

Total No. of Questions : 5]

SEAT No. :

**P668**

[Total No. of Pages : 2

**[5415]-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) *All questions carry equal marks.*

**Q1)** What is communication? State various types of barriers to effective communication. **[16]**

OR

What is Written communication? State its Advantages and disadvantages.

**Q2)** What is Listening? Explain various barriers in listening. **[16]**

OR

What is Business letter? Explain the Qualities of Good business letter.

**Q3) a)** Write office Circular announcing a new Bonus policy scheme for employees. **[8]**

OR

Draft sales letter for new life insurance policy.

**b)** Draft a complaint letter on behalf of Jaihind collection Laxmi road Nashik to Raymond company, Bandra, Mumbai for suppling inferior quality of goods. **[8]**

OR

Draft job application for the post of Sales Executive in sudarshan Chemicals Ltd. Pune.

**Q4)** Explain the Advantages and disadvantages of social media networks. **[16]**

OR

What is form memos? Explain the uses and types of form memos.

**P.T.O.**

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

**[16]**

- a) Resume
- b) Status enquiry letter
- c) Blog
- d) Video conferencing
- e) ECS
- f) LinkedIn



Total No. of Questions : 4]

SEAT No. :

**P669**

[Total No. of Pages : 7

**[5415]-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 options (Any five) **[5]**

- i) In company Final Accounts Goodwill is shown under \_\_\_\_\_  
(Intangible Assets / Tangible Assets)
- ii) Accounting standard - 21 deals with \_\_\_\_\_  
(Consolidated Financial Statements / Depreciation Accounting)
- iii) The person appointed by the court to wind up a company is known as \_\_\_\_\_ (Administrator / Liquidator)
- iv) Two or more Liquidations and one formation takes place in case of \_\_\_\_\_ (Absorption / Amalgamation)
- v) Post-acquisition profit is also known as \_\_\_\_\_  
(Capital Profit / Revenue Profit)
- vi) The process of Internal Reconstruction is implemented to write off \_\_\_\_\_ (Accumulated Profits / Accumulated Losses)
- vii) Deficiency or Surplus Account is prepared as under \_\_\_\_\_  
(List H / List G)

**P.T.O.**

- b) State whether the following statements are True or False (Any 5) [5]
- Depreciation is charged on Livestock.
  - Dividend is payable on the amount of Authorised Capital.
  - Profit on revaluation of Fixed Assets is Capital Profit.
  - Debenture holders are not the owners of the company.
  - External Reconstruction means one liquidation and no formation.
  - Liquidation under the supervision of Court is known as compulsory winding up.
  - Accounting standard - 10 deals with Accounting for fixed Assets.
- c) Write short notes on (Any Two) [14]
- AS-14 Accounting for Amalgamation
  - Voluntary winding up
  - Need for valuation of shares
  - Methods of purchase consideration
  - Inventory Accounting

**Q2)** Sairaj Ltd. Pune was registered with an Authorized capital Rs. 15,00,000 divided into 15,000 Equity shares of Rs. 100/- each.

You are required to prepare a statement of profit and loss for the year ended 31<sup>st</sup> March 2018 as per Revised schedule VI of the Companies Act 2013

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

The following balances are extracted from the books as on 31<sup>st</sup> March 2018 as follows :

Debit Balances	Rs	Credit Balances	Rs
Purchases	7,59,000	Sales	15,00,000
Stock of Raw Material (1.4.17)	35,700	Purchase Returns	39,000
Salaries & Wages	1,93,200	Interest on trade	
Staff welfare expenses	27,300	Investment	7,500
Bad Debts	9,300	Miscellaneous Income	8,100
Carriage outward	14,400	Bank Interest	3,000
Repairs to Machinery	51,900	Other operating	
Contribution to Pension		Revenue	30,000
Fund	6,000		
Carriage on purchases	15,300		
Insurance	39,300		
Rent and Taxes	24,000		
Sales Return	27,000		
Power and Fuel	27,900		

Adjustments :

- a) Provide depreciation on Machinery Rs. 27,000 and Motor Vehicles Rs. 6,000
- b) Stock of Raw Material as on 31<sup>st</sup> March 2018 amounted to Rs. 51,000
- c) Provision for Bad and doubtful debts is Rs. 27,000

[10]

OR

- a) Harshal Ltd. has constructed a fixed asset. The cost of the project is given below : [5]

Material	Rs. 31,50,000
Direct Expenses	Rs. 4,50,000
Total Wages for the year (50% chargeable to the project)	Rs. 2,70,000
Depreciation on assets used for the project	Rs. 45,000
Administrative Expenses	Rs. 1,12,500

- b) Taj Ltd. acquired Plant and Machinery on 01.04.2017 for Rs. 50,00,000. Installation expenses were Rs. 2,50,000. Scrap value after its useful life of 5 years was estimated Rs. 2,50,000. What is the amount of depreciation that Taj Ltd. should charge for the accounting year ending 31<sup>st</sup> March 2018 under fixed Installment method. [5]

- Q3)** a) Shruti Ltd. went into voluntary liquidation on 31<sup>st</sup> March 2018 when its Balance sheet was as follows.

Balance Sheet  
As on 31-3-2018

Liabilities	Amount Rs.	Assets	Amount Rs.
<u>Share Capital</u> 9,400 Equity shares of Rs. 20 each	1,88,000	Goodwill	40,000
Bank overdraft (Unsecured)	90,000	Leasehold property	54,000
<u>Sundry Creditors</u>		Machinery	1,52,000
a) Preferential 7,400		Vehicles	30,000
b) Partly secured 60,800		Stock	82,000
c) Unsecured 1,41,800		Debtors	74,000
	2,10,000	Cash in hand	14,000
	4,88,000	Profit and loss A/c	42,000
			4,88,000

- i) The liquidator realized the assets as follows.
- I) leasehold property which was used to Pay Party Secured Creditors Rs. 44,000
  - II) Machinery Rs. 1,28,000
  - III) Vehicles Rs. 20,000
  - IV) Stock Rs. 1,20,000
  - V) Debtors Rs. 70,000
- ii) The expenses of liquidation amounted to Rs. 3,800.
- iii) Liquidator's Remuneration was fixed at 3% on assets realized except cash and 10% on the amount returned to the equity shareholders.

You are required to prepare the liquidator's final statement of Account. [12]

- b) Following is the summarised Balance Sheet of Hira Ltd and Sitara Ltd as on 31<sup>st</sup> march 2018.

Balance Sheet  
As on 31/03/2018

Liabilities	Hira Ltd	Sitara Ltd	Assets	Hira Ltd	Sitara Ltd
<u>Equity share capital</u>			Goodwill	30,000	–
Shares of Rs. 100 each	3,00,000	1,60,000	Building	1,50,000	75,000
General Reserve	1,00,000	75,000	Machinery	95,000	67,500
Profit and loss A/c	1,50,000	60,000	Vehicles	30,000	60,000
Creditors	50,000	37,500	<u>Investments</u>		
Bills Payables	15,000	20,000	in 1200 Equity shares in sitara Ltd. at cost	1,57,500	–
			Stock	80,000	80,000
			Debtors	37,500	20,000
			Bills Receivable	15,000	20,000
			Cash	20,000	30,000
	6,15,000	3,52,500		6,15,000	3,52,500

Additional Information :

- i) Hira Ltd acquired the shares of Sitara Ltd. on 01/10/2017.
- ii) On 01/04/2017 Sitara Ltd. has a General Reserve of Rs. 30,000 and the profit and loss account showed a credit balance of Rs. 20,000.
- iii) Creditors of Hira Ltd. include Rs. 15,000 due from Sitara Ltd.
- iv) Bills payables of sitara ltd include Rs. 12,500 issued in favour of Hira Ltd.

you are required to prepare a consolidated Balance Sheet as on 31<sup>st</sup> march 2018 with necessary workings. [14]

**Q4)** The following was the Balance Sheet of Kirti Ltd. as on 31<sup>st</sup> march 2018.

**Balance Sheet**

As on 31-3-2018

Liabilities	Amount Rs.	Assets	Amount Rs.
<u>Share capital</u>		Land and Building	2,80,000
4000 Equity Shares of Rs. 100 each	4,00,000	Plant and Machinery	2,20,000
General Reserve	1,28,000	Stock	1,96,000
Profit and loss A/c	1,20,000	Debtors	84,000
Bills payable	84,800	Cash in hand	28,800
Creditors	1,40,000	Advertising suspenses	
		Account	64,000
	8,72,800		8,72,800

Kirti ltd was absorbed by Trupti ltd on the following terms:

- i) Kirti Ltd. agreed to write off advertising suspenses A/c against its own reserve.
- ii) Trupti ltd revalued the assets of kirti ltd as under :-
 

Land and Building	Rs. 3,00,000
Plant and Machinery	Rs. 2,08,000
Stock	Rs. 2,40,000
Debtors at book value	
- iii) Trupti Ltd. took over all the assets and liabilities of Kirti Ltd. and agreed to discharge the purchase consideration into 5200 shares of Rs. 100 each at Rs. 110 per share and the balance in cash.
- iv) Kirti Ltd. paid its liquidation expenses of Rs. 8000.

