

**S.Y.B.COM. SEMESTER – IV (REGULAR & REPEAT ) NEW SYLLABUS  
SEMESTER END EXAMINATION, APRIL - 2018**

**BUSINESS COMMUNICATION - II**

**DURATION: 2 HOURS      TIMING: 10:00 a.m. to 12:00 p.m.      MAX.MARKS: 80**

INSTRUCTIONS: - 1) All Questions are compulsory.  
2) Figures to the right indicate full marks.  
3) Questions and sub questions must be written clearly.

Q.I) Attempt a short notes on **ANY FOUR** of the following :- **(4x5=20)**

- a) AIDA formula in Sales letters .
- b) The process of RTI
- c) Types of Debtors
- d) Exit interview
- e) How should a buyer draft a letter of inquiry?

Q.II) A) Draft a Job application for the post of Assistant manager at sunrise Private Ltd. Margao, Goa . **(12)**

**OR**

Q.II) B) Attempt a note on Body language during interview . **(12)**

Q.III) A) Draft a letter of Appointment for the newly recruited supervisor at your garment factory in Bicholim, Goa. **(12)**

**OR**

Q.III) B) Draft a letter of order for raincoats and shoes to stock in your newly Opened store. **(12)**

Q.IV) A) Answer the following ; **(2x6=12)**

- i) Draft a testimonial for an ex –student of your college named Raj Mehra.
- ii) Write a note on types of orders.

**OR**

Q.IV) B) Draft a Press Release for the Annual Prize Distribution function held at Your college . **(12)**

Q.V) A) The Management wants to start a B.B.A Course in your college. Draft a report on the feasibility of starting the course. **(12)**

**OR**

Q.V) B) Explain **any four** types of interviews. **(12)**

Q.VI)A) What is Report writing ? State and explain the importance. **(12)**

**OR**

Q.VI) B) Draft a Sales letter to promote the sale of **ANY ONE** of the following:- **(12)**

- a) A T.V set
- b) A Mobile phone
- c) New brand of refrigerators

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**BUSINESS FINANCE -II**

**DURATION: 2 HOURS**

**TIMING: 10:00 a.m. to 12:00 p.m.**

**MAX.MARKS: 80**

INSTRUCTIONS: - 1) Answer any four sub questions from Q.NO.1 and Q.NO.2  
2) All Questions are compulsory, however internal choice is available.  
3) Figures to the right indicate full marks.

Q.1) Answer **Any Four** of the following questions in short . **(4x4=16)**

- i) Explain sources of Finance of a Sole Proprietor.
- ii) Explain any four advantages of Equity Capital .
- iii) What is the importance of venture capital for Start-ups?
- iv) Write a short note on Commercial Paper.
- v) Briefly explain advantages of Lease Financing.
- vi) Explain the advantages of Indigenous Bankers .

Q.2) Answer in short **Any Four** of the following questions. **(4x4=16)**

- i) Briefly explain the constituent components of Capital markets .
- ii) Explain any four functions of Securities Exchange Board of India.
- iii) Explain the need for dematerialisation of shares.
- iv) What are the advantages of sales of securities to employees?
- v) What are the advantages of investing in Mutual Funds ?
- vi) Explain the features of Open Ended Mutual Fund schemes.

Q.3) A)What is Self Financing? Explain the advantages and limitations of Self Financing **(12)**

**OR**

B) Explain the benefits of Foreign capital to a fast growing economy like India . **(12)**  
Also discuss the dangers of foreign capital.

Q.4) A) Explain the process of Factoring with the help of flowchart and discuss its **(12)**  
advantages and disadvantages.

**OR**

B) What is Trade Credit ? Explain merits and demerits of Trade credit . **(12)**

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**P.T.O.**

Q.5) A) What is Stock Exchange ? Explain functions of Stock Exchange. **(12)**

**OR**

B) What is Listing of securities ? What are the advantages and limitations of Listing **(12)**  
of securities .

Q.6) A) Explain the meaning of Underwriting of securities and advantages of underwriting **(12)**  
to the company , investors and society in general .

**OR**

B) What is Merchant Banking? Explain the functions performed by merchant bankers **(12)**  
in India.

