

FYBCOM-II-ATKT-SEPT-2023-AFM-II

Time : 03 hrs

Max. Marks. 100

- Note: 1) **ALL** questions are **COMPULSORY**.
2) Figures to the right indicate full marks.
3) Give working notes wherever necessary.

- Q.1 A) **Fill in the blanks with the most appropriate option given and rewrite the sentence: (ANY TEN)** [10]
- 1) If the rate of gross profit is 25% on sale and cost of goods sold is Rs. 1,23,000 the gross profit will be Rs. _____.
A) 24,600 B) 41,000
C) 30,750 D) 20,500
 - 2) If books are kept under a single entry system, credit sales are ascertained by preparing _____ A/c.
A) Total Creditors B) Cash
C) Total Debtors D) Bills Receivable
 - 3) Account Sales is sent by _____.
A) Consignor to Consignee B) Consignee to Consignor
C) Seller to Buyer D) Debtor to Creditor
 - 4) Closing Stock as valued is Rs. 88,000. It is the practice of the firm to value goods at 10% above cost. Then actual cost of stock is _____.
A) 80,000 B) 79,200
C) 96,800 D) 88,000
 - 5) Opening stock Rs.60,000, Purchase Rs. 1,40,000, Closing Stock Rs. 40,000, Sales Rs. 2,00,000. The Gross profit on Sale is _____ %
A) 35 B) 25
C) 33.33 D) 20
 - 6) Stock for the purpose of fire insurance claim should be _____.
A) Overvalued B) undervalued
C) Valued at cost D) as per practice
 - 7) In Fire Insurance Gross Profit Ratio should be _____.
A) Increasing B) Decreasing
C) Constant D) Fluctuating
 - 8) Salvage refers to _____.
A) Goods saved from fire B) goods lost due to fire
C) goods on date of fire D) amount of claim to be lodged
 - 9) Branch which does not maintain its own set of books is _____.
A) Independent branch B) dependant branch
C) local branch D) foreign branch
 - 10) For valuation of stock with consignee, the expenses to be considered, do not include _____.
A) Transit insurance B) carriage
C) advertisement expenses D) freight charges
 - 11) In the books of consignor, the expenses incurred by consignee are to be debited to _____.
A) Profit and Loss Account B) Consignee's Account
C) Consignment Account D) Consignor's Account

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- 12) Branch account under debtors system is a _____.
- A) Real Account B) Nominal Account
C) Personal Account D) Debtors Account

B) **Sate whether the following statements are TRUE or False: -**

[10]

- 1) Purchase of Machinery should be debited to trading A/c.
- 2) If the policy amount is more than stock on date of fire, Average Clause is applicable.
- 3) Valuation of stock is always done at market value only.
- 4) If loading is 25% on invoice price then it is 20% on cost.
- 5) Discount allowed is debited to branch A/c under Debtors System.
- 6) Profit on Consignment belongs to Consignee.
- 7) A limited company cannot adopt single entry system
- 8) In absence of Del Credere Commission, bad debts if any, to be borne by Consignor.
- 9) Consignee is entitled to recover expenses, if any, paid by him on consignment.
- 10) Under Single entry system, balancing figure on debit side of Total Debtors Account denotes credit sales.
- 11) Single entry system is based upon the basic accounting principles.
- 12) Under Stock and Debtors Method, if goods are sent to branch at loaded price, then Branch Stock Account is maintained at loaded price.

Q.2

- A) Mr. X does not maintain proper Books of Accounts. He produced following information:

[20]

Particulars	Rs.
Receipts:	
Loan from bank	20,000
Cash sales	24,000
Debtors	60,000
Capital introduced	30,000
Payment:	
Cash purchases	18,000
Drawings	36,000
Salaries	18,000
Purchase of furniture	4,000
Expenses	12,000
Creditors	25,000

Additional Data: -

Particulars	1-4-2022	31-3-2023
Bank Balance/ (O/D)	(2,000)	?
Debtors	17,200	13,600
Creditors	6,000	7,200
Stocks	12,000	16,800
Plant	40,000	40,000
Furniture	1,600	5,600
Land	20,000	20,000

Depreciate Plant @ 20% and furniture @10%.

