

Total No. of Questions : 4]

SEAT No. :

P-4335

[Total No. of Pages : 4

[6032]SODL-2001

S.Y. B.Com.

**AECC : ENVIRONMENTAL STUDIES**

**(2019 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1)** Attempt any Ten out of Twelve from the following :

**[10]**

- a) What is Scope of Environmental Studies?
- b) Define the term 'Sustainable Development'.
- c) Which are dominant species of Desert ecosystem?
- d) Mention any two reasons behind land degradation.
- e) What are renewable energy resources?
- f) Write any two ecological services provided by nature.
- g) Mention any two reasons behind air pollution.
- h) What are hot spots of biodiversity?
- i) Which health risks are associated with nuclear pollution?
- j) What is meant by 'Acid Rain'?
- k) What are the reasons behind climate change?
- l) Who was the leader of 'Chipko Movement'?

**P.T.O.**

**Q2)** Attempt any Five out of Seven from the following : **[25]**

- a) Discuss in detail about 'Global Warming'.
- b) Which issues are associated with population growth?
- c) Write a note on 'Solid Waste Management'.
- d) Discuss various threats associated with biodiversity.
- e) What are various stages of 'Ecological Succession'?
- f) Elaborate on process of energy flow in ecosystem.
- g) Write an account on 'Conflicts over water'.

**Q3)** Attempt any Five out of Seven from the following : **[25]**

- a) What are the impacts of deforestation?
- b) What is the need for environmental governance?
- c) How environmental movements have contributed in conservation of environment?
- d) Elaborate on control measures of water pollution.
- e) What are the standard requirements for disaster management plan?
- f) What are the salient features of Wildlife Protection Act.
- g) Discuss on structural composition of forest ecosystem.

**Q4)** Attempt any One out of Two from the following : **[10]**

- a) What are environmental ethics? Explain the role of various religions and cultural practices in environment conservation.
- b) Discuss in detail about various renewable and non-renewable energy resources.



Total No. of Questions : 4]

P-4335

[6032]SODL-2001

S.Y. B.Com.

AECC : ENVIRONMENTAL STUDIES

(2019 Pattern)

(मराठी रूपांतर)

वेळ : 3 तास]

[एकूण गुण : 70

- सूचना : 1) सर्व प्रश्न सोडविणे आवश्यक आहे.  
2) उजवीकडील अंक पूर्ण गुण दर्शवितात.  
3) संदर्भासाठी मूळ इंग्रजी प्रश्नपत्रिका पहावी.

प्रश्न 1) पुढील 12 पैकी कोणत्याही किमान 10 प्रश्नांची उत्तरे लिहा.

[10]

- अ) पर्यावरण अभ्यासाची व्याप्ती काय आहे?  
ब) 'शाश्वत विकास' या संकल्पनेची व्याख्या लिहा.  
क) वाळवंटी परिसंस्थेत वर्चस्व असणाऱ्या सजीवांबद्दल लिहा.  
ड) जमीनीच्या अधोगतीची कोणतीही दोन कारणे सांगा.  
इ) अक्षय ऊर्जा स्रोत काय आहेत?  
फ) निसर्गाद्वारे दिल्या जाणाऱ्या कोणत्याही दोन पर्यावरणीय सेवांची नावे लिहा.  
य) हवेच्या प्रदूषणाची कोणतीही दोन कारणे सांगा.  
र) जैवविविधतेने नटलेले श्रीमंत भाग काय आहेत?  
ल) आण्विक प्रदूषणामुळे आरोग्यावर कोणते परिणाम होतात?  
व) 'आम्ल पर्जन्य' म्हणजे काय?  
श) हवामान बदलाची कारणे काय आहेत?  
ष) 'चिपको आंदोलनाच्या' मुख्य नेत्याचे नाव लिहा.

- प्रश्न 2) पुढील 7 पैकी कोणत्याही किमान 5 प्रश्नांची उत्तरे लिहा. [25]
- अ) 'ग्लोबल वार्मिंग' (जागतिक तापमानवाढ) बद्दल सविस्तर चर्चा करा.
- ब) लोकसंख्या वाढीमुळे कोणकोणत्या समस्या उद्भवतात ?
- क) 'घनकचरा व्यवस्थापन' यावर टीप लिहा.
- ड) जैवविविधतेला धोका असणाऱ्या विविध समस्यांवर चर्चा करा.
- इ) 'पारिस्थितिक अनुक्रमणाचे' विविध टप्पे काय आहेत ?
- फ) परिसंस्थेमधील ऊर्जा प्रवाहाच्या कार्यपद्धतीवर चर्चा करा.
- य) पाण्यासाठी होणाऱ्या संघर्षाबद्दल थोडक्यात लिहा.

- प्रश्न 3) पुढील 7 पैकी कोणत्याही किमान 5 प्रश्नांची उत्तरे लिहा. [25]
- अ) जंगलतोडीचे परिणाम काय असतात ?
- ब) पर्यावरणीय प्रशासनाची गरज का आहे ?
- क) पर्यावरणीय चळवळीमुळे पर्यावरणाचे संगोपन कशा प्रकारे झाले ?
- ड) जल प्रदूषण नियंत्रण उपायांबद्दल सविस्तर लिहा.
- इ) आपत्ती व्यवस्थापन योजनेसाठी मानक आवश्यकता काय आहेत ?
- फ) वन्यजीव संरक्षण कायद्याची ठळक वैशिष्ट्ये काय आहेत ?
- य) वन परिसंस्थेच्या संरचनात्मक रचनेवर चर्चा करा.

- प्रश्न 4) पुढील 2 पैकी कोणत्याही एका प्रश्नाचे उत्तर लिहा. [10]
- अ) पर्यावरणीय नैतिकता काय आहेत ? पर्यावरण संवर्धनातील विविध धार्मिक आणि सांस्कृतिक पद्धतीची भूमिका स्पष्ट करा.
- ब) विविध अक्षय आणि क्षय ऊर्जा संसाधनांबद्दल तपशीलवार चर्चा करा.



Total No. of Questions : 4]

SEAT No. :

P-4336

[Total No. of Pages : 2

[6032]-SODL-2002

S.Y. B.Com.

201 : BUSINESS COMMUNICATION

(2019 Pattern)

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) Attempt any TEN out of TWELVE from the following:**

**[10]**

- a) What is Business Communication?
- b) State the meaning of Noise.
- c) What do you mean by Encoding?
- d) What is CV?
- e) What is Group Discussion in the context of Business?
- f) What do mean by Appeal of writing a Business Letter.
- g) What is Message in Business Letter?
- h) What are Etiquettes?
- i) What is a Formal Letter?
- j) What do you mean by the term Press Release?
- k) What are Google Forms?
- l) What is Google Classroom?

**Q2) Attempt any FIVE out of SEVEN from the following :**

**[25]**

- a) Explain the Layout of Business Letters?
- b) Explain the term 'Email'?
- c) Write short note on "Business Communication"?
- d) Explain Characteristic features of Business Communication.
- e) What is the Importance of Business Letter?
- f) Explain Principles of Communication?
- g) State the Elements of Soft Skills.