**S.Y.B.COM. SEMESTER – IV (REGULAR & REPEAT) NEW SYLLABUS  
SEMESTER END EXAMINATION, APRIL - 2018**

**BUSINESS LAWS-II**

**DURATION: 2 HOURS      TIMING: 10:00 a.m. to 12:00 noon      MAX.MARKS: 80**

**INSTRUCTIONS: - 1) All questions are compulsory, however internal choice is available.  
2) Figures to the right indicate maximum marks.**

- Q.1) Write Short notes on **Any Four** of the following. **(4X4 = 16)**
- a) Define Bill of exchange.
  - b) Explain Assignment.
  - c) State parties of negotiable instrument.
  - d) State Rules as to Presentment for Acceptance .
  - e) Explain Discharge from liability.
  - f) Distinguish between Noting and Protesting.
- Q.2) Write Short notes on **any four** of the following . **(4X4 = 16)**
- a) Define Patent.
  - b) Explain Composition of the commission under Competition 2002.
  - c) State Provisional and complete specification .
  - d) State conditions for a Registrable Design.
  - e) Explain Terms of Copyright.
  - f) Distinguish between FERA and FEMA.
- Q.3) a) Explain Endorsement and its Various kinds of Endorsements . **(12)**
- OR**
- b) State cheque .Explain its parties Mention different kind of cheque. **(12)**
- Q.4) a) Explain Dishonour of cheque under section 138 of Negotiable Instrument Act,1881 **(12)**
- OR**
- b) Explain Negotiation. Mention different kinds of Delivery .Distinguish between Negotiation and Assignment **(12)**
- Q.5) a) Define Trade mark. Mention its essentials state different types of Trade marks. **(12)**
- OR**
- b) Explain the Civil and criminal remedies against infringement of copy right Act , 1957. **(12)**
- Q.6) a) Define Person. Explain Person resident in India and person resident outside India. **(12)**
- OR**
- b) Explain competition, Contravention and Penalties under Competition Act,2002. **(12)**

**S.Y.B.COM. SEMESTER – IV (REGULAR & REPEAT ) NEW SYLLABUS  
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**ECONOMIC OF RESOURCES**

**DURATION: 2 HOURS      TIMING: 10:00 a.m. to 12 :00 p.m.      MAX.MARKS: 80**

**INSTRUCTIONS: - 1) All questions are compulsory ,however internal choice is available.  
2) Figures to the right indicate maximum full marks.**

**Q.1) Answer the following question (4×4=16)**

- i) Write a note on Positive Externalities.
- ii) Briefly explain the concept of overuse of open access resources.
- iii) Write a note on Environmental subsidies .
- iv) Explain any four benefits of Environmental Impact Assessment .
- v) Briefly explain the nature of pessimist model of economic development and resource use.
- vi) List and explain any four benefits of sustainable development.

**Q.2) Answer any four of the following (4×4=16)**

- i) Illustrate the implications of demand and supply gaps in energy (any four).
- ii) Explain any four benefits of energy audit.
- iii) Write a note on Water scarcity in India.
- iv) Education leads to improved standard of living .Explain the statement.
- v) Explain any four social benefits of Education .
- vi) List and explain any four advantages of Health insurance.

**Q.3)A) Explain the trade off between economic goods and environmental quality with (12)  
help of a diagram.**

**OR**

**B) Explain the internalization of external cost as a market approach to Environmental(12)  
Problems.**

**Q.4)A) Discusses any six measures to conserve water. (12)**

**OR**

**B) What is Energy security? Explain the needs for energy Security and the (12)  
steps to achieve energy security.**

**Q.5)A) Discuss the benefits of education (Any four). (12)**

**OR**

**B) List and explain the determinants of health (Any six). (12)**

**Q.6)A) What is environmental Economics? Explain the interlinkage of Economy (12)  
and environment with help of a model.**

**OR**

**B) What is National Water Policy? List the various needs and recommendations (12)  
proposed to meet the water challenges .**

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**S.Y.B.COM. SEMESTER – IV (REGULAR) NEW SYLLABUS  
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**FINANCIAL ACCOUNTING IV**

**DURATION: 2 HOURS TIMING: 10:00 a.m. to 12.00 am MAX.MARKS: 80**

- INSTRUCTIONS: - 1) Q .No. is compulsory  
2) Answer any three from Q.No.2 to Q.No.6  
3) figures to the right indicate full marks.

