RIZVI COLLEGE OF A/S/C

FOUNDATION COURSE

PAPER -II (Sem II)

(2 1/2Hours)   **Total Marks : 75**

N.B : (1) **All** questions are **compulsory**.

    (2) **Figures** to the **right** indicate **full** marks.

Q.1.(A) Choose the correct alternative (Any **eight**) :   **08 Marks**

    i) _____ means movement or shift of people from one place to another.

(Migration, Liberalisation, Globalisation,Privatisation)

    ii)____is known as the Silicon Valley of India.

    (Kashmir, Mumbai, Pune, Bangalore)

    iii)Human Rights with special reference to Fundamental Rights are enshrined in the _____ of the Indian Constitution.

    (I,II, III, IV)

    iv)Human rights have _____application.

    (Limited,Maximum,Universal, Most)

    v)_____ feed on both the autotrophs and the consumers.

    (Decomposers ,Herbivorous, Carnivorous, Omnivorous)

    vi)The _____ is the solid,rocky,crust covering entire planet.

    (Lithosphere, Hydrosphere , Biosphere ,Atmosphere)

    vii)_____ means pre_judgement.

    (Aggression, Violence, Prejudice, Preservation)

    viii) _____ conflict is seen in situations where two parties trying to solve a problem together ,become aware that all the issues are incompatible.

    (Cognitive Conflict, Affective Conflict, Structural Conflict, Behavioural conflict)

ix)According to Abraham Maslow's belief _____ needs all human beings have a need to be respected and to have self-respect.

(Transcendence, Physical, Esteem, Self-Actualization)

x)Divorce is _____ kind of stress.

    (Organisational, Environmental, Background, Personal)

(B) State whether the following statements are **True** or **False** (Any **seven**) : 07Marks

    i)   Globalisation has resulted in no competition to small scale units

ii) Maharashtra has the largest number of farmers' suicide cases.

iii) The right against exploitation provides for abolition of child labour only.

iv) Human Rights are never absolute.

v) Poverty and environment are not inter-linked.

vi) Ecology helps us to understand the ecosystem.

vii) Personal factors are the only causes of stress.

viii) Prejudice does not cause any conflict.

ix) All individuals need to have same set of needs.

x) Compromising helps in conflict resolution.

Q. 2 . "Globalization has led to the changes in agrarian sector".Discuss.   **15 Marks**

<center>**OR**</center>

Q.2 How far Information and Communication Technology is effective in our day today life?

Q.3.What are the fundamental rights of an Indian citizen ?Explain its significance.   **15 Marks**

<center>**OR**</center>

Q.3.What is Magna Carta about?Describe the characteristics of Human Rights .

Q.4.What is the impact of environmental degradation on human life?How can it be controlled?   **15Marks**

<center>**OR**</center>

Q.4.Explain the concept of sustainable development and bring out the need for it.

Q.5..Discuss the agents of socialisation. **15Marks**

<center>**OR**</center>

Q.5 Write short notes on (any **three**) :

(i)Migration

(ii)Liberalisation

(iii)Abraham Maslow's theory of Self-actualisation

(iv)Human Values

(v)Stress Management

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24041S

C050224

Subject: Environmental Studies

Marks: 100   Time: 3 Hours

Please check whether you have got the right question paper.

Note: 1. All questions are compulsory.

2. Draw Diagram/ Map wherever necessary

3. Figures to the right indicated full marks.

4. Attach the map to your answer sheet.

Q.1 A) on the outline map of Mumbai supplied to you marks and names the following.   (10)

   a)   slum area
   b)   Mazgaon Dock
   c)   Bandra Warli Sea link
   d)   Pawai lake
   e)   Mumbai CSMT
   f)   Essel World
   g)   Sanjay Gandhi National Park
   h)   Haji Ali
   i)   Juhu Beach
   j)   Mahalaxmi Temple

Q. 1 B) Mark and name the following on the outline map of Konkan supplied to you.   (10)

   a)   Palghar District

   b)   Matheran

   c)   Amboli ghat

   d)   Vengurla Beach

   e)   A fort in Sindhudurg district

   f)   Atomic Power station

   g)   Thane District

   h)   Karnala sanctuary

   i)   Ganapatipule Temple

   j)   Mahad Temple

Q.2 Attempt any two from the following.

