



[3996] – 104

**P.G. Diploma in Print Administration Examination, 2011**  
**BUSINESS APPLICATIONS (New)**  
**(2008 Course)**

Time : 3 Hours

Max. Marks : 70

- Instructions :** 1) *Question no. 1 is compulsory.*  
2) *Answer any five questions from the remaining.*  
3) *Draw neat diagrams wherever necessary.*  
4) *Figures to the right indicate full marks.*

1. a) Explain in details the procedure of identifying the vendors for the outsourcing of the activities. **10**  
b) Write down the procedure of evaluation of vendor performance with examples. **10**
2. Explain in detail 'Time study' and 'Motion study' with reference to the printing business with appropriate examples. **10**
3. Explain the procedure of recruitment in steps. **10**
4. Explain the difference between P&L and Balance sheet and also draw the format of the same. **10**
5. Elaborate upon the nature, scope and functions of Human Resource Management with suitable examples. **10**
6. Prepare a quotation for printing of about 60 pages annual report for the company with four color cover and B&W inner pages with suitable printing process and quantity of 1000 copies. (Assume suitable data). **10**
7. Explain in detail **any two** of the following concepts : **10**
  - a) Basic pay and allowances
  - b) Income tax calculations applicable today
  - c) Provident fund and gratuity
  - d) Rules of incentives or increments.



[3996] – 101

**Post Graduate Diploma in Print Administration Examination, 2011**  
**101 : PRINTING PROCESSES AND TECHNIQUES**  
**(2008 Pattern) (New)**

Time : 3 Hours

Max. Marks : 70

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

1. List tools used for machine maintenance (any ten). **20**
  2. State construction working principle of single colour sheet fed offset machine. Explain all five units. **10**
  3. Describe additive and subtractive colour synthesis for graphic reproduction work. **10**
  4. Explain internal drum plate setter and external drum plate setter, its working principle and function. **10**
  5. State and explain the terms : **10**
    - 1) LPI
    - 2) DPI
    - 3) PPI
    - 4) SPI
  6. a) How inkjet technology works ? **10**  
b) What is the use of spectrophotometer ?
- 

B/I/11/125



[3996] – 102

**Post Graduate Diploma in Print Administration Examination, 2011**  
**103 : PRODUCTION PLANNING AND CONTROL**  
**(2008 Pattern) (New)**

Time : 3 Hours

Total Marks : 70

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

1. Explain all objectives regarding the site selection and plant location. How plant layout is designed in an organisation with respect to medium scale printing industry ? **20**
2. State role, function and objectives of production manager. **10**
3. a) Explain the functional and strategic decision. **10**  
b) State role of store-keeper.
4. Differentiate between - **10**
  - 1) Estimated cost
  - 2) Actual cost
  - 3) MRP.
5. Estimate the demy size paper in reams to print demy 1/8 leaflets of 4 pages each. The quantity is 30,000 with 1% wastage. **10**
6. Explain objective of Production Planning and Control and state planning, scheduling, routing and control activities in production planning and control. **10**



**P.G. Diploma in Print Administration Examination, 2011**  
**PRINCIPLES AND PRACTICES OF MANAGEMENT AND**  
**ORGANIZATIONAL BEHAVIOUR**  
**(2008 Pattern) (New)**

Time : 3 Hours

Max. Marks : 70

*Instructions :* 1) Q. No. 1 is **compulsory**.

2) Solve **any two** questions from Q. 2 to Q. 4 and **any two** questions from Q. 5 to Q. 7.

3) Figures to the **right** indicate **full** marks.

1. Explain contributions made by Henry Fayol to management thought. How will you relate it to present day printing organisation ? **10**
2. What is management ? How management is a process also as a discipline ? Explain. **15**
3. “Planning lays foundation for other management functions”. Explain. **15**
4. Write short notes on (**any two**) : **15**
  - a) Theory X and Theory Y
  - b) Formal and Informal organisation
  - c) Co-ordinating
5. “Man resist to change” comment on the statement with forces responsible for change. **15**
6. Explain the concept of conflict management with its process. **15**
7. Write short notes on (**any two**) : **15**
  - a) Job satisfaction
  - b) Organisational effectiveness
  - c) Organisation culture.



[3996] – 11

**P.G. Diploma in Print Administration Examination, 2011**  
**PRINTING PROCESSES AND TECHNIQUES**  
**(Old) (2005 Pattern)**

Time : 3 Hours

Max. Marks : 80

*Note : 1) Answer **any five** questions.  
2) **All** questions carry **equal** marks.*

1. Explain the principles and techniques used for Graphic reproduction, including use of satellites.
2. Explain with sketches, the main parts (systems) and operational features of a sheet fed offset machine and advantages of 'offset' printing.
3. Explain the advantages of using photography and various types of cameras in Printing Industry.
4. Distinguish between offset litho printing and Rotogravure press - giving characteristics, advantages, limitations and quality of printing.
5. a) Explain the terminology related to colour e.g. Contrast, Harmony, Hue, Tint, Shade, Tone and Density.  
b) What precautions are to be taken in colour printing, sequencing of colours and why ?
6. Distinguish between the processes of 'scanning' xeroxing and contact (impression) printing.
7. Explain the latest innovations in printing technology using computers. Do these help in improving quality of print ?
8. Enlist all types of paper and inks used in printing and explain their quality standards or specifications and inspection methods.



[3996] – 12

**P.G. Diploma in Printing Administration Examination, 2011**  
**PRODUCTION PLANNING AND CONTROL (Old)**  
**(2005 Pattern)**

Time : 3 Hours

Max. Marks : 80

*Instructions : 1) Attempt any five questions.*  
*2) All question carry equal marks.*

1. Describe inter-relationship of production control dept with mktg/ finance/ operation/ stores and purchase.
2. State and explain the functions of a store keeper in a printing industry. Draw a neat sketch of a store-receipt document. What precautions are to be taken in storing and handling various materials ?
3. What role does PPC play in ensuring optimum utilization of equipment and labour ?
4. Define quality. What are the different stages at which quality is “checked” and how ?
5. State and explain 6 function of costing. Calculate the quantity of sewing thread required for the binding of 5000 books in As size, assuming that each book contains 15 sections and the thread in each level is 500 meters.
6. What are the different processes used in printing industry ? Explain the method of calculating labour hours in each process.
7. List the various costs in printing industry. Classify then in fixed cost and variable cost.
8. Define and explain the terms cost, price and profit.



[3996] – 13

**PG Diploma in Print Administration Examination, 2011  
(2005 Pattern)**

**ORGANIZATION AND MANAGEMENT OF PRINTING BUSINESS (Old)**

Time: 3 Hours

Max. Marks: 80

*Instructions : 1) Answer **any five** questions.*

*2) Draw neat diagrams **wherever** necessary.*

*3) Assume suitable data **wherever** necessary*

*4) Figures to the **right** indicate **full** marks.*

1. Discuss the various factors to be considered in while deciding the layout of the plant for the commercial printing press with appropriate examples. **16**
2. Explain in detail the detailed procedure of raw material purchasing with appropriate examples. **16**
3. Explain the concept marketing mix for manufacturing and service industry with suitable examples. **16**
4. Write a letter to the customer regarding the balance payment of the job. Assume suitable data for the same. **16**
5. Explain the difference between P&L account and Balance Sheet. Also draw the format of the same. **16**
6. Explain in detail **any two** of the following : **16**
  - a) Copy right Act
  - b) Shops and Establishment Act
  - c) Excise and Octrai
  - d) Sales Tax Act.



[3996] – 14

**P.G. Diploma in Print Administration Examination, 2011**  
**Paper – V : PERSONNEL MANAGEMENT AND ORGANIZATION**  
**BEHAVIOUR (Old)**  
**(2005 Pattern)**

Time : 3 Hours

Max. Marks : 80

*N.B. : i) Solve **any four** questions.  
ii) Figures to the **right** indicate **full** marks.*

1. Explain in detail, why job analysis and job evaluation are essential ? Also, explain in brief various parameters for Job satisfaction. **20**
2. What are the objectives and functions of Trade Union ? Explain essentials of successful Trade Union. **20**
3. Define motivation. Compare and contrast Maslow's and Herzberg's theories of Motivation. **20**
4. Define "Young person" according to Factories Act, 1948. Explain the various provisions for women and young persons according Factories Act, 1948. **20**
5. What is "Illegal strike and Illegal Lockout" ? Explain the role of government in both the cases according to Industrial Disputes Act, 1947. **20**
6. Define Leadership. Explain in brief various types of leadership. Explain which type of leadership is most suitable in conflict situation in manufacturing organisation. **20**



Total No. of Questions—5]

[Total No. of Printed Pages—2

**[3969]-201**

**S.Y. B.Com. EXAMINATION, 2011**

**BUSINESS COMMUNICATION**

**(NEW 2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) *All* questions are compulsory.

(ii) Figures to the right indicate full marks.

1. Define the term Communication. State the importance and principles of Communication. [16]

2. Describe the various methods of Communication. [16]

*Or*

Define the term “Business Letter”. Explain in detail essential qualities of a good Business Letter. [16]

3. (A) Draft an enquiry letter to Titan Ltd., M.G. Road, Bengaluru, on behalf of Diamond Watch Company, Deccan Gimkhana, Pune-4 for purchasing watches. [8]

(B) Write a job application to Bajaj Auto Ltd. Akurdi, Pune in response to an advertisement for the post of Chief Accountant. [8]

P.T.O.

*Or*

- (A) Write a letter on behalf of Komal Engineering Company Ltd., Pune asking for extension of time for execution of an order. [8]
- (B) Draft a notice of Annual General Meeting. [8]
4. What is Report ? Describe the various types of Report. [16]
5. Write short notes on (any *two*) : [16]
- (A) Solicited and unsolicited application letter
- (B) E-Mail
- (C) Website
- (D) Importance of Minutes.

Total No. of Questions—4]

[Total No. of Printed Pages—8+3

**[3969]-202**

**S.Y. B.Com. EXAMINATION, 2011**

**CORPORATE ACCOUNTING**

**(NEW 2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

- N.B. :—** (i) All questions are compulsory.  
(ii) Figures to the right indicate full marks.  
(iii) Use of calculator is allowed.