Q1) MNO Ltd. Provides you the following ledger balance for the year ended 31<sup>st</sup> March ,2018, after completion of their income statement.

Particulars	Rs	Particulars	Rs
Land	10,000,000	Equity share capital	36,00000
Motor vehicle	400000	Preference share capital	28,00;000
Building	15,50,000	General reserve	2,40,000
Plants	30,25,000	Capital reserve	3,09,100
Furniture & fixtures	3,50,000	Security premium	2,00,000
Stock on 31/03/2018		Loan from IDBI	
Material	52,00,00	(Repayable within a year Rs 2,00,000)	10,00,000
Work in progress	4,80,000	12%debanature	8,50,000
Finished goods	4,00,000	Sundry creditors	13,05,000
Loose Tools	3,50,000	Bill payable	44,000
Sundry Debtors	12,00,000	P&L A/C	7,00,000
Accounts receivable	2,00,000	Provision for taxation	3,10,000
Staff advance	2,90,000	Calls in advance	71,900
Cheques & Draft	2,10,000	Unpaid dividend	3,2,000
Bank balance	7,20,000	Application money	
15% debenture in D	10,00,000	Pending allotment	1,50,000
Prepaid expenses	93,100	Provision for debtors	
Brands	4,00,000	Motor vehicle 40,000	
Discount on issue of Debentures	9,000	Building 2,32,500	
Computer soft wear		Plants 6,05,000	
Under development	35,0000	Furniture's & furniture's 17500	8,95,000
Building under construction	8,00,000	O/s expenses	15,000
Interest accrued on investment	8,900	Bank old	1,00,000
Calls –in –arrears	7,000	Employees earned leave payable on retirement	4,50,000
	<b>1,33,63,000</b>		<b>1,33,63,000</b>

Q.2. From the following information prepare comparative income Statement for the year 2016 and 2017 is scheduled III Format. and interpret the same

	2016	2017	Particular	2016	2017
<b>Opening stock</b>			Sales	5,00,000	7,25,000
Material	8,000	10,000	Dividend received	30,000	40,000
Work in progress	3,000	2,500	Provision for dough full depts.	3,000	
Finished goods	15,000	12,000	<b>Closing stock</b>		
Purchases	3,65,000	5,25,000	Materials	5,000	11,500
Salaries and wages	8,000	94,000	Work in progress	4,000	2,000
Advertising	7,500	9,800	Finished goods	18,000	15,000
Insurance	12,000	15,000	Prepaid insurance		3,000
Interest on loan		12,000			
Bad depts.	4,000	5,000			
Depreciation	30,000	15,000			

Q.3) Following are the liabilities and assets of D Ltd as on 31/12/2017 (20 marks)

Liabilities	31/12/16	31/12/16 Assets	31/12/16	31/12/17
Share capital	4,00,000	6,40,000 Goodwill	2,00,000	160,000
8% redeemable		Land and Building	4,00,000	3,40,000
Performance shares	3,00,000	1,80,000 Plant & machinery	1,60,000	4,00,000
General reserve	80,000	1,40,000 Debtors	3,00,000	1,18,000
Surplus a/c	30,000	76,000 Inventories	1,74,000	11,8,000
Debentures	2,00,000	1,80,000 Accounts		
Trade Payable	1,10,000	1,66,000 Receivable	40,000	60,000
Bills payable	40,000	32,000 Cash at Bank	50,000	36,000
Proposal dividend	84,000	1,00,000		
Provision for taxation	<u>80,000</u>	<u>1,00,000</u>		
	<b><u>13,24,000</u></b>	<b><u>16,14,000</u></b>	<b><u>13,24,000</u></b>	<b><u>16,14,000</u></b>

Additional Information ;

Interior dividend of Rs 40,000 has been paid in 2017

Rs 70,000 was paid on income tax during the year 2017

Dividend of Rs 56000 has been paid during the year

Preference share of Rs 1,20,00 were redeemed at a premium of 5%

A part of plant was sold for Rs 40,000 (W.D.V.50,000) depreciation on plant and machinery of Rs 40,00 is to be provided for the year 2017.