Additional furniture was purchase on 1-1-2023.

Prepare Final Accounts.

OR

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- B) Ashish Ltd has a branch at Pune. Goods are invoiced to the branch at 20% profit on invoiced price. Branch has been instructed to send cash daily to the head office. All expenses of the branch paid by head office except petty expenses, which are met by the branch manager. From the following particulars prepare Branch Account in the books of Head office. The details of transactions for the year ended 31st March, 2023 were as under: - [20]

Particulars	Rs.	Rs.
Stocks on 1 st April 2022 (invoice Price)		42,000
Sundry Debtors on 1 st April 2022		18,000
Cash in hand on 1 st April 2022		800
Furniture on 1 st April 2022		4,000
Goods invoiced to branch (invoice Price)		1,60,000
Goods returned to Head office (invoice Price)		2,400
Goods Returned by Debtors		1,000
Cash received from Debtors		62,000
Cash Sales		1,00,000
Credit Sales		64,000
Discount Allowed to Debtors		1,200
Expenses paid by Head Office:		
Rent	2,400	
Salary	4,800	
Stationary	8,000	15,200
Petty expenses paid by Branch Manager		600

Depreciation is to be provided on Furniture @ 10% p.a. Stock on 31st March 2023 at invoice price Rs. 60,000.

Entire cash received from Cash Sales and collection from Debtors is remitted to Head office.

- Q.3 A) M/s X of Mumbai Consigned to M/s Y of Pune, 10,000 boxes Costing Rs. 150 per box. M/s X paid Rs. 7,500 for railway freight, Rs. 4,500 for Insurance, and Rs. 3,000 for Sundry Expenses. [20]
- On Receipt of consignment, M/s Y accepted a bill for Rs. 3 lakh, which was discounted by consignor with bank for Rs. 2,99,000, and discount was charged to consignment a/c.
- M/s Y sent an account sale which shows as:
- 1) Cash sales of 5,000 boxes @ Rs.180 each.
 - 2) Credit sales of 3,000 boxes @ Rs. 200 each
 - 3) Expenses paid by Y. were : godown rent Rs.4,500 and Selling expenses Rs. 10,500.
 - 4) A debtor for Rs. 3,000 became insolvent & nothing was received from his private property.
 - 5) M/s Y remitted the balance due by Bank Draft after deducting expenses and commission at 5% on gross sales and del- credere commission @ 2% on total sales.
- Show Consignment Account and Consignee's Account in the books of Consignor.

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- B) The premises of ABC. Is loss by fire on 30th April 2022, his premises and stock were destroyed by fire. The stock on hand every year has always been valued at 10% less than the cost. He closes his books of accounts on 31st March every year. From the following particulars calculate claim to be made by ABC: - [20]

Particulars	2019-20	2020-21	2021-22	Up to 30-4-2022
Opening stock	2,70,000	3,24,000	3,60,000	3,69,000
Purchase	7,49,000	8,00,000	8,10,000	60,000
Sales	12,00,000	13,20,000	14,00,000	1,20,000
Wages	2,11,000	2,30,000	2,50,000	20,000

Sum assured of the fire insurance policy is Rs. 3,50,000 and there is an average clause in the policy. The salvaged goods amounted to Rs. 20,000.

Find out the amount of claim to be submitted to the insurance company.

- Q.4 A) Govind Trading Co. Mumbai, invoices goods to its Kanpur Branch at 20% profit on cost which sells goods on credit as well as for cash. From the following particulars prepare **Branch Stock A/c, Branch stock adjustment A/c, Branch Debtor A/c, Branch Profit and Loss A/c**. Cash is immediately remitted by branch to Head office. Branch expenses are paid by Head Office. [20]

Particulars	Rs.
Stock at Branch on 1-4-2018 (invoice price)	14,520
Goods from Head office (invoice price)	93,000
Goods return by Customers to branch	400
Total sales	93,520
Cash sales	33,500
Goods return to Head Office (invoice price)	600
Stock at Branch on 31-3-2019 (invoice price)	12,000
Debtor on 1-4 -2018	26,000
Cash paid by customer to branch	49,200
Discount and Commission to customer	2,720
Bad Debts	600
Rent, Rates and Taxes	1,800
Salaries and Wages	7,300

