Q1) What is ‘Communication’? Explain the nature and importance of Business Communication. [16]

OR

What is Non-Verbal Communication? Explain the merits & demerits of Non-Verbal Communication.

Q2) Describe types & elements of effective speaking. [16]

OR

What is business letter? Explain the importance of business letter.

Q3) a) Write reply to enquiry letter from M/s Swapnil Traders, Shahupuri, Kolhapur to the proprietor M/s Sandeep General Stores, Sadashiv Peth, Pune, about the price & time of delivery of various types of stationery goods. [8]

OR

Write a job application letter to M/s SKF Limited, Chinchawad, Pune, in response to an advertisement in daily ‘Sakal’ for the post of general manager.
b) Sumit Traders, M.G. Road, Pune requires the various types of electronic goods. Write a letter for placing an order to M/s Avinash Traders, Gulbarga Road, Solapur.

OR

Write a circular letter on behalf of Bharat Forge Ltd., Mundawa, Pune to their employees regarding submission of savings proof for calculation of yearly Income Tax.

Q4) What do you mean by 'office circular'? State uses & occasions for sending office circular.

OR

Explain in detail the advantages and disadvantages of Technologies in Business Communication.

Q5) Write short notes (Any Four):

a) Internet.
b) Video Conferencing.
c) WhatsApp.
d) Office Orders.
e) Press Releases.
f) Reasons for complaint letter.
S.Y. B.Com.
CORPORATE ACCOUNTING
(2013 Pattern)

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 (Any five): [5]
   i) A liability which can be measured only by using a substantial degree of estimation is called _____.
   ii) Dividend paid between two annual general meetings is called _____ dividend.
   iii) Compulsory winding up means winding up by _____.
   iv) If ‘A Ltd.’ is formed to take over the business of ‘B’ Ltd. and ‘C’ Ltd., then it is a case of _____.
   v) Reduction of share capital requires approval of the _____.
   vi) Minority interest appears on the _____. side of the consolidated Balance sheet.
   vii) Unquoted shares means _____.

b) State whether the following statements are true or false (Any Five): [5]
   i) Valuation of shares is essential for conversion of preference shares into equity shares.
   ii) Subsidiary company has separate legal entity.
   iii) Balance on capital reduction account is transferred to share capital account.
   iv) The amount of purchase consideration paid by the purchasing company to the vendor company is always in cash.
   v) In liquidation, directors sell the assets and pay the liabilities.
   vi) Bills receivable is fixed asset.
   vii) As-6 deals with investment accounting.
c) Write short notes on (Any two):
   i) Management Information System (MIS).
   ii) Need of Accounting Standards.
   iii) Cost of Control.
   iv) Need of Amalgamation.
   v) Need for valuation of shares.

**Q2)** Rohini Ltd. was incorporated with a nominal capital of Rs. 20,00,000 in Equity shares of Rs. 100 each. The following was the Trial Balance as on 31st March, 2015. You are required to prepare statement of Profit & Loss for the year ended 31st March, 2015 and Balance Sheet as on that date as per Revised Schedule VI.

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Dr. (₹)</th>
<th>Cr. (₹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Stock</td>
<td>2,00,000</td>
<td>-</td>
</tr>
<tr>
<td>Sales</td>
<td>-</td>
<td>17,00,000</td>
</tr>
<tr>
<td>Wages (Productive)</td>
<td>2,80,000</td>
<td>-</td>
</tr>
<tr>
<td>Purchases</td>
<td>12,00,000</td>
<td>-</td>
</tr>
<tr>
<td>Discount Allowed</td>
<td>16,800</td>
<td>-</td>
</tr>
<tr>
<td>Discount Received</td>
<td>-</td>
<td>12,600</td>
</tr>
<tr>
<td>Insurance</td>
<td>26,880</td>
<td>-</td>
</tr>
<tr>
<td>Salaries</td>
<td>74,000</td>
<td>-</td>
</tr>
<tr>
<td>Rent</td>
<td>24,000</td>
<td>-</td>
</tr>
<tr>
<td>General Expenses</td>
<td>35,800</td>
<td>-</td>
</tr>
<tr>
<td>Profit &amp; Loss A/c (1-4-2014)</td>
<td>-</td>
<td>24,880</td>
</tr>
<tr>
<td>Printing and stationery</td>
<td>9,600</td>
<td>-</td>
</tr>
<tr>
<td>Advertisement</td>
<td>15,200</td>
<td>-</td>
</tr>
<tr>
<td>Bonus</td>
<td>42,000</td>
<td>-</td>
</tr>
<tr>
<td>Debtors</td>
<td>1,54,800</td>
<td>-</td>
</tr>
<tr>
<td>Creditors</td>
<td>-</td>
<td>1,40,800</td>
</tr>
<tr>
<td>Plant &amp; Machinery</td>
<td>3,22,000</td>
<td>-</td>
</tr>
<tr>
<td>Furniture</td>
<td>68,400</td>
<td>-</td>
</tr>
<tr>
<td>Cash at Bank</td>
<td>5,38,800</td>
<td>-</td>
</tr>
<tr>
<td>General Reserve</td>
<td>-</td>
<td>1,00,000</td>
</tr>
<tr>
<td>Loan from Bank</td>
<td>-</td>
<td>62,800</td>
</tr>
<tr>
<td>Bad debts</td>
<td>12,800</td>
<td>-</td>
</tr>
<tr>
<td>Share Capital</td>
<td>-</td>
<td>9,80,000</td>
</tr>
<tr>
<td></td>
<td>30,21,080</td>
<td>30,21,080</td>
</tr>
</tbody>
</table>
Adjustments:

a) Closing stock was Rs. 3,66,000.

b) Depreciation is to be charged on Plant and Machinery and Furniture at 15% and 10% respectively.

c) Outstanding liabilities on 31-03-2015 were:

Wages Rs. 20,800, Salaries Rs. 4,800 & Rent Rs. 2,400.

d) Dividend for the year ended 31-03-2015 at 5% is to be provided.

OR

a) Pratap Ltd. is constructing a Fixed assets. The cost project is given below.

Materials - Rs. 42,00,000

Direct Expenses - Rs. 6,00,000

Total wages of the company during the year Rs. 3,60,000 (50% is chargeable to project).

Administrative Expenses - Rs. 1,50,000.

Depreciation on assets used for the project - Rs. 60,000.

Calculate the cost of Fixed assets.

b) Rohan Construction Company Ltd. acquired a Plant & Machinery on 1-4-2014 for Rs. 30,00,000/-. Incidental expenses of Rs. 1,50,000/- were also incurred for this purpose. Scrap value after its useful life of 5 years was estimated Rs. 1,50,000/-. What is the amount of depreciation that Rohan Construction Ltd. should charge for the accounting year ending 31-3-2015 under Fixed instalment method.
Q3) a) The Balance Sheet of Bhandari Ltd., Nasik as on 31st March, 2015 is as follows:

**Balance Sheet as on 31-3-2015**

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Rs.</th>
<th>Assets</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share Capital</td>
<td></td>
<td>Fixed Assets</td>
<td></td>
</tr>
<tr>
<td>(A) Issued &amp; subscribed capital</td>
<td></td>
<td>Land &amp; Buildings</td>
<td>2,00,000</td>
</tr>
<tr>
<td>1000, 6% preference shares of Rs. 100 each</td>
<td>1,00,000</td>
<td>Plant &amp; Machinery</td>
<td>2,20,000</td>
</tr>
<tr>
<td>2000 Equity shares of Rs. 100 each.</td>
<td>2,00,000</td>
<td>Current Assets, Loans &amp; Advances</td>
<td></td>
</tr>
<tr>
<td>3000 Equity shares of Rs. 100 each,</td>
<td></td>
<td>Stock</td>
<td>1,00,000</td>
</tr>
<tr>
<td>Rs. 50 paid</td>
<td>1,50,000</td>
<td>Debtors</td>
<td>1,00,000</td>
</tr>
<tr>
<td>Secured Loans</td>
<td></td>
<td>Cash at Bank</td>
<td>30,000</td>
</tr>
<tr>
<td>6% Debentures (Floating charges on all assets)</td>
<td>1,00,000</td>
<td>Expenditure</td>
<td>40,000</td>
</tr>
<tr>
<td>Bank Loan</td>
<td>1,00,000</td>
<td>Preliminary Expenses</td>
<td>60,000</td>
</tr>
<tr>
<td>(Mortgage on land &amp; Buildings)</td>
<td></td>
<td>Profit &amp; Loss A/c</td>
<td></td>
</tr>
<tr>
<td>Current Liabilities &amp; provisions.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sundry Creditors</td>
<td>90,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income Tax</td>
<td>10,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7,50,000</td>
<td></td>
<td>7,50,000</td>
</tr>
</tbody>
</table>

The company went into liquidation on 31st March, 2015. The preference dividend were in arrears for three years. The arrears are payable on Liquidation. The assets were realised as follows:

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

The expenses of liquidation amounted to Rs. 8,000. The liquidator is entitled to a remuneration @ 2% on all assets realised and 3% on amount distributed to unsecured creditor’s including preferential creditors. All payments were made on 1st Oct, 2015.