1. (A) Fill in the blanks (any *five*) : [10]
- (i) Accounting Standard (AS) 29 deals with .....  
and Accounting Standard (AS) 11 deals with ..... .
- (ii) Shares issued more than face value is known as  
..... and shares issued less than face value  
is known as ..... .
- (iii) Profit prior to incorporation is known as .....  
and profit after registration is known as ..... .
- (iv) One liquidation of a company and one formation of a  
company is known as ..... and two liquidations  
of companies and one formation of a company is known  
as ..... .
- (v) The procedure of reduction in share capital is known  
as ..... and balance of capital reduction is to  
be transferred to ..... .

P.T.O.

- (vi) In case the company is insolvent the interest will be payable upto the ..... of company's winding up and in case of solvent company the interest will be payable upto the ..... .
- (vii) The share capital of subsidiary company does not appear in the ..... and cost price of shares acquired more than face value with their capital loss is known as ..... .

- (B) Write short notes on (any *two*) : [14]
- (i) Accounting Standard (AS) 9
- (ii) Redemption of Debentures
- (iii) Modes of Liquidation
- (iv) Purchase Consideration
- (v) Principles of Liquidation.

2. Aptech Ltd. has an authorised and subscribed capital of Rs. 6,00,000 divided into 6,000 equity shares of Rs. 100 each. The following is the Trial Balance as on 31st March, 2011 : [14]

Particulars	Debit	Credit
	Rs.	Rs.
Share Capital		6,00,000
Freehold Premises	1,80,000	—
Machinery	4,58,000	—
Furniture	18,500	—
Loose Tools	35,000	—

	Rs.	Rs.
Preliminary Expenses	15,000	—
Calls in Arrears	10,000	—
Cash in Hand	12,000	—
Investments	1,40,000	—
Bills Receivable	50,400	—
Purchases and Returns	10,00,000	10,200
Sales Returns and Sales	17,200	11,50,000
Sundry Debtors	84,000	—
Interim Dividend	15,000	—
General Repairs	3,900	—
General Expenses	8,700	—
Stock (1-4-2010)	1,75,000	—
Advertisements	10,500	—
Audit Fees	8,000	—
Goodwill	68,000	—
Wages	87,800	—
Carriage Inward	10,600	—
Insurance Premium	6,400	—
Reserve Fund	—	1,60,000
Sundry Creditors	—	1,00,000
6% Debentures (1st Oct., 2010)	—	3,42,000
Profit & Loss A/c (1-4-2010)	—	26,000
Rent Received	—	15,800
Deposits	—	10,000
	<u>24,14,000</u>	<u>24,14,000</u>

You are required to prepare Trading, Profit & Loss Account and Profit & Loss Appropriation Account for the year ending 31st March, 2011 and a Balance Sheet as on that date in the prescribed form under the Companies Act, 1956. The following adjustments have also to be made :

- (a) Stock as on 31st March, 2011 was Rs. 2,25,000.
- (b) Prepaid Insurance Premium Rs. 1,400.
- (c) The provision for doubtful debts to be made at 5% on Sundry Debtors.
- (d) Provide depreciation at 5% on Machinery, 20% on Loose Tools and 10% on Furniture.
- (e) Provision of Rs. 5,000 is to be made for Taxation.
- (f) On 15th November, 2010, Directors declared an interim dividend for half year ending 30th Sept., 2010 at 3% on paid-up capital.
- (g) Directors decided to transfer Rs. 5,000 to Reserve Fund.
- (h) Write off 1/3 Preliminary Expenses.

*Or*

Sonam Ltd. Company registered with an Authorised Capital 30,000 shares of Rs. 100 each. Of which issued 20,000 shares of Rs. 100 each at a premium of Rs. 10 per share payable as follows :

On Application	Rs. 30
On Allotment	Rs. 30 (with premium)
On First call	Rs. 30
On Final call	Rs. 20

Applications were received for 15,000 shares and all these applicants were allotted shares. The directors made all calls on shares. The first call money was not received on 1,000 shares and final call money on 500 shares. The directors forfeited these shares on which first call was not paid. Of the forfeited shares 500 shares were reissued as fully paid at Rs. 70 per share.

Journalise the transactions in the books of company.

3. (A) Kunika Ltd. was registered on 1st July, 2010 to buy over the running business of Mr. R.D. as from 1st April, 2010 and obtained the Trading Certificate on 1st August, 2010. The accounts of the company for the period ended 31st March, 2011 disclosed the following facts : [8]

(1) The turnover for the whole period Rs. 7,20,000 of which Rs. 90,000 related to the period from 1st April, 2010 to 1st July, 2010 and Gross Profit Rs. 2,88,000.

(2) The following items appeared in the Profit & Loss Account :

<b>Particular</b>	<b>Rs.</b>
Managing Director's Remuneration	4,500
Audit Fees	2,250
Rent Paid	14,400
Bad debts (of which Rs. 2,400 related to the book debts created before 1st August, 2010)	6,000
Staff Salaries	36,000
Interest on Debentures	18,000

	Rs.
Depreciation on Furniture	10,800
Brokerage	3,600
Discount on Issue of Debentures	3,600
General Expenses	5,400
Commission on Sales	10,800
Printing and Stationery	7,200
Travelling Expenses	25,200
Advertisement and Free Samples	12,600
Interest to Vendor (at 6% on 3,00,000 from 1st April, 2010 to 30th November, 2010)	12,000

Prepare statement showing profit prior to and after incorporation. State the amount of profit available for distribution of dividend.

(B) The Balance Sheet of Sony Ltd. as on 31st March, 2010 is as follows :

[14]

<b>Liabilities</b>	Rs.	<b>Assets</b>	Rs.
Share Capital		Land and Building	2,00,000
(i) 1,000, 6% Preference Shares of Rs. 100 each	1,00,000	Plant and Machinery	2,20,000
		Stock	1,00,000
		Debtors	1,00,000
(ii) 2,000 Equity Shares of Rs. 100 each fully paid	2,00,000	Cash at Bank	30,000
		Preliminary Expenses	40,000
		Profit and Loss A/c	60,000



	Rs.	Rs.
(iii) 3,000 Equity Shares of Rs. 100 each, Rs. 50 paid	1,50,000	
6% Debentures (Floating charge on all assets)	1,00,000	
Bank Loan (Mortgage on Land and Building)	1,00,000	
Sundry Creditors	90,000	
Income Tax	10,000	
	<u>7,50,000</u>	<u>7,50,000</u>

The company went into liquidation on 31st March, 2010.

The preference dividend were in arrears for three years. The arrears are payable on liquidation. The assets were realised as follows :

Land and Building Rs. 2,40,000, Plant and Machinery Rs. 1,80,000, Stock Rs. 70,000 and Debtors Rs. 60,000.

The expenses of liquidation amounted to Rs. 8,000.

The liquidator is entitled to remuneration at 2% on all assets realised and 3% on amount distributed to unsecured creditors.

All payments were made on 1st Oct., 2010.

Prepare Liquidator's Final Statement of Account.

4. (A) The following are the summarised Balance Sheets of Sujata Ltd. and Vanita Ltd. as on 31st March, 2011 : [10]

<b>Liabilities</b>	<b>Sujata Ltd.</b>	<b>Vanita Ltd.</b>	<b>Assets</b>	<b>Sujata Ltd.</b>	<b>Vanita Ltd.</b>
	Rs.	Rs.		Rs.	Rs.
Share Capital (Rs. 20 each)	7,00,000	4,00,000	Freehold Premises	3,00,000	1,00,000
Profit & Loss A/c	1,60,000	—	Machinery	4,80,000	2,20,000
Sundry Creditors	3,60,000	1,40,000	Shares in Vanita Ltd. (16,000 Shares)	2,20,000	—
Bills Payable	20,000	—	Sundry Debtors	2,40,000	1,00,000
			Bills Receivable	—	20,000
			Profit & Loss A/c	—	1,00,000
	12,40,000	5,40,000		12,40,000	5,40,000

*Additional Information :*

- (1) The Debtors of Sujata Ltd. included Rs. 40,000 due from Vanita Ltd.
- (2) Sujata Ltd. acquired the shares of Vanita Ltd. on 1st April, 2010 when Vanita Ltd. had a debit balance in Profit & Loss A/c of Rs. 1,60,000.
- (3) Bill payable of Sujata Ltd. are all issued in favour of Vanita Ltd.

Prepare a Consolidated Balance Sheet with detail working.

(B) Onida Ltd. presents you with the following Balance Sheet as  
on 31st March, 2011 : [10]

<b>Liabilities</b>	<b>Rs.</b>	<b>Assets</b>	<b>Rs.</b>
<i>Share Capital :</i>		Goodwill	30,000
Equity Shares of Rs. 100 each fully paid	2,00,000	Land & Building	75,000
7% Preference Shares of Rs. 100 each	1,50,000	Plant & Machinery	1,50,000
Profit Prior to Incorporation	5,000	Patents	15,000
6% Debentures	1,50,000	Stock	1,10,000
Sundry Creditors	1,00,000	Sundry Debtors	75,000
		Cash	2,500
		Preliminary Expenses	12,500
		Profit & Loss A/c	1,35,000
	6,05,000		6,05,000

The following scheme of reconstruction was duly approved :

- (1) 7% Preference shares be converted into 9% Preference Shares, the amount being reduced by 30%.
- (2) Equity Shares be reduced to fully paid shares of Rs. 50 each.
- (3) Land and Building be appreciated by 20%.
- (4) Debentures be reduced by 20%.
- (5) All intangible assets and fictitious assets including patents be written off. Utilise profit prior to incorporation, if necessary.

- (6) Equity shareholders to subscribe equity shares of Rs. 50,000.  
The amount to be utilised for acquiring new Plant and Machinery.

Give necessary Journal entries in the books of Onida Ltd. and prepare the resultant Balance Sheet.