OR

- B) On 31st July 2022, a fire occurred and partly damaged the stock of goods of P Traders, stock having a cost of Rs. 6,000 being salvaged. The stock was insured against fire to the extent of Rs.30,000. [20]

The following particulars could be obtained from the books and records saved :-

Particulars	Rs.
Balance as per Balance sheet as on 31-3-2022	
Stock at cost	30,000
Debtors	7,500
Creditors	4,500
Transactions between 1-4-2022 to 31-7-2022	
Cash received from Debtors	60,000
Discount allowed	1,500
Goods returned by Debtors	600
Cash paid to Creditors	1,11,000
Discount from Creditors	1,200
Goods return to Creditors	300
Cash sales	63,600

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Goods distributed as free sample	1,500
Debtors as on 31-7-2022	17,400
Creditors on 31-7-2022	9,000

All Sales are made at a profit of 25% on the cost Price.

Draw up a statement of claim for loss of stock.

Q.5

- A) Answer the following:
- 1) Explain the difference between Single Entry System and Double Entry System of Accounting. [10]
 - 2) What is consignment? Explain the features of Consignment. [10]
- OR**
- B) **Write Short Notes on: (ANY FOUR)** [20]
- 1) Purpose of preparing Debtors A/c in single entry system
 - 2) Del- credere commission
 - 3) Invoice Price in case of Branch Accounting
 - 4) Stock and Debtors Method
 - 5) Average clause
 - 6) Memorandum Trading A/c

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FYBCOM-II-ATKT-SEPT-2023-BUS. ECO-II

Time: 03 hrs

Max. Marks. 100

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

- Q.1 A) **Select the best answer from the given option and rewrite the statement: (ANY TEN)** [10]
- i) Which of the following is not a characteristic of a perfectly competitive market?
A) Firms are price taker B) There are many sellers in the market
C) Firms can exit and enter the market freely D) Few sellers
- ii) If a perfectly competitive firm currently produces where price is greater than marginal cost it
A) will increase its profits by producing more B) will increase its profits by producing less
C) is making positive economic profits D) is making negative economic profits
- iii) The monopolist faces
A) the negatively sloping market demand curve B) vertical demand curve
C) horizontal demand curve D) rectangle hyperbola demand curve
- iv) Under monopoly, there is _____ seller.
A) One B) many
C) few D) infinite
- v) Price for a firm under monopolistic competition is _____.
A) equal to marginal revenue B) greater than marginal revenue
C) less than marginal revenue D) greater than total revenue
- vi) Which of the following is not a pattern of oligopolistic behaviour?
A) Price war B) Price leadership
C) Collusion D) Price control
- vii) Seller under oligopoly market behave like a _____.
A) Group B) Firm
C) Industry D) Agent
- viii) Monopolistic competition is associated with the following types of waste _____.
A) Cross transport B) Unemployment
C) Excess capacity D) All of the above
- ix) Most modern firms produce
A) A single product B) A variety of products
C) Exactly 2 products D) None of the above
- x) Price discrimination by private enterprise is practiced
A) To lower prices B) To increase profits
C) To increase production D) Reduces cost
- xi) The process of selecting from alternative long-term investment projects is called:
A) Net cash inflow maximization B) Capital budgeting
C) Discounting cash inflows D) Cash flow management

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- xii) A project would normally be rejected if its net present value is:
- A) Zero B) Positive
 - C) Negative D) Exactly the same as the NPV of existing projects

B) State whether the following statements are TRUE or FALSE: (ANY TEN)

[10]

- i) Under differential cost condition, the cost curve of all the firms will be same.
- ii) Price discrimination is possible under perfect competition.
- iii) The main aim of private monopoly firm is social welfare.
- iv) The demand curve of a monopolist is vertical.
- v) Group is a collection of firms producing heterogeneous product.
- vi) Production cost include advertisement expenditure.
- vii) Oligo means few.
- viii) Dominant firm becomes leader in oligopoly.
- ix) Price discrimination is possible only if elasticity of demand in two different market are different.
- x) Dumping implies different prices in the domestic and foreign markets.
- xi) Capital budgeting is essential to avoid a wrong capital investment decision.
- xii) Long term investment decision involves high risk.