**P.T.O.**

**Q3) Attempt any FIVE out of SEVEN from the following:**

**[25]**

- a) Explain Manners and Etiquettes.
- b) What is Style in Business Letter?
- c) Explain the Importance of listening skills in Business?
- d) Write the short note on Time Management.
- e) Explain in brief the term Office Memo?
- f) Explain the Concept of the Tenders.
- g) Explain Merits and Demerits of written communication.

**Q4) Attempt any ONE out of TWO from the following:**

**[10]**

- a) Explain in detail the various tools of Online Conference and Video Conferencing.
- b) Explain in detail the Process of Communication.



Total No. of Questions : 4]

SEAT No. :

P-4340

[Total No. of Pages : 3

**[6032]-SODL-2003**

**S.Y. B.Com.**

**202 : CORPORATE ACCOUNTING**

**(2019 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates :*

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

**Q1) A) Fill in the Blanks (Any 5) [5]**

- i) While calculating purchase consideration \_\_\_\_\_ values of assets is to be considered.
  - a) Book value
  - b) Revalued price
  - c) Average price
  - d) Capital
- ii) A Liquidator can claim the \_\_\_\_\_.
  - a) Remuneration
  - b) Assets
  - c) Dividend
  - d) Interest
- iii) The Company has to submit the statement of affairs to the official liquidator within \_\_\_\_\_.
  - a) 14 Days
  - b) 21 Days
  - c) 30 Days
  - d) 45 Days
- iv) AS-21 stands for \_\_\_\_\_.
  - a) Accounting for Amalgamation
  - b) Consolidated Financial Statement
  - c) Accounting for depreciation
- v) The Accounting for absorption involved closing the books of \_\_\_\_\_.
  - a) Purchasing company
  - b) Vendor Company
  - c) Transferee Company

*P.T.O.*

- vi) Profit earned by the subsidiary after the date of incorporation of a company are called as \_\_\_\_\_
    - a) Capital profit
    - b) Revenue Profit
    - c) Gross Profit
  - vii) Against the Purchase of business, the amount paid to a company is called as \_\_\_\_\_
    - a) Purchase Consideration
    - b) Goodwill
    - c) Capital reserve
- B) True or False (Any 5) [5]
- i) A forensic accountant does not search public records.
  - ii) Preference shareholders are legally entitled to the repayment of capital in the event of liquidation of the company.
  - iii) Absorption means formation of a new company to take over at least two existing companies.
  - iv) Income tax is treated as preferential creditors.
  - v) valuation of shares is essential for amalgamation of company.
  - vi) Pre incorporation profit is known as revenue profit.
  - vii) AS-14 deals with Accounting for Amalgamation.

- Q2)** Attempt any 5 questions from the following. [25]
- a) Draw the format of Consolidated Balance Sheet of holding company.
  - b) Write a short note on the calculation of fair value of shares.
  - c) What does the Companies Act say with regards to Corporate Social Responsibility?
  - d) Write a short note on the composition of the Accounting Standards Board
  - e) Calculate Purchase Consideration from the following.  
Land and Building Rs.2,00,000, Furniture Rs.45,000, Debtors Rs.95,000, Investment Rs.35,000 Sundry Creditors Rs. 50,000, Bills Payable Rs.20,000.
  - f) Calculate cost of material consumed from the following  
Closing stock of raw material Rs.15, 000, Opening stock of raw material Rs. 20000, Purchase of raw material Rs. 1,42,000, carriage on purchases Rs.12, 000, Returns to Supplier Rs. 11,000.
  - g) Explain the concept of Profit prior to incorporation.



**Q3)** Attempt any 5 questions from the following. **[25]**

- a) On 31<sup>st</sup> March, 2016 the balance sheet of Raghuvans Ltd. disclosed the following position.  
Total Subscribe shares of company is 40,000  
The tangible fixed assets valued at Rs. 5,00,000 (Revalued Rs. 3,50,000) and goodwill at Rs. (Revalued Rs. 50,000), Current asset Rs. 4,00,000, 14% Debentures Rs. 1,00,000, Current Liabilities Rs. 1,30,000  
Compute the value of the company's share by the net assets method
- b) What are subsidiaries companies?
- c) Briefly explain the methods in which purchase consideration is calculated.
- d) Write a short note on Deficiency or Surplus Account.
- e) Write short note Purchase Consideration.
- f) What are the Modes of Winding Up of company?
- g) Write short note on forensic Accounting.

**Q4)** Attempt any 1 of the following : **[10]**

- a) Discuss the tasks, ethical principles and responsibilities of forensic accountants.
- b) From the following balance sheet, prepare a consolidated balance sheet:

Balance Sheet as on 31<sup>st</sup> March, 2017

<b>Liabilities</b>	<b>H Ltd.</b>	<b>S Ltd.</b>	<b>Assets</b>	<b>H Ltd.</b>	<b>S Ltd.</b>
Share capital (Rs.10 Per share)	20,000	10,000	Share in S Ltd. (800 shares)	8,000	-
Sundry liabilities	10,000	5,000	Other assets	22,000	15,000
	<b>30,000</b>	<b>15,000</b>		<b>30,000</b>	<b>15,000</b>

H Ltd. acquires shares in S Ltd. on 31<sup>st</sup> December, 2017.



Total No. of Questions : 4]

SEAT No. :

P-4351

[Total No. of Pages : 6

[6032]-SODL-2004

S.Y. B.Com.

COMMERCE

203 : Business Economics (Macro)

(2019 Pattern)

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Draw the diagram wherever is necessary.*

**Q1)** Attempt Any 10 questions out of 12 :

**[10]**

- a) Market value of Goods and Services produced in the country, during a period of one year is called as \_\_\_\_\_  
(National Income, Balance of Payment, Trade Cycle, Full Employment)
- b) 'Supply creates its own Demand.'  
(Say's Law of market, Keynesian theory of Employment, Theory by Adam Smith, None of above)
- c)  $GNP_{mp} = \underline{\hspace{2cm}}$   
( $GNP_{fc} + \text{indirect taxes} - \text{subsidies}$ , Net indirect tax, direct tax, Net indirect tax-price)
- d) The Keynesian Theory of Employment is based on \_\_\_\_\_  
(Effective Demand, Consumption Expenditure, Consumption Demand, Income Level)
- e)  $M3 = M1 + \underline{\hspace{2cm}}$   
(Fixed Deposits of commercial banks, Demand Deposits, Total Deposits, Deposits)

**P.T.O.**

- f) Factor/Factors affecting investment is/are \_\_\_\_\_  
(Income Level, Interest rate, Inflation, All of the above)
- g) When the annual average increase in the prices of goods rises up to 1000 percent, it is called as \_\_\_\_\_ Inflation.  
(Galloping, Creeping, Running, Hyperinflation)
- h) Internal Sources of Credit \_\_\_\_\_  
(Provident funds, Market credit, Face bonds, All of the above)
- i) Types of budget is/are \_\_\_\_\_  
(Balanced, Deficit, Surplus, All of the above)
- j) \_\_\_\_\_ divided Economics into two branches namely Microeconomics and Macroeconomics.  
(Ragnar Frisch, Keynes, Pigou, Fisher)
- k)  $APC = \frac{C}{Y}$  \_\_\_\_\_  
( $C/Y$ ,  $S/Y$ ,  $I/Y$ ,  $Y$ )
- l) Secondary Functions of Money \_\_\_\_\_  
(Store of Value, Transfer of value, Standard of deferred payments, All of the above)

**Q2) Attempt any five questions : [25]**

- Explain the importance of Macroeconomics.
- Explain the Circular flow of two sector model of Income.
- Write short note on Effective Demand.
- Explain the Determinants of Demand.
- State the quantitative tools of Monetary Policy.
- Explain Demand-Pull Inflation.
- Explain the Characteristics of Business Cycle.