*Or*

The following is the Balance Sheet of Rupa Ltd. as on 31st March, 2011 : [20]

<b>Liabilities</b>	<b>Rs.</b>	<b>Assets</b>	<b>Rs.</b>
Share Capital		Building	1,70,000
4,000 Equity Shares of		Plant & Machinery	4,00,000
Rs. 100 each	4,00,000	Investment	50,600
General Reserve	50,000	Debtors	1,40,500
Profit & Loss A/c	5,600	Stock	80,700
5% Debentures	2,50,000	Cash at Bank	16,500
Creditors	1,28,700		
Dividend Equalisation Fund	24,000		
	8,58,300		8,58,300

Rupa Ltd. was absorbed by Dipa Ltd. on the above date, on the following terms and conditions, Dipa Ltd. to :

- (1) Assume all liabilities and to acquire all assets except investments which were sold by Rupa Ltd. for Rs. 45,500.

- (2) Discharge the debentures at a discount of 5% by issue of 7% Debentures in Dipa Ltd.
- (3) Issue two shares of Rs. 60 each in Dipa Ltd. at Rs. 65 per share and also pay Rs. 2 in cash to the shareholders of Rupa Ltd. in exchange for one share in Rupa Ltd.
- (4) Pay the cost of absorption for Rs. 1,500.

With the consent of the shareholders, the Liquidator of Rupa Ltd. sold off in open market one fifth of the shares received from Dipa Ltd. at the average rate of Rs. 63 per share.

You are required to prepare :

- (i) Statement of Purchase Consideration
- (ii) Realisation A/c
- (iii) Shareholder A/c
- (iv) Bank A/c
- (v) 5% Debentureholder A/c
- (vi) Opening Journal entries in the books of Dipa Ltd.

Total No. of Questions—5]

[Total No. of Printed Pages—3

**[3969]-203**

**S.Y. B.Com. EXAMINATION, 2011**

**BUSINESS ECONOMICS (MACRO)**

**(NEW 2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

(iii) Draw neat diagrams wherever necessary.

1. What is Macro-economics ? Explain the scope, significance and limitations of Macro-economics. [16]

2. Define National Income. What is the significance of estimating National Income ? Mention the difficulties in measuring National Income. [16]

*Or*

Define Trade cycle. Describe the phases of trade cycle. [16]

3. Answer in brief :

(A) What is money ? Explain the Keynesian view of demand for money. [8]

(B) Explain the determinants of consumption function. [8]

*Or*

(A) What are the causes of Inflation ? [8]

(B) Explain Psychological Law of Consumption. [8]

P.T.O.

4. What is meant by Public Finance ? Explain the scope of Public Finance. [16]

5. Write short notes on (any two) : [16]

- (1) Circular flow of National Income
- (2) Quantitative measures of credit control
- (3) Accelerator Principle
- (4) Types of Budget.

(मराठी रूपांतर)

वेळ : तीन तास

एकूण गुण : 80

सूचना :— (i) सर्व प्रश्न सोडविणे आवश्यक आहे.

(ii) उजवीकडील अंक प्रश्नाचे पूर्ण गुण दर्शवितात.

(iii) आवश्यक तेथे सुबक आकृत्या काढा.

(iv) संदर्भासाठी मूळ इंग्रजी प्रश्नपत्रिका पहावी.

1. समग्रलक्षी अर्थशास्त्र म्हणजे काय ? समग्रलक्षी अर्थशास्त्राची व्याप्ती, महत्व आणि मर्यादा स्पष्ट करा. [16]

2. राष्ट्रीय उत्पन्नाची व्याख्या द्या. राष्ट्रीय उत्पन्न गणनेचे महत्व काय ? राष्ट्रीय उत्पन्न मापनातील अडचणी स्पष्ट करा. [16]

किंवा

व्यापारचक्रांची व्याख्या द्या. व्यापारचक्राच्या अवस्थांचे वर्णन करा. [16]

3. थोडक्यात उत्तरे द्या :

(अ) पैसा म्हणजे काय ? पैशाच्या मागणीबाबतचा केन्स यांचा दृष्टीकोन स्पष्ट करा. [8]

(ब) उपभोगफलनाचे निर्धारक घटक स्पष्ट करा. [8]

**किंवा**

(अ) चलनविस्ताराची कारणे कोणती ? [8]

(ब) उपभोगासंबंधीचा मानसशास्त्रीय नियम स्पष्ट करा. [8]

4. सार्वजनिक आय-व्यय म्हणजे काय ? सार्वजनिक आय-व्ययाची व्याप्ती स्पष्ट करा. [16]

5. थोडक्यात टीपा लिहा (कोणत्याही दोन) : [16]

(1) राष्ट्रीय उत्पन्नाचा चक्राकार प्रवाह

(2) पतनियंत्रणाची संख्यात्मक साधने

(3) प्रवेग तत्व

(4) अंदाजपत्रकाचे प्रकार.



Total No. of Questions—5]

[Total No. of Printed Pages—3

**[3969]-204**

**S.Y. B.Com. EXAMINATION, 2011**

**PRINCIPLES AND FUNCTIONS OF MANAGEMENT**

**(Business Management)**

**(NEW 2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) *All* questions are compulsory.

(ii) Figures to the right indicate marks allotted to the question.

1. Define the term 'Management'. Explain the features of Management. [16]

2. What do you mean by the term 'Scientific Management' ? Explain the specific contribution of F.W. Taylor in the development of Scientific Management Thought. [16]

*Or*

What do you mean by the term 'Delegation of Authority' ? Explain the difficulties in the process of Delegation. [16]

3. (a) Explain in brief Maslow's Need Hierarchy Theory. [8]

(b) Explain the principles of 'Direction'. [8]

*Or*

(a) Explain the qualities of a successful leader. [8]

(b) Explain the stages in the process of 'Control'. [8]

P.T.O.

4. What do you mean by the term 'Corporate Social Responsibility' ? Explain various ways through which organizations are fulfilling the corporate social responsibility. [16]
5. Write short notes on (any two) : [16]
- (a) Dr. B.R. Ambedkar's thought on Management
- (b) Disaster Management
- (c) Span of Control
- (d) Business Ethics.

(मराठी रूपांतर)

वेळ : तीन तास

एकूण गुण : 80

सूचना :— (i) सर्व प्रश्न सोडविणे आवश्यक आहे.

(ii) उजवीकडील अंक पूर्ण गुण दर्शवितात.

1. 'व्यवस्थापन' या संज्ञेची व्याख्या द्या. व्यवस्थापनाची वैशिष्ट्ये स्पष्ट करा. [16]
2. 'शास्त्रीय व्यवस्थापन' म्हणजे काय ? शास्त्रीय व्यवस्थापन विचाराच्या विकासातील एफ. डब्ल्यु. टेलर यांचे वैशिष्ट्यपूर्ण योगदान स्पष्ट करा. [16]

किंवा

'अधिकारप्रदान' म्हणजे काय ? अधिकारप्रदान प्रक्रियेतील अडथळे स्पष्ट करा. [16]

3. (अ) 'मास्लो' यांच्या मानवी गरजांच्या श्रेणीचा सिद्धांत थोडक्यात स्पष्ट करा. [8]
- (ब) निर्देशनाची तत्वे स्पष्ट करा. [8]

## किंवा

- (अ) यशस्वी नेतृत्वाचे गुण स्पष्ट करा. [8]
- (ब) नियंत्रण प्रक्रियेतील टप्पे स्पष्ट करा. [8]
4. व्यावसायिक सामाजिक जबाबदारी (Corporate Social Responsibility) म्हणजे काय ? व्यावसायिक सामाजिक जबाबदाऱ्या पार पाडण्याचे विविध मार्ग स्पष्ट करा. [16]
5. थोडक्यात टीपा लिहा (कोणतेही दोन) : [16]
- (अ) डॉ. बाबासाहेब आंबेडकरांचे व्यवस्थापनविषयक विचार
- (ब) आपत्ती व्यवस्थापन (Disaster Management)
- (क) नियंत्रण कक्षा (विस्तार) (Span of Control)
- (ड) व्यावसायिक नीति मूल्ये.

Total No. of Questions—5]

[Total No. of Printed Pages—3

**[3969]-205**

**S.Y. B.Com. EXAMINATION, 2011**

**ELEMENTS OF COMPANY LAW**

**(NEW 2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) *All* questions are compulsory.

(ii) *All* questions carry equal marks.

1. Define a 'Private Company'. State the special privileges and exemptions available to private companies. How does a private company become a public company by choice ?
2. Explain the steps required to be taken for the formation of a company and the documents required to be filed with the Registrar of Companies.

*Or*

What is meant by 'Allotment of Shares' ? Explain the provisions of the Companies Act, 1956 regarding allotment of shares.

3. (A) State in brief the conditions governing the buy-back of shares by a company.
- (B) Explain the term 'amalgamation' and state its objectives.

P.T.O.

Or

- (A) What is 'e-Governance' ? State the advantages of e-Filing.
- (B) State the circumstances under which a company may be compulsory wound up by Court/Tribunal.
4. Discuss the requisites of a valid general meeting as per the Companies Act, 1956.
5. Write short notes on (any two) :
- (A) Legal position of directors.
- (B) Removal of a director.
- (C) Distinction between a Managing Director and a Manager.
- (D) Exceptions to the rule of 'Supremacy of the Majority of Shareholders'.

(मराठी रूपांतर)

वेळ : तीन तास

एकूण गुण : 80

सूचना :— (i) सर्व प्रश्न अनिवार्य आहेत.

(ii) सर्व प्रश्नांना समान गुण आहेत.

(iii) संदर्भासाठी मूळ इंग्रजी प्रश्नपत्रिका पहावी.

1. खाजगी कंपनीची व्याख्या द्या. खाजगी कंपनीला मिळणारे विशेष हक्क व सूट/सवलती सांगा. खाजगी कंपनी स्वतःच्या इच्छेनुसार/पसंतीनुसार सार्वजनिक कशी होऊ शकते ?
2. कंपनीच्या स्थापनेकरीता पूर्ण करावे लागणारे टप्पे आणि कंपनी नोंदणी अधिकाऱ्याकडे दाखल कराव्या लागणाऱ्या दस्तऐवजांचे स्पष्टीकरण करा.

### किंवा

‘भाग वाटप’ म्हणजे काय ? भाग वाटपासंदर्भातील कंपनी कायदा, 1956 मधील तरतुदी स्पष्ट करा.

