

## SYBCOM-III-ADD-JAN-2023-ADVERTISING-I

Time : 03 hrs

Max. Marks. 100

- Note : 1) **ALL** questions are **COMPULSORY**.  
2) Figures to the right indicate full marks.

- Q.1 A) **Fill in the Blanks: (ANY TEN)** [10]
- 1) \_\_\_\_\_ advertising is undertaken by manufacturers of consumer goods as well as industrial goods.  
A) Trade B) Consumer  
C) Industrial D) Corporate
  - 2) \_\_\_\_\_ involves face to face communication between the firm's representative and the prospective buyers.  
A) Advertising B) Publicity  
C) Personal Selling D) Direct Marketing
  - 3) The first ad agency was set up by \_\_\_\_\_ in 1786 in England.  
A) William Taylor B) William Caxton  
C) William Smith D) William Drucker
  - 4) \_\_\_\_\_ agency provides all advertising services to the client.  
A) In-house B) Full Service  
C) Specialist D) Creative Boutique
  - 5) \_\_\_\_\_ department looks after the preparation of advertising budget for their clients.  
A) Media B) Traffic  
C) Creative D) Account
  - 6) \_\_\_\_\_ agency is formed after a merger of two or more large agencies.  
A) Specialist B) Interactive  
C) Mega D) Creative Boutiques
  - 7) Surrogate advertising is undertaken for \_\_\_\_\_ products.  
A) Canalized B) Prohibited  
C) Restricted D) Government
  - 8) ASCI code is applicable to ad on \_\_\_\_\_.  
A) T.V. B) Radio  
C) Magazine D) All above
  - 9) \_\_\_\_\_ advertising is also known as pro-bono advertising.  
A) Political B) Advocacy  
C) Corporate D) Social
  - 10) \_\_\_\_\_ advertising help Maggi to regain its market share after the crisis.  
A) Green B) Social  
C) Political D) Advocacy
  - 11) \_\_\_\_\_ is considered as the father of image advertising.  
A) E.K. Strong B) David Ogilvy  
C) Rosser Reeves D) Philip Kotler

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## SYBCOM-III-ADD-JAN-2023-ADVERTISING-I

- 12) AIDA model was developed by\_\_\_\_\_.
- A) Philip Kotler                      B) E.K. Strong  
C) David Ogilvy                      D) David Miller

- Q.1                      B)    **State TRUE or FALSE: (ANY TEN)**                      [10]
- 1) IMC influences diverse groups.
  - 2) Retention advertising is undertaken to introduce new product in the market.
  - 3) Advertising is an element of Promotion mix.
  - 4) Creative pitch is presented by the advertiser to select ad agency.
  - 5) Ad agencies are compensated by media commission also.
  - 6) Global ad agencies have presence in various countries.
  - 7) Advertising can lead to economies of large scale.
  - 8) Advertising has an impact on the values and culture of the society.
  - 9) Firms undertake selective advertising to promote its image.
  - 10) Brand crisis leads to loss to the company.
  - 11) Brand loyalty leads to the Brand equity.
  - 12) In 2018 P & G was the largest advertiser in terms of ad expenditure.

- Q.2                      **Answer ANY TWO of the following:**                      [15]
- A) Discuss the active participants in advertising.
  - B) Explain the various classification of advertising.
  - C) Describe the evolution of advertising.

- Q.3                      **Answer ANY TWO of the following:**                      [15]
- A) Elucidate the features of advertising agency.
  - B) What are the factors to be considered in selecting an ad agency.
  - C) Enumerate the reasons for client turnover in an ad agency.

- Q.4                      **Answer ANY TWO of the following:**                      [15]
- A) Discuss the importance of truth in advertising.
  - B) Explain the effect of advertising on monopoly and competition.
  - C) Elucidate the social and cultural issues in advertising.

- Q.5                      **Answer ANY TWO of the following:**                      [15]
- A) What are the techniques of managing brand crisis.
  - B) Explain the communication process in advertising.
  - C) Enumerate the factors influencing brand equity.

- Q.6                      **Write a note: (ANY FOUR)**                      [20]
- A) AIDA Model
  - B) Benefits of advertising
  - C) IMC
  - D) Freelancing as a career
  - E) Agency compensation
  - F) Pro bono advertising

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## SYBCOM-III-ADD-JAN-2023-AFM-III

Time : 03 hrs

Max. Marks. 100

- Note: 1) **ALL** questions are **COMPULSORY**.  
2) Figures to the right indicate full marks.