Depreciate land & building by Rs 20,000 land casting Rs 40,000 was sold for Rs 1,00,000

NOTE;- Proposed dividend & Provision for taxation are to be treated as Non-current Liabilities

Prepare schedule of charges in working capital and statement showing sources & uses of funds.

Q.4) following is the summarized trading profit & loss A/c for the year ending 31/03/2018 & a Balance sheet as on that date of Mr. Naik

Trading & P & L A/c

Particulars	Rs	Particular	Rs
To opening stock	30,000	By sales	3,00,000
To purchase	1,65,000	By closing	45,000
To Gross profit	1,50,000		
	<b><u>3,45,000</u></b>		<b><u>3,45,000</u></b>
To Administrative		By Gross profit	1,50,000
Express	45,000		
To interest	9,000		
To selling expenses	36,000		
To net profit	6,0000		
	<b><u>1,50,000</u></b>		
Liabilities	Rs	Assets	Rs
Capital	3,00000	Land and building	1,50,000
Profit & loan A/c	60,000	Plant & machinery	90,000
Creditors	45,000	Stock	45,000
		Sundry Debtors	45,000
		Bills receivable	37,500
		Cash in hand	52500
		Furniture's	60,000
	<b><u>4,80,000</u></b>		<b><u>4,80,000</u></b>

Additional information ;

Average debtors is Rs 37,500 and average credit purchase is Rs 1,20,000

Calculate ; Gross profit Ratio ; Net profit ratio, Operating Ratio, Acid test Ratio , Turnover Ratio , working capital turnover ratio ,fixed asset ratio and return on Proprieties fund ratio

Q .5) the following are the comparative balance sheet of A Ltd. For the year ending 31/03/2017 and 31/03/2018

Particulars	31/3/2017	31/3/2018
Bank	21,500	29,000
Prepaid expenses	1,000	1,000
Trade receivable	40,000	45,000
Stock	16,000	20,000
Long term investment	25,000	15,000
Machinery at cost	12,500	20,000
Building at cost	37,500	45,000
Land	5,000	5,000
	<b>15,8,500</b>	<b>1,80,000</b>
<u>Accumulated Deprecation;</u>		
Machinery	1,500	3,750
Building	6,000	9,000
Creditors	16,500	20,000
O/S expense	1,750	2250
Debentures	20,000	17,500
Equity share capital	1,00,000	1,00,000
Profit & loan A/c	11,750	26,000
Provision for doubtful depts.	1,000	1,500
	<b>1,58,500</b>	<b>1,80,000</b>

Addition information

Dividend paid during 2017-18Rs13,250

investment casting Rs 10,000 was sold in 2017-18 for Rs12,500

Machinery casting Rs2,500 on which Rs 500 depreciation has been accumulated

Was sold for Rs3,000

Prepare cash flow statement for the financial year 2017-18

Q6) write a short note on any four

Common size statement

Operating activity V/S financing activity

Application of funds

Financial statement –income statement & balance sheet

Trend analyses

Usefulness of analyses



**S.Y.B.COM. SEMESTER – IV (REGULAR) NEW SYLLABUS  
SEMESTER END EXAMINATION, APRIL -2018**

**COMPUTER APPLICATIONS FOR BUSINESS**

**DURATION: 1 and 1/2 HOURS      TIMING: 10:00 a.m. to 11:30 am      MAX.MARKS: 40**

**INSTRUCTIONS: - 1) Attempt all questions, internal choice is available.  
2) Figures to the right indicate maximum marks.**

**Q.1) Answer the following question (10)**

A) What is E-commerce? Explain various models of E-commerce.

**OR**

X) Discuss Electronic market and associate trade cycle.

**Q.2) Answer the following question (2+8= 10)**

A) Mention two popular browsers.

B) Explain various online payment modes.

**OR**

X) What is phishing?

Y) How security and confidentiality of data is maintained in e-business?