**Q3) Attempt any five questions : [25]**

- State the reasons for increase in Public Expenditure.
- Define Investment and explain its types.
- Explain Reserve Bank of India's measurement of money supply.

- d) Write note on Consumer Price Index.
- e) Define National Income and explain its importance.
- f) State the causes of Stagflation.
- g) Define Tax concept and explain its characteristics.

**Q4)** Attempt any one question :

**[10]**

- a) State the Keynesian Theory of Employment.
- b) Explain the definition of Macroeconomics with its Nature and Scope.



Total No. of Questions : 4]

P-4351

[6032]-SODL-2004

S.Y. B.Com.

COMMERCE

203 : Business Economics (Macro)

(2019 Pattern)

(मराठी रूपांतर)

वेळ : 3 तास ]

[ एकूण गुण : 70

- सूचना : 1) सर्व प्रश्न आवश्यक आहेत.  
2) उजवीकडील अंक पूर्ण गुण दर्शवितात.  
3) जिथे आवश्यक असतील तिथे आकृती काढा.

- 
- प्रश्न 1) खालील पैकी कोणतेही 10 उत्तरे लिहा. [10]
- अ) ..... म्हणजे एक वर्षाच्या कालावधीत देशात उत्पादित होणाऱ्या वस्तू व सेवांचे बाजार मूल्य होय.  
(राष्ट्रीय उत्पन्न, व्यवहार तोल, व्यापार चक्र, पूर्ण रोजगार)
- ब) 'प्रत्येक पुरवठा स्वतःची मागणी निर्माण करतो.'  
(जेबीसीचा बाजाराचा नियम, केन्सचा रोजगार सिद्धांत, अँडम स्मिथचा सिद्धांत, वरीलपैकी नाही)
- क)  $GNP_{mp} = \underline{\hspace{2cm}}$   
( $GNP_{fc} + \text{indirect taxes} - \text{subsidies}$ , Net indirect tax, direct tax, Net indirect tax-price)
- ड) केन्स यांच्या रोजगार सिद्धांताचा प्रमुख पाया ..... आहे.  
(प्रभावी मागणी, उपभोग खर्च, उपभोग मागणी, उत्पन्न पातळी)
- इ)  $M3 = M1 + \underline{\hspace{2cm}}$   
(व्यापारी बँकांकडील मुदत ठेवी, मागणी ठेवी, एकूण ठेवी, ठेवी)
- फ) गुंतवणुकीवर परिणाम करणारे घटक ..... हे आहेत.  
(उत्पन्नाची पातळी, व्याजदर, चलनवाढ, वरील सर्व)

- य) वस्तुंच्या किमतीतील वार्षिक सरासरी वाढ 1000 टक्क्यांपर्यंत वाढते तेव्हा त्या चलनवाढीला ..... असे म्हणतात.  
(तीव्र चलनवाढ, रांगती चलनवाढ, धावती चलनवाढ, अति चलनवाढ)
- र) कर्जाचे अंतर्गत स्रोत ..... आहे.  
(भविष्य निर्वाह निधी, बजार कर्ज, दर्शनी रोखे, वरील सर्व)
- ल) अर्थसंकल्पाचे प्रकार हे ..... आहे.  
(संतुलित, तुटीचा, अधिकाचा, वरील सर्व)
- व) ..... यांनी अर्थशास्त्राची विभागणी सूक्ष्म अर्थशास्त्र आणि समग्रलक्षी अर्थशास्त्र या दोन शाखांमध्ये केली.  
(रॅग्नर फिशर, केन्स, पिगू, फिशर)
- श)  $APC = \frac{C}{Y}$  \_\_\_\_\_  
( $C/Y, S/Y, I/Y, Y$ )
- स) हि पैशाची दुय्यम कार्य ..... आहेत.  
(मूल्यसंचयनाचे साधन, मूल्यवहनाचे साधन, विलंबित देणी देणे, वरील सर्व)

**प्रश्न 2)** कोणतेही 5 प्रश्न सोडवा.

[25]

- अ) स्थूल अर्थशास्त्राचे महत्त्व विशद करा.
- ब) उत्पन्नाचे चक्रीय प्रवाहाचे व्दि-क्षेत्रीय प्रतिमान विशद करा.
- क) प्रभावी मागणीवर संक्षिप्त टीप लिहा.
- ड) बचतीचे निर्धारक घटक सांगा.
- इ) मौद्रिक धोरणाची संख्यात्मक साधने सांगा.
- फ) मागणीजन्य चलनवाढ विशद करा.
- य) व्यापारचक्राची वैशिष्ट्ये स्पष्ट करा.

**प्रश्न 3)** कोणतेही 5 प्रश्न सोडवा.

[25]

- अ) सार्वजनिक खर्चाच्या वाढीची कारणे सांगा.
- ब) गुंतवणुकीचा अर्थ सांगून त्याचे प्रकार विशद करा.
- क) भारतीय रिझर्व्ह बँकेचे पैशाच्या पुरवठ्याचे मापन स्पष्ट करा.

- ड) ग्राहक किंमत निर्देशांक – टीप लिहा.
- इ) राष्ट्रीय उत्पन्नाची व्याख्या, महत्व स्पष्ट करा.
- फ) मंदीयुक्त चलनवाढीची कारणे सांगा.
- य) कराचा अर्थसांगून कराची वैशिष्ट्ये सांगा.

**प्रश्न 4)** कोणताही 1 प्रश्नाचे उत्तर लिहा.

**[10]**

- अ) जे.एम.केन्स यांचा रोजगार सिद्धांत विशद करा.
- ब) स्थूल अर्थशास्त्राची व्याख्या सांगून स्वरूप व व्याप्ती विशद करा.



Total No. of Questions : 4]

SEAT No. :

P-4353

[Total No. of Pages : 6

[6032]-SODL-2006

S.Y. B.Com.

205 : ELEMENTS OF COMPANY LAW

(2019 Pattern) (CBCS)

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) Attempt any Ten out of Twelve from the following : [10 × 1 = 10]**

- a) Which of the following is not a registered Company?
  - i) Life Insurance Corporation of India
  - ii) Bajaj Auto
  - iii) Tata Steel Company
  - iv) Indian Petroleum
- b) The persons who come together to form a Company are called \_\_\_\_\_
  - i) Promoter
  - ii) Organiser
  - iii) Director
  - iv) Manager
- c) After obtaining registration, A Public Company has to obtain \_\_\_\_\_ certificate, only after that it can start business.
  - i) Commencement of business
  - ii) Registration
  - iii) Enforcement
  - iv) None of these
- d) The number given a Company Registrar after registration of a Company is called \_\_\_\_\_.
  - i) Company Identification Number
  - ii) Personal Identification Number
  - iii) TIN
  - iv) None of these

**P.T.O.**





**Q2) Attempt any five out of seven from the following : [5 × 5 = 25]**

- a) What is a 'Joint Stock Company'? State the Characteristics of such a Company.
- b) Explain in detail the steps in the promotion process of a Company.
- c) Explain the Elements of Articles of Association.
- d) What are the features of Preference Shares?
- e) Explain the Corporate Social Responsibility of the Company.
- f) What is voting? What are the different methods of voting?
- g) What is e-Governance? Explain its advantages.