- Q.1 A) **Choose the Correct Alternatives form the Followings: (ANY TEN)** [10]
- 1) Goods lost by fire is credited to \_\_\_\_\_.  
A) P & L A/c                      B) Capital A/c  
C) Appropriation Account      D) Trading A/c
  - 2) Interest on Capital is an \_\_\_\_\_.  
A) Appropriation                  B) Expense  
C) Income                          D) Perquisite
  - 3) Realisation A/c is prepared in case of \_\_\_\_\_.  
A) Death of partner              B) Admission of partner  
C) Dissolution of partnership firm      D) Retirement of partner
  - 4) Under Fluctuating Capital Method, partner's salary is credited to \_\_\_\_\_.  
A) Capital A/c                      B) Current A/c  
C) Drawing A/c                      D) P & L A/c
  - 5) Liability take over by a partner is \_\_\_\_\_ to capital / current A/c of the partners.  
A) Neglected                      B) Deducted from A/c  
C) Added                              D) Ignored
  - 6) Expenses payables are shown on \_\_\_\_\_ side in Balance Sheet.  
A) Asset                              B) Debit  
C) Liability                            D) Credit
  - 7) All direct expenses are debited to \_\_\_\_\_.  
A) Profit and Loss Account          B) Trading Account  
C) Sales Account                      D) Capital Account
  - 8) New Ratio minus Old Ratio = \_\_\_\_\_ Ratio in case of admission of a partner.  
A) Sacrifice                          B) Gain  
C) Capital Contribution              D) Equal
  - 9) Partners loan is \_\_\_\_\_.  
A) Internal liability                  B) External liability  
C) Preferential liability              D) Secured liability
  - 10) Realisation of assets on dissolution is \_\_\_\_\_.  
A) Sudden                              B) Gradual  
C) unexpected                          D) Equal
  - 11) Statement of Excess capital is prepared to ascertain \_\_\_\_\_.  
A) Order Of Payment              B) Mode of Payment  
C) Time of Payment                  D) Ease of Payment

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- 12) Excess of Net Assets over Purchase Consideration is \_\_\_\_\_.
- A) Capital Reserve                      B) Goodwill  
C) Capital A/c                              D) Drawing A/c

B) **Match the columns: (ANY TEN)**

[10]

	Side 'A'		Side 'B'
A)	Amalgamation	1)	Goods distributed as free samples
B)	Postage Expenses	2)	Amount brought by new partner for goodwill
C)	Dishonoured bills Receivable	3)	Preferential liability
D)	Sacrifice Ratio	4)	Reduction in competition
E)	Outstanding wages	5)	Profit and Loss Account debit side
F)	Trading Account credited	6)	Goodwill written off among remaining partners
G)	Trading Account debited	7)	Less from Bills receivable
H)	Liability	8)	Debtors
I)	Sales Ledger Account	9)	Loan from partner
J)	Gain Ratio	10)	Carriage inward
K)	Shares received from a Ltd. Company are distributed among the partners in the ratio of	11)	Carriage outward
L)	Realisation expenses are	12)	Final Claim / Profit sharing Ratio
		13)	Credited to cash and bank account

Q.2

A and B are partners in m/s AB Associates and C and D are partners in m/s CD associates. They decided to amalgamate their business on 01-01-2022 to form a new firm ABCD Super-strong & Co. Their balance sheets as on 31-12-2022.

[20]

Liabilities	AB & Co. Rs.	CD & Co. Rs.	Assets	AB & Co. Rs.	CD & Co. Rs.
Bills payable	1,20,000	1,20,000	Plant and machinery	2,00,000	3,00,000
Capital:			Land and buildings	4,50,000	6,50,000
A	3,00,000	---	Investments (Market value Rs.90,000)	60,000	---
B	4,00,000	---	Stock	1,10,000	1,50,000
C	---	3,50,000	Debtors	1,80,000	2,20,000
D	---	3,50,000	Cash balance	1,20,000	80000
General reserves	1,80,000	3,00,000			
Creditors	1,20,000	2,80,000			
<b>Total</b>	<b>11,20,000</b>	<b>14,00,000</b>	<b>Total</b>	<b>11,20,000</b>	<b>14,00,000</b>

Following are the terms of amalgamation:

- Plant and machinery of AB & Co re-valued at Rs.1,80,000 whereas of that CD & Co. at Rs.2,70,000.
- Investments of AB & Co. was not taken over by new firm and it was taken over by partners at Market value.
- Debtors of both the firms are subject to R.B.D.D. (reserve for bad and doubtful debt) at 5%.

**SYBCOM-III-ADD-JAN-2023-AFM-III**

4. Stock re-valued as follow: for AB & Co. at Rs.1,05,000 and for CD & Co. at Rs.1,40,000.  
 5. Goodwill valued at Rs.60,000 for AB & Co. and Rs.90,000 for CD & Co.  
 6. Land and building re-valued at Rs.6,00,000 for AB & Co. and Rs.8,20,000 for CD & Co.  
 Before amalgamation A and B were sharing profit and losses in the ratio of 1:2 and C and D in the ratio of 1:1 respectively.  
 Prepare Realisation Accounts, Partners Capital Accounts, ABCD Super strong & Co Account and provide Statement of Purchase Consideration for both the dissolving firms.

**OR**

- Q.2 Rakesh, Rajesh, and Suresh were in partnership sharing profits and losses in the ratio 2:1:1. They decided to dissolve the partnership firm on the date of Balance Sheet. [20]

Balance sheet as on 31/03/2022

<b>Liabilities</b>	<b>Rs.</b>	<b>Assets</b>	<b>Rs.</b>
Bills payable	2,000	Cash and Bank	3,000
Sundry Creditors	3,000	Premises	40,000
Loan (Mortgage against Premises)	30,000	Sundry Debtors	70,000
Partner's Loan (A)	15,000	Stock	70,000
General Reserve	20,000		
Partners Capital:			
Rakesh	50,000		
Rajesh	40,000		
Suresh	23,000	1,13,000	
	<b>1,83,000</b>		<b>1,83,000</b>