**Q.3) Answer the following question (4+6=10)**

A)What is e-shop?

B) Explain various applications to increase e-visibility of a site.

**OR**

X) Discuss various threats to computer system and controls.

Y) Discuss the purpose of security Socket Layer (SSL).

**Q.4) Answer the following question (2+8=10)**

A) What is Electronic Clearing Service (ECS)?

B) Explain online trading system in India.

**OR**

X) What is Cash management service?

Y) Write a note on Dematerialization.

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**E-COMMERCE & E-ACCOUNTING**

**DURATION: 1 and 1/2 HOURS    TIMING: 10:00 a.m. to 11:30 am    MAX.MARKS: 40**

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INSTRUCTIONS: - 1) Q. No 1 is compulsory

2) Answer any three from Q.No.2 to Q.No.6

3) Figures to the right indicate full marks.

- Q.1) What is E-Advertising ? List and explain the various forms of web advertising. **(10)**
- Q.2) Discuss the influence of economic forces on E-commerce. **( 10)**
- Q.3) Which are the different modes of E-Payment system . **(10)**
- Q.4) Explain the customer life cycle in E-CRM. **(10)**
- Q.5) Elaborate on the positive and negative impact of M-Commerce. **(10)**
- Q.6) Write short notes on **any two** of the following: **(5×2=10)**
- a) E-Banking
  - b) E-SCM
  - c) Viral marketing and permission marketing

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**S.Y.B.COM. SEMESTER – IV (REGULAR )NEW SYLLABUS  
SEMESTER END EXAMINATION, APRIL - 2018**

**RETAIL MANAGEMENT -II**

**DURATION: 2 HOURS**

**TIMING: 10:00 a.m. to 12:00 p.m.**

**MAX.MARKS: 80**

**INSTRUCTIONS:** 1) Answer any four sub –question given under Q.NO.1 & Q.NO.2  
2) Q.NO.3 TO Q.NO.6 Carry internal choice  
3) Figures to the right indicate full marks to the question

- Q.1) Answer **Any four** of the following **(4x4 = 16)**
- a) Write a short note on customer loyalty programe.
  - b) Explain the Industrial goods.
  - c) Explain the process of handling complaints .
  - d) Write a note on Advertising and sales promotion.
  - e) Pull Logistics.
  - f) Needs for studying consumer Behaviour .
- Q.2) Answer **Any four** of the following. **(4x4 = 16)**
- a) Explain Internal factors affecting the Retail pricing .
  - b) Customer satisfaction.
  - c) Push logistic .
  - d) Retail shopper.
  - e) Explain the features of customer loyalty .
  - f) Explain any four objectives of promotion.
- Q.3) A) Explain the product life cycle. **(12)**
- OR**
- B) Explain the various methods of pricing. **(12)**
- Q.4) A) Explain the factors influencing retail shoppers. **(12)**
- OR**
- B) Discuss the changing trend among Indian consumers . **(12)**
- Q.5) A) Explain the principles for delivering distinctive service. **(12)**
- OR**
- B) Explain the concept of CRM and needs of CRM. **(12)**
- Q.6) A) Explain the concept of Supply Chain Management and its features. **(12)**
- OR**
- B) Explain the meaning of Retail Logistic Management and its importance . **(12)**

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**S.Y.B.COM. SEMESTER – IV( REGULAR & REPEAT ) NEW SYLLABUS  
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**RURAL MARKETING II**

**DURATION: 2 HOURS    TIMING: 10:00 a.m. to 12:00 p.m.    MAX.MARKS: 80**

INSTRUCTIONS: - 1) All the questions are compulsory , internal choice is available  
2) Figures to the right indicate full marks

Q.1) Answer **any four** from the following **(4×4=16)**

- a) Explain any four essential & equipments of physical distribution .
- b) Write a short note on Retailers .
- c) Difference between Advertising and Personal selling.
- d) Explain the distribution channels in Rural markets .
- e) Write a short note on Formal media mix.
- f) Write a short note on Sales promotion .

Q2) Answer **any four** from the following **(4×4=16)**

- a) Importance of Agriculture marketing .
- b) What are Agricultural goods ?
- c) List any eight tasks involved in Sales force management .
- d) Explain the activities of Sales person .
- e) Explain the producers Surplus .
- f) Role of Agriculture marketing in economics development .