**Q3) Attempt any five out of seven from the following : [5 × 5 = 25]**

- a) Explain the difference between a Private Company and a Public Company.
- b) Write a Note on - Certificate of Company Registration.
- c) What is 'Share'? Write Characteristics of Share.
- d) Explain the qualifications of the Director.
- e) Explain the role of Board of Directors.
- f) Explain the legal provisions regarding holding of special general meetings.
- g) Explain the Importance of e-filing.

**Q4) Attempt any one out of two from the following : [1 × 10 = 10]**

- a) Explain the difference between Article of Association and Memorandum of Association.
- b) What do you mean by a Director? Explain the Powers and Duties of Director.



Total No. of Questions : 4]

P-4353

[6032]-SODL-2006

S.Y. B.Com.

205 : ELEMENTS OF COMPANY LAW

(2019 Pattern) (CBCS)

(मराठी रूपांतर)

वेळ : 3 तास ]

[ एकूण गुण : 70

- सूचना : 1) सर्व प्रश्न सोडविणे आवश्यक आहे.  
2) उजवीकडील अंक पूर्ण गुण दर्शवितात.

**प्रश्न 1)** खालीलपैकी कोणतेही 10 प्रश्न सोडवा (प्रत्येकी 1 गुण). [10 × 1 = 10]

- अ) खालील पैकी कोणती नोंदणीकृत कंपनी नाही.
- |                             |                       |
|-----------------------------|-----------------------|
| i) भारतीय आयुर्विमा महामंडळ | ii) बजाज ऑटो          |
| iii) टाटा स्टील कंपनी       | iv) भारतीय पेट्रोलियम |
- ब) ज्या व्यक्ती एकत्र येऊन कंपनीची स्थापना करतात, त्या व्यक्तींना ..... म्हणतात.
- |             |                |
|-------------|----------------|
| i) प्रवर्तक | ii) संघटक      |
| iii) संचालक | iv) व्यवस्थापक |
- क) सार्वजनिक कंपनीला नोंदणीदाखला मिळाल्यानंतर ..... प्रमाणपत्र मिळवे लागते, त्यानंतरच व्यवसाय प्रारंभ करता येतो.
- |                    |                 |
|--------------------|-----------------|
| i) व्यवसाय प्रारंभ | ii) नोंदणी      |
| iii) प्रवर्तन      | iv) यापैकी नाही |
- ड) कंपनीची नोंदणी झाल्यानंतर कंपनी निबंधक कंपनीला एक क्रमांक देतात. त्यास ..... म्हणतात.
- |                     |                           |
|---------------------|---------------------------|
| i) कंपनीओळख क्रमांक | ii) व्यक्तिगत ओळख क्रमांक |
| iii) टीन            | iv) यापैकी नाही           |
- इ) ज्या राज्यात कंपनी स्थापन होणार आहे, त्या राज्याचे नाव ..... यामध्ये लिहिलेले असते.
- |                     |                 |
|---------------------|-----------------|
| i) स्थल विधान       | ii) नाम विधान   |
| iii) उद्दिष्ट विधान | iv) देयता विधान |



- ड) अग्रहक भागाची वैशिष्ट्ये सांगा.  
इ) कंपनीच्या सामाजिक जबाबदारीची माहिती सांगा.  
फ) मतदान म्हणजे काय? मतदानाच्या विविध पद्धती कोणत्या?  
य) ई-गव्हर्नन्स म्हणजे काय? त्याचे फायदे स्पष्ट करा.

**प्रश्न 3)** खालीलपैकी कोणतेही 5 प्रश्न सोडवा. (प्रत्येकी 5 गुण) [5 × 5 = 25]

- अ) खाजगी कंपनी आणि सार्वजनिक कंपनी यांच्यातील फरक स्पष्ट करा.  
ब) टिप लिहा-कंपनी नोंदणीचे प्रमाणपत्र.  
क) भाग म्हणजे काय? भागाची वैशिष्ट्ये लिहा.  
ड) संचालकाच्या पात्रता स्पष्ट करा.  
इ) संचालक मंडळाची भूमिका स्पष्ट करा.  
फ) विशेष सर्वसाधारण सभा भरविण्यासंबंधी कायदेशीर तरतुदी स्पष्ट करा.  
य) ई-फायलिंग चे महत्त्व स्पष्ट करा.

**प्रश्न 4)** खालीलपैकी कोणतेही 1 प्रश्न सोडवा. (प्रत्येकी 10 गुण) [1 × 10 = 10]

- अ) घटनापत्रक व नियमावली यातील फरक स्पष्ट करा.  
ब) संचालक म्हणजे काय? संचालकांचे अधिकार व कर्तव्ये स्पष्ट करा.



Total No. of Questions : 4]

SEAT No. :

**P4354**

[Total No. of Pages : 6

**[6032]-SODL-2007**

**S.Y.B.Com.**

**206 A : BUSINESS ADMINISTRATION - I**

**(2019 Pattern) (CBCS)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1)** Attempt any ten out of twelve from the following.

**[10]**

- i) Secondary industries include the industries that use the products produced from \_\_\_\_\_ Industries as raw materials.
  - a) Primary
  - b) Secondary
  - c) Tertiary
  - d) Secondary and Tertiary
- ii) Buying and selling of goods and services within the geographical boundaries of the country is \_\_\_\_\_.
  - a) Domestic Trade
  - b) Foreign Trade
  - c) International Trade
  - d) All of the above
- iii) The head in the Hindu Undivided Family business system is called \_\_\_\_\_.
  - a) Secretary
  - b) Chairman
  - c) Karta
  - d) Coparcener
- iv) In a partnership firm, the liability of the partners is \_\_\_\_\_.
  - a) Limited
  - b) Public
  - c) Collective
  - d) Unlimited
- v) A Limited Liability Partnership is formed under the \_\_\_\_\_ Act.
  - a) Limited Liability Partnership Act 2008
  - b) Indian Partnership Act 1932
  - c) Indian Company Act 1956
  - d) Maharashtra Cooperative Act 1960
- vi) DPIN means \_\_\_\_\_.
  - a) Designated partner Identification Network
  - b) Designated partner Indian Number
  - c) Digital partner Identification Number
  - d) Designated partner Identification Number

**P.T.O.**

- vii) A partnership Firm is established under \_\_\_\_\_ Act.
- Company Act 2013
  - Indian Partnership Act 1932
  - Indian Contract Act 1872
  - None of the above
- viii) The address of the registered office of the company has to be intimated to the Registrar within \_\_\_\_\_ days of registration.
- 15
  - 30
  - 60
  - 45
- ix) Full form of GST is \_\_\_\_\_ .
- General Sales Tax
  - Goods & Service Tax
  - Goods & Sales Tax
  - None of the above
- x) \_\_\_\_\_ means permission given by law to continue business after completing legal matters.
- Business Licensing Policy
  - Income Tax Return
  - Registration
  - None of the above
- xi) Productivity is measured in \_\_\_\_\_ source.
- Raw Material Input
  - Worker Input
  - Capital Input
  - All of the above
- xii) Full form of CSR is \_\_\_\_\_.
- Corporate Search Responsibility
  - Corporate Social Responsibility
  - Corporate Science Responsibility
  - Corporate Social Research

**Q2)** Attempt any five out of seven from the following.

**[25]**

- Explain the social objectives of business.
- State the merits of Multinational Companies.
- Describe the external factors in Business Environment.
- Distinguish between Promotor and Entrepreneur.
- State the laws related to Industry.
- Write note -National Productivity Council.
- Write the advantages of Mergers.