3. (अ) कंपनीने भागांची पुनखरेदी करण्याच्या संदर्भातील अटी थोडक्यात सांगा.  
(ब) ‘एकत्रीकरण’ ही संज्ञा स्पष्ट करा आणि एकत्रीकरणाची उद्दिष्टे सांगा.

### किंवा

- (अ) ‘ई-गव्हर्नन्स’ म्हणजे काय ? ई-फाइलिंगचे फायदे सांगा.  
(ब) न्यायालय/न्यायाधिकरण यांचेकडून कंपनीचे सक्तीने विसर्जन कोणत्या परिस्थितीत होते ते सांगा.

4. कंपनी कायदा, 1956 नुसार वैध साधारण सभेच्या आवश्यक बाबींची चर्चा करा.

5. थोडक्यात टीपा लिहा (कोणत्याही दोन) :

- (अ) संचालकांचे कायदेशीर स्थान.  
(ब) संचालकास काढून टाकणे.  
(क) व्यवस्था संचालक आणि व्यवस्थापक यातील फरक.  
(ड) ‘बहुसंख्य भागधारकांचे सर्वश्रेष्ठत्व’ या नियमास असणारे अपवाद.

Total No. of Questions—5]

[Total No. of Printed Pages—1

**[3969]-206**

**S.Y. B.Com. EXAMINATION, 2011**

**BUSINESS ADMINISTRATION—I**

**(NEW 2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

1. State the process of company formation in India. [16]

2. Define Management. Explain the principles and functions of Management. [16]

*Or*

What is quality control ? Explain in detail the scope, objectives and importance of quality control.

3. (A) Explain the stages of Business Promotion. [8]

(B) Explain the factors affecting productivity. [8]

*Or*

(A) Explain the various types of plant layout. [8]

(B) State the legal requirement for starting a business. [8]

4. What is globalisation ? Explain the features, advantages and disadvantages of globalisation. [16]

5. Write short notes (any *two* out of four) : [16]

(a) Special Economic Zones

(b) Joint Stock Company

(c) Joint Venture

(d) BPO (Business Process Outsourcing).

Total No. of Questions—5]

[Total No. of Printed Pages—3

**[3969]-207**

**S.Y. B.Com. EXAMINATION, 2011**

**BANKING AND FINANCE**

**Special Paper I**

**(Indian Banking System)**

**(NEW 2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) *All* questions are compulsory.

(ii) Figures to the right indicate full marks.

1. Explain the structure of Banking System in India. [16]

2. Explain the progress and performance of Private Sector Banks in India after 1969. [16]

*Or*

Explain the reasons of Bank Nationalisation in India. [16]

3. (A) State the progress of State Bank of India. [8]

(B) State the problems of Regional Rural Banks. [8]

*Or*

(A) What are the functions of Primary Agriculture Co-operative Credit Societies ? [8]

(B) State the recommendations of Narsimham Committee—I (1991). [8]

P.T.O.



4. Explain the functions of Reserve Bank of India. [16]

5. Write short notes on (any two) : [16]

(i) Urban Co-operative Banks.

(ii) Management of Non-performing Assets (NPA's).

(iii) Difference between Regional Rural Bank and Commercial Bank.

(iv) Principles of Co-operation.

(मराठी रूपांतर)

वेळ : तीन तास

एकूण गुण : 80

सूचना :— (i) सर्व प्रश्न सोडविणे आवश्यक आहेत.

(ii) उजवीकडील अंक पूर्ण गुण दर्शवितात.

(iii) संदर्भासाठी मूळ इंग्रजी प्रश्नपत्रिका पहावी.

1. भारतातील बँक प्रणालीची रचना स्पष्ट करा. [16]

2. 1969 नंतरच्या काळातील भारतातील खाजगी क्षेत्रातील बँकांची प्रगती व कामगिरी स्पष्ट करा. [16]

किंवा

भारतातील बँकांच्या राष्ट्रीयकरणाची कारणे स्पष्ट करा. [16]

3. (अ) स्टेट बँक ऑफ इंडियाची कामगिरी सांगा. [8]

(ब) प्रादेशिक ग्रामीण बँकांच्या समस्या सांगा. [8]

किंवा

(अ) प्राथमिक कृषी सहकारी पतसंस्थाची कार्ये कोणती आहेत ? [8]

(ब) नरसिंहम समिति-I (1991) च्या शिफारशी सांगा. [8]

4. भारतीय रिझर्व्ह बँकेची कार्ये स्पष्ट करा. [16]

5. थोडक्यात टिपा लिहा (कोणत्याही दोन) : [16]

- (i) नागरी सहकारी बँका
- (ii) निष्क्रीय मालमत्ता व्यवस्थापन
- (iii) प्रादेशिक ग्रामीण बँका व व्यापारी बँकातील फरक
- (iv) सहकाराची तत्वे.

Total No. of Questions—4]

[Total No. of Printed Pages—4

**[3969]-208**

**S.Y. B.Com. EXAMINATION, 2011**  
**BUSINESS LAWS AND PRACTICES**  
**Paper I**  
**(NEW 2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) *All* questions are compulsory.

(ii) Figures to the right indicate full marks.

1. Answer the following in **20** words each (any *ten*) : [20]
- (1) Define Co-operative Society under the Maharashtra Co-operative Societies Act, 1960.
  - (2) Define 'Area of Operation' under the Multi-state Co-operative Societies Act, 2002.
  - (3) State the meaning of 'Bye-laws' under the Maharashtra Co-operative Societies Act, 1960.
  - (4) Define 'Broker' under the Agricultural Produce Marketing (Development and Regulation) Act, 1963.
  - (5) Define Agricultural Produce under the Agricultural Produce Marketing (Development and Regulation) Act, 1963.
  - (6) Define 'Agriculturist' under the Agricultural Produce Marketing (Development and Regulation) Act, 1963.
  - (7) Define 'Premium' under the Law of Insurance.
  - (8) State the meaning of 'Marine Insurance'.
  - (9) What is the meaning of 'Risk' under the Law of Insurance ?

P.T.O.

- (10) Define 'Life Insurance'.
  - (11) Define Insurer under the Law of Insurance.
  - (12) Define Re-insurance.
  - (13) State *two* features of a Co-operative Society.
- 2.** Answer the following questions in **50** words each (any *two*) : [10]
- (1) State the different types of Co-operative Societies.
  - (2) State the rights of policyholders.
  - (3) Write a note on Re-audit under the MCS Act.
  - (4) State the objectives of the Multi-state Co-operative Societies Act, 2002.
- 3.** Answer the following questions in **150** words each (any *two*) : [20]
- (1) Discuss the different types of Insurance Policies.
  - (2) Explain in detail amalgamation of Market Committees under the Agricultural Produce Marketing (Development and Regulation) Act, 1963.
  - (3) Explain the procedure for amendments of Bye-laws under the Maharashtra Co-operative Societies Act, 1960.
  - (4) What are the obligations and rights of Insurer ?
- 4.** Answer the following questions in **300** words each (any *two*) : [30]
- (1) What is Marketing Board ? Explain the functions and powers of Marketing Board.
  - (2) State the objectives of the Multi-state Co-operative Societies Act, 2002. Explain the powers and functions of Chief Executive under the Act.

- (3) Explain the objectives of Life Insurance Corporation. State its constitution and powers.
- (4) Explain the different types of Marine Insurance Policy.

(मराठी रूपांतर)

वेळ : तीन तास

एकूण गुण : 80

सूचना :— (i) सर्व प्रश्न आवश्यक आहेत.

(ii) उजवीकडील अंक प्रश्नाचे पूर्ण गुण दर्शवितात.

(iii) संदर्भासाठी मूळ इंग्रजी प्रश्नपत्रिका पहावी.

1. प्रत्येकी 20 शब्दांपर्यंत खालील उत्तरे लिहा (फक्त दहा) : [20]
- (1) महाराष्ट्र सहकारी संस्था कायदा, 1960 अंतर्गत 'सहकारी संस्था'ची व्याख्या लिहा.
- (2) बहू-राज्य सहकारी संस्था कायदा, 2002 अंतर्गत 'एरिया ऑफ ऑपरेशन'ची व्याख्या लिहा.
- (3) महाराष्ट्र सहकारी संस्था कायदा, 1960 अंतर्गत 'बाय-लॉज'चा अर्थ सांगा.
- (4) शेती उत्पादन विक्री (विकास आणि नियमन) कायदा, 1963 अंतर्गत 'दलाल'ची व्याख्या लिहा.
- (5) शेती उत्पादन विक्री (विकास आणि नियमन) कायदा, 1963 नुसार 'शेती उत्पादना'ची व्याख्या सांगा.
- (6) शेती उत्पादन विक्री (विकास आणि नियमन) कायदा, 1963 अंतर्गत 'कृषक' (शेतकरी)ची व्याख्या लिहा.
- (7) विमा कायद्या अंतर्गत 'हप्ता'ची व्याख्या लिहा.
- (8) सागरी विम्याचा अर्थ सांगा.
- (9) विमा कायद्या अंतर्गत 'Risk' (जोखीम) म्हणजे काय ?
- (10) 'जीवन विमा'ची व्याख्या लिहा.