The assets were realized piecemeal as follows.  
 June – 2022: Rs. 1,500 received after meeting in full the mortgage loan.  
 July – 2022: Debtors Rs. 20,000 and Stock Rs.7,000  
 August – 2022: Debtors Rs. 21,000 Stock Rs. 29,000  
 September – 2022 – Debtors Rs. 15,000 Stock Rs. 34,000.  
 The remaining stock was taken over by B as an agreed value of Rs.3,000 in October-2022.  
 The partners decided to distribute cash as and when realised.  
 You are required to show the distribution of cash applying the surplus capital method

- Q.3 A, B and C were partners sharing Profits and Losses in the ratio of 3:2:1. Their Balance sheet As on 31/03/2022 was as follows: [20]

Balance sheet as on 31/03/2022

<b>Liabilities</b>	<b>Rs.</b>	<b>Assets</b>	<b>Rs.</b>
Capitals		Land and Building	84,000
A	1,00,000		
B	40,000		
C	60,000	2,00,000	
General Reserve	48,000	Plant and machinery	60,000
Creditors	40,000	Debtors	88,000
Bills Payables	24,000	Stock	52,000
Outstanding Expenses	4,000	Furniture	20,000
		Cash	12,000
	<b>3,16,000</b>		<b>3,16,000</b>

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The partners agreed to sell their business to a Limited Company. The company to take over the assets at the valuation shown below:

Land and Building	Rs.90,000
Plant and Machinery	Rs.50,000
Debtors	Rs.80,000
Stock	Rs.40,000
Furniture	Rs.24,000
Goodwill	Rs.40,000

The company also agreed to pay the Bills payable which were agreed at Rs.20,000. The Limited Company paid Rs.92,000 in cash and the balance in Equity shares of Rs.10 each. The creditors were paid by the firm at a discount 2.5% and outstanding expenses were paid in full.

Prepare Realisation Account, Partners Capital Account, Cash Account, Limited Company Account and show calculation of purchase consideration.

**OR**

Q.3

Amar and Bindu were partners sharing profits and losses in the ratio of 4:3 respectively. With effect from 1-10-2021. Kamal joins as a partner for  $\frac{1}{4}$ <sup>th</sup> share in profit. The following is their trial balance as on 31-3-2022.

[20]

Particular	Dr.Rs.	Cr.Rs.
Amar's Drawings and Capital	5,000	3,00,000
Bindu's Drawing and Capital	20,000	2,30,000
Kamal's Drawing and Capital	5,000	1,50,000
Opening Stock (1-4-2010)	60,000	
Purchase and Sales	10,00,000	15,00,000
Wages	1,10,000	
Premises	2,00,000	
Furniture	2,30,000	
General Expenses	50,000	
Selling Expenses	14,400	
Distribution expenses	9,600	
Debtors and Creditors	5,10,000	2,58,000
Cash and Bank Balance	2,66,000	
Amount brought by Kamal (for his share of Goodwill)		42,000
	<b>24,80,000</b>	<b>24,80,000</b>

**Other Adjustments:**

- (1) Stock on 31-3-2022 was Rs.1,65,600 and Stock on 30-9-2021 was Rs.90,000
- (2) Purchases from 1-4-2021 to 30-9-2021 were Rs. 4,80,000
- (3) Sales from 1-4-2021 to 30-9-2021 were Rs.7,00,000
- (4) Wages from 1-4-2021 to 30-9-2021 were Rs. 60,000
- (5) Write of depreciation: furniture at 10% p.a. and 20% p.a. on premises.
- (6) Interest on partners' capital is to be provided at 5% p.a.
- (7) Allocate selling expenses and distribution expenses on sales ratio.

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Q.4

**You are required to prepare final accounts with Balance sheet.**

From the following Balance Sheet of M/s Zoom Store with Sunil, Anil and Neil as partners sharing profits and losses in the ratio of 2:1:1. Their Balance Sheet on the date of dissolution was as follows.

[20]

Balance sheet as on 31/12/2009

<b>Liabilities</b>	<b>Rs.</b>	<b>Assets</b>	<b>Rs.</b>
Partners Capital:		Fixed Assets	80,000
Sunil	38,000	Current Assets	50,600
Anil	20,000	Cash and bank balance	19,000
Neil	25,200		
General Reserve	19,200		
Sunil's Loan	11,200		
Sundry Creditors	24,000		
Bills payable	12,000		
	<b>1,49,600</b>		<b>1,49,600</b>

(1) Realisation expenses were estimated at Rs. 7,000

(2) The assets were realized as under:

First instalment	Rs 60,000
Second instalment	Rs. 30,000
Third instalment	Rs. 75,000

(3) Actual realization expenses were Rs. 3000 at the end of third instalment.

Prepare a statement showing piecemeal distribution of cash by adopting Excess Capital Method.

**OR**

Q.4

Abhishek, Amit and Roy were sharing profits and losses in the ratio of 2:2:1 respectively

[20]

Their Trial Balance as on 31/12/2021 was:

<b>Particulars</b>	<b>Dr. Rs.</b>	<b>Cr. Rs.</b>
<b><u>Capital Accounts</u></b>		
Abhishek		80,000
Amit		80,000
Roy		40,000
<b><u>Drawings</u></b>		
Abhishek	8,000	
Amit	8,000	
Roy	4,000	
Current liabilities		1,20,000
Closing Stock	1,40,000	
Other current Assets	2,00,000	
Fixed Assets	1,60,000	
Reserves		60,000
Gross profit		1,60,000
Selling Expenses	20,000	
	<b>5,40,000</b>	<b>5,40,000</b>

Additional information:

1. Amit retired on 1/07/2021. His share of goodwill was decided as Rs.40,000
2. New profit sharing ratio between Abhishek and Roy was decided as 3:1.