  A) Explain Types of waste in detail.   (10)

B) Discuss on the harmful effect of solid waste on environment.   (10)

C) What are the problem of landfilling site, write in detail.   (10)

Q. 3 Attempt any two from the following.

A) What is malnutrition? State its causes and effects.   (10)

B) What is Global Warming ? Write its causes and effects in detail.   (10)

C) What is sustainable agriculture? Write its need and techniques in detail.   (10)

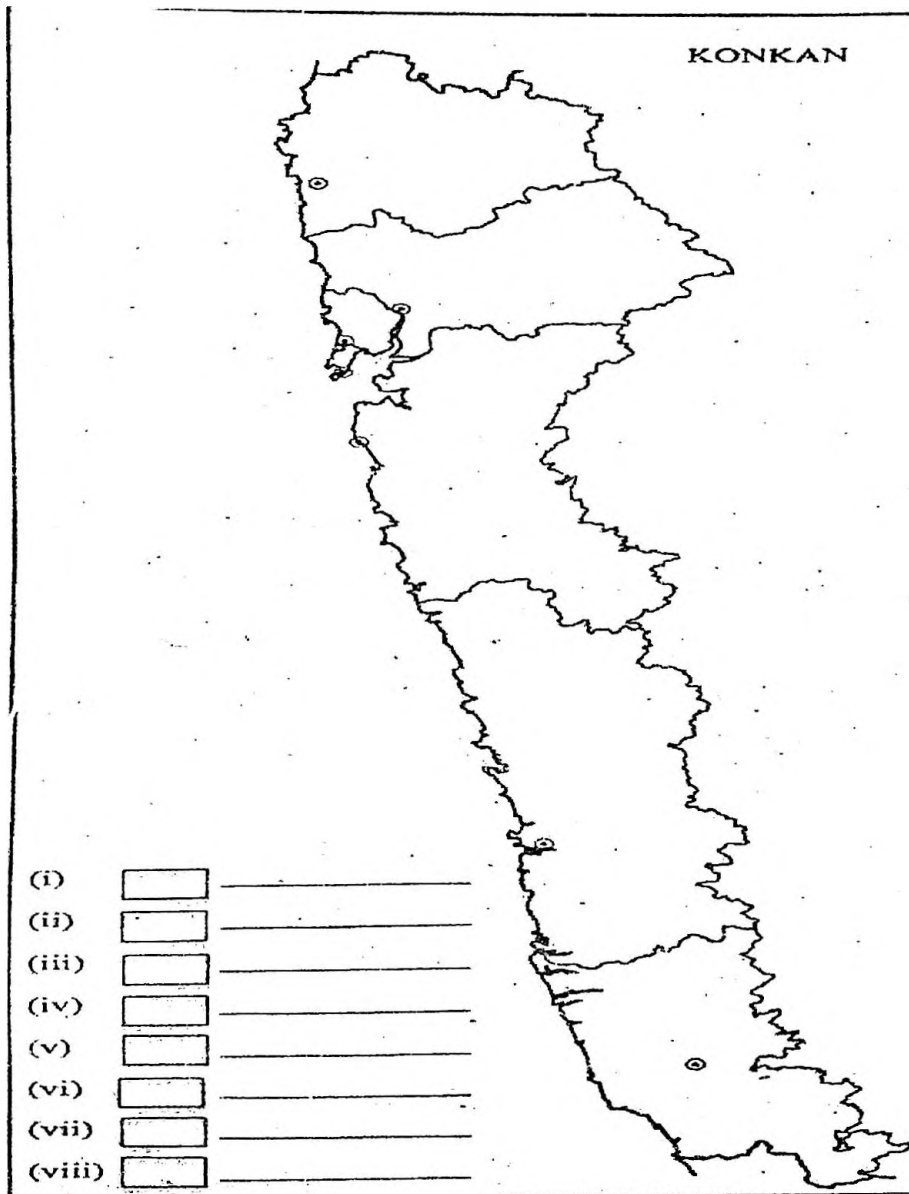**Q.4. Attempt any two from the following**

A) Discuss positive impact of tourism on economy and society.   (10)

B) Write classification of tourism based on purpose in detail.   (10)