Q.2

Attempt A and B OR C and D:

- A) Explain the characteristic features of perfect competition. [08]

- B) The Indian economy is heavily reliant on transportation. The Indian Railways is the country's lifeline. It is the only passenger and freight transporter in the country. It is also a social welfare organization, thanks to its extensive network that spans the length and breadth of India. The Indian Railways began operations on April 16, 1853. Indian Railways is today the largest rail network in Asia and the world's second-largest network operated under a single management. It has 1,15,000 km of track length. It runs 12,617 trains to carry over 23 million passengers daily – equivalent to moving the entire population of Australia – connecting more than 7,172 stations. Railways runs more than 7,421 freight trains carrying 3 million tonnes (MT) of freight every day. It has entered a select club of railways that includes China, Russia and USA in carrying more than one billion tons of freight annually. Indian Railways has over 2,39,281 freight wagons, 59,713 passenger coaches and 9,549 locomotives. [07]

- i) Name the market structure being described in the above paragraph.
- ii) Examine the characteristic features of the market identified by you in question (i)

OR

- C) Discuss the short-run equilibrium of the firm under perfect competition. [08]

- D) Discuss the short-run equilibrium of monopoly. [07]

Q.3

Attempt A and B OR C and D:

- A) Explain the short-run equilibrium of firm under monopolistic competition. [08]

- B) The mobile handsets industry has witnessed tremendous growth in the last few years thanks to the periodic introduction of new features, multimedia tools, and technological advancements. [07]

Mobiles have come a long way, from a mere calling device to a smart device that does everything for an individual right from making calls to browsing the internet. It has now become a necessary commodity and has become an intrinsic part of one's lifestyle.

Currently, this industry is dominated by 5 large players and these players enjoy the maximum market share. These top 5 players contribute to more than 80 % of the total handset sales in India.

- (i) Name the market structure being described in the above paragraph.
- (ii) Examine the characteristic features of the market identified by you in question (i)

OR

- C) What are the features of monopolistic competition? [08]

- D) Using a diagram explain why prices are rigid in oligopoly. [07]

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- Q.4 **Attempt A and B OR C and D:**
- A) Explain Marginal cost pricing. What are its advantages and disadvantages? [08]
 B) Explain dumping with the help of a diagram. [07]

OR

- C) What is meant by cost plus pricing? explain its advantages and disadvantages. [08]
 D) i) Write a short note on types of price discrimination. [07]
 ii) The fixed cost per unit of a product is Rs. 50 and variable cost per unit is Rs. 20. If the expected profit margin is 40%, calculate the full cost price that will be charged for the product.

- Q.5 **Attempt A and B OR C and D:**
- A) In the following table are five projects with their initial investments and their annual cash flows. [08]
 Calculate the payback period for each project and rank the projects.

Project	Initial Investment in (₹)	Annual Cash flow
X	60000	15000
Y	40000	8000
Z	30000	15000
A	20000	20000
B	50000	5000

- B) What are the need and importance of capital budgeting? [07]

OR

- C) Consider an investment project with the following expected net cash flows: [08]

Year	Expected net cash flow (in Rs.)
1	20,000
2	15,000
3	10,000
4	10,000
5	5,000

The investment will cost the firm Rs. 45,000 and the appropriate discount rate is 10%. What is the expected net present value? Will you select the project? Why?

- D) Write a note on the Internal Rate of Return. [07]

- Q.6 A) Discuss the long run equilibrium of the firm and industry under perfect competition. [10]
 B) Explain the equilibrium of cartel. [10]

OR

- Q.6 **Write short notes: (ANY FOUR)** [20]
- A) Sources of monopoly
 B) Price leadership models
 C) Transfer Pricing
 D) Multiple product pricing
 E) Steps in capital budgeting

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FYBCOM-II-ATKT-SEPT-2023-COMMERCE-II