Prepare the liquidator’s Final Statement of Account. [8]
b) From the following Balance Sheet and particulars given below. Prepare consolidated Balance Sheet of H Ltd. and S Ltd. as on 31-3-2015. [14]

Balance Sheet as on 31-3-2015

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>H Ltd.</th>
<th>S Ltd.</th>
<th>Assets</th>
<th>H Ltd.</th>
<th>S Ltd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share Capital</td>
<td></td>
<td></td>
<td>Goodwill</td>
<td>80,000</td>
<td>60,000</td>
</tr>
<tr>
<td>Equity share of Rs. 100 each fully paid</td>
<td>10,00,000</td>
<td>4,00,000</td>
<td>Land &amp; Building</td>
<td>2,50,000</td>
<td>2,00,000</td>
</tr>
<tr>
<td>General Reserve</td>
<td>2,00,000</td>
<td>1,20,000</td>
<td>Plant &amp; Machinery</td>
<td>4,00,000</td>
<td>2,20,000</td>
</tr>
<tr>
<td>Profit &amp; Loss A/c</td>
<td>2,80,000</td>
<td>1,80,000</td>
<td>(3000 Equity share’s in ‘S’ Ltd. at cost)</td>
<td>4,80,000</td>
<td>-</td>
</tr>
<tr>
<td>Bills Payable</td>
<td></td>
<td>80,000</td>
<td>Stock</td>
<td>2,00,000</td>
<td>1,80,000</td>
</tr>
<tr>
<td>Creditors</td>
<td>1,80,000</td>
<td>1,40,000</td>
<td>Debtors</td>
<td>60,000</td>
<td>1,90,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Cash at Bank</td>
<td>1,20,000</td>
<td>50,000</td>
</tr>
<tr>
<td></td>
<td>16,60,000</td>
<td>9,20,000</td>
<td></td>
<td>16,60,000</td>
<td>9,20,000</td>
</tr>
</tbody>
</table>

i) ‘H’ Ltd. acquired the shares in ‘S’ Ltd. on 1-10-2014.

ii) The balance on Profit & Loss Account of S Ltd. as on 1-4-2014 was Rs. 40,000 (credit) and on General Reserve Rs. 1,00,000.

iii) The stock of S Ltd. included goods worth Rs. 16,000 which were supplied by H Ltd. at a profit of 25% on cost.

Q4) Following is the Balance Sheet of Roy Ltd. as on 31-3-2015 Balance Sheet of Roy Ltd. [20]

Balance Sheet as on 31-3-2015

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Rs.</th>
<th>Assets</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share Capital</td>
<td></td>
<td>Premises</td>
<td>1,10,000</td>
</tr>
<tr>
<td>Authorised &amp; subscribed capital</td>
<td></td>
<td>Plant &amp; Machinery</td>
<td>90,000</td>
</tr>
<tr>
<td>3000 Equity shares of Rs. 100 each.</td>
<td>3,00,000</td>
<td>Patterns &amp; Moulds</td>
<td>20,000</td>
</tr>
<tr>
<td>General Reserve</td>
<td>40,000</td>
<td>Stock</td>
<td>70,000</td>
</tr>
<tr>
<td>Loans</td>
<td>50,000</td>
<td>Debtors</td>
<td>80,000</td>
</tr>
<tr>
<td>Creditors</td>
<td>20,000</td>
<td>Cash in hand</td>
<td>22,000</td>
</tr>
<tr>
<td></td>
<td>4,10,000</td>
<td>Discount on issue</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>of shares</td>
<td>18,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4,10,000</td>
</tr>
</tbody>
</table>
TATA Ltd. absorbed Roy Ltd. on the following terms:

a) The purchasing company took over all the assets except Patterns & Moulds. It also took over the outside liabilities of the Vendor company.

b) TATA Ltd. agreed to keep with Roy Ltd. cash of Rs. 16,000.

c) The cost of liquidation amounted to Rs. 5,500 paid by the Roy Ltd. company itself.

d) Patterns & Moulds proved valueless.

e) TATA Ltd. valued Plant & Machinery at Rs. 80,000 & premises at Rs. 1,40,000. All other assets & liabilities were taken at book values.

f) The purchase consideration was discharged by issuing 3000 Equity shares of Rs. 100 each, at a market value of Rs. 110 per share.

You are required to prepare Realisation Account, Cash Account, TATA Ltd’s Account & Shareholder’s Account in the books of Roy Ltd. & also pass the Journal entries in the books of TATA Ltd.

**OR**

a) On 31st March 2015 the Balance Sheet of Bhosale Ltd. Pune disclosed the financial position as follows:

Balance Sheet as on 31-3-2015

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Rs.</th>
<th>Assets</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share Capital</td>
<td></td>
<td>Goodwill</td>
<td>42,000</td>
</tr>
<tr>
<td>Issued and</td>
<td></td>
<td>Business premises</td>
<td>2,70,000</td>
</tr>
<tr>
<td>subscribed capital</td>
<td></td>
<td>Machinery</td>
<td>2,20,000</td>
</tr>
<tr>
<td>40,000 Equity shares</td>
<td></td>
<td>Furniture &amp; Fixtures</td>
<td>18,000</td>
</tr>
<tr>
<td>of Rs. 10 each, fully paid</td>
<td>4,00,000</td>
<td>(all considered good)</td>
<td></td>
</tr>
<tr>
<td>Reserves</td>
<td>2,02,000</td>
<td>Stock in Trade</td>
<td>1,05,000</td>
</tr>
<tr>
<td>Profit &amp; Loss A/c</td>
<td>1,08,000</td>
<td>Cash in hand</td>
<td>20,000</td>
</tr>
<tr>
<td>7% Debentures</td>
<td>1,00,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade Creditors</td>
<td>90,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bills payables</td>
<td>50,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>9,50,000</strong></td>
<td><strong>Total Assets</strong></td>
<td><strong>9,50,000</strong></td>
</tr>
</tbody>
</table>
The additional information as on 31 March 2015 made available to you which is as follows.

i)  Assets were valued as follows:

<table>
<thead>
<tr>
<th>Assets</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business premises</td>
<td>1,95,000</td>
</tr>
<tr>
<td>Machinery</td>
<td>1,35,000</td>
</tr>
<tr>
<td>Furniture &amp; Fixtures</td>
<td>20,000</td>
</tr>
<tr>
<td>Goodwill</td>
<td>50,000</td>
</tr>
<tr>
<td>Stock in Trade</td>
<td>1,05,000</td>
</tr>
</tbody>
</table>

ii)  The net profits for the last three years were as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Net profit Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012-13</td>
<td>1,13,000</td>
</tr>
<tr>
<td>2013-14</td>
<td>1,21,000</td>
</tr>
<tr>
<td>2014-15</td>
<td>1,26,000</td>
</tr>
</tbody>
</table>

of which 20% were transfer to Reserves, this proportion being considered reasonable in the industry in which the company is engaged and where a fair return on investment may be taken at 20%.

You are required to calculate the valuation of Equity share separately, ignoring taxation as per (1) Net Asset Method (2) Yield Basis Method & (3) Fair Value Method.

b)  The following was the Balance Sheet of Ganapati Ltd. as on 31-3-2015.[10]

**Balance Sheet as on 31-3-2015**

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Rs.</th>
<th>Assets</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share Capital</td>
<td></td>
<td>Freehold property</td>
<td>23,75,000</td>
</tr>
<tr>
<td>15000, 7% preference shares of Rs. 100 each</td>
<td></td>
<td>Plant &amp; Machinery</td>
<td>8,00,000</td>
</tr>
<tr>
<td>27,500 Equity shares of Rs. 100 each</td>
<td></td>
<td>Goodwill</td>
<td>3,00,000</td>
</tr>
<tr>
<td>Share premium A/c</td>
<td>4,00,000</td>
<td>Stock</td>
<td>3,50,000</td>
</tr>
<tr>
<td>Sundry Creditors</td>
<td>4,00,000</td>
<td>Debtors</td>
<td>2,25,000</td>
</tr>
<tr>
<td></td>
<td>50,50,000</td>
<td>Preliminary Exp.</td>
<td>2,50,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>P &amp; L A/c</td>
<td>7,50,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>50,50,000</td>
</tr>
</tbody>
</table>
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 by Rs. 50 per share.

iii) Write off all intangible assets & premium account.

iv) Freehold property to be written down by Rs. 5,25,000/-. 

