. What is the meaning of the national economy of

11. What is the role of advertising in the national economy of

12. What is the role of advertising in modern marketing, especially when Internet usage is increasing rapidly?
I. Write a short note:

Compulsory Question (Attempt all)

Equal marks:

Note: Question No. 1 is compulsory. Attempt any four questions

Time: Three Hours

PAPER-BC-102

BUSINESS COMMUNICATION SKILLS

12019-A  OBE/D-17

Total Pages: 3

Roll No. ..........................
8. What is a resume? Explain the guidelines for writing a resume.

7. Write a section of an essay on body language and how it is used in business communication. How is it useful in business?

6. What is a SWOT analysis? What are the basic elements of a SWOT analysis?

5. Prepare a section of an essay on different types of communication barriers. Explain the main elements of corporate communication.

4. What do you mean by communication barriers? Explain the main elements of corporate communication.

3. Communication is the lifeblood of business. Explain.
(a) Excess of Demand curve with the help of the Law
(b) Excess capacity.
(c) Exceptions to the Law of Demand.

1. Answer the following Short Type Questions:

Comprehension Questions
3. What is Macro Economics? Discuss the importance and limitations of Macro Economics.

4. What is Elasticity of Demand? Discuss the various methods of measuring price elasticity of demand.

5. Explain the law of diminishing returns. Why does this law apply?


7. What do you mean by Firms Equilibrium? What are the conditions of Firms Equilibrium? Explain equilibrium of the firm under Perfect Competition.

8. What is Monopolistic competition? How is price determined?

9. What is Monopolistic competition? How is price determined?

(2+8+5)
I. Compulsory Question (All answers)

Question 1: Answer all questions. 15 marks each.

Attempt four questions from the remaining 8 questions.

Short answer questions of 4 marks each is compulsory.

Note: Attempt four questions in all. Question No. 1 compulsive.

Maximum Marks: 80

Time: Three Hours

Paper: BC-104

PRINCIPLES OF MANAGEMENT

OBCE/D-17

12021

Total Pages: 3

Roll No. ..................................


4. "What guidelines will you suggest for setting objectives? Explain their importance.

3. Make the Comparative study of Management Approach of

2. What is Management? Explain the functions of management.

1. What is Democratic Leadership style? Evaluate it.
1. Compusory Question

Note: Attempt five questions in all. Question No. 1 is compulsory.

PAPER : BC-105

COMPULSORY: APPLICATIONS

OBECE-D17

ROLL No.

TOTAL PAGES : 4
5. Discuss the following DOS commands with example:

(a) RENAME

(b) PATH

(c) DELETE

6. Define Networking and its types and discuss Topologies.

7. (a) Discuss 8421 and Cyclic code,

(b) Solve:

(c) Use 2's complement:

8. (a) Discuss the following:

(Topology)


Fzr.l

"Uoa(D..u)

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{J

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(r)-l

1. (a) What is the difference between fixed-length and variable-length records?

(b) How is data converted into information?

(c) What is EDP?

(d) What is physical record?

(e) How is EDP different from manual data processing?

Compulsory Question (15 marks)

Exam: 20 marks each. All other questions carry 15 marks.

Note: Attempt five questions in all. Question 1 is compulsory.

Time: Three hours

Paper: B(eco)-106
Business Data Processing and PC Software-1

Computer Applications

12031

OPEC/D-17

Roll No. ................ Total Pages: 3
4. Explain the following:
(a) Direct access organization.
(b) Indexed sequential organization.
(c) Sequential file organization
(d) Unstructured file organization.

3. What is information? What is the difference between operational, tactical, and strategic information? Explain using suitable examples.

2. Explain production environment and discuss information and

1. Discuss the economics of business data processing and explain various data processing systems.

9. What are the benefits of using computers for carrying out different business functions?

8. When are the benefits of using computers for carrying out Data Validation and the errors also different between Data Validation and can be performed on files.

7. What are different types of files? Explain the operations that can be performed on files.
1. Answer the following questions in brief:

**Component Question (_Component Question)**

1. Answer five questions in all. Question No. 1 is

Note: Attempt five questions in all. Question No. 1 is

Maximum Marks: 80

Time: Three Hours

OPR PPL-BC(VOC)-105 (Life Insurance-1)

PRINCIPLES AND PRACTICE OF INSURANCE

12033

Total Pages: 3
6. Define Sub-standard Risk. Explain the methods for the
measurement of sub-standard risk in life insurance.
(4.12)

5. What is Insurance Premium? What is the procedure and
method of calculating the insurance premium under life
insurance?
(4.12)

4. A person can get his life insured. Can he also get someone
else's life insured? Explain this statement in the light of
other's life insurance. Explain the insured in the light of

3. How will you classify the various life insurance policies?
(4.12)

2. What is Life Insurance Contract? What are the main

1. What is the Risk of Insurer in Life Insurance? What are the
factors that are to be considered for risk in life insurance?
(4.12)

9. Write short notes on the following:

(a) Bonus Points.
(b) Inconsistency Clause.

8. What is Valuation in Life Insurance? Why valuation is
necessary to the insurer.
(4.12)

(7.9)

Also explain the different types of life insurance policies.

(4.12)

(8)

(8.8)

(b) Bonus Points.
(a) Inconsistency Clause.
1. Write the answer in short:

Compulsory Question (3 marks)

(a) Explain the principle of cause proxima.
(b) Explain the principle of insurable interest.
(c) Explain the principle of loss indemnity.
(d) What is the difference between the common law and equitable principle?
(e) Explain the principle of subrogation.
(f) Explain the principle of subrogation.

II. Solve the following:

(a) What is a comprehensive policy of insurance?
(b) Describe the principle of causation proxima.
(c) What is the meaning of moral hazard?
(d) What is the difference between the common law and equitable principle?
(e) Explain the principle of subrogation.
(f) Explain the principle of subrogation.

Note: Attempt five questions in all. Question No. 1 is compulsory.

Paper: PPL-HC (Voc) 106

GENERAL INSURANCE

Obc&d-17

Total Pages: 3

Roll No. ..........................
2. What do you mean by Risk? Describe the methods of handling risk.

3. Define Reinsurance. What are the advantages of Reinsurance?

4. Principle of Indemnity is the fundamental principle of

5. What do you mean by General Insurance? What type of insurance are included in it?

6. Discuss the rights and duties of an insurance agent.

7. Describe the functions of General Insurance Corporation of India.

8. Write short note on the following:

   (a) Insurable Interest
   (b) Principle of subrogation.
I. Compulsory Question (أجوبته الضرورية)

Specify any four questions from the remaining eight questions. Select any four questions in all Question No. 1 is compulsory.

Note: Attempt all questions in all Question No. 1 is compulsory.

Maximum Marks: 80

Time: Three Hours

Paper: ASPM-B(C)-VOC-105

MARKETING COMMUNICATION - I

12035 OBE/DEC-17

Total Pages: 3

Roll No. ..........................................................
6. Write a detailed note on emerging trends in Marketing Communication.

