

21/03/2024

SKM's J.M.PATEL COLLEGE OF COMMERCE, GOREGAON(WEST), MUMBAI-104
SEMESTER END & ATKT EXAMINATION - MARCH 2024

TIME : 3 HRS

MARKS

100

PROGRAMME - F Y B COM (SEM -II)

COURSE - ACCOUNTANCY & FINANCIAL MANAGEMENT - II

Q.1(A) Fill in the blanks (Answer any 10)

10 MARKS.

- (a) Single entry is normally followed by _____ (Small Businessmen/Private Companies/Trusts)
- (b) Consignment Account is _____ (Nominal / Personal/real)
- (c) Debtors Method is followed by _____ (Dependent Branches/Independent Branches)
- (d) Stock & debtors Method is followed by _____ (Dependent Branches/Independent Branches)
- (e) Debit to consignment commission is a part of _____ (Consignment Business/Branch Business)
- (f) _____ account is prepared to find out Fresh Bills Received (Debtors / Bills Receivable/Bills Payable)
- (g) Goods sent on Consignment account is prepared by the _____ (Consignee ,Consignor)
- (h) Credit purchases can be found out by preparing _____ account. (Creditors/Bill receivable/cash)
- (i) The amount of goods saved from fire means _____ (Salvage Value / SODF/Loss By Fire)
- (j) _____ account is prepared to find out profit or loss on consignment (Consignment / Consignor)
- (k) Profit or Loss on consignment belongs to _____ (Consignee/Consignor/Branch Office)
- (l) In case of under insurance the business man gets _____ reimbursement of Loss By Fire (Full /Partial)

Q1(B) State whether TRUE or FALSE (Answer any 10)

10 MARKS.

- (a) Nationalised banks & Private Ltd. Companies can not follow single entry method for accounting.
- (b) Over insurance is not useful for a businessman.
- (c) Consignment profits can not be shared by the consignee.
- (d) Consignment closing stocks belong to the Consignor.
- (e) Accounts sale is prepared by the consignee.
- (f) Goods Sent To Branch account is a real account.
- (g) Balancing figure on credit side of Memo. Trading Account is SODF-NORMAL GOODS.
- (h) Fire Fighting Expenses are deducted from the salvage value for calculating the claim.
- (i) Consignee does not have to prepare Consignment Account.
- (j) Under Insurance means the amount of insurance premium is less than the policy amount.
- (k) Insurance company reimburses the salvage value.
- (l) Over Insurance Means Insurance policy amount is more than SODF.

Q.2) Prepare Consignment account, GSC account and Consignee account as per the following details.

20 Marks

Goods sent on consignment ——— 10000 units having basic price of Rs.500 per unit
Units sold by the consignee ——— 7500 units at the rate of Rs.1000 per unit
Consignment commission payable ——— 18 % on sales.
Advance Paid to the consignor by the consignee ——— Rs.1,00,000 In cash & Rs.100,000 Bills payable
Accounts to be settled at the year end .

Other transactions during the year:-

Expenses Incurred	By Consignor	By Consignee
Carriage Inwards	30,000.00	30,000.00
Customs duty	90,000.00	NIL
Octroi charges	20,000.00	20,000.00
Loading unloading	50,000.00	30,000.00
Transit Insurance	10,000.00	10,000.00
Godown Rent	NIL	1,80,000.00
Carriage Outwards	NIL	40,000.00
Advertisements	NIL	50,000.00
Brokerage Paid To agents	NIL	30,000.00
Cash discount allowed	NIL	10,000.00
Bad Debts	NIL	5,000.00

All the sales by the consignee were credit sales and the dues were fully realised before the year end excluding Cash discount and Bad debts.

OR

Q.(2) Calculate fire Insurance claim from the following details

20 Marks

Date Of fire - 16/11/2023
 Amount Of Policy - Rs.100000
 Fire Fighting Expenses - Rs.10000
 Salvage Value - Rs.20000
 Stocks On 01/04/2023 - Rs.120000
 Purchases From 01/04/2023 To 16/11/2023 - Rs.900000
 Carriage Inwards From 01/04/2023 To 16/11/2023 - Rs.50000
 Sales From 01/04/2023 To 16/11/2023 - Rs.500000
 G.P Ratios for the last four years were 21 % , 39% ,16% & 24 % respectively on sales of those years.

