

Total No. of Questions : 5]

SEAT No. :

P331

[Total No. of Pages : 2

[5358]-2001

S.Y. B.Com.

**BUSINESS COMMUNICATION**

**(2013 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** What is 'Business Communication'? Explain in detail the barriers to Communication & State how to overcome the barriers of communication. **[16]**

OR

What is Upword and Downword communication? Explain the Merits and Demerits of Downword communication.

**Q2)** What is Listening? Explain in detail the barriers of listening. **[16]**

OR

State the meaning of Business Letter. Explain the qualities or essentials of a Business Letter.

**Q3) a)** Write a reply to enquiry letter from Ajab General Stores Shahupuri, Kolhapur to the proprietor 'Star General Stores' Bajirao Road, Pune about the price and time of delivery of Office Stationery. **[8]**

OR

Write a letter to Mr. Abhiman Patil, P.B. Road, Kolhapur for collecting information about credit worthiness of M/s Mansing Patil, Kolhapur.

**b)** Write a complaint letter to the Sales Manager of M/s Linova Electronics Ltd., Nariman Point, Mumbai from M/s Swapnil Electronics, Narayan Peth, Pune about received damaged electronic goods. **[8]**

OR

Draft an office order to Shri. Kaushik Sawant from British India Company Ltd. Kanpur for transferring from Accounts Dept. to stores Dept.

**P.T.O.**

**Q4)** What is Press Release? Explain the characteristics of Press Release. [16]

OR

Explain the various Social Media Networks used in Business Communication.

**Q5)** Write short notes (Any Four) : [16]

- a) Websites
- b) Electronic Clearance System
- c) Importance of Listening
- d) Principles of Communication
- e) Office Circulars.
- f) Resume / Bio-data



Total No. of Questions : 4]

SEAT No. :

P332

[Total No. of Pages : 8

[5358]-2002

S.Y. B.Com.

**CORPORATE ACCOUNTING**

**(2013 Pattern) (Regular)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1) a)** Fill in the blanks with appropriate term from the given option (any five) : **[5]**

- i) Accounting Standard- 6 deals with \_\_\_\_\_.  
(Depreciation Accounting / Accounting for Amalgamation)
- ii) Central & State Taxes are \_\_\_\_\_ creditors (Unsecured / Preferential)
- iii) Under \_\_\_\_\_ one company goes into liquidation and a new company is formed (External Reconstruction / Internal Reconstruction)
- iv) Balance of capital reduction account is transferred to \_\_\_\_\_  
(Capital Reserve / General Reserve)
- v) Pre- acquisition Profit is also known as \_\_\_\_\_  
(Capital Profit / Revenue Profit)
- vi) Goodwill is also known as \_\_\_\_\_ (Cost of Control / Cost of acquisition)
- vii) Capitalised Value of Profit =  $\frac{\text{Profit}}{\text{Normal Rate of Return}} \times 100$  (Profit/Sales)

- b)** State whether True or False (anyfive) : **[5]**
- i) Depreciation is not charged on Livestock.
  - ii) The Process of Internal Reconstruction is implemented to write off Accumulated Profits.
  - iii) Accounting Standard - 14 deals with accounting for Amalgamations.

**P.T.O.**

- iv) Dividend is paid as a percentage on Authorised Share Capital.
  - v) Absorption means liquidation of two companies and formation of a new company.
  - vi) Lawyer appointed by the court to execute the liquidation of a company is known as a Notary.
  - vii) Debenture holders are the secured creditors of a company.
- c) Write short notes on (any two) : **[14]**
- i) Distinguish between Capital Expenditure and Revenue Expenditure.
  - ii) Need for Valuation of Shares.
  - iii) Accounting Standard 10 - Accounting for Fixed Assets.
  - iv) Importance of Computerised accounting.
  - v) Order of payment under Liquidation of a company.

**Q2)** Sanjeevan Ltd., Nasik was registered with an Authorized Capital of Rs. 70,00,000 divided into 7,00,000 Equity Shares of Rs.10/- each.

You are required to prepare a **Statement of Profit and Loss** for the year ended 31<sup>st</sup> March 2017 as per the revised Schedule VI of the Companies Act 2013.

**DO NOT PREPARE BALANCE SHEET AND DO NOT RECORD SECOND EFFECT OF ADJUSTMENTS**

The following balances extracted from the books as on 31<sup>st</sup> March 2017 as follows :

<b>Debit Balances</b>	<b>Rs.</b>	<b>Credit Balances</b>	<b>Rs.</b>
Purchases	7,17,500	Sales	21,35,000
Stock of Raw Material 1.4.2016	1,75,000	Purchase Returns	7,000
Insurance	10,500	Miscellaneous income	10,500
Sales Return	35,000	Interest on Investment	87,500
Bad Debts	7,000		
Wages	2,45,000		
Salaries	70,000		
Rent, Rates and Taxes	31,500		
Carriage Inward	31,500		
Travelling Expenses	26,250		
Legal charges	24,500		
Debenture Interest	43,750		
Audit fees	7,000		
General Expenses	12,250		

Adjustments :

- i) Insurance Prepaid Rs. 1,500
- ii) Depreciate Plant & Machinery by Rs. 25,000 and Furniture by Rs. 2,400
- iii) Stock of Raw Materials as on 31.03.2017 Rs. 3,50,000
- iv) Salaries outstanding Rs. 7,000

[10]

OR

- a) Surya Industries Ltd. Purchased a Plot of Land for which the following information has been given : [5]

Purchase Price	Rs. 50,00,000
Transfer of title	Rs. 5,00,000
Other Legal Charges	Rs. 1,50,000
Cost of Demolition of Old Building present on the land	Rs. 75,000
Sale of Scrap of Old Building	Rs. 15,000

You are Required to Calculate the cost of Land

- b) Ambertech Co Ltd., Purchased Machine on 01 .04.2016 for Rs.45,00,000. Expenses paid for the installation of the machine were Rs.5,00,000. The estimated life of the Machine is 7 years and its scarp value after its useful life is estimated to be Rs. 1,00,000. Ascertain the amount of depreciation to be charged for the accounting year ending 31.03.2017 under fixed installment method? [5]

Q3) A) Following is the Balance sheet of Arya Co. Ltd. as on 31.03.2017. [12]

Liabilities	Rs.	Assets	Rs.
<b>Share capital</b>		Goodwill	1,68,000
30,000 Equity Shares of Rs. 10/- each, Rs. 8 paid-up	2,40,000	Land & Building	3,27,000
		Plant & Machinery	1,35,000
45,000 Equity Shares of Rs. 10/- each, Rs. 7 paid-up	3,15,000	Furniture	15,000
		Office Equipment	30,000
15,000, 8% Preference Shares of Rs. 10/- each fully paid	1,50,000	Stock	1,48,500
		Debtors	1,27,500
8% Debentures (having floating charge on all assets)	1,50,000	Bills Receivable	33,000
		Cash in Hand	12,000
Outstanding Debenture Interest	6,000	Profit & Loss A/c	1,05,000
Creditors	2,40,000		
	<b>11,01,000</b>		<b>11,01,000</b>

The Company went in to voluntary liquidation as on the Balance Sheet date.

- i) Preference dividend was in arrears for the last 3 years and it was to be returned before returning equity share capital
- ii) Creditors include a loan from bank of Rs.60,000 secured on the hypothecation of Plant and Machinery.
- iii) Creditors also include preferential creditors of Rs. 15,000.
- iv) The liquidator realized the assets as follows:  
Land and Building Rs. 3,22,500, Plant & Machinery Rs. 75,000, Office Equipment Rs. 19,500, Furniture Rs. 12,000, Stock Rs.1,05,000, Debtors Rs. 90,000 and Bills Receivable Rs. 21,000
- v) Legal Charges on Liquidation amounted Rs. 1,500
- vi) The liquidation expenses were Rs. 3,900
- vii) The Liquidators remuneration was fixed at Rs. 1,500 plus 2% on sale of assets excluding cash plus 4% on the amount distributed to unsecured creditors including preferential creditors.
- viii) The liquidator made all payments on 31st March, 2017  
Prepare Liquidator's Final Statement of Accounts

B) The Balance Sheet of Sun Ltd. and Star Ltd. as on 31.03.2017 is as follows : [14]

Liabilities	Sun Ltd.	Star Ltd.	Assets	Sun Ltd.	Star Ltd.
<b>Share Capital</b>	10,00,000	5,00,000	Land & Building	2,00,000	1,50,000
(Shares of Rs. 10/- each)			Machinery	3,00,000	3,00,000
			Stock	75,000	50,000
General Reserve as on 01.04.2017	1,00,000	70,000	Sundry Debtors	50,000	60,000
Profit & Loss A/c as on 01.04.2017	50,000	30,000	Investment (shares in S Ltd. at cost)	5,00,000	
			Bills Receivable	10,000	5,000
Profit for the year 2016-17	60,000	40,000	Cash at Bank	1,55,000	1,60,000
Sundry Creditors	70,000	70,000			
Bills Payable	10,000	15,000			
	<b><u>12,90,000</u></b>	<b><u>7,25,000</u></b>		<b><u>12,90,000</u></b>	<b><u>7,25,000</u></b>

Other Information :

