Total No. of Questions : 6	of Questions: 6	o, of	No.	Total
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SEAT No.	. :	
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PA-1857

[Total No. of Pages: 4

[5952]-601 T. Y. B. Com.

361: BUSINESS REGULATORY FRAMEWORK - II (2019 Pattern) (Semester - VI) (CBCS)

		(2013 Pattern) (Semester - VI) (CBCS)
Time : 21/2	Hou	rs] [Max. Marks : 70
Instructio	ons to	the candidates:
1)	Q.Nc	o. 1 and Q.No. 6 are compulsory.
2)	Solv	e any 3(Three) questions from the remaining questions no. 2,3,4 & 5.
	(
Q1) A)	Fill	in the blanks (Any 5 out of 6) [5]
	i)	Enforcement of 'The Negotiable Instruments Act' has been implemented in India except J&K
9	35.	(1 March 1882, 1 September 1872, 1 December 1930)
	ii)	The transaction of buying & selling with the help of electronic media are called
		(E-Commerce, E-Communication, E-Management)
	iii)	A person who buys goods/services for a compensation is called a under section 2(7) of the 'Consumer Protection Act'.
		(Trader, Consumer, Supplier)
	iv)	is the right granted to the creator of a work of literature under 'Intellectual Property Rights'.
		(Trademark, Patent, Copyright)
	v)	When the negotiable instruments are not accepted or paid, it is considered as a of negotiable instrument.
		(Honour, Dishonor, To cash)
		7

		vi)	a subscriber with the pro	means of servisions of servisions	f an any	ation o electro	f any electronic reconic method in acco	ord by
						ure. Di	gital contract)	
	•••					5, 23,	siai comiact)	
	B)	Mai	tch the follow					[5]
			Group A				Group B	
		1)		able Instrum	ents Act	a)	20 July, 2020	
		2)	E-Contract			b)	Bill of exchange	
		3)		protection A	ct	c)	December 1994	
		4)	TRIPs con	tract		d)	Claims amounting 2 crore	to over
		5)	National co	mmission	,	e)	Web-wrap	
Q2)	Giv	ve the	difinition of egotiable Isnt	'The Negotia ruments'.	able Instr	uments	and explain the fea	atures of [15]
Q3)	Wł	nat de Com	o you mean l imerce'.	by 'E-Comn	nerce'? E	xplain	the importance &	types of [15]
Q4)			the Provision ssion under th				nsumer Grievance R	Redressal
Q5)			the 'Patent' a nt holder.	nd explain th	e proced	ure for	obtaining a patent a	nd rights
06)	W.	ita al	art notes : ()	(ny 3)			N 1	, , , , ,
Q_0			nort notes : (A		Cauras'		20. W.	[15]
	a)		ghts of a 'Ho		course.			
	b)		gital Signatur		:1		50 31	
	c)		ite consumer				A. O.	
	d)		gans of 'Wor	d Intellectu	al Prope	rty orga	inisation'.	
	e)	Tra	ademark			0	1	
				*	*	*	<i>Y</i>	
[595	52]-	601			2	9		

Total	No.	of	Questions:	4	ĺ
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Г.	:A	- 4	/	u	o

SEAT No.:				
[Total	No. of	Pages	:	5

[5952]-602 A T.Y.B. Com.

362: ADVANCED ACCOUNTING-II (2019 Pattern) (Semester-VI)

			(-)47 a accern) (c	emes	ster-v1)
Time: 25	2 Hour	s/	0, 00.		
		-	andidates:		[Max. Marks : 70
D			ulsory.		
2)			Questions from remaining	O.No.	2.3 and 4
		1		2	, , , , , , , , , , , , , , , , , , ,
Q1) a)	Fill	in th	e blanks (Any five out of	`7\	, S
	i)	Co	operative Societies are	/)	[5]
	- 7	a)	operative Societies are r Profit		
		(c)	Liabilities	b)	Assets
	ii)	A		. (d)	Cash flows
	2,	_	is a subordinate div		
	Ş:-	a)	Balance sheet	(b)	Fund flow statement
	:::\	c)	Co-operative Society	⊘ d) ຼ	Branch
	iii)	fra	ebranches are not	allowe	ed to make their own purchases
		110	in open market.	22	•
		a)	Dependent	(b)	Sub
		c)	Tree	d)	Variable
	iv)	For	rensic Accounting provide	des an	accounting analysis suitable to
		be	used in Proceed	ings.	ر الم
		a)	Foreign	, p)	national
		c)	international	d)	legal
	v)	Lic	uidity ratios measures	the ab	ility of a firm to meet its.
		obl	igations.		
		a)	Short term	b)	profit C
		c)	loss	d)	wealth
	vi)	Bal	ance sheet is a position		ent that determines liquidity and
	,		position.		and determines inquidity and
		a)	Overall performance	b)	solvency
		- 1			from the same of t
		c)	long term		short term
	vii)	Rat			eful technique for analyzing
			_statements scientifical	ly.	
		a)	Financial	b)	scientific
		c)	statistical	d)	organizational

