## F.Y.B.com

## Rizvi College Of Arts/Science/Commerce (Bandra-West)

Foundation Course - Paper III

## FYASC-101

FYBA/COM/BSC SEM II

## 230329

Marks:75

## Duration: 2hrs 30min

08 Marks
Q1.A. Fill in the blanks with correct options (Any Eight)
i) The term $\qquad$ refers to freedom to business enterprises from excessive government cont rol.
(privatization, liberalization, globalization, disinvestınent)
ii.) $\qquad$ is working with farmers by corporate forms and sharing the rewards.
(Contract farming, Corporate farming, Private farming, Government farming)
iii) Human rights have $\qquad$ application.
(universal, limited, maximum, same)
iv) $\qquad$ has made primary education a fundamental right.
(Right to Equality, Right to Liberty, Right to Education, Right to Spe ech)
v) $\qquad$ is the abiotic and biotic elements that surround Humans.
(Environment, Ecology, Ecosystem, Ecofeminism)
vi) $\qquad$ development focuses on improving the quality of human life without increasing the use of natural resources.
(Economic, Social, Human, Sustainable)
vii) $\qquad$ means Per-Judgement.
(Stereotypes, Aggression, Prejudice, Violence)
viii) The $\qquad$ stressors are also called job related stressors.
(individual, group, organizational, environmental)
ix) Maslow identified $\qquad$ set of needs
( $5,3,2,4$ )
x) $\qquad$ are people who conceal their opinions and feelings and do not take any interest in conflict resolution.
(Concealer, Attackerss, Addressors, Confronters)
B) State whether the following statements are True or False.
(Any Seven) 07 Marks
i) Mass migration refers to the movement of a large group of people from one geographical area to another.
ii) Market liberalization and globalization does not have any effect on the agrarian sector.
iii) The basic human rights help out only in protection but also the prevention of gross violations of human dignity.
iv) Human rights came with the signing of UDHR.
v) Natural environment provides a renewable source of energy.
vi) The composition of the environment is the same everywhere.
vii) Teachers alone are responsible for the development of an individual's personality.
viii) Regionalism causes intergroup conflicts.
ix) All individuals need not have the same sets of needs.
$x$ ) There should be proper time management $s c$ as to avoid work overload.
Q2. Globalization has resulted in easy movement of people within \& across national borders, discuss this with causes \& impact of migration.
'Q2. Define the term Globalization. Exanine positive \& negative impacts of globalization.
Q3. Discuss classification of Human Rights, with special reference to freedom of speech \& Expression.

15 Marks

## OR

Q3. Elaborate on the fundamental Rights mentioned in the Indian Constitution.
Q4. Write a detailed note on forms of environmental degradation.
15 Marks
OR
Q4. Explain the concept of Sustainable Development. Highlight the guidelines of sustainable development.

Q5. Detine Socialization. Jiscuss various agents of socialization.
15 Marks
OR
Q5. 'Write short notes on (Any Three)
a) Farmer's Suicide
b) Right to education
c) Environnaent
d) Significance of $\epsilon$ :thics
e) Strategies to minimize stress

## FY'Bcom(Sem In)

## Notes:

i. All questions are compulsory carrying 20 marks each.
2. All questions carry internal choice.
3. Workings should form a part of your answer
4. Figures to right indicate marks
1.A. Fill in the Blanks by rewriting the sentences: (Any 10 )