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## SYBCOM-III-ADD-JAN-2023-AFM-III

3. Abhishek is entitled to salary of Rs.12,000 p.a.
4. Amount appearing in Reserves represents the opening balances in that account and the partners decided that Reserves account should not appear in the books
5. Interest on capital is to be provided @10%
6. Balance payable to Amit on his retirement was to be transferred to his loan account carrying interest @10%. Prepare Final Accounts.

Q.5 **Answer the followings:** [20]

- 1) Explain different methods of calculating purchase consideration.
- 2) Explain the benefits of conversion of firm into Company.

**OR**

Q.5 **Write a short note on: (ANY FOUR)** [20]

- A) Excess Capital Statement
- B) Admission of partner
- C) Preferential Creditors
- D) Gain Ratio v/s sacrifice Ratio
- E) External Liabilities
- F) Partnership Deed

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## SYBCOM-III-ADD-JAN-2023-B.ECO-III

Time : 03 hrs

Max. Marks. 100

- Note: 1) **ALL** questions are **COMPULSORY**.  
2) Figures to the right indicate full marks.  
3) Use of simple calculator is allowed.  
4) Draw diagrams and give examples wherever necessary.

- Q.1 A) **Explain the following terms: (ANY FIVE)** [10]
- 1) Gross National Product
  - 2) Prosperity
  - 3) Aggregate supply price
  - 4) Marginal efficiency of capital
  - 5) L M curve
  - 6) Laffer curve
  - 7) Velocity of circulation of money
  - 8) Liquidity trap
- B) **Choose the correct option and rewrite the statements:** [10]
- 1) The following is NOT the subject matter of macro economics:  
A) National income accounting      B) Law of demand & supply  
C) Business cycle                      D) General price level.
  - 2) Which one of the following type of economy deals with the rest of the world?  
A) Closed economy                      B) Open economy  
C) Stagnant economy                  D) Domestic economy
  - 3) According to Keynes, in order to increase employment, we have to increase aggregate\_\_\_\_\_.  
A) Supply                                  B) Demand  
C) Output                                  D) Assets
  - 4) When income increases, consumption will increase in a\_\_\_\_\_proportion.  
A) Greater                                  B) Lesser  
C) Equal                                    D) Constant
  - 5) Investment multiplier is\_\_\_\_\_MPS.  
A) Directly related to                  B) A Reciprocal of  
C) Not related to                        D) Equal to
  - 6) Which of the following will cause the LM curve to shift to the right?  
A) Increase in money supply      B) Decrease in money supply  
C) Increase in rate of interest      D) Decrease in expenditure
  - 7) Supply side economics aims at increasing income by:  
A) Reducing taxes                        B) Reducing prices  
C) Increasing government's expenditure      D) Decreasing government expenditure
  - 8) Demand for transaction & precaution motives mainly depends upon\_\_\_\_\_.  
A) Level of income                      B) Rate of interest  
C) Investment                              D) Tax rate

(P.T.O)

## SYBCOM-III-ADD-JAN-2023-B.ECO-III

- 9) Cash balance approach is based on \_\_\_\_\_ function of money.  
A) Medium of exchange & store of value    B) Medium of exchange  
C) Store of value    D) Standard of deferred payments
- 10) Government's budgetary policy during inflation should aim at \_\_\_\_\_.  
A) Decreasing expenditure    B) Increasing expenditure  
C) Increasing investment    D) Lowering taxes

Q.2      **Answer ANY TWO of the following:**      [20]

- A) Explain and illustrate circular flow of National Income in an open economy.
- B) Discuss the meaning and features of trade cycle.
- C) Describe and illustrate Say's law of market. What are its implications?

Q.3      **Answer ANY TWO of the following:**      [20]

- A) Explain the principle of effective demand and the factors determining it.
- B) Discuss the objective and subjective factors influencing consumption.
- C) i) Calculate the savings, APC, APS, MPC & MPS based on information given below:

Income	Consumption	S	APC	APS	MPC	MPS
1000	1000	_____	___	___	___	___
1500	1200	_____	___	___	___	___
2000	1600	_____	___	___	___	___
3000	2500	_____	___	___	___	___

ii) When investment in an economy increased by Rs.500 crs ( $\Delta I$ ), it led to an increase in income by Rs.3000 crs ( $\Delta Y$ ).

What is the value of investment multiplier (K)?

What will be the marginal propensity to consume?

Q.4      **Answer ANY TWO of the following:**      [20]

- A) Explain the derivation of the IS curve and bring out its properties.
- B) Examine short run Phillips curve with the help of suitable diagram.
- C) Discuss in detail the causes of stagflation.

Q.5      **Answer ANY TWO of the following:**      [20]

- A) Explain the components of money supply.
- B) Examine the liquidity preference theory of demand for money.
- C) Discuss the causes and effects of inflation.

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# SYBCOM-III-ADD-JAN-2023-B.LAW

Time : 03 hrs

Max. Marks. 100

- Note: 1) **ALL** questions are **COMPULSORY**.  
2) Figures to the right indicate full marks.