Q.(3) Prepare "Taloja Branch account" in the books of the Head office of " M/S.Davidson Enterprises " as per the debtors method for the year ended on 31-03-2023

20 Marks

Particulars	01-04-2022	31-03-2023
Cash on hand	93000	187000
Furnitures	220000	200000
Fixed Assets	700000	665000
Sundry Debtors	106000	253000
Stocks	184000	296000
Out Standing Expenses	12000	6000
<u>Other Transactions</u>		
Goods sent to the branch		7654000
Goods returned by the branch		54000
Goods sent to another branch by taloja branch		75000
Cash sales by the branch		6800000
Credit sales by the branch		3000000
Cash received by H.O from Branch Debtors		1800000
Goods returned by the branch debtors to H.O		12000
Goods returned by branch debtors to branch		9000
Branch expenses paid by branch in cash		224000
Branch expenses paid by H.O in cash		87000
Branch bad debts		14500
Cash Discount Allowed By Branch To its Debtors		5500
Cash Remitted by the branch to H.O		8600000

OR

Q.(3)
 Calculate Fire Insurance Claim from the following details

20 MARKS

Fire took place in the shop of Mr.Jatin Shah on 28/12/2023 destroying all the stocks except those costing Rs.12000 ,He was having fire insurance policy for Rs.200000 , the fire fighting expenses amounted to Rs.2000
 The following information is available from which you are required to compute his fire insurance claim

During the year 2022-23 his GP was 20 % on the sales which was expected to rise by 5 % in the year 2023-24
 Stocks on 01/04/2023 amounted to Rs.500000
 Purchases from 01/04/2023 to 28/12/2023 were Rs.1020000 & Purchase returns were Rs.20000
 Sales from 01/04/2023 to 28/12/2023 were Rs.626000 & sales returns were Rs.26000
 Carriage Inwards - Rs.25000 , Carriage outwards - Rs.25000

(4) Prepare final
 submitted by

Q.(4) Prepare final accounts of Mrs.Monu Gandhi for the year ended on 31-03-2023 from the following details submitted by him

Particulars	01-04-2022	31-03-2023
	<u>Rupees</u>	<u>Rupees</u>
Cash on Hand	98000	?
Fixed Assets	400000	340000
Furnitures	100000	850000
Sundry Debtors	200000	300000
21 % Bank Fixed Deposit	500000	500000
Bills receivable	30000	40000
Bills Payable	20000	30000
Stock Of Goods	200000	250000
Sundry creditors	60000	90000

Transactions during the year

Cash Sales Rs.800000 , Cash Purchases Rs.200000,Bills Receivable Matured Rs.100000,Bills Receivable Dishonoured Rs.10000,Bills payable paid in cash Rs.70000,cash paid to creditors Rs.350000,Cash received from Debtors Rs.950000,Commission received Rs.400000 , Salaries paid Rs.175000 ,staff welfare Rs.35000,Rent & Electricity Rs.100000,telephone charges Rs.90000,Bad debts Rs.5000,Discount allowed Rs.10000, Dividends Rs.120000, Discount Received Rs.20000

20 MARKS

OR

Q.(4) Journalise the following transactions in the books of H.O as per the Stock & Debtors method for the Year ended on 31-03-2023 in respect of sambhaji nagar branch

Goods sent to the branch at cost	7100000
Goods returned by the branch to H.O	100000
Cash sales by the branch	8500000
Credit sales by the branch	2500000
Goods Sent To Another Branch.	50000
Goods returned by the branch debtors to H.O	50000
Cash paid by the branch debtors to branch	2250000
Branch Expenses paid By Branch In cash	200000
Branch Expenses paid By H.O In cash	150000
Cash Remitted by the Branch to HO	6000000

20 MARKS

Q.(5)

(a) Briefly describe Consignment Account & Consignee Account

10 Marks

(b) Briefly describe "Conversion Method"

10 Marks

OR

Q.(5) write short notes on any three (5 Marks each)

(a) Accounts Of Dependent Branches

(b) Consignment accounts

(c) Stock & Debtors Method.