C) Discuss tourism potential of India in detail.   (10)
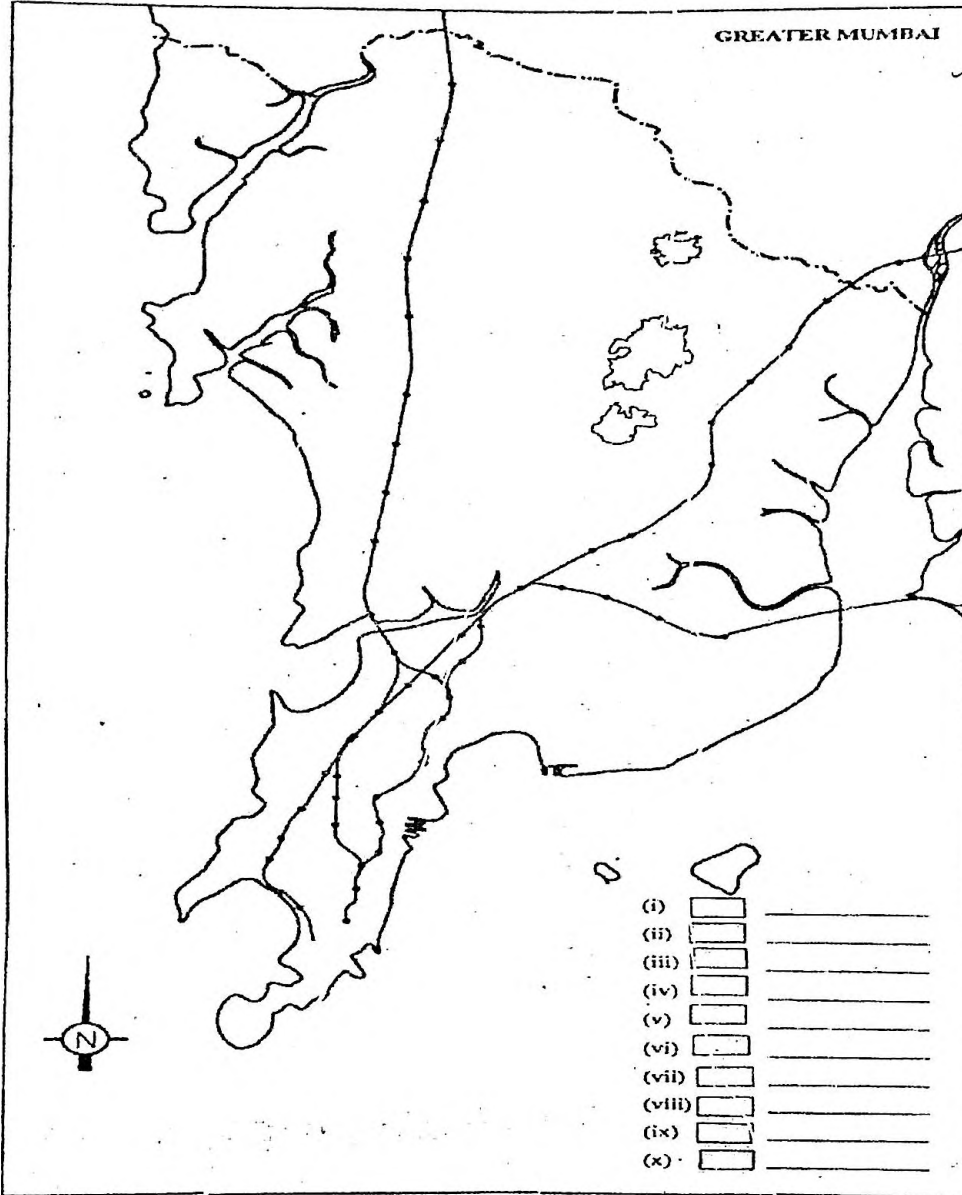
Q. 5. Attempt any two from the following

A) Explain Chipako movements in India.   (10)

B) Write a detail note on carbon bank and carbon credit.   (10)

C) Discuss the role of GIS in environment management.   (10)

KONKAN

(i) [ ] _____

(ii) [ ] _____

(iii) [ ] _____

(iv) [ ] _____

(v) [ ] _____

(vi) [ ] _____

(vii) [ ] _____

(viii) [ ] _____

GREATER MUMBAI

(i) ☐ _____
(ii) ☐ _____
(iii) ☐ _____
(iv) ☐ _____
(v) ☐ _____
(vi) ☐ _____
(vii) ☐ _____
(viii) ☐ _____
(ix) ☐ _____
(x) ☐ _____

N

FYBCOM 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

Q.1 A <u>State whether True or false : (Any10/12)</u>   10

1. A firm is a price Maker under monopoly.
2. The demand curve of a firm in perfect competition is horizontal.
3. When the total revenue is equals to total cost the firm is making normal profit.
4. A monopolistically competitive firm need to advertise its product.
5. Price under monopolistic competition would be higher due to advertising cost
6. Price rigidity is an important characteristic of oligopoly.
7. Third degree price discrimination is practiced by a Monopolistic competitive firm.
8. Under dumping method, in domestic market price is constant.
9. Under marginal cost pricing, price is determined on the basis of fixed cost.
10. Capital budgeting decisions do not affect the profitability of firms.
11. When NPV is negative, the project is accepted.
12. Payback period method is based on the principle of discounting.