Give necessary journal entries & prepare a revised Balance Sheet after reconstruction.

* * *
P508

[5063]-203
S.Y. B.Com.
BUSINESS ECONOMICS (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) Explain the scope, significance and limitations of Macro-Economics. [16]

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

OR

Critically examine the Fisher’s Quantity Theory of Money. [16]

Q3) Answer in brief:

a) Explain the difficulties in measuring National Income. [8]

b) Explain the cost push inflation. [8]

OR

a) Explain the causes of increase in public expenditure. [8]

b) Explain the causes of inflation. [8]
Q4) Explain the Keynesian theory of employment in detail. [16]

Q5) Write short notes on (any two) :

   a) Phases of Trade Cycle.
   b) Difference between Micro & Macro Economics.
   c) Nature and scope of Public Finance.
   d) Types of Taxation.

***
P508

[5063]-203
S.Y. B.Com.
BUSINESS ECONOMICS (Macro)
(2013 Pattern)

(पराठी रूपांतर)

वेळा : 3 तास
[एकूण गुण : 80]

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

प्रश्न 1) समग्रपक्षी अर्थशास्त्राची व्यापी, महत्त्व आणि मर्यादा स्पष्ट करा. [16]

प्रश्न 2) पतनियंत्रण म्हणजे काय? मध्यवर्ती बंकेची संख्यातमक आणि गुणातमक पतनियंत्रणाची साधने स्पष्ट करा.
किंवा
फिशरच्या चलनसंख्यामान सिद्धांताचे टिकातमक परिक्षण करा. [16]

प्रश्न 3) धोक्रायाऐं उत्तरे द्या.
अ) राष्ट्रीय उत्पत्त मापनातील अडथळणी स्पष्ट करा. [8]
ब) खर्च दाखल निर्मित चलन विस्तार स्पष्ट करा. [8]
किंवा
अ) सार्वजनिक खर्च वाढीची कारणे स्पष्ट करा. [8]
ब) चलनवाढीची कारणे स्पष्ट करा. [8]

3
प्रश्न 4) केन्स यांच्या रोजगाराच्या सिद्धान्ताचे संविद्या सधीकरण करा। [16]

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

अ) व्यापारचक्राच्या अवस्था
ब) सुध्धम आणि स्थूल अर्थशास्त्रातील फरक
क) सार्वजनिक आयव्ययाचे स्वरूप आणि व्यापारी
ड) करांचे प्रकार

★★★★
Total No. of Questions : 5]  

P509  

[5063]-204  
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) What do you mean by Management? Explain the characteristics of Professional Management. [16]  

OR  
Define Organisation. Explain the various principles of Organisation. [16]  

Q2) Define Planning? Explain types of planning in planning process. [16]  

OR  
Define Staffing? What are the importance of Staffing? [16]  

Q3) What do you mean by leadership? Describe various leadership qualities? 16]  

OR  
What do you mean by direction? What are the details in techniques of direction? [16]  

P.T.O
**Q4)** Define Motivation? Explain characteristics and importance of Motivation. [16]

OR

Define Business Ethics? Explain the details principles of business ethics. [16]

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

a) Techniques of Co-ordination.

b) Levels of Planning.

c) Needs of Co-ordination.

d) Importance of Control.

e) Steps in Controlling.

f) Features of delegation of Authority.
प्रश्न 1) व्यवस्थापन म्हणजेच काय? व्यवसायिक व्यवस्थापनाचे वैशिष्ट्य संगा.

किवा
संघटनेची व्याख्या करा. संघटनेची तत्वे सविस्तर स्पष्ट करा.

प्रश्न 2) नियोजन म्हणजेच काय? नियोजनाचे प्रकार सविस्तर लिहा.

किवा
कर्मचारी नियुक्ती म्हणजेच काय? कर्मचारी नियुक्तीचे महत्त्व संगा.

प्रश्न 3) नेतृत्व म्हणजे काय? नेतृत्वात्साधील लागणारे आवश्यक गुण सविस्तर स्पष्ट करा.

किवा
निर्देशन म्हणजे काय? निर्देशनाची तत्वे सविस्तर स्पष्ट करा.

प्रश्न 4) अभिप्रेतोंची व्याख्या करा. अभिप्रेतोंची वैशिष्ट्यवर व महत्त्व संगा.

किवा
व्यवसायिक नितिमता म्हणजे काय? व्यवसायिक नितिमतेची तत्वे सविस्तर स्पष्ट करा.
प्रश्न 5) थोड़व्यात टिपा तिहा (कोणत्याही चार) :

अ) समत्वाची तंत्रे
ब) नियोजनाच्या पातळ्या
क) समत्वाची आवश्यकता
ड) नियंत्रणाचे महत्व
ढ) नियंत्रणाच्या पावन्या
फ) अधिकार प्रदानाची वैशिष्ट्ये

🌟🌟🌟
Elements of Company Law

Time: 3 Hours

Instructions to the candidates:

1) All questions are compulsory.
2) Questions carry equal marks.

Q1) Define “Company”. Explain in detail the types of company.

Q2) Explain in detail the various stages in formation of company.

OR

What is share allotment? State the statutory provisions for share allotment. Explain the consequences of irregular share allotment.

Q3) a) What is E-Governance? Explain the advantages of E-Governance.

b) Explain the provisions regarding the conducting of Annual General Meeting.

OR

a) State the Power and Duties of Company Director.

b) What is winding up of company? Explain the compulsory winding up by the Tribunal.

P.T.O
Q4) Explain the following provisions regarding Managing Director under Company Act. [16]
   a) Appointment.
   b) Remuneration.
   c) Qualifications and Disqualifications.

Q5) Write short notes on (any two): [16]
   a) Directors Identification Number (D.I.N.)
   b) Types of Directors.
   c) Extra Ordinary Meeting.
   d) Purpose of compromise.

***
प्रश्न 1) कंपनीची व्याख्या द्या. कंपनीचे प्रकार संबिस्त स्थाप करा. 

प्रश्न 2) कंपनी स्थापणीतील विविध अवस्था संबिस्त स्थाप करा. 

किंवा 
भाग वाटप म्हणजे काय? भाग वाटपच्या कायदेशीर तत्त्वूं तांगा. अनिवर्धन भागवाटपाचे परिणाम स्थाप करा.

प्रश्न 3) अ) इ-गाड्हर्नस्म म्हणजे काय? इ-गाड्हर्नस्मचे फायदे स्थाप करा.

ब) वार्षिक सर्वाधिक सम्म म्हणून आयोजित करण्यासंबंधित तत्त्वूं स्थाप करा. 

किंवा 
अ) कंपनी संचालकांचे अधिकाऱ्य आणि कर्त्यांचे स्थाप करा.

ब) कंपनीचे संपादन म्हणजे काय? ट्रिब्युनल्सांच्या संचालक संपादन स्थाप करा.

प्रश्न 4) व्यवस्था संचालक संदर्भतील कंपनी कायदातील पूढील तत्त्वूं स्थाप करा.

अ) नेमणुक 

ब) मोबदला 

क) पात्रता व अपात्रता
प्रश्न 5) टिपा लिहा (कोणत्याही देने) :

अ) संचालक आठख्रूँमांक
ब) संचालकांचे प्रकार
क) विवेश सर्वसाधारण सभा
ड) तडाकडीची आवश्यकता
Instructions to the candidates:

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

Q1) Define Business Administration. Describe functions of Business Administration. [16]

OR

Define Co-operative Societies. Explain merits and demerits of Co-operative Societies. [16]

Q2) What is Business Promotion? Describe stages involved in Business promotion. [16]

OR

Explain factors affecting suitability of a business organisation. [16]

Q3) a) Explain process of company formation in India. [8]

b) Explain documents relating to incorporation. [8]

OR

a) Factors affecting productivity [8]

b) Write a note on-ISO-9000. [8]
Q4) What is Industrial sickness? Describe symptoms of industrial sickness. [16]  

OR

What is Privatisation? Explain positive and negative implications of Privatisation. [16]

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

a) Globalisation.

b) Quality circles.

c) Special Economic Zones (SEZ).

d) Product Quality Control.

e) Knowledge Process Outsourcing (KPO).

f) Joint Venture.

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प्रश्न 1) व्यावसायिक प्रश्नातीची व्याख्या सांगून त्याची तपशीलवार कार्ये लिहा.

किंवा
सहकारी संस्थेची व्याख्या लिहून त्याचे फायदे व तोटे स्पष्ट करा.