(d) Single entry

(e) Average Clause

(F) Under Insurance

20 MARKS

SKM'S J.M.PATEL COLLEGE OF COMMERCE, GOREGAON[W], MUMBAI

SEMESTER II REGULAR EXAMINATIONS MARCH 2024

Time: 3 Hours

Marks : 100

Course: Business Communication

PROGRAMME: F.Y.B.Com.

NB.: 1. All questions are compulsory

Q.1.a] Explain the following terms in 2-3 sentences [any 5] [10 Marks]

1. Appraisal Interview 2. Suggestion Schemes 3. Group Discussion 4. Resolutions 5. Seminar 6. Video Conferencing 7. Agenda 8. Open House

B] Match the following [5 Marks]

A

B

- | | |
|-------------------------------|---|
| 1. House Publication | a] Right to Information |
| 2. Public Information Officer | b] conducted after the employee resigns |
| 3. Exit Interview | c] Function of Public Relations Dept |
| 4. Crisis Management | d] Sales letter |
| 5. AIDA formula | e] Internal Circulation |

Q.2. Write short notes on : [any four] [20 Marks]

1. Importance of Job Selection Interview
- 2 Types of Meeting
3. Preparations required for the meeting
4. WASP technique used for Interview
5. Purpose and conduct of Meeting
6. The purposes of Exit Interview

Q.3. Answer the following questions. [Any two] [20 Marks]

1. Define 'Public Relations'. Explain the activities of External Public Relations conducted by the Organisations for creating good image of the company.
2. Explain the concept of 'Committee'. Discuss the Importance of Committees in the Organisational set up and types of Committees.
3. Define Conferences. What preparations are required for arranging/hosting conferences.

Q.4. Attempt the following letters [Any four] [20 Marks]

1. Draft an enquiry letter to Annapurna Caterer enquiring about arranging dinner for the Alumni Students Meeting to be organised in the college. Suggest menu and number of estimated members who will attend the meeting. Ask them to submit the quotation.

2. Write a Sales Letter promoting any of the following product/Service.

A] Home-made Tiffin service for students or working people

B] A smart phone

3. As an owner of a reputed Publishing House, you have received a complaint regarding the supply of low-quality text books. Draft a suitable reply apologising the customer and giving assurance that you will send the best quality books soon.

4. Your father had applied for a No Objection Certificate [NOC] building a house on a piece of land he has purchased in his village. He has not received the certificate despite completing all the formalities. Draft a RTI letter to the Gram Panchayat of your village to find the reason.

5. You have booked a flat in a project started by a reputed builder. Despite of full payment, the builder is denying the possession. Your requests to builder are not responded. Draft a letter to the District Consumer Redressal Forum requesting for the possession of the flat along with compensation.

Q.5 A reputed manufacturing company of laptops is facing the problem of declining sales. A committee of senior marketing managers is set up to study the problem and suggest solutions. As a head of the committee, submit a committee report with suitable recommendations. [10 Marks]

OR

You have developed contents for a Spoken English Course for the college students. Submit a proposal to a college by giving information about the course contents and fee structure.

Q.6. Draft the Notice and Agenda of the 8th Annual General Meeting of Infosystems Limited, Bangalore. Also draft the following resolutions: [10 Marks]

1. Appointment of Director

2. Declaration of Dividend

Q.7. Summarise the following passage: [5 Marks]

A significant step on the way to the top was the domestication of fire. Some human species may have made occasional use of fire as early as 800,000 years ago. By about 300,000 years ago, Homo erectus, Neanderthals and the forefathers of Homo Sapiens were using fire on a daily basis. Humans now had a dependable source of light and warmth, and a deadly weapon against prowling lions. Not long afterwards, humans may even have started deliberately to torch their neighbourhoods. A carefully managed fire could turn impassable barren thickets into prime grasslands teeming with game. In addition, once the fire died down, Stone Age entrepreneurs could walk through the smoking remains and harvest charcoaled animals, nuts and tubers.

But the best thing fire did was cook. Foods that humans cannot digest in their natural forms- such as wheat, rice and potatoes became staples of our diet thanks to cooking. Fire not only changed food's chemistry, it changed its biology as well. Cooking killed germs and parasites that infested food. Humans also had a far easier time chewing and digesting old favourites such as fruits, nuts, insects and carrion if they were cooked. Whereas chimpanzees spend five hours a day chewing raw food, a single hour suffices for people eating cooked food.