1) The person who sends the goods is called the $\qquad$ (Consignor consignee.)
2) The ownership of goods remains in the hands of the $\qquad$ (Consignor/ consignee.)
3) $0 / \mathrm{s}$ Expenses is a $\qquad$ (asset/liability)
4) The closing balance of Capital is written on the $\qquad$ (Dcbit/Credit) side of Capital Account.
5) The Total of Assets are Rs.1,00,000/- and external liabilities are Rs. $30,000 /$-. Capital will be Rs. $\qquad$ (130000/70000)
o) Discount allowed is an $\qquad$ (expense/income)
6) The parent establishment is known as $\qquad$ (Head Office/Branch)
7) Branch accounting is a common practice for businesses that operate in
$\qquad$ (different/same) ge digraphic locations.
8) Memorandum Trading $A / C$ is prepared from the start of the year till $\qquad$ (the end of the year/date of fire).
9) Memorandum Trading $A / C$ is prepared to calculate the $\qquad$ (opening stock/Closing stock).
10) In Fire Insurance Gross Profit is always considered on $\qquad$ (Sales/Cost).
11) Average clause is applicable when Policy amount is $\qquad$ (more/less) than stock.
I.B. True or False: (Any 10)
12) Account Sale is the statement forwarded by the consignee to consignor.
13) Due to consignment, sales increase.
14) Consignee is agent of Consignor.
15) Prepaid Expenses is an asset
16) Single Entry System is not applicable in huge corporates.
17) Balancing figure of Opening Statement of Affairs indicates the Capital.
18) Branch accounting is the same as departmental accounting.
19) HO always send goods to Branch at invoice price.
20) Stock on date of Fire Plus Salvage= Amount of Loss
21) Purchase of Furniture is included in Total Purchases in Trading A/C
22) Sale of Plant should be included in total sales in Trading $A / C$
23) Gross Profit is the balancing figure in Memorandum Trading A/C
2. Suresh and Co. of Bombay sent on consignment to Mahesh \& Co. of Delhi 60 cases cutlery goods costing Rs. 175 per case. Expenses incurred by the consignor at Bombay were : Freight Rs. 275, insurance Rs. 55 and loading charges Rs. 20.
Suresh \& Co. draw on Mahesh \& Co. 2 months bills at sight for Rs. 7,000 which the latter aceepts. The charges paid by Mahesh \& Co. at Delhi were unloading Rs. 30, Storage Rs. 85 , insurance Rs. 15 , Commission is payable to Mahesh \& Co. at $2 \%$ on all sales in addition to $1 \frac{1}{2} \%$ del credere commission. The consignee sells for prompt cash 30 cases @ Rs. 225 per case; 25 cases @) Rs. 250 per case and the balance @ Rs. 280 per case. The account was settled immediately by means of a bank draft. Write up the ledger accounts in the books of Suresh and Co.
(20 marks)
OR
On 15 January, 2013 Jamshed \& Co. of Mumbai sent to Mukherjee Co. of Kolkata 400 bicycles at an invoice price of ₹ 100 per bicycle to be sold on commission. Freight and insurance were 2600 . Account sale was received from consignee as follows:
$15^{\text {th }}$ March --- 100 bicycles were sold @ 145 on which $5 \%$ commission and ₹ 375 for expenses were deducted.
$10^{\text {th }}$ April--- 150 bicycles were sold @ 140 on which $5 \%$ commission and ₹ 290 for expenses were deducted.

From the above information prepare Consignment $\mathrm{a} / \mathrm{c}$ in the books of Jamshed \&Co. and close it on $30^{\text {th }}$ April, 2013 keeping in mind that no sales were made afterwards.
3. From the following information, prepare Mumbai Branch Account in the books of head office for the year ending on 31st March 2021:
Opening Stock (at Cost): 77000, Opening Debtors:41250. Opening Petty Cash:1250, Goods sent to branch at Cost: 378000.
Cheques sent to Branch for: petty expense 7500, salary 18500, rent 6000.
Closing Balances are:
Stock: 57880, Debtors: 126150, Petty Cash: 1880.
Cash from Debtors 410350 and Cash Sales 26250 are remitted by Branch to H.O. A customer of the branch directly remitted Rs. 9000 to HO.

OR
Mr. Simpleton does not maintain regular books but keeps Memoranda for his transactions. He furnishes the following information from the memoranda for the year ended 31.3.13:

Total collections from Debturs (in Cash) -48500, Cash paid to creditors-37250, Salarics-5500, Rent-1800. Office Expenses-3500, Drawings-5000. Advertisement-300. Fixed Assets to be depreciated al $10 \%$ pa

Opening balances as on 1.4.2012 are as follows: Stock - 5240 ; Debtors - 6500 ; Fixed Assets-10400, Prepaid Rent-300, Creditors - 4600; Outstanding Advertising-100. Bank/Cash in hand - 2640.