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 appropriate answer (option): (ANY TEN)** [10]
- 1) Services are highly _____ in nature.
A) durable B) perishable
C) storable D) replaceable
 - 2) Adequate service is _____ level of service.
A) acceptable B) available
C) avoidable D) restricted
 - 3) _____ Shopping is a form of direct marketing.
A) mail order B) malls
C) kirana D) hyper market
 - 4) _____ in a mall refers to allocating floors.
A) positioning B) promotion
C) zoning D) advertising
 - 5) Global reach is possible through _____.
A) retailing B) wholesale business
C) local stores D) e-commerce
 - 6) Vending machine is an example of _____.
A) e-commerce B) store format
C) non store format D) networking
 - 7) LPO involves outsourcing of _____ work.
A) Legal B) Medical
C) Banking D) Data analysis
 - 8) _____ integrates all functional areas in an organization.
A) ERP B) BAM
C) ATM D) BPO
 - 9) Anchor client is the _____ to setup shop in a mall.
A) Fourth B) Third
C) Second D) First
 - 10) Quikr.com is an example of _____.
A) B2C B) C2C
C) A2Z D) B2B
 - 11) Outsourcing of data analytics is example of _____.
A) LPO B) BPO
C) KPO D) RPO
 - 12) Information obtained through survey is called _____.
A) Primary data B) Secondary data
C) Research D) Processing data

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- B) **State whether the following statements are TRUE or FALSE: (ANY TEN)** [10]
- 1) Desired service is the highest level of customer experience.
 - 2) Traditional retailers are mostly unorganised.
 - 3) Chain stores are an example of e commerce.
 - 4) 'Vijay Sales' and 'Croma' are examples of multibrand stores.
 - 5) Services cannot be separated from service providers.
 - 6) Signage displays name and logo of stores.
 - 7) Services cannot be produced in advance.
 - 8) Company records are an example of secondary data.
 - 9) Debit card is issued as a payment card by banks.
 - 10) BAM refers to 'Brick and Mortar' stores.
 - 11) E-Commerce increases the cost of business.
 - 12) C2C stands for 'company to company' model of e-commerce.
- Q.2 **Answer ANY TWO of the following:** [15]
- A) Define Services. Describe its characteristics.
 - B) Explain in brief marketing mix for services.
 - C) Discuss the challenges faced by Service Sector.
- Q.3 **Answer ANY TWO of the following:** [15]
- A) Give the reasons for the growth of unorganised retailing in India.
 - B) Write a note on 'Mall management'.
 - C) Distinguish between organized and unorganised retailing.
- Q.4 **Answer ANY TWO of the following:** [15]
- A) Describe the main advantages of ATM.
 - B) What are the disadvantages of Internal Banking?
 - C) Discuss the importance of FDI in banking.
- Q.5 **Answer ANY TWO of the following:** [15]
- A) Explain the functions of e-commerce.
 - B) Give the limitations of e-commerce.
 - C) Write a note on B2B e-commerce.
- Q.6 **Write Short Notes on: (ANY FOUR)** [20]
- A) Levels of Service product
 - B) Retail store formats
 - C) Credit Card
 - D) B2C
 - E) Retail Franchising
 - F) Elements of Logistics

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FYBCOM-II-ATKT-SEPT-2023-MATHS & STATS

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) All questions carry equal marks.

SECTION-I

Q.1 **Attempt ANY FOUR of the following:** [20]

- A) Differentiate following with respect to X :
i) $Y = 4X^3 - 11 \log X + 5/X$ ii) $Y = (e^x - 12)(8X^3 + 5^2)$
- B) The total cost function is given by $C = 5x^2 + 4x + 20$. Find the average cost, marginal cost & marginal average cost when $x = 4$.
- C) The demand function is given by $D = 10 - p^2 - p$ where D = demand & p = price. Find elasticity of demand w.r.t. price when $p=2$
- D) The demand function is given by $p = 20 + 8D - 2D^2$ where p = price and D = demand. Find total revenue, average revenue and marginal revenue when the demand is 4.
- E) Examine function $f(x) = x^3 - 24x^2 + 189x + 25$ for it's maxima & minima.