B <u>Match the following(Match and Rewrite the statements): (Any 10/12)</u>   10

Column A	Column B
A. Long run Equilibrium -perfect competition	1. Long term investment decision
B. Super normal profit	2. Monopolistic competition
C. Monopoly	3. MR = MC, MC cuts MR from below
D. Selling cost	4. Maximum joint profit
E. Collusive market	5. Always normal profit
F. Equilibrium condition	6. Group Formation
G. Price leadership	7. Home market and world market
H. Dumping	8. AR > AC
I. Price discrimination takes place	9. $1/(1+i)n$
J. Payback period	10. Single seller
K. Discounting factor	11. Monopoly
L. Capital budgeting	12. Recovery of capital invested

Q.2 Attempt A and B or C and D   15

   A. What are the characteristic of perfect competition?   07

B A firm can sell its product for □ 20 each in a perfect competitive market. Its total cost of production ranging from 305 units to 310 units.

305	306	307	308	309	310
□ 3500	□ 3600	□ 3750	□ 3875	□ 3700	□ 4000

What is the profit maximizing level of production   08

<div align="center">OR</div>

C What is monopoly? Describe its features.   07

D Explain the long run equilibrium under perfect competition.   08

Q.3 Attempt A and B or C and D   15

   A Explain the features of monopolistic competition ?   08

   B Discuss the different forms of price leadership in oligopoly market.   07

<div align="center">OR</div>

   C Discuss the arguments for and against the role of advertisement.   08

   D Explain the concept of collusive and non-collusive oligopoly.   07

Q.4 Attempt A and B or C and D   15

   A. Discuss the conditions for third degree price discrimination.   08

   B Explain the concept of Transfer pricing.   07

<div align="center">OR</div>

   C Explain the concept of dumping with the help of a diagram.   08

   D What is cost -plus pricing? Read the paragraph below and answer the following questions:-   07

      Assuming a desired mark up of 10% if average variable cost is Rs.65 and the average fixed cost Rs.20, calculate the full cost price of product M of the firm. Discuss the merits and demerits of the full cost pricing method.

Q.5 Attempt A and B or C and D   15

   A What is capital budgeting? Explain the steps in capital budgeting.   08

   B Write a note on Internal Rate of Return.   07

<div align="center">OR</div>

C Explain the advantages and disadvantages of Pay Back Period method.   08

D Calculate the payback period for each project and rank the project   07

Project	Initial Investment	Annual Cash Flow
A	60,000	15,000
B	40,000	8,000
C	30,000	15,000
D	20,000	20,000

Q.6 Attempt A and B or Write short notes   20

    A. Analyze the short run equilibrium of a firm under perfect competition.   **10**

    B Explain the concept of marginal cost pricing with help of diagram.   **10**

<div align="center">

OR

</div>

   Short notes (Any 4 out of 6)   20

1. Sources of monopoly Power
2. Kinked demand curve
3. Cartel
4. Degrees of price discrimination
5. Distinguish between monopolistic and oligopoly
6. Net present value

N.B:

1. All questions are compulsory.
2. Figures to the right indicate full marks
3. Graph paper is not required for any question in this paper.

Q.1 ATTEMPT ANY FOUR.   20

a) Find $\frac{dy}{dx}$
   (i) $y = 6x^5 - 10\,Logx + 2e^x - 100$
   (ii) $y = \frac{x^3 - 2x + 6}{4x - 1}$

b) Find Total Revenue, Average Revenue and Marginal Revenue at $D = 5$, if the Demand function is given by $p = 4D^2 + 5D - 10$, where P denotes" price" and D denotes "Demand".

c) Find Total Cost, Average Cost, Marginal Cost at $x = 4$, if the Cost function is given by
   $C = 4x^2 + 3x - 12$ where x denotes number of units produced.

d) Find the elasticity of Demand at $p = 1$, if the demand function is given by
   $D = 3p^2 - 7p + 8$ where p denotes "price" and D denotes " Demand".

e) Find the maximum and minimum values of a function $f(x) = x^3 - 6x^2 + 12x - 5$.

Q.2 ATTEMPT ANY FOUR.   20

a) A sum of Rs. 2400/- is accumulated to Rs. 2760/- after 3 years in a bank. Find the Rate of simple interest p.a. which was charged by the bank.

b) Find the total amount with interest, if a sum of Rs. 8000/- is kept in a bank for 3 years with 12% p.a., compounded half yearly.

c) Krishna promised to give Ketan Rs. 4,54,0/- after 4 years. If the rate of interest is 10% p.a., what is its present worth?

d) Sahil invests Rs. 5,000/- at the end of every year in a bank offering compound interest of 10 % p.a. What will be the accumulated sum after 8 years?

e) A loan of Rs. 50000/- is to be returned in 6 monthly instalments at the rate of 10 % per annum compounded monthly. Find the EMI using reducing balance method.