Prepare realisation account, Trupti Ltd. account, cash account and equity shareholders account in the books of Kirti Ltd. and opening journal entries in the books of Trupti Ltd.

**[20]**

OR

- a) Following is the balance sheet of Ashok Co. Ltd Mumbai as on 31<sup>st</sup> March 2018

Balance sheet  
As on 31-3-2018

Liabilities	Amount Rs.	Assets	Amount Rs.
30,000 Equity shares of Rs.100 each	30,00,000	Freehold property	15,00,000
Reserve fund	7,00,000	Machinery	18,00,000
Profit and loss A/c	2,50,000	Furniture	2,50,000
Trade payables	6,00,000	Stock	2,80,000
Bills Payables	2,50,000	Trade Receivables	6,50,000
		Bank Balance	3,00,000
		Formation Expenses	20,000
	48,00,000		48,00,000

Additional Information :

- i) Assets are valued as under :-
- |                   |               |
|-------------------|---------------|
| Goodwill          | Rs. 6,00,000  |
| Freehold property | Rs. 23,00,000 |
| Machinery         | Rs. 19,00,000 |
| Furniture         | Rs. 3,00,000  |
| Stock             | Rs. 3,50,000  |
| Trade receivables | Rs. 6,00,000  |
- ii) The profit of the company amounted to
- |      |              |
|------|--------------|
| year | Amount       |
| 2016 | Rs. 7,00,000 |
| 2017 | Rs. 6,50,000 |
| 2018 | Rs. 7,50,000 |
- iii) It is the practice of the company to transfer one fourth of profit to reserve fund
- iv) The fair yield in respect of equity shares of similar type of companies is ascertained at 10%.
- Find out the value of each equity share under
- I) Intrinsic Value
  - II) Yield value
  - III) Fair value method.

[10]



- b) The following is the balance sheet of Sangam Co. Ltd as on 31<sup>st</sup> March 2018.

**Balance Sheet**  
As on 31-3-2018

Liabilities	Amount Rs.	Assets	Amount Rs.
<u>Share Capital</u>		Freehold property	23,75,000
15,000 7% cumulative preference shares of Rs. 100 each.	15,00,000	Plant and machinery	8,00,000
27500 equity shares of Rs. 100 each	27,50,000	Goodwill	3,00,000
Share premium A/c	4,00,000	Stock	3,50,000
Sundry creditors	4,00,000	Debtors	2,25,000
	50,50,000	Preliminary expenses	2,50,000
		Profit and loss A/c	7,50,000
			50,50,000

The following scheme of reconstruction was approved and duly sanctioned.

- i) Preference shares to be reduced by Rs. 20 per share.
- ii) Equity shares to be reduced to Rs. 50 per share.
- iii) Write off all intangible assets and share premium account.
- iv) Freehold property to be written down by Rs. 5,25,000.

Give necessary journal entries to record the above transactions in the books of Sangam Co. Ltd. Also prepare a Revised Balance sheet after the scheme of reconstruction as on 31<sup>st</sup> March 2018.

[10]



Total No. of Questions : 5]

SEAT No. :

**P882**

[Total No. of Pages : 4

**[5415]-2003A**  
**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)** What is mean by Macro economics? Explain the significance and limitations of macro economics. **[16]**

**Q2)** What is National Income? Explain the difficulties in measuring National Income. **[16]**

OR

What is credit creation? Explain the Measures of credit control Adopted by the Central Bank.

**Q3)** Answer in brief.

- a) Explain Marshal's approach to the theory of value of Money. **[8]**
- b) Explain the causes of Inflation. **[8]**

OR

- a) Explain the Monetary policy for control of trade cycles.
- b) Explain the J.B. Say's law of market.

**Q4)** What is public expenditure? Explain the causes of increasing public expenditure. **[16]**

**P.T.O.**

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

**[16]**

- a) Philip's curve.
- b) Principles of Taxation.
- c) Cost push Inflation.
- d) Features of Trade Cycle.



Total No. of Questions : 5]

P882

[5415]-2003A

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 पूर्ण गुण दर्शवितात.
  - 3) आवश्यक तेथे सुबक आकृत्या काढा.
  - 4) संदर्भासाठी मुळ इंग्रजी प्रश्नपत्रिका पहावी.

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प्रश्न 1) समग्रलक्षी अर्थशास्त्र म्हणजे काय? समग्रलक्षी अर्थशास्त्राचे महत्व आणि मर्यादा स्पष्ट करा. [16]

प्रश्न 2) राष्ट्रीय उत्पन्न म्हणजे काय? राष्ट्रीय उत्पन्न मापणातील अडचणी स्पष्ट करा.

किंवा

पतनिर्मिती म्हणजे काय? मध्यवर्ती बँकेच्या पतनियंत्रणाची साधने स्पष्ट करा. [16]

प्रश्न 3) थोडक्यात उत्तर द्या.

अ) पैशाच्या मूल्यसिद्धांतातील मार्शलचा दृष्टीकोन स्पष्ट करा. [8]

ब) चलनवाढीची कारणे स्पष्ट करा. [8]

किंवा

अ) व्यापारचक्र नियंत्रणाचे चलनविषयक धोरण स्पष्ट करा.

ब) जे.बी.से यांचा बाजार विषयक नियम स्पष्ट करा.

प्रश्न 4) सार्वजनिक खर्च म्हणजे काय? सार्वजनिक खर्च वाढीची कारणे स्पष्ट करा. [16]

प्रश्न 5) थोडक्यात टिपा लिहा (कोणत्याही दोन)

[16]

- अ) फिलिप्स वक्र
- ब) करांची तत्वे
- क) खर्च-दाबनिर्मित चलनवाढ
- ड) व्यापारचक्राची वैशिष्ट्ये



Total No. of Questions : 5]

SEAT No. :

**P671**

[Total No. of Pages : 4

**[5415]-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)** Explain the meaning and importance of Management. **[16]**

OR

What do you mean by forecasting? Explain the need and techniques of forecasting? **[16]**

**Q2)** Define organisation. What are the principles of organisation? **[16]**

OR

Define the term management. Describe the various challenges before managers. **[16]**

**Q3)** What are the detail barriers of communication? **[16]**

OR

Define Motivation. Explain Maslow's Need Hierarchy Theory. **[16]**

**Q4)** Define Controlling. Explain the steps and importance of controlling. **[16]**

OR

What do you mean by direction? Explain the principles and importance of direction? **[16]**

**P.T.O.**

**Q5) Write Short Notes on (any four)**

**[16]**

- a) Hertzberg's Motivation Hygiene Theory.
- b) Importance of Disaster Management.
- c) Modern Indian Economic Thoughts of Mahatma Gandhi.
- d) Sources and Methods of recruitment.
- e) Functions of a Leader.
- f) Importance of Business Ethics.