- b) True of False (Any five out of 7)
 - i) Ratio analysis ensures effective cost control.
 - The long term analysis of financial statements is mainly concerned with stability and revenue earning potential of the concern.
 - iii) The price specified in the options contract is known as option price.
 - iv) Derivatives markets help to increase savings and investments in the long run.
 - Commission payable to Branch Manager is always debited to Branch account.
 - vi) The branch which keeps full system of accounting is said to be an independent one.
 - vii) The final accounts of Co-operative Societies are required to be approved by the members in the Annual General Meeting.
- c) Mathch the following.

[5]

i) Home Branch

Inflow and outflow of cash

ii) Futures

Logical Thinking Process

iii) Artificial Intelligence

2:1

iv) Cash Flows

Inland Branch

v) Ideal Current Ratio

More Liquid

d) Short Notes (Any three out of five)

[15]

- Accounting for Corporate Social Responsibility.
- ii) Meaning of Ratio Analysis.
- iii) Explain the concept of Forensic Accounting.
- iv) Explain Profitability Ratios.
- v) Use of Artificial Intelligence in Accounting.

Q2) From the following Trial Balance of Udyaya Co-operative Purchases and Sales Society Ltd as on 31/03/2021 prepare Trading Account, Profit and Loss Account for the year ended 31/03/2021 and Balance Sheet as on that data after consideration the adjustment given there after [20]

Trial Balance as on 31/03/2021

Particulars	Debit Rs.	Credit Rs.
Share Capital	77	1,68,000
Reserve Fund	6 7	3,000
Creditors for Purchases	S. A. A.	20,000
Profit and Loss Account 01/04/2020		8,000
Profit for the year	'A	80,000
Opening Stock	1,96,000	
Furniture and Equipments	62,000	

Container Deposit	16,000	-
Sundry Debtors	30,000	
Salaries	1,50,000	
Commission	44,000	
Rent and Taxes	23,000	
Postages	4,000	
Travelling and Conveyance	9,000	
Printing and Stationery	7,000	
Dividend paid	7,900	A
Admission fees		1,000
Purchases	31,70,000	
Coolie charges, freight, cartage	80,000	3
Investments	1,20,000	
Sales	2	38,10,000
Cash in Hand	2,100	
Bank Balance	200,000	1,000
Development Fund		4,000
Development I and	41,2,1000	41,21,000

Other Information

- Closing stock is valued at Rs. 2,20,000. i)
- Outstanding Rent Rs. 2,000. ii)
- Commission payable Rs. 10,000. iii)
- Rs. 4,000 salary was paid as advance as on 31/03/2021. iv)
- Provide for Audit fees Rs. 8,000. v)
- The Society declared 5% Dividend on its paid up capital as on 31/03/2020 for the year. The Society transferred 25% of its profit for vi) the year ended 31/03/2020 to Reserve fund and also transferred. Rs. 4,000 to Development fund approved in the general meeting held on 31/10/2020.
- vii) Accrued Income on Investment Rs. 10,000.
- viii) The Directors recommend 10% Dividend for the current year.
- Provide 10% Depreciation on furniture and equipments.