Q.3 ATTEMPT ANY FOUR.   20

a) Calculate Karl Pearson's product moment Coefficient of Correlation for the following bivariate data.

X	12	8	15	10	9	14	18
Y	18	14	14	12	12	11	14

b) Find Spearman's Rank Correlation Coefficient for the following data

X	54	35	64	60	54	50	45	72
Y	51	44	51	40	51	52	37	45

c) Find the Regression equation of X on Y and hence estimate X when Y = 8.

X	3	5	6	7	8	1
Y	6	3	5	2	4	10

d)) Find Mean values of X and Y and correlation coefficient of X and Y, if the regression equation of X on Y is $2X - Y - 15 = 0$ and that of Y on X is $3X - 4y + 25 = 0$.

e) For a group of Men and Women workers in an organization the following data of wages (in Rs.) per day was given.

	Men (X)	Women(Y)
Mean	75	60
S.D.	2.6	1.5
	r = 0.65	

Q.4 ATTEMPT ANY FOUR.   20

a) Calculate three yearly moving averages for the following data.

Year	2013	2014	2015	2016	2017	2018	2019	2020
Price Index	110	115	119	124	127	134	140	144

b) Fit a straight-line trend by the method of least squares and hence estimate the trend for the year 2008.

Year	2010	2011	2012	2013	2014	2015	2016	2017
Price Index	111	115	116	118	119	120	122	124

c) Find (i) Laspeyre's; (ii) Paasche's and (iii) Fisher's index numbers for the following data.

Commodity	Base Year		Current Year	
	Price	Quantity	Price	Quantity
Rice	14	15	20	20
Pulses	18	20	30	30
Sugar	16	25	22	20
Oil	24	10	31	15

d) For the following data, Calculate the cost of living index number for the year 2004 by the family budget method.

Group	Prices in 2015	Prices in 2022	Weight
Food	15	22	50
Clothing	26	40	15
Fuel	20	35	10
Rent	30	50	15
Miscellaneous	28	46	10

e) What is the Time Series? Describe the various components of time Series.

Q.5 ATTEMPT ANY FOUR. 20

a) It is observed that 40% of online application forms for a certain examination are faulty. If 7 forms are selected at random, find the probability that out of them
(i) 3 are faulty; (ii) all are faulty.

b) An unbiased die is thrown five times. The number on the uppermost face being noted. Find the probability of getting an even number
(i) exactly 2 times; (ii) None of the times.

c) Akash receives, on an average, 5 messages per day. Find the probability that, on a specific day, he will receive
(i) only 4 messages; (ii) less than 2 messages. ($e^{-5} = 0.0067$)

d) A firm has 3000 accounts which are normally distributed with mean of Rs. 10,000 and standard deviation of Rs. 1000. Find the number of accounts with amount lying between Rs. 8,000 and Rs. 11,000 given that P $(0 < z < 1) = 0.3413$, P $(0 < z < 2) = 0.4772$).

e) Write any five properties of normal distribution and normal curve.

ACCOUNTANCY & FINANCIAL MANAGEMENT-II

TIME- 3hrs   MARKS-100

N.B 1) All questions are compulsory

2) Working notes should form part of your answer.

3) Use of simple calculator is allowed

Q1.A) State whether the following statements are True or False. (Any 10) (10Marks)

1. Fire Insurance covers death of human beings

2. In consignment account, Profit or Loss belongs to the consignee.

3. The income, expenses, assets and liabilities of an independent branch can be ascertained only by the Head Office.

4. Consignment is a sale between consignor and consignee.

5. Abnormal goods are fast moving goods

6. RBI governs insurance business in India.

7. Trading account is prepared to find out gross profit.

8. Single entry system is adopted by small sole trader or firm.

9. Consignor is a person who consigns goods.

10. An Invoice price is always higher than cost.

11. opening balance sheet is prepared to find out Opening capital a\c.