5. What are the moral forces that affect the Marketing Communication?

4. What is Effective Communication? Define the objectives and significance of effective communication.

3. Marketing Communication is emerging to be more essential in present market concern. Justify this statement.

2. What do you understand by Communication? What is the name and scope of Communication?

1. Explain the role of Social Factors in Marketing Communication.

1. Explain the importance of feedback in communication process.

1. Define Communication Process in detail. Explain the different methods to measure the effectiveness of Marketing Communication.
Compulsory Question (अनिवार्य प्रश्न)

1. Answer the following is short:
   (i) Explain essentials of an effective advertising.
   (ii) What do you mean by cooperative advertising?
   (iii) Explain any three benefits of advertising to consumers.
   (iv) What is DAGMAR?
   (v) Explain objective and Task method for determining advertising Budget.  

12036/150/KD/1098  

[P.T.O.]
6. Discuss various social aspects of advertising.

5. Is money spent on advertising a wasteful expenditure?

4. Explain different types of advertising.

3. Explain the role of advertising in the development of National Economy.

2. Define advertising. Explain the functions performed by advertising.

1. What is advertising budget? Explain various steps in preparing advertising budget.

1. Write notes on the following:

1. Discuss the role of advertising as a promotional tool.

2. Why do you mean by advertising objectives? Explain the various factors determining advertising objectives.
(a) What are zero coupon bonds?
(b) Define.
(c) What is an interest purchase of shares?
(d) Define.
(e) What are objectives of amalgamation?
(f) Write short note on capitalisation of profit.

1. (a) Distinguish between equity share and preference share.

(Compulsory Question)

Carry 15 marks each.

Compulsory carrying 20 marks. Remaining questions:

Note: Attempt five questions in all. Question no. 1 is compulsory.

Maximum marks: 80

Time allowed: 3 hours

PAPER-BC-301
CORPORATE ACCOUNTING-I
BCM / D-17

Printed Pages: 8
On 31st March, 2015, the company purchased 4,000 of its shares at 96, £300 at 98, and
cancelled 3,500 at 94. The expenses of purchase amounted to £1,000, all 98%, the expenses of
redemption of £1,000, Directors annually, commercial
On 1st April, 2014, a company made an issue of 1,000, 1%

What do you mean by bonus shares? In what circumstances

A company may be formed in the manner of the company's option,
in the manner of the company's option, the entire share capital of the
company's option, the entire share capital of the company's option,
on the entire share capital of the company's option, the entire share
on the entire share capital of the company's option, the entire share
on the entire share capital of the company's option, the entire share
Important ledger accounts in the books of X Ltd.

Give the formal entries in the books of both the companies and

\[ \$ \text{4,000 were to be met by themselves.} \]

The expenses of liquidation of X Ltd amount to

\[ \% \text{Premium of 10\%.} \]

Co. Ltd. to discharge the debentures of X Ltd for a

\[ \% \text{The issue of 9\% 1100 debentures of } \$ \text{50 each by X} \]

Ld.}

\( \text{Value } \$ \text{12,500 in the X Co. Ltd. for every share in X Co.} \)

\[ \% \text{The issue of one share of } \$ \text{10 each (market} \]

\[ \% \text{A cash payment of } \$ \text{14 per every share of X Ltd.} \]

The consideration was as follows:

\[
\begin{array}{|c|c|}
\hline
\text{Particulars} & \text{\$000} \\
\hline
\text{Bank} & 0.00 \text{4.00} \\
\text{Trade Receivables} & 0.00 \text{6.00} \\
\text{Inventories} & 0.00 \text{8.00} \\
\text{Current Assets} & 0.00 \text{26.00} \\
\text{(Gowdell)} & 0.00 \text{60.00} \\
\text{Plant and Machinery} & 0.00 \text{2,000.00} \\
\text{Land and Buildings} & 0.00 \text{1,200.00} \\
\text{Non-Current Assets} & 0.00 \text{80.00} \\
\hline
\text{II. Assets} & \text{\$000} \\
\hline
\text{Particulars} & \text{\$000} \\
\hline
\end{array}
\]

31st March, 2015 of X Co. Ltd. the balance sheet of X Ltd.

\[ \% \text{as at that date was} \]

\[ \% \text{as per schedule III of Companies Act, 2013, taking into} \]

\[ \% \text{account the following adjustments that applied for a period ending} \]

\[ \% \text{III year, 2015} \]

\[ \% \text{in the company.} \]

\[
\begin{array}{|c|c|}
\hline
\text{Particulars} & \text{\$000} \\
\hline
\text{Trade Payables} & \text{10.00} \\
\text{Current Liabilities} & \text{50.00} \\
\hline
\text{8% Debentures} & \text{60.00} \\
\text{Non-Current Liabilities} & \text{25.00} \\
\hline
\text{Surplus} & \text{55.00} \\
\text{Investment Allowance Reserve} & \text{0.00} \\
\hline
\text{General Reserve} & \text{3,000.00} \\
\text{Equity Capital (Shares of } \$ \text{10 each)} & \text{20.00} \\
\hline
\text{Shareholders' Funds} & \text{\$000} \\
\hline
\text{Equity and Liabilities} & \text{\$000} \\
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1. Explain the following:

Note: Attempt first question in all question No. I is compulsory.

Maximum marks: 80

Time allowed: 3 hours
3. Define Human Resource Planning. Explain its objectives and prepare a

4. What is succession planning? Explain its process and limitations.

5. Explain the concept of job analysis. What are the different

6. Differentiate between recruitment and selection. Also discuss

7. Define Promotion as a source of recruitment. Explain the various

8. When is training? Discuss the general methods of training for

9. What do you mean by performance appraisal? Explain its

10. Write a letter to your manager and give suggestions to improve the performance of your workers.

4+6+5=15

4+6+5=15

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4+6+5=15
1. Define the Marketing Research. Explain the marketing research.

2. Define Marketing and explain its role in Economic development.

3. What is Marketing and explain its Nature.


5. What are the different pricing objectives? Explain the pricing procedure.

6. Who are middlemen? Explain different types of middlemen.

7. Money spent on advertising is an investment or waste.

8. Define the Marketing Research. Explain the marketing research.

Note: Attempt five questions in all Question no. 1 is compulsory. All questions carry equal marks.

Time allowed: 3 hours

Maximum marks: 80

Paper-BC-304

PRINCIPLES OF MARKETING

B.Com. / D-17

Printed Pages: 2

Roll No. 12040
(e) Explain the problems of mutual funds in India.

(d) What is E-banking?

(c) What are the functions of capital market?

(b) Difference between capital market and money market.

(a) State the functions of financial services.

compulsory

Note: Attempt five questions in all. Question no. 1 is compulsory.

Maximum marks: 80

Time allowed: 3 hours

Paper-BC-3(6.)

MARKETS

FINANCIAL INSTITUTIONS AND

B.Com / D-17

Printed Pages: 3

ROLL No. 12042

I}
(15) What are the tools of monetary policy available with Reserve Bank of India?

(15) What do you mean by SEBI? Discuss its formation and powers.

(7) Small Industries Development Bank of India (SIDBI)

(6) Industrial Credit and Investment Corporation of India (ICICI)

(4) Discuss briefly various types of institutions that are deal in money market.