**Q3)** Attempt any five out of seven from the following. **[25]**

- a) Explain the economic objectives of Business.
- b) State the demerits of Multinational Companies.
- c) Describe the factors in Macro Environment.
- d) Write note-Business Promotor
- e) Explain the Registration Process of Commencement of Business.
- f) What is meant by 'Quality Circle'?
- g) What is meant by 'Outsourcing'?

**Q4)** Attempt any one out of two from the following. **[10]**

- a) Define Business Promotion. Explain the steps of Business Promotion.
- b) State the various types of business.

\* \* \*







**प्र.3)** खालीलपैकी कोणतेही 5 प्रश्न सोडवा.

[25]

- अ) व्यवसायाची आर्थिक उद्दिष्टे स्पष्ट करा.
- ब) बहुराष्ट्रीय कंपन्यांचे दोष सांगा.
- क) समग्र पर्यावरणातील घटकांचे वर्णन करा.
- ड) 'व्यावसायिक प्रवर्तक' टीप लिहा.
- इ) व्यवसाय सुरू करण्याची नोंदणी प्रक्रिया स्पष्ट करा.
- फ) गुणवत्ता वर्तुळे म्हणजे काय?
- य) आऊटसोर्सिंग म्हणजे काय?

**प्र.4)** खालीलपैकी कोणतेही 1 प्रश्न सोडवा.

[10]

- अ) व्यवसाय प्रवर्तनाची व्याख्या करा व्यवसाय प्रवर्तनाच्या विविध पायऱ्या स्पष्ट करा.
- ब) व्यवसायाचे विविध प्रकार सांगा.

\* \* \*

Total No. of Questions : 4]

SEAT No. :

[Total No. of Pages : 6

**P4355**

**[6032]-SODL-2008**

**S.Y.B.Com.**

**COMMERCE**

**206B : Banking & Finance**

**(2019 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right side indicates the full marks.*

**Q1) Attempt any ten**

**[10×1=10]**

- i) \_\_\_\_\_ In India refers to those banks which have been included in the second schedule of Reserve Bank of India act, 1934.
  - a) Scheduled Banks
  - b) Non-Scheduled Banks
  - c) Nationalized Banks
  - d) Co-operative Banks
- ii) The Hilton Young commission recommended the establishment of \_\_\_\_\_ in India.
  - a) Central Bank
  - b) Commercial Bank
  - c) Industrial Bank
  - d) None of the above
- iii) More than \_\_\_\_\_ private sector banks operating in India around 1951.
  - a) 566
  - b) 474
  - c) 92
  - d) 101
- iv) State Bank of India came into existence on, \_\_\_\_\_.
  - a) 1 July 1956
  - b) 1 July 1955
  - c) 1 July 1958
  - d) 12 July 1956
- v) Rural co operative credit institution includes, \_\_\_\_\_.
  - a) State co operative Banks
  - b) District central co operative Banks
  - c) Primary Agricultural credit societies
  - d) All of the above

**P.T.O.**



**Q2) Solve any Five.**

**[5×5=25]**

- i) What was the impact of nationalization on the Indian Banking Sector?
- ii) Regulatory Functions of RBI discuss.
- iii) What is the role of private sector banks in India?
- iv) What is the scope of development Banks?
- v) Explain the various features of Social Banking?
- vi) State the objectives of Banking reforms.
- vii) What did the co-operative credit societies Act 1904 provide for?

**Q3) Solve any five.**

**[5×5=25]**

- i) Analyse the impact of covid -19 on Indian Banking Sector.
- ii) Discuss the objectives of the Reserve Bank of India.
- iii) Explain the recommended suggestions given by Narsimhan committee- I (1991).
- iv) Explain the challenges before public sector banks in India.
- v) State the importance of Indian co-operative Banking.
- vi) Write short note on IDBI Bank.
- vii) Explain the structure of Indian Banking System.

**Q4) Solve any one.**

**[1×10=10]**

- i) Explain Digital Banking in details.
- ii) Explain India's present currency system.









**प्र.2) कोणतेही पाच सोडवा.**

**[5×5=25]**

- i) भारतीय बँक प्रणालीवर राष्ट्रीयीकरणाचा काय परिणाम झाला आहे?
- ii) भारतीय रिजर्व्ह बँकेची नियामक कार्य स्पष्ट करा.
- iii) खासगी क्षेत्रातील बँकांची भूमिका स्पष्ट करा.
- iv) विकास बँकांची व्याप्ती स्पष्ट करा.
- v) सामाजिक बँकांची विविध वैशिष्ट्ये विशद करा.
- vi) बँकींग क्षेत्रातील सुधारणांची उद्दिष्टे सांगा.
- vii) सहकारी संस्था कायदा 1904 कायद्याने काय तरतूदी केल्या?

**प्र.3) कोणतेही पाच सोडवा.**

**[5×5=25]**

- i) कोविड -19 चा भारतीय बँक क्षेत्रावर झालेला परिणाम अभ्यासा.
- ii) भारतीय रिजर्व्ह बँकेची उद्दिष्ट्ये विशद करा.
- iii) नरसिंहम् - I (1991) ने केलेल्या शिफारशी स्पष्ट करा. समिती.
- iv) सार्वजनिक क्षेत्रातील बँकांसमोरील आव्हाने सांगा.
- v) भारतीय सहकारी बँकांचे महत्त्व विशद करा.
- vi) IDBI BANK वर संक्षिप्त टिप लिहा.
- vii) भारतीय बँक प्रणालीची रचना स्पष्ट करा.

**प्र.4) कोणताही एक सोडवा.**

**[1×10=10]**

- i) डिजीटल बँकींग विषयी सविस्तर लिहा.
- ii) भारताची सध्याची चलन पध्दती स्पष्ट करा.



Total No. of Questions : 4]

SEAT No. :

**P4356**

[Total No. of Pages : 2

[6032]-SODL-2009

**S.Y.B.Com.**

**206C : BUSINESS LAWS AND PRACTICES  
(2019 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1)** Attempt any ten out of twelve from the following.