प्रश्न 2) व्यवसाय संबंधन म्हणजे काय? व्यवसाय संबंधतनातील वेगवेगळे टप्पे विशद करा.

किंवा
व्यवसाय संस्था निवडताना कोणते विचार समाजत्व? हे स्पष्ट करा.

प्रश्न 3) अ) भारतात व्यवसाय सुरु करण्यासाठीची प्रक्रिया स्पष्ट करा.
ब) व्यवसाय स्थापनेची आवश्यक कागदपत्रे कोणती?

किंवा
अ) उत्पादकतेवर परिणाम करणारे घटक लिहा.
ब) टीप लिहा – आय. एस. ओ. 9000.
प्रश्न 4) आजारी उद्योग म्हणजे काय? आजारी उद्योगाची लक्षणे स्पष्ट करा.
किंवा
खाजगीकरण म्हणजे काय? खाजगीकरणाचे सकारात्मक व नकारात्मक परिणाम स्पष्ट करा.[16]

प्रश्न 5) थ्योडब्ल्याट टिप्पा लिहा. (कोणत्याही चार)

आ) जागतिककरण
ब) गुणवत्ता मंडळ
क) विशेष आर्थिक क्षेत्र (संडा)
ड) वस्तुचे गुणवत्ता नियंत्रण
ढ) बाह्य संशोधनाद्वारे ज्ञानप्रक्रिया (KPO)
फ) संयुक्त साहस

★★★★
S.Y. B.Com.

BANKING AND FINANCE - I (Special Paper - I)

Indian Banking System
(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 in detail the structure of banking system in India. [16]

Q2) Explain the functions and role of the State Bank of India. [16]

OR

Explain the arguments for and against Nationalisation of Banks in India. [16]

Q3) a) State the progress of Private Sector Banks. [8]

b) State the recommendations of Narsimham Committee - II (1998). [8]

OR

a) State the performance of NABARD. [8]

b) State the progress of Primary Agricultural Co-operative Credit Societies. [8]
Q4) Explain in detail the methods of Credit Control of Reserve Bank of India. [16]

Q5) Write short notes on (any two): [16]
   a) Urban Co-operative Credit Societies.
   b) Regional Rural Banks.
   c) Role of Micro Finance.
   d) Principles of Co-operation.

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P512

[5063]-207
S.Y. B.Com.
BANKING AND FINANCE - I (Special Paper - I)
Indian Banking System
(2013 Pattern)

(मराठी रुपांतर)

वेळा: 3 तास

[एकूण गुणा: 80]

सूचना:
1) सर्व प्रश्न सोडविणे आवश्यक आहेत.
2) उजवीकडील अंक पूर्ण गुणादर्शित.
3) संदर्भसाठी मूळ इंग्रजी प्रश्नपत्रिका पहावी.

प्रश्न 1) भारतातील बँक व्यवसाय विषयीची रचना संविस्तर स्पष्ट करा. [16]

प्रश्न 2) भारतीय स्टेट बँकेची कार्यावरून भौमिक स्पष्ट करा.

किंवा
भारतातील बँकांच्या राष्ट्रीयीकरणाच्या बाजूनेच व विरोधी बाजूनेच युक्तिवाद स्पष्ट करा. [16]

प्रश्न 3) अ) खाजगी बँकांची प्रगती सांगा. [8]
 ब) नरसिंहसूब समिती - II (1998) च्या शिफारसी सांगा. [8]

किंवा
अ) नावार्ड बँकेची कामगिरी सांगा. [8]
 ब) प्राथमिक कृषी सहकारी पतंगसंस्थांची प्रगती सांगा. [8]

प्रश्न 4) भारतीय रिझर्व्ह बँकेच्या पतंगसंस्थांच्या पद्धती संविस्तर स्पष्ट करा. [16]
प्रश्न 5) थोड़ब्रह्मात टिपा तिहार। (कोणत्याही दोन)

अ) नागरी सहकारी पतसंस्था

ब) प्रादेशिक ग्रामीण बँका

क) सूक्ष्म वित्ताची भूमिका

ड) सहकाराची तत्वे
Q1) Explain the following terms under Maharashtra Agricultural produce Marketing (Regulation) Act, 1963. [16]

a) Agriculturist.
b) Broker.
c) Market Area.
d) Buyer.

Q2) Explain the term Insurance Policy. State the basic principles of General Insurance. [16]

OR

Explain the term Life Insurance. State the features of Life Insurance. [16]

Q3) a) State the difference between Life Insurance and Fire Insurance. [8]

b) Explain the types of Marine Insurance policies. [8]
OR

a) Explain the mechanism for settlement of disputes under The Industrial Dispute Act, 1947. [8]

b) State the features of Partnership under Partnership Act, 1932. [8]

Q4) State the definition of Co-operative Society. Explain the types of Co-operative Societies. [16]

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

a) Personal Accident Insurance.

b) Registration procedure of Co-operative Societies.

c) Difference between ‘Strikes’ and ‘Lock-out’.

d) Dissolution of a Partnership Firm.

★★★★
P513

[5063]-208
S.Y. B.Com.
BUSINESS LAWS AND PRACTICES (Paper - I)
(2013 Pattern)
(मराठी रुपांतर)

चेच : 3 तास
[एकूण गुण : 80]

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

प्रश्न 1) महाराष्ट्र कृषी उत्पाद ख्याती-विक्री नियमन कायदा 1963 नुसार पुढील संकल्पना स्पष्ट करत.[16]
   अ) शेतकरी
   ब) दलाल
   क) बाजारक्षेत्र
   ड) खरेदीदार

प्रश्न 2) विमा पॉलीसी ही संकल्पना स्पष्ट करत. विम्याची पायाभूत तत्वे विविध करत.[16]
किंवा
जीवनविमा ही संकल्पना स्पष्ट करत. जीवन विम्याची बैशिष्ट्यांच सांगा.[16]

प्रश्न 3) अ) जीवनविमा आणि अभिविमा यांतील फरक स्पष्ट करत.[8]
   ब) सामारी विम्याचे प्रकार विविध करत.[8]
किंवा
अ) औद्योगिक कलह कायदा, 1947 नुसार औद्योगिक कलह मिटविव्यासाठीची यंत्रणा विविध करत.[8]
ब) भागीदारी कायदा, 1932 नुसार भागीदारीची वैशिष्ट्ये विविद करत.[8]
प्रश्न 4) सहकारी संस्थेची व्याख्या सांगून सहकारी संस्थेचे प्रकार विशद करा।

प्रश्न 5) थोडाक्षात टिपा तिहा। (कोणत्याही दोन) :

अ) वैयक्तिक अपघात विमा
ब) सहकारी संस्थेची नॉनफाइनल प्रक्रिया
क) ‘संप’ आणि ‘टाऩेबंदी’ यांतील फरक
ड) भागीदारी संस्थेचे विविधतन

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206-D : CO-OPERATION & RURAL DEVELOPMENT (Paper - I) (2013 Pattern)

Instructions to the candidates:

1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q1) Explain the role of Co-operative movement in rural development of Maharashtra. [16]

Q2) Explain the thoughts of Mahatma Jyotirao Phule in rural development. [16]

OR

Explain the thoughts of Karmaveer Bhaurao Patil in rural development. [16]

Q3) a) Explain the opportunity of globalisation for rural development. [8]

b) State the structure of Panchayat Raj System. [8]

OR

a) Explain the role of Registrar of Co-operative Societies of Maharashtra state. [8]

b) State the benefits of Co-operative legislation. [8]
Q4) Explain the importance of peoples participation in rural development. [16]

Q5) Write short notes on (any two):

a) Group approaches of rural development.
b) Structure of IRDP Scheme.
c) Main features of Co-operative Act, 1904.
d) Thoughts of Dr. Babasaheb Ambedkar on Rural Development.

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S.Y. B.Com.
260-D : CO-OPERATION & RURAL DEVELOPMENT (Paper - I)
(2013 Pattern)

(पराटी रुपांतर)

वेळा : 3 तास
[एकूण गुण : 80]

सूचना : 1) सर्व प्रश्न सोडविणे आवश्यक आहे.
2) उजीवकडील अंक पूर्ण गुणा दर्शवितात.
3) संदर्भांसाठी मूळ इंग्रजी प्रश्नपत्रिका पहावी.

प्रश्न 1) महाराष्ट्राच्या ग्रामीण विकासात सहकार चठवठीची भूमिका स्पष्ट करा. [16]

प्रश्न 2) ग्रामीण विकासातील महात्मा ज्योतिर्लिंग पूर्णे यांचे विचार स्पष्ट करा.