(3) Explain briefly various components of a developed financial system.

(2) What do you understand by financial system? Discuss various components of a developed financial system.
1. What is the definition of compensation? Explain the components.

2. What do you mean by Compensation? Explain the components.

3. Critically examine the various economic theories of wages.

4. Discuss the various factors affecting compensation policies.

5. Explain the various types of pay structures.

6. Elaborate the various issues involved in Compensation Management.

7. What is the role of management in Compensation Management?

8. How would you explain the relationship between work and compensation?

9. Write the short note on the following:
   - Balance of Power
   - Compensation: Attempt for questions from remaining eight

Note: Attempt the questions in all Question No. 1 is

Time allowed: 3 hours

Paper-BC-31

Compensation Management

BCM/D-17

Printed Paper: 2

Roll No. ...
1. How many keywords in C Language and define.

2. Explain the meaning of variable declared as array.

3. What are different bitwise operators symbol?

4. What is the range of integer data type and float data type?

5. Why the constant variable is used in C Language?

6. How many keywords in C Language and define.

Note: Answer five questions in all. No. 1 is compulsory.

Maximum marks: 45

[Maximum marks: 45]

PAPER-BC (VOC)-305
PROGRAMMING IN C
COMPUTER APPLICATIONS
B&M / D-17

Printed Format: 3
Roll No.
2. Write a program to print all data type in C language and its

3. Write different relational operator explain with example.

4. Write a program to display week days character symbol is

5. Write a program to print 1 to 10 using for

6. Write a program to copy data to a file in C language from

7. What is the use of union data type? Also compare between union

8. What are different type of function in C language.

9. When do you mean by pointer of a variable in C program to

I. Define Data Base and Data Base System.

Compulsory Question

Time allowed: 3 hours
Maximum marks: 45

PAPER-BC-306

FUNDAMENTAL OF DATA BASE SYSTEM-I

BEM / D-17

12055

Princ. Paper: 3

Roll No.

12055
1. Explain various keys with examples.

2. What are data models? Differentiate between Hierarchical and Network Models.

3. What is the role and function of DBA in DBMS? What is the difference between DDL and DML?

4. DBMS and DBA are two different concepts. Explain working of E-R model with help of an example of the E-R model.

5. Explain various types of constraints on relationships type of DBMS at different levels of abstraction.


7. Explain Integrity Rules.
12 Discuss the role of accounting, secretarial, public relations, administration, and official language departments in an office.

12 Explain operation of accounting machines, calculator, addressing machine, and posting and filing machine in an office.

12 Explain operation and use of computer in office setup.

12 What is a word processor? When is the use of printer? Explain types of printers used in modern offices.

12 Explain the utility of word processor in a modern office.

12 What is a word processor? Discuss the utility of word processor in an office.

12 Distinguish between hardware and software.

12 What do you mean by indexing? What is the significance of indexing in filing system?

12 What do you mean by binding? What is the significance of binding in filing system?

12 Define office and explain its role in total organization.

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12 Distinguish between hardware and software.

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12 What do you mean by binding? What is the significance of binding in filing system?

12 Define office and explain its role in total organization.
9. Write the salient features of computer.

8. Write down a letter to M/S Henry, 12 Exons, Railway

7. Write down the difference between Electronic and Electronic

6. Explain Significance of Batching Sheet

5. What process would you adopt for the correction of errors?

4. Explain duplication. How will you get copies


2. Describe the use of carbon paper. How would you correct errors

1. (a) Write the short note on : Date

Note: Question No. 1 is compulsory. Attempt five questions

Time allowed: 2 hours

Maximum marks: 40

PAPER-OMPS-BC--306 PART-A

TYPE WRITING ENGLISH (Theory)

BCM / D-17

Printed Paper: 2

Roll No.
15 Explain the characteristics of a Fire Insurance Contract.

15 Explain the condition of a Fire Insurance Policy.

8 Discuss the provision relating to renewal, assignment and cancellation of a Fire Insurance Policy.

15 When an insurer fails to make payment?

15 Describe in detail the scope of the Insurance.

15 Explain the different policies taken under Fire Insurance.

P.T.O.

15 What is the premium rate of the insurance? What is the method of determining the premium rate?

3. After Stalin's death, what are the changes in the Soviet government?

2 State the procedure for making claim under a Fire Insurance Policy.

I. (a) Insurable Interest
(b) Indemnity
(c) Reinstatement
(d) Rejection of a claim
(e) Valid Policy
(f) Specie Policy
(g) Rule of Law
(h) Insurable Interest

Note: Attempt five questions in all. Question No. 1 is compulsory.

First paper PP-1 305
FIRE INSURANCE
B.Com. D-I

Printed Pages: 2
Roll No. 12058
1. Explain the following terms in reference to insurance and legislation in 100 words each:

- Explanations
- Health insurance
- Life insurance
- Property insurance
6. Describe the following: reversionary and prospective reserve

7. Describe various kinds of insurance policies. Explain Reversionary completion; Summary reduction of reserves; non-proportional

8. Describe the concept and method of calculating sum assured. What are the various forms of payment of an insurance policy? Why are the various forms of payment of an insurance policy important?

9. Attempt the following in short:

(a) Describe the concept and method of calculating sum assured of each endowment policy.

(b) Explain the following terms: Reserves, Premium, Policy, 

(c) Crude mortality rate

(d) Marginal utility and Mode of claim settlement

(e) Compound Interest Functions

5. What do you mean by the terms 'Reserves', 'Surplus' and 'Profits' in insurance?

(a) Explain the various methods of calculating reserve.

(b) Explain the origin and importance of reserve. Also

(c) Explain the various methods of calculating reserve.
15. Write a short note:

What is Outdoor Advertising? Discuss its merits and demerits.

Media Planning:

Media Strategy

Micro-level Media Schedule

5. Explain:

4. What is Print Media? Discuss the various kinds of Print Media.


15. What are the disadvantages of TV Advertising?

(a) Why is Print Media not suitable for advertising?

(b) Explain the steps involved in Media Planning.

(c) What is the role of Press Conference in Advertising?

(i) Explain Media Cost

2. What is Email Advertising? Discuss its advantages and disadvantages.

(d) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(e) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(f) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(g) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(h) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(i) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(j) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(k) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(l) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(m) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(n) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(o) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(p) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(q) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(r) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(s) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(t) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(u) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(v) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(w) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(x) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(y) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

(z) What is Direct Mail Advertising? Discuss its advantages and disadvantages.

AA Paper-ASPm-BE-305

ADVERTISING II

BOM/D-17

Printed Pages: 2
1. Write short notes on the following.
   - Explain in detail the process of effective selling.
   - Explain consumer marks and their implications.

2. Discuss the various types of salesmen. Also discuss their responsibilities.

3. A good salesman can sell the products of even weak

4. How important is advertising in the modern concept of salesmanship? Also discuss its advantages and disadvantages.

5. What is mean by Demonstration? Explain the aids and techniques for good demonstration.

6. Write a detailed note on the theories of buying motives.

7. Describe the various types of salesmen. Also discuss their responsibilities.

8. What is the difference between advertising and salesmanship?

9. What do you mean by personal selling? Explain its importance.

10. What is the relationship between advertising and salesmanship?
1. Explain the meaning and objectives of transport accounting.
2. Explain cost plus contract.
4. Mention the main books for recording of material.
5. Explain the meaning and name of cost accounting.