Total No. of Questions : 5]

P671

[5415]-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) व्यवस्थापनाचा अर्थ सांगून महत्व स्पष्ट करा. [16]  
किंवा  
पूर्वानुमान म्हणजे काय? पूर्वानुमानाची गरज व तंत्रे स्पष्ट करा. [16]
- प्रश्न 2) संघटनेची व्याख्या करा. संघटनेची तत्वे सविस्तर सांगा. [16]  
किंवा  
व्यवस्थापनाची व्याख्या करा. व्यवस्थापकासमोरील विविध आव्हाने विशद करा. [16]
- प्रश्न 3) संदेशवहनातील अडथळे सविस्तर स्पष्ट करा. [16]  
किंवा  
अभिप्रेरणेची व्याख्या सांगा. मॅस्तो यांच्या मानवी गरजांच्या श्रेणीचा सिद्धांत स्पष्ट करा. [16]
- प्रश्न 4) नियंत्रणाची व्याख्या करा. नियंत्रणाचे महत्व व पायऱ्या सांगा. [16]  
किंवा  
निर्देशन म्हणजे काय? निर्देशनाचे तत्व व महत्व स्पष्ट करा. [16]



प्रश्न 5) थोडक्यात टिपा लिहा. (कोणत्याही चार)

[16]

- अ) फ्रेडरिक हर्झबर्ग यांचा आरोग्यविषयक अभिप्रेरणा सिद्धांत
- ब) आपत्ती व्यवस्थापनाचे महत्व
- क) महात्मा गांधी यांचे आधुनिक भारतीय आर्थिक विचार
- ड) कर्मचारी भरती करण्याची साधने व पद्धती
- ई) नेतृत्वाची कार्ये
- फ) व्यावसायिक नितिमत्तेचे महत्व



Total No. of Questions : 5]

SEAT No. :

**P672**

[Total No. of Pages : 4

**[5415]-2005**  
**S.Y. B.Com. (Regular)**  
**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'. Explain in details the types of companies. **[16]**

**Q2)** Explain the stages in Formation of a company. **[16]**

OR

Define 'Article of Association'. Distinguish between Memorandum of Association and Article of Association. **[16]**

**Q3)** a) Explain the Advantages and Disadvantages of E-Governance. **[8]**

b) What is Allotment of Shares? Explain the provisions for Allotment of Shares. **[8]**

OR

a) Explain the Qualification and Disqualification of Directors. **[8]**

b) Explain the Role and Responsibility of the Directors regarding Corporate Social Responsibility. **[8]**

**Q4)** a) Explain the different kinds of Resolution. **[8]**

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

**P.T.O.**

**Q5)** Write short notes on : (Any two)

**[16]**

- a) Forfeiture of Shares
- b) Directors Identification Number (DIN)
- c) Types of Shareholder's Meeting
- d) Reconstruction & Amalgamation



Total No. of Questions : 5]

P672

[5415]-2005

S.Y. B.Com. (Regular)

ELEMENTS OF COMPANY LAW

(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 पाहावी.

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प्रश्न 1) कंपनीची व्याख्या द्या. कंपनीचे प्रकार सविस्तर स्पष्ट करा. [16]

प्रश्न 2) कंपनी स्थापनेतील विविध अवस्था स्पष्ट करा. [16]

किंवा

नियमावलीची व्याख्या द्या. घटनापत्रक व नियमावलीतील फरक स्पष्ट करा. [16]

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

ब) भाग-वाटप म्हणजे काय? भाग-वाटपाच्या तरतुदी स्पष्ट करा. [8]

किंवा

अ) संचालकाची पात्रता आणि अपात्रता स्पष्ट करा. [8]

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

प्रश्न 4) अ) ठरावाचे विविध प्रकार स्पष्ट करा. [8]

ब) कंपनीच्या ऐच्छिक समापनाचे विविध प्रकार स्पष्ट करा. [8]

प्रश्न 5) टिपा लिहा. (कोणत्याही दोन)

[16]

- अ) भाग-जप्ती
- ब) संचालक ओळख क्रमांक
- क) भाग-धारकांच्या संभेचे प्रकार
- ड) पुनर्रचना आणि एकत्रीकरण



Total No. of Questions : 5]

SEAT No. :

**P673**

[Total No. of Pages : 4

**[5415]-2006**

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

**BUSINESS ADMINISTRATION (Paper - I)**

**(2013 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Define Sole Proprietorship. Explain the merits and demerits of sole Proprietorship. **[16]**

OR

State the meaning of limited liability Partnership. Explain the merits and Demerits of limited liability partnership. **[16]**

**Q2)** Explain the factors affecting the plant location of business unit. **[16]**

OR

Explain the Social responsibility of business towards different interest groups. **[16]**

**Q3) a)** Explain the procedure for formation of partnership firm. **[8]**

b) Explain the role of National Productivity Council (NPC). **[8]**

OR

a) Explain the documents required for incorporation of a company. **[8]**

b) Explain the procedure for registration of a company. **[8]**

**P.T.O.**

**Q4** What are the consequences of Industrial sickness? [16]

OR

What is Privatisation ? explain the implication of Privatisation. [16]

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

- a) Principles of Management
- b) Special economic Zone (SEZ)
- c) Social Environment
- d) Knowledge Process Outsourcing (KPO)
- e) Quality Circles
- f) Promotion of Business unit



Total No. of Questions : 5]

P673

[5415]-2006

S. Y. B. Com.

BUSINESS ADMINISTRATION (Paper - I)

(2013 Pattern)

(मराठी रूपांतर)

वेळ : 3 तास]

[एकूण गुण : 80

- सूचना :- 1) सर्व प्रश्न सोडविणे आवश्यक आहेत.  
2) सर्व प्रश्नला समान गुण आहेत.

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प्रश्न 1) एकल व्यापारी संस्थेची व्याख्या लिहा. एकल व्यापारी संस्थेचे फायदे व मर्यादा स्पष्ट करा. [16]

किंवा

भागीदारी संस्थेची मर्यादित जबाबदारी अर्थ लिहा. भागीदारी संस्थेच्या मर्यादित जबाबदारीचे फायदे व तोटे स्पष्ट करा. [16]

प्रश्न 2) व्यवसाय स्थाननिश्चितीवर प्रभाव पाडणारे घटक स्पष्ट करा. [16]

किंवा

व्यवसायाच्या सामाजिक जबाबदाऱ्या विविध गटांच्या संदर्भात कशा प्रकारे असतात ते स्पष्ट करा. [16]

प्रश्न 3) अ) भागीदारी संस्था स्थापनेची प्रक्रिया स्पष्ट करा. [8]

ब) राष्ट्रीय उत्पादकता परिषदेची भूमिका स्पष्ट करा. [8]

किंवा

अ) नोंदणीचा दाखला मिळविण्यासाठी आवश्यक असणारी कागदपत्रे लिहा. [8]

ब) कंपनीची नोंदणी करण्यासाठी आवश्यक असणारी प्रक्रिया स्पष्ट करा. [8]



प्रश्न 4) औद्योगिक आजारपणाचे कोणते परिणाम होतात ते लिहा? [16]

किंवा

खाजगीकरण म्हणजे काय? खाजगीकरणाची अंमल बजावणी स्पष्ट करा. [16]

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

- अ) व्यवस्थापनाची तत्वे
- ब) विशेष आर्थिक क्षेत्र
- क) सामाजिक पर्यावरण
- ड) बाह्य संशोधनाद्वारे ज्ञान प्रक्रियेचे कार्य
- इ) गुणवत्ता प्रणाली वर्तुळ
- फ) व्यवसाय संवर्धन



Total No. of Questions : 5]

SEAT No. :

**P674**

[Total No. of Pages : 4

**[5415]-2007**  
**S.Y. B.Com. (Regular)**  
**BANKING AND FINANCE**  
**Indian Banking System - 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) *All questions carry equal marks.*

**Q1)** Explain the role of banking system in economic development. **[16]**

**Q2)** Discuss the role and performance of private sector banks in India. **[16]**

OR

Discuss the progress and performance of public sector banks in India after 1991. **[16]**

**Q3)** a) Explain the principles of cooperation. **[8]**

b) State the recommendations of Narasimham committee-I. **[8]**

OR

a) Explain the problems of district credit cooperative banks. **[8]**

b) Explain the difference between scheduled and non-scheduled banks. **[8]**

**Q4)** Explain the credit control methods of RBI. **[16]**

**P.T.O.**

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

**[16]**

- a) Responsible factors for NPA
- b) State cooperative banks
- c) Self Help Group
- d) Primary Agriculture Credit Cooperative Societies