- i) Sun Ltd. acquired 40,000 shares in Star Ltd. on 01.04.2017
  - ii) Bills Receivable of Sun Ltd. includes Rs. 3,000 accepted by Star Ltd.
  - iii) Debtors of Sun Ltd. include Rs. 10,000 due from Star Ltd.
- Prepare a Consolidated Balance Sheet of Sun Ltd. and its subsidiary Star Ltd. as on 31.03.2017

Q4) Following is the Balance Sheet of Excellent Ltd. as on 31.03.2017. [20]

Liabilities	Rs.	Assets	Rs.
<b>Shares Capital</b>		Land & Building	3,85,000
55,000 shares of Rs. 10/-each fully paid	5,50,000	Plant & Machinery	3,02,500
		Stock	2,69,500
General Reserve	88,000	Debtors	1,15,500
Profit & Loss A/c	1,65,000	Cash in hand	38,500
Bills Payable	1,15,500		
Creditors	1,92,500		
	<b><u>11,11,000</u></b>		<b><u>11,11,000</u></b>

Excellent ltd. was absorbed by King ltd . on the following terms

- i) King Ltd. took over the assets of Excellent ltd.(excluding Cash) as under :  
  
Land and Building Rs. 4,12,500 , Plant & Machinery Rs. 2,86,000, Stock Rs. 3,30,000 and Debtors at Book Value.
- ii) King Ltd. took over the Creditors and Bills Payable of Excellent ltd. at their book values.
- iii) King Ltd. discharged the Purchase Consideration by issue of 66,000 equity shares of Rs. 10/- each at Rs.11/- and the balance in cash.
- iv) Excellent ltd. paid its realisation expenses Rs. 11,000.

You are required to prepare: Realization account, Cash account, Shareholders Account and King ltd's. account in the books of Excellent Ltd., and also give the opening Journal Entries in the books of King Ltd.

OR

A) Following is the balance sheet of Purohit Ltd. as on 31<sup>st</sup> March 2017.[10]

<b>Liabilities</b>	<b>Rs.</b>	<b>Assets</b>	<b>Rs.</b>
27,500 Equity Shares of Rs. 10/- each	2,75,000	Freehold Property	1,37,500
		Machinery	1,92,500
Reserve Fund	1,37,500	Furniture	38,500
Profit and Loss	44,000	Stock	55,000
Trade Payable	1,23,750	Trade Receivables	1,21,000
Bills Payable	41,250	Bank balance	71,500
		Formation Expenses	5,500
	<b><u>6,21,500</u></b>		<b><u>6,21,500</u></b>



### Additional Information

i) Assets were valued as follows :

Goodwill	1,21,000
Freehold Property	3,57,500
Machinery	1,98,000
Furniture	66,000
Stock	68,750
Trade Receivables	1,07,250

ii) The Profits of the company were :

2014-15	Rs. 1,23,750
2015-16	Rs. 1,34,750
2016-17	Rs. 1,37,500

iii) It is the Practice of the company to transfer 25% of the profit to Reserve Fund

iv) The fair yield in respect of Equity Share of similar type of companies is ascertained at 10%

Calculate the value of each Equity Share under:

- Intrinsic value Method
- Yield value Method
- Fair Value Method.

B) Following is the Balance Sheet of Sulekha ltd. as on 31.03.2017. [10]

Liabilities	Rs.	Assets	Rs.
<b>Share Capital</b>		Goodwill	28,500
76,000 Equity shares of Rs. 10/-each	7,60,000	Freehold Property	3,80,000
		Plant & Machinery	5,70,000
5% Preference Shares of Rs. 10/- each	3,80,000	Stock in Trade	95,000
		Debtors	76,000
6% Debentures	1,90,000	Cash	9,500
Bank Overdraft	95,000	Profit and Loss A/c	2,85,000
Creditors	1,90,000	Preliminary Expenses	1,71,000
	<b><u>16,15,000</u></b>		<b><u>16,15,000</u></b>

The Company got the following scheme of reconstruction approved by the court:

- i) 5% Preference shares to be reduced to Rs. 7.50 per share fully paid.
- ii) Equity shares to be reduced to Rs. 4 per share fully paid.
- iii) 6% Debenture holders to take over Stock in Trade and Debtors in full satisfaction of their claims
- iv) Freehold Property to be appreciated by 30%
- v) Plant and Machinery to be depreciated by Rs. 1,90,000
- vi) Write off all intangible and fictitious assets.

Give necessary journal entries to record the above transactions in the books of Sulekha Ltd. Also prepare a revised Balance Sheet after the scheme of reconstruction as on 31<sup>st</sup> March 2017.



Total No. of Questions : 5]

SEAT No. :

**P333**

[Total No. of Pages : 4

**[5358]-2003**

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

**BUSINESS ECONOMICS - II**

**(Macro)**

**(2013 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Define Macro Economics. Explain the nature and significance of Macro Economics. **[16]**

**Q2)** What is credit control? Explain the quantitative and qualitative credit control by Central Bank. **[16]**

OR

What is National Income? Explain the Importance of National Income.

**Q3)** Answer in brief.

- a) Explain the causes of inflation. **[8]**
- b) Explain the principle of maximum social Advantage by Dr. Dalton. **[8]**

OR

- a) Explain the Monetary and Fiscal Measures to Control Trade Cycles.
- b) Define Public Expenditure. Explain the causes of increasing Public Expenditure.

**P.T.O.**

**Q4)** Define Trade Cycle. Explain the phases of Trade Cycle. **[16]**

**Q5)** Write short notes on (any two) : **[16]**

- a) Demand Pull Inflation.
- b) Say's Law of Market.
- c) Scope of Public Finance.
- d) Merits of Direct Tax.



Total No. of Questions : 5]

P333

[5358]-2003

S.Y. B.Com.

**BUSINESS ECONOMICS - II**

**(Macro)**

**(2013 Pattern)**

**(मराठी रूपांतर)**

वेळ : 3 तास]

[एकूण गुण : 80

- सूचना :- 1) सर्व प्रश्न सोडविणे आवश्यक आहेत.  
2) उजवीकडील अंक प्रश्नांचे गुण दर्शवितात.  
3) आवश्यक तेथे सुबक आकृत्या काढा.  
4) संदर्भासाठी मूळ इंग्रजी प्रश्नपत्रिका पहावी.

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प्रश्न 1) समग्रलक्षी अर्थशास्त्राची व्याख्या द्या. समग्रलक्षी अर्थशास्त्राचे स्वरूप व महत्व स्पष्ट करा. [16]

प्रश्न 2) पत नियंत्रण म्हणजे काय? मध्यवर्ती बँकेची संख्यात्मक आणि गुणात्मक पत नियंत्रणाची साधने स्पष्ट करा. [16]

किंवा

राष्ट्रीय उत्पन्न म्हणजे काय? राष्ट्रीय उत्पन्नाचे महत्व स्पष्ट करा.

प्रश्न 3) थोडक्यात उत्तरे द्या.

अ) चलनवाढीची कारणे स्पष्ट करा. [8]

ब) डॉ. डाल्टन यांचे महत्तम सामाजिक लाभाचे तत्व स्पष्ट करा. [8]

किंवा

अ) व्यापारचक्राच्या नियंत्रणाचे चलन विषयक व राज्यकोषीय उपाय स्पष्ट करा.

ब) सार्वजनिक खर्चाची व्याख्या द्या. सार्वजनिक खर्च वाढीची कारणे स्पष्ट करा.

प्रश्न 4) व्यापारचक्राची व्याख्या द्या. व्यापारचक्राच्या अवस्था स्पष्ट करा. [16]

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

- अ) मागणी ताणनिर्मित चलनवाद
- ब) जे. बी. से चा बाजारपेठेचा नियम.
- क) सार्वजनिक आयव्ययाची व्याप्ती
- ड) प्रत्यक्ष कराचे गुण



Total No. of Questions : 5]

SEAT No. :

P334

[Total No. of Pages : 4

**[5358]-2004**  
**S.Y. B.Com.**  
**BUSINESS MANAGEMENT**  
**(2013 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Define Organisation. Explain the various principles of organisation. **[16]**

OR

Define Planning. Explain types of planning in planning process.

**Q2)** Define staffing. What are the importance of staffing. **[16]**

OR

What do you mean by management? Explain the characteristics of professional management.

**Q3)** Define Motivation. Explain characteristics and importance of Motivation. **[16]**

OR

What do you mean by Leadership? Describe various Leadership Qualities.

**Q4)** Define Business Ethics. Explain the details principles of Business Ethics. **[16]**

OR

What do you mean by direction? What are the details in techniques of direction.

**P.T.O.**

**Q5) Write short notes (Any Four) :**

**[16]**

- a) Importance of control
- b) Features of delegation of Authority.
- c) Techniques of co-ordination.
- d) Steps in controlling.
- e) Needs of co-ordination.
- f) Levels of planning.





Total No. of Questions : 5]

P334

[5358]-2004

S.Y. B.Com.