किंवा
ग्रामीण विकासातील कर्मचारी भाऊराण पाटील यांचे विचार स्पष्ट करा. [16]

प्रश्न 3) अ) जागतीकरणाच्या ग्रामीण विकासासाठीच्या संधी स्पष्ट करा. [8]
ब) पंचायत राज व्यवस्थेची रचना सांगा. [8]

किंवा
अ) महाराष्ट्र राज्यातील सहकारी संस्थांच्यात निर्धंशकाची भूमिका स्पष्ट करा.
ब) सहकारी कायद्यांचे फायदे सांगा.

प्रश्न 4) ग्रामीण विकासातील लोकांच्या सहभागाते महत्त्व स्पष्ट करा. [16]
प्रश्न 5) थोड़क्षात टिपा लिहा (कोणत्याही दोन) :

अ) ग्रामीण विकासाचा समूह दृष्टिकोन

ब) आर. आर. डी. पी. योजनेची रचना

क) सहकारी संस्थांचा कायम 1904 ची मुख्य वैशिष्ट्ये

ड) ग्रामीण विकासाच्या डॉ. बाबासाहेब आंबेडकर यांचे विचार
Q1) a) Fill in the blanks:

i) In Cost Accounting, stocks are valued at _____.

ii) Factory cost + administrative expenses = _____.

iii) _____ avoids ambiguity in description of materials.

iv) _____ is the recording of time for the purpose of attendance & wage calculations.

v) The objective of _____ is to reward an employee suitably on the basis of his merit.

b) State whether the following statements are True or False:

i) Computerizing the business accounting, payroll and other tasks increases office efficiency.

ii) In piece rate system, worker is paid on the basis of time spent in the factory.
iii) Indirect expenses are those expenses which can be identified with & allocated to cost centres or cost units.

iv) Maintenance to machinery is an example of a service cost centre.

v) Cost is the amount of expenditure incurred on, or attributable to a specified thing or activity.


OR

a) State the features & uses of direct costing. [10]

b) State the objectives of Merit Rating. [5]

Q3) Write short notes on (any three) : [15]

a) Methods of Measuring Labour Turnover.

b) Group Bonus Scheme.

c) Use of computer in Store Accounting.

d) Cost Sheet.

e) Functions of Purchase Department.

Q4) a) Following information is provided by Aditya Industries Ltd, Pune.

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Opening balance (Rs.)</th>
<th>Closing balance (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock of Raw material</td>
<td>40,000</td>
<td>50,000</td>
</tr>
<tr>
<td>Stock of Finished Goods</td>
<td>1,00,000</td>
<td>1,50,000</td>
</tr>
<tr>
<td>Stock of Work-in-progress</td>
<td>10,000</td>
<td>14,000</td>
</tr>
<tr>
<td>Particulars</td>
<td>Rs.</td>
<td></td>
</tr>
<tr>
<td>-----------------------------------------</td>
<td>--------</td>
<td></td>
</tr>
<tr>
<td>Indirect Labour</td>
<td>50,000</td>
<td></td>
</tr>
<tr>
<td>Lubricants</td>
<td>10,000</td>
<td></td>
</tr>
<tr>
<td>Insurance on plant</td>
<td>3,000</td>
<td></td>
</tr>
<tr>
<td>Purchase of raw material</td>
<td>4,00,000</td>
<td></td>
</tr>
<tr>
<td>Commission on sales</td>
<td>60,000</td>
<td></td>
</tr>
<tr>
<td>Salary to Salesman</td>
<td>1,00,000</td>
<td></td>
</tr>
<tr>
<td>Administrative Expenses</td>
<td>1,00,000</td>
<td></td>
</tr>
<tr>
<td>Carriage outward</td>
<td>20,000</td>
<td></td>
</tr>
<tr>
<td>Power and Fuel</td>
<td>30,000</td>
<td></td>
</tr>
<tr>
<td>Direct Labour</td>
<td>3,00,000</td>
<td></td>
</tr>
<tr>
<td>Depreciation on Machinery</td>
<td>50,000</td>
<td></td>
</tr>
<tr>
<td>Factory Rent</td>
<td>60,000</td>
<td></td>
</tr>
<tr>
<td>Repairs to Factory Building</td>
<td>11,000</td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td>12,00,000</td>
<td></td>
</tr>
</tbody>
</table>

Prepare a Cost Sheet and show Profit/Loss.  

b) The annual requirement of a product is 12,000 units, each costing Rs. 6, every order costs Rs. 200 and inventory carrying charges are 20% of the average inventory per annum. Compute the Economic Order Quantity.  

Q5) a) From the following information of Sunrise Industries, prepare a Store Ledger on the basis of Weighted Average Rate Method for the month of March, 2015.  

1. Purchases 100 units @ Rs. 10.  
2. Purchases 200 units @ Rs. 10.20  
5. Issues 250 units.  
7. Purchases 300 units @ Rs. 10.50
10. Purchases 200 units @ Rs. 10.80
13. Issues 200 units.
18. Issues 200 units.
20. Purchases 100 units @ Rs. 11.
28. Issues 150 units.

b) Weekly working Hours : 48
Hourly Wage Rate : Rs. 10.
Standard Time per unit : 20 minutes.
Standard Output per week : 120 units.
Actual Output for the week : 150 units.

You are required to compute the weekly earnings of a worker under :

i) Taylor’s Differential Piece Rate.

ii) Halsey Premium Plan.
S.Y. B.Com.
STATISTICS
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) Define ‘order of class’ with an illustration.

b) Explain the difference between ultimate classes and positive classes.

c) State any two uses of life table.

d) State whether each of the following statements given below is True or False : 
   i) The partial correlation is lies between 0 and 1.
   ii) Assignment problem is particular case of the transportation problem.

e) State three methods of collection of vital statistics.

f) If \( l_6 = 371, l_7 = 74 \) and \( T_6 = 266.5 \), find the expectation of life for age 6.

g) If \( \alpha = 0.1 \), estimate the profit for the year 2016 using exponential smoothing method for following information :

<table>
<thead>
<tr>
<th>Year</th>
<th>Profit (in crores)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>15.6</td>
</tr>
<tr>
<td>2016</td>
<td>17.2</td>
</tr>
</tbody>
</table>

P.T.O
Q2) Attempt any four of the following:

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

Employed graduates = 286

Unemployed graduates = 48

Employed ungraduates = 450

Unemployed ungraduates = 216

Compute the coefficient association between the attributes employment and education and comment on it.

b) Fill in blanks in the following table marked by ? sign.

<table>
<thead>
<tr>
<th>Age</th>
<th>$l_x$</th>
<th>$d_x$</th>
<th>$q_x$</th>
<th>$p_x$</th>
<th>$L_x$</th>
<th>$T_x$</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>41534</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>976049</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Age group</th>
<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Population</td>
<td>Deaths</td>
</tr>
<tr>
<td>Under 10</td>
<td>30000</td>
<td>400</td>
</tr>
<tr>
<td>10-30</td>
<td>50000</td>
<td>6000</td>
</tr>
<tr>
<td>Above 30</td>
<td>20000</td>
<td>1000</td>
</tr>
</tbody>
</table>

d) Define time series. Give any two time series from business. State the four components of time series.
e) Obtain initial basic feasible solution using North West Corner method for following transportation problem.

<table>
<thead>
<tr>
<th>Markets\Sources</th>
<th>D₁</th>
<th>D₂</th>
<th>D₃</th>
<th>Supply</th>
</tr>
</thead>
<tbody>
<tr>
<td>O₁</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>50</td>
</tr>
<tr>
<td>O₂</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>80</td>
</tr>
<tr>
<td>O₃</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>75</td>
</tr>
<tr>
<td>O₄</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>95</td>
</tr>
<tr>
<td>Demand</td>
<td>120</td>
<td>80</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Also find the corresponding transportation cost.

f) A team of 5 horses and 5 riders has enter in jumping show contest. The no. of penalty points to be expected when each rider rides any horse is shown below:

<table>
<thead>
<tr>
<th></th>
<th>R₁</th>
<th>R₂</th>
<th>R₃</th>
<th>R₄</th>
<th>R₅</th>
</tr>
</thead>
<tbody>
<tr>
<td>H₁</td>
<td>6</td>
<td>4</td>
<td>5</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>H₂</td>
<td>3</td>
<td>4</td>
<td>8</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>H₃</td>
<td>5</td>
<td>2</td>
<td>6</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>H₄</td>
<td>7</td>
<td>9</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>H₅</td>
<td>5</td>
<td>3</td>
<td>6</td>
<td>8</td>
<td>2</td>
</tr>
</tbody>
</table>

Find an optimal assignment for minimization of penalty points.