SKM's J. M. Patel College of Commerce, Goregaon, Mumbai
Semester -II and ATKT Examination – March 2024

Program: FYBCOM SEM 2

Marks: 100

Course: BUSINESS ECONOMICS

Duration: 3hrs

Q1A) Choose the right answer and rewrite the statements. (10)

1. _____ price discrimination takes place when different prices are charged in different geographical location. (First degree, Third degree)
2. Usually in monopoly, the only supplier of goods and services is _____. (government, manufacturer)
3. The shape of demand curve in oligopoly market is _____. (kinked, vertical)
4. The primary objective of cartel formation is to _____. (avoid price war, avoid loss)
5. Under perfect competition, price is determined by _____. (market demand and supply, analysis of trade structure)
6. Which of the following is not a characteristic of Monopoly? (Price makers, Price takers)
7. Due to product differentiation, firms demand curve takes _____ sloping. (upward, downward)
8. Under identical cost condition in the long run all firms under perfect competition _____. (will make only normal profit, will incur loss)
9. In case of dumping, price charged in the home market will be _____. (higher than in the international market, lower than in the international market)
10. There are _____ types of price discrimination. (three, five)

Q1B) State whether the following statements are True or False. (10)

1. A market is a well-defined geographical area where buyers and sellers meet.
2. Demand for a product sold in a monopolistically market is relatively elastic
3. There is no entry for new firms in the monopoly market.
4. Companies use transfer pricing to avoid taxes.
5. Short-run supply curve of a firm is equal to MC above the lowest point of SAVC.
6. A monopolist is a price maker.
7. The full form of LAC is Long run Average Cost.
8. Investment decisions have only short term implications.
9. Non-price competition is absent in oligopoly.
10. Prices charged by firms may not be as per real principles.

Q2) Attempt A and B or C and D

- A. Explain the behavior of TR, AR & MR of Perfectly competitive firm. (8)
- B. Discuss short run equilibrium of firm in perfect competition- Normal Profit (7)

OR

- C. What is a market? Discuss characteristics of perfect competitive market (8)
- D. Discuss long run equilibrium of firm in perfect competition- Excess Profit (7)

Q3) Attempt A and B or C and D

- A. Explain the role of advertisements. State its advantages & disadvantages (8)
 B. Short run equilibrium of a firm in Monopolistic competition -Loss (7)

OR

- C. Explain collusive oligopoly- Cartel formation. (8)
 D. Discuss different forms of selling costs of a firm. (7)

Q4) Attempt A and B or C and D

- A. What is Price Discrimination? Discuss its degrees with diagram. (8)
 B. Write a note on -Dumping. Explain with diagram. (7)

OR

- C. Explain Marginal Cost Pricing with diagram. (8)
 D. State various conditions that affect Price Discrimination. (7)

Q5) Attempt A and B or C and D

- A. What is Capital Budgeting? Give out its importance. (8)
 B. Calculate payback period of project & cumulative sum of cash inflows over the year. (7)

Year	Original Investment (Rs.)	Net Cash Inflows (Rs.)	Cumulative Sum of cash inflows (Rs.)
1 st	30,000	8000	8000
2 nd	-	7000	-
3 rd	-	7000	-
4 th	-	3000	-
5 th	-	2500	-

OR

- C. State the steps in determining Capital Budgeting (8)
 D. Find out the recovery period of project and state profit and loss (7)

Project	Original Investment (Rs.)	Net Cash Inflows in the year (Rs.)		
		I	II	III
A	5000	5000	250	250
B	5000	2500	2500	2500
C	5000	1000	1500	5000

Q.6) Attempt A and B or Short notes (20)

- A. Explain short run and long run firm's supply curve-Perfect Competition (10)
 B. Explain -Price Rigidity (Kinked Demand Curve) (10)

OR

Write short notes on: (Any 4) (20)

1. Features of Monopoly Market 2. Effects of selling cost on demand
 3. Features of Oligopoly market 4. Capital Budgeting 5. Excess Capacity-Perfect and Monopolistic competition

SKM's J. M. Patel College of Commerce, Goregaon, Mumbai
Semester – Regular and ATKT Examination – March 2024

Program: FYBCOM
Course: Mathematical and Statistical Techniques
Semester: 2

Marks: 100
Duration: 3 hrs

Instructions: All questions are compulsory.