- Q.1 **Attempt ANY TWO from the following:** [20]
- A) "All contracts are agreement, but all agreements are not contracts" Comments.
  - B) Define offer. Discuss the modes of revocation of an offer.
  - C) What is "quid pro quo"? Explain the essentials of "quid pro quo".
  - D) Who is competent to enter a contract? Explain disqualified persons under the Indian Contract Act 1872.
- Q.2 **Attempt ANY TWO from the following:** [20]
- A) What is Duress? State the essentials with case laws.
  - B) What is a void agreement? Explain agreements against public policy.
  - C) Define Electronic contract. What are its essentials?
  - D) What is Discharge of contract? Explain the contract discharged by impossibility of performance.
- Q.3 **Attempt ANY TWO from the following:** [20]
- A) Define a 'contract of indemnity'. What are the essentials?
  - B) Define contract of suretyship. What are the rights of surety?
  - C) Define Lien. What are the different types of Liens with examples.
  - D) When is an agency irrevocable? What are the different modes of termination of Agency?
- Q.4 **Attempt ANY TWO from the following:** [20]
- A) Define Sale, what is unascertained goods?
  - B) Define Condition. What are the different Implied conditions?
  - C) Explain the meaning and rules of passing of property in goods.
  - D) Write on unpaid seller's rights against Goods and the buyer.
- Q.5 **Attempt ANY TWO from the following:** [20]
- A) What are negotiable instruments? Explain the ambiguous instrument?
  - B) Who are the parties to a promissory note? Write essentials of promissory notes.
  - C) Define cheque and explain the rule of evidence.
  - D) Explain the differences between 'Holder' and 'Holder in due Course'. State the rights of a holder in due course.

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# SYBCOM-III-ADD-JAN-2023-COMMERCE-III

Time : 03 hrs

Max. Marks. 100

- Note: 1) **ALL** questions are **COMPULSORY**.  
2) Figures to the right indicate full marks.

- Q.1 A) **Fill in the blanks: (ANY TEN)** [10]
- 1) Top level managers require more of\_\_\_\_\_Skills.  
A) Conceptual B) Human  
C) Technical D) Design
  - 2) A subordinate should receive orders and instructions from\_\_\_\_\_Superior.  
A) Two B) Five  
C) One D) Three
  - 3) Dharma in Sanskrit means\_\_\_\_\_in life.  
A) Purpose B) Progress  
C) Passion D) Possession
  - 4) MIS should be\_\_\_\_\_.  
A) Different B) Centralized  
C) Decentralized D) Nationalized
  - 5) \_\_\_\_\_is a standing plan.  
A) Budget B) Schedule  
C) Mission D) Project
  - 6) In\_\_\_\_\_technique, group members do not meet face to face.  
A) Game B) Delphi  
C) Heuristic D) Quality
  - 7) \_\_\_\_\_refers to the number of subordinates that can be managed effectively by one superior.  
A) Unity Of Command B) Span Of Control  
C) Delegation Of Authority D) Decentralisation
  - 8) In\_\_\_\_\_Organisation, there are less subordinate under one superior.  
A) Tall B) Flat  
C) Oval D) Circular
  - 9) Delegation of authority\_\_\_\_\_burden on superior.  
A) Enhances B) Increases  
C) Reduces D) Maintains
  - 10) \_\_\_\_\_is the act of stimulating someone to get the desired course of action.  
A) Leading B) Motivating  
C) Controlling D) Organising
  - 11) \_\_\_\_\_communication can be used as legal evidence in the court of law.  
A) Oral B) Written  
C) Non Verbal D) Design
  - 12) \_\_\_\_\_is the point at which business neither has profit nor has loss.  
A) Saturation B) Break-Down  
C) Break-Even D) Budgeting

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## SYBCOM-III-ADD-JAN-2023-COMMERCE-III

- Q.1      B)      **State whether the following statements are True/False: (Any Ten)**      [10]
- 1) Time study was conducted by Frank Gilberth.
  - 2) Scalar chain refers to the line of command.
  - 3) Management is multidisciplinary.
  - 4) Game theory is programmed decision making theory.
  - 5) Coordination is the essence of management.
  - 6) The word strategy comes from the Greek word 'strategos' which means 'the art of the general'.
  - 7) The absolute responsibility of the decision lies with subordinate.
  - 8) Matrix organisation was first established in USA.
  - 9) Line organisation structure is suitable for small business.
  - 10) Job enrichment refers to horizontal expansion of job.
  - 11) An effective leader needs to be committed and dedicated.
  - 12) Budgets are statements of anticipated results.
- Q.2           **Answer ANY TWO of the following:**      [15]
- A) Describe Peter Drucker's dimension of management.
  - B) Elaborate the concept and nature of management.
  - C) Explain any eight principles of management propounded by Henry Fayol.
- Q.3           **Answer ANY TWO of the following:**      [15]
- A) Explain the planning process in detail.
  - B) What is MBE? What are the advantages of MBE?
  - C) Discuss the impact of technology on decision making.
- Q.4           **Answer ANY TWO of the following:**      [15]
- A) Explain the principles of effective delegation.
  - B) Discuss the bases of departmentation.
  - C) Distinguish between centralisation & decentralisation
- Q.5           **Answer ANY TWO of the following:**      [15]
- A) What are the factors influencing motivation?
  - B) Explain different styles of leadership.
  - C) Describe the essentials of good control system.
- Q.6           **Write Short Notes: (ANY FOUR)**      [20]
- A) Single Use Plan
  - B) MBO
  - C) Indian Ethos
  - D) Line & Staff Organisation
  - E) Physical barriers to communication
  - F) Virtual Organisation

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## SYBCOM-III-ADD-JAN-2023-C.P.