Q.2 **Attempt ANY FOUR of the following:** [20]

- A) A person kept ₹ 75,000 for 2 years compounded quarterly at 10% p.a. Find interest & total amount received at the time of maturity.
- B) A car was bought at 9,45,000. Find it's resale price after 3 years by considering 7.5% rate of depreciation.
- C) Anil invested 10,000 at the end of every year for 4 years at 8% compound interest p.a. Find the final amount he will receive after 4 years.
- D) A sum 25,000 accumulated to 41,000 after 8 years in a bank. Find the rate of simple interest p.a. which was charged by the bank.
- E) What is present value of annuity of 25,000 per year for 3 years with 8 % rate of interest compounded annually.

SECTION-II

Q.3 **Attempt ANY FOUR of the following:** [20]

- A) Calculate Karl Pearson's coefficient of correlation for the following data:

X	8	5	11	10	4
Y	7	3	9	8	5

- B) Calculate Spearman's Rank coefficient of correlation for the following data:

X	25	32	45	54	60	40	60	75
Y	30	35	40	40	55	52	80	70

- C) Find regression equation of Y on X hence estimate Y when $X = 15$ for the following data:

X	2	5	7	8	10
Y	3	6	9	10	12

- D) For a bivariate data two regression equations are $3X - 2Y - 6 = 0$ & $8X - 3Y - 44 = 0$. Find mean of x & y and also find correlation coefficient between X & Y.

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FYBCOM-II-ATKT-SEPT-2023-MATHS & STATS

- E) Find both the regression equations for the following data:

	X	Y
Mean	58	45
SD	2	3

Where correlation coefficient between X & Y is 0.8

Q.4 Attempt ANY FOUR of the following:

[20]

- A) Calculate Dorbish & Bowley's index number for the following data:

Commodity	Price		Quantity	
	2015	2020	2015	2020
A	4	5	10	12
B	3	6	8	10
C	2	3	8	9
D	5	8	4	5

- B) Find trend values by five yearly moving average method for the following data:

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Sales	32	40	38	44	50	56	60	58	64

- C) Calculate Cost of living index number for the following data by Family Budget method:

Group	Price In 2018	Price In 2021	weight
Food	250	300	40
Clothing	75	105	10
Rent	100	120	15
Light & Fuel	80	120	25
Miscellaneous	120	150	10

- D) Fit a straight line trend by least square method for the following data. Estimate trend for year 2022.

Year	2014	2015	2016	2017	2018	2019	2020
Export	44	50	56	64	72	78	91

- E) Define Time Series and hence describe it's components.

Q.5 Attempt ANY FOUR of the following:

[20]

- A) If a discrete random variable follows binomial distribution with $n = 6$ & $p = 0.4$, find probability of i) $x = 2$ ii) $x = 1$ or 3
- B) If the average number of calls received in an hour in one day are 2. Hence find probability of getting i) two calls in an hour ii) at most one call in an hour. ($e^{-2} = 0.1353$)
- C) If continuous random variable follows normal distribution with mean = 20 & standard deviation = 4. Hence find probability of i) $X \geq 28$ ii) $16 < X \leq 20$
(Area under standard Normal curve from $z=0$ to $z=1$ is 0.3413 & from $z=0$ to $z=2$ is 0.4772)
- D) It is observed that 2% of the products manufactured are defective. If these products are packed in a box of 50 units. If there are 100 such boxes find number of boxes containing 2 defectives. ($e^{-2} = 0.1353$, $e^{-1} = 0.3679$)
- E) In a certain examination average marks scored by 500 students is 55 with standard deviation of 5. Assuming the distribution to be normal find number of students scoring marks 60 or more. (Area under standard Normal curve from $z=0$ to $z=1$ is 0.3413 & from $z=0$ to $z=2$ is 0.4772)

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FYBCOM-II-ATKT-SEPT-2023-B.C.