Make Suitable assumptions wherever necessary and state the assumptions made.

Figures to the right indicates full marks

Answer to the same questions must be written together.

Use of Non-programmable Calculator is allowed.

Q.1 Attempt any Four from the following.

(5 X 4 = 20)

- A. Find the present value of an immediate annuity of Rs. 10,000 p.a. for 4 years at 9% p.a.
- B. Ritesh required a loan of 6 lakhs which he wanted to repay in 4 years. IPL Bank offered him at 9% p.a. on monthly reducing balance and HCL Bank at 10% p.a., flat interest rate comparing the EMI advise him about the choice of the bank.
- C. The difference between SI & CI on a certain principal for 2years at 6% rate of Interest is p.a. Rs. 13.56
- D. Mr. Yash purchase LCD T.V. worth Rs. 50,000 from a DEALER AT 12% P.A. reducing balance interest rate. find the EMI, if the repayment is to be made in 3 years.
- E. Find the simple interest of Rs 20000 at 10% p.a. for 3 years.

Q.2. Attempt any Four from the following.

(5 X 4 = 20)

- A. The demand function of a commodity $p = 36 + 2D - D^2$ where $p =$ price and $D =$ demand. Find the total revenue and the marginal revenue when $D = 5$.
- B. Find the values of x for which the function $f(x) = x^2 - 4x + 1$ (i) increasing (ii) decreasing.
- C. Find dy/dx $y = e^x + 1 / \log x$
- D. The cost of producing x items is given by $C = 4x^2 + 32x + 100$. Find the average cost and the marginal cost functions. What is the marginal cost when $x = 10$?
- E. Find dy/dx $4x^7 + 7 \log x - 10e^x + 5(3^x) - 100$

Q.3. Attempt any Four from the following.

(5 X 4 = 20)

- A. Explain Scatter Diagram.
- B. Calculate the coefficient of correlation between x and y from the following data using Karl Pearson's method :

X	5	3	3	4	5
y	7	4	2	2	5

- C. Find spearman's Rank correlation for the following data

Marks A	30	80	70	60	50	90
Marks B	70	61	87	45	40	57

- D. Find the regression equation x on y from the following data:
 $r = 0.65$

	X	Y
Mean	85	90
Standard deviation	5	6

E. Find y on x regression line for the following data. Estimate y when $x = 10$.

X	9	7	11	5
Y	6	4	8	2

Q.4. Attempt any Four from the following.

(5 X 4 = 20)

A. Find 3 yearly moving averages and draw these on a graph paper. Also represent the original time series on the graph.

Year	1999	2000	2001	2002	2003	2004	2005	2006	2007
Productions(in thousand)	12	15	20	18	25	32	30	40	44

B. Find Chain Base index for the following :

Year	1990	1991	1992	1993	1994	1995
Price	23	28	32	40	51	62

C. Find the Cost of living Index Number, for the following data

Commodity	l	w
A	94	3
B	75	2
C	32	7
D	55	8

D. Fit a straight line trend by the method of least squares for the following time series and estimate the trend for the year 2007.

Year	2000	2001	2002	2003	2004	2005	2006
Productions(in thousand)	45	49	51	50	52	53	50

E. Compute (i) Laspeyres's Index number, (ii) Paasche's Index number

Commodity	2004		2005	
	Price	Quantity	Price	Quantity
A	2	5	3	4
B	1	2	2	3
C	3	1	4	1

Q.5. Attempt any Four from the following.

(5 X 4 = 20)

- A. The average number of phone calls per minute in a call Centre is 4. Find the probability that during a specific minute, the number of calls is (i) only 1 (ii) only 2 (Given that $e^{-4} = 0.0183$)
- B. It is observed that 3% of apples in a consignment are bad. Find the probability that, in a consignment of 200 apples, the number of bad apples is (1) only 2 (2) only 3. (Given that $e^{-6} = 0.0025$)
- C. In an intelligence test administered to 1000 people, the average I.Q. was 80 with a standard deviation of 15. (Area between $z = 0$ and $z = 0.67$ is 0.2486 and $z = 0$ and $z = 2$ is 0.4772 area between $z = 0$ and $z = 1.33$ is 0.4082).
 i) How many people had their I.Q. between 70 and 110?
 ii) What was the percentage of people with I.Q. above 100?
- D. It is observed that 60% of students choose IT as an optional subject at H.S.C If 9 are selected at random, find probability that the number of students with IT as optional subject is (i) only 4 (ii) nil.
- E. Write properties of Normal distribution.