I. Cost Accounting

Note: Attempt five questions in all, Q. No. 1 is compulsory.

Maximum Marks: 80

Time: Three Hours

BCA-201

COST ACCOUNTING

BCA/D-17

Total Pages: 08
Partners: Total Production

5. From the following information, work out the production:

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6. The following information:

- Work done: 500 units
- Work allowed: 540 units
- Work finished: 5 April 2017 at 12:00 noon
- Work started: 1 April 2017 at 8:00 AM
- Row Plan: 20 units
- Plan of Work: 2 units per day
- Wage Rate: 3 per hour
- Bonus: 4 per cent of time saved

Find out the remuneration of a worker on the basis of the above information.
The following expenses were incurred during the year:

- RGBA

Expenses of Office Department D and E are apportioned

- RGBA

Working hours - 1000 2500 1800

- RGBA

Estimated Transport Plan Depreciation - 400 50 100 150 200

- RGBA

Fire Insurance - 400 80 160 60 40

- RGBA

Electricity - 200 50 80 30 20
of abnormal efficiency.

Process B 6,000 units.  

Process A 6,000 units, Process B 6,000 units.  

Actual Output was:  

2006  

1188  

09  

06  

05  

04  

03  

02  

01  

00  

Process A, Process B, Process C  

The other expenses were as follows: 

in the beginning of Q1 2010, a loss of Rs. 1 per unit,  

in Rs. 1 per unit, until 10,000 units were issued to Process A of Process B at Rs. 30 per unit and that of Process C at Rs. 35 per unit until then.  

Wages of Process A was sold at Rs. 25 per unit until then.  

Process A 3%, Process B 5%, Process C 8%.  

Normal wastage of each process is as follows:  

A product passed through three processes A, B, and C.  

The product was then sold.
Bank sources

(1) Explain the short term sources of finance (only)
(2) Explain the qualitative method of demand forecasting.
(3) Explain socio-cultural environment for new business
(4) Explain the loan, primarily stage in the cycle of a

1. Explain the following in detail

Note: Q. No. 1 is compulsory. Attempt four questions from the remaining eight questions.

Maximum Marks: 80

BC-502
ENTERPRISE DEVELOPMENT
BCA/D-17
12063

Note No. Total Pages: 03
1. What do you mean by internal and external environments?

2. Discuss the different types of external environments.

3. What is Demand Forecasting? Explain the uncertainties involved in it. Discuss the various methods used for Demand Forecasting.

4. How do they affect the success of a business?

5. Discuss the idea of a new business.

6. Name the five elements that comprise the development phase of a new business.

7. What is meant by primary location? When reasons are involved in it. Demand Forecasting? Explain the uncertainties involved in it. Demand Forecasting?

8. What are the types of working capital? Explain the determination of working capital.

9. What is the utility of break-even analysis in profit planning?

10. Discuss the methods used in this manipulation.

(iv) Write a short note on Agriculture Income.

Income

(i) Distinguish between Gross Total Income and Total

Note: Q. No. 1 is compulsory and answer to each question should not be more than one page. Candidate is required to attempt any four questions out of remaining eight.

Maximum Marks: 80

Time: Three Hours

BC-503

INCOME TAX-1

BCA/D-17

Roll No. 08

Total Pages: 8
He received a compassionate of 40,000 from his
income of remuneration on account of close of business
On 1st August, 2015 his services were terminated at the
1st January, 2006 in the pay scale of 2,500-2,000-1,000.

15

Henceon was appointed as a worker under a factory on

2
15

Explain any fifteen items which are not included in total

15

Explain the incidence of residence on tax

2
15

How is income assessed determined for income

15

Why the income which are not taxable under

(ii) Explan Standard Rent in House Property.
the first house for examination under section 23(2).
and the second house respectively. The assessed values
The insurance premium paid ≤ 1,400 and ≥ 200 on the first
(including interest on unpaid interest) ≤ 1,260.
2014. Hence paid interest this year for two years
December 2014. He could not pay the interest during
construction of the second house which was completed in
He borrowed 2,000 at 15% on 1.4.2014 for the
10.4.2014 for the purchase of the first house for 2,20,000.
15% interest paid for the previous year on the loan taken on
Municipal tax paid on 1.10% of fair rental value.
Second House — Fair Rental Value ≤ 1,200
First House — Fair Rental Value ≤ 1,200.

Following information:

5. Mr. X is the owner of two houses which he uses for his

residential purpose. Compute his taxable income from

the house property for the assessment year 2016-17 from the


152

100

12,000

0

100

PTO

7 1-10 70-1-1206

20,000 (xiii) Medical books purchased

20,000

W.R. Reports 10,000

Expenses paid on the house: 10% of M.

1,000

Half portion of the house is used for the profession

25,000

He owns a house whose municipal value is 30,000.

23,000 on I.

Germany to update the knowledge and spent

$x (x)

Dr. Gupta went to attend a medical seminar in

48,000

Surgical equipments purchased

3,000

Salary paid to employee

35,000

Closing stock of medicines

1,25,000

Medicines purchased

30,000

Gifts from patients

50,000

Visiting fees

2,50,000

Operation fees

1,65,000

Cross receipts from consultation

2,35,000

Cross receipts from dispensary

15

Assessment year 2016-17:

Following, calculate his income from profession for

Dr. Gupta is a medical practitioner of Ludhiana. From the
(a) Define the term 'Director'.

(b) What do you mean by 'paid-up capital'?

(c) What is meant by 'transmission of shares'?

(Compulsory Question)

Question 1

[Maximum Marks: 80]

Time: Three Hours

BC-504

COMPANY LAW-II

12065

BCO/D-17

Roll No.: 03
15. Define Voluntary Winding-up. What are the various methods of voluntary winding-up? What are the provisions applicable to members voluntarily winding-up? What are the procedures to recognize and amalgamation of companies. Summary the provision of the Companies Act pertaining to voluntary winding-up.