- (11) विमा कायदा अंतर्गत 'विमाधारकाची' व्याख्या लिहा.
- (12) 'पुनर्विमा'ची व्याख्या लिहा.
- (13) सहकारी संस्थाची दोन वैशिष्ट्ये सांगा.
2. पुढील प्रश्नांची उत्तरे प्रत्येकी 50 शब्दात लिहा (कोणतेही दोन) : [10]
- (1) सहकारी संस्थांचे विविध प्रकार सांगा.
- (2) विमा योजना धारकाचे अधिकार सांगा.
- (3) MCS कायद्या अंतर्गत 'पुनर्लेखा परिक्षण'वर टिप लिहा.
- (4) बहुराज्यीय सहकारी संस्था कायदा, 2002 ची उद्दीष्ट्ये सांगा.
3. पुढील प्रश्नांची उत्तरे प्रत्येकी 150 शब्दात लिहा (कोणतेही दोन) : [20]
- (1) विमा योजनांच्या विविध प्रकारांची चर्चा करा.
- (2) शेती उत्पादन विक्री (विकास आणि नियमन) कायदा, 1963 अंतर्गत बाजार समित्यांचे एकत्रीकरण सविस्तर स्पष्ट करा.
- (3) महाराष्ट्र सहकारी संस्था कायदा, 1960 अंतर्गत पोटनियमा (Bye-laws) मध्ये दुरुस्तीची प्रक्रिया स्पष्ट करा.
- (4) विमा प्रतिनिधी (Insurer) ची कर्तव्ये आणि अधिकार काय आहेत ?
4. पुढील प्रश्नांची उत्तरे प्रत्येकी 300 शब्दात लिहा (कोणतेही दोन) : [30]
- (1) विपणन मंडळ म्हणजे काय ? विपणन मंडळाची कार्ये आणि अधिकार स्पष्ट करा.
- (2) बहू-राज्य सहकारी संस्था कायदा, 2002 ची उद्दीष्ट्ये सांगा. या कायद्या अंतर्गत मुख्य कार्यकारी अधिकाऱ्याचे अधिकार व कार्ये स्पष्ट करा.
- (3) जीवन विमा निगमाची वैशिष्ट्ये स्पष्ट करा. तिची संहिता आणि अधिकार सांगा.
- (4) सागरी विमा योजनेचे विविध प्रकार सांगा.

Total No. of Questions—5]

[Total No. of Printed Pages—3

**[3969]-209**

**S.Y. B.Com. EXAMINATION, 2011**  
**CO-OPERATION AND RURAL DEVELOPMENT**  
**Paper I**  
**(NEW 2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) *All* questions are compulsory.

(ii) Figures to the right indicate full marks.

1. Explain in detail modified principles of Co-operation. [16]

2. State the features of Co-operative Societies Act, 1925 and explain its effects on Co-operative Movement in India. [16]

*Or*

Explain growth and progress of Multi-state Co-operative Societies in India.

3. (A) Explain provisions regarding registration of Co-operative Society according to Maharashtra State Co-operative Societies Act, 1960. [8]

(B) Explain the Mass approach of rural development. [8]

*Or*

(A) Evaluate the progress of Consumer Co-operatives in India.

(B) Explain the individual approach of rural development.

P.T.O.

4. What is Panchayat Raj System ? Explain the effect of Panchayat Raj System in rural development. [16]

5. Write short answers of any *two* of the following : [16]

- (1) Dairy Co-operatives in Maharashtra.
- (2) Contribution of Mahatma Gandhi in rural development.
- (3) Rural development and peoples participation.
- (4) Effects of Globalization on Cooperative Movement in India.

(मराठी रूपांतर)

वेळ : तीन तास

एकूण गुण : 80

सूचना :— (i) सर्व प्रश्न सोडविणे आवश्यक आहे.

(ii) उजवीकडील अंक पूर्ण गुण दर्शवितात.

1. सहकाराची सुधारित तत्वे सविस्तर स्पष्ट करा. [16]

2. सहकार संस्था कायदा, 1925ची वैशिष्ट्ये सांगून, त्याचे भारतातील सहकार चळवळीवर झालेले परिणाम विशद करा. [16]

किंवा

भारतीय बहुराज्य सहकारी संस्थांची वाढ व प्रगती स्पष्ट करा.

3. (अ) महाराष्ट्र राज्य सहकारी संस्थांचा कायदा, 1960 मधील सहकारी संस्था नोंदणीबाबतच्या तरतूदी स्पष्ट करा. [8]

(ब) ग्रामीण विकासाबाबतचा सर्वांगीण दृष्टिकोन स्पष्ट करा. [8]



## किंवा

(अ) भारतातील ग्राहक सहकारी संस्थांच्या प्रगतीचे मूल्यमापन करा.

(ब) ग्रामीण विकासाबाबतचा वैयक्तिक दृष्टिकोन स्पष्ट करा.

4. पंचायतराज व्यवस्था म्हणजे काय ? ग्रामीण विकासावर पंचायतराज व्यवस्थेचे होणारे परिणाम स्पष्ट करा. [16]

5. खालील प्रश्नांची थोडक्यात उत्तरे लिहा (कोणतेही दोन) : [16]

(1) महाराष्ट्रातील दूग्ध सहकारी संस्था.

(2) ग्रामीण विकासात महात्मा गांधी यांचे योगदान.

(3) ग्रामीण विकास आणि लोकांचा सहभाग.

(4) जागतिकीकरणाचे भारतातील सहकारी चळवळीवर झालेले परिणाम.

Total No. of Questions—5]

[Total No. of Printed Pages—7

**[3969]-210**

**S.Y. B.Com. EXAMINATION, 2011**

**COST AND WORKS ACCOUNTING**

**Paper I**

**(NEW 2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) *All* questions are compulsory.

(ii) Figures to the right indicate full marks.

(iii) Use of calculator is allowed.

**1. (A) Fill in the blanks :** [5]

(i) .....is a master requisition of materials which lists all the materials required for a job.

(ii) Motive power is an example of.....overheads.

(iii) .....is the technique/process of ascertaining costs.

(iv) In.....method of pricing, closing stock is valued at the oldest price paid.

(v) .....is the rate of change in the labour force of an organisation.

P.T.O.

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

(i) Main purpose of Cost Accounting is to maximise profit.

(ii) Variable cost per unit remains unchanged when output is increased or decreased.

(iii) Purpose of time booking is to compute the wages payable to workers.

(iv) High labour turnover indicates instability of workforce.

(v) Job evaluation and merit rating both necessary for equitable wage determination.

2. (A) Define 'Cost Accounting'. State the objectives of Cost Accounting. [8]

(B) What is 'Cost Centre' ? Explain various types of Cost Centres. [7]

*Or*

Describe briefly the purchase documents which are used in an organisation while purchasing of materials. [15]

3. Write short notes on (any *three*) : [15]

(i) Stores Layout

(ii) Centralised Store

(iii) ABC Analysis

(iv) Time Booking

(v) Job Evaluation.

4. (A) The summary of expenses incurred during the year ended 31st March, 2007 by a manufacturer is given below : [15]

<b>Particulars</b>	<b>Amount</b>
	Rs.
Direct Wages	25,000
Materials issued to jobs	38,000
Hire of Cranes on jobs	1,000
Power	4,500
Rent and Rates (Factory)	3,000
Works Salaries	4,400

Salaries to Maintenance Workers	6,000
Office Rent	4,800
Salaries to Salesmen	7,500
Postage and Stationery	1,500
Salesmen's Commission	2,500
Travelling Expenses	4,000
Machine Repairs	2,100
Machine Depreciation	8,600
Director's Fees	3,000
Auditor's Fees	1,500
Up-keep of Delivery Vans	1,200
Warehouse Wages	2,400
Lighting (Factory)	1,800
Lighting (Office)	600
Interest on Loan	2,500
Bank Charges	200
Donations	500

Bad Debts	1,200
Cash Discount Allowed	600
Legal Expenses	300
Drawing Office Expenses	1,000
Dividends Paid	4,000
Royalty Paid	6,000
Market Research Expenses	600
Transfer to Reserve	2,000
Free Samples Distributed	300
Sales	1,60,000

Prepare a statement of cost, showing profits earned during the year.

- (B) Calculate the earnings of A and B under Taylor's Differential Piece Rate System, from the following information : [5]

Standard Production : 7 units per hour

Factory day : 8 hours

Normal time rate : Rs. 2.80 per hour



- (B) Compute the materials turnover ratio for materials A and B and comment upon the results. [10]

<b>Particulars</b>	<b>Material A</b>	<b>Material B</b>
	Rs.	Rs.
Opening stock	10,000	9,000
Purchase during the year	52,000	27,000
Closing stock	6,000	11,000

*Or*

Calculate the earnings of a worker from the following information under :

- (a) Halsey Plan; and  
(b) Rowan Plan.

The standard time for a job is 20 hours @ Rs. 3 per hour.  
The job was actually finished within 15 hours. [10]



Total No. of Questions—5]

[Total No. of Printed Pages—7

**[3969]-211**

**S.Y. B.Com. EXAMINATION, 2011**

**BUSINESS STATISTICS**

**Paper I**

**(NEW 2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

(iii) Use of calculator and statistical tables is allowed.

1. (A) Attempt any *four* of the following : [2 each]
- (a) In a moderately skewed distribution the arithmetic mean is 45 and median is 48. Find the approximate value of mode.
  - (b) State the purpose of assignment problem.
  - (c) Define Break Even Point (BEP).
  - (d) State whether each of the statements given below is true or false :
    - (i) If  $r_{12} = r_{13} = r_{23} = r$ , then  $R_{1.23} = r_{12.3}$ .
    - (ii) In dichotomous classification of 2 attributes, there are 4 ultimate class frequencies.
  - (e) What do you mean by interpolation ?
  - (f) What do you mean by balanced transportation problem ?

P.T.O.

(B) Attempt any *two* of the following : [4 each]

(a) Calculate 3 yearly moving average for the following data relating to number of commercial and industrial failures in the country :

<b>Year</b>	<b>Number of Failures</b>
83	23
84	26
85	28
86	32
87	20
88	12
89	12
90	10
91	9
92	13
93	11
94	14
95	12
96	9
97	3
98	1

(b) Determine an initial basic feasible solution to the following transportation problem by using North-West Corner method. Also find corresponding cost of transportation :

<b>Factory</b>	<b>Warehouse</b>				<b>Capacity</b>
	<b>W<sub>1</sub></b>	<b>W<sub>2</sub></b>	<b>W<sub>3</sub></b>	<b>W<sub>4</sub></b>	
<b>F<sub>1</sub></b>	21	16	25	13	11
<b>F<sub>2</sub></b>	17	18	14	23	13
<b>F<sub>3</sub></b>	32	27	18	41	19
<b>Requirement</b>	6	10	12	15	43

- (c) The first four raw moments of a distribution are 10, 116, 1544 and 22184. Examine the skewness and kurtosis. Comment on the shape of the distribution.

2. Attempt any *two* of the following : [8 each]

- (a) Use simplex method to solve the following LPP :

Maximize :

$$Z = 6x_1 + 4x_2$$

subject to the constraints :

$$2x_1 + x_2 < 390$$

$$3x_1 + 3x_2 < 810$$

$$x_2 < 200$$

$$x_1, x_2 > 0.$$

- (b) The population of a town in the decennial census was as given below. Estimate the population for the year 1955 using Newton's method :  
 $r_{12} = 0.7, r_{13} = 0.6, r_{23} = 0.5$ .