12. The consignee act as an agent to the consignor for sale of goods.

Q1B) Fill in the blanks (Any 10) (10Marks)

1. Consignment account is a ....account.(Personal \ Nominal)

2. In ....accounting, dependent and independent Branch Accounting is prepared. (Branch \ Consignment)

3. Credit purchases appear in ....account. (Debtors A\c \ Creditors account)

4. Under Simple single entry,.....................Accounts and Cashbook is maintained.(personal and cash \ personal and Credit)

5. The relationship between Consignor and consignee is ....(Only Principal/ Principal and Agent)

6. The Branch is said to be ....when its accounts are maintained by Head Office.(Dependent \ Independent)

7. Bills payable dishonored debited to ....(Debtors A\c\ Bills Payable A\c)

8. The Memorandom trading account is prepared to find out ....(Closing stock \ Opening stock)

9. The Despatch of Goods is called ....(Gift \ Consignment)

10. Under Pure single Entry,............................Accounts are maintained (Personal\ Real)

11. Single entry is preparation of accounts from ....records (complete \ incomplete)

12. Credit sales appears in ....account (Debtors A\c \ Creditors account)

Q2.A) From the following details prepare Mumbai Branch account for the six months ended 31st December, 2015, after depreciating branch furniture @ 20% per annum. **(10 marks)**

Particulars	Rs	Particulars	Rs
Opening Branch Assets			
–Stock	40,000	Branch expenses paid by H.O	68,000
-Petty Cash	12,000	Remittance received from Branch	4,65,600
-Furniture	52,000	Closing Branch Assets	
-Debtors	60,000	- Stock	48,000
Opening Branch liabilities		- Petty Cash	8,000
-Outstanding Expenses	2,000	- Debtors	68,000
Goods sent to Branch	3,60,000	Closing Branch liabilities	
Petty cash sent to Branch	16,000	-Outstanding Expenses	2,800

B) Bharat & Co. of Calcutta consigned 100 cases of goods at Rs 400 each to Arjun of Mumbai. The consignor pays Rs 400 for insurance and for freight Rs 600. Arjun of Mumbai sent an account sales showing the gross proceeds at Rs 48,000. The expenses paid by Arjun of Mumbai were dock dues Rs 40, carriage Rs 100 , Warehousing expenses Rs 260.He sent the amount to consignor after deducting @4% commission. Prepare ledger account in the books of Consignor. **(10 marks)**

OR

Q2) From the following information, You are required to prepare Trading Account & Profit\ Loss Ac and the Balance sheet for the year 2013 **(20 Marks)**

Balance sheet as on 1-01-2013

Liabilities	Rs	Assets	Rs
Bill payable	800	Cash at Bank	1,950
Creditors	1,800	Bill Receivable	750
Capital	10,100	Debtors	2,000
		Stock	3,000
		Plant & Machinery	2,000
		Land & Buildings	3,000
	12,700		12,700

Cash Book for the year 2013

Receipts	Rs	Payment	Rs
To Balance b\d	1,950	By Salaries	600
To Debtors	13,500	By Wages	740
To Bill Receivable	4,500	By Bill payable	3,660
		By Creditors	7,350
		By Office expenses	400
		By Drawings	1,500
		By Balance c\d	5,700
	19,950		19,950

Summary of other transactions during the year 2013

Purchases Rs 15,000, Sales Rs 19,000, Discount allowed to debtors Rs 100, Bill receivable received during the year Rs 4,550, Bill Payable during the year Rs 7,750, Stock on 31-12-2013 Rs 3,500. Depreciate Plant & Machinery by Rs 200 and Land & Buildings by Rs 150.

Q3) A) PQR Ltd has a branch at Nasik to which goods are invoiced at cost plus 25%. The following information is supplied to you for 2020. **(10 Marks)**

Particulars	Rs	Particulars	Rs
Opening Branch Assets			
-Stock	30,000	Cash received from Debtors	68,400
-Debtors	20,000	Discount allowed to debtors	1,600
-Petty cash	160	Cash remitted to branch expenses	16,000
Goods sent to branch (cost)	80,000	Closing Branch Assets	
Sales Cash	52,000	-Petty cash	180
Credit	72,000	-Stock	24,000
		Closing Branch liabilities	
		Liabilities for expense	500

B) Ramdas & Co. of Mumbai consign goods 50bundles of cutpiece cloth Rs 700 each to Mukherjee & Company of Kolkatta to be sold on commission basis. An advance of Rs 16,000 were received from Mukherjee & Company. Mukherjee & Company sent an account sales which sates that goods were sold for Rs 56,000 and rs 1,800 were paid for carriage, godown rent & port expenses.Their commission was Rs 2,000.

From the above prepare ledger in the books consignor. **(10 Marks)**

OR

Q3) On 18th October,2014 the premises of Mithilia were destroyed by fire, but sufficient records were saved from which the following particulars were found **(20 Marks)**

Particulars	Rs
Stock (1-4-2013)	67,200.
Stock (31-3-2014)	99,000
Purchases (F.Y 2013-2014)	8,38,800
Sales (F.Y 2013-2014)	10,20,000
Purchases (1-4-2014 to 18-10-2014)	4,95,200
Sales (1-4-2014 to 18-10-2014)	5,19,000

Stock for the Balance sheet at 31-3-2014 was valued at 10% above cost. During May 2014, Mithilia had withdrawn goods costing Rs 25,000. The Policy amount was Rs 1,20,000. The stock salvaged was worth Rs 29,000. Show the amount of claim to be lodged with the insurance company.