Total No. of Questions : 5]

P674

[5415]-2007

S.Y. B.Com. (Regular)

BANKING AND FINANCE

Indian Banking System - I

(2013 Pattern) (Special Paper - I)

(मराठी रूपांतर)

वेळ : 3 तास]

[एकूण गुण : 80

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

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प्रश्न 1) आर्थिक विकासातील बँक प्रणालीची भूमिका स्पष्ट करा. [16]

प्रश्न 2) भारतातील खाजगी बँकांची भूमिका आणि कामगिरी याची चर्चा करा. [16]

किंवा

भारतातील सार्वजनिक क्षेत्रातील बँकांची 1991 नंतरची प्रगति आणि कामगिरी याची चर्चा करा. [16]

प्रश्न 3) अ) सहकाराची तत्वे विशद करा. [8]

ब) नरसिंहम समिती-I च्या शिफारशी सांगा. [8]

किंवा

अ) जिल्हा सहकारी बँकेच्या समस्या विशद करा. [8]

ब) अनुसूचित बँका आणि बिगर अनुसूचित बँका यांच्यातील फरक स्पष्ट करा. [8]

प्रश्न 4) भारतीय रिझर्व्ह बँकेची पतनियंत्रणाची पद्धती स्पष्ट करा. [16]

प्रश्न 5) टिपा लिहा. (कोणत्याही दोन)

[16]

- अ) बुडीत कर्ज व मालमत्ता यासाठीचे जबाबदार घटक
- ब) राज्य सहकारी बँका
- क) स्वयं सहाय्यता गट
- ड) प्राथमिक कृषि सहकारी पतसंस्था



Total No. of Questions : 5]

SEAT No. :

**P675**

[Total No. of Pages : 4

**[5415]-2008**  
**S.Y. B.Com. (Regular)**  
**BUSINESS LAWS AND PRACTICES - I**  
**(2013 Pattern)**

*Time : 3 Hours]*

*[Max. Marks : 80*

*Instructions to the candidates:*

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

**Q1)** Explain the following terms under Maharashtra Agricultural produce Marketing (Regulation) Act. 1963. **[16]**

- a) Agricultural produce
- b) Broker
- c) Market Committee
- d) Market Area

**Q2)** Explain the term 'Life Insurance Policy'. Describe the procedure of the Life Insurance Policy. **[16]**

OR

Define the term 'Insurance'. Explain the Importance and Basic principles of 'General Insurance'. **[16]**

**Q3)** a) Describe the principles of 'Marine Insurance Policy'. **[8]**

b) State the difference between 'Life Insurance and Fire Insurance'. **[8]**

OR

a) State the difference between strikes and Lockouts under the Industrial Disputes Act, 1947. **[8]**

b) State the features of partnership under the partnership Act. 1932. **[8]**

**P.T.O.**

**Q4)** Define the term "Co-operative Society" under the Maharashtra co-operative societies Act, 1960. Explain various types of co-operative societies. **[16]**

**Q5)** Write Short Notes : (Any Two) **[16]**

- a) Personal Accident Insurance.
- b) Challenges before LIC.
- c) Closure and re-starting of undertaking.
- d) Dissolution of partnership firm.



Total No. of Questions : 5]

P675

[5415]-2008

S.Y. B.Com. (Regular)

BUSINESS LAWS AND PRACTICES - I

(2013 Pattern)

(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 (नियमन) कायदा, 1963 अनुसार खालील संकल्पना स्पष्ट करा. [16]

- अ) कृषी उत्पन्न.
- ब) दलाल.
- क) बाजार समिती.
- ड) बाजार क्षेत्र.

प्रश्न 2) जिवन विमा ही संकल्पना स्पष्ट करा. जिवन विमा संपादन करण्याची कार्यपद्धती विषद करा. [16]

किंवा

विमा म्हणजे काय? विम्याचे महत्व व विम्याची मुलतत्वे स्पष्ट करा. [16]

प्रश्न 3) अ) सागरी विम्याची तत्वे स्पष्ट करा. [8]

ब) जिवन विमा आणि अग्निविमा यांतील फरक स्पष्ट करा. [8]

किंवा

अ) औद्योगिक कलह कायदा, 1947 नुसार संप आणि टाळेबंदी यातील फरक स्पष्ट करा. [8]

ब) भागिदारी कायदा, 1932 नुसार भागिदारीची वैशिष्ट्ये विषद करा. [8]



प्रश्न 4) महाराष्ट्र सहकारी संस्थांचा कायदा, 1960 नुसार सहकारी संस्था ही संकल्पना सांगा. सहकारी संस्थांचे विविध प्रकार स्पष्ट करा. [16]

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

- अ) वैयक्तिक अपघात विमा.
- ब) जीवन विमा निगम (LIC) समोरील आव्हाने.
- क) उद्योग व्यावसाय बंद करणे आणि पुन्हा सुरु करणे.
- ड) भागीदारी संस्थेचे विसर्जन.



Total No. of Questions : 5]

SEAT No. :

**P676**

[Total No. of Pages : 2

**[5415]-2009**

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

**CO-OPERATION AND RURAL DEVELOPMENT**

**(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)** Explain the History of co-operative legislation in India. **[16]**

**Q2)** Explain the provision in Maharashtra State Co-operative societies Act, 1960 Amedded upto August 2013 regarding registration, supervision and Audit. **[16]**

OR

Explain the role of central Registrar.

**Q3)** a) Explain the problems of consumer co-operative in India. **[8]**  
b) Explain the problem of state- Co-operative Banks. **[8]**

OR

a) State the Management structure of co-operative society. **[8]**  
b) Explain the development strategy of Model Village. **[8]**

**Q4)** Explain the 'Rural Development'. Discuss the various Approaches of Rural Development. **[16]**

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

- a) Dr. B.R. Ambedkar view about Rural Development
- b) Concept of Panchayat Raj
- c) Concept of peoples participation
- d) Rural Development and Globalization



**P.T.O**

Total No. of Questions : 5]

P676

[5415]-2009

S.Y. B.Com.

**CO-OPERATION AND RURAL DEVELOPMENT**

(2013 Pattern) (Paper - I)

(मराठी रुपांतर)

वेळ : 3 तास]

[एकूण गुण : 80

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

**प्रश्न 1)** भारतातील सहकारी कायद्यांचा इतिहास स्पष्ट करा. [16]

**प्रश्न 2)** महाराष्ट्र राज्य सहकारी संस्था कायदा –1960 मधील ऑगस्ट 2013 पर्यंतच्या दुरूस्तीनंतर सहकारी संस्थांची नोंदणी, पर्यवेक्षण आणि अंकेक्षण याबाबत तरतुदी स्पष्ट करा. [16]

किंवा

‘मध्यवर्ती निबंधकाची’ भूमिका स्पष्ट करा.

**प्रश्न 3)** अ) भारतातील ग्राहक सहकारी संस्थांच्या समस्या स्पष्ट करा. [8]

ब) राज्य सहकारी बँकेच्या समस्या स्पष्ट करा. [8]

किंवा

अ) सहकारी संस्थेची व्यवस्थापन रचना स्पष्ट करा. [8]

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

**प्रश्न 4)** ग्रामीण विकास स्पष्ट करा. ग्रामीण विकासाचे विविध दृष्टीकोना विषयी चर्चा करा. [16]

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

अ) डॉ. बी. आर. आंबेडकर यांचा ग्रामीण विकासाबाबतचा दृष्टीकोन

ब) पंचायतराज संकल्पना

क) लोक सहभाग संकल्पना

ड) ग्रामीण विकास व जागतिकीकरण



Total No. of Questions : 5]

SEAT No. :

**P677**

[Total No. of Pages : 4

**[5415]-2010**

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

**COST AND WORKS ACCOUNTING (Paper - I)**

**(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) Use of calculator is allowed.*

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

- a) \_\_\_\_\_ document is used for issuing materials to the production department.
- b) In case of \_\_\_\_\_ price method, the need for calculating a new issue price arises every time when a new purchase is made.
- c) The total earnings of a worker are same under the both Halsey and Rowan plans when time saved is \_\_\_\_\_.
- d) Depreciation of factory machinery is an item of \_\_\_\_\_.
- e) \_\_\_\_\_ is the rate of change in the labour force of an organisation.