8. Differentiate between a member and a shareholder. How is membership terminated? What is a winding-up? What is an ordinary resolution?
(v) Inventory Turnover Ratio

(v) ABC Analysis

(iv) Functional Analysis System Technique (FAST)

(iv) Materials Requirement Planning (MRP)

(i) Vendor Selection System (VSS)

(i) Materials Requirement Planning (MRP)

1. Write short notes on the following:

(a) Vendor Analysis

(b) Commodity Question

(c) List of materials required in a month

(d) The material is required in a month

2. What is Economic Order Quantity? Illustrate it with two examples.

<table>
<thead>
<tr>
<th>Material</th>
<th>Current Stock</th>
<th>Order Quantity</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>10</td>
<td>20</td>
<td>200</td>
</tr>
<tr>
<td>B</td>
<td>5</td>
<td>10</td>
<td>100</td>
</tr>
<tr>
<td>C</td>
<td>15</td>
<td>10</td>
<td>150</td>
</tr>
</tbody>
</table>

3. What do you mean by Scrap? How the scrap can be disposed of?

4. What do you mean by Damaged Goods?

5. What is the purpose of Damaged Goods?

6. What is ABC Analysis?

7. What is the purpose of ABC Analysis?

8. What is Vendor Analysis?

9. What is the purpose of Vendor Analysis?

10. What is Commodity Question?

11. What is the purpose of Commodity Question?

12. What is the purpose of List of materials required in a month?

13. What is the purpose of The material is required in a month?

14. What is the purpose of The material is required in a month?

15. What is the purpose of The material is required in a month?

16. What is the purpose of The material is required in a month?

17. What is the purpose of The material is required in a month?

18. What is the purpose of The material is required in a month?
5. Write a detailed note on Spare Part Management.

<table>
<thead>
<tr>
<th>Days</th>
<th>Ranks</th>
<th>Units</th>
<th>Days</th>
<th>Ranks</th>
<th>Units</th>
<th>Days</th>
<th>Ranks</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>40</td>
<td>2</td>
<td>4</td>
<td>6th Day</td>
<td>40</td>
<td>2</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>2.10</td>
<td>2.10</td>
<td>9th Day</td>
<td>20</td>
<td>2.10</td>
<td>2.10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>16.50</td>
<td>16.50</td>
<td>7th Day</td>
<td>30</td>
<td>16.50</td>
<td>16.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>0.00</td>
<td>0.00</td>
<td>1st Day</td>
<td>10</td>
<td>0.00</td>
<td>0.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1st Day</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6. What is Quality Control? What are different techniques of quality control?

7. The information of the transactions in connection with the materials during the first week of May, 2010 of ABC company is as under:

With examples, explain any two techniques of value analysis.

8. What is Value Analysis? How is it different from Value Engineering?

9. Explain the principles of Purchasing.

10. What do you mean by Purchasing? Explain the principles of purchasing.

11. What is Materials Management? What is the need of materials management in the present scenario?
(e) Explain the features of financial derivatives. S x x 2 0
(f) Explain the Capital Asset Pricing Model (CAPM).

What is Industry Life-Cycle? 

Investment Risk and Return 

Differentiate between Systematic Risk and Non-systematic Risk.

1. (a) State the features of an ideal investment program.

Note: Attempt five questions in all. No. 0 is compulsory.

Maximum Marks: 80

Time: Three Hours

General and Honors (Gen. and Hon's.)

BC-306

INVESTMENT MANAGEMENT

BCA/D-17

Roli No. ..........................................................
9. Discuss the main functions of a stock exchange. What role does it play in regulating the stock exchange in India? Give examples.

8. How will you determine the value of a bond with a maturity period?

7. What is the difference between technical and fundamental analysis of investment management?

6. What are the important factors to consider in the context of investment management?

5. What is meant by insider trading? Explain the listing and exchange norms for companies to get their shares listed on stock exchanges.

4. Write brief notes on the following:

(a) Investment philosophy in India

(b) Moving average analysis

(c) Bond indenture

3. Higher the risk, higher will be the return in this context.
Question 1

(a) Write short note on Strategic Management.

(b) What are the different environmental forces for strategic management?

(c) What are the internal strengths?

(d) What are the internal weaknesses?

(e) What are the important issues in strategic planning?

(f) Which strategy operates at the different levels?

Maximum Marks: 20

BC-211

MANAGEMENT

BUSINESS POLICY AND STRATEGIC

BECE/DEC-2017

Maximum Marks: 80
(c) Explain the working of Joystick

(i) Discuss the structure of I/0 (Input/Output) devices

(ii) Explain the hardware level

(iii) Explain the concept of CAD in Mechanical design

Computer Question

All questions carry equal marks.

Note: Attempt five questions in all. Out of five, four are compulsory.

Time: Three Hours

Maximum Marks: 60

BC 2505

COMPUTER AIDED DESIGN

BC 0/D-17

Total Pages: 64
8. [Diagram of a 2-D figure as an example is shown.]

Explain the following AutoCAD commands:

1. [Diagram showing the process of drawing a line from origin (O,0) to point (X,Y).]

Develop an algorithm to draw a line from origin (O,0) to point (X,Y) using only the Inset and Mirror (DIM) commands.

6. [Diagram showing the process of drawing a line using the Inset and Mirror (DIM) commands.]

Explain the working of these pointing devices and their components and how data is written to this file.

5. Explain the working of the computer (BMP) files and their components.

2. Discuss the working of Shadow mask CRT 2x6.

(c) Other
(b) Move
(a) Polygon

Find the new coordinates of the point (A2,2) after

(2) Move
(3) Polygon
(d) Define Tree, Full Binary Tree, Balanced Tree and Height.

(c) Discuss Recursion as application of stack.

(b) Differentiate Stack and Queue.

(a) LCS, FIFO, DIS, ISAM:

I. (5) Definition

II. (2) Applications

III. (3) Brief Discussion

Note: Attempt five questions in all. Q. No. 1 is compulsory.

Maximum Marks: 60

Time: Three Hours

PROGRAMME:

AC 80 Computer Application

BCA 2-1

Total Pages: 04

Roll No.

1. Write notes on the following:

(a) Hash Table

(b) Multi-key and Multi-list File System

(c) Direct File

(d) Hashing and Tree-Structured File System
5. Define SL, DL, and CT. Write algorithm for INS at
Start. END and position in single linked list.

6. Define Tree. Its traversal and explain algorithm for inorder

7. Define Tree, its traversal and explain algorithm for preorder

8. Define B-Tree and explain INS when degree of

9. a) Define B-Tree and explain INS and DEL in index

10. Define B-Tree, its traversal and explain algorithm for

11. Define B-Tree. Discuss Double Queue and Circular Queue.

12. a) Discuss Double Queue and Circular Queue.

13. a) Define INS and DEL of circular queue.

14. a) Define Queue and its types. Write algorithm for INS and

Del in simple queue.

15. a) Write applications of stack and discuss postfix

expression notation.

b) Write stack and write algorithm for push and

define 2-D array. Write its properties and discuss

16. Non-linear Data Structure:

2. a) Define Linear Data Structure. Discuss Linear and
1. Define in short: 
   (a) T. A. Bills. 
   (b) Tour Advance. 
   (c) Tour. 
   (d) Plans. 
   (e) Envelopes. 
   (f) Papers. 

Maximum Marks: 60

Note: Q. 0. No. I is compulsory. Attempt four questions from the remaining eight questions. All questions carry equal marks.

Time: Three Hours

OMSP BC(YOC)-205
OFFICE PRACTICE (PART A) THEORY
BCA/D-17

Total Pages: 03

ROLL NO. ..........................
1. Explain the procedure of modern office working.