Closing balances as on 31.3.2013 are as follows: Stock - 6300; Debtors - 6800; Prepaid Rent-600, Creditors - 4700; Outstanding Advertising-150, Bank Overdraft2210.
$\mathrm{Pr}_{\mathrm{r}}^{2}$ nare the Profit \& Loss Account for the year ended 31.12.14 and the Balance Sheet as on that date.
4. Bonfire enterprises close their accounts on $30^{\text {th }}$ June every year. On $30^{\text {th }}$ September 2013 a major fire destroyed most of their stock. Following information could be gathered from their books:

| Particulars | F |
| :---: | :---: |
| Stock on $30^{\text {th }}$ June 2013 | 3,60,000 |
| Purchases - ${ }^{\text {st }}$ July, 2013 to 30 ${ }^{\text {th }}$ September 2013 | 6,00,000 |
| Wages - Ist July, 2013 to 30th September 2013 | 2,30,000 |
| Sales - ${ }^{\text {st }}$ July, 2013 to $30^{\text {th }}$ September 2013 | 10,00,000 |
| Carriage inward for above period ... . | 10,000 |
| Carriage outward for above period | 15,000 |

Average percentage of G.P. to cost is $331 / 3 \%$. Stock of the value of $₹ 75,000$ could be salvaged. Policy was for $2,50,000$. Claim was subject to average clause.

Following further information is available:

1) Stock in the beginning was calculated at $10 \%$ less than cost.
2) Purchases include purchase of furniture 25,000
3) Amount spent for bringing and setting up the furniture in the office was ; 5,000 which was included in carriage inward.

You are required to calculate the amount of claim.
OR
On $17^{\text {th }}$ June 2013 a major fire destroyed most of the stock of Shri Madan. Following information could be gathered from their books:

| Particulars |  | F |
| :---: | :---: | :---: |
| Stock (1.4.2012) |  | 14400 |
| Stock as per Balance sheet (31.3.2013) | ... ... ...... | 15700 |
| Purchases (Year end 2013) |  | 30600 |
| Sales (Year end 2013) | ........... | 50,000 |
| Purchases - (1.4.2013 to 17.6.2013) | ... ... ...... | 12500 |
| Sales - (1.4.2013 to 17.6.2013) | ...... ... ... | 17800 |

Average percenage of G.P. has remained constant. Stock of the value of Rs. 2820 could be saivaged.
Following further information is available for Abnormal stock:

1) In Valuing Stock on 31.3.2013, Rs. $300 /$ - was written off a certain stock having Cost
Rs. 600 -.
2) This abnormal stock was sold in April 2013 for Rs. $500 /$.

You are required to calculate the amount of claim.
5. A. How are credit sales and credit purchases calculated when records are not kept as
per double entry principles (10 Marks)
B. Explain briefly the process of calculating the stock on hand on date of fire
(10 Marks)
OR
Write Short Notes (any ${ }^{1}$ )
a. Goods sent on Consignment
b. Opening Capital balance in incomplete record problems.
c. Stock and Debtors Method of Branch Accounts.
d. Sending Goods on invoice price.
e. Average Clause.
f. Overriding Commission.

Note:

Total marks: 100

1. Question No. 1 is compulsory.
2. Figures to the right indicate full marks.

## Q1 A Explain the following terms in 2-3 sentences

1. Advisory Committee
2. Webinar
3. Notice
4. AGM
5. Selection Interview
6. Consensus
7. Committee
8. Consumer Grievance Forum
9. Under stress interview
10. Closed questions

## B. Choose the correct alternative.

1. Participants in a conference do not have ---rights.
a) Voting
b) Deciding
c) Speaking
d) Working
2. Counselling is a part of --_-_- public relations.
a) Business
b) Service
c) External
d) Internal
3. The first step in WASP technique is $\qquad$
a) Asking questions
b) Partying
c) Supplying information
d) Welcoming the candidate
4. The procedure for calling a meeting is determined by $\qquad$
a) Head of Department
b) Members
c) CEO
d) Chairperson
5. Individual or Committee report is determined by the
a) number of people preparing it.
b) number of people signing it.
c) number of people appointing the committee.
d) number of people interviewed.