**SKM's J.M.PATEL COLLEGE OF COMMERCE, GOREGAON (W), MUMBAI-90
REGULAR & ATKT EXAMINATION- MARCH-2024**

PROGRAMME: F.Y.B.COM. SEM-II

TIME: 3 Hours

COURSE: Environmental Studies

MARKS: 100

- N.B.** 1) All questions are compulsory and carry equal
2) Use of coloured pens, pencils is allowed
4) Attach the given map along with your answer book.

Q1. A. On the outline map of Mumbai supplied to you ,mark and name the following. (10)

1. River	6. Religious center	
2. Sea Link	7. Lake	
3. Airport	8. Green zone	
4. Hills	9. Fisheries	
5. Slum area	10. Museum	

Q1. B. On the outline map of Konkan supplied to you, mark and name the following. (10)

1. Ghats	6. Sea Fort	
2. Hydel power Project	7. Dam	
3. Religious Center	8. Marine Park	
4. Beach	9. Industrial Estate	
5. Ship building industry	10. Hill Station	

Q2 Attempt any two from the following.

(20)

- A. Comment on sources of Solid Waste.
B. What are the different types of solid waste in detail.
C. What are the different health hazards happened due to waste pollution . Explain in detail.

Q3 Attempt any two from the following.

(20)

- A. Comment on the effects of Global Warming.
B. Write a note on Hunger.
D. What are the different types of water pollution. Explain in detail.

Q4. Attempt any two from the following.

(20)

- A. Discuss the challenges faced by tourism industry in India.
B. How Tourism affects the culture and economy of India..
C. Discuss the classification of tourism in India .

Q5. Attempt any two from the following

(20)

- A. Give a note on Geospatial Technology.
B. Write a note on environmental movements in India.
C. Explain the various applications of GST in environmental management.

Q.1. B]

KONKAN



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Note : Map is not as per the scale

SKM's J. M. Patel College of Commerce, Goregaon, Mumbai
Semester II Regular & ATKT Examination

Program: FYBCOM
Course: Commerce II
Duration: 3hrs

Marks:100
Semester: II

Note:

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

Q1a. Fill in the blank (Any 10 out of 12)

(10marks)

1. E-commerce ___ the cost of operating the business (reduces, expands, increases/ does not impact).
2. ___ is one of the major challenges for logistics in India. (Warehousing, Government policy, Agriculture, Aviation)
3. Mc Donalds is an example of ___ (Merger, Acquisition, Venture, Franchising)
4. C2C stands for ___ model of e-commerce. (court to consumer, consumer to consumer, company to company, court to court)
5. ___ management of a mall involves managing the football inside & outside the mall. (Zoning, Traffic, Ambience, Marketing).
6. If service is not delivered as per the expectations of the consumer, it is termed as ___ (satisfaction, dissatisfaction, delight, happiness)
7. India's e-commerce market is mainly dominated by ___ areas (rural, urban, agricultural, marketing)
8. In e-commerce there are ___ investments on the part of the seller. (lower, higher, no, much)
9. E-commerce permits ___ reach. (local, regional, global, national)
10. ___ allows customers of bank to conduct banking transactions through website of bank (Online banking, Offline banking, Transaction banking, Non-bank)
11. Use of ___ card results in debt for the user. (debit, credit, marketing, operations)
12. ___ a mall refers to allotting floors based on category (Positioning, Advertising, Zoning, Staffing)

Q1.b True or False (Any 10 out of 12)

(10marks)

1. Indian firms do not face any issues with references to transition to e-commerce.
2. C2C is a type of e-commerce, where customers sell to another customer through the internet.
3. In online shopping, customers can make a payment only by internet banking.
4. Indian Insurance sector includes private insurance firms also.
5. There is no difference between credit card & debit card.