Q3) The following is the Profit and Loss for the year ending 31st March 2021 and Balance sheet as on that data of C Ltd. [20]

Dr. Profit and Loss Account for the year ending 31st Marh 2022

Particulars	Amount	Particulars	Amount
To Opening Stock	10,000	By Sales	1,00,000
To Purchases	55,000	By Closing Stock	15,000
To Gross Profit c/d	50.000		
Total	1,15,000	Total	1,15,000
00	N.		
To Office Expense	15,000	By Gross Profit b/d	50,000
To Interest	3,000		De
To Selling Expense	12,000		
To Net Profit c/d	20,000		
Total	50,000	Total	50,000

Balance Sheet as on 31st March 2022

Liabilities	Amount	Assets	Amount
Share Capital Shares at 10 each	1,00,000	Land and Building	50,000
Profit and Loss	20,000	Plant and Machinery	30,000
Creditors	25,000	Stock	15,000
Bills Payable	15,000	Debtors	15,000
	Š	Bills Receivable	12,500
	· ·	Cash at Bank	17,500
		Furniture	20,000
Total	1,60,000	Total	1,60,000

Other Information

- a) Average Debtors Rs. 12,500
- b) Credit Purchases Rs. 40,000
- c) Credit Sales Rs. 80,000

Calculate -

- i) Stock Turnover Ratio
- ii) Debtors Turnover Ratio
- iii) Creditors Turnover Ratio
- iv) Gross Profit Ratio
- v) Net Profit Ratio

Q4) Bharat Traders has a branch at Surat to which goods are supplied by Head office at 25% on cost price. Branch temits all cash received by the Head Office and all expenses except petty cash expenses of the branch are paid by the Head Office by cheques.

Prepare Surat Branch Account, Branch Debtors Account and Branch Petty Cash Account in the books of Bharat Traders, Baroda taking into consideration in the following information for the year 2021-2022

in the following in	ormation for the year 2021-20.	22 20
Particulars	Balances as on 1st April	Balances as on 31st March
2	2021	2022
Stock in Trade	7,00,000	57,600
Debtors	10,000	54,000
Cash in hand	100	- %

Goods sent to branch	2,00,000
Total Sales	3,00,000
Cash received from Debtors	1,90,000
Goods returned by Debtors	2,000
Discount allowed to customers	4,000
Allowances to Customers	2,000
Bad Debts written off	4,000
Bills receivable from debtors	4000
Cheques sent to branch offices for expenses	
i) Salaries	9,530
ii) Rent	2400
iii) Advertisement	1,200
Petty Expenses at Branch	950
Petty Cash remittances to branch	1,000
I City Cust. City	C 100/

The branch manager is entitled to a commission of 10% on Branch Profits before charging such commission.

B

B

0 20

Total	No.	of	Questions	:	6]
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[5952]-603 T.Y. B.Com.

BUSINESS ECONOMICS

363 : Indian and Global Economic Development - II (2019 CBCS Pattern) (Semester - VI) (Regular)

			. m.		
Time : 25			0,00		[Max. Marks: 70
			candidates:		,
1) 2)	Qu	e. I ar	d Que. 6 are compulsory.		
3)	Fig	ures t	three questions from the rem to the right side indicate full n	laininį narke	g question no. 2, 3, 4 & 5.
		0	A since mancane yan m	ma.	
Q1) A)	F	ill in t	he blanks (Any five):		(6)
	i)		he human development inc	day ra	planted Color
	Á	a)	1947	icx ic	· ·
	3.	c)		O.,	1950
1	::\			$\geq_{\mathbf{q}_j}$	2014.
	ii)		D.I. stands for	(
		a)	Foreign direct investment	3	
		b)	Foreign Direct Inter-ven	tion	
		c)	Foreign domestic invest	ment	
		d)	Fast direct investment		
	iii)	Inc	lia is the founder member	of	
		a)	ASIAN	b)	SAARC
		c)	USA	d)	UAE
	iv)	Inte	ernational trade means		0 1 Kg
		a)	Trade between countries	b)	Trade between regions
		c)	Trade between provinces	d)	Trade between two states
	v)	The	Multidimensional Poverty		x(M.P.I.) is released by
		a)	World Bank	b)	World Economic Forum
		c)	U.N.D.P.	d)	Asian development bank
,	vi)	betw	means a systematic reen one country and rest	recor	rd of all economic transactions
		a)	Balance of Trade	b)	Balance of Transactions
		c)	Budget	d) .	Balance of payments

B) Match the following:	3		[5]
Α		В	(-)
i) I.M.F.	(a)	Balance of Trade	
ii) G.D.I.	b)	International Bank for Reconstruction and De	or evelopment
iii) World Bank	c)	Gender Developmer	nt Index
iv) EXIM Policy	d)	International Moneta	ry fund
v) Current Account	c)	Foreign Trade Policy	ý
02) E 11		100	
Q2) Explain the role of human reso	urces in econo	mic development.	[15]
03) E			
Q3) Explain the role of foreign capit	al in economic	development.	[15]
00 5	D.	Ox.	
Q4) Explain the India's recent foreign	gn trade policy.	2	[15]
Q5) Explain the functions of SAAR	E PLAN		[15]
Q6) Write Short Notes (any three):	S		
a) Human Poverty Index.			[15]
b) Limitations of foreign capit	_1		N. S.
		2 8	2
c) Convertibility of Indian Ru	pee on current	Account	
d) BRICS.		13 2.	
e) Global Hunger Index.	000	Z Charles	
		ix,	