**BUSINESS MANAGEMENT**

(2013 Pattern)

(मराठी रूपांतर)

वेळ : 3 तास]

[एकूण गुण : 80

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

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- प्रश्न 1) संघटनेची व्याख्या करा. संघटनेची तत्वे सविस्तर स्पष्ट करा. [16]  
किंवा  
नियोजन म्हणजे काय? नियोजनाचे प्रकार सविस्तर लिहा.
- प्रश्न 2) कर्मचारी नियुक्ती म्हणजे काय? कर्मचारी नियुक्तीचे महत्व लिहा. [16]  
किंवा  
व्यवस्थापन म्हणजे काय? व्यावसायिक व्यवस्थापनाची वैशिष्ट्ये सांगा.
- प्रश्न 3) अभिप्रेरणेची व्याख्या द्या. अभिप्रेरणेची वैशिष्ट्ये व महत्व सांगा. [16]  
किंवा  
नेतृत्व म्हणजे काय? नेतृत्वासाठी लागणारे आवश्यक गुण सविस्तर स्पष्ट करा.
- प्रश्न 4) व्यावसायिक नितिमता म्हणजे काय? व्यावसायिक नितिमतेची तत्वे सविस्तर स्पष्ट करा. [16]  
किंवा  
निर्देशन म्हणजे काय? निर्देशनाची तंत्रे सविस्तर स्पष्ट करा.

प्रश्न 5) थोडक्यात टिपा लिहा. (कोणत्याही चार)

[16]

- अ) नियंत्रणाचे महत्व
- ब) अधिकार प्रदानाची वैशिष्ट्ये
- क) समन्वयाची तंत्रे
- ड) नियंत्रणाच्या पायऱ्या
- इ) समन्वयाची आवश्यकता
- फ) नियोजनाच्या पातळ्या



Total No. of Questions : 5]

SEAT No. :

**P1024**

[Total No. of Pages : 4

**[5358]2005**

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

**ELEMENTS OF COMPANY LAW**

**(2013 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Define a 'company'. Distinguish between private and public company. **[16]**

**Q2)** Define 'Prospectus'. Explain the remedies and liabilities for mis-statement in prospectus. **[16]**

OR

What is allotment of shares? Explain the provisions for allotment of shares.**[16]**

**Q3)** a) Explain the advantages and disadvantages of E-Governance. **[8]**

b) Explain the role and responsibility of the board of directors regarding Corporate social responsibility. **[8]**

OR

a) Who may convene an Extraordinary General Meeting? **[8]**

b) Explain the different types of voluntary winding up of company. **[8]**

**P.T.O.**

**Q4) a)** Explain the legal position of directors. **[8]**

b) Explain the qualifications and disqualifications of directors. **[8]**

**Q5) Write short notes on : (any two) [16]**

a) Incorporation of company

b) Forfeiture of shares.

c) Director Identification number (DIN)

d) Duties of Directors



Total No. of Questions : 5]

P1024

[5358]2005

S.Y. B.Com.

कंपनी कायद्याची मूलतत्त्वे  
(2013 Pattern)  
(मराठी रूपांतर)

वेळ : 3 तास]

[एकूण गुण : 80

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

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प्रश्न 1) 'कंपनींची व्याख्या द्या. खाजगी कंपनी आणि सार्वजनिक कंपनी यातील फरक स्पष्ट करा. [16]

प्रश्न 2) 'माहितीपत्रकाची' व्याख्या द्या. माहितीपत्रकातील असत्य विधानाचे उपाययोजना आणि जबाबदारी स्पष्ट करा. [16]

किंवा

भाग-वाटप म्हणजे काय? भाग-वाटपाच्या तरतूदी स्पष्ट करा.

प्रश्न 3) अ) इ-गव्हर्नन्सचे फायदे आणि तोटे स्पष्ट करा. [8]

ब) कंपनी सामाजिक जबाबदारी संदर्भात संचालक मंडळाची भूमिका आणि जबाबदारी स्पष्ट करा. [8]

किंवा

अ) विशेष सर्वसाधारण सभा कोण बोलावू शकतो?

ब) कंपनीचे ऐच्छिक समाप्तीकरणाचे विविध प्रकार स्पष्ट करा.

- प्रश्न 4) अ) संचालकाचे कायदेशीर स्थान स्पष्ट करा. [8]  
ब) संचालकाची पात्रता आणि अपात्रता स्पष्ट करा. [8]

- प्रश्न 5) थोडक्यात टिपा लिहा. (कोणतेही 2) [16]  
अ) कंपनीची नोंदणी  
ब) भाग-जप्ती  
क) संचालक ओळख क्रमांक (DIN)  
ड) संचालकाची कर्तव्ये



Total No. of Questions : 5]

SEAT No. :

P335

[Total No. of Pages : 4

[5358]-2006

S.Y. B.Com.

**BUSINESS ADMINISTRATION**

**(2013 Pattern) (Paper - I)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

- 1) *All questions are compulsory*
- 2) *All questions carry equal marks.*

**Q1)** What is Joint Venture? Explain the characteristics and limitation of Joint venture. **[16]**

OR

State the meaning of limited liability Partnership. Explain the merits and Demerits of limited liability partnership.

**Q2)** What is social Responsibility ? State arguments if favour and against social responsibility. **[16]**

OR

What is Co-operative Society ? Explain Merits and Demerits of Co-operative Society.

- Q3)** a) Explain the procedure for formation of partnership firm. **[8]**  
b) Explain the role of National Productivity Council (NPC). **[8]**

OR

- a) Discuss any four legal provisions governing promotion and establishment of unit.
- b) What are the types of returns to be filed for incorporation

**P.T.O.**

**Q4)** Explain the concept of Globalization. State the features and consequences of Globalization. **[16]**

OR

What are the consequences of Industrial sickness ?

**Q5)** Write short notes (any four) : **[16]**

- a) International Environment
- b) SEZ
- c) Product Quality control
- d) Functions of Administration
- e) Liberalisation
- f) Knowledge process outsourcing (KPO)





Total No. of Questions : 5]

P335

[5358]-2006

S.Y. B.Com.

**BUSINESS ADMINISTRATION**

(2013 Pattern) (Paper - I)

(मराठी रूपांतर)

वेळ : 3 तास]

[एकूण गुण : 80

- सूचना :- 1) सर्व प्रश्न सोडविणे अनिवार्य आहे.  
2) उजवीकडील अंक प्रश्नांचे गुण दर्शवितात.

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प्रश्न 1) संयुक्त भांडवली संस्था म्हणजे काय? संयुक्त भांडवली संस्थेची वैशिष्ट्ये व मर्यादा स्पष्ट करा. [16]

किंवा

भागिदारी संस्थेची मर्यादित जबाबदारीचा अर्थ लिहा. भागिदारी संस्थेच्या मर्यादित जबाबदारीचे फायदे व तोटे स्पष्ट करा.

प्रश्न 2) सामाजिक जबाबदारी म्हणजे काय? सामाजिक जबाबदारीच्या बाजूने व विरुद्ध आपली मते लिहा. [16]

किंवा

सहकारी संस्था म्हणजे काय? सहकारी संस्थेची फायदे व तोटे लिहा.

प्रश्न 3) अ) भागिदारी संस्था स्थापनेची प्रक्रिया स्पष्ट करा. [8]  
ब) राष्ट्रीय उत्पादकता परिषदेची भूमिका स्पष्ट करा. [8]

किंवा

अ) उद्योगाचे संवर्धन आणि स्थापना करण्यासाठी चार कायदेशिर तरतुदींची चर्चा करा.  
ब) नोंदणीचा दाखला मिळविण्यासाठी आवश्यक असणारी कागदपत्रे लिहा.

प्रश्न 4) जागतीकीकरणाची संकल्पना स्पष्ट करून त्याचे स्वरूप व परिणाम लिहा. [16]

किंवा

औद्योगिक आजारपणाचे कोणते परिणाम होतात ते लिहा.

प्रश्न 5) थोडक्यात टिपा लिहा. (कोणत्याही चार) [16]

अ) आंतरराष्ट्रीय पर्यावरण

ब) विशेष आर्थिक क्षेत्र

क) गुणवत्ता प्रणालीची उपयुक्ता

ड) प्रशासनाची कार्ये

इ) उदारीकरण

फ) बाह्य संशोधनाद्वारे ज्ञान प्रक्रियेचे कार्य



Total No. of Questions : 5]

SEAT No. :

P336

[Total No. of Pages : 4

[5358]-2007

S.Y. B.Com.

**BANKING AND FINANCE**

**Indian Banking System**

**(2013 Pattern) (Special Paper - I)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Explain the structure of Indian Banking System.

**[16]**

**Q2)** Explain in detail the role of Banking System in the Economic Development of a Country.

**[16]**

OR

Explain in detail the progress and performance of Private Sector Banks in India.

**Q3)** Discuss the functions and progress of Regional Rural Banks (RRB's).

**[16]**

OR

Discuss the evolution and the principles of Co-operation.

**Q4)** Explain the functions of RBI.

**[16]**

**P.T.O.**

**Q5)** Write short notes (any two) :

**[16]**

- a) Banking Sector Reforms.
- b) DCCB's
- c) SBI
- d) Nationalization of Banks.
- e) Role of Micro-finance.



Total No. of Questions : 5]

P336

[5358]-2007

S.Y. B.Com.