## Q2 Write short motes on any FOUR of the following

1. Group Discussion
2. Difference between conference and meeting.
3. Tools for Internal Public Relations
4. Preparation of a candidate before a selection interview.
5. Advantages of a meeting.
6. Tools for external Public Relations

## Q 3 Answer any TWO of the following questions

1. What are the contemporary methods used in holding a Conference?
2. Define and describe the various techniques for conducting an interview.
3. How does the PR Department maintain goodwill among its External Publics.

## Q 4 Draft any FOUR letters, from the following

1. Write a letter of Enquiry to Kadi Gram Udhyog, Mumbai asking if they can supply handmade soaps and natural fragrances to your exclusive boutique. Ask for a pricelist and other literature.
2. AquaPure Water Purifiers have recently charged you Rs 20000/- for annual maintenance of your water filters in your office. Despite repeated reminders and requests about being regular for the
quarterly maintenance, they have missed two. Write a stern letter of complaint and ask for their men to follow instructions, failing which their contract will be cancelled.
3. Draft a letter to promote the sale of any ONE product -
a. Metro Mobile
b. Timeline Watches
4. Mr Kapoor invests a sum of ! lakh with $\mathrm{M} / \mathrm{s}$ Shemaroo and Co., a finance compary operating in Stock Trading. The deposit matures in December 2021, but the company fails to honour its commitment. It fails to pay inspite of repeated requests. Frustrated, Mr Kapoor finally approaches the Consumer Guidance Forum. Draft a petition asking for the promised sum as well as a redressal of llakh for the mental trauma and over a year of delay in payment.
5. Your application for passjort has not been processed despite having submitted all the documents. Draft an RTI enquiry to find reasons for the same.

Q 5 A A Committee has brien appointed to investigate the causes of theft and pilferage from the factory premises in the last quartisr. Draft a report of the committee making suitable recommendations to prevent further theft.

## OR

B Draft a proposal made by a catering company for a mega event arranged by Tarun Industries Lid on the occasion of the, company's $25^{\text {th }}$ anniversary.

Q 6 Draft a notice and agenda for the Annual General Body meeting of a Jonson \& Jonson India Ltd. Also draft two resolutions for the following:
a. Approval of the Annual Report.
b. T'o appoint a new Financial Auditor Firm.

Q 7 Sumraarize the passage in 100 words and give it a suitable title
The most basic form of communication is nonverbal. This includes body language and facial expressions. It differs from verbal communication in fundamental ways. For one thing, it is less structured, which makes it difficult to study. A person cannot pick up a book on nonverbal language and master the grammar of gestures and a vocabulary of expressions that are so common in our culture. Nonverbal communication also differs from verbal communication in terms of intent and spontaneity. We generally plan our words and are fairly careful with what we say. But when we communicate nonverbally, we sometimes do so unconsciously. We do not mean to raise an eyebrow or blush, but these actions more often than not come naturally. Often without our consent, our emotions are written all over our faces.
Although nonverbal communication is unplanned, it may have more impact than verbal communication. Nonverbal cues are especially used in conveying feelings. They account for ninety five percent of the emotional meaning that is exchanged in any interaction. In fact, nonverbal communication is so powerful that it actually releases mood-altering chemicals in the sender as well as in the receiver. Smiling makes us feel bappier, whereas guarded gestures tend to make us hostile and less receptive. This fact was confirmed by an experiment involving two groups of college students who attended the same lecture. One group, the experimental group, was told to listen to the lecture with their arms; tightly folded across their chests and their legs uncrossed - like a barrier, the second group was told they could listen to the lecture in any way they pleased. Most of them sat relaxed and listened to the. lecture. When tested after the lecture, the experimental group retained nearly 40 percent less information compared to the second group who had been more relaxed.