Time : 02 hrs 30 min

Max. Marks. 75

- Note: 1) **ALL** questions are **COMPULSORY**.  
2) Figures to the right indicate full marks.  
3) Use of Calculator is not allowed.

- Q.1 A) **State whether the following statements are True or False: (ANY EIGHT)** [08]
- 1) Hard disks have no moving parts.
  - 2) 1024 megabytes = 1 Terabyte.
  - 3) Every C program ends with a closing brace.
  - 4) In flow chart diamond shape is used for decision making.
  - 5) Keywords are user defined.
  - 6) The value of pow (4,3) is 12.
  - 7) for (c=1; c<4; c=c+1) loop is executed 4 times.
  - 8) The logical operator NOT is written as ! in C language.
  - 9) printf ( ) is a keyword.
  - 10) switch ( ) can be used when there are inequalities.
- B) **Select the appropriate option from the following: (ANY SEVEN)** [07]
- 1) The technology used in second generation computer is \_\_\_\_\_.  
A) integrated circuits    B) transistors  
C) vacuum tubes        D) radios
  - 2) The word length of a computer is generally expressed in multiples of \_\_\_\_\_ bits.  
A) 2                            B) 3  
C) 5                            D) 4
  - 3) Which of the following is not a utility software?  
A) Notepad                  B) Disk defragmenter  
C) WinZip                    D) Backup
  - 4) Which of these is a relational operator?  
A) ++                        B) =  
C) &&                        D) ==
  - 5) To clear the display screen we use \_\_\_\_\_.  
A) clear()                    B) clrscr()  
C) clearscreen()        D) clr()
  - 6) Which of these is not an identifier name?  
A) enjoy                      B) unit1  
C) break                     D) Cases

(P.T.O)

**SYBCOM-III-ADD-JAN-2023-C.P.**

- 7) Which of these is not a programming language?  
A) C                                      B) C++  
C) Linux                                      D) PHP
- 8) The arithmetic calculations take place in \_\_\_\_\_.  
A) input unit                                      B) output unit  
C) ALU                                      D) control unit
- 9) In the do...while loop the condition is written at the \_\_\_\_\_ of the loop.  
A) end                                      B) beginning  
C) lower end                                      D) middle
- 10) The format "%6d" contains \_\_\_\_\_ decimals.  
A) 6                                      B) 7  
C) 1                                      D) 0

Q.2

**Answer the following questions:**

- A) **Write short note on:** 1) Third Generation computers and 2) Desktop computers [08]  
B) Define decimal number system and convert the decimal number 45 to binary system [07]

**OR**

Q.2

- C) Explain Hexadecimal number system. [08]

Also Convert the binary number system into decimal system

i) 1111                      ii) 1101.11

- D) Explain the characteristics of a computer. [07]

Q.3

**Answer the following questions:**

- A) Explain the characteristics of interpreter and compiler. [08]  
B) Define the term Algorithm. Write an algorithm to accept marks in computer and commerce and find and display total marks and result as Pass or Fail assuming that passing marks in each subject is 40. [07]

**OR**

Q.3

- C) Define flowchart? Also explain the guidelines for drawing a flowchart. [08]  
D) Discuss the applications of computer in relation with Accounting, Billing, and advertising. [07]

Q.4

**Answer the following questions:**

- A) Give the difference between: [08]  
1. = and ==  
2. int and float
- B) Write a program in C to input total sales and calculate and display commission as 3% of sales. Also display total sales. [07]

**OR**

Q.4 C) What is the output of the following 'C' program? [08]

```
#include<stdio.h>

main( )

    { int a=12, b=15, c=20, t;

    t= a%b;

    c= ++b;

    a= b+c+t ;

    printf("%d %d %d %d ", a, c, b, t ); }
```

D) What is the output of the following 'C' program? [07]

```
#include<stdio.h>

main( )

    { int a=40, b= 22, c=755;

    printf("%4d %6d \n\n", a, b);

    printf("%-5d %-7d %2d \n", b, c, c); }
```

Q.5 **Answer the following questions:**

A) Write a program in C to calculate and display the product  $12 \times 11 \times 10 \times \dots \times 3$  [08]

B) Write a C program to input an integer and find display whether it is divisible by 9 or not. [07]

**OR**

Q.5 C) **Write short note on the following giving suitable example: (ANY THREE)** [15]

- 1) while() loop
- 2) for ( ) loop
- 3) do...while ( ) loop
- 4) if ...else loop
- 5) continue statement

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# SYBCOM-III-ADD-JAN-2023-FC-III

Time : 02 hrs 30 min

Max. Marks. 75

- Note: 1) **ALL** questions are **COMPULSORY**.  
2) Figures to the right indicate full marks.