**BANKING AND FINANCE**

**Indian Banking System**

**(2013 Pattern) (Special Paper - I)**

**(मराठी रूपांतर)**

वेळ : 3 तास]

[एकूण गुण : 80

- सूचना :- 1) सर्व प्रश्न सोडविणे अनिवार्य आहे.  
2) उजवीकडील अंक पूर्ण गुण दर्शवितात.  
3) सर्व प्रश्नांना सारखेच गुण आहेत.

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प्रश्न 1) भारतीय बँक व्यवसायाचे (व्यवस्थेचे) स्वरूप स्पष्ट करा. [16]

प्रश्न 2) देशाच्या आर्थिक विकासातील बँक व्यवस्थेची भूमिका स्पष्ट करा. [16]

किंवा

भारतातील खाजगी क्षेत्रातील बँक व्यवसायाची प्रगती आणि कामगिरी स्पष्ट करा.

प्रश्न 3) प्रादेशिक ग्रामिण बँकाची प्रगती आणि कार्ये याची चर्चा करा. [16]

किंवा

सहकाराची उत्क्रांती आणि सहकाराची तत्वे यांची चर्चा करा.

प्रश्न 4) भारतीय रिझर्व बँकेची कार्ये स्पष्ट करा. [16]

प्रश्न 5) टिपा लिहा. (कोणत्याही दोन)

[16]

- अ) बँकिंग क्षेत्रातील सुधारणा
- ब) जिल्हा मध्यवर्ती बँका (DCCB's)
- क) भारतीय स्टेट बँक
- ड) बँकांचे राष्ट्रीयीकरण
- इ) सुक्ष्म वित्त पुरवठ्याची भूमिका



Total No. of Questions : 5]

SEAT No. :

P337

[Total No. of Pages : 4

[5358]-2008

S.Y. B.Com.

**BUSINESS LAWS AND PRACTICES**  
**(2013 Pattern) (Paper - I)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Define the term 'Agricultural Produce'. Explain the provisions of Establishment of "State Agricultural Produce Marketing Board" from clause 39-A to 39-I under the Maharashtra Agricultural Produce Marketing (Regulation) Act, 1963. **[16]**

**Q2)** Define Insurance. Explain the Importance and Basic Principles of General Insurance. **[16]**

OR

Explain in details the Objects, Constitution and Functions of Life Insurance Corporation.

- Q3)** a) Explain the types of Marine Insurance Policies. **[8]**
- b) State the difference between Life Insurance and Fire Insurance. **[8]**

OR

- a) Explain Machineries for settlement of Disputes under the Industrial Dispute Act, 1947.
- b) Explain various features of Partnership Firm.

**P.T.O.**

**Q4)** Explain the provisions of Registration and cancellation of Registration of co-operative societies under the Maharashtra co-operative societies Act, 1960. **[16]**

**Q5)** Write short notes (any two) : **[16]**

- a) Difference between Strikes and Lock out.
- b) Types of co-operative societies.
- c) Reconstitution of Partnership Firm.
- d) Settlement of claims of Life Insurance Policy.





Total No. of Questions : 5]

P337

[5358]-2008

S.Y. B.Com.

**BUSINESS LAWS AND PRACTICES**

(2013 Pattern) (Paper - I)

(मराठी रूपांतर)

वेळ : 3 तास]

[एकूण गुण : 80

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

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प्रश्न 1) महाराष्ट्र कृषी उत्पन्न खरेदी-विक्री (विकास आणि नियमन) अधिनियम, 1963 नुसार 'शेती-उत्पन्न' म्हणजे काय? "राज्य कृषी पणन मंडळाच्या" स्थापने संदर्भातील कलम 39 (अ) ते 39 (आय) मधील तरतुदी सविस्तर स्पष्ट करा. [16]

प्रश्न 2) विमा म्हणजे काय? विम्याचे महत्व व विम्याची मूलतत्वे स्पष्ट करा. [16]

किंवा

जीवन विमा महामंडळाचे उद्देश, रचना आणि कार्ये सविस्तर स्पष्ट करा.

प्रश्न 3) अ) सागरी विम्याचे प्रकार विशद करा. [8]

ब) जीवन विमा आणि अग्नीविमा यातील फरक स्पष्ट करा. [8]

किंवा

अ) औद्योगिक कलह कायदा 1947 नुसार औद्योगिक कलह मिटविण्याची कार्यपद्धती स्पष्ट करा.

ब) भागीदारी संस्थेची वैशिष्ट्ये स्पष्ट करा.

प्रश्न 4) महाराष्ट्र सहकारी संस्थांचा कायदा 1960 नुसार सहकारी संस्थाची नोंदणी व सहकारी संस्थांची नोंदणी रद्द करण्यासंदर्भातील तरतुदी स्पष्ट करा. [16]

प्रश्न 5) टिपा लिहा. (कोणत्याही दोन) [16]

- अ) 'संप व टाळेबंदी' यांतील फरक
- ब) सहकारी संस्थांचे प्रकार
- क) भागीदारी संस्थांची पुर्नबांधणी
- ड) जीवन विम्याचे पैसे मिळण्याची कार्यपद्धती



Total No. of Questions : 5]

SEAT No. :

**P1025**

[Total No. of Pages : 4

**[5358]-2009**

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

**CO-OPERATION AND RURAL DEVELOPMENT**

**(2013 Pattern) (Special Paper - I)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Explain the objectives and features of co-operative societies Act-1904. [16]

**Q2)** Explain the Nature of Bye law of Multi State Co-operative Society. [16]

OR

Discuss the progress and problems of co-operative Sugar Factories in India.

**Q3)** a) State the problems of Housing co-operatives. [8]

b) Explain the significance of Rural Development. [8]

OR

a) Define 'Panchayat Raj'. Explain the structure of Panchayat Raj. [8]

b) Explain the development strategy of 'Model Village.' [8]

**P.T.O.**

**Q4)** Explain the thought and work of Mahatma Gandhi about the Rural Development. **[16]**

**Q5)** Write short note on : (any two) **[16]**

- a) Importance of people participation in Rural Development.
- b) Merits and Demerits of Globalization.
- c) Views of Mahatma Jotiba Phule about Rural Development.
- d) Mass Approach of Rural Development.



Total No. of Questions : 5]

P1025

[5358]-2009

S.Y. B.Com.

CO-OPERATION AND RURAL DEVELOPMENT

(2013 Pattern) (Special Paper - I)

(मराठी रूपांतर)

वेळ : 3 तास]

[एकूण गुण : 80

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

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प्रश्न 1) सहकारी संस्था कायदा-1904 ची उद्दीष्टे आणि वैशिष्ट्ये स्पष्ट करा. [16]

प्रश्न 2) बहुराज्य सहकारी संस्थेच्या उपविधीचे स्वरूप स्पष्ट करा. [16]

किंवा

भारतातील सहकारी साखर कारखान्याची प्रगती आणि समस्यांची चर्चा करा.

प्रश्न 3) अ) सहकारी गृहनिर्माण संस्थांच्या समस्या सांगा. [8]

ब) ग्रामीण विकासाचे महत्व स्पष्ट करा. [8]

किंवा

अ) 'पंचायत राज' ची व्याख्या लिहा. पंचायत राजची संरचना स्पष्ट करा. [8]

ब) विकासाची 'आदर्श ग्राम' व्यूहरचना स्पष्ट करा. [8]

प्रश्न 4) महात्मा गांधी यांचे ग्रामीण विकासासंबंधीचे विचार आणि कार्य स्पष्ट करा. [16]

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

- अ) ग्रामीण विकासातील लोकसहभागाचे महत्व
- ब) जागतिकीकरणाचे दोष व गुण
- क) महात्मा जोतिबा फुले यांचा ग्रामीण विकासाबाबतचा दृष्टिकोन
- ड) ग्रामीण विकासाचा समूह दृष्टिकोन



Total No. of Questions : 5]

SEAT No. :

P338

[Total No. of Pages : 4

[5358]-2010

S.Y. B.Com.

**COST AND WORKS ACCOUNTING**

**(2013 Pattern) (Paper - I)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1) A) Fill in the blanks. [5]**

- a) The technique and process of ascertaining cost is termed as \_\_\_\_\_.
- b) Direct material is a \_\_\_\_\_.
- c) \_\_\_\_\_ wage system recognises individual efficiency.
- d) The purpose of work measurement is to determine the \_\_\_\_\_ for doing a task.
- e) When prices fluctuate widely, the method that will smooth out the effect of fluctuations is \_\_\_\_\_.

**B) State true or false. [5]**

- a) Financial accounting is more objective in recording transactions as compared to cost accounting.
- b) All costs are controllable.
- c) Stores ledger is maintained by the store department.
- d) FIFO method is useful for bulky and non-perishable type of materials.
- e) Payroll department gathers and records the arrival and departure time of each worker employed in the factory.

**Q2) Define the term costing. Explain the objectives of costing. [15]**

OR

- A) What do mean by store? Explain various types of stores. [10]
- B) Write a detail note on ABC analysis. [5]

**P.T.O.**

**Q3)** Write short notes. (Any three) :

**[15]**

- a) Classification of cost according to variability.
- b) Merit rating.
- c) Direct cost.
- d) Features of Halsey Premium Plan.
- e) Purchase requisition.