**[10×1=10]**

- a) Explain the term reinsurance.
- b) Explain the term Retail sales.
- c) Define agreement as per Competition Act 2002
- d) Define electronic signature.
- e) Define Co-operative Society.
- f) Define lock-out
- g) What do you mean by Buyer?
- h) Define the term principle of indemnity.
- i) Define term recruitment as per Maharashtra shops and establishments Act,2017.
- j) Define the term industrial dispute.
- k) Broker as defined in Sec 2 as per Maharashtra Agricultural Produce marketing. (development and regulations) Act 1963.
- l) Define consumer co-operative society.

**P.T.O.**

**Q2)** Attempt any five out of seven from the following. **[5×5=25]**

- a) What are the punishments for establishments that disregard the provisions of Sec 7 of Maharashtra Shops and Establishment Act?
- b) What are the current challenges in the life insurance industry?
- c) What do you mean by cyber security?
- d) What are non-forfeiture regulations?
- e) What are the types of liability insurance
- f) Briefly explain state marketing board
- g) What is maturity claim?

**Q3)** Attempt any five out of seven from the following. **[5×5=25]**

- a) What are the various forms of strikes?
- b) What are the two conditions for return of premium?
- c) What do you mean by electronic governance?
- d) Briefly explain bye-laws as per Maharashtra Co-operative Societies Act, 1960.
- e) When an electronic record is deemed secure? As per information technology.
- f) Explain the procedure of cancellation of registration of a society.
- g) What are the two conditions for return of premium?

**Q4)** Attempt any one out of two from the following. **[1×10=10]**

- a) State the types of marine insurance policies.
- b) Discuss the scope and objectives of Industrial Dispute Act, 1947.



Total No. of Questions : 4]

SEAT No. :

**P4357**

[Total No. of Pages : 5

**[6032]-SODL-2010**

**S.Y.B.Com.**

**206E : COST AND WORKS ACCOUNTING**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right side indicate full marks.*
- 3) *Use of Calculator is allowed.*

**Q1) A) Fill in the blanks (Any Five) [5]**

- a) The amount of expenditure incurred on, or attributable to, a specified thing or an activity or cost unit is known as \_\_\_\_\_.
- b) A cost that is easily traceable to a cost object is known as \_\_\_\_\_.
- c) E.O.Q. stands for \_\_\_\_\_.
- d) A total of all the direct costs is known as \_\_\_\_\_.
- e) An unit of product or service in relation to which costs are ascertained is called as \_\_\_\_\_.
- f) The Technique and process of ascertaining the cost is known as \_\_\_\_\_.

**B) State whether the following statement is TRUE or FALSE (Any Five)[5]**

- a) Costing is specialized branch of accounting which deals with Classification, recording, allocation and directing.
- b) The aggregate amount of all the items of expenses paid or payable for the particular product or service is called as marginal cost.
- c) A location, person, or item of equipment for which costs may be ascertained and used for the purposes of cost control is known as Cost Center.

***P.T.O.***

- d) The expenses which can be directly charged to jobs, products, processes, cost centers or cost units is termed as direct cost.
- e) Machine hour rate is an improvement over the percentage on direct labour cost method.
- f) A cost that changes in total amount with the change in the level of activity is known as Fixed Cost.

**Q2) Attempt any Five from the following.**

**[25]**

- a) What are the Objectives of Cost Accounting?
- b) What are the Functions of the Purchase Department?
- c) Write note on - 'Purchase Requisition'.
- d) From the figures given below, calculate Economic Order Quantity (EOQ) and Total cost at EOQ.
  - Total consumption of material per year 10,000 kgs
  - Buying cost per order Rs. 50
  - Unit cost of material Rs. 2 per kg
  - Carrying and storage cost 8%
- e) Calculate Ordering Level, Minimum Level and Maximum Level from the following:
  - Re-order quantity 1,500 units,
  - Re-order period 4 to 6 weeks,
  - Maximum consumption 400 units per week
  - Average consumption 300 units per week
  - Minimum consumption 250 units per week
- f) From the following information, calculate Stock Turnover Ratio:

	Material - A	Material - B
Opening Stock	25,000	87,500
Closing Stock	15,000	62,500
Purchases	1,90,000	1,25,000

- g) From the following information, find out the value of Prime Cost.

Particulars	Rs.
Opening Stock of Raw Material	45,000
Closing Stock of Raw Material	35,000
Purchases of Raw Material	1,34,000
Carriage Inward	3,400
Productive Wages	12,500
Unproductive Wages	23,000
Direct Expenses	9,000

Q3) Attempt any Five from the following.

[25]

- What are the advantages of Bin Card?
- Difference between Financial Accounting and Cost Accounting.
- Write Note on-Piece Rate System.
- Draw s specimen for Material Requisition Note.
- From the following information, prepare a statement showing ABC analysis.

A store has 4,000 items of consumption and monthly consumption value is Rs.8,00,000.

The other details are as follows:

Material type	Percentage of each item	Percentage of Total Value
A	10%	65%
B	30%	20%
C	60%	15%
Total	100%	100%

- Using Taylor's differential piece rate system, find out the earnings of workers X and Y from the following particulars:

Standard Time per piece = 20 minutes

Normal Rate per hour = 0.90

In a 9 hours day, X produces 25 units and Y produces 30 units.

Lower rate is 80% of normal rate and higher rate is 120% of normal rate.

g) ABC Ltd. provided the following information.

- No. of workers (1<sup>st</sup> April 2022) - 400
- No. of workers (30<sup>th</sup> April 2022) - 500
- No. of workers resign - 35
- No. of workers discharge - 10
- No. of replacement - 40

Calculate labour turnover rate under:

- i) Separation Method
- ii) Replacement Method
- iii) Flux Method

**Q4)** Attempt any One from the following.

**[10]**

- a) From the following information for the month of January, prepare a cost sheet to show the following components: i) Prime Cost, ii) Factory Cost, iii) Cost of Production, iv) Total Cost.

Particulars	Rs.	Particulars	Rs.
Direct material	57,000	Director's remuneration	1,500
Direct wages	28,500	Telephone and postage	200
Factory rent and rates	2,500	Printing and stationery	100
Office rent and rates	500	Legal charges	150
Plant repairs and maintenance	1,000	Advertisement	1500
Plant depreciation	1,250	Salesmen's salaries	2,500
Factory heating and lighting	400	Showroom rent	500
Factory manager's salary	2,000	Sales	1,16,000
Office salaries	1,600		

b) The following transactions occurred in the month from January to March 2022 regarding purchase and issue of a material:

2 Jan. 2022 Purchased 4,000 units @ 4.00 per unit

20 Jan. 2022 Purchased 500 units @ 5.00 per unit

5 Feb. 2022 Issued 2,000 units

10 Feb. 2022 Purchased 6,000 units @ 6.00 per unit

12 Feb. 2022 Issued 4,000 units

2 Mar. 2022 Issued 1,000 units

5 Mar. 2022 Issued 2,000 units

15 Mar. 2022 Purchased 4,500 units @ 5.50 per unit

20 Mar. 2022 Issued 3,000 units

Prepare Stores Ledger Account as per FIFO method of charging material issues.





Total No. of Questions : 4]

SEAT No. :

P-4358

[Total No. of Pages : 4

[6032]-SODL-2011

S.Y. B.Com.