Q3)a) Explain the problems faced in channel of distribution . **(12)**

**OR.**

b) Explain the role of wholesalers ? **(12)**

Q4)a) Explain the informal media mix for rural markets . **(12)**

**OR**

b) Explain the meaning and objectives of Promotion . **(12)**

Q5)a) Explain the qualities required for Rural salesman. **(12)**

**OR**

b) Explain the problems faced by sales personnel in rural markets. **(12)**

Q6)a) Explain the role of government in marketing Agricultural products. **(12)**

**OR**

b) Explain the problems in Agricultural marketing. **(12)**

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**S.Y.B.COM. SEMESTER – IV (REGULAR ) NEW SYLLABUS**  
**SEMESTER END EXAMINATION, APRIL 2018**  
**ADVERTISING-II (VOC)**

**DURATION: 2 HOURS      TIMING: 10:00 a.m. to 12:00 p.m.      MAX.MARKS: 80**

INSTRUCTIONS: i) All questions are Compulsory. however internal choice is available.  
ii) Figures to the right indicate maximum marks.

Q.1) Write short notes on Any Four of the following **(4x4 = 16)**

- a) Features of Advertising Budget
- b) Readership Survey Method
- c) Importance of ethics in advertising
- d) Percentage of Sales method and unit of sales method
- e) Pre-Testing need
- f) State regulation V/s Self regulations

Q.2) Write short notes on Any Four of the following **(4x4 = 16)**

- a) Task method
- b) Benefits of Advertising effectiveness
- c) Consumerism
- d) Process of Preparing advertising budget
- e) Disadvantages of inquiry and coupon respond method
- f) Norms of ethical Advertising

Q.3) A) Which are the factors considered while preparing the advertising budget? **(12)**

**OR**

B) Is advertising budget required ? Justify your answer with relevant explanation. **(12)**

Q.4) A) Briefly explain the various methods used for measuring Pre-testing advertising effectiveness. **(12)**

**OR**

B) Distinguish between Pre-testing and Post testing methods of advertising effectiveness . **(12)**

Q.5) A) What is the need for advertising effectiveness ? Explain its importance. **(12)**

**OR**

B) Explain the forms of unethical advertising. **(12)**

Q.6 )A) Elaborate on the role and features of ASCI. **(12)**

**OR**

B) Which are the common complaints of consumers against advertising ? **(12)**

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**PERSONAL SELLING &SALESMANSHIP (VOC)**

**DURATION: 2 HOURS      TIMING: 10:00 a.m. to 12:00 pm    MAX.MARKS: 80**

- INSTRUCTIONS: - 1) All questions are compulsory, however internal choice available.  
2) Answer Q.I & Q. No II in around 100 words each.  
3) Answer Q.III, Q.IV Q.V & Q.VI in around 400 words each.  
4) Figure to the right indicate full marks to the question .

Q.I) Write a short note on **Any Four** of the following

- a) Demonstration & its significance **(4×4=16)**
- b) Objectives of approach
- c) Objection v/s Excuses
- d) Channels of direct distribution system
- e) Importance of sales policy
- f) Guarantees

Q.II) Write a short note on **Any four** of the following.

- a) Characteristics of good prospect **(4×4=16)**
- b) Boomerang methods of handling objection
- c) Features of successful closing
- d) Methods of Demonstration
- e) Role of wholesaler
- f) Cushioning the jolt

Q.III) a) Explain the method of prospecting . **(12)**

**OR**

b) Explain the sources of information at pre – approach stage . **(12)**

Q.IV) a) Discuss the methods of Gaining an Interview. **(12)**

**OR**

b) What is Retail Salesmanship? Discuss the various keys to success in Retail selling. **(12)**

Q.V) a) Discuss the methods of Direct Distribution System. **(12)**

**OR**

b) Discuss the Distribution System and its importance. **(12)**

Q.VI) a) Explain the different types of pricing polices. **(12)**

**OR**

b) What is Credit Policy? Explain various sources of Credit information. **(12)**