**Q4) A)** The following information is extracted from the accounts of Costlier Limited, Pune for the year ending 31<sup>st</sup> March, 2017 :

**[15]**

<b>Items of cost</b>	<b>Amount Rs.</b>
Opening stock of materials	67200
Purchases of materials	259000
Bad debts written off	9100
Travellers salaries and commission	10780
Depreciation on office furniture	420
Factory rent, rates, taxes and insurance	11900
Productive wages	176400
Directors fees	8400
General expenses	4760
Factory gas and water	1680
Travelling expenses	2940
Sales	600000
Manager's salary (2/3 for factory and 1/3 for office)	15000
Depreciation on plant and machinery	18200
Donation	5000
Repairs to plant and machinery	6230
Carriage and cartage outwards	6020
Direct expenses	10010
Office rent, rates and insurance	2800
Office gas and water	560
Closing stock of materials	87920



Prepare cost sheet giving the following information :

- a) Cost of raw materials consumed,
- b) Prime cost,
- c) Factory cost,
- d) Cost of production.
- e) Cost of sales, and
- f) Net profit.

B) From the following particulars compute economic ordering quantity in value : [5]

Annual consumption : : Rs. 810000  
 Ordering placing and receiving costs : : Rs. 10 per order  
 Annual stock holding cost : : 20% of consumption

OR

Component-A is used as follows :

Normal usage : 50 units per week  
 Minimum usage : 25 units per week  
 Maximum usage : 75 units per week  
 Re-order quantity : 300 units  
 Re-order period : 4 to 6 weeks

Calculate : A) Re-order level, and B) Minimum level

**Q5) A)** From the following information prepare a Stores Ledger Account under LIFO method : [10]

Date	Particulars
01.04.2017	Opening balance 50kg @ Rs. 10
02.04.2017	Issued 30kg
04.04.2017	Purchases 60 kg @ Rs. 11
05.04.2017	Issued 25 kg (Stock verification reveals a shortage of 1 kg)
10.04.2017	Goods returned to stores 10 kg (previously issued @ Rs. 9)
15.04.2017	Issued 40kg
25.04.2017	Purchases 25 kg @ Rs. 12
30.04.2017	Issued 35kg

OR

From the following data for an accounting year, calculate inventory turnover and express the same in number of days the average inventory is consumed for each material and comment on the purchasing procedure.

	<b>Material-X (Rs.)</b>	<b>Material-Y (Rs.)</b>
Opening stock	1000	1200
Purchasing during the year	5200	4600
Closing stock	600	1600

- B) During one week the workman X manufactured 200 articles. He receives wage for a guaranteed 44 hour week at the rate of Rs. 15 per hour. The estimated time to produce one article is 15 minutes and under incentive scheme the time allowed is increased by 20%. Calculate his gross wages under Rowan premium bonus and Halsey premium bonus incentive plan.

[10]

OR

During April, 2016 the following information is obtained from the Personnel Department of a Manufacturing concern :

Labour force at beginning of the month 950 and 1050 at the end of the month. During the month 10 persons quit while 30 persons are discharged. 140 workers were engaged, out of which only 20 persons were appointed in the vacancy created by the number of workers separated and the rest on account of an expansion scheme.

Calculate the labour turnover rate under different methods.



Total No. of Questions : 4]

SEAT No. :

P339

[Total No. of Pages : 4

[5358]-2011

S.Y. B.Com.

STATISTICS

Business Statistics - I

(2013 Pattern) (Special Paper - I)

Time : 3 Hours]

[Max. Marks : 80

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.
- 3) Use of statistical tables and calculator is allowed.

Q1) Attempt any five of the following :

[10]

- a) Give any two real life situations for multiple regression.
- b) When you will get the optimal solution in simplex method?
- c) Define 'order of class' with an illustration.
- d) Given  $r_{12} = 0.5$ ,  $r_{13} = 0.4$  and  $r_{23} = 0.7$ , find  $r_{13.2}$ .
- e) State four components of time series. Also write equation of additive model.
- f) Given  $d_1 = 52$ ,  $l_1 = 131$ , find  $l_2$ .
- g) Given  $\alpha = 0.1$ , estimate the profit for the year 2017 using exponential smoothing method for :

Year	Profit (in crores)
2015	15.6
2016	17.2

Q2) Attempt any four of the following :

[20]

- a) The following is the information on intelligence of fathers and that of sons.

Intelligent fathers with intelligent sons	=	250
Intelligent fathers with dull sons	=	80
Dull fathers with intelligent sons	=	90
Dull fathers with dull sons	=	580

Compute the coefficient association between these two attributes.  
Comment on the nature of association.

P.T.O.

- b) Fill in the blanks of the following life table which are shown with the question marks. :

Age (x)	$l_x$	$d_x$	$q_x$	$p_x$	$L_x$	$T_x$	$e^0_x$
20	10000	?	?	?	?	?	?
21	9873	--	--	--	--	83269	?

- c) Compute the CDR and STDR for two population A and B taking population B as standard population :

Age group	A		B	
	Population	Deaths	Populations	Deaths
Under 5	15000	360	11000	132
5 - 30	20000	400	26000	312
Above 30	10000	280	16000	208

- d) Obtain initial basic feasible solution using matrix-minima method for following transportation problem.

Markets → Sources ↓	$D_1$	$D_2$	$D_3$	Supply
$O_1$	23	25	26	17
$O_2$	17	21	12	12
$O_3$	29	30	19	16
Demand	14	8	23	

Also find the corresponding transportation cost.

- e) Solve the minimal assignment problem whose effectiveness matrix is :

	1	2	3	4
I	2	3	4	5
II	4	5	6	7
III	7	8	9	8
IV	3	5	8	4

Is there unique solution?

f) Obtain the dual problem of the following linear programming problem :

$$\text{Minimize } z = 13x_1 + 12x_2$$

$$\text{Subject to : } 12x_1 + 13x_2 \geq 100$$

$$14x_1 + 17x_2 \geq 200$$

$$x_1, x_2 \geq 0$$

**Q3)** Attempt any two of the following : **[20]**

a) Given  $N = 1800$ ,  $(A) = 850$ ,  $(B) = 780$ ,  $(C) = 326$ ,  $(AB) = 250$ ,  $(AC) = 144$ ,  $(BC) = 122$ ,  $(ABC) = 50$ . Find the following frequencies :  $(AB\gamma)$ ,  $(A\beta C)$ ,  $(\alpha BC)$ ,  $(\alpha B\gamma)$  and  $(A\beta\gamma)$ .

b) i) Find 5 - yearly moving average of the sales of commodity for the year 2004 to 2013 as given below :

Year	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Sales ('00)	120	110	100	80	120	130	170	190	140	130

ii) Fit a trend line to the following data by least square method.

Year	2001	2002	2003	2004	2005
Production	12	20	28	32	50

Also obtain the trend value of sales for the year 2006.

c) Obtain the initial simplex table for

$$\text{Maximize } z = 45x_1 + 55x_2$$

$$\text{Subject to : } 6x_1 + 4x_2 \leq 120$$

$$3x_1 + 10x_2 \leq 180$$

$$x_1, x_2 \geq 0$$

Also comment on which is entering and leaving variable.

Q4) Attempt any two of the following :

[30]

- a) Given the following information find equation of plane of regression of  $X_1$  on  $X_2$  and  $X_3$ . Also estimate value of  $X_1$  when  $X_2 = 161$  and  $X_3 = 169$ .

Variable	Mean	SD	Correlations
$X_1$	170	2.4	$r_{12} = 0.28$
$X_2$	160	2.7	$r_{13} = 0.49$
$X_3$	168	2.7	$r_{23} = 0.51$

- b) Calculate G.F.R., T.F.R., Age-S.F.R. and G.R.R. for the following data. Assume that proportion of female births is 46.2%

Age group (in years)	No. of Women (in 000)	Total Births
15 - 19	16.0	260
20 - 24	16.4	2244
25 - 29	15.8	1894
30 - 34	15.2	1320
35 - 39	14.8	916
40 - 44	15.0	280
45 - 49	14.5	145

Also comment on the results of T.F.R. and G.R.R.

- c) Following is the basic feasible solution of certain transportation problem.

Markets→ Sources↓	D <sub>1</sub>	D <sub>2</sub>	D <sub>3</sub>	D <sub>4</sub>	Supply
O <sub>1</sub>	6	8 (5)	8	5 (25)	30
O <sub>2</sub>	5 (35)	11 (5)	9	7	40
O <sub>3</sub>	8	9 (18)	7 (32)	13	50
Demand	35	28	32	25	

Is this solution optimal? If not find optimal solution using MODI method.



Total No. of Questions : 5]

SEAT No. :

**P340**

[Total No. of Pages : 4

**[5358]-2012**

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

**BUSINESS ENTREPRENEURSHIP**  
**(2013 Pattern) (Paper - I)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Define an Entrepreneur. Explain in detail the need and importance of Entrepreneurship. **[16]**

OR

Explain the entrepreneurial career of Karamveer Bhaurao Patil.

**Q2)** Distinguish between Business ethics and social responsibility of business. **[16]**

OR

What is creativity? Explain in detail the creativity process.

**Q3)** a) Distinguish between Individual Entrepreneurship and Group Entrepreneurship. **[8]**

OR

State the various remedies of entrepreneurship development in India.

b) Explain the steps in starting Franchisee business. **[8]**

OR

State the advantages of self help group.