Q4) A Fire occurred in the premises of Agni on 25th August , 2013 when a large part of the stock Destroyed. Salvaged was Rs 15,000. Agni gives you the following in formation for the period 1st January 2013 to 25th August 2013

a.   Purchases Rs 85,000

b.   Sales Rs 90,000

c.   Goods Costing Rs 5,000 were taken by Agni for personal use.

d.   Cost Price of stock on 1st January 2013 was Rs 40,000.

Over the past few years, Agni has been selling goods at a consistent gross profit margin of 33⅓ %.The Insurance policy was for Rs 50,000. It included in average clause Agni ask you to prepare the statement of claim to be made on the insurance company. **(20 Marks)**

OR

Q4.A) From the following information. You are required to calculate Total Purchases during the (year. **(10 Marks)**

Particulars	Rs
Opening Creditors	60,000
Cash Paid to creditors	30,000
Closing Creditors	36,000
Return inward	13,000
Bill accepted	27,000
Bills Dishonored	8,000
Purchases Return	12,000
Discount allowed	5,000

Q4.B) From the following information. You are required to calculate Total Sales during the year. **(10 Marks)**

Particulars	Rs
Opening Debtors	45,000
Closing Debtors	56,000
Discount allowed	2,500
Cash received from debtors	2,30,000
Sales return	8,500
Cash Sales	30,000

Q5) A) Difference between Double entry system and Single entry system **(10 marks)**

    B) What is Consignment account? Explain its features.**(10 marks)**

OR

Q5) Write short notes on any 4 **(20 marks)**

1.Memorandom Trading account.

2.Del Credere Commission

3.Dependent Branch account

4.Average Clause

5.Bills Payable account

6.Debtors Method

Business Communication

Semester II Examinations

Time: 3 hrs

Total marks: 100

Note:

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

Q1 A) Explain ANY FIVE of the following terms in 2-3 sentences (10)

1. Conference
2. RTI
3. Exit Interview
4. Agenda
5. Consensus
6. Grievance Interview
7. Webinar
8. Meeting

B) Match the following (05)

A	B
1. Newsletter	a. To put the applicant under intentional stress
2. Chairperson	b. Have executive powers
3. Under stress interview	c. One third of the total number of participants in a meeting
4. Committees	d. Specialised periodical publication
5. Quorum	e. Head of the Meeting

Q2 Write short notes on ANY FOUR of the following (20)

1. Preparation by Candidate before an Interview
2. Various questions in a Selection Interview
3. Online Interview.
4. WASP Technique of Interview.
5. Importance of Group Discussion in Corporate World.
6. Advantages and Disadvantages of Meeting.

Q 3 Answer ANY TWO of the following questions (20)

1. What are the different types of Committees? Elaborate.
2. Discuss the relationship of the Public Relation officers with public such as; Government, Media and Consumer.
3. What are the contemporary methods used in holding a Conference?

Q 4 Draft ANY FOUR letters from the following (20)

1. Your class has decided to go for a picnic. Write a letter of enquiry to the owner of a bus service, stating your requirements.
2. Hygienic Homes, a housekeeping company have recently charged you Rs 20000/- for quarterly cleaning and maintenance of your office space. Despite repeated instructions and requests about proper sanitisation and placement of stationery, nothing is changed. Write a stern letter of complaint and ask for their men to follow instructions, failing which their contract will be canceled.

3. Draft a letter to promote the sale of any ONE product –
   a. Silk-n-Shine Hair Colour
   b. Blast-on Portable speakers
4. Mrs. Roshan had invested a sum of 10 lakhs with Mattoo Finance Co., a non-banking finance company. The deposit had matured in December 2022, but the company did not pay her inspite of repeated requests. Frustrated, Mrs. Roshan has finally approached the Consumer Guidance Forum. Draft a petition asking for the promised sum as well as a redressal of 1 lakh for the mental trauma and over a year of delay in payment.
5. Your application for a Home Loan with State Bank of India has not been processed in spite of having submitted all the documents and fulfilling all necessary queries. Draft an RTI enquiry to find reasons for the same.

Q 5 A A Committee has appointed to look into the possibility of starting a bus service for students and staff from Bandra station at specific timings. Draft a report of the committee making suitable suggestions. **(10)**

OR

B Draft a business proposal made by a digital marketing company which gives publicity to its clients through online and social media platforms. **(10)**

Q 6 Draft a notice and agenda for a Discipline Committee meeting of your college. Also draft two resolutions for the following: **(10)**
   a. To include and train 50 students to help maintain discipline during Jashn-e-Rizvi.
   b. To coordinate with NCC cadets to control rowdy behaviour during Jashn-e-Rizvi.