Year	Population (in lacs)
1951	46
1961	66
1971	81
1981	93
1991	101

- (c)  $X_1, X_2$  and  $X_3$  are the heights in cm of son, mother and father respectively :

$$\bar{X}_1 = 168, \bar{X}_2 = 162, \bar{X}_3 = 167$$

$$\sigma_1 = 2, \sigma_2 = 2.5, \sigma_3 = 2.5$$

- (i) Obtain least square regression equation of  $X_1$  on  $X_2$  and  $X_3$ .
- (ii) Estimate  $X_1$  when  $X_2 = 164$ , and  $X_3 = 170$ .

3. Attempt any *two* of the following : [8 each]

- (a) A firm produces  $x$  tonnes of the item at the total cost :

$$C(x) = \text{Rs. } (x^3 - 9x^2 + 85x + 17)$$

Find :

- (i) The average cost
  - (ii) The average variable cost
  - (iii) The average fixed cost
  - (iv) The marginal average cost.
- (b) (i) In a coeducation institution, out of 200 students, 150 were boys. In an examination, 120 boys and 40 girls passed. Apply Yule's coefficient to determine the association between sex and success in the examination. Interpret your result.

- (ii) Obtain the dual of :

Maximize :

$$Z = 5x_1 + 3x_2$$

subject to the constraints :

$$x_1 + x_2 < 2$$

$$5x_1 + 2x_2 < 10$$

$$3x_1 + 8x_2 < 12$$

$$x_1, x_2 > 0.$$

- (c) Find initial basic feasible solution of the following transportation problem using VAM :

		<b>To</b>			
		<b>D<sub>1</sub></b>	<b>D<sub>2</sub></b>	<b>D<sub>3</sub></b>	<b>Availability</b>
<b>From</b>	<b>O<sub>1</sub></b>	16	19	12	14
	<b>O<sub>2</sub></b>	22	13	19	16
	<b>O<sub>3</sub></b>	14	28	8	12
	<b>Requirement</b>	10	15	17	

4. Attempt any *two* of the following : [8 each]

- (a) The following data gives the number of women of child bearing ages and yearly births by quinquennial age groups for a city. Calculate GFR and TFR and comment on the result :

<b>Age Group</b>	<b>Female Population</b> (in thousands)	<b>Number of Births</b>
15—20	8	56
20—25	10	100
25—30	12	84
30—35	6	36
35—40	3	15
40—45	5	5
45—50	4	4

- (b) Using Lagrange's interpolation formula find the value of Y, when X = 2 :

<b>X</b>	<b>Y</b>
1	4
3	12
4	19

- (c) (i) Distinguish between multiple correlation coefficient and partial correlation coefficient in case of trivariate data.
- (ii) Explain the concept of Autogressive model in time series analysis.

5. Attempt any *two* of the following : [8 each]

- (a) The following are the assets of a bank :

Year	Assets (in crores Rs.)
1993	83
1994	92
1995	71
1996	90
1997	169

Fit a straight line trend and hence estimate assets in year 2000.

- (b) A project work consists of four major jobs for which four contractors have submitted tenders. The tender amounts quoted in thousands of rupees are given in the following matrix :

Find the assignment which minimizes total cost of the project. Each contractor has to be assigned one job.

- (c) Compare the mortality situation of year 1971 and 1981 of a city.

Take population in 1971 as a standard population :

<b>Age</b>	<b>Year 1981</b>		<b>Year 1971</b>	
<b>Group</b>	<b>Population</b>	<b>Deaths</b>	<b>Population</b>	<b>Deaths</b>
0—5	20,000	400	25,000	650
5—15	50,000	300	40,000	380
15—35	65,000	780	60,000	720
35 & above	20,000	500	15,000	625

Total No. of Questions—5]

[Total No. of Printed Pages—2

**[3969]-212**

**S.Y. B.Com. EXAMINATION, 2011**

**BUSINESS ENTREPRENEURSHIP**

**Paper I**

**(NEW 2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) *All* questions are compulsory.

(ii) Figures to the right indicate full marks.

1. Explain in detail entrepreneurial qualities. [16]

2. Explain the entrepreneurial career of Mr. Azim Premji. [16]

*Or*

Discuss social responsibility of business towards consumers and investors. [16]

3. (A) Narrate various techniques of creativity development. [8]

(B) State the advantages and limitations of franchising. [8]

*Or*

(A) Distinguish between self-employment and paid employment. [8]

(B) Discuss the advantages of self help groups. [8]

4. Explain in detail, new opportunities to service business in India. [16]

5. Write short notes on (any *two*) : [16]

(a) Group Entrepreneurship

(b) Challenges of Globalisation

(c) Social Audit

(d) Kakinada Experiment.

P.T.O.



(मराठी रूपांतर)

वेळ : तीन तास

एकूण गुण : 80

सूचना :— (i) सर्व प्रश्न सोडविणे आवश्यक आहे.

(ii) उजवीकडील अंक पूर्ण गुण दर्शवितात.

1. उद्योजकिय गुणांचे सविस्तर स्पष्टीकरण करा. [16]

2. श्री अझिम प्रेमाजी यांची उद्योजकिय कारकिर्द स्पष्ट करा. [16]

किंवा

ग्राहक व गुंतवणूकदार यांच्या प्रति असलेल्या उद्योगाच्या सामाजिक जबाबदारीची चर्चा करा. [16]

3. (अ) सर्जनशीलता विकासाच्या तंत्रांचे वर्णन करा. [8]

(ब) व्यवसायाधिकाराचे फायदे व मर्यादा सांगा. [8]

किंवा

(अ) स्वयं रोजगार व नोकरी यातील फरक सांगा. [8]

(ब) स्वयं सहाय्यता गटाच्या फायद्यांची चर्चा करा. [8]

4. भारतात सेवा उद्योगाला असलेल्या नव्या संधीचे सविस्तर स्पष्टीकरण करा. [16]

5. थोडक्यात टिपा लिहा (कोणतेही दोन) : [16]

(अ) सामूहिक उद्योजकता

(ब) जागतिकीकरणाची आव्हाने

(क) सामाजिक लेखा परिक्षण

(ड) काकिनाडा प्रयोग.

Total No. of Questions—5]

[Total No. of Printed Pages—3

**[3969]-213**

**S.Y. B.Com. EXAMINATION, 2011**

**MARKETING MANAGEMENT—I**

**(NEW 2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

1. What is Marketing Manager ? Explain the qualities, duties and responsibilities of marketing manager. [16]

2. Define Marketing Mix. Explain the factors of Marketing Mix. [16]

*Or*

Explain the evaluation of marketing in the approaches of ethics. [16]

3. (A) Explain the scope of agricultural marketing. [8]

(B) Explain the features of services. [8]

*Or*

(A) Explain the importance of customer relationship management. [8]

(B) Explain the marketing communication through product cues. [8]

4. Define marketing communication. State the importance of marketing communication. [16]

P.T.O.

5. Write short notes (any two) : [16]

- (a) Importance of agricultural product in marketing.
- (b) Role of transport services in marketing.
- (c) Computer and customer relationship management.
- (d) Factors affecting demand of Agro-product.

(मराठी रूपांतर)

वेळ : तीन तास

एकूण गुण : 80

सूचना :— (i) सर्व प्रश्न सोडविणे आवश्यक आहे.

(ii) उजवीकडील अंक प्रश्नांचे पूर्ण गुण दर्शवितात.

1. विपणन व्यवस्थापक म्हणजे काय ? विपणन व्यवस्थापकाचे गुण, कर्तव्ये व अधिकार स्पष्ट करा. [16]

2. विपणन मिश्रची व्याख्या द्या. विपणन मिश्रचे घटक सविस्तर स्पष्ट करा. [16]

किंवा

नैतिकतेच्या दृष्टीकोनातून विपणनाचे मूल्यमापन स्पष्ट करा. [16]

3. (अ) शेतमाल विपणनाची व्याप्ती स्पष्ट करा. [8]

(ब) सेवेची वैशिष्ट्ये स्पष्ट करा. [8]

किंवा

(अ) ग्राहक संबंध व्यवस्थापनाचे महत्व स्पष्ट करा. [8]

(ब) वस्तू केंद्रामार्फत विपणन संज्ञापन स्पष्ट करा. [8]

4. विपणन संज्ञापनाची व्याख्या द्या. विपणन संज्ञापनाचे महत्व विशद करा. [16]

5. थोडक्यात टीपा लिहा (कोणत्याही दोन) :

[16]

- (अ) कृषी मालाचे विपणनातील महत्व
- (ब) वाहतूक सेवांची विपणनातील भूमिका
- (क) ग्राहक संबंध व्यवस्थापन आणि संगणक
- (ड) शेतमालाच्या मागणीला प्रभावित करणारे घटक.

Total No. of Questions—5]

[Total No. of Printed Pages—2

**[3969]-214**

**S.Y. B.Com. EXAMINATION, 2011**  
**AGRICULTURAL AND INDUSTRIAL ECONOMICS**  
**Special Paper I**  
**(NEW 2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

1. Explain the importance of Agriculture in Indian economy. [16]
2. State the causes of low productivity in agriculture and suggest its remedies. [16]

*Or*

Explain the role of industrialization in economic development. [16]

3. (A) Explain the institutional sources of agricultural finance. [8]  
(B) Explain the factors determining the optimum size of a firm. [8]

*Or*

- (A) Explain the effects of subsidies on agricultural prices. [8]  
(B) Explain the factors influencing industrial productivity. [8]

4. Explain fully Alfred Weber's theory of industrial location. [16]
5. Write short notes on (any two) : [16]
  - (a) Defects of agricultural marketing
  - (b) Concepts of Special Economic Zone (SEZ)
  - (c) Importance of Industrial Economics
  - (d) Concept of Plant, Firm and Industry.

P.T.O.

(मराठी रूपांतर)

वेळ : तीन तास

एकूण गुण : 80

सूचना :— (i) सर्व प्रश्न सोडविणे आवश्यक आहे.