**Q4)** What is service industry? Explain in detail the various types of Service Industry. **[16]**

OR

What is Entrepreneurship Development? State various challenges in its development in India.

**P.T.O.**

**Q5)** Write short notes (any four) :

**[16]**

- a) Social Audit.
- b) State the reasons for problem of unemployment India.
- c) Business process outsourcing.
- d) Various Entrepreneurial opportunities.
- e) Do's and Don'ts of Innovation.
- f) Kakinada Experiment.





Total No. of Questions : 5]

P340

[5358]-2012

S.Y. B.Com.

**BUSINESS ENTREPRENEURSHIP**

(2013 Pattern) (Paper - I)

(मराठी रूपांतर)

वेळ : 3 तास]

[एकूण गुण : 80

सूचना :- 1) सर्व प्रश्न सोडविणे आवश्यक आहे.

2) उजवीकडील अंक प्रश्नांचे पूर्ण गुण दर्शवितात.

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प्रश्न 1) उद्योजक या संकल्पनेची व्याख्या द्या. उद्योजकतेची गरज व महत्व सविस्तर स्पष्ट करा. [16]

किंवा

श्री कर्मवीर भाऊराव पाटील यांची उद्योजकीय कारकिर्द स्पष्ट करा.

प्रश्न 2) व्यवसायाचे व्यवसायिक नितिमुल्य आणि सामाजिक जबाबदारी यातील फरक सांगा. [16]

किंवा

निर्मिती क्षमता म्हणजे काय? निर्मिती क्षमतेची प्रक्रिया सविस्तर स्पष्ट करा.

प्रश्न 3) अ) समुह उद्योजकता आणि वैयक्तिक उद्योजकता यातील फरक सांगा. [8]

किंवा

भारतातील उद्योजकता विकासातील वेगवेगळ्या उपाय योजना सांगा.

ब) व्यवसायाधिकार सुरू करण्याचे टप्पे स्पष्ट करा. [8]

किंवा

स्वयं सहाय्यता गटाचे फायदे सांगा.

प्रश्न 4) सेवा उद्योग म्हणजे काय? सेवा उद्योगाचे वेगवेगळे प्रकार सविस्तर स्पष्ट करा. [16]

किंवा

उद्योजकता विकास म्हणजे काय? भारतीय उद्योजकता विकासातील वेगवेगळी आव्हाने सांगा.

प्रश्न 5) थोडक्यात टिपा लिहा. (कोणत्याही चार)

[16]

- अ) सामाजिक अंकेक्षण
- ब) भारतातील बेरोजगारीच्या समस्येची कारणे सांगा.
- क) बाह्य स्रोतार्थ व्यवसाय प्रक्रिया
- ड) उद्योजकतेची वेगवेगळ्या संधी
- इ) नवनिर्मितीचे काय करावे आणि काय करू नये
- फ) काकिनाडा प्रयोग



Total No. of Questions : 5]

SEAT No. :

**P341**

[Total No. of Pages : 4

**[5358]-2013**

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

**MARKETING MANAGEMENT**  
**(2013 Pattern) (Special Paper - I)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Explain the meaning and nature of Marketing Planning. What are the components of marketing planning? **[16]**

**Q2)** Define Marketing Environment. Explain the different types of marketing environment. **[16]**

OR

What do you mean by Marketing Communication? Describe the elements of marketing communication mix.

**Q3) a)** What are the elements of Green Marketing Mix? **[8]**

b) Describe the role of marketing manager in Green Marketing. **[8]**

OR

a) Explain the terms online marketing and offline marketing.

b) Describe various types of online marketing strategies.

**Q4)** What do you mean by Consumer Behaviour? Explain the factors influencing Consumer Behaviour and Buying Decisions. **[16]**

**P.T.O.**

**Q5)** Write short notes (any two) :

**[16]**

- a) Marketing characteristics in Indian Context.
- b) Classification of Services.
- c) Present status of Rural Marketing in India.
- d) Stages involved in Buying Decision Process.



Total No. of Questions : 5]

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[5358]-2013

S.Y. B.Com.

**MARKETING MANAGEMENT**

(2013 Pattern) (Special Paper - I)

(मराठी रूपांतर)

वेळ : 3 तास]

[एकूण गुण : 80

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

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प्रश्न 1) विपणन नियोजन या संज्ञेचा अर्थ व स्वरूप समजावून सांगा. विपणन नियोजनाचे कोणते घटक असतात. [16]

प्रश्न 2) विपणन पर्यावरण या संज्ञेची व्याख्या द्या. विपणन पर्यावरणाचे विविध प्रकार समजावून सांगा. [16]

किंवा

विपणन संदेशवहन म्हणजे काय? विपणन संदेशवहन मिश्रचे घटक वर्णन करा.

प्रश्न 3) अ) हरित विपणन मिश्रमध्ये कोणते घटक असतात? [8]

ब) हरित विपणनामध्ये विपणन व्यवस्थापकाची भूमिका वर्णन करा. [8]

किंवा

अ) ऑनलाईन मार्केटिंग आणि ऑफलाईन मार्केटिंग या संज्ञा समजावून सांगा.

ब) ऑनलाईन मार्केटिंगच्या विविध व्यूहरचनांचे वर्णन करा.

प्रश्न 4) ग्राहक वर्तन म्हणजे काय? ग्राहकांचे वर्तन आणि खरेदीचा निर्णय यावर परिणाम करणारे घटक समजावून सांगा. [16]

प्रश्न 5) थोडक्यात टिपा लिहा. (कोणत्याही दोन)

[16]

- अ) भारतीय संदर्भात विपणनाची वैशिष्ट्ये
- ब) सेवांचे वर्गीकरण
- क) भारतातील ग्रामीण विपणनाची सद्यस्थिती
- ड) खरेदी निर्णय प्रक्रियेतील टप्पे



Total No. of Questions : 5]

SEAT No. :

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[5358]-2014

S.Y. B.Com.

**BUSINESS ECONOMICS**

**Agricultural and Industrial Economics**

**(2013 Pattern) (Special Paper - I) (Theory)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Explain the nature of risk and Uncertainty in Agriculture and suggest measures to control it. **[16]**

**Q2)** Explain the advantages and disadvantages of small and large size of farm. **[16]**

OR

Define Agricultural Economics. Explain the importance of Agricultural in Indian Economy.

**Q3)** a) Explain the concept of plant, firm and Industry. **[8]**

b) State the traditional approach to theory of firm. **[8]**

OR

a) Describe the Sargent Florence theory of Industrial location.

b) Explain the factors affecting industrial productivity.

**Q4)** Define Industrial Economics. Explain the nature and scope of Industrial Economics. **[16]**

**P.T.O.**

**Q5)** Write a short notes on (any two) :

**[16]**

- a) Optimum size of firm.
- b) Survival of small firm.
- c) Factor affecting Industrial Monopoly.
- d) Significance of Industrial Economics.





Total No. of Questions : 5]

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[5358]-2014

S.Y. B.Com.

**BUSINESS ECONOMICS**

**Agricultural and Industrial Economics**

**(2013 Pattern) (Special Paper - I) (Theory)**

**(मराठी रूपांतर)**

वेळ : 3 तास]

[एकूण गुण : 80

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

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प्रश्न 1) शेती व्यवसायातील 'धोका व अनिश्चितता याचे स्वरूप स्पष्ट करा. यावर नियंत्रणाचे मार्ग सुचवा. [16]

प्रश्न 2) लघू आणि मोठ्या धारण क्षेत्राचे फायदे आणि तोटे स्पष्ट करा. [16]  
किंवा  
कृषी अर्थशास्त्राची व्याख्या द्या. भारतीय अर्थव्यवस्थेमधील शेतीचे महत्व विशद करा.

प्रश्न 3) अ) संयंत्र, उद्योगसंस्था आणि उद्योग या संकल्पना स्पष्ट करा. [8]  
ब) व्यवसायसंस्था सिद्धांताचा परंपरागत दृष्टीकोन स्पष्ट करा. [8]

किंवा

- अ) औद्योगिक स्थाननिश्चितीचा सार्जेंट फ्लोरेन्सचा सिद्धांत स्पष्ट करा.  
ब) औद्योगिक उत्पादकतेवर परिणाम करणारे घटक स्पष्ट करा.

प्रश्न 4) औद्योगिक अर्थशास्त्राची व्याख्या द्या. औद्योगिक अर्थशास्त्राचे स्वरूप आणि व्याप्ती स्पष्ट करा. [16]

प्रश्न 5) टिपा लिहा. (कोणत्याही दोन)

[16]

- अ) व्यवसायाचे पर्याप्त आकारमान
- ब) लघु उद्योगांचे अस्तित्व
- क) औद्योगिक मत्तेदारीवर परिणाम करणारे घटक
- ड) औद्योगिक अर्थशास्त्राचे महत्व



Total No. of Questions : 4]

SEAT No. :

**P343**

[Total No. of Pages : 4

**[5358]-2015**

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

**DEFENCE BUDGETING, FINANCE & MANAGEMENT**  
**Economics of Defence and Financial Planning**  
**(2013 Pattern) (Paper - I)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Answer in 20 words each (any ten) :

**[20]**

- i) Define threat perception.
- ii) What do you mean by war potential?
- iii) Define Financial Management.
- iv) Write the meaning of Defence as Public Good?
- v) Write the meaning of Military leadership.
- vi) What do you mean by Tactical Planning?
- vii) Write any two features of Zero Budget.
- viii) State the meaning of Mixed economy.
- ix) Write any two limitations of Defence Management.
- x) Write the meaning of Strategic Control.
- xi) Write the linkages between Parliament and India's Defence Budget.
- xii) Define Defence Management.
- xiii) What is Deficit Budget?