- Q.1 A) **Explain doubling concepts: (ANY FIVE)** [15]
- 1) Schedule Cast      2) Political Rights  
3) Child Labour      4) Man Made Disaster  
5) Scientific Temper      6) Self Awareness  
7) Listening      8) Non Verbal Communication
- OR**
- Q.1 B) Write a detailed note on the foundation course (Semester III) project submitted by you. [15]
- Q.2 A) Explain the violation of rights of women and the role of National Commission for Women. [15]
- OR**
- Q.2 B) Write a detailed note on the rights of children and explain National Commission for protection of child rights. [15]
- Q.3 A) Discuss the human rights issues in addressing disaster. [15]
- OR**
- Q.3 B) Explain in detail the types of disasters. [15]
- Q.4 A) Bring out the differences between science and technology. [15]
- OR**
- Q.4 B) Define Disaster Mitigation. Explain the different objectives of disaster mitigation. [15]
- Q.5 A) Comment on the barriers to effective communication. How can one overcome these barriers? [15]
- OR**
- Q.5 B) Explain the importance of self awareness and body language in communication. [15]

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## SYBCOM-III-ADD-JAN-2023-MA

Time : 03 hrs

Max. Marks. 100

- Note: 1) **ALL** questions are **COMPULSORY**.  
2) Figures to the right indicate full marks.

- Q.1 A) **Select the most appropriate option and rewrite the sentences. (ANY TEN)** [10]
- 1) Internal analysis of financial management is done by \_\_\_\_\_.  
A) Creditors                      B) Owners and Managers  
C) Government                  D) Employees
  - 2) Owned Funds + Borrowed Funds =  
A) Proprietors' Funds          B) Fixed Assets  
C) Total Capital Employed      D) Working Capital
  - 3) Following is Non - Quick Asset \_\_\_\_\_.  
A) Debtors                        B) Cash balance  
C) Bills Receivable              D) Prepaid insurance
  - 4) In common-size Balance Sheet analysis, generally \_\_\_\_\_ is taken as 100 %.  
A) Total Capital Employed      B) Sales  
C) Owned Funds                  D) Borrowed Funds
  - 5) Current Ratio is \_\_\_\_\_ Ratio.  
A) Combine                      B) Composite  
C) Balance Sheet                D) Income Statement
  - 6) Standard Quick Ratio is \_\_\_\_\_.  
A) 1:1                                B) 1:2  
C) 2:1                                D) 1:5
  - 7) If Debt- Equity Ratio is 2:1, Borrowed Funds = Rs. 40,000, then Owned Funds = \_\_\_\_\_.  
A) Rs. 20,000                      B) Rs. 40,000  
C) Rs. 80,000                      D) Rs. 10,000
  - 8) The total Current Assets without deducting Current Liabilities, known as \_\_\_\_\_.  
A) Permanent Working Capital    B) Fixed Working Capital  
C) Gross Working Capital          D) Net Working Capital
  - 9) \_\_\_\_\_ will ensure high returns on investments.  
A) Adequate working capital      B) Shortage of working capital  
C) Excess of working capital      D) Shortage of fixed capital
  - 10) If Working Capital = Rs. 60000, Current Liabilities = Rs. 70,000 then Current Assets = \_\_\_\_\_.  
A) Rs. 1,30,000                    B) Rs. 10,000  
C) Rs. 65,000                      D) Rs. 70,000
  - 11) Capital Budgeting decisions involve decision relating to \_\_\_\_\_.  
A) Acquisition of Fixed Assets      B) Financing day to day activities  
C) Settlement of current liabilities    D) Winding up of business

(P.T.O)

## SYBCOM-III-ADD-JAN-2023-MA

- 12) Total cash outflow is Rs. 45,000 and present value of total cash inflow is Rs. 40,000. The Net Present Value \_\_\_\_\_.
- A) 5,000                      B) -5,000  
C) 85,000                     D) 42,500

**B) State whether the following statements are True or False. (Any TEN)**

[10]

- 1) 'Owed funds' is an internal source of finance.
- 2) Proposed dividend is current assets in vertical financial statement.
- 3) Long-term investment is a part of Sources of Funds.
- 4) Debt Equity Ratio = Debtor / Equity share capital.
- 5) Gross Working Capital = Current Assets + Current Liabilities.
- 6) Working Capital is long-term funds.
- 7) Furniture is a part of Working Capital.
- 8) Investment with longer payback periods pay back its cost at the earliest.
- 9) Depreciation is added back to annual income while computing Average Rate of Return.
- 10) Net Present Value method of evaluation projects considers all cash flows.
- 11) Ratio analysis is study of two accounting figures.
- 12) Liquid ratio and Acid-test ratio both are same.

- Q.2 A) From the following Balance sheet, prepare Trend percentage statement in vertical form.

[20]

Particulars	2019	2020	2021
<b><u>Liabilities</u></b>			
Equity Share Capital	5,00,000	6,00,000	6,50,000
10% Preference Share Capital	2,00,000	3,00,000	2,50,000
General Reserve	1,00,000	80,000	1,20,000
Profit & Loss A/c	2,00,000	2,20,000	2,30,000
12% Debenture	3,00,000	3,60,000	2,70,000
Creditors	60,000	72,000	54,000
Bank overdrafts	40,000	68,000	26,000
	<b>14,00,000</b>	<b>17,00,000</b>	<b>16,00,000</b>
<b><u>Assets</u></b>			
Land and Building	6,00,000	6,60,000	7,20,000
Plant and Machinery	3,00,000	2,40,000	1,80,000
Debtors	2,00,000	2,50,000	3,00,000
Stock	2,50,000	3,00,000	2,50,000
Cash at bank	50,000	2,50,000	1,50,000
	<b>14,00,000</b>	<b>17,00,000</b>	<b>16,00,000</b>

OR

- B) Following is the profit and loss A/c of M/s Swayambhu Ltd. Prepare the comparative income statement from the same in the vertical form.