## SEMESTER -1I EXAMINATION: APRIL -2023

## F.Y. Com: Mathematical aud Statistical Techniques - II

Note: (1) All questions are compulsory.
(2) Figures to the right indicate full marks.
(3) Graph papers will be provided on request.
(4) Use of simple non-programmable calculator is allowed.

## SECTION - I: MATHEMATICAL TECHNIQUES

Q. (1) Attempt any FOUR from the folic wing. ( $04 \times 05=20 \mathrm{Marks}$ )
(a) Find $\frac{d y}{d x}$ for the following:
(i) $y=x^{5}+e^{x}+\log x+100$
(ii) $y=x^{3} \log x$
(iii) $y=x^{2} e^{x}$
(b) The cost of producing $x$ items is given by $C=2 x^{2}+4 x+25$. Find the average cost and marginal cost when $x=10$.
(c) The demand function is given by
$p=20+3 D-D^{2}$ where $p=$ price and $D=$ demand. Find the total revenue and marginal revenue when the demand is 5 .
(d) The demand function is given by $D=\frac{2 p+5}{p-2}$ where $p=$ price and $D=$ demand. Find the elasticity of demand when price is 8 .
(e) Find the price if the marginal revenue is 30 and the elasticity of demand is 2 .
Q. (2) Attempt any FOUR from the following. $\quad(04 \times 05=20 \mathrm{Marks})$
(a) An amount of Rs 25000 invested for 6 years giving simple interest of $10 \%$ per annum.

Find the total amount received at the end of 6 years.
(b) An mount of Rs. 50000 invested for 4 years with compound interest of $9.5 \%$ per annum.

Find the total maturity amount received after 4 years.
(c) Find the present value of Rs. 600000 at $8 \%$ rate of compound interest payable 4 years from now.
(d) Find the amount at the end of one year of an annuity of Rs.4000, payable at each quarter with rate of interest $12 \%$ per annum.
(c) Kuhan took a loan of Rs. 60000 with $10 \%$ interest per month for the period of 5 monthis. Calculate the EMI by using reducing balance method.

## SECTION - IT: STATISTICAL TECHNIQUES

Q. (3) Attempt any FOUR from the following.
$(04 \times 05=20 \mathrm{Marks})$
(a) Calculate Karl Pearson's coefficient of correlation for the following data.

| X | 17 | 8 | 12 | 13 | 10 | 12 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Y | 13 | 7 | 10 | 11 | 8 | 9 |

(b) Calculate Snearman's rank coefficient correlation for the following data.

| Marks in <br> Economics | 56 | 37 | 65 | 60 | 54 | 51 | 40 | 70 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Marks in <br> English | 50 | 42 | 55 | 48 | 51 | 53 | 38 | 47 |

(c) For a bivariate distribution, the following resulls are obtained:

Mean value of $x=65$, Mean vaiue of $y=53$
Standard Deviation of $x=4.7$, Standard Deviation of $y=5.2$ and
Cuefficient of correlation $r=0.78$
Find the regression equation of $y$ on $x$ and hence estimate $y$ when $x=63$.
(d) The regression equation of $y$ on $x$ is $2 x-3 y+14=0$ and the regression equation of $x$ on $y$ is $3 x-y-42=0$.
Find (i) the mean values of $x$ and $y$.
(ii) the coefficient of correlation $r$.
(e) Describe the method of Scatter Diagram.
Q. (4) Attempt any FOUR from the following.
$(04 \times 05=20 \mathrm{Marks})$
(a) Calculate three yearly moving averages for the following data.

| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Prodiction | 46 | 53 | 72 | 57 | 62 | 78 | 60 | 85 |

(b) Fit a straight line trend by the method of least squares for the following data and hence estimate the trand for the year $199 \%$.

| Year | 1990 | 1991 | 1992 | 1993 | 1994 | 1095 | 1996 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Assets (in Crores) | 45 | 49 | 51 | 50 | 52 | 53 | 50 |