**P.T.O.**

**Q2)** Answer in 50 words each (any two) : **[10]**

- i) Discuss merits of war time economy.
- ii) Explain demerits of peace time economy.
- iii) What are the sources of war Finance?

**Q3)** Answer in 150 words each (any two) : **[20]**

- i) Write a note on the concept of Defence and Development.
- ii) Discuss causes of increasing India's Defence Expenditure.
- iii) Describe Characteristics of Indian economy.

**Q4)** Answer in 300 words each (any two) : **[30]**

- i) Analyses India's Defence spending during 1962-1971.
- ii) Write a note on mobilization of resources for Military purpose.
- iii) Discuss Effects of war on national economy.



Total No. of Questions : 4]

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[5358]-2015

S.Y. B.Com.

**DEFENCE BUDGETING, FINANCE & MANAGEMENT**

**Economics of Defence and Financial Planning**

(2013 Pattern) (Paper - I)

(मराठी रूपांतर)

वेळ : 3 तास]

[एकूण गुण : 80

सूचना :- 1) सर्व प्रश्न सोडविणे आवश्यक आहे.

2) उजवीकडील अंक गुण दर्शवितात.

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प्रश्न 1) 20 शब्दात उत्तरे द्या. (कोणतेही दहा)

[20]

- i) धोक्याविषयीची संकल्पना - व्याख्या द्या.
- ii) युद्धक्षमता म्हणजे काय ?
- iii) आर्थिक व्यवस्थापन-व्याख्या द्या.
- iv) डिफेन्स अँज-ए-पब्लिक गुड-अर्थ लिहा.
- v) लष्करी नेतृत्व अर्थ लिहा.
- vi) टॅक्टीकल प्लॅनिंग म्हणजे काय ?
- vii) झीरो बजेटचे कोणतेही दोन गुणधर्म लिहा.
- viii) मिश्र अर्थ व्यवस्था अर्थ लिहा.
- ix) संरक्षण व्यवस्थापनाच्या कोणत्याही दोन मर्यादा लिहा.
- x) सामरिक नियंत्रण अर्थ लिहा.
- xi) भारताचे संरक्षण अंदाजपत्रक आणि संसद यातील संबंध नमूद करा.
- xii) संरक्षण व्यवस्थापन व्याख्या द्या.
- xiii) डिफिसिट बजेट म्हणजे काय ?

प्रश्न 2) 50 शब्दात उत्तरे द्या (कोणतेही दोन) [10]

- i) युद्धकालीन अर्थव्यवस्थेच्या गुणांबाबत चर्चा करा.
- ii) शांतताकालीन अर्थव्यवस्थेचे दोष स्पष्ट करा.
- iii) युद्धनिधी संकलनाचे (ऊभारण्याचे) स्तोत्रे कोणती?

प्रश्न 3) 150 शब्दात उत्तरे द्या. (कोणतेही दोन) [20]

- i) संरक्षण आणि विकास - संकल्पनेवर टिपण लिहा.
- ii) भारताचा संरक्षणावरील वाढत जाणाऱ्या खर्चाच्या कारणाविषयी चर्चा करा.
- iii) भारतीय अर्थव्यवस्थेच्या वैशिष्ट्यांचे वर्णन करा.

प्रश्न 4) 300 शब्दात उत्तरे लिहा. (कोणतेही दोन) [30]

- i) 1962-1971 ह्या कालखंडातील भारताच्या संरक्षण खर्चाचे विश्लेषण करा.
- ii) लष्करी हेतू साध्य करण्यासाठी साधनसंपत्तीची गतिमानता - यावर टिपण लिहा.
- iii) युद्धाचे राष्ट्रीय अर्थव्यवस्थेवर होणारे परिणामाविषयी चर्चा करा.



Total No. of Questions : 5]

SEAT No. :

P1026

[Total No. of Pages : 4

[5358]-2016

S.Y. B.Com. (Regular)

INSURANCE, TRANSPORT AND TOURISM (Paper - I)

Insurance Transport and Clearance

(2013 Pattern)

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Describe principles of life insurance and describe any two life insurance plan. **[16]**

**Q2)** Define general insurance and explain various types of insurance. **[16]**

OR

Explain principles and scope of general insurance.

**Q3)** a) Define tourism and describe various types of tourism. **[8]**

b) Describe duties of tour operator. **[8]**

OR

a) Explain qualifying conditions to be an agents of insurance corporation.

b) What is suicide clause in life insurance policy?

**P.T.O.**

**Q4)** Explain importance of Tourism and types of tourist. **[16]**

**Q5)** Write short notes on : (any two) **[16]**

- a) Explain the organizational structure of life insurance business.
- b) Explain the types of Tourism accommodation.
- c) State the impact of tourism on India Economy
- d) Write a note on Agro Tourism.





Total No. of Questions : 5]

P1026

[5358]-2016

S.Y. B.Com. (Regular)

INSURANCE, TRANSPORT AND TOURISM (Paper - I)

Insurance Transport and Clearance

(2013 Pattern)

(मराठी रूपांतर)

वेळ : 3 तास]

[एकूण गुण : 80

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

---

प्रश्न 1) आयुर्विम्याची तत्व स्पष्ट करून कोणत्याही दोन आयुर्विमा योजनांचे वर्णन करा. [16]

प्रश्न 2) सर्वसाधारण विम्याची व्याख्या द्या व सर्व साधारण विम्याचे विविध प्रकार स्पष्ट करा. [16]

किंवा

सर्वसाधारण विम्याची तत्वे व व्याप्ती स्पष्ट करा.

प्रश्न 3) अ) पर्यटनाची व्याख्या द्या व पर्यटनाचे विविध प्रकार स्पष्ट करा. [8]

ब) यात्रा आयोजकाची कर्तव्य स्पष्ट करा. [8]

किंवा

अ) विमा प्रतिनिधी होण्यासाठी पात्रता अटी स्पष्ट करा.

ब) आयुर्विमा पत्रातील आत्महत्या कलम म्हणजे काय?

प्रश्न 4) पर्यटनाचे महत्व सांगून पर्यटकांचे प्रकार स्पष्ट करा. [16]

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

- अ) आयुर्विमा व्यवसायाची संघटनात्मक रचना स्पष्ट करा.
- ब) पर्यटन निवास व्यवस्थेचे प्रकार स्पष्ट करा.
- क) भारतीय अर्थव्यवस्थेवर पर्यटनाचा होणारा प्रभाव सांगा.
- ड) कृषी पर्यटन यावर टीप लिहा.



Total No. of Questions : 5]

SEAT No. :

P344

[Total No. of Pages : 4

[5358]-2017

S.Y. B.Com.

COMPUTER PROGRAMMING AND APPLICATION

(VB Script and RDBMS)

(2013 Pattern)

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Neat diagrams must be drawn wherever necessary.*

**Q1) a) Answer the following questions (any four) : [8]**

- i) State the use of format currency in VBscript.
- ii) What is Sal?
- iii) State the rules for declaring variables in VBscript.
- iv) What is Dual Table?
- v) What is Grouping Function? State its syntax.

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

i) `<Script language = "VBscript" type = "text / VBscript">`

`Var1 = 20`

`Var2 = 5`

`res = var1 \ var2`

`document. write ("The value of res :", & res)`

`</VBscript>`

**P.T.O.**

```
ii) <Script type = "text/VBscript">  
    Dim temp  
    temp = 65  
    If temp > 70 then  
        document.write ("wear a T-shirt")  
    Else if temp > 60 then  
        document.write ("wear a hat")  
    Else if temp > 50 then  
        document.write ("wear a long shirt")  
    Else  
        document.write ("wear a coat")  
    End if  
</script>
```

```
iii) <Script language = "VBscript" type = " text / VBscript">  
    Dim p = 100  
    Dim n = 20  
    Dim r = 5  
    Si = P * n * r \ 100  
    document.write ("Simple Interest: ", & Si)  
</Script>
```

**Q2)** Attempt any two of the following :

**[16]**

- a) What is operator? Explain different types of operators in VBscript.
- b) Explain in brief the background of the DOM.
- c) What is index? Explain the index with example.

**Q3) A)** Answer the following questions (any two) :

**[8]**

a) Solve the following :

- i) Create table project (Pno, Pname, Start-date, budget)
- ii) Display all records of table project.
- iii) Display all project names whose budget less than 10000.
- iv) Add column "status" in project table.

b) Given : Donor (dno, dname, dcity, blood-group)d date)

- i) Display donor names whose city is 'Nashik'.
- ii) Delete record of donor whose donor number is 5.
- iii) Display donor details whose blood group is 'B positive'.
- iv) Display donor name whose blood donated on date '01-may-2016'.

c) Given : Person (Pno, Pname, Paddress, income)

- i) Display person details whose income is 5000.
- ii) Display all records in which person name starts with 'a%'.
- iii) Count all records of person
- iv) Display person name whose address is 'Pune' and income less than 5000.