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

- a) The degree of accuracy is more in financial accounting as compared to cost accounting.
- b) Purchase requisition is prepared by the purchasing department.
- c) Job evaluation is the comparative appraisal of workers on different jobs.
- d) Cost accounting is a branch of financial accounting.
- e) Group bonus plans differentiate between efficient and inefficient workers.

**P.T.O**

**Q2)** Define the term cost. Explain the difference between cost accounting and financial accounting. [15]

OR

- a) What is time-keeping? Explain the methods of time-keeping. [10]  
b) State the uses of computer in store Accounting. [5]

**Q3)** Write short notes. (Any three) [15]

- a) Cost unit  
b) Goods received note  
c) Codification of material  
d) Bin card  
e) Job analysis

**Q4)** A) The following details have been extracted from the cost records of TATA Limited, Pune [15]

Items of cost	Amount Rs.
Opening stock of raw material	75000
Closing stock of raw material	91500
Direct wages	52500
Indirect wages	2750
Sales	211000
Opening work-in-progress	28000
Closing work-in-progress	35000
Purchases of raw materials	66000
Factory rent, rates and power	15000
Depreciation on plant	3500
Expenses on purchases	1500
Carriage outward	2500
Advertising	3500
Office rent and taxes	2500
Salesmen salary and commission	6500
Opening stock of finished goods	54000
Closing stock of finished goods	31000
Gift	10000

You are to prepare cost sheet.

B) You have been asked to calculate the economic order quantity from the following data. [5]

Cost of purchasing per order : Rs. 20  
Number of units to be purchased during the year : 5000 units  
Purchase price including transportation costs : Rs. 50 per unit  
Annual carrying cost per unit : 10% of consumption

OR

Component-A is used as follows: [5]

Normal usage : 50 units per week  
Minimum usage : 25 units per week  
Maximum usage : 75 units per week  
Re-order quantity : 500 units  
Re-order period : 2 to 4 weeks

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

Q5) A) The following transactions took place relating to material X during January. [10]

Date	Particulars	Qty. (Kg)	Rate per unit (Rs.)
Jan, 2	Purchases	2000	10
Jan, 6	Purchases	300	12
Jan, 9	Issues	1200	-
Jan, 10	Purchases	200	14
Jan, 11	Issues	1000	-
Jan, 22	Purchases	300	15
Jan, 23	Issuse	100	-
Jan, 30	Issuse	200	-
Jan, 31	Issues	200	-

You are required to prepare store ledger of material X under FIFO method

OR

- Q5) A)** Calculate the material turnover ratio for Material-P and Q and comment upon the results : **[10]**

	Material-P (Rs.)	Material-Q (Rs.)
Opening stock	10000	35000
Purchases during the year	76000	50000
Closing stock	6000	25000

- B)** With the help of the following information, you are required to ascertain the wages paid to workers P and Q under Taylor's Differential Piece Rate system : **[10]**

Standard time allowed : 40 units per hour

Simple time wages : Rs. 4 per hour

Differential rates to be applied :

75% of piece rate when below standard.

125% of piece rate when above the standard.

The workers have produced in a day of 8 hours as follows.

P – 240 units and Q – 400 units.

OR

The following information relates to the personnel department of a factory for the month of April, 2017 : **[10]**

Number of workers on April 1, 2017 : 950

Number of workers on April 30, 2017 : 1050

Number of workers who quit the factory in April : 20

Number of workers discharge in April : 60

Number of workers engaged in April (including 120 on account of expansion scheme) : 140

Calculate the labour turnover rate under the different methods.



Total No. of Questions : 4]

SEAT No. :

P678

[Total No. of Pages : 6

**[5415]-2011**  
**S.Y. B.Com.**  
**BUSINESS STATISTICS - I**  
**(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 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) Define vital event. State three methods of collection of vital statistics.
- c) Define 'positive class' with an illustration.
- d) Given  $r_{12} = 0$ ,  $r_{13} = 0$  and  $r_{23} = 0.25$  find  $R_{2,13}$
- e) State four components of time series. Also write equation of multiplicative model.
- f) Given  $d_{80} = 2018$ ,  $1_{80} = 13987$ , find  $1_{81}$
- g) Given  $\alpha = 0.1$ , estimate the profit for the year 2018 using exponential smoothing method for :

Year	Profit (in crores)
2016	21.8
2017	24.5

**P.T.O**



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

**[20]**

a) The following is the information on employment and education.

Employed graduates	=	286
Unemployed graduates	=	48
Employed un-graduates	=	450
Unemployed un-graduates	=	216

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

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	1000	?	?	?	?	?	?
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	Population	Deaths
0-10	600	18	400	16
10-20	1000	5	1500	10
20-60	3000	24	2400	24
Above 60	400	20	700	22

- d) Obtain initial basic feasible solution using North West Corner method for following 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>	3	5	7	6	50
O <sub>2</sub>	2	5	8	2	75
O <sub>3</sub>	3	6	9	2	25
Demand	20	20	50	60	

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:

$$\text{Minimize } z = 130x_1 + 120x_2$$

Subject to :

$$17x_1 + 10x_2 \geq 10$$

$$11x_1 + 14x_2 \geq 20$$

$$x_1, x_2 \geq 0$$

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:  $(A\beta\gamma)$ ,  $(A\beta C)$ ,  $(\alpha BC)$ ,  $(\alpha B\gamma)$  and  $(A\beta\gamma)$ .
- b) i) Find 3- yearly moving average of the production of commodity for the year 2008 to 2017 as given below:

Year	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Production	20	21	22	24	23	25	27	29	28	27

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

Year	2010	2011	2012	2013	2014
Sales	12	20	28	32	50

Also obtain the trend value of sales for the year 2017.

- c) Obtain the initial simplex table for

$$\text{Maximize } z = 2000x_1 + 3000x_2$$

Subject to :

$$600x_1 + 900x_2 \leq 9000$$

$$300x_1 + 150x_2 \leq 3000$$

$$x_1, x_2 \geq 0$$

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 47.7%.

Age group (in years)	No. of Women (in 000)	Total Births
15-19	8000	560
20-24	10000	1000
25-29	12000	840
30-34	6000	360
35-39	3000	150
40-44	5000	50
45-49	4000	40

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. :

**P679**

[Total No. of Pages : 4

**[5415]-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 the concept 'Entrepreneur'. State the qualities and functions of Entrepreneur. **[16]**

OR

Explain the Entrepreneurial Career of Shree Ratnappa Kumbhar.

**Q2)** What is 'Innovation'? Explain the Various Sources of Innovation. **[16]**

OR

Define the term 'Social Responsibility'. Explain the social responsibilities of business towards Shareholders & Employees.

**Q3) a)** What is 'Business Process Outsourcing'? Explain its advantages. **[8]**

OR

What is 'Business Ethics'? Explain the Principles of Business Ethics.

b) What is 'Group Entrepreneurship'? Explain the merits & demerits of Group Entrepreneurship. **[8]**

OR

Define the term 'Creativity'. Explain the techniques & tools of Creativity.

**P.T.O**

**Q4)** Define the term 'Franchising'. State the advantages of Franchising Business to the Franchisee and Franchisor. **[16]**

OR

Explain the Social & Economical Challenges in Entrepreneurship Development in India.

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

- a) Role of Service Sector in National Economy
- b) Importance of Self Help Group
- c) Kakinada Experiment
- d) Opportunities of Service Industry in Rural Area
- e) Success Factors in Service Ventures
- f) Contribution of Shree Bhausahab Hire



Total No. of Questions : 5]

P679

**[5415]-2012**  
**S.Y. B.Com.**  
**BUSINESS ENTREPRENEURSHIP**  
**(2013 Pattern) (Paper - I)**  
**(मराठी रुपांतर)**

वेळ : 3 तास]

[एकूण गुण : 80

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

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प्रश्न 1) 'उद्योजक' या संकल्पनेची व्याख्या द्या. उद्योजकाचे गुण आणि कार्ये सांगा. [16]

किंवा

श्री रत्नाप्पा कुंभार यांची उद्योजकिय कारकिर्द स्पष्ट करा.