(c) From the following data, calculate (i) Laspeyre's Index Number and
(ii) Paasche's Index Number.

| Commodity | 2005 |  | 2010 |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Price | Quantity | Price | Quantity |
| A | 4 | 15 | 5 | 20 |
| B | 8 | 20 | 12 | 30 |
| C | 6 | 25 | 8 | 20 |
| D | 14 | 10 | 21 | 15 |

(d) Construct the cost of living index number for the following data.

| Commodity | Prices in 2000 | Prices in 2005 | Weights |
| :---: | :---: | :---: | :---: |
| A | 5 | 12 | 60 |
| B | 16 | 30 | 5 |
| C | 10 | 25 | 10 |
| D | 20 | 60 | 15 |
| E | 18 | 36 | 10 |

(e) Describe the various components of a time series with examples.

## Q. (5) Attempt any FOUR from the following.

$(04 \times 05=20 \mathrm{Mar} k s)$
(a). It is observed that $40 \%$ of online application forms for certain examination are faulty. If 7 forms are selected at random, find the probability that out of them
(i) three are folly
(ii) all are faulty.
(b) If $n=5, p=0.5, q=0.5$, find $P(r=3)$ and $P(r=5)$ by using Binomial distribution.
(c) The average number of phone calls ne: minute in a call centre is 4 . Using Poisson distribution, find the puobability that during a specific minute, the number of calls is
(i) only 1
(ii) only 2 (Given that $e^{-4}=0.0183$ )
(d) It is found that $1.4 \%$ of the items in a box of 100 items are defective. Out of 600 boxes, how many will have
(i) no defective
(ii) only 1 defective items'? (Given that $e^{-1.4}=0.2466$ )
(c) State any five properties of Normal distribution.

## N.B. 1. All the questions are compulsory

## 2. Figures to right indicate full marks

Q.1. A. Fill in the blanks with appropriate option given in the brackeí (Any 10)

10 Marks

1. Currently in india, the service sector contributes about - percent: of the total employment in India. ( $30 / 25 / 15 / 10$ )
2. Services $\qquad$ bee sto:ed for future sale (shall / can / will /cernnct )
3. If service performance drops below adequate service, conisumers are most likely to be $\qquad$ with the service provider. (dissatisfied / satisfied /delighted /excited)
4. Demand for services exceeds the maximum capacity during $\qquad$ period. (recession / nonpeak / off-seas'on / peak)
5. The service development cycle refers to the various $\qquad$ ir : the cievelopment of new services. (\#reas / forces / factors / stages )
6. Mannequiris are vital at $\qquad$ stores. ( cosmetics / Medical / laundry / garments )
7. $\qquad$ should be installed to minimize thefts in a retail store. (Security Desks / CCTV's / Mirrors / Police App )
8. ATM ir, banking stands for $\qquad$ (Any time money / Any transaction machine / Aiutomated teller machine / Automated technology machine )
9. $\qquad$ invoives outsourcing of knowledge Intensive business prociesses ( $\mathrm{BPO} / \mathrm{KPO} / \mathrm{MBO} /$ LPO)
10. $\qquad$ is the world's largest e-retailer. ( FlipKart / Amazon / Walmart ; Myntra)
11. EDI stands for $\qquad$ ( Electronic data inquiry / Easy data interchange ! Electronic detailed information / Electronic dat.a interchange )
12. Ci? 2 c stands for $\qquad$ model of e-commerce. ( Court to Consumer / Consumer to Consumer / Company to Company / Court to Company)

## Q.1. B. S'tate whether the fc/llowing statements are True or False (Any 10)

10 Marks

1. Service performance rnay defer from one service provider to another
2. in service marketing t'nere is need for interaction between the service provider and the cu stomer
3. Idea generation is relevant in service development cycie
4. Service providers neesd to conduct marketirg research
5. Auromatic Vending Niachine is a form of nori-store format
6. Zoning a mall refers to allotting floors on the basis of category
7. Reliance is one of the biggest players in Indian retail industry,
8. Government has opened up $100 \%$ FDI in single: brand retail outlets
9. Almost all banks in India do not issue ATM cards
10. Logistic management delays delivery of goocls to the consumer:;
11. In India online buyers prefer to make payment through Debit / Ciredit card
12. Respondent bias may not take place in case of On-line marketing research