Q 7 Summarize the following passage and give it a suitable title **(05)**

Parents not only refer their child's physical ailments to doctors but lately, the child's behavioral problems as well. Riding on this trend, the American Academy of Paediatrics (AAP) has recommended that doctors, during routine medical check-ups, inquire about children's use of the media. This will go a long way in helping to identify patterns that can threaten the emotional and physical health of the child. Many times, parents have received complaints from the school about their child's aggressive behaviour. Often, this has been referred to the family physician rather than the behavioral psychologist. Says a doctor at the AAP, "You look at the history and then note that the child has not only been sitting in front of the TV for hours watching violent shows but also playing aggressive computer games. At the least, this is something to start with." Says another, "The child could be modelling violent behaviour and the parents are unaware of it."

Another related problem is obesity. This problem troubles many parents. After talking to the child, the doctor discovers that the child has similarly spent hours watching TV and video and not getting sufficient exercise. "It's another way where media habits can affect health," says the doctor. The AAP recommends that two hours of quality TV or video shows a day for older children is sufficient. However, as far as toddlers below two are concerned, the AAP recommends that they should not be allowed to watch any TV. Excessive and indiscriminate media viewing can lead to other side effects and these include repeated aggression with peers or adults, poor grades, frequent nightmares, increased eating of unhealthy foods; and later, smoking, drinking and drug use.

RIZVI COLLEGE OF ARTS, SCIENCE AND COMMERCE

SUB: COMMERCE II   **SEM II**   **100 MARKS**   **3 HOURS**

Q.1 (a) Select the most appropriate answer from the option given below. (Any ten)   (10)

1. Services are generally _____.
(Tangible, intangible, demonstrable, provisional)

2. Services _____ be stored for future sale.
(shell, can, will, cannot)

3._____ is the primary level of service product.
(Core product, basic service, augmented service, level one)

4. Customer satisfaction service helps to retain_____.
(Customers, dealers, shareholders, employees)

5. To shift the demand from peak times to non-peak periods, the service provider may offer special _____ to the customers.
(Disincentives, comforts, incentives, centers)

6. The research ____ is the grand plan for conducting research.
(Design questionnaire, data, problem)

7. Knowledge Process Outsourcing involves off- shoring of_____ intensive business processes.
(Knowledge, labor, capital, time)

8. ____ card encourages lavish spending on the part of the user.
(Debit, credit, ATM, savings)

9. ____ banking is also called online banking.
(Offline, internet, ATM, instant)

10. E-Commerce transactions between Customers to Customers are referred to as ____.
(B2B, B2C, C2C, B2G)

11. In e-commerce there are ____entry barriers.
(High, medium, low, no)

12. E-Commerce permits ____reach.
(Local, National, global, locality)

(b) State the following statements are true or false. (Any ten)   (10)

1) Services performance varies across at different times.

2) FDI in retail helps to increase the inflation in the market.

3) ATM cards offer only a cash withdrawal facility to the bank customer.

4) Foreign banks have a large number of ATMs in India.

5) Currently the major part of the Indian population does not buy online due to lack of internet penetration.

6) Service performance may differ from one service provided to the other.

7) Departmental stores are a form of non-store format.

8) There is no difference between a credit card and a debit card.

9) Indian firms do not face any issues with the reference to the transition to e-commerce.

10) Idea screening is required in the services development cycle.

11) Department stores in the form of non-store format.

12) Internet banking offers banking services 24*7.

Q.2 Answer any two from the following. (15)

a. Define services. Explain the Importance of Services.

b. Discuss in brief the element of Marketing Mix for services.

c. What are the bright prospects of the service sector in India?

Q-3 Answer any two from the following. (15)

a. Distinguish between Organized and Unorganized Retailing

b. Discuss the guidelines for store planning with reference to design and layout.

c. Write a note on Career in Retailing.

Q.4 Answer any two from the following. (15)

a. Write a short note on LPO

b. What is an ATM? Enumerate its advantages.

c. Define Logistics. Explain in detail various challenges faced by the logistics sector in India.

Q-5 Answer any two from the following. (15)

a. Elucidate E-Commerce. Explain its features in detail.

b. What do you mean by B2C and C2C? What is the importance in today's world

c. How is online marketing research beneficial to business?

Q.6 Write short notes on any four of the following. (20)

a. Medical Service Sector.

b. Promotion of Services.

c. Crossword

d. Online Banking

e. New Age Career

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