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

a) Find 5 yearly moving average of the number of students studying in a college shown below:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Production ('000)</td>
<td>31</td>
<td>37</td>
<td>39</td>
<td>41</td>
<td>41</td>
<td>39</td>
<td>33</td>
<td>29</td>
<td>27</td>
<td>29</td>
</tr>
</tbody>
</table>

Also plot trend values with original observations on same graph.
b) Given \( N = 800, (A) = 220, (B) = 300, (C) = 150, (AB) = 125, (AC) = 70, (BC) = 60, (ABC) = 30 \). Find all the remaining third order class frequencies.

c) 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%

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

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

a) Given the following information find equation of plane of regression of \( X_3 \) on \( X_1 \) and \( X_2 \).

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>SD</th>
<th>Correlations</th>
</tr>
</thead>
<tbody>
<tr>
<td>( X_1 )</td>
<td>6.8</td>
<td>1</td>
<td>( r_{12} = 0.6 )</td>
</tr>
<tr>
<td>( X_2 )</td>
<td>7</td>
<td>0.8</td>
<td>( r_{13} = 0.7 )</td>
</tr>
<tr>
<td>( X_3 )</td>
<td>74</td>
<td>9</td>
<td>( r_{23} = 0.65 )</td>
</tr>
</tbody>
</table>

b) Using Simplex method, solve the following L.P.P.:
Maximize \( Z = 10X + 5Y \)
Subjected to,

\[
4X + 5Y \leq 100
\]
\[
5X + 2Y \leq 80
\]
\[
X, Y \geq 0
\]
c) Obtain initial basic feasible solution using VAM for the following transportation problem.

<table>
<thead>
<tr>
<th>Markets → Sources ↓</th>
<th>D₁</th>
<th>D₂</th>
<th>D₃</th>
<th>D₄</th>
<th>Supply</th>
</tr>
</thead>
<tbody>
<tr>
<td>O₁</td>
<td>6</td>
<td>8</td>
<td>8</td>
<td>5</td>
<td>30</td>
</tr>
<tr>
<td>O₂</td>
<td>5</td>
<td>11</td>
<td>9</td>
<td>7</td>
<td>40</td>
</tr>
<tr>
<td>O₃</td>
<td>8</td>
<td>9</td>
<td>7</td>
<td>13</td>
<td>50</td>
</tr>
<tr>
<td>Demand</td>
<td>35</td>
<td>28</td>
<td>32</td>
<td>25</td>
<td></td>
</tr>
</tbody>
</table>

Is this solution is optimal?

[5063]-211
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[5063]-212

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) What is Entrepreneurship? Explain in detail qualities of Entrepreneur. \[16\]

OR

Explain the Entrepreneurial career of Shree Bhausaheb Hire.

Q2) Explain the meaning and importance of Entrepreneurial motives and describe David C Mclellands theory of need for achievement. \[16\]

OR

Define the term ‘Social Responsibility’. Explain in detail the social responsibilities regarding Government and share holder.

Q3) a) Explain advantages and disadvantages of Group Entrepreneurship. \[8\]

OR

Explain in detail sources of Innovation.

b) Distinguish between Individual Entrepreneurship and self help group.\[8\]

OR

State the social & educational challenges in Entrepreneurship Development.

P.T.O
Q4) What is service Industry? Distinction between Service Industry and Manufacturing Industries.  

OR

Explain in detail the Administration function and operation of Self help group.

Q5) Write short notes (any four):

a) Steps in starting Franchisee.

b) Advantages of Business Process Outsourcing.

c) Competencies of Entrepreneur.

d) Creativity Process.

e) Measures for challenges of Globalisation.

f) Success factors in Service ventures.

★★★★
प्रश्न 1) उद्योजकता म्हणजे काय? उद्योजकाची गुण संविस्तर स्पष्ट करा. [16]

किंवा
श्री भाउसाहेब हिरे यांची उद्योजकीय कारकिठ स्पष्ट करा.

प्रश्न 2) उद्योजकीय संप्रेषणाचा अर्थ व महत्त्व स्पष्ट करा आणि डेल्हिड मेंकलैंड यांचा कार्य सिद्धी प्रेषण सिद्धांत विशद करा. [16]

किंवा
सामाजिक जवाबदेशी या संख्याची व्याख्या द्या. व्यवसाव आणि भागदाराचा प्रती व्यवसायी व्यवसायांचा स्पष्ट करा.

प्रश्न 3) अ) समुह उद्योजकते भागेत अथवा तोटे स्पष्ट करा. [8]

किंवा
नवनिर्मित भूमि स्पष्ट करा.

ब) स्वयं सहाय्यता गट व व्यक्तीगत उद्योजकता यातील फरक स्पष्ट करा. [8]

किंवा
उद्योजकांच्या विकासातील सामाजिक आणि शैक्षणिक आवश्यक सांगा.
प्रश्न 4) सेवा व्यवसाय म्हणजेच काय? उत्पादन उद्योग आणि सेवा उद्योग यातील फलक स्पष्ट करा. [16]

किंवा
स्वयंसहायता गटाची प्रशासकीय कार्यें आणि कार्यपद्धती स्पष्ट करा.

प्रश्न 5) धोडक्यात टिपा लिहा (कोणत्याही चार) :

अ) व्यवसायाधिकार सुरू करावयाच्या पायव्या
ब) बाह्यांकोंतर्याच व्यवसाय प्रक्रिया (BPO) फायद
च) उद्योजकीय क्षमता
ड) निर्मितीक्षमतेचे खोट प्रक्रिया
ढ) जागतीकरणात उद्योजकता विकासाच्या उपाय योजना
फ) सेवा उद्योगातील यशस्वी घटक

🌟🌟🌟
Instructions to the candidates: -

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

**Q1** Define Marketing Planning. Explain the steps in Marketing planning process. [16]

**Q2** Explain the components of external marketing environment in India. [16]

OR

Define Services Marketing. Explain the growth of services in Indian Scenario. [16]

**Q3** a) Define E-Marketing. Discuss the utility of E-Marketing. [8]

   b) State the advantages and limitations of E-Marketing. [8]

OR

a) Define Rural Marketing. Explain the importance of rural marketing. [8]

   b) State the present status of Rural Marketing in India. [8]

**Q4** State the relationship between consumer Behaviour and Marketing. [16]

P.T.O.
Q5) Write short notes on: (Any Two) [16]

   a) Forms of appeal for communication.
   b) Marketing Mix of Green Marketing.
   c) Online and offline Marketing.
   d) Types of buying Motives.
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[5063] - 213
S. Y. B.Com.
MARKETING MANAGEMENT - I
(2013 Pattern)
(मराठी रूपांतर)

वेळेच 3 तास [एकूण गुणांक : 80]

सूचना :-
1) सर्व प्रश्न सोडविणे अनिवार्य आहेत.
2) उजवीकडील अंक प्रश्नांमध्ये पूर्ण गुण दशनविभागत.

प्रश्न 1) "विपणन नियोजन" व्याख्या द्या. विपणन नियोजन प्रक्रियेच्या पावन्या स्थळ करा. [16]

प्रश्न 2) भारताच्या संदर्भात विपणन पर्यावरणाचे वाढ घटक स्थळ करा.
     किंवा
     "सेवा विपणन" व्याख्या द्या. भारताच्या संदर्भात सेवा क्षेत्राची होणारी वाढ स्थळ करा. [16]

प्रश्न 3) अ) ड. मार्केटिंग व्याख्या द्या. ड. मार्केटिंगच्या उपयोगीतेचे चर्चा करा.
     ब) ड. मार्केटिंगचे फायदे आणि मर्यादा सांगा.
     किंवा
     अ) "ग्रामीण विपणन" व्याख्या द्या. ग्रामीण विपणनाचे महत्त्व स्थळ करा.
     ब) भारतातील ग्रामीण विपणनाची सहायती सांगा. [8]

प्रश्न 4) ग्राहक वर्तन आणि विपणन यामध्ये सहसंबंध स्थळ करा. [16]
प्रश्न 5) टीपा लिहा (कोणत्याही दोन)

अ) संदेशवधनात आवाहने करण्याचा पद्धती.

ब) हरित विपणनातील विपणन मिश्र.

क) ऑनलाइन आणि ऑफलाइन विपणन.

ड) ग्राहक प्रेरणांचे प्रकार.
S.Y. B.Com.
ECONOMICS (Special Paper - I)
Agricultural and Industrial Economics
(2013 Pattern) (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) Define Agricultural Economics? Explain the Nature and Scope of Agricultural Economics. [16]

Q2) Explain in detail the factors affecting the supply of Agricultural product. [16]

OR

Define Industrial Productivity. Explain the Factors affecting Industrial Productivity.