प्रश्न 2) 'नवनिर्मिती' म्हणजे काय? नवनिर्मितीचे विविध स्रोत स्पष्ट करा. [16]

किंवा

'सामाजिक जबाबदारी' या संकल्पनेची व्याख्या द्या. भागधारक आणि कर्मचारी यांच्या बाबतच्या व्यवसायाच्या सामाजिक जबाबदाऱ्या स्पष्ट करा.

प्रश्न 3) अ) बाह्य स्रोतार्थ व्यवसाय प्रक्रिया (BPO) म्हणजे काय? त्याचे फायदे स्पष्ट करा. [8]

किंवा

'व्यावसायिक नितिमुल्ये' म्हणजे काय? व्यावसायिक नितिमुल्याची तत्वे स्पष्ट करा.

ब) 'समूह उद्योजकता' म्हणजे काय? समूह उद्योजकतेचे फायदे-तोटे स्पष्ट करा. [8]

किंवा

'निर्मितीक्षमता' या संकल्पनेची व्याख्या द्या. निर्मितीक्षमतेची तंत्रे आणि साधने स्पष्ट करा.



प्रश्न 4) 'व्यवसायाधिकार' या संकल्पनेची व्याख्या द्या. व्यवसायाधिकाराचे व्यवसायाधिकार देणाऱ्यास व व्यवसायाधिकार मिळविणाऱ्यास होणारे फायदे सांगा. [16]

किंवा

भारतीय उद्योजकता विकासातील सामाजिक व आर्थिक आव्हाने किंवा अडथळे स्पष्ट करा.

प्रश्न 5) थोडक्यात टिपा लिहा : (कोणतेही चार) [16]

- अ) राष्ट्रीय अर्थव्यवस्थेत सेवा व्यवसायाची भूमिका
- ब) स्वयः सहाय्यता गटाचे महत्व
- क) काकिनाडा प्रयोग
- ड) सेवा उद्योगाच्या ग्रामीण भागातील संधी
- इ) सेवा उद्योगातील यशस्वी घटक
- फ) श्री भाऊसाहेब हिरे यांचे योगदान



Total No. of Questions : 5]

SEAT No. :

**P680**

[Total No. of Pages : 4

**[5415]-2013**

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

**MARKETING MANAGEMENT**

**(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 'Marketing Management'. Explain the nature & scope of Marketing Management. **[16]**

**Q2)** What do you mean by Marketing Environment? Explain in details Marketing environment with reference to demography, Economy and Politics. **[16]**

OR

What do you mean by Marketing Communication? Explain various forms of appeals for Communication

- Q3)** a) Explain the advantages of E-Marketing. **[8]**  
b) Describe the online & offline Marketing Scenario in Indian Context. **[8]**

OR

- a) Explain the various problems of Rural Marketing in India.
- b) Explain the basic features of Rural Marketing.

**Q4)** Define Green Marketing. Explain the role of Marketing Manager in Green Marketing. **[16]**

**P.T.O**

**Q5)** Write short notes. (Any two)

**[16]**

- a) Factors influencing Consumer behavior
- b) Limitations of e-marketing
- c) Importance of rural marketing
- d) Various buying motives



Total No. of Questions : 5]

P680

**[5415]-2013**  
**S.Y. B.Com.**  
**MARKETING MANAGEMENT**  
**(2013 Pattern) (Paper - I)**  
**(मराठी रुपांतर)**

वेळ : 3 तास]

[एकूण गुण : 80

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

प्रश्न 1) विपणन व्यवस्थापन या संज्ञेची व्याख्या द्या. विपणन व्यवस्थापनाचे स्वरूप व व्याप्ती स्पष्ट करा. [16]

प्रश्न 2) विपणन पर्यावरण म्हणजे काय? लोकसंख्या, अर्थव्यवस्था आणि राजकारण या संदर्भातील विपणन पर्यावरणांचे सविस्तर स्पष्टीकरण द्या. [16]

किंवा

विपणन संदेशवहन म्हणजे काय? विपणन संदेशवहनातील आव्हाने करण्याच्या विविध पध्दती स्पष्ट करा.

प्रश्न 3) अ) ई-मार्केटींग चे फायदे स्पष्ट करा. [8]

ब) भारतातील ऑनलाईन व ऑफलाईन विपणनाचे वर्णन करा. [8]

किंवा

अ) भारतातील ग्रामीण विपणनाच्या विविध समस्या स्पष्ट करा.

ब) ग्रामीण विपणनाची मुलभूत वैशिष्ट्ये स्पष्ट करा.

प्रश्न 4) हरित विपणनाची व्याख्या द्या. हरित विपणनात विपणन व्यवस्थापकाची भूमिका स्पष्ट करा. [16]

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

- अ) ग्राहक वर्तनावर प्रभाव टाकणारे घटक
- ब) ई. मार्केटिंगच्या मर्यादा
- क) ग्रामीण विपणनाचे महत्व
- ड) विविध क्रय प्रेरणा



Total No. of Questions : 5]

SEAT No. :

**P681**

[Total No. of Pages : 4

**[5415]-2014**

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

**BUSINESS ECONOMICS**

**Agricultural and Industrial Economics**

**(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 in detail the importance of Agriculture in Indian Economy. **[16]**

**Q2)** State the measures to control risk and uncertainty in Agriculture. **[16]**

OR

Explain the meaning, nature and importance of Industrial Economics. **[16]**

**Q3) a)** State the nature and importance of Agricultural Economics. **[8]**

b) Explain the concept of plant, firm and industry. **[8]**

OR

a) State the nature of supply of Agricultural Product. **[8]**

b) Explain the sergeant florence theory of industrial location. **[8]**

**Q4)** What is mean by Industrial Monopoly? Explain the Causes of Industrial Monopoly. **[16]**

**P.T.O**

**Q5)** Write short notes on. (Any two)

**[16]**

- a) Farming firm
- b) Different purposes of demand for Agricultural Produce
- c) Optimum size of firm
- d) Industrial Productivity



Total No. of Questions : 5]

P681

[5415]-2014

S.Y. B.Com.

**BUSINESS ECONOMICS**

**Agricultural and Industrial Economics**

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

**(मराठी रुपांतर)**

वेळ : 3 तास]

[एकूण गुण : 80

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

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प्रश्न 1) भारतीय अर्थव्यवस्थेत कृषी क्षेत्राचे महत्व सविस्तर स्पष्ट करा. [16]

प्रश्न 2) कृषी क्षेत्रातील धोके आणि अनिश्चितता नियंत्रित करण्याच्या उपाययोजना सांगा. [16]

किंवा

औद्योगिक अर्थशास्त्राचा अर्थ, स्वरूप व महत्व स्पष्ट करा. [16]

प्रश्न 3) अ) कृषी अर्थशास्त्राचे स्वरूप आणि व्याप्ती स्पष्ट करा. [8]

ब) संयंत्र, उद्योग आणि उद्योगसंस्था ह्या संकल्पना स्पष्ट करा. [8]

किंवा

अ) शेतमालाच्या पुरवठ्याचे स्वरूप स्पष्ट करा. [8]

ब) सार्जट फ्लोरेन्सचा औद्योगिक स्थाननिश्चिततेचा सिध्दांत स्पष्ट करा. [8]



प्रश्न 4) औद्योगिक मक्तेदारी म्हणजे काय? औद्योगिक मक्तेदारीची कारणे स्पष्ट करा. [16]

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

- अ) शेती उद्योग संस्था
- ब) शेतमालाच्या मागणीचे विविध हेतू
- क) उद्योगसंस्थेचे पर्याप्त आकारमान
- ड) औद्योगिक उत्पादकता



Total No. of Questions : 4]

SEAT No. :

**P682**

[Total No. of Pages : 4

**[5415]-2015**

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

**DEFENCE BUDGETING, FINANCE AND MANAGEMENT**

**(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 Defence economics
- ii) State the meaning War time Economy
- iii) State the meaning of War expenditure
- iv) State the meaning of "Defence as Public Good"
- v) Define Political Ideology
- vi) Define Strategic Planning
- vii) Define Logistics
- viii) Define national power
- ix) Define Leadership
- x) Write the meaning of self reliance
- xi) Write any two advantages of war time economy
- xii) Write any two functions of National Security Council
- xiii) What is Zero Budget?