PA-1861 [5952]-605 T.Y. B.Com. 364: AUDITING & TAXATION - II (2019 Pattern) (CBCS) (Semester - VI) Time: 2½ Hours] Instructions to the candidates: 1) Answer all questions. 2) Figures to the right indicate full marks. QI) a) Define the following Terms (any 4): i) Person ii) Previous year (P.Y) iii) Perquisites iv) Composite Rent v) Net Annual value b) Write short notes on (any 3): i) Advance Tax ii) Deduction U/S 80G iii) Capital Expenditure iv) Agricultural Income 2) Solve problems (Any 2): [16]	Total No. of Questions : 3]	É	SEAT No. :
[5952]-605 T.Y. B.Com. 364: AUDITING & TAXATION - II (2019 Pattern) (CBCS) (Semester - VI) Time: 2½ Hours] Instructions to the candidates: 1) Answer all questions. 2) Figures to the right indicate full marks. [8] i) Person ii) Previous year (P.Y) iii) Perquisites iv) Composite Rent v) Net Annual value b) Write short notes on (any 3): i) Advance Tax ii) Deduction U/S 80G iii) Capital Expenditure iv) Agricultural Income	PA-1861	, 13 ¹ 0	
364 : AUDITING & TAXATION - II (2019 Pattern) (CBCS) (Semester - VI) Time : 2½ Hours] Instructions to the candidates: 1) Answer all questions. 2) Figures to the right indicate full marks. Q1) a) Define the following Terms (any 4): i) Person ii) Previous year (P.Y) iii) Perquisites iv) Composite Rent v) Net Annual value b) Write short notes on (any 3): i) Advance Tax ii) Deduction U/S 80G iii) Capital Expenditure iv) Agricultural Income 2) Solve problems (Any 2): [16]	[59	952]-605	
(2019 Pattern) (CBCS) (Semester - VI) Time: 2½ Hours]	T.Y	Z.B.Com.	
Time: 2½ Hours] Instructions to the candidates: 1) Answer all questions. 2) Figures to the right indicate full marks. Q1) a) Define the following Terms (any 4): i) Person ii) Previous year (P.Y) iii) Perquisites iv) Composite Rent v) Net Annual value b) Write short notes on (any 3): i) Advance Tax ii) Deduction U/S 80G iii) Capital Expenditure iv) Agricultural Income 2) Solve problems (Any 2): [16]	364 : AUDITIN	G & TAXA	TION - II
Time: 2½ Hours] Instructions to the candidates: 1) Answer all questions. 2) Figures to the right indicate full marks. Q1) a) Define the following Terms (any 4): i) Person ii) Previous year (P.Y) iii) Perquisites iv) Composite Rent v) Net Annual value b) Write short notes on (any 3): i) Advance Tax ii) Deduction U/S 80G iii) Capital Expenditure iv) Agricultural Income 2) Solve problems (Any 2): [16]	(2019 Pattern) (CBCS) (Sem	nester - VI)
Instructions to the candidates: 1) Answer all questions. 2) Figures to the right indicate full marks. Q1) a) Define the following Terms (any 4): i) Person ii) Previous year (P.Y) iii) Perquisites iv) Composite Rent v) Net Annual value b) Write short notes on (any 3): i) Advance Tax ii) Deduction U/S 80G iii) Capital Expenditure iv) Agricultural Income 2) Solve problems (Any 2): [16]			,