## Q.2. Answer any Two of the following

15 Marks

1. Explain the classification of services,
2. What are the factors influencing custoner expectations of stervice
3. Explain the stages in the new service clevelopment cycle

## Q.3. Answer any Two of the following

15 Marks

1. Distinguish between organized retailing and unorganized ret:ailing
2. Write a note on non-store formats in India
3. Discuss the challenges of retailing in India

## Q.4.Answer any wo of the sollowing

1. Describe the concept of ER.P
2. Explair, the impact. of FDI on Banking and on Insurance sector in India
3. What are the chatlenges faced by logistics sector in IndiaQ.5. Answer any Two of the following15 Marks
4. Exp;'ain the function of e-Commerce
5. Exp lain Business to Business (B2B) model of e-commerce in clet: ril
6. Exf,lain the advantages of online marke'ing research

## Q. 6. Write: Short Notes on (Any 4)

1. Sh:allenges faced by entrepreneurs in the service sector
2. Services \& Marketing Mix
3. Sar'eers in retailing
4. Debit cards
5. E-Commerce
c. Business to Consumier (B2C)

FYBCOM<br>Business Economics-II

Marks: 100
Time: 3 hours

Note: 1) All questions are compulsory
2) There is internal choice
3) Simple calculator is allowed
4) Draw diagrams wherever necessary.

Q1 a) State whether True or False. (Any 10)

1. Demand curve under Monopoly is more elastic.
2. A firm is in equilibrium at that level of output where $M C=M R$.
3. There are many close substitutes available in monopoly market.
4. Entry in monopolistic market is possible, but difficult.
5. An OPEC is an example of non-collusive oligopoly.
6. After sales service is an example of Selling Cost.
7. Transfer price is the price at which divisions of a company transact with each other.
8. Public undertakings follow a price based on the multiple product pricing.
9. Full cost pricing method does not provide guaranteed return.
10. When NPV is positive, the project is rejected.
11. Payback period is calculated in percentage.
12. There is no difference between IRR \& NPV method of capital budgeting.

Q1.b Match the concept with its appropriate definition/explanation/description. (Any 10) 10 m

| Concept | Definition/Explanation/Description |
| :--- | :--- |
| 1) $\mathrm{P}=\mathrm{AR}=\mathrm{MR}$ | a) Monopolistic competition |
| 2) Equilibrium point | b) Perfect competition |
| 3) Detergent | c) Cartel formation |
| 4) Natural Monopoly | d) Rigid price |
| 5) Oligopoly | e) irreversible |
| 6) Collusive oligopoly | f) Product with interrelated demands |
| 7) Third degree price discrimination | g) time require to recover funds |
| 8) Multi-product pricing | h) large companies with many sinall units |
| 9) Transfer pricing | i) Oil and Gas |
| 10) Capital budgeting | j) MC=MR |
| 11) Pay back period | k) time value of money |
| 12) Net Present value | 1) geographical distance |
|  | m)MC $>M R$ |

## Q2) Attempt A and B or C and D from the following

C) Explain the behaviour of TR, AR and MR under Perfect Competition. 7 m
D) Analyse Long run equilibrium under Monopoly.
D) Analyse Long run equilibrium under Monopoly.
C) Elaborate in de:tail the features of Monopoly.
7 m
D) Solve the following-
8 m
A. firm sell its prociuct at Rs. 20 each in a perfectly competitive market its total cost of production is given below-

| Unit | 100 | 200 | 300 | 400 | 500 |
| :--- | :---: | :---: | :---: | :---: | :---: |
| Total cost | 1815 | 3258 | 5624 | 7895 | 9210 |

What is $t$ he profit maximising output in the above case?