**P.T.O**

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

- a) Explain techniques of controlling inflation
- b) Write objectives of peacetime Economy
- c) Describe mobilization of resources for defence

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

- a) Explain role of private sector in Defence production.
- b) Discuss causes of increasing Defence Expenditure.
- c) Discuss relations between war and economy.

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

- a) Explain determinants of Defence expenditure.
- b) Explain Salient features of Indian economy.
- c) Write a critical note on Defence vs Development.



Total No. of Questions : 4]

P682

[5415]-2015

S.Y. B.Com.

**डिफेंन्स बजेटिंग फायनान्स अँड मॅनेजमेंट**

**संरक्षणाचे अर्थशास्त्र आणि वित्तीय नियोजन**

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

**(मराठी रुपांतर)**

वेळ : 3 तास]

[एकूण गुण : 80

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

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

**[20]**

- i) “संरक्षणाचे अर्थशास्त्र” व्याख्या द्या.
- ii) युध्दकालीन अर्थव्यवस्था – अर्थ लिहा.
- iii) युध्दाचा खर्च म्हणजे काय? अर्थ नमूद करा.
- iv) “डिफेंन्स एक पब्लीक गुड” म्हणजे काय? अर्थ लिहा.
- v) “राजकीय विचारधारा” व्याख्या द्या.
- vi) “सामरिक नियोजन” व्याख्या द्या.
- vii) “पुरवठा व्यवस्थापन” व्याख्या द्या.
- viii) “राष्ट्रीय शक्ती” व्याख्या द्या.
- ix) “नेतृत्व” व्याख्या द्या.
- x) “आत्मनिर्भरता” अर्थ लिहा.
- xi) युध्दकालीन अर्थव्यवस्थेचे कोणतेही दोन गुण नमूद करा.
- xii) राष्ट्रीय सुरक्षा समितीचे कोणतेही दोन कार्ये लिहा.
- xiii) शून्य आधारीत अर्थसंकल्प (झिरो बजेटिंग) म्हणजे काय?

- प्रश्न 2)** प्रत्येकी 50 शब्दांत उत्तरे द्या. (कोणतेही दोन) [10]
- अ) चलन फुगवटा नियंत्रित करण्याचे विविध तंत्र (पध्दती) स्पष्ट करा.  
ब) शांतता कालीन अर्थव्यवस्थेची उदिष्टे लिहा.  
क) संरक्षणासाठी साधनसंपत्ती गतिमान करण्याबाबत वर्णन करा.
- प्रश्न 3)** 150 शब्दांत उत्तरे द्या. (कोणतेही दोन) [20]
- अ) संरक्षण उत्पादनातील खाजगी उद्योगधंद्याची भूमिका स्पष्ट करा.  
ब) संरक्षणावरील वाढणाऱ्या खर्चाची कारणमीमांसा करा.  
क) युध्द आणि अर्थव्यवस्था यातील संबंधाबाबत चर्चा करा.
- प्रश्न 4)** 300 शब्दांत उत्तरे द्या. (कोणतेही दोन) [30]
- अ) संरक्षणाचा खर्च निर्धारित करणारे घटक स्पष्ट करा.  
ब) भारतीय अर्थव्यवस्थेचे ठळक गुणधर्म स्पष्ट करा.  
क) “संरक्षण विरूध्द विकास” यावर टिकात्मक टिपण लिहा.



Total No. of Questions : 5]

SEAT No. :

**P683**

[Total No. of Pages : 4

**[5415]-2016**

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

**INSURANCE, TRANSPORT AND CLEARANCE**

**Insurance, Transport and Tourism**

**(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 General insurance and explain in detail about Fire Insurance, Marine insurance and other types of insurance. **[16]**

**Q2)** Define Insurance Agent and explain his duties and responsibilities. **[16]**

OR

Explain the difference between Life Insurance and General Insurance.

**Q3) a)** Write a short note on tour operator. **[8]**

b) Define Tourism and explain various types of tourist. **[8]**

OR

a) Explain the advantages of Tourism . **[8]**

b) Explain opportunities and challenges before indian Tourism. **[8]**

**Q4)** Explain the Types of Tourist Accommodation and importance of Tour planning. **[16]**

**P.T.O**

**Q5)** Write short notes on (Any two)

**[16]**

- a) Describe various types of Tourism
- b) Sports Tourism
- c) Tourist Guide
- d) Write a note on Historical Tourism



Total No. of Questions : 5]

P683

[5415]-2016

S.Y. B.Com.

**INSURANCE, TRANSPORT AND CLEARANCE**

**Insurance, Transport and Tourism**

(2013 Pattern) (Paper - I)

(मराठी रुपांतर)

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) सर्वसाधारण विम्याची व्याख्या द्या व अग्नि विमा सागरी विमा व इतर विम्याच्या बाबत सविस्तर माहिती द्या. [16]

प्रश्न 2) विमा प्रतिनिधीची व्याख्या द्या व त्याचे कर्तव्य व जबाबदाऱ्या स्पष्ट करा. [16]

किंवा

आयुर्विमा व सर्वसाधारण विमा यातील फरक स्पष्ट करा.

प्रश्न 3) अ) यात्रा आयोजकावर थोडक्यात टिपा लिहा. [8]

ब) पर्यटनाची व्याख्या द्या व पर्यटकांचे विविध प्रकार स्पष्ट करा. [8]

किंवा

अ) पर्यटनाचे फायदे स्पष्ट करा. [8]

ब) भारतीय पर्यटना समोरील विविध संधी व अव्हाने स्पष्ट करा. [8]

प्रश्न 4) पर्यटक निवास स्थानाचे प्रकार स्पष्ट करा व यात्रा नियोजनाचे महत्व स्पष्ट करा. [16]



प्रश्न 5) थोडक्यात टिपा लिहा (कोणत्याही दोन) :

[16]

- अ) पर्यटनाचे विविध प्रकार स्पष्ट करा
- ब) क्रीडा पर्यटन
- क) प्रवासी मार्गदर्शक
- ड) ऐतिहासिक पर्यटन यावर टिप लिहा



Total No. of Questions : 5]

SEAT No. :

P684

[Total No. of Pages : 3

[5415]-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 diagram must be drawn wherever necessary.

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

- i) Explain message box command in VBScript.
- ii) What is client side scripting?
- iii) What are the uses of VBScript?
- iv) Write on string concatenation operator.
- v) What is PWS and IIS?

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

- i) 

```
<Script language = "VBScript">
Var l = 23
rem = Var l mod 3.
document. write ("The rem is" & rem)
</Script
```
- ii) 

```
<Script language = "VBScript">
A = 20
B =5
sum 1 = A + B
sum 2 = A & B
document. write ("sum1 = " & sum1)
document. write ("sum2 = " & sum2)
</Script>
```

P.T.O.

iii) <Script language = “ VBScript”>  
function mymsg\_on click ()  
msgbox “welcome”  
end function  
</Script>  
<Form>  
<Input type = “Button” value = “Click”  
name = “mymsg”>  
</form>.

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

**[16]**

- a) Explain like operator with example.
- b) What is ODBC? Give it's Architecture.
- c) What is RDBMS?
- d) Write any four keyboard events.
- e) What is primary key? Explain with example.

**Q3)** Answer the following (any four) :

**[16]**

- a) Solve the following :

Table : student (Lib card No, S name, Class, B.Author)

- i) Create table student
- ii) Display all names of the student and their class.
- iii) Find library card number of student taken book written by author “Kanitkar”.
- iv) Change the class of student name “Amit” to “TYBCom.”