2. Explain the uses and importance of Telephone Directory.

3. What do you mean by "Record Keeping in the Office"?

4. What is Stock Record? Explain the procedure of stock record keeping in the office.

5. Explain various characteristics and importance of agenda.

6. Explain the uses and importance of Telephone Directory.

7. Explain the procedure of making a Railway Time Table.

8. Prepare a tour programme at your choice showing all the destinations in a tour.

9. Share the procedure of hotel accommodation booking and its advantages for the tourist.

10. Also give one example at your choice.
1. Write short note on the following:

(a) Total insurance
(b) Specific Value Contract
(c) Casual Insurance
(d) Bond Insurance
(e) Non-insurable Risk

1 mark

Note: Attempt all the questions. Each question carries 2 marks. Assume any data required for your calculations.
6. Discuss the procedure of obtaining liability insurance.

5. Write short notes on the following:


3. Describe the procedure of evaluation of risk in property insurance. What are the challenging issues in risk evaluation?

2. Define insurance. Explain its essential elements.

1. What is Pure Insurance? Explain claim settlement in pure insurance.

When is Pure Insurance? Explain claim settlement in pure insurance.

1. Define the following:

1.2. Define insurance. Explain its essential elements.
I. Define the following:

(a) Communication of Pension

(b) Rules for disclosure of family liability in balance

(c) Difference between Group and Individual Insurance

(d) Insurant interest in case of Group Insurance

(e) Three main objectives of employee benefit schemes

满分 80

BC-506
Benefit Scheme
Group Insurance and Retirement
BC/D-17

页数：03
7. Describe in detail the merits and demerits of changing annual premium in a group insurance scheme.

8. When do you understand by the term 'family pension' scheme?

9. Prepare an outline of a Group Friendly Society with contributions and benefits includes important features, terms and conditions.

10. Explain the advantages in establishing a non-governmental scheme.

11. What resources are made use of for the supervision of schemes?

12. Discuss the feasibility of finding the retirement benefits through group schemes.

13. Discuss the possibility of finding the retirement benefits through shares.

14. Explain what the advantage of pension is?

15. What do you mean by the term 'family pension' scheme?
I. Short Answer Questions: 5x4=20

Note: Attempt five questions in all. Q. No. 1 is compulsory.

Management of Salesforce-I
BC-505
ASPSM

BCA/D-17
12084

Roll No. .......................... Total Pages: 03
2. Explain important features of an effective compensation plan.

3. Explain importance of motivation in sales force in a business organization.

4. Explain various methods of performance appraisal of sales force.

5. Explain important functions of a sales manager in a company.

6. Elaborate different methods of development adopted to develop salesforce in a company.

7. What are essential features of an ideal selection procedure in case of salesforce.

8. What are advantages of training of sales force to a salesforce?

9. Explain all important factors keeps in mind to choose an effective sales force organization.

10. Develop salesforce in a company.
1. Write short notes on the following:

(a) Quantity Discount
(b) Free Samples
(c) Loyalty Card
(d) Referral Offer
(e) Newsletter

Maximum Marks: 20

Note: Attempt Five Questions in all. Q. No. 1 is compulsory.
1. Define sales promotion. Explain the importance of sales promotion.

2. Discuss various consumer oriented sales promotion schemes. Should we run in short-term?

3. Write short notes on the following:
   (a) Consumer Comment
   (b) Contest
   (c) Product Displays
   (d) Free Samples
   (e) Rebate as a tool of sales promotion
   (f) Fashion Shows
   (g) Sales Promotions

4. Critically evaluate sales promotion as a tool of marketing management.

5. Discuss sales display as a tool of sales promotion.

6. What do you mean by sales conference? How do sales conferences help in promoting sales?

7. Explain conference. Discuss the factors to be considered while organizing such conferences.

8. What do you mean by sales conference? Explain.

9. What do you mean by sales conference? How do sales conferences help in promoting sales?
Explain book profit in firm.

Write a note on medical benefit.

Define Casual Income.

Explain Tax Planning.

Note: Q. No. 1 is compulsory and answer to each question.

Maximum Marks: 80

Time : Three Hours

8

9

Write short notes on the following:

16

Income of an assessee

Income of an assessee which are not included in total
of the next month.

Year 2017-18 assuming that salary is due on the first day

Compute Mr. Singh's taxable salary for the assessment

600.

No fees are paid. Expenditure per student per month is

no fees are paid. Expenditure per student per month is

studying in the institution run by the employer for which

are official and productive. Two children of Mr. Singh are

is also provided with a small car by employer.

a Cook, who are each paid 150 p.m. by the employer.

He has been provided with the facility of a Gardener and

entitled to 30 days leave for every year of service.

this year, as per the rules of the company Mr. Singh was

September 2016 being 10 months leave not availed by

He received 2,00,000 for reimbursement of leave on 1st

allowance of 400 p.m.

Purpose: Medical allowance of 400 p.m. and Servant

earning compensation allowance of 600 p.m. for previous

WILL. the fair rent of which is 4,000 p.m. per annum. He is

He has been provided with rent-free house owned by the

from his salary.

he repaid 4,000 during the year has been deduction

pension fund for his daughter's marriage out of which

the previous year he took a loan of 4,000 from his

in which his employer contributes an equal amount. During

one-half dearness allowance to recognized provident fund

and retirement benefit. He contributes 12% of his salary and

15% of his basic pay, half of which enters into

since 1st March, 2009. He is in the grade of 2,000.

3. Mr. Singh is working in a Joint Mill Company at Kolhapur

16

with reference to his residence?

Explain how tax liability of an assessee is determined

(1) Write a note on House Rent Allowance.

(i) (a) 

(5) 

(6) What is Previous Year?
received the item by Dr. R. K. Gupta, had to wait for two months during the year and was unable to pay the rent charged from each of the 10 tenancies were $400.

The rent charged on the basis of the two employees' occupation of the residential and the occupation of the two houses by the two employees of Dr. R. K. Gupta's business for their own business and were allowed to use the house for their business, 16 houses were returned to the residential 2 as tenancy for their businesses. The construction was started in April 2008 and completed on 31st March 2012. Of these 16 houses, 2 were let out to Moradabad consisting 16 houses of equal size. The construction consists of a multi-storied building at
5. Explain clearly the deductions that are expressly allowed.

6. Compute the income from house property of Dr. R. K. with a lease agreement with tenant of each flat Rs. 500 per month. The lease was taken on 1st April, 2008. The annual interest on loan for construction of house Rs. 24,000 for each flat Rs. 750. Cost of repairs for each flat Rs. 500.

R.K., Company in respect of the house during the year ended
months to get a new tenant. The expenses incurred by Dr.
16

2016-17 II25. He has not paid securities transaction
indices are 1988-89 161; 1996-97 2125-16 1981;
also point out that option is better. Cost

(ii) Original Cost of acquisition.

(i) Index Cost

Compensation is based on:

Taxable capital gains for the assessment year 2017-18:

He sold the initial remaining holding at 7200. Compute this

300 rights shares at 120 per share. On 1 January, 2017

he sold 200 rights shares and to him. On 1 October, 2016 he sold 200 bonus shares and

company issued 500 rights shares at the rate of 30 per share

issued 200 bonus shares to him. On 1 November, 2017

and registered after 500. On 1 May, 1997 the company

55 per share of 15 June, 1989 and paid brokerage $1,000
1. Write short notes on the following:

(a) Difference between preference share and equity share.