206G :BUSINESS ENTREPRENEURSHIP

(2019 Pattern)

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1) Attempt any 10 out of 12 from the following :**

**[10]**

- i) A training program which is instrumental in making a person successful entrepreneur is known as \_\_\_\_\_
  - a) Technical consultancy
  - b) Entrepreneurial development program
  - c) Self employment training
  - d) Achievement motivation training.
- ii) An entrepreneur who is a dynamic person and is interested in establishing a business enterprise is called \_\_\_\_\_ entrepreneur.
  - a) Technical
  - b) Trading
  - c) Professional
  - d) First generation
- iii) \_\_\_\_\_ is the most important function of an entrepreneur according to Schumpeter.
  - a) Innovation
  - b) Organizing
  - c) Managing
  - d) Planning
- iv) Innovation means \_\_\_\_\_
  - a) Invention
  - b) Creating something new
  - c) Imagination
  - d) None of these.
- v) The word entrepreneur is derived from the \_\_\_\_\_ word.
  - a) Latin
  - b) French
  - c) Greek
  - d) Marathi
- vi) Cadbury Committee is associated with \_\_\_\_\_
  - a) CSR
  - b) Corporate Governance
  - c) Environment
  - d) Business Ethics
- vii) Business Ethics is focuses on \_\_\_\_\_
  - a) Profit Maximization
  - b) Welfare of Society
  - c) Welfare of Directors
  - d) All of the above

**P.T.O.**





- viii) खालीलपैकी कोणते क्षेत्र भारतातील सेवा क्षेत्रांतर्गत येत नाही ?  
 अ) शेती ब) बँकिंग  
 क) वाहतूक ड) विमा
- ix) एस के कालिया समिती ..... शी संबंधित आहे.  
 अ) बचत गट ब) कॉर्पोरेट गव्हर्नन्स  
 क) पर्यावरण ड) एक्झिम पॉलिसी
- x) समाजासाठी व्यवसायाचा विश्वस्त दृष्टिकोन कोणी मांडला ?  
 अ) इंदिरा गांधी ब) जवाहरलाल नेहरू  
 क) महात्मा गांधी ड) मेधा पाटकर
- xi) कंपनी कायद्याचे कोणते कलम CSR शी संबंधित आहे ?  
 अ) 135 ब) 149  
 क) 235 ड) 62
- xii) लघु उद्योगांच्या प्रमुख समस्या काय आहेत ?  
 अ) निधीची उपलब्धता ब) कच्चा मालाची उपलब्धता  
 क) स्पर्धा ड) वरील सर्व

प्रश्न 2) 7 पैकी कोणतेही 5 सोडवा. [25]

- अ) उद्योजकतेची गरज आणि महत्त्व स्पष्ट करा.  
 ब) बेरोजगारीच्या समस्या काय आहेत ?  
 क) यशस्वी इंटरनेट उद्योजक कसे व्हावे यावर एक टीप लिहा.  
 ड) सर्जनशीलतेचे तंत्र आणि साधने स्पष्ट करा.  
 इ) नवोपक्रमाची तत्त्वे स्पष्ट करा.  
 फ) कॉर्पोरेट सोशल रिस्पॉन्सिबिलिटी वर एक टीप लिहा.  
 य) सामाजिक अंकेक्षण म्हणजे काय ?

प्रश्न 3) 7 पैकी कोणतेही 5 सोडवा. [25]

- अ) वैयक्तिक उद्योजकता आणि गट उद्योजकता.  
 ब) बचत गट-व्याख्या आणि अर्थ.  
 क) ग्रामीण आणि शहरी भागात सेवा उद्योगाच्या संधी.  
 ड) सेवा उद्योग आणि उत्पादन उद्योग यांच्यातील फरक.  
 इ) श्री. रतन टाटा यांचे उद्योजकतेतील योगदान.  
 फ) जागतिकीकरणाची आव्हाने.  
 य) भारतातील उद्योजकता विकास.

प्रश्न 4) 2 पैकी कोणतेही 1 सोडवा. [10]

- अ) राष्ट्रीय अर्थव्यवस्थेतील सेवा क्षेत्राची भूमिका स्पष्ट करा.  
 ब) व्यावसायिक नीतिशास्त्राची तत्त्वे स्पष्ट करा.



Total No. of Questions : 4]

SEAT No. :

P-4359

[Total No. of Pages : 4

**[6032]-SODL-2012**

**S.Y. B.Com.**

**206H : MARKETING MANAGEMENT**

**(2019 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1)** Attempt any Ten out of Twelve from the following :

**[10]**

- a) What is the philosophy of Marketing management?
- b) State the components of marketing mix.
- c) State two forces restraining of international marketing.
- d) Define marketing planning.
- e) What is marketing research?
- f) What is E-mail Marketing?
- g) What is green marketing?
- h) What is Content Marketing?
- i) State any two limitations of E-marketing.
- j) What is Affiliation Marketing?
- k) Define Digital Marketing?
- l) State two limitation of international marketing.

**P.T.O.**

**Q2)** Attempt any Five out of Seven from the following : **[25]**

- a) State the objectives of International Marketing.
- b) Distinguish between Traditional Marketing and Digital marketing.
- c) Explain the challenges before e-Marketing.
- d) Explain the strategies of Green Marketing.
- e) Explain the role of marketing manager in green marketing.
- f) Write a short note on - Social Media Marketing.
- g) Explain the Limitation of International Marketing.

**Q3)** Attempt any Five out of Seven from the following : **[25]**

- a) Explain the Marketing Management process.
- b) State the problems of Marketing Management.
- c) State the types of Marketing Strategy.
- d) Explain the element of Marketing Planning.
- e) What is the difference between Marketing information and Marketing research?
- f) Explain Marketing Research Procedure.
- g) What is meant by Consumer behaviour? Explain the Scope of Consumer behaviour.

**Q4)** Attempt any One out of Two from the following : **[10]**

- a) Explain the functions of Marketing Management.
- b) What is E-Marketing? State the present status of E-Marketing in India.



Total No. of Questions : 4]

P-4359

[6032]-SODL-2012

S.Y. B.Com.

206H : MARKETING MANAGEMENT

(2019 Pattern)

(मराठी रूपांतर)

वेळ : 3 तास]

[एकूण गुण : 70

- सूचना : 1) सर्व प्रश्न सोडविणे अनिवार्य आहेत.  
2) उजव्या बाजूचे अंक पूर्ण गुण दर्शवितात.  
3) संदर्भासाठी मूळ इंग्रजी प्रश्नपत्रिका पहावी.

प्रश्न 1) खालील बारा पैकी कोणतेही दहा प्रश्न सोडवा.

[10]

- अ) विपणन व्यवस्थापनेचे तत्वज्ञान म्हणजे काय ?  
ब) विपणन मिश्रचे घटक सांगा.  
क) आंतरराष्ट्रीय विपणन प्रक्रियेतील अडथळे निर्माण करणारे दोन घटक सांगा.  
ड) विपणन नियोजनाची व्याख्या द्या.  
इ) विपणन संशोधन म्हणजे काय ?  
फ) ई-मेलद्वारा विपणन म्हणजे काय ?  
य) हरित विपणन म्हणजे काय ?  
र) सामग्री विपणन म्हणजे काय ?  
ल) ई-विपणनाच्या कोणतीही दोन मर्यादा सांगा.  
व) संलग्न विपणन म्हणजे काय ?  
श) डिजिटल विपणनाची व्याख्या द्या.  
ष) आंतरराष्ट्रीय विपणनाच्या दोन मर्यादा सांगा.