1) Answer all questions. 2) Figures to the right indicate full marks. Q1) a) Define the following Terms (any 4): i) Person ii) Previous year (P.Y) iii) Perquisites iv) Composite Rent v) Net Annual value b) Write short notes on (any 3): i) Advance Tax ii) Deduction U/S 80G iii) Capital Expenditure iv) Agricultural Income 2) Solve problems (Any 2): [16]			[Max. Marks: 50
2) Figures to the right indicate full marks. Q1) a) Define the following Terms (any 4): i) Person ii) Previous year (P.Y) iii) Perquisites iv) Composite Rent v) Net Annual value b) Write short notes on (any 3): i) Advance Tax ii) Deduction U/S 80G iii) Capital Expenditure iv) Agricultural Income [16]			.^.
i) Person ii) Previous year (P.Y) iii) Perquisites iv) Composite Rent v) Net Annual value b) Write short notes on (any 3): i) Advance Tax ii) Deduction U/S 80G iii) Capital Expenditure iv) Agricultural Income [16]	() () () () () () () () () ()		Dr.
i) Person ii) Previous year (P.Y) iii) Perquisites iv) Composite Rent v) Net Annual value b) Write short notes on (any 3): i) Advance Tax ii) Deduction U/S 80G iii) Capital Expenditure iv) Agricultural Income 2) Solve problems (Any 2): [16]	2) Figures to the right indicate	? full marks.	<u> </u>
i) Person ii) Previous year (P.Y) iii) Perquisites iv) Composite Rent v) Net Annual value b) Write short notes on (any 3): i) Advance Tax ii) Deduction U/S 80G iii) Capital Expenditure iv) Agricultural Income 2) Solve problems (Any 2): [16]	(01) a) Define the following Term	ne (any A) :	191
ii) Previous year (P.Y) iii) Perquisites iv) Composite Rent v) Net Annual value b) Write short notes on (any 3): i) Advance Tax ii) Deduction U/S 80G iii) Capital Expenditure iv) Agricultural Income 2) Solve problems (Any 2): [16]	Tennes and removing Tennes	is (any 4).	[0]
iii) Perquisites iv) Composite Rent v) Net Annual value b) Write short notes on (any 3): i) Advance Tax ii) Deduction U/S 80G iii) Capital Expenditure iv) Agricultural Income 2) Solve problems (Any 2): [16]	2/		2
iv) Composite Rent v) Net Annual value b) Write short notes on (any 3): i) Advance Tax ii) Deduction U/S 80G iii) Capital Expenditure iv) Agricultural Income 2) Solve problems (Any 2): [16]		3× 3	
v) Net Annual value b) Write short notes on (any 3): i) Advance Tax ii) Deduction U/S 80G iii) Capital Expenditure iv) Agricultural Income 2) Solve problems (Any 2): [16]		D. 3.	
b) Write short notes on (any 3): i) Advance Tax ii) Deduction U/S 80G iii) Capital Expenditure iv) Agricultural Income 2) Solve problems (Any 2): [16]		0,0	
i) Advance Tax ii) Deduction U/S 80G iii) Capital Expenditure iv) Agricultural Income 2) Solve problems (Any 2): [16]		3) . 0	[12]
ii) Deduction U/S 80G iii) Capital Expenditure iv) Agricultural Income 2) Solve problems (Any 2): [16]	Prince Y	0	[12]
iii) Capital Expenditure iv) Agricultural Income 2) Solve problems (Any 2): [16]		100	٠,٠
iv) Agricultural Income 2) Solve problems (Any 2): [16]	×		
2) Solve problems (Any 2): [16])×.		~ C.
The state of the s	11) Agricultural Income		~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~
The state of the s	2) Solve problems (Anv 2):		O A In
		ary of Mr. Gopi	