Q3) a) Explain the risk and uncertainty in Agriculture. [8]

b) Explain the causes and affects of Industrial Monopoly. [8]

OR

a) Explain the importance of Agriculture in Indian Economy.

b) Explain the factors affecting Industrial efficiency.

Q4) Explain the Alfred Webers Theory of Industrial Locations. [16]

P.T.O.
Q5) Write a Short Notes on : (Any Two) [16]

a) Different purposes of demand for Agricultural Product.

b) Advantages of small size of farm.

c) Optimum size of firm.

d) Scope and significance of Industrial Economics.
प्रश्न 1) कृषि अर्थशास्त्राची व्याख्या दा. कृषि अर्थशास्त्राचे स्वरूप व व्यासी स्पष्ट करा. [16]

प्रश्न 2) शेतमालाच्या पुरवठा साध्यातील चारणारे घटक सर्वसाधारण स्पष्ट करा. [16]

किंवा
ऑद्योगिक उत्पादकतेची व्याख्या सांगुन ऑद्योगिक उत्पादकतेची व्याख्या सांगुनीय ऑद्योगिक उत्पादकतेची परिणाम करणारे घटक सर्वसाधारण स्पष्ट करा.

प्रश्न 3) अ) कृषि क्षेत्रातील धारकांना आणि अनिश्चिता स्पष्ट करा. [8]
ब) ऑद्योगिक मन्त्रालयांची कारकी व परिणाम स्पष्ट करा. [8]

किंवा
अ) कृषि भारतीय अर्थव्यवस्थेतील महत्त्व स्पष्ट करा.
ब) ऑद्योगिक कार्यशक्तिमतेतेच परिणाम करणारे घटक स्पष्ट करा.
प्रश्न 4) औद्योगिक स्थान निष्प्रिची व्याप्त वेबर यांचा सिद्धांत स्पष्ट करा.

प्रश्न 5) थोड़व्यात टीपा लिहा. (कोणत्याही दोन)

अ) शेतमालाच्या मार्गरी विविध हेतू

ब) लाहान धारण क्षेत्रात फायदे

क) उद्योग संस्थे पयांत आकारमाण

द) औद्योगिक अर्थशास्त्राची व्यासी आणि महत्त्व
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]
   a) Define Logistics.
   b) Define Threat perceptions.
   c) State any two characteristics of war time economy.
   d) What do you mean by integrated defence?
   e) State the meaning of perspectives planning.
   f) Define deficits Finance.
   g) Define economic war.
   h) State the meaning of war potential.
   i) Define Grand strategy.
   j) What do you mean by Military industrial complex?
   k) What do you mean by public good?
   l) State the meaning of zero budget.
   m) Define military leadership.

Q2) Answer in 50 words each (any two): [10]
   a) Explain determinants of India's defence expenditure.
   b) Discuss techniques of controlling inflation during war.
   c) Explain role of private sector in India's defence production.

P.T.O.
Q3) Answer in 150 words each (any two) : [20]
   a) Discuss structure of India's Defence budget.
   b) Explain role of D.R.D.O. in Defence production.
   c) Discuss causes of increasing Defence expenditure.

Q4) Answer in 300 words each (any two) : [30]
   a) Analyses India's defence planning from 1990 to present day.
   b) Discuss characteristics of Indian economy.
   c) Write a critical note on Defence vs development.
प्रश्न 1) 20 शब्दान उतरे द्या. (कोणतेही दहा) [20]

अ) “पुरवठाव्यवस्था” व्याख्या द्या.

ब) धोक्याविषयकी संकल्पना व्याख्या द्या.

च) युद्धकालीन अर्थव्यवस्थेची कोणतेही दोन वैशिष्ट्यचे नमुद करा.

छ) इंट्राग्रेडिड डिफेंस म्हणजेच काय?

ज) प्रस्पेक्टिव्ह फ्लॉन्ग म्हणजेच काय?

झ) “डिफिसिट फायनास” व्याख्या द्या.

ञ) “आर्थिक युद्ध” व्याख्या लिहा.

य) युद्धकमता अर्थ लिहा.

र) ग्रॅंड स्ट्राटेजी व्याख्या द्या.

स) “मिलीटरी इन्डस्ट्रीयल कॉम्प्लेक्स” म्हणजेच काय?

श) पब्लिक गुड म्हणजेच काय?

ष) “ज़िरो बजेट” अर्थ लिहा.

स) “लष्करी नेतृत्व” व्याख्या द्या.
प्रश्न 2) 50 शब्दात उत्तरे द्या. (कोणतेही दोन)

अ) भारताचा संरक्षण खर्च निर्धारित करणारे घटक स्पष्ट करा.

ब) युद्ध काळातील चलन फुगवटा नियंत्रित करण्याच्या विविध तंत्राविषयी चर्चा करा.

क) भारताच्या संरक्षण उत्पादनातील खाजगी उद्देश्यानुसारची भूमिका स्पष्ट करा.

प्रश्न 3) 150 शब्दात उत्तरे द्या. (कोणतेही दोन)

अ) भारताच्या संरक्षण अंदाजपत्रकाच्या रचनेविषयी (आराखडा) चर्चा करा.

ब) संरक्षण उत्पादनातील संरक्षण संगोष्ठी आणि विकास संगठनेची भूमिका स्पष्ट करा.

क) संरक्षणाच्या वाढण्याचा खर्चाची विविध कारणाविषयी चर्चा करा.

प्रश्न 4) 300 शब्दात उत्तरे द्या. (कोणतेही दोन)

अ) 1990 पासून तर आजपर्यंतच्या भारताच्या संरक्षण नियोजनाचे विश्लेषण करा.

ब) भारताच्या अर्थव्यवस्थेच्या वैशिष्ट्याचावल चर्चा करा.

क) ‘‘संरक्षणसज्जता विरुद्ध विकास’’ याच्याच टिकातमक टिपण लिहा.
INSURANCE, TRANSPORT AND TOURISM (Paper - I) 
(2013 Pattern)

Time : 3 Hours]

Instructions to the candidates :-

1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q1) What do you know about General Insurance Company of India (GIC)? Explain in detail the Role of General Insurance Company of India in Insurance Sector. [16]

Q2) Define Life Insurance? Describe the Present Scenario of Life Insurance in India. [16]

OR

Explain the organisational structure of Life Insurance Business. [16]

Q3) a) State the Basic Principles of Insurance. [8]

b) State the challenges before Indian Insurance Business. [8]

OR

a) State the responsibilities of Tour-operator. [8]

b) Explain the significance of Tourism - Accommodation. [8]

Q4) Define Tours? Explain in details the various types of Tours. [16]

P.T.O.
Q5) Answer the following Questions. (Any Two) [16]


b) Impact of Tourism on Indian Cultural Aspect.

c) Carrier in Tourism Industry.

d) Write a note on Educational Tourism.
प्रश्न 1) भारतीय सर्वसाधारण विमा कंपनीवाढत आपण काय जाणाव? विमा क्षेत्रात भारतीय सर्वसाधारण विमा कंपनीची असलेली भूमिका सविस्तर स्पष्ट करा. [16]

प्रश्न 2) आयुर्विक्षयाची व्याख्या सांगा? भारतातील आयुर्विक्षयाची स्थापत्यस्थिती विश्लेष करा.[16]

किंवा
आयुर्विक्षय व्यवसायाची संघटनात्मक रचना स्पष्ट करा. [16]

प्रश्न 3) अ) विमाची मूलतः संग्रा.
ब) भारतीय विमा व्यवसाय समूहात आवडणारे संग्रा.

किंवा
अ) यात्रा – आयोजकाच्या जबाबदान्या संग्रा.
ब) पर्यटन – निवास व्यवस्थेचे महत्त्व स्पष्ट करा. [8]

प्रश्न 4) ‘यात्रा’ ही ची व्याख्या संग्रा, यासाठी (Tours) असलेले बिविध प्रकार स्पष्ट करा. [16]
प्रश्न 5) खालील प्रश्नांची उत्तरे द्या. (कोणतेही दोन)

अ) पर्यटन – उद्योगाचा सद्द स्थिरतीतील कल.
ब) भारतीय सांस्कृतिक क्षेत्राचार पर्यटनाचा पालने प्रभाव.
क) पर्यटन उद्योगाची कार्यकर्ता.
ड) शैक्षणिक पर्यटन वायर टिप लिहा.
P522  

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S.Y. B.Com.  
COMPUTER PROGRAMMING AND APPLICATIONS  
(VBScript 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 4): [8]  

i) What is the purpose of formatting functions in VBScript?  
ii) What is meant by column aliases?  
iii) What is procedure? State its syntax.  
iv) What is SQL?  
v) State the arithmetic operator with its syntax.  