- b) Solve the following queries.  
Emp. table having following structure  
(E\_no, E\_name, E\_city, E\_salary, designation)
- i) List all employee from Pune.
  - ii) Delete the name of employee whose salary is less than 2000.
  - iii) Increase the salary of employee by 2000. Whose designation is 'Manager'.
  - iv) Add new Record to Emp. table.  
6. Raj Pune 18000 manager.
- c) Explain different Arithmetic operators of VBScript.
- d) Write on constraint? What is Unique constraint.
- e) Write syntax and purpose of following
- i) Sysdate()
  - ii) Add-months()

**Q4)** Attempt any two of the following : **[16]**

- a) Explain any eight string functions of SQL.
- b) Explain How to create, Drop, Alter the check constraint.
- c) Write an DOM Architecture of VBScript.

**Q5)** Attempt any two of the following : **[16]**

- a) Differentiate between
  - i) Insert and Update command
  - ii) Drop and Delete command
- b) Explain variant data subtypes of VBScript
- c) What is Array. Explain types of Array.



Total No. of Questions : 3]

SEAT No. :

**P685**

[Total No. of Pages : 1

**[5415]-2018**  
**S.Y. B.Com. (Vocational)**  
**ADVERTISING, SALES PROMOTION AND SALES**  
**MANAGEMENT (Paper - III)**  
**(Advertising and media Planning)**  
**(2013 Pattern)**

*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 Media planning. Explain the factors involved in the selection of media for advertising. **[12]**

OR

What do you mean by Advertising Effectiveness? Explain the Pre and Post testing methods of testing Advertising effectiveness

**Q2)** What are the Pros and Cons of using an In-House Advertising Agencies. **[12]**

OR

Discuss the types of brand names used by the companies with suitable examples.

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

- a) Supply chain management.
- b) Importance of creativity in Advertising.
- c) Advertising Research.
- d) Advertising strategies adopted by Telecommunication service providers.



Total No. of Questions : 10]

SEAT No. :

**P686**

[Total No. of Pages : 2

**[5415]-2019**

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

**COMPUTER APPLICATIONS**

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

*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)** Discuss Traditional File organisation and its problems. **[5]**

**Q2)** Explain the following functions : **[5]**

- a) COUNT()
- b) Lower()

**Q3)** Explain the following data types used in Oracle : **[5]**

- a) Date
- b) Varchar

**Q4)** Explain in brief the following : **[5]**

- a) Byte
- b) Record

**P.T.O.**

*Q5)* What is SQL? Explain Embedded SQL. [5]

*Q6)* Explain Insert command with syntax and example. [5]

*Q7)* Explain Relational operators with examples. [5]

*Q8)* Explain in brief the following : [5]

a) DCL

b) Primary Key

*Q9)* Explain various steps for Database Development. [5]

*Q10)* What is trigger? Explain types of triggers. [5]



Total No. of Questions : 4]

SEAT No. :

**P687**

[Total No. of Pages : 2

**[5415]-2020**

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

**TAX PROCEDURE AND PRACTICES**

**Income Tax (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 sec. 139 for A.Y. 2017-18?
- b) What is mean by annual value of House Property?
- c) What is deduction available U/S.80 TTA.
- d) Enumerate the types of capital Gains.
- e) Who can sign the return of 'HUF'?
- f) In which form application of 'PAN' and 'TAN' to be made?
- g) Who? And when? Liable to pay Advance Tax?
- h) Explain the term set-off or carry forward of losses.

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

- a) Explain the provisions relating to TDS from salary.
- b) What are the Instalments of Advance Tax?
- c) Enumerate slab rates of Income Tax for A.Y. 2018-19.
- d) What is mean by short term assets and long term assets?

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

- a) What are the grounds for I Appeal?
- b) Enumerate 'Authorities' Under I.T. Act.
- c) What are the various types of assessments under Income Tax Act?
- d) Discuss deduction's U/S 80C.
- e) What are the provisions for clubbing of Income U/S 64?

**P.T.O.**



**Q4)** Is it compulsory to file return of Income? What are the forms of return? Who can verify the return of Income? [12]

OR

Solve the following problem -

Dr. Kohari is medical practitioner in Pune. He work as a part time physician in a private hospital receives monthly remuneration of ₹ 15,000 p.m.

He is consultant of X.Y.Z. Co. on monthly fees ₹ 10,000 p.m.

Following details of receipts and payments provided for year ended 31/03/2018.

Gross Receipts from clinic	55,00,000
Rent received from House property	3,60,000
Interest received on S.B. A/c	25,000
Dividend from Indian Co.	10,000
Fixed deposit interest	30,000
<u>Expenses / Payments</u>	
Tax on employment	2,500
Rent, Rates & Taxes of clinic	25,000
Municipal Taxes of House (Let out)	45,000
Telephone Exp.	15,000
Printing & Stationery	5,000
Salary to clinic assistance	5,00,000
LIP paid during the year	2,40,000
Drivers Salary	50,000
Car repairs, maintenance exp.	35,000

The W.D.V. of Car as on 01/04/2017 ₹ 7,50,000 used 25% for personal purpose, depreciation @ 15%.

The W.D.V. of clinic furniture as on 01/04/2017 ₹ 3,50,000, depreciation @ 10%.

Compute his total income for A.Y. 2018-19



Total No. of Questions : 3]

SEAT No. :

**P688**

[Total No. of Pages : 1

**[5415]-2021**

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

**ADVERTISING, SALES PROMOTION AND SALES**

**MANAGEMENT (Paper - IV)**

**Personal Selling & Salesmanship**

**(2013 Pattern)**

*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 personal selling? Explain importance of personal selling in modern marketing. **[12]**

OR

Write a detailed note on process of selling.

**Q2)** State various qualities required by salesman to become successful salesman. **[12]**

OR

Write note on :

- a) AIDA
- b) Limitations of personal selling

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

- a) Rational buying motives
- b) Types of customers.
- c) Shopping Malls
- d) Reports prepared by salesman



Total No. of Questions : 6]

SEAT No. :

**P689**

[Total No. of Pages : 1

**[5415]-2022**  
**S.Y. B.Com. (Vocational)**  
**COMPUTER APPLICATIONS (Paper - IV)**  
**(2013 Pattern) (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)* Explain in detail Waterfall Model. **[10]**

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

- a) Form Design
- b) Structured English

*Q3)* Write note on : **[10]**

- a) System Security
- b) System Implementation

*Q4)* Explain in brief the following fact gathering techniques : **[10]**

- a) Interviewing
- b) Questionnaire

*Q5)* What is Data Flow Diagram? Explain. **[10]**

*Q6)* Define System. Explain characteristics of the system. **[10]**



Total No. of Questions : 4]

SEAT No. :

**P690**

[Total No. of Pages : 2

**[5415]-2023**

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

**TAX PROCEDURE AND PRACTICES**

**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.*

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

**[10]**

- a) Who is liable to pay L.B.T.?
- b) What is the Constitutional Validity of Service Tax?
- c) Define the term "Urban Land" u/s 2 (ea) (v) of Wealth Tax Act, 1957?
- d) State the Object of Profession Tax as per Article 276 of the constitution of India?
- e) What is the meaning of "House" u/s 2 (ea)?
- f) What are the types of returns under Wealth Tax Act, 1957?
- g) Which are the due dates for filing of returns of L.B.T.?

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

**[8]**

- a) Explain "Net Wealth" u/s 2 (m) of the Wealth tax Act, 1957.
- b) Explain in brief "Types of Registration" under Profession Tax?
- c) Define the term "Abatement" under Service Tax".
- d) Which Exemptions available in determination of L.B.T. amount?

**P.T.O.**

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

**[10]**

- a) Explain the “Incidence of Wealth Tax”?
- b) What are the requirement of Registration under L.B.T.?
- c) What are the provisions relating to ‘Filing of Return’ under Professional Tax?
- d) Write down provisions relating to “Payment of Service Tax”.

**Q4)** Answer in 500 words (any one) :

**[12]**

- a) Explain Assets u/s 2 (ea) of the Wealth tax Act, 1957.
- b) Who & when get registered under Service Tax? Explain detailed Registration Procedure under Service Tax.