(ii) उजवीकडील अंक प्रश्नांचे पूर्ण गुण दर्शवितात.

(iii) संदर्भासाठी मुळ इंग्रजी प्रश्नपत्रिका पहावी.

1. भारतीय अर्थव्यवस्थेतील शेतीचे महत्व स्पष्ट करा. [16]
2. शेतीची उत्पादकता कमी असण्याची कारणे सांगून त्यावर उपाययोजना सुचवा. [16]  
किंवा  
आर्थिक विकासात औद्योगिकरणाची भूमिका स्पष्ट करा. [16]
3. (अ) कृषी वित्तपुरवठ्याचे संस्थात्मक मार्ग स्पष्ट करा. [8]  
(ब) उद्योगसंस्थेचे पर्याप्त आकारमान ठरविणारे घटक स्पष्ट करा. [8]  
किंवा  
(अ) शेतमालाच्या किंमतीवर अनुदानाचे परिणाम स्पष्ट करा. [8]  
(ब) औद्योगिक उत्पादकतेवर परिणाम करणारे घटक स्पष्ट करा. [8]
4. आल्फ्रेड वेबर यांचा औद्योगिक स्थान निश्चितीचा सिद्धांत सविस्तर स्पष्ट करा. [16]
5. थोडक्यात टीपा लिहा (कोणत्याही दोन) : [16]  
(अ) शेतमाल विक्रीव्यवस्थेतील दोष  
(ब) विशेष आर्थिक क्षेत्राची संकल्पना (सेझ)  
(क) औद्योगिक अर्थशास्त्राचे महत्व  
(ड) संयंत्र, उद्योगसंस्था व उद्योगधंदा या संकल्पना.

Total No. of Questions—4]

[Total No. of Printed Pages—4

**[3969]-215**

**S.Y. B.Com. EXAMINATION, 2011**

**DEFENCE BUDGETING, FINANCE AND MANAGEMENT**

**Paper I**

**(NEW 2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) *All* questions are compulsory.

(ii) Figures to the right indicate full marks.

**1. Answer in 20 words each (any ten) :** [20]

- (1) Define war time economy.
- (2) State the concept of 'ideology'.
- (3) What do you mean by preparation for defence ?
- (4) Define 'war finance'.
- (5) State the meaning of Self-Reliance.
- (6) What do you mean by Defence Vs. Development ?
- (7) State the meaning of strategic control.
- (8) What do you mean by productive expenditure ?
- (9) Define National Power.
- (10) State the meaning of 'Zero Base Budgeting'.
- (11) Write the meaning of Deficit Finance.
- (12) Write the long form of DPSU.
- (13) State the meaning of 'Mobilisation of Resources'.

P.T.O.

2. Answer any *two* in **50** words each : [10]
- (1) Explain aims of peace time economy.
  - (2) Discuss merits of war time economy.
  - (3) Describe mobilization of resources for defence.
  - (4) Explain methods of war finance.
3. Answer any *two* in **150** words each : [20]
- (1) Explain the role of private sector in Defence Production.
  - (2) Discuss the role of Research and Development in Defence Production.
  - (3) Discuss importance of Defence Planning.
  - (4) Examine how leadership influence defence expenditure of a country.
4. Answer any *two* in **300** words each : [30]
- (1) Analyse India's defence expenditure since 1990.
  - (2) Examine how threat perception determine defence expenditure of a country.
  - (3) Write a note on Defence Vs. Development.
  - (4) Explain relationship between Defence and Economy.

(मराठी रूपांतर)

वेळ : तीन तास

एकूण गुण : 80

सूचना :— (i) सर्व प्रश्न सोडविणे आवश्यक आहे.

(ii) उजवीकडील अंक पूर्ण गुण दर्शवितात.

1. प्रत्येकी **20** शब्दात उत्तरे द्या (कोणतेही **दहा**) : [20]
- (1) युद्धकालीन अर्थव्यवस्था व्याख्या द्या.



- (2) 'विचारधारा' अर्थ लिहा.
- (3) संरक्षणाची तयारी म्हणजे काय ?
- (4) 'वॉर फायनान्स' व्याख्या द्या.
- (5) 'सेल्फ-रिलायन्स' अर्थ लिहा.
- (6) संरक्षण आणि विकास यातील विरोधाभास म्हणजे काय ?
- (7) 'सामरिक नियंत्रण' अर्थ नमूद करा.
- (8) उत्पादक खर्च म्हणजे काय ?
- (9) 'राष्ट्रीय शक्ती' व्याख्या द्या.
- (10) 'शून्य आधारीत अर्थसंकल्प' अर्थ लिहा.
- (11) डिफीसिट फायनान्स अर्थ नमूद करा.
- (12) डि.पी.एस.यू. चा पूर्णस्वरूप लिहा.
- (13) 'साधनसंपत्तीची गतिमानता' अर्थ लिहा.

**2.** प्रत्येकी 50 शब्दात उत्तरे द्या (कोणतेही दोन) : [10]

- (1) शांतताकालीन अर्थव्यवस्थेचे हेतू स्पष्ट करा.
- (2) युद्धकालीन अर्थव्यवस्थेच्या गुणाबाबत चर्चा करा.
- (3) संरक्षणासाठी साधनसंपत्तीची गतिमानता वर्णन करा.
- (4) वॉर फायनान्सच्या पद्धती स्पष्ट करा.

**3.** प्रत्येकी 150 शब्दात उत्तरे द्या (कोणतेही दोन) : [20]

- (1) संरक्षण उत्पादनातील खाजगी क्षेत्राची भूमिका स्पष्ट करा.
- (2) संरक्षण उत्पादनातील संशोधन आणि विकासाच्या भूमिकेबाबत चर्चा करा.
- (3) संरक्षणाच्या नियोजनाच्या महत्वाबाबत चर्चा करा.
- (4) देशाच्या संरक्षणावरील खर्चावर नेतृत्वाचा कशाप्रकारे प्रभाव पडतो ?

4. प्रत्येकी 300 शब्दात उत्तरे द्या (कोणतेही दोन) : [30]

- (1) 1990 नंतरच्या भारताच्या संरक्षण खर्चाचे विश्लेषण करा.
- (2) धोक्याची संकल्पना ही देशाच्या संरक्षण खर्च कशाप्रकारे निर्धारित करते ? परिक्षण करा.
- (3) संरक्षण आणि विकास यातील विरोधाभास यावर टिपण लिहा.
- (4) अर्थव्यवस्था आणि संरक्षण यातील संबंध स्पष्ट करा.

Total No. of Questions—5]

[Total No. of Printed Pages—3

**[3969]-216**

**S.Y. B.Com. EXAMINATION, 2011**  
**INSURANCE, TRANSPORT AND TOURISM**  
**Paper I**  
**(NEW 2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) *All* questions are compulsory.

(ii) Figures to the right indicate full marks.

1. Define General Insurance. Explain the scope and principles of General Insurance. [16]

2. Define Life Insurance. Explain the various types of Life Insurance Policies. [16]

*Or*

Describe the role of General Insurance Company (GIC) of India.

3. (A) Explain the organisational structure of Life Insurance Business.

(B) Write a brief note on Tour Planning. [16]

*Or*

(A) Explain the basic principles of Insurance.

(B) Explain the responsibilities of Tour Operator.

4. What is Tourist accommodation ? Explain the significance and types of Tourist Accommodation. [16]

P.T.O.

5. Answer the following questions (any two) : [16]

- (1) State the impact of Tourism on Indian Economy.
- (2) Evaluate different types of Tourists.
- (3) Write a note on Geographical Tourism.
- (4) Explain the various types of Tours.

(मराठी रूपांतर)

वेळ : तीन तास

एकूण गुण : 80

सूचना :— (i) सर्व प्रश्न सोडविणे आवश्यक आहे.

(ii) उजवीकडील अंक पूर्ण गुण दर्शवितात.

1. 'सर्वसाधारण विम्याची' व्याख्या सांगा. सर्वसाधारण विम्याची व्याप्ती आणि तत्वे स्पष्ट करा. [16]

2. 'आयुर्विम्याची' व्याख्या सांगा. आयुर्विमा पॉलीशीचे विविध प्रकार स्पष्ट करा. [16]

किंवा

भारतातील सर्वसाधारण विमा कंपनीची (GIC) भूमिका विशद करा.

3. (अ) आयुर्विमा व्यवसायाची संघटनात्मक रचना स्पष्ट करा.

(ब) 'यात्रा-नियोजन' यावर थोडक्यात टीप लिहा. [16]

किंवा

(अ) विम्याची मूलभूत तत्वे स्पष्ट करा.

(ब) यात्रा-आयोजकाच्या जबाबदाऱ्या स्पष्ट करा.

4. 'पर्यटक-निवासव्यवस्था' म्हणजे काय ? पर्यटक-निवासव्यवस्थेचे महत्त्व व प्रकार स्पष्ट करा. [16]

5. खालील प्रश्नांची उत्तरे द्या (कोणतेही दोन) :

[16]

- (1) भारतीय अर्थव्यवस्थेवर पर्यटनाचा पडणारा प्रभाव सांगा.
- (2) पर्यटकांचे विविध प्रकार विशद करा.
- (3) 'भौगोलिक पर्यटनावर' टिप लिहा.
- (4) यत्रे (Tours) चे विविध प्रकार स्पष्ट करा.

Total No. of Questions—5]

[Total No. of Printed Pages—3

**[3969]-217**

**S.Y. B.Com. EXAMINATION, 2011**

**COMPUTER APPLICATION**

**Paper I**

**(Visual Basic)**

**(NEW 2008 PATTERN)**

**Time : Three Hours**

**Maximum Marks : 80**

**N.B. :—** (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

(iii) Neat diagrams must be drawn wherever necessary.

**1. (A) Answer the following questions (any four) :** [8]

(i) What is Progress Bar ?

(ii) What do you mean by constant ?

(iii) What is the purpose of Data Control ?

(iv) Define Popup menu.

(v) Why is VB called as event driven Programming ?