Time: 03 hrs

Max. Marks. 100

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

- Q.1 A) **Explain the following terms in two to three sentences: (ANY FIVE)** [10]
- 1) Agenda
 - 2) Meeting
 - 3) Interview
 - 4) House Journal
 - 5) Webinar
 - 6) Open house
 - 7) Online Interview
 - 8) Business Report
- Q.1 B) **Fill in the blanks:** [05]
- 1) RTI stands for _____.
A) Right to Integrity B) Regional tourism Information
C) Right to Information D) Return the information
 - 2) _____ creates awareness of consumers legitimate rights.
A) Lawyers B) Managers
C) Companies D) Consumer Guidance Cell
 - 3) In the AIDA formula, D Stands for _____.
A) Desire B) Decision
C) Declaration D) Demand
 - 4) Employees speak frankly and fearlessly in an _____ interview.
A) Grievance B) Exit
C) Job D) Online
 - 5) An _____ is in control of an Interview.
A) Interviewee B) Employee
C) Manager D) Interviewer
- Q.2 **Write short notes on: (ANY FOUR)** [20]
- 1) Grievance interview
 - 2) Role of Chairperson in a meeting
 - 3) WASP technique of Interview
 - 4) Advantages of meetings
 - 5) Webinar
 - 6) Preparation by the Interviewee before a selection Interview
- Q.3 **Answer ANY TWO of the following questions:** [20]
- A) What is a conference? List the Advantages and Disadvantages of Conferences.
 - B) Discuss in detail the various types of Committees.
 - C) Define 'Public Relations'. Discuss the various measures for promoting Internal PR.
- Q.4 **Draft the following letters: (ANY FOUR)** [20]
- A) Write a letter of inquiry to Paris Electric Works Mumbai, asking for an estimate of the cost of installing electric fittings in your office.

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- B) You ordered for 100 Tea sets for your Chains of Hotels which are made of fine bone China. Write a letter of Complaint with claim as you found that fifty Tea sets were in a damaged condition.
- C) Write a Sales letter for the promotion of Any one of the following:
 - i) Smart Phone ii) A new face cream
- D) You received your telephone bill from PQR Company in which you were charged 60,000/- for your International calls. You wrote to the company that you were out of town and your home was locked during the period of the bill. In spite of repeated calls and letters the company refused to look into the matter and disconnected the phone. Draft a letter to the Consumer Guidance Forum requesting them to help you in getting redress.
- E) Your application for an educational loan is not processed despite you having completed all the formalities of MEE Bank, Mumbai. Draft an RTI petition Questioning the delay.

Q.5 A) There has been some unrest among the employees of a pharmaceuticals firm. A Committee has been appointed to look into the matter. Draft the Committee Report. [10]

OR

B) Draft a business proposal made by a marketing company which gives publicity to its business clients through advertisements and marketing campaigns on Facebook. [10]

Q.6 Draft the Notice and Agenda of the First Board Meeting of Medha Pharmaceuticals Ltd. [10]
Also draft Resolutions for the following items:
i) Declaration of Dividend
ii) Appointment of Auditors

Q.7 Summarize the following passage and give a suitable title: [05]

Globalisation is all that comes to one's mind when you look around and see high-tech gadgets being used as toys or buildings with awe-inspiring infrastructure. Everything made these days has a competitive edge, as Pune has readied herself to go global all the way. She takes the challenge head on and competes with the corporate giants universally. The cut-edge competition offered is present in every sector of the market; be it clothes, techies or real estate developments. As many companies from different backgrounds are aiming for Pune, one can imagine the vast potential hidden in this city. Many automobile companies have been set in Pune or their products are being imported from elsewhere, but it's the awareness that counts, the fact that we're not less informed than our Western counter parts. Many people attribute globalisation to IT companies, which is mostly true, as so is the fact that our standard of living has vastly improved because of this change. Most of the companies settling in the city have their branches the world over and in India too. So Pune is no more second best to Mumbai. She's taking a stand and making place for herself slowly but steadily.

People opt for clothing brands that have originated from say, London or the U.S.A. and the local companies are urged into performing better and raising their standards to match those of the ones abroad. When it comes to the infrastructure and the interiors, it is globalisation all the way. What with French windows and Italian couches being to-on-the-list, the traditional furniture is passed. Many banks have opened their branches in Pune as she offers a strong client base with many IT companies housing all their accounts with these banks, which have an international network. Every one wants to be unique, have nothing but the best and they wouldn't mind competing worldwide. As 'something different' is what everyone wants; I guess globalization is just the cure for that itch.