- प्रश्न 2) खालील सात पैकी कोणतेही पाच प्रश्न सोडवा. [25]
- अ) आंतरराष्ट्रीय विपणनाची उद्दिष्टे सांगा.
  - ब) पारंपारिक विपणन आणि डिजिटल विपणन यांच्यात फरक द्या.
  - क) ई-विपणनापुढील आव्हाने स्पष्ट करा.
  - ड) हरित विपणनाची व्यूहरचना स्पष्ट करा.
  - इ) हरित विपणनामध्ये विपणन व्यवस्थापकाची भूमिका स्पष्ट करा.
  - फ) टीप लिहा - सामाजिक प्रसारमाध्यमे.
  - य) आंतरराष्ट्रीय विपणनाच्या मर्यादा स्पष्ट करा.

- प्रश्न 3) खालील सात पैकी कोणतेही पाच प्रश्न सोडवा. [25]
- अ) विपणन व्यवस्थापनाची प्रक्रिया स्पष्ट करा.
  - ब) विपणन व्यवस्थापनाच्या समस्या सांगा.
  - क) विपणन व्यूहरचनेचे प्रकार सांगा.
  - ड) विपणन नियोजनाचे घटक स्पष्ट करा.
  - इ) पारंपारिक विपणन आणि डिजिटल विपणन यांच्यात फरक द्या.
  - फ) विपणन संशोधन प्रक्रिया स्पष्ट करा.
  - य) ग्राहक वर्तणुक म्हणजे काय? ग्राहक वर्तणुकीची व्याप्ती स्पष्ट करा.

- प्रश्न 4) खालील दोन पैकी कोणताही एक प्रश्न सोडवा. [10]
- अ) विपणन व्यवस्थापनाची विविध कार्ये स्पष्ट करा.
  - ब) ई-मार्केटिंग म्हणजे काय? भारतातील ई-मार्केटिंगची सद्यस्थिती सांगा.





Total No. of Questions : 4]

SEAT No. :

P-4360

[Total No. of Pages : 4

[6032]-SODL-2013

S.Y. B.Com.

206K : INSURANCE, TRANSPORT & TOURISM

(2019 Pattern)

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

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

**Q1)** Attempt any Ten out of Twelve from the following :

**[10]**

- a) In India, in Which Year Insurance Act was passed?
- b) What is Insurance Premium?
- c) Give two unfair Practices of Insurance Agents?
- d) What is endorsement?
- e) What are the hazards in insurance?
- f) Who is Insurance Agent?
- g) Who is tourist?
- h) What is Health tourism?
- i) What is Family tourism?
- j) Give Two Factors affecting demand for Tourism?
- k) Give Two Economic Impact of Tourism?
- l) What is mean by Utmost Good Faith?

**P.T.O.**

**Q2)** Attempt any Five out of Seven from the following : **[25]**

- a) Unit Linked Insurance Plan.
- b) What are the requirements for settlement of claims at maturity of Policies?
- c) Write short note on 'proximate cause'.
- d) State the various functions of an insurance agent.
- e) Economic impact of Tourism.
- f) Describe the threats to sea tourism.
- g) What are career opportunities in tourism?

**Q3)** Attempt any Five out of Seven from the following : **[25]**

- a) What are the essentials of a valid contract?
- b) State the rights of insurer.
- c) Describe the environmental impact of tourism.
- d) What are the challenges of tourism in India?
- e) What are the factors affecting demand for tourism?
- f) Procedure of becoming Insurance agent.
- g) Significance of Tourism.

**Q4)** Attempt any One out of Two from the following : **[10]**

- a) Explain the Procedure of taking Life Insurance Policy.
- b) Write Detailed Note on 'Growth of Tourism in India'.



Total No. of Questions : 4]

P-4360

[6032]-SODL-2013

S.Y. B.Com.

206K : INSURANCE, TRANSPORT & TOURISM

(2019 Pattern)

(मराठी रूपांतर)

वेळ : 3 तास ]

[ एकूण गुण : 70

- सूचना : 1) सर्व प्रश्न सोडविणे अनिवार्य आहे.  
2) उजवीकडील अंक प्रश्नांचे पुर्ण गुण दर्शवितात.  
3) संदर्भासाठी मूळ इंग्रजी प्रश्नपत्रिका पहावी.

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- प्रश्न 1)** खालील बारा पैकी कोणतेही दहा प्रश्न सोडवा. [10]
- अ) भारतात विमा कायदा कोणत्या वर्षी मंजूर झाला ?
- ब) विमा प्रीमियम म्हणजे काय ?
- क) विमा प्रतिनिधीच्या दोन अयोग्य कृती सांगा ?
- ड) अनुमोदन म्हणजे काय ?
- इ) विम्यामध्ये कोणते धोके आहेत ?
- फ) विमा एजंट कोण आहे ?
- य) पर्यटक कोण आहे ?
- र) आरोग्य पर्यटन म्हणजे काय ?
- ल) कौटुंबिक पर्यटन म्हणजे काय ?
- व) पर्यटनाच्या मागणीवर परिणाम करणारे दोन घटक सांगा ?
- श) पर्यटनाचे दोन आर्थिक परिणाम सांगा ?
- ष) परमोच्च विश्वास म्हणजे काय ?

**प्रश्न 2)** खालील सात पैकी कोणतेही पाच प्रश्न सोडवा. [25]

- अ) युनिट लिंकड विमा योजना.
- ब) पॉलिसींच्या मॅच्युरिटीच्या वेळी दाव्यांच्या पूर्ततेसाठी कोणत्या पूर्तता कराव्या लागतात ?
- क) 'नजीकचे कारण' वर लहान टीप लिहा.
- ड) विमा एजंटची विविध कार्ये सांगा.
- इ) पर्यटनाचा आर्थिक परिणाम
- फ) सागरी पर्यटनाला असलेल्या धोक्यांचे वर्णन करा.
- य) पर्यटन क्षेत्रात करिअरच्या कोणत्या संधी आहेत.

**प्रश्न 3)** खालील सात पैकी कोणतेही पाच प्रश्न सोडवा. [25]

- अ) वैध कराराच्या आवश्यक गोष्टी काय आहेत.
- ब) विमा कंपनीचे अधिकार सांगा.
- क) पर्यटनाच्या पर्यावरणीय प्रभावाचे वर्णन करा.
- ड) भारतातील पर्यटनाची आव्हाने कोणती आहेत ?
- इ) पर्यटनाच्या मागणीवर परिणाम करणारे घटक कोणते आहेत ?
- फ) विमा एजंट बनण्याची प्रक्रिया
- य) पर्यटनाचे महत्त्व

**प्रश्न 4)** खालील दोन पैकी कोणतेही एक प्रश्न सोडवा. [10]

- अ) जीवन विमा पॉलिसी घेण्याची प्रक्रिया स्पष्ट करा.
- ब) 'भारतातील पर्यटनाचा विकास' यावर सविस्तर टीप लिहा.