ϱ

- the following particulars. [8]
 - Basic salary ₹ 18000 p.m. i)
 - DA ₹ 300 p.m. (Which enters the retirement benefits as per term ii) of employment)
 - Bonus ₹ 6000 p.a. iii)
 - Rent free accomodation in Delhi provided by X ltd, the employer. iv) (Accomodation is owned by employer).
 - Entertainment Allowance ₹ 750 p.m. v)

P.T.O.

- vi) Employer's contribution to RPF is ₹ 22500 p.a.
- vii) Interest on RPF balance is 12% p.a. is ₹ 27000.
- viii) He has been provided with a car for personal and official use along with driver. The maintenance of expenses are paid by employer car is 1800 ce.
- b) Compute Income from House property of Mr. Sharma for the A.Y. 2022-23 from the following particulars. [8]

Particulars	₹
Municipal Value	90000
Fair Rent	92500
Standard Rent	87500
Annual Rent	84000
Unrealised Rent	21000
Vacancy period	1 month
Municipal Taxes .	15%
Interest on loan	17500

The following is Profit & Loss Account of Mr. Shinde for the year ended on 31.3.2022. Compute his Income from Business. [8]

Dr. Pr	ofit & L	oss A/c	Cr
Particulars	₹.	Particulars	₹
To Salary	> 35000	By Gross profit	103250
To Bonus	4200	By Interest Received	14000
To Advertisement	5250	By Commission	21750
To Entertainment Expenses	4375	By House Rent Received	35000
To Telephone Expenses	3500	000	33000
To Car Expenses	10500	500	
To Donation	3500	000	
To Misc. Expenses	7000	P. (1)	
To Interest on loan	2625	10	-
To Income Tax	2100	0, 43	-
To Depreciation	4200	- Th	
To Net profit	71750	· Gr	
Total	154000	Total	154000

Other Information:

- Salary includes ₹ 7000 paid to domestic servent. i)
- Car expenses include 1/3rd for personal use. ii)
- Depreciation allowable as per Income Tax Act is ₹ 3150. iii)
- Actual Bad debts suffered by Mr. Shinde amounted to ₹ 700. iv)
- Loan has been taken for Business purpose. v)
- Q3) Mr. Prakash has given the following particulars of his income and savings for the financial year ending on 31.3.2022.

Gross salary ₹ 722700

Profit from Business ₹ 135000

Interest on Govt. securities ₹ 3420

Income from House property ₹ 13500

He paid professional Tax ₹ 2500

Income Tax paid ₹ 45000

He paid ₹ 9180 for LIC premium

He Deposited in PPF ₹ 9000

He invested ₹ 4500 in NSC and made F.D. for 5 years in State Bank of ability und India ₹ 45000

Compute his Taxable Income for the A.Y. 2022-23 Tax Liability under

- Taxation under old Regime. a)
- Taxation under new Regime. b)

Total No. of	Questions	:	4	ı
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SEAT No.:	
[Total	No. of Pages : 4

PA-1862

[5952]-606

T.Y. B.Com.

365 (a): BUSINESS ADMINISTRATION - II Human Resource Management & Marketing (2019 Pattern) (CBCS) (Semester - VI)

Time : 2½ Hours	100		
Instructions to the can	adidates:	٠,	[Max. Marks: 50
	is are compulsory.		
2) Figures to	the right indicate full marks	s.	
10			Zar Z
Q1) a) Fill in the l	olank with most appropria	ite altern	ative (Any 5): [5]
(i)	is an objective of n	narketin	g.
a) F	Profitable sales volume	\$	
b) I	mprove the quality of pro	duct	
	roduct Development		
d) N	lone of the above		
ii) Mass	Marketing is		
a) A	strategy	b)	An Advertisement
c) P	roduct life cycle	d)	None of the above
iii) Brand	can be prepared through	1	\$ 0°.
a) L	ogo	b)	Name
c) So	ound	4)	All of the above
iv)	buy products &	0	use product.
a) Co	onsumer & Customers	b)	Customers & consumer
c) Bu	iyers & Sellers	(d)	Buyers & customers
	w.		

	v) 5	Social Marketing concept is relating to						
	ı	n) Production		b)	Customer Educ	ation		
	C	c) Society	70,50	d)	All of these			
	vi) does not fall under the category of digital mark							
	a	D TY O	5.°	b)	Radio			
	c	e) Billboard	,	d)	All of the abov	e		
b)	Match	the following:				[5]		
	i) 5	Sales 6		a)	Environmental			
	ii) I	Packaging		b)	Newspaper			
	iii) I	Pricing Method		c)	Marginal Cost	pricing		
	iv)	Type of Advertising	ng	d)	Attracting cove	r		
	<u>v</u>) (Green Marketing		e) 🔇	Product	oriented		
2	25.		~ OV	36.	Approach			
() Wr	ita a ab	ant mate (A 2)	13.5	J				
(22) W1		ort note (Any 2):	S. 35			[10]		
b)		of Marketing	200					
c)		P's of Marketing Mix Green Marketing						
d)		Objective of pricing						
,	July	S. Promis				205		
Q3) a)	Define	e Market. Explain	the types of N	/arket		A 2 191		
b)		ibe the environme				[8]		
					S. C.	g Mix. [7]		
Q4) a)	What	is product life cyc	le? Explain th	e rele	vance of produc	t life and		
~ //	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	- Production	1	7	Produc	[8]		
b)	Explai	n the recent trend	s in Marketin	g.	, 10,	[7]		
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