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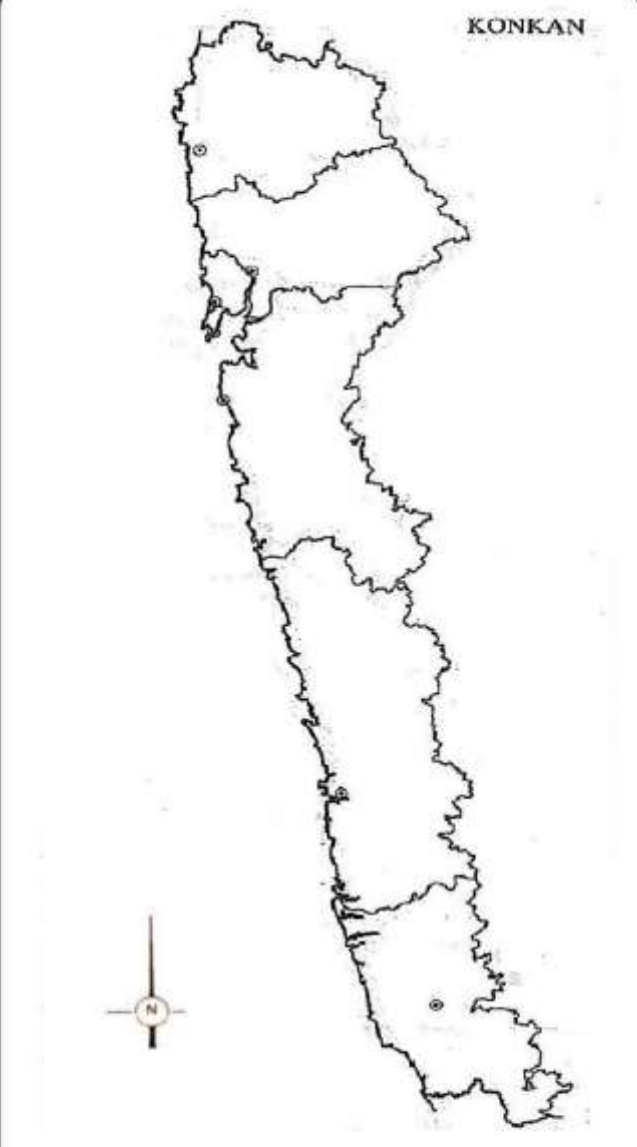
Supervisor's signature _____

Seat No.: _____

GREATER MUMBAI



KONKAN



FYBCOM-II-ATKT-SEPT-2023-EVS

Time: 03 hrs

Max. Marks. 100

- Note: 1) **ALL** questions are **COMPULSORY**.
2) Figures to the right indicate full marks.
3) Draw maps and diagrams wherever necessary.
4) Attach the Mumbai and Konkan maps to the main answer sheet.

Q.1 **Answer the following questions:**

- A) On the outline map of Mumbai mark and name the following. [10]
1) A Flood affected area
2) A national park
3) An air polluted area
4) A mangrove site
5) A slum area
6) A perishable product market
7) A railway terminus
8) A famous stadium
9) A Hill
10) An island to the east coast of Mumbai
- B) On the outline map of Konkan mark and name the following. [10]
1) Shade the Sindhudurg district
2) An earthquake prone area
3) An area affected by marine erosion
4) Atomic Power station
5) Fruit canning industry
6) A marine park
7) A Ghat
8) A port
9) A beach resort
10) A petrochemical area

Q.2 **Answer the following questions:**

- A) What are different sources of waste? [10]
B) What are the different methods of waste management? [10]
- OR**
- A) Write a detailed note on the concept of the seven R's. [10]
B) Explain solid waste pollution and related health hazards. [10]

Q.3 **Answer the following questions:**

- A) Discuss the cause and effects of land degradation. [10]
B) Describe the significance of sustainable industrial practices. [10]
- OR**
- A) Explain the significance of corporate social responsibility towards the environment. [10]
B) Account for the cause and effects of ozone layer depletion. [10]

Q.4 **Answer the following questions:**

- A) Define- tourism and explain classification on the basis of purpose with five examples. [10]
B) Explain the typology of tourism and impacts of tourism on economy. [10]
- OR**
- A) Discuss the natural and man-made tourism potentials in India. [10]
B) Explain the advantages and disadvantages of Eco-tourism. [10]

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Q.5

Answer the following questions:

- A) Briefly describe the 'Chipko Movement'. [10