(b) Dividend

(c) Profit and Loss Appropriation Account

(d) Investments Redemption Fund

(e) Right Shares

(f) Amalgamation in the name of Merger

2. 

Note: Attempt five questions in all. No. 1 is compulsory.

Maximum Marks: 80

Time: Three Hours

BC-302
CORPORATE ACCOUNTING-I
B.Com.(1-2/14)/D-17 12151

Roll No. 11
Total Pages: 11
4. Write in detail about issuing of right shares and its advantages.

3. Describe in detail the various methods for issuing of

2. The Hindustan Mills Ltd issued application for 1,00,000

1. Any other remarks (a)

(a)
The following balances appear in the books of View:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investments (face value)</td>
<td>£170,000</td>
</tr>
<tr>
<td>Stock fund</td>
<td>£50,000</td>
</tr>
<tr>
<td>Share premium</td>
<td>£30,000</td>
</tr>
</tbody>
</table>

Paper Ltd are to issue 1,000 new preference shares at 20 pence each to raise £200,000 cash from these transactions.

The shares were subsequently offered at the par value of 20 pence each to the existing shareholders, with preference given to the existing shareholders holding 600 shares and the full offer made available to all the other shareholders accepted the offer. One share for every 10 shares which are payable as follows:

<table>
<thead>
<tr>
<th>Shares</th>
<th>Dividend</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>2.5</td>
</tr>
</tbody>
</table>

On application on allotment:

- £10 each which are payable as follows:
  - 2,000 equity shares of £10 each fully paid.

The issued share capital of Z Ltd consists of:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ordinary shares</td>
<td>£10,000</td>
</tr>
<tr>
<td>Preference shares</td>
<td>£200,000</td>
</tr>
<tr>
<td>Total share capital</td>
<td>£210,000</td>
</tr>
<tr>
<td>Particulars</td>
<td>Amount</td>
</tr>
<tr>
<td>----------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>96,000 Equity shares of 5 each fully paid</td>
<td>48,000</td>
</tr>
<tr>
<td>32,000 6% preference shares of 1 each</td>
<td>20,000</td>
</tr>
<tr>
<td>Current Liabilities</td>
<td>1,440,000</td>
</tr>
<tr>
<td>Non-Current Liabilities</td>
<td>1,000</td>
</tr>
<tr>
<td>Profit and Loss Balance</td>
<td>8,000</td>
</tr>
<tr>
<td>General Reserve</td>
<td>2,000</td>
</tr>
</tbody>
</table>

96,000, Equity shares of 5 each fully paid
32,000, 6% preference shares of 1 each
Share Capital
Shareholders Funds

1. Equity and Liabilities

8. The Balance Sheet of XYZ Co. Ltd. for the year 2015 was as follows:

Loss on Application Statement with the help of company and
Loss on Application Statement, prepare a profit and
Distinguish between Profit and Loss Statement and Profit

16. Losses

14. March 6.5% p.a. Annual contribution to the sinking
Interests on Investments is received on 30th Sep., and
9 months after the date

of 50% of the claims the balance to be paid in

the following sequence of liquidation was approved by

the court:

of 8,000 was necessary

by 8,000, a provision for doubtful debts to the exam

land and building 6,4,000 and Plant and Machinery

holding the exam

the non-current assets were overvalued to the

after reconciliation of assets it was found the goodwill

11,69,600

9,060

1,28,000

64,800

2,40,000

3,60,000

3,84,000

1. F.I.

2. Trade Receivables

3. Inventories

4. Current Assets

5. Goodwill

6. Plant and Machinery

7. Land and Building

8. Non-current Assets
I. Compulsory Question

(1) Define Articles of Association.

(2) Who is a Promoter?

(3) Define a Private Company.

(4) What is difference between member and share holder?

(5) Who do you mean by minimum subscription?

One-man meeting.

(6) What do you mean by minimum subscription?

All questions carry equal marks.

Note: Attempt Five questions in all. Q. No. 1 is compulsory.

Maximum Marks: 80

Time: Three Hours

BC-303

COMPANY LAW

BCM(12-14)G-17

12152

Roll No........................... Total Pages: 03
5. What is meant by reduction of share capital?

6. Define member. Who and how can a person become a member of a company.

7. How direction are applied. Discuss power of directors.

8. Discuss the requisites of valid general meeting.

9. Explain the doctrine of ultra vires and ultra vires transactions.

10. What do you mean by prospectus of company? Explain.

11. What is the difference between preemptive rights and preferential rights of shareholders? Explain.

12. Company is an artificial person created by each with a particular succession and possess basic features of company.
1. Show the signs of the following:

(a) Positive
(b) Negative
(c) Indeterminate

(Compulsory Question)

Note: Attempt any Five questions. Q. No. 1 is Compulsory.

Maximum Marks: 80

Time: Three Hours
### Problem 6

<table>
<thead>
<tr>
<th>Sales</th>
<th>Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>18</td>
</tr>
<tr>
<td>18</td>
<td>22</td>
</tr>
<tr>
<td>22</td>
<td>18</td>
</tr>
<tr>
<td>10</td>
<td>20</td>
</tr>
</tbody>
</table>

#### Calculation of Rank Correlation from the Sales and Expenses

<table>
<thead>
<tr>
<th>Variable Series A</th>
<th>Series B</th>
<th>Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>18</td>
<td>60-70</td>
</tr>
<tr>
<td>18</td>
<td>22</td>
<td>50-60</td>
</tr>
<tr>
<td>22</td>
<td>18</td>
<td>40-50</td>
</tr>
<tr>
<td>22</td>
<td>10</td>
<td>30-40</td>
</tr>
</tbody>
</table>

4. From the following data, state which series is more consistent.

5. Compute the coefficient of determination and discuss the results.

6. How is an average? Discuss the salient features of primary and secondary data.

#### Differentiation Between Primary and Secondary Data

- Primary data: (1)
- Secondary data: (2)
- Secondary data: (3)
- Secondary data: (4)
- Secondary data: (5)

<table>
<thead>
<tr>
<th>60-70</th>
<th>50-60</th>
<th>40-50</th>
<th>30-40</th>
<th>20-20</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>18</td>
<td>22</td>
<td>18</td>
<td>10</td>
</tr>
</tbody>
</table>
### Index

<table>
<thead>
<tr>
<th>Productivity</th>
<th>Producivity</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. The following table gives the arithmetic test scores and</td>
<td>productivity indices of the workers selected at random in 16</td>
</tr>
<tr>
<td>13</td>
<td>09</td>
</tr>
<tr>
<td>13</td>
<td>09</td>
</tr>
<tr>
<td>14</td>
<td>09</td>
</tr>
<tr>
<td>15</td>
<td>59</td>
</tr>
<tr>
<td>15</td>
<td>59</td>
</tr>
<tr>
<td>15</td>
<td>59</td>
</tr>
<tr>
<td>16</td>
<td>59</td>
</tr>
<tr>
<td>16</td>
<td>09</td>
</tr>
<tr>
<td>16</td>
<td>55</td>
</tr>
<tr>
<td>12</td>
<td>08</td>
</tr>
<tr>
<td>11</td>
<td>05</td>
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</tr>
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<td>69</td>
<td>56</td>
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<tr>
<td>62</td>
<td>70</td>
</tr>
<tr>
<td>52</td>
<td>53</td>
</tr>
<tr>
<td>40</td>
<td>48</td>
</tr>
<tr>
<td>Year</td>
<td>Price Indexes (BPS)</td>
</tr>
<tr>
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<td>122</td>
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<td>100</td>
<td>100</td>
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</table>