**B)** Write syntax and purpose of the following (any 4) :

**[8]**

a) Sin ( )

b) Date ( )

c) Time ( )

d) CDb1 ( )

e) Int ( )

**Q4)** Attempt any two of the following :

**[16]**

- a) What is Hierarchical Query? Explain joins in hierarchical query.
- b) Write short notes on the following ;
  - i) Code Documentation
  - ii) Formatting functions
- c) Explain subroutine procedure and function procedure in VBscript

**Q5)** Attempt any two of the following :

**[16]**

- a) Explain DDL and DML statements in detail.
- b) Explain Inner Join and Outer Join.
- c) Explain Grant and Revoke privileges.



Total No. of Questions : 3]

SEAT No. :

**P345**

[Total No. of Pages : 1

**[5358]-2018**

**S.Y. B.Com. (Vocational)**

**ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT**

**Advertising and Media Planning**

**(2013 Pattern) (Paper - III)**

*Time : 2 Hours]*

*[Max. Marks : 40*

*Instructions to the candidates:*

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

**Q1)** Define the term 'Media Planning'. Explain the Factors to be considered while selecting media vehicle. **[12]**

OR

"Advertising is an investment or waste". Discuss from the point of view of a manufacturer.

**Q2)** Define the term 'Branding'. Explain the advantages of branding to a manufacturer. **[12]**

OR

Describe the role of animation and graphics in electronic media advertisements.

**Q3)** Write short notes (any two) : **[16]**

- a) Outdoor Advertising
- b) Types of Advertising copy
- c) Future of advertising in India.
- d) Supply chain management



Total No. of Questions : 10]

SEAT No. :

**P346**

[Total No. of Pages : 2

**[5358]-2019**

**S.Y. B.Com. (Vocational)**

**COMPUTER APPLICATIONS**

**(2013 Pattern) (Paper - III) (Theory)**

*Time : 2 Hours]*

*[Max. Marks : 40*

*Instructions to the candidates:*

- 1) *Solve any EIGHT questions.*
- 2) *Draw a neat-labeled diagram wherever necessary.*
- 3) *Figures to the right indicate full marks.*

**Q1)** Explain UPDATE command with syntax and example. **[5]**

**Q2)** What is PL/ SQL? Explain its features. **[5]**

**Q3)** Explain the following functions : **[5]**

- a) Upper ()
- b) POWER ()

**Q4)** Why business use Databases? **[5]**

**Q5)** Explain in detail WHERE clause with syntax and examples. **[5]**

**Q6)** Explain in brief the following : **[5]**

- a) Bit
- b) Field

**Q7)** Explain in brief the following : **[5]**

- a) Interactive SQL
- b) Foreign Key

**P.T.O.**



**Q8)** Explain Logical operator with examples. **[5]**

**Q9)** Explain in detail Relational Database Model with diagram. **[5]**

**Q10)** Explain the following : **[5]**

- a) DCL
- b) DDL



Total No. of Questions : 4]

SEAT No. :

**P1027**

[Total No. of Pages : 2

**[5358]-2020**

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

**TAX PROCEDURE AND PRACTICES (Vocational)  
Income Tax Act - 1961 (Provisions & Procedure)  
(2013 Pattern) (Paper - III)**

*Time : 2 Hours]*

*[Max. Marks : 40*

*Instructions to the candidates:*

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

**Q1)** Answer in 20 words each (Any Five) **[10]**

- a) What are the due dates for filing of returns under section 139 for A.Y. 2018-19?
- b) What constitute income from other sources?
- c) What is mean by 'Revised Return'?
- d) Discuss the short term capital assets & long term capital assets.
- e) What is mean by set-off or carry forward of losses?
- f) Who can claim deduction D/S 80U?
- g) Who can sign Income Tax Return as per provisions of Income Tax act?

**Q2)** Answer in 50 words each (any two) **[8]**

- a) How to compute long term capital Gain?
- b) Enumerate rates of Income Tax for A.Y. 2018-19 applicable to an individual.
- c) Who can make I<sup>st</sup> appeal? When?
- d) Distinguish between 'TDS' and 'TCS'

**Q3)** Answer in 150 words each (any two) **[10]**

- a) Concept of House Property Income. How is it computed under the Income Tax Act.?
- b) Discuss the provisions of Income Tax Act relating to Advance payment of Income Tax.

**P.T.O.**

- c) What is mean by Income from other source? How is it computed?
- d) Enumerate administrative authorities under Income Tax Act.
- e) Discuss provisions of Clubbing of Incomes.

**Q4)** How the self assessment is to be computed under Income Tax Act.? [12]

OR

Solve the following problem

Dr. S.S. Rathi in pune submits details of his receipts and payments for the year ended 31/03/2018 as

i) Receipts from clinic	65,00,000
ii) Fees received for consultation	1,50,000
iii) Worked as lecturer in medical College received remuneration	50,000p.m.
iv) He has let out house received Rent	6,00,000
v) Interest on S.B. Account	25,000
vi) Dividend from Indian co.	15,000

Payments

i) Rent, rates taxes for clinic place	3,75,000
ii) Muncipal taxes paid for let-out property	35,000
iii) Repairs & maintenance of car	60,000
iv) Telephone Exp.	30,000

He use car 25% for personal use. The W.D.V. as on 1/04/2017 ₹. 7,50,000

He has furniture of clinic W.D.V. as on 01/04/2017 ₹. 65,000

- v) He paid college fees of son ₹. 2,50,000/- L/P 5000 quarterly.

Compute his total income for assesement year 2018-19.



Total No. of Questions : 3]

SEAT No. :

**P348**

[Total No. of Pages : 1

**[5358]-2021**

**S.Y. B.Com. (Vocational)**

**ADVERTISING, SALES PROMOTION & SALES MANAGEMENT**

**Personal Selling & Salesmanship**

**(2013 Pattern) (Paper - IV)**

*Time : 2 Hours]*

*[Max. Marks : 40*

*Instructions to the candidates:*

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

**Q1)** What do you mean by marketing mix? Explain the elements of marketing mix. **[12]**

OR

State various qualities required by salesman to become successful salesman.

**Q2)** Explain in detail process of selling. **[12]**

OR

Write note on :

- a) Problems in selling
- b) Advantages of personal selling.

**Q3)** Write short notes on (any two) **[16]**

- a) Buying motives
- b) Types of customers
- c) Shopping Malls
- d) E-marketing



Total No. of Questions : 6]

SEAT No. :

**P349**

[Total No. of Pages : 1

**[5358]-2022**

**S.Y. B.Com. (Vocational)**

**COMPUTER APPLICATIONS**

**(2013 Pattern) (Paper - IV) (Theory)**

*Time : 2 Hours]*

*[Max. Marks : 40*

*Instructions to the candidates:*

- 1) Solve any FOUR questions.*
- 2) Draw a neat-labeled diagram wherever necessary.*
- 3) Figures to the right indicate full marks.*

**Q1)** What is System? Explain What are the basic components of System? [10]

**Q2)** Explain the following : [10]

- a) Flowcharting
- b) Data Dictionary

**Q3)** Explain the role of System Analyst in designing and implementing the system. [10]

**Q4)** Explain Waterfall Model with diagram. [10]

**Q5)** Write a note on : [10]

- a) Decision Tree
- b) Physical Security

**Q6)** Explain in brief the following fact gathering techniques : [10]

- a) Questionnaire
- b) Record Review



Total No. of Questions : 4]

SEAT No. :

**P350**

[Total No. of Pages : 2

**[5358]-2023**

**S.Y. B.Com. (Vocational)**

**WEALTH TAX, SERVICE TAX, LOCAL BODY TAX AND  
PROFESSIONAL TAX**

**(2013 Pattern) (Paper - IV)**

*Time : 2 Hours]*

*[Max. Marks : 40*

*Instructions to the candidates:*

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*
- 3) Read all the questions very carefully before attempting the same.*

**Q1)** Answer in 20 words each (any five) :

**[10]**

- a) Assessment Year for Wealth Tax.
- b) Valuation date for Wealth Tax.
- c) Concept of Professional Tax.
- d) Rate of Wealth Tax.
- e) Chargeability of LBT.
- f) Scope of LBT.
- g) Scope of Service Tax.

**Q2)** Answer in 50 words each (any two) :

**[8]**

- a) E-Payment of Service tax.
- b) Write note:- Who is liable to get registered under LBT Act.
- c) Registration under Professional Tax.
- d) Services under Negative List.

**P.T.O.**

**Q3) Answer in 150 words each (any two) :** **[10]**

- a) Interest payable under Wealth tax.
- b) Write down the procedure for submission of return under L.B.T. Act.
- c) Valuation of taxable services.
- d) Role of Chartered Accountant for Compliance of Services tax regarding maintenance of books of accounts.

**Q4) Answer in 500 words (any one) :** **[12]**

- a) Explain in detail deemed assets under the Wealth Tax Act.
- b) Explain in detail the procedure for submission of various returns under the Service Tax Act.