## Q3) Attem pt A and B or C and D from the following

A) Explain different fonns of Selling cost 7 m
B) 'Collusive and Non-Collusive Oligopoly are the same'. Justify your answer. 8 m ?

OR
C.) State the salient features of Oligopoly market. 7 m
I) Explain long-run equilibrium under monopolistic competition. 8 m

## Q4) Attempt A and B or C and D from the following

A) Explain three degrees of Price Discrimination with the help of a graph. 7 m
B) Discuss Marginal cost pricing with the help of a graph. 8 m

OR
C) Write a note on Dumping. . 7 m
D) Discuss advantages and disadvantages of cost plus pricing. Navneet Ltd produces books. Calculate price with the help full cost pricing method.
The details are as follows- AFC- Rs. 500 AVC- Rs. 200, expected margin: $12 \%$

## Q5 Attempt A and B or C and D from the following

A) 'Capital budgeting is essential'. Explain. 7 mm
B) Write a note on Net Present Value Method

8 m
OR
C) 'Payback period is the simplest method of capital budgeting'. Explain. 7 m
D) A business firm has to choose between five alternative projects all of which will involve the same expenditure of $₹ 3,00,000$. The average annual return expected from these projects are as follows: 8 m

| Project | I | II | II | IV | -V |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Original <br> investment | $3,00,000$ | $3,00,000$ | $3,00,000$ | $3,00,000$ | $3,00,000$ |
| Average <br> Annual <br> Return (₹) | $3,00,000$ | $4,00,000$ | $2,20,000$ | $3,60,000$ | $2,80,000$ |

Using Payback Period Criterion, select the most suitable project. Justify your answer
(6) A) Explain Short run equilibrium under pertect competition

Q6) Write short notes on: (Any four)

1) Perfect Competition
2) Sources of Monopoly
3) Product differentiation
4) Conditions for third degree price discrimination
5) Transfer pricing
6) Steps in Capital budgeting.

Please check whether you have got the right question paper.
N.B.: 1. All questions are compulsory.
2. Draw diagrams/maps wherever necessary.
3. Figures to the right indicate full marks.
4. Attach the maps to your answer paper.
Q.1A) On the outline map of Mumbai supplied to you, mark and name the following.
a) Malad Creek
b) A hill in Mumbai
c) An island
d) Vihar lake in Mumbai
e) Harbour Railway Line
f) Apollo Bunder
g) Dadar Chowpatty
h) A Cave in Mumbai
i) Pagoda
j) Jehangir Art Gallery
B) On the outline map of Konkan supplied to you, mark and name the following.
a) A fort in Thane district
b) A hot spring in Thane district
c) A bird Sanctuary in Raigad district
d) Srivardhan beach
e) Aravali Hot spring
f) A beach in Katnagiri district
g) A fort in Raigad district
h) A fort in Sindhudurg district
i) Malvan Marine Park
j) A hill station in Sindhudurg district

## Q. 2 Attempt any' two questions from the following:

A) Elaborate the sources of waste in detail with examples.
B) Elaborate the Seven R's principles of Effective Waste Management with examples.
C) Elaborate the impacts of Improper Waste Management on environment.

## Q. 3 Attempt any two questions from the following:

A) Write short notes on:

1. Impacts of Ozone Layer Depletion
2. Global warming and its effects
B) Explain in detail Sustainable Agricultural Practices with its measures and benefits.
C) Elaborate the Causes and Control measures for Land Degradation.
Q. 4 Attempt any two questions from the following:
A) Explain the classification of tourism on the basis of purpose in detail.
B) Explain the positive and negative Economic consequences of Tourism.
C) Write short notes on:
3. Impacts of Tourism on Erivironment.
4. Challenges faced by India in development of Tourism.
Q. 5 Attempt any two questions froms the following:
A) Elaborate on Save Narmadia Mo vement.
B) Explain the Chipko Movement in detail.
C) Write short notes on:
5. Carbon Credits
6. Environment Management: Need and Re'levance

Q. 1 B)

Roll:no!-


Supernisor's Sign:-
Konkan Map