B) Give the output of the following section of code (any 2): [8]  

i)  
<script type = "text/vbscript">
Dim temperature
temperature = 50
If temperature >70 then
document.write("wear a T-shirt!")
Else
document.write ("wear a long - sleeved shirt!")
End If
</script>  

P.T.O.
ii)  <script type = "text/vbscript">
    Dim counter
    counter = 10
    while counter>0
        document.write (counter)
        document.write (<"br/>")
        counter = counter - 1
    wend
    document. write ("BANG!")
</script>

iii) <script type = "text/vbscript">
    Dim myName
    myName = "super"
    select case myName
    Case "Bob"
        document.write ("Been busy Bob?"")
    case "Sara"
        document.write ("seen any slick Sara?"")
    case "Charles"
        document.write ("Hello Charales")
    Case Else
        document.write ("who are you?")
    End Select
</script>

Q2) Attempt any two of the following: [16]

A) Explain in detail the document object model with its architecture.

B) Explain DDL and DML statements in detail.

C) Explain the sequences with syntax and example.
Q3) A) Answer the following questions (any 2):

i) Consider the following table and solve the queries Employee (eno, ename, eadd, esalary)

a) Display all records of employee table
b) Display ename whose salary is less than 5000
c) Delete employee record whose employee no. is 5
d) Add one column eage in employee table

ii) Consider the following table and solve the queries player (Pno, Pname, Page, Pgame)

a) Display player name whose age is 30
b) Count all records of employee
c) Change name of player "Ram" whose player number is 10
d) Display the playername in descending order

iii) Consider the following table and solve the queries Item (Ino, Iname, Iqty, Irate)

a) Display Itemname whose Irate less than 500 and Itemname is pencil
b) Insert one record in Item
c) Display all Itemname whose name start with 'P'
d) Display all records of Item table

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

i) Clng()

ii) Fix()

iii) Date add()

iv) FormatDateTime()

v) String ()
Q4) Attempt any two of the following:

A) Explain system privilege in detail.
B) Explain in detail the terms Data Control Language (DCL) and Transaction Control Language (TCL).
C) Explain Message Box and Input Box in VBScript.

Q5) Attempt any two of the following:

A) Explain for each loop with an example.
B) What is Hierarchial Query? Explain Joins in Hierarchial Query.
C) Explain Serverside VBScript and Clientside VBScript.
P523

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S. Y. B.Com.

ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT (Paper - III) (Vocational)
(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) What do you mean by the term 'Internet Advertising'? State and explain the merits and demerits of online advertising.  [12] OR

Discuss the need and importance of measuring Advertising effectiveness.  [12]

Q2) Describe the factors to be considered for an effective Advertising Copy.[12] OR

Discuss the various functions performed by an advertising agency.  [12]

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

a) Importance of media planning.
b) Role of Animation in Advertising.
c) Advertising strategies adopted by Hotel Industries.
d) Functions of Branding.
P524

[5063] - 219

S. Y. B.Com.

RDBMS

Computer Application Vocational (Paper - III)

(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) Answer the following (Any four) :

a) Explain advantages and disadvantages Database Management System.
b) Define attribute and types of attributes.
c) Explain primary key, Foreign key, Super key and composite key.
d) Explain database constraints.
e) Explain trigger with an example.

Q2) Write Short notes on (Any four) :

a) Explain Select command with where clause, group by clause, having clause.
b) DROP command.
c) Update command with example.
d) Grant Command.
e) SUM and Count function.
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S. Y. B.Com.

TAX PROCEDURE AND PRACTICES (Vocational)
Income Tax (Paper - III)
(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) Answer in 20 words each (Any five) :

a) What are the deduction's under section 23 from gross annual value?

b) What is mean by 'Short - term capital Asset'?

c) Enumerate powers of 'Income Tax Officer'.

d) Who is liable for T.D.S. and When?

e) What is deduction under section 80D?

f) What is mean by set - off of losses?

g) What is mean by 'Revision'?

Q2) Answer in 50 words each (Any two) :

a) What are the expenses disallowed from business income?

b) Discuss the deduction allowed under section 80G.

c) How income of partnership firm determinind?

d) Explain determination income of self occupied house property?

P.T.O.
Q3) Answer in 150 words each (Any two) :

a) What are the 'primary' and 'secondary' incomes under the head "Income from other sources"?

b) Discuss 'Exemptions u/s 54 from 'Capital-gain'.

c) When income of other person is added in the income of an assessee?

d) What are the provision for 'Depreciation' u/s 32 of Income Tax Act?

Q4) What is mean by rates of taxes? What are the rates of Income tax for the individual and partnership firm for the Assessment year 2016-17.  

OR

Mr. P submitted the following particulars for the year ended on 31/03/2016.

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Amount</th>
<th>Paticulars</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Salaries</td>
<td>5,12,000</td>
<td>By Gross Profit</td>
<td>10,00,000</td>
</tr>
<tr>
<td>To Rent</td>
<td>1,22,000</td>
<td>By Discount received</td>
<td>24,000</td>
</tr>
<tr>
<td>To Drawings</td>
<td>30,000</td>
<td>By House Rent</td>
<td>5,00,000</td>
</tr>
<tr>
<td>To L/C Premium</td>
<td>10,000</td>
<td>By Interest on F.D.</td>
<td>30,000</td>
</tr>
<tr>
<td>To Car expenses</td>
<td>36,000</td>
<td>By Interest on MSC</td>
<td>50,000</td>
</tr>
<tr>
<td>To Corporation Tax</td>
<td>12,000</td>
<td>By Interest on S.B. A/c</td>
<td>16,000</td>
</tr>
<tr>
<td>(For let out House)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To Net Profit</td>
<td>8,98,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>16,20,000</td>
<td><strong>Total</strong></td>
<td>16,20,000</td>
</tr>
</tbody>
</table>

You are requested to determine his taxable income for the A. Y. 2016-17 after considering the following.

a) Salary includes salary paid to relatives ₹1,00,000/-

b) Car expenses include 50% for personal use.
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[5063] - 221
S. Y. B.Com. (Vocational Course)
ADVERTISING, SALES PROMOTION AND SALES MANAGEMENT
(Personal selling & Salesmanship) (Paper - IV)
(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 marketing mix? Explain the elements of marketing mix. [12]

OR

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

Q2) Write detailed note on process of selling. [12]

OR

Write note on :

a) AIDA. [12]

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
S. Y. B.Com. (Vocational Course)  
SOFTWARE ENGINEERING  
Computer Application (Paper - IV)  
(2013 Pattern) (Theory)

**Time : 2 Hours**  
[**Max. Marks : 40**]

**Instructions to the candidates :-**

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

**Q1** Answer the following (Any Four) :  
[20]

a) Explain System Development Life Cycle with diagram.

b) What is Normalisation? Explain the different forms of Normalisation.

c) Define System. Explain the various types of System.

d) What do you mean by feasibility analysis? Explain economic, technical and behavioral considerations in feasibility analysis.

e) What is Software Engineering. Explain Prototype Model.

**Q2** Write Short note (Any Four) :  
[20]

a) System Security.

b) DFD and Symbols used in DFD.

c) Flowcharting.

d) System Maintenance.

e) Decision Tree and Decision Table.
S. Y. B.Com.

TAX PROCEDURE AND PRACTICES (Vocational)
Wealth Tax, Service Tax, Local Body Tax and Professional Tax (Paper - IV)
(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) Answer in 20 words each (Any five):

   a) What is mean by Assessment year for Wealth Tax Act?
   b) What are the causes for penalty under LBT Act?
   c) What are the objects of 'Service Tax'?
   d) What is incidence of tax under Wealth Tax Act?
   e) When interest is payable under Profession Tax Act?
   f) Who is called 'Person' under Wealth Tax?
   g) What is the scope of L.B.T.?

Q2) Answer in 50 words each (Any two):

   a) What is mean by E-Payment of service tax?
   b) Who and when liable for 'Registration' under L.B.T. Act?
   c) Discuss provisions for submission of returns under Profession Tax?
   d) What is mega exemption under 'Service Tax'?

P.T.O.
Q3) Answer in 150 words each (Any two):

   a) What are the rules for valuation of building under the Wealth Tax Act?
   b) Who and How to submit returns under L.B.T. Act?
   c) How the valuation of taxable services is made under Service Tax?
   d) Distinguish between P.T.E. and P.T.R. under Profession Tax Act?

Q4) Answer in 500 words (Any one):

   a) What is mean by 'Assets' under Wealth Tax Act?
   b) What is mean by 'Taxable Services'? Explain in detail the 'Negative List' under the service Tax Act.