**(B) Give the output of the following section of code (any two) :** [8]

(i) Dim i as integer

i = 1

Do while i < = 10

Print i

i = i + 1

loop

(ii) Dim i as integer

for i = 16 to 2 step-4

print i

Next

P.T.O.

```
(iii) for row = 1 to 5
      for col = 1 to row
      print "*"
      Next col
      Print
      Next row
```

2. Attempt any *two* of the following : [16]
- (i) Write a note on Model and Modelless Dialog Box.
  - (ii) Explain the steps to connect with access database using ADODC Control.
  - (iii) Explain Select ..... case Statement with an example.
3. (A) Write the purpose and syntax of the following (any *four*) : [8]
- (i) Do...while
  - (ii) Checkbox
  - (iii) DriveListBox
  - (iv) Frame
  - (v) Timer.
- (B) Write properties and methods of the following (any *two*) : [8]
- (i) Image Box
  - (ii) Picture Box
  - (iii) Textbox.
4. Attempt any *two* of the following : [16]
- (i) Explain Data report facility in Visual Basic.
  - (ii) Explain in detail the VB IDE (Integrated Development Environment) along with its features.
  - (iii) Explain the different data types in Visual Basic.

5. Attempt any *two* of the following : [16]
- (i) Design a form in VB to calculate the pay slip for employees of ABC Manufacturing Co. Ltd. Display four textboxes for reading Basic, DA, HRA, TA and three textboxes for deduction like IT, PF, PT. Display 3 buttons to calculate Gross Salary, Deduction and Net Salary. Write a program for calculating Gross Salary, Deduction and Net Salary of the employee.
  - (ii) Explain in detail the Menu Editor of VB.
  - (iii) Explain the use of Image List Control in Tool bar.



Total No. of Questions—7]

[Total No. of Printed Pages—2

**[3969]-218**

**S.Y. B.Com. EXAMINATION, 2011**

**COMPUTER APPLICATION**

**Paper III (Vocational Course)**

**[RDBMS (Theory)]**

**(NEW 2008 PATTERN)**

**Time : Two Hours**

**Maximum Marks : 40**

**N.B. :—** (i) First question is compulsory and attempt any *five* from remaining questions.

(ii) Draw a neat and labelled diagram whenever necessary.

1. What is Normalization ? Explain first normalization, second normalization and third normalization form with example. [10]
2. Explain in brief the following with syntax and example : [6]
  - (a) UPDATE
  - (b) DELETE.
3. Explain Traditional file management system and problems with file approach. [6]
4. Explain the following functions : [6]
  - (a) INITCAP( )
  - (b) SQRT( ).

P.T.O.

- 5.** Explain in brief the following : [6]
- (a) DML
  - (b) Primary key.
- 6.** Explain the following with example : [6]
- (a) Order by clause
  - (b) Select statement with where clause.
- 7.** Write a short note on Sequence. [6]

Total No. of Questions—3]

[Total No. of Printed Pages—2

**[3969]-219**

**S.Y. B.Com. EXAMINATION, 2011**  
**ADVERTISING, SALES PROMOTION AND SALES**  
**MANAGEMENT**

**Paper III (Vocational)**  
**(Advertising and Media Planning)**  
**(NEW 2008 PATTERN)**

**Time : Two Hours**

**Maximum Marks : 40**

**N.B. :—** (i) All questions are compulsory.

(ii) Figures to the right indicate full marks.

1. What do you mean by copy writing ? State and explain the elements of an advertising copy. [12]

*Or*

Explain the concept of Animation and Graphics. Explain the role of Animation and Graphics in Advertising.

2. What do you mean by advertising effectiveness ? State and explain the post-testing methods of evaluating advertising effectiveness. [12]

*Or*

State and explain the pre-testing methods of evaluation of advertising effectiveness.

P.T.O.

**3.** Write short notes (any *four*) :

[16]

- (1) Function of Branding
- (2) Types of Brand Name
- (3) Advertising Strategies
- (4) Media Scheduling
- (5) Media Planning
- (6) Objectives of advertising.

Total No. of Questions—4]

[Total No. of Printed Pages—3

**[3969]-220**

**S.Y. B.Com. EXAMINATION, 2011**  
**TAX PROCEDURE AND PRACTICES**  
**Vocational Course—Paper III**  
**(Income Tax)**  
**(NEW 2008 PATTERN)**

**Time : Two Hours**

**Maximum Marks : 40**

**N.B. :—** (i) *All* questions are compulsory.

(ii) Figures to the right indicate full marks.

**1. Answer in 20 words each (any five) :** [10]

(i) Who is called assessee ?

(ii) Explain the term 'Previous Year'.

(iii) Who is entitled to refund ?

(iv) Explain the terms 'Appeal' and 'Revision'.

(v) What is permissible deduction u/s 80 DD ?

(vi) What are permissible deductions under section 24 of Income Tax Act ?

(vii) What is meant by "Gross Total Income" ?

**2. Answer in 50 words each (any two) :** [8]

(i) What is meant by "Clubbing of Income" under Income Tax Act ?

(ii) The residential status is determined for each category of person separately. Discuss in detail how would you determine the residential status of HUF.

P.T.O.

- (iii) Explain the meaning of the term 'Perquisites' and explain provisions for Rent free accommodation, unfurnished and furnished accommodation.
- (iv) What is depreciation ? How is it charged under Income Tax Act ?

3. Answer in **150** words each (any *three*) : [15]

- (i) Enumerate any *five* items of incomes which do not form part of 'Total Income'.
- (ii) What are the heads of income and why is income classified into different heads of Income ?
- (iii) Define the term "Salary" under Income Tax Act. Which incomes are taxable under the head 'salaries' ?
- (iv) Discuss provisions for 'Payment of Advance Tax'. What are the consequences for non-payment or short payment of Advance Tax ?
- (v) What is return ? What are the different types of returns ?

4. What is assessment ? Explain the provisions of various assessments under Income Tax Act. [7]

*Or*

Mr. Sadashiv submitted the following data of his income for year ended 31-3-2011 :

- (a) Basic salary Rs. 35,000 p.m.
- (b) D.A. Rs. 15,000 p.m.

- (c) Employer's contribution to R.P.F. @ 14% of salary.
- (d) H.R.A. received Rs. 3,500 p.m. He paid rent Rs. 5,000 p.m.
- (e) Received city compensatory allowance Rs. 250 p.m.
- (f) Education allowance Rs. 300 p.m. for three children.
- (g) His employer provided a car with 1.8 liter cubic capacity for private as well as office use.
- (h) Tax on employment deducted Rs. 2,500 p.a.

Compute taxable income and tax liability.

Total No. of Questions—7]

[Total No. of Printed Pages—1

**[3969]-221**

**S.Y. B.Com. EXAMINATION, 2011**

**COMPUTER APPLICATION**

**Paper IV (Vocational Course)**

**[Software Engineering (Theory)]**

**(NEW 2008 PATTERN)**

**Time : Two Hours**

**Maximum Marks : 40**

**N.B. :—** (i) First question is compulsory and attempt any *five* from the remaining questions.

(ii) Draw a neat and labelled diagram wherever necessary.

1. Draw an E-R diagram for HOSPITAL MANAGEMENT SYSTEM in which entities are doctor, patient etc. [10]
2. Explain Spiral model with diagram. [6]
3. Explain software development life cycle (SDLC) with diagram. [6]
4. Explain the following : [6]
  - (a) System security
  - (b) Elements of a system.
5. Explain fact gathering techniques. [6]
6. Explain flow charting symbols with diagram. [6]
7. Write a short note on Decision Tree. [6]



Total No. of Questions—3]

[Total No. of Printed Pages—1

**[3969]-222**

**S.Y. B.Com. EXAMINATION, 2011**  
**ADVERTISING, SALES PROMOTION AND SALES**  
**MANAGEMENT**  
**Paper IV (Vocational)**  
**(Personal Selling and Salesmanship)**  
**(NEW 2008 PATTERN)**

**Time : Two Hours**

**Maximum Marks : 40**

**N.B. :—** (i) *All* questions are compulsory.

(ii) Figures to the right indicate full marks.

1. Explain different types of salespersons. [12]

*Or*

What do you mean by marketing mix ? Explain 4 P's in marketing mix.

2. State and explain process of sale. [12]

*Or*

What do you mean by buying motives ? Explain emotional, rational and patronage buying motives.

3. Write short notes (any *four*) : [16]

- (1) Sales manual
- (2) Character qualities of salesperson
- (3) Reports and document used by salesperson
- (4) Types of customers
- (5) Scope of retail marketing
- (6) AIDA technique.

Total No. of Questions—4]

[Total No. of Printed Pages—2

**[3969]-223**

**S.Y. B.Com. EXAMINATION, 2011**  
**TAX PROCEDURE AND PRACTICES**

**(Vocational Course)**

**Paper IV**

**(Wealth Tax, Service Tax and Central Excise)**

**(NEW 2008 PATTERN)**

**Time : Two Hours**

**Maximum Marks : 40**

**N.B. :—** (i) *All* questions are compulsory.

(ii) Figures to the right indicate full marks.

**1. Answer in 20 words each (any five) :** [10]

- (1) Who is liable to pay Wealth Tax ?
- (2) State the constitutional validity of Wealth Tax.
- (3) Which assets are taxable under W.T. ?
- (4) What do you mean by service tax ?
- (5) What is the rate of service tax for the year 2010-11 ?
- (6) Define “Excise” and “Excise Duty”.
- (7) What is the current present rate of Excise Duty ?

**2. Answer in 50 words each (any two) :** [8]

- (A) Define “Net Wealth”. How is it computed ?
- (B) Who is exempted from Wealth Tax ?
- (C) Write a note on “Classification of Services”.
- (D) Explain the types of Excise Duty.

P.T.O.

- 3.** Answer in **150** words each (any *three*) : [15]
- (i) Explain the procedure of “Valuation of Building” under W.T.
  - (ii) State the exempted assets under W.T.
  - (iii) Write down the procedure of Payment of Service Tax.
  - (iv) Explain the procedure for e-filing under Service Tax.
  - (v) Write a note on HSN.
- 4.** Answer in **500** words (any *one*) : [7]
- (i) Write down the detailed procedure of filing Wealth Tax Return.
  - (ii) Explain the registration procedure under Service Tax Act and Rule 1994.