[20]

Profit & Loss A/c for the year ended 31<sup>st</sup> March

Particulars	2021	2022	Particulars	2021	2022
To Opening Stock	12,500	20,000	By Sales	80,000	1,00,000
To Purchase	30,000	42,000	By Closing Stock	20,000	25,000
To Wages	7,500	10,000			
To Freight	5,000	3,000			
To Gross Profit	45,000	50,000			
	<b>1,00,000</b>	<b>1,25,000</b>		<b>1,00,000</b>	<b>1,25,000</b>
To Office Exp.	8,000	10,000	To Gross Profit	45,000	50,000

**SYBCOM-III-ADD-JAN-2023-MA**

To Selling Exp.	6,000	9,000	By Rent Received	10,000	15,000
To Interest	3,500	3,000			
To Income Tax	14,000	16,000			
To Depreciation	2,500	3,000			
To Net Profit	21,000	24,000			
	<b>55,000</b>	<b>65,000</b>		<b>55,000</b>	<b>65,000</b>

Q.3 A) Following is the Balance Sheet of SK Ltd. as on 31<sup>st</sup> March 2022. [20]

<b>Liabilities</b>	<b>Rs.</b>	<b>Assets</b>	<b>Rs.</b>
Equity Share Capital	2,00,000	Land and Building	1,75,000
12% Preference Share Capital	1,00,000	Plant and Machinery	2,25,000
General Reserve	25,000	Debtors	75,000
Profit & Loss A/c	75,000	Stock	1,45,000
13% Debenture	2,00,000	Cash at bank	95,000
Creditors	75,000	Bills Receivable	30,000
Bank overdraft	50,000	Prepaid expenses	5,000
Bills Payable	25,000		
	<b>7,50,000</b>		<b>7,50,000</b>

Calculate the following Ratios: -

- 1) Current Ratio
- 2) Quick Ratio
- 3) Debt –Equity Ratio
- 4) Capital Gearing Ratio
- 5) Stock to Working Capital Ratio
- 6) Proprietary Ratio

**OR**

B) ABC Ltd. is considering purchase of a machine in replacement of an old one. Two models J & K are offered at price of Rs. 9,00,000 and Rs. 12,00,000 respectively. [20]

<b>Particulars</b>	<b>J</b>	<b>K</b>
Estimated Life	5 Years	6 Years
Scrap Value	80,000	1,00,000
Annual Cash Inflows:		
Year 1	2,00,000	2,40,000
Year 2	3,00,000	3,20,000
Year 3	4,00,000	4,00,000
Year 4	3,60,000	4,80,000
Year 5	3,40,000	4,20,000
Year 6		3,80,000

Present Value factor at 12% p.a. are as follows: -

Years	1	2	3	4	5	6
PV Factors	0.893	0.797	0.712	0.636	0.567	0.507

Evaluate the two proposals under: -

- 1) Payback period Method
- 2) Net Present Value Method

Q.4 A) M/s G Ltd. Plan to produce 24,000 units during the year 2021-22 and to sell it for Rs. 300 per unit. Cost structure of the product is: - [20]

Raw Material	180
Labour	45
Overheads	30

**(P.T.O)**

## SYBCOM-III-ADD-JAN-2023-MA

Further details are available for the year 2021-22: -

1. Raw Material are in stock on an average for 2 month.
2. Production process takes 1 months.
3. Finished goods stock maintained for 2 months.
4. Time lag for payment of wages and overheads is half month.
5. Debtors get credit of 2 months and Creditors allow credit for 1.5 month.
6. 20% of sales are made on cash basis and balance on credit.
7. Cash and bank balance will be maintained at Rs.20,000.
8. Operations are evenly spread throughout the year.
9. Debtors are estimated at selling price.

Prepare the statement of Working Capital Requirement for the year 2021-22.

**OR**

- B) Following is the summarized Balance Sheet of Suraj Ltd as on 31<sup>st</sup> March 2022. [20]

Prepare Common Size Balance Sheet in vertical Form

<b>Liabilities</b>	<b>Rs.</b>	<b>Assets</b>	<b>Rs.</b>
Equity Share Capital	8,00,000	Land and Building	6,00,000
Security Premium	3,50,000	Plant & Machinery	3,00,000
11% Debentures	3,50,000	Computer & Printers	1,50,000
Creditors	3,00,000	Goodwill	50,000
Bills Payable	50,000	Debtors	1,80,000
Outstanding Exp	80,000	Bills Payable	1,40,000
Provision for Tax	70,000	Stock	4,40,000
		Cash at Bank	1,40,000
	<b>20,00,000</b>		<b>20,00,000</b>

- Q.5 A) Explain the meaning and functions of Management Accounting. [10]  
B) Explain the techniques of Capital Budgeting. [10]

**OR**

- Q.5 **Write the short notes on: - (ANY FOUR)** [20]

- 1) Types of Working Capital
- 2) Income Statement Ratios
- 3) Features of Capital Budgeting decision
- 4) Classification Current Assets
- 5) Scope of Management Accounting
- 6) Distinguished between Management Accounting and Financial Accounting

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