6. Currently a major part of Indian population does not buy online due to lack of internet penetration.
7. B2B model of e-commerce involves business between business & the buyers.
8. Foreign banks have large number of ATM's in India.
9. Logistics in India do not face any challenges with regards to infrastructure.
10. To access an online banking account, the customer needs to go to the bank website.
11. Service performance varies across at different times.
12. Marketing services are very easy due to their features.

Q2. Answer (Any 2) of the following (15marks)

1. Explain the nature of the service sector.
2. Which are the various kinds of marketing mix?
3. What is the importance of the service industry?

Q3. Answer (Any 2) of the following (15marks)

1. Differentiate between organized & unorganized retail outlet.
2. Explain the trends in retailing.
3. What are the characteristics of franchising?

Q4. Answer (Any 2) of the following (15marks)

1. Mention the disadvantages of Business Process Outsource.
2. Write a note on credit card.
3. What are the challenges of logistics?

Q5. Answer (Any 2) of the following (15marks)

1. Discuss the nature of e-commerce.
2. Explain B2C concept.
3. Mention the disadvantages of online market research.

Q6. Write short note on (Any 4) (20 marks)

1. Retail Outlet
2. Marketing Mix
3. Service Sector
4. Business Process Outsource
5. Market research
6. E-commerce

SKM's J. M. Patel College of Commerce, Goregaon, Mumbai

Semester -End & ATKT Examination -March 2024

Program: FYBCOM

Marks: 75

Course: Foundation Course-II

Duration: 2 1/2 Hrs

Semester: II

Q. 1. Choose the correct alternative. (Any Eight) (08)

1. The term _____ implies reduction in the role of public sector and increase in the role of private sector in business and non-business activities. (Privatisation, Liberalisation, Globalisation)
2. As per New Industrial Policy, 1991, at present, there are only _____ Industries reserved for public sector. (Two, Three, Four)
3. Economic liberation was adopted by Prime Minister _____ (Mr. Manmohan Singh, Mr. Rajiv Gandhi, Mr. Narasimha Rao)
4. The objective of Right to Freedom of Religion is to sustain the principle of _____ (Communalism, Regionalism, Secularism)
5. _____ factor is formed of all living organism. (Biotic, Abiotic, Robotic)
6. The process of _____ occurs when the surface of the land is worn away and lost. (Deforestation, Emission, Erosion)
7. The human environment is called as _____ (Lithosphere, Hydrosphere, Anthrosphere)
8. As per NCRB report on famers' suicides in 2015, _____ state has highest number of farmers' suicides. (Madhya Pradesh, Karnataka, Maharashtra)
9. _____ refers to behaviour that is intended to cause harm or pain. (Aggression, Corruption, stress)
10. Acid rain is one of the harmful effects of _____ pollution. (air, water, noise)

1. b) State whether the statement is True or False. (Any Seven) (07)

1. At present, licensing is required only in 7 industries.
2. In India, the concept of privatisation gained importance in the post reform period since 1991.
3. The objective of the right to freedom of religion is to sustain the principle of secularism.
4. Article 17 of Indian Constitution prohibits the state from conferring any titles.
5. Overuse of the renewable resources for short gain may shorten a country's long term economic future.
6. Degradation occurs when earth's natural resources are depleted.
7. Stress aggravates diabetes.
8. Article 16 of the Constitution does not discriminate anyone in the matters of public employment.
9. Factors or conditions that cause stress are called stressors.
10. The biosphere is composed of all man-made things.

2. What is liberalisation? What are the features of liberalisation in India? (15)

OR

Explain the concept of Globalisation. Examine the impact of Globalisation on Indian industry.

3. Define Human Rights. What are the characteristics of human rights? (15)

OR

Briefly explain Fundamental Rights as enshrined in Indian Constitution.

4. What are the causes of environmental degradation?

(15)

OR

Write in detail about the agents of socialisation.

5. What are the causes of stress?

(15)

OR

Write short notes on (any three)

- (i) Reasons for farmers' suicide
- (ii) Write a note on Right to Equality
- (iii) Components of Environment
- (iv) Maslow's theory of self-actualization.
- (v) Types of Individual Conflicts