8. Explain the following:

<table>
<thead>
<tr>
<th>Symbol</th>
<th>Meaning</th>
</tr>
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<tbody>
<tr>
<td>CPI</td>
<td>Cost of Living Index</td>
</tr>
<tr>
<td>SPI</td>
<td>Spending on Indexes</td>
</tr>
</tbody>
</table>

9. Why is regression analysis done? Why there are two regression lines in general and under what circumstances.

10. Calculate the index of real wages from the following information since 2001 as base year.
1. Evaluate \( \int \frac{x + 1}{x^2} \, dx \) (a)

2. Evaluate \( \int \frac{(x + 1)^3}{x} \, dx \) (b)

3. Evaluate \( \int \frac{(x + 1)^2}{x} \, dx \) (c)

4. Given \( f(x) = x^2 + 1 \) and \( g(x) = x + 1 \), find \( h(x) = f(x) \cdot g(x) \).

5. Prove that \( x = 0 \) if \( x = x^2 + 1 \). (d)

6. Evaluate \( \frac{d}{dx} \left( e^x \right) \) (e)

7. Evaluate \( \frac{d}{dx} \left( x^2 \right) \) (f)

8. Evaluate \( \frac{d}{dx} \left( x^3 \right) \) (g)

Note: Attempt the questions in all Q. No. 9 is compulsory.

Maximum Marks: 80

Time: Three Hours

BUSINESS MATHEMATICS-I

BCE (10-13)/D-17

Total Pages: 8
3. Find \( \frac{d}{dx} x^x = \lambda \) \( \frac{dp}{d\theta} \) (q)

4. Find \( \frac{d}{dx} \left( \frac{x^x}{1 + x^x} \right) = \lambda \) \( \frac{dp}{d\theta} \) (q)

**Compulsory Question**

\[
\left( \frac{\lambda}{x} \right) \frac{d}{dx} \left( \frac{1 + x}{1} \right) = \frac{1 + x}{1} \left( \frac{1 + x}{1} \right) - \frac{x}{1} \left( \frac{1 + x}{1} \right)
\]

: Show that

5. \( 0 = 1 - 1 + 1 + 2 \sqrt{2} - \sqrt{2} V \)

: Show that

\[
\begin{bmatrix}
\frac{\lambda}{x} \\
\frac{z}{x} \\
\frac{z}{x}
\end{bmatrix} = \lambda \frac{d}{dx} \left( \frac{1 + x}{1} \right)
\]

7. The function \( f(x) \) is local maximum or local minimum for the equation

\[
\frac{d}{dx} f(x) = 0
\]

8. Find the area between the curves and

\[
\int_{a}^{b} 1 \, dx = \int_{c}^{d} 1 \, dx
\]

9. Find the inverse of the matrix

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\begin{bmatrix}
1 \\
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1 \\
1
\end{bmatrix}
\]

10. Find the inverse of the matrix

\[
\begin{bmatrix}
1 \\
1 \\
1 \\
1
\end{bmatrix}
\]

standards are formulated in India?

2. Define accounting and explain various functions of

accounting.

(a) (i) Expensed cost.
(b) Difference between depreciation and depletion
(c) Comprehensory cost
(d) Composite entity
(e) Personal account
(f) Matching concept

1. Short answer type questions:

All questions carry equal marks.

Note: Attempt five questions in all. No. 1 is compulsory.

Maximum Marks: 60

Time: Three Hours

BC-103
FINANCIAL ACCOUNTING-I

BCE(10-13)/D-17

Total Pages: 03

M.T.O.
6. Describe various types of errors and explain the process.

7. A company purchased a machine for Rs. 50,000. The machine was provided at 10% per annum on depreciation.

8. Prepare a trial balance sheet for the year ending 31st March 2012. The balance sheet of ABC Ltd. is as follows:

9. Explain the following and pass adjustments only in respect:

- Depreciation on machine
- Interest on capital
- Prepaid expenses
- Salaries and wages


11. Prepare the final accounts with the given information:

- Sales: Rs. 1,380,000
- Cash in hand: Rs. 6,230
- Depreciation: Rs. 1,230
- Commission (C.I.): Rs. 730
- Discounts (D.P.): Rs. 328
- Interest: Rs. 1,095
- Income tax: Rs. 380
- Salaries: Rs. 750
- Depreciation: Rs. 670

12. Prepare the following trading account and profit and loss account for the year ending 31st March 2012:

- Sales: Rs. 1,380,000
- Costs and expenses: Rs. 1,160,000
- Surplus or deficit: Rs. 220,000

13. Prepare the following balance sheet as on 31st March 2012:

- Assets:
  - Bank: Rs. 1,432
  - Receivables: Rs. 5,780
  - Stock in trade: Rs. 3,400
  - Investments: Rs. 1,700

- Liabilities:
  - Debts: Rs. 4,650
  - Payable: Rs. 280
  - Reserve: Rs. 2,300
  - Capital: Rs. 8,000
Management

While a brief note on System Approach of SWOT
What is SWOT Analysis?
What is Time Organisation?

(Computer Question)

Note: Attempt any five questions. Q. No. 1 is compulsory.
Maximum Marks: 80

Time: Three Hours

BC-104
BUSINESS MANAGEMENT-I
BCE(10-13)/D-17

ROLL No. ..........................
TOTAL PAGES: 03
1. What is MBO? Discuss its benefits and weaknesses.

2. What is "Functional Organization"? Discuss its features.

3. What is planning? Describe in brief the steps involved.

4. Anytime minus management is nothing. Explain this.

5. Why is stressless management important? In the process of planning, how and why is each step important? Explain this.

6. At what occasions decision making is required? How can decision-making be improved?

7. What do you understand by determination on the basis of matrix? Explain the merits and demerits of matrix determination.

8. The question is not whether there should be a decision, but a question is, "Who should make the decision?"

9. Explain the techniques of time management.

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I. Write short notes on the following:

(a) What do you understand by Law of Variable Proportions?
(b) What is the basic problem of an economy?
(c) What is Opportunity Cost?
(d) Define Income Elasticity of demand.
(e) How will you measure elasticity of demand by average revenue and marginal revenue?
(f) Write down five points of importance of elasticity of demand.

II. 3 marks.

remaining eight questions. All questions carry equal marks.

Note: Attempt five questions in all. No. 1 is compulsory.

Maximum Marks: 80

BC - 105

BUSINESS ECONOMICS

BCE (10-13)/D-17

12168

Roll No. 03

Total Pages: 03
5. What is an Isoquant? Explain the properties of an Isoquant.

4. Explain the laws of returns to scale.


2. What is Price mechanism? Discuss the working of Price mechanism.

V. Evaluate the following. (A)

(1) ... (2) ... (3) ... (4) ... (5) ...