

Total No. of Questions : 4]

SEAT No. :

PA-1782

[Total No. of Pages : 2

[5952]-301

S.Y. B.Com.

**231 : BUSINESS COMMUNICATION - I
(2019 Pattern) (CBCS) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

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

Q1) A) Fill in the Blanks (Any 5) :

[5]

- i) Facial expression is the example of _____ communication.
 - a) Oral
 - b) Written
 - c) Non-verbal
- ii) In business letter, _____ is written after the letter is closed.
 - a) Heading
 - b) Post Script
 - c) Subject
- iii) _____ is act of taking conscious control over the amount of time spent on specific activities.
 - a) Etiquettes
 - b) Time Management
 - c) Problem solving
- iv) The word communication is derived from the Latin term 'communis' which means _____.
 - a) Common
 - b) Community
 - c) Message

P.T.O.

- v) Full form of CV is _____
a) Complex Vitae
b) Curriculum Vitae
c) Circular Vitae
- vi) _____ is written when someone needs a job.
a) Complaint letter
b) Collection Letter
c) Job Application Letter

B) Match the following : [5]

- | | |
|---------------------------|---|
| i) State of Health | a) Physical Appearance of Business letter |
| ii) Grapevine | b) Educational Information |
| iii) Resume | c) Physical Barriers |
| iv) Oral Presentation | d) Informal Communication |
| v) Size, Margin and paper | e) Short talk |

Q2) Write Short Notes (Any 2) : [10]

- a) Formal Communication.
b) Importance of Business Letter.
c) Problem solving skills.
d) Elements of Biodata.

Q3) a) Define Communication. Explain importance of communication. [8]

b) Explain the Essential Qualities of Good Business Letter. [7]

Q4) a) Explain various types of Interviews. [8]

b) Draft an Application letter for the post of Finance Manager to Samsung India Ltd, Delhi in response to an Advertisement in 'The Times of India'.

[7]



Total No. of Questions : 4]

SEAT No. :

PA-1783

[Total No. of Pages : 7

[5952]-302

S.Y. B.Com.

**232 : CORPORATE ACCOUNTING-I
(2019 Pattern) (CBCS) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates :

- 1) *Question No.1 compulsory.*
- 2) *Solve any 2 questions from remaining Q. No. 2, 3, & 4.*
- 3) *Figures to the right side indicate full marks.*

Q1) A) Fill in the blanks (Any five) :

[5]

- i) _____ is the part of Revenue from Operation.
(a. Salary, b. Sales, c. Goodwill)
- ii) Company Final Account is prepared as per Section _____ of Companies Act.
(a. 129, b. 149, c. 159)
- iii) _____ is not to be included when computing of cost Property, Plant and Equipment.
(a. Delivery and installation charges, b. Site preparation costs, c. Bad debts)
- iv) Consolidated Financial Statements are prepared as per Accounting Standard _____.
(a. AS-10, b. AS-21, c. AS-14)
- v) Under profit prior to incorporation, gross profit is allocated based on the basis of _____.
(a. Time Ratio, b. Sales Ratio, c. Pre-incorporation)

P.T.O.

- vi) Loss prior to incorporation should be debited to _____.
(a. Goodwill, b. Capital Reserve, c. Revenue Reserve)
- vii) Intrinsic value of share Rs. 140, yield value of share Rs. 130, Fair value of share is _____.
(a. Rs. 135, b. Rs. 145, c. Rs. 130)

B) True or False (any five) : [5]

- i) Joint Stock Company means voluntary association of a persons created by the law.
- ii) Final Account is the group of Income Statement and Balance Sheet.
- iii) As - 14 deals with plant, property and equipment.
- iv) As - 21 deals with Accounting for Amalgamation.
- v) Under Profit Prior to Incorporation, Directors fees should be charged to the post incorporation period.
- vi) Net assets method of valuation of shares is useful in case of going concern.
- vii) Intrinsic value method is also called as assets backing method.

C) Match the following : [5]

- | | |
|------------------------|----------------------------|
| i) Copyright | a) Finance Cost |
| ii) Debenture Interest | b) Intrinsic value Method |
| iii) Net Assets Method | c) Earning Capacity Method |
| iv) Yield Basis Method | d) Time Basis |
| v) Rent & Taxes | e) Fixed-Intangible Assets |

D) Write short notes (any three) : [15]

- i) Accounting Standard-5
- ii) Need of Valuation of Shares
- iii) Pre-incorporation and Post incorporation
- iv) Company Final Accounts
- v) Factors affecting on valuation of shares

Q2) Gauri Company Ltd., was registered with an Authorised capital of Rs. 20,00,000/divided into 20,000 Equity Shares of Rs. 100 each. The Trial Balance of the Company as on 31st March 2022 was as follows : [20]

Trial Balance

As on 31st March 2022

Particulars	Debit (Rs.)	Particulars	Credit (Rs.)
Motor car	3,70,000	Sales	10,50,000
Sundry Debtors	96,000	Profit & Loss A/c (1.04.2021)	2,32,000
Salaries	1,50,000	Sundry Creditors	1,68,000
Bank Interest	4,000	Debentures	1,50,000
Travelling Expenses	40,000	Share Capital	10,00,000
Machinery	8,00,000	(10,000 shares of Rs. 100 each)	
Building	5,00,000		
Discount allowed	15,000		
Wages	80,000		
Opening stock	70,000		
Purchases	3,00,000		
Carriage outward	20,000		
Cash in hand	10,000		
Printing & stationery	20,000		
Repairs	15,000		
Directors Fees	25,000		
Audit Fees	5,000		
General Expenses	80,000		
	26,00,000		26,00,000

Additional Information :

1. Stock on 31st March is Rs. 60,000/-
2. Provide Rs. 4,300/- for R.D.D. on Debtors.
3. Depreciate Machinery by 10% and Building by 5%.
4. Outstanding wages Rs. 10,000/-
5. Directors declared final dividend at 5% on paid up capital.

You are required to prepare Balance Sheet and Statement of Profit & Loss for the year ended 31st March 2022 as per Companies Act 2013 Revised Schedule VI.

- Q3) Sairaj Ltd., Shirdi was Incorporated on 1st May 2021 to take over the running business from 1st January 2021. The following is the Profit and Loss Account for the year ended 31st December, 2021. [20]

Profit and Loss Account for the year ended 31st December, 2021.

Particulars	Amt.	Particulars	Amt.
To Rent and Taxes	12,000	By Gross Profit B/D	1,55,000
To Discount on Sales	3,500	By Interest on Investment	2,500
To Insurance	3,000		
To Discount on Issue of shares	3,000		
To Electricity Charges	2,400		
To Commission	6,000		
To Staff salaries	36,000		
To Carriage outward	3,000		
To Sundry Expenses	7,500		
To Preliminary Expenses	4,300		
To Sales Promotion Expenses	4,000		
To Bank Interest	1,500		
To Bad Debts	2,000		
To Dis. on Issue of Debentures	6,300		
To Telegram Charges	3,000		
To Net Profit			
C/D	60,000		
	1,57,500		1,57,500

The following details are also made available,

- a) The total turnover for the year ended 31st December, 2021 was as follows :

Cash Sales Rs. 1,29,000

Credit Sales Rs. 3,71,000

Of which Rs. 2,00,000 were for the period upto 30th April, 2021.

- b) Interest on Investment is related to the Pre Incorporation Period.
- c) Sales Promotion Expenses were directly proportionate to the turnover of the company. Ascertain the profits earned prior to and post incorporation period.

Q4) A) Following is the Balance Sheet of Rose Ltd., Mumbai as on 31st March 2022. [14]

Liabilities	Amt.	Assets	Amt.
Share Capital		Freehold Premises	1,00,000
2,000 Equity Shares of		Machinery	1,40,000
Rs. 100 each fully paid	2,00,000	Furniture	28,000
Reserve & Surplus		Stock in trade	40,000
Reserve Fund	1,00,000	Book Debts	88,000
Profit & Loss A/c	32,000	Bank balance	52,000
Creditors	90,000	Preliminary Expenses	4,000
Bills Payable	30,000		
	4,52,000		4,52,000

Additional Information :

a) **Assets are valued as under.**

Goodwill	-	88,000
Freehold premises	-	2,60,000
Machinery	-	1,44,000
Furniture	-	48,000
Stock in trade	-	50,000
Debtors	-	78,000

b) **The profits of the company amounted to,**

Year	Profit (Rs)
2018-19	- 90,000
2019-20	- 98,000
2020-21	- 1,00,00

- c) It is the practice of the company to transfer 25% of profit to reserve fund.
- d) The fair yield in respect of equity shares of similar type of companies is ascertained at 10%.

Find out the value of each Equity Shares as per

- i) Intrinsic Value Method
- ii) Yield Value Method
- iii) Fair Value Method

B) On March 01, 2021, X Ltd. purchased land of Rs. 10,00,000/- for a factory site. Company demolished an old building on the property and sold the salvaged material for 20,000/- Company incurred additional cost and realized salvaged proceeds during the March 2022 as follows :

Legal fees for purchase contract and recording ownership	Rs. 50,000/-
Title guarantee insurance	Rs. 20,000/-
Cost for demolition of building	Rs. 1,00,000/-

Compute the balance to be shown in the land account on 31st March, 2022 in the Balance sheet. [6]

□□□

Total No. of Questions : 6]

SEAT No. :

PA-1784

[Total No. of Pages : 4

[5952]-303

S. Y. B. Com.

233 : BUSINESS ECONOMICS - I (Macro)
(2019 Pattern) (Semester - III) (CBCS)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Q.1 and Q.6 are compulsory.
- 2) Solve any - 3 questions from the remaining questions 2 to 5.
- 3) Draw neat diagrams whenever necessary.

Q1) A) Fill in the blanks (any - 5)

[5]

- i) The term of micro and macro were first used by _____
(J.M. Keynes, Adam Smith, J.S. Mill, Ragnar Frisch)
- ii) Per capita Income is called as the _____ of the people of a country in a particular year.
(National Income, Personal Income, Average Income, Disposable income)
- iii) 'Every Supply Creates its own demand' this famous statement is given by _____
(J.M. Keynes, J.S. Mill, J.B. Say, J.B. Clark)
- iv) A government investment in the public sector is called _____
(Autonomous investment, NET investment, Induced investment, Gross investment)
- v) _____ is known as the father of modern macro economics.
(Adam Smith, Dr. Marshall, J.M. Keynes, J.B. Say)

P.T.O.

- vi) _____ is the ratio between induced investment and an initial change in consumption expenditure.
(Investment multiplier, Acceleration principal, marginal efficiency of capital, consumption function)

B) Match the following :

- | Group 'A' | Group 'B' |
|-----------------------------------|---------------------------|
| 1) Macro Economic objectives | a) J.B. Say |
| 2) Transfer payments | b) J.M. Keynes |
| 3) Investment multiplier | c) $\Delta S/\Delta Y$ |
| 4) Classical economist | d) unemployment allowance |
| 5) Marginal propensity to consume | e) $\Delta C/\Delta Y$ |
| | f) Price stability |

[5]

Q2) Explain the scope and significance of macro economics. [15]

Q3) What is national income? Explain the various difficulties to measuring national income. [15]

Q4) Explain in detail Keynesian theory of employment. [15]

Q5) Define marginal efficiency of capital. Explain the factors affecting to MEC. [15]

Q6) Write a short notes on (Any - 3) [15]

- Principles of acceleration.
- Objectives of Macro - Economic policies.
- Circular flow of Income.
- Say's Law of Demand.
- Types of Investment.



Total No. of Questions : 6]

PA-1785

SEAT No. :

[Total No. of Pages : 4

[5952]-304

S.Y. B. Com.

**234 : BUSINESS MANAGEMENT - I
(2019 CBCS Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Question No.1 and question No.6 are compulsory.
- 2) Answer any three questions from Q.2 to Q.5.
- 3) Figures to the right indicate full marks.

Q1) a) Fill in the blanks with the most appropriate alternative (any five) [5]

i) Board of Directors form a part of _____ Level of management.

(Middle Level Management, Top Level Management, Bottom Level Management, All Levels of Management)

ii) Principle by which a subordinate receives orders and is accountable to only one superior is known as _____.

(Division of Work, Unity of Command, Unity of Direction, Discipline)

iii) _____ is NOT related to function of direction.

(Historical Analog Method, Follow up, Supervision, Recruitment)

iv) _____ is the first step in the process of Recruitment

(Application pool, Identifying Recruitment Sources, Recruitment Planning, Contacting Sources)

v) Supervision means _____.

(Planning for the future, Starting a business, Fulfilment of legal formalities, Monitoring the work of the subordinates)

vi) _____ is known as the father of Scientific Management.

(Henry Fayol, Luther Gulick, F.W. Taylor, Elton Mayo)

vii) Leadership is NOT _____

(Influencing others, Goal oriented, Bossism, Dynamic)

P.T.O.

b) Match the following:

[5]

Column A	Column B
i) Delphi Technique	a) Corrective Measures
ii) Feedback	b) Planning
iii) Programed Decision making	c) Video Conferencing
iv) Social Justice	d) Principle of Equity
v) Cotinuous Process	e) Game Theory

Q2) Define the term Management. Explain the levels of Management with their functions. [15]

Q3) Describe the steps involved in the process of decision making and types of decisions. [15]

Q4) Define Recruitment. Explain the various internal and external sources of recruitment. [15]

Q5) Explain the concept of Team work. Describe the principles of inter-personnel communication and behaviour. [15]

Q6) Write a short note (any three). [15]

- Group Dynamics
- Process of Organizing
- Limitations of Planning
- Contribution of Henry Fayol in development of management thoughts
- Need of Forecasting

✘ ✘ ✘

Total No. of Questions : 6]

SEAT No. :

PA-1786

[Total No. of Pages : 4

[5952]-305

S.Y. B.Com.

**235 : ELEMENTS OF COMPANY LAW - I
(2019 Pattern) (CBCS) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Questions No.1 and questions No. 6 are compulsory.
- 2) Answer any 3 questions from the remaining questions No.2, 3, 4 and 5.
- 3) Figure to the right indicates full marks.

Q1) A) Fill in the blanks (Attempt Any 5):

[5]

- i) As per the Company Act 2013, _____ can start its business after incorporation.
(Public Company, Private Company, Partnership Firm)
- ii) Equity shareholders are _____ of the company.
(Creditors, Debtors, Owners)
- iii) _____ is the first stages in the formation of public company.
(Incorporation, Promotion, Commencement of Business)
- iv) Document issued to appeal to public for raising of the capital is called _____.
(Prospectus, Advertisement, Circular)
- v) Any action outside the scope of the object clause of Memorandum of Association is called _____.
(Ultra Vires, Indoor Management, Corporate Veil)
- vi) Share issued to the existing employees of the company are called _____.
(Bonus shares, Employee stock option scheme, Sweat Equity shares)

P.T.O.

B) Match the following:

[5]

- | Group A | Group B |
|--------------------------------------|-------------------------------|
| i) Civil Liability | a) Assumed notice |
| ii) Buy back of shares | b) Minimum seven members |
| iii) Doctrine of constructive notice | c) Misstatement in Prospectus |
| iv) Debenture Holders | d) Purchase of own shares |
| v) Public Company | e) Creditors |

Q2) Explain background and features of Company Act 2013 [15]

Q3) Discuss in details the stages of incorporation of a private company. [15]

Q4) What is misstatement in a prospectus. Explain liabilities of misstatement in prospectus. [15]

Q5) Discuss in details about equity share capital and preference share capital. [15]

Q6) Write short notes (Any Three) [15]

- Charitable Company.
- Share Certificate.
- Alteration of Registered office clause.
- Legal Status of Promoter.
- Bonus Shares.



Total No. of Questions : 6]

PA-1786

[5952]-305

S.Y. B.Com.

235 : ELEMENTS OF COMPANY LAW - I
(2019 Pattern) (CBCS) (Semester - III)

(मराठी रूपांतर)

वेळ : 2½ तास/

/एकूण गुण : 70

- सूचना :-
- 1) प्रश्न क्र. 1 आणि प्रश्न क्र. 6 अनिवार्य आहेत.
 - 2) प्रश्न क्रमांक 2, 3, 4 आणि 5 यापैकी कोणतेही 3 प्रश्न सोडवा.
 - 3) उजवीकडील अंक पूर्ण गुण दर्शवितात.

प्र.1) अ) रिकाम्या जागा भरा. (कोणत्याही पाच)

[5]

- i) कंपनी कायदा, 2013 अनुसार नोंदणी झाल्यानंतर आपला व्यवसाय सुरू करू शकते.
(सार्वजनिक कंपनी, खाजगी कंपनी, भागीदारी संस्था)
- ii) सामान्य भागधारक हे कंपनीचे आहेत.
(धनको, ऋणको, मालक)
- iii) ही सार्वजनिक कंपनीच्या स्थापनेतील पहिली अवस्था आहे.
(नोंदणी, प्रवर्तन, व्यवसाय प्रारंभ)
- iv) कंपनीने आपले भागभांडवल उभारण्यासाठी सामान्य जनतेला आव्हान करण्यासाठी जाहिर केलेले दस्तावेज म्हणजे होय.
(माहितीपत्रके, जाहिरात, परिपत्रक)
- v) कंपनीच्या घटनापत्रकातील उद्देश कलमाच्या उद्देशांच्या बाहेरील कृत्यास असे म्हणतात.
(अधिकार बाह्यकृत्य, अंतर्गत व्यवस्थापन, कंपनीवरील पददा बाजूला सारणे)
- vi) अस्तित्वात असलेल्या कर्मचाऱ्यांना दिलेल्या भागांना असे म्हणतात.
(बोनस भाग, कर्मचारी भाग विकल्प योजना, स्टॉक सामान्य भाग)

ब) जोड्या जुळवा :

गट 'अ'	गट 'ब'
i) दिवाणी स्वरूपाची जबाबदारी	अ) सूचनेची गृहीतता
ii) भागांची पुनखरेदी	ब) किमान सात सभासद
iii) रचनात्मक सूचनेचा सिद्धांत	क) माहितीपत्रकातील असत्य विधान
iv) कर्ज रोखेधारक	ड) स्वतःच्याच भागांची खरेदी
v) साव्यजनिक कंपनी	इ) धणको

प्र.2) भारतीय कंपनी कायदा, 2013 ची पांश्वभूमी आणि वैशिष्ट्ये सविस्तर स्पष्ट करा. [15]

प्र.3) खाजगी कंपनीच्या स्थापनेतील अवस्थांची सविस्तर चर्चा करा. [15]

प्र.4) माहितीपत्रकातील असत्य विधान म्हणजे काय? माहितीपत्रकातील असत्य विधानांबाबतच्या जबाबदाऱ्या सविस्तर स्पष्ट करा. [15]

प्र.5) कंपनीचे सामान्य भागभांडवल आणि अगृहकक भाग-भांडवल यावर सविस्तर चर्चा करा. [15]

प्र.6) टिपा लिहा. (कोणत्याही तीन) [15]

- अ) धर्मादाय कंपनी
- ब) भाग प्रमाणपत्र
- क) नोंदविलेले कार्यालय कलमातील दुरूस्त्या
- ड) प्रवर्तकाचे कायदेशीर स्थान
- इ) बोनस भाग



Total No. of Questions : 4]

PA-1787

SEAT No. :

[Total No. of Pages : 4

[5952]-306

S.Y. B.Com.

236A : BUSINESS ADMINISTRATION - I
(2019 CBCS Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the blank with the most appropriate alternative (Any 5): [5]

- i) In case of partnership firm, the liability of partners is Unlimited
(Limited, Unlimited, None of these)
- ii) The Promoters is an internal factor affecting the business .
(Promoters, Customers, Suppliers)
- iii) Business means _____
(Commerce, Trade & Commerce, Industry & Commerce).
- iv) A joint Stock Company is governed by _____
(Company Act 2002, Company Act 2013, Company Act 1996)
- v) Study of human population is called as _____ environment.
(Demographic, Political, Economic)
- vi) The establishment of certain standards or specifications for a product is called _____.
(Standardization, Gradation, Product Development)

P.T.O.

B) Match the following:

[5]

Column A	Column B
i) Company Act	a) 2013
ii) FEMA Act	b) 2000
iii) MRTP Act	c) 1969
iv) Consumer Protection Act	d) 1986
v) Indian Partnership Act	e) 1932

Q2) Write a short note (any two):

[10]

- Objectives of Business.
- Legal Environment of Business.
- One Person Company.
- Process of Business Development.

Q3) a) Define the term Business. Explain in detail the characteristics of the business. [8]

b) Explain qualities of entrepreneur. [7]

Q4) a) Explain the Cultural and Social constituents of business environment. [8]

b) Explain different stages of business promotion. [7]



Total No. of Questions : 4]

PA-1791

SEAT No. :

[Total No. of Pages : 3

[5952]-310

S.Y. B.Com.

236 (E) : COST AND WORKS ACCOUNTING - I
(2019 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.
- 3) Use of calculator is allowed.

Q1) A) Fill in the blanks by choosing the proper alternative given in the bracket (any five): [5]

a) The main function of cost accounting is reporting to _____.

(Government, Management, Trade Unions)

b) Prime cost + factory overheads = _____.

(Works Cost, Cost of Production, Total Cost)

c) _____ is responsible for the proper storage of material and maintenance of its records.

(Production Manager, Purchase Manager, Storekeeper)

d) _____ level lies below the minimum stock level.

(Reorder, Danger, Average)

e) _____ is the unit of quantity of product, service or time in relation to which costs may be ascertained or expressed.

(Cost center, Cost unit, Inventory control)

f) _____ is not a non-cost item.

(Dividend, Advertising, Income tax)

P.T.O.

B) Match the following pairs:

[5]

- | Group A | Group B |
|------------------------|------------------------|
| a) Prime cost | i) EOQ |
| b) Ordering cost | ii) Testing department |
| c) Purchase order | iii) Cost sheet |
| d) Inspection Report | iv) Number of Vehicles |
| e) Automobile Industry | v) Quotation |

Q2) Write short notes on any two of the following.

[10]

- Cost unit and cost center.
- ABC Analysis.
- Periodic Inventory Control.
- Classification of cost on the basis of elements.

Q3) a) Following is the data of supreme industries, Nashik for the year ended 31st March, 2021.

[8]

Sales <i>sales</i>	5,25,000
Purchases <i>+ CP</i>	2,40,000
Carriage outward <i>+</i>	25,000
Direct Wages <i>DLG</i>	1,00,000
Salesman's Salary <i>o</i>	60,000
Repairs to office building <i>o</i>	40,000
Gas, Fuel and Water <i>o</i>	25,000
Repairs to Machinery <i>o</i>	8,000
Opening stock of raw material <i>+</i>	1,25,000
Closing stock of raw material <i>-</i>	25,000
Bad debts <i>- CI</i>	10,000

You are required to prepare a cost sheet for the same computing the following.

- i) Cost of Material consumed
 - ii) Prime Cost
 - iii) Works/ Factory Cost
 - iv) Cost of Production
 - v) Total Cost
 - vi) Profit / Loss
- b) The Annual Consumption of a product is 1600 units, Ordering Cost is Rs.50 and Carrying cost is Rs.4. Calculate the economic ordering quantity and also compute the number of orders in a year. [7]

Q4) a) Minimum Consumption : 75 units [8]

Maximum Consumption : 225 units

Normal Consumption : 150 units

Reorder Quantity : 900 units

Reorder Period : 4 to 6 days

Normal Reorder Period : 5 days

Calculate the following:

- i) Maximum Stock Level
 - ii) Minimum Stock Level
 - iii) Reorder Level
 - iv) Average Stock Level
- b) Explain the general purchase procedure of the business organisation. [7]



Total No. of Questions : 4]

PA-1794

SEAT No. :

[Total No. of Pages : 4

[5952]-313

S.Y. B.Com.

**236(H) : MARKETING MANAGEMENT-I
(2019 Pattern) (Semester - III)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) A) Fill in the blanks (attempt any 5).

[5]

- i) _____ involves the formation of a marketing strategy.
 - a) Marketing objectives & strategies
 - b) Estimation of expected results
 - c) Creating an alternative plan
 - d) All of the above
- ii) Marketing management not only delivers goods to the market but also markets _____.
 - a) Products
 - b) Services
 - c) Quality
 - d) All of the above
- iii) _____ is a complex task of 'marketing management'.
 - a) Organising
 - b) Planning
 - c) Pricing
 - d) All of the above
- iv) A marketing plan is a collection of _____.
 - a) Products
 - b) Markets
 - c) Actions
 - d) Staff
- v) _____ is a division of a plan for profitability and growth.
 - a) Corporate plan
 - b) Departmental plan
 - c) Product line plan
 - d) Product plan
- vi) _____ is information that has already been published and stored.
 - a) Primary data
 - b) Secondary data
 - c) Quantitative data
 - d) Qualitative data

P.T.O.

B) Match the following: [5]

- | Group A | Group B |
|--|---|
| i) Marketing | a) Representation of the population |
| ii) Data collection | b) Marketing objectives & it's attainment |
| iii) Stages before purchasing products or services | c) Survey method |
| iv) Marketing planning | d) Consumer attitude |
| v) Sample | e) Exchange value of goods |
| | f) Consumer behaviour |

Q2) Write short notes (any two). [10]

- Functions of marketing management
- Scope of consumer behaviour.
- Structure of marketing plan.
- Research design.

Q3) a) Explain the nature and scope of marketing management. [8]

b) Explain the bases for formulating marketing strategy. [7]

Q4) a) Explain the nature and scope of marketing planning. [8]

b) Explain the difference between marketing information and marketing research. [7]

✘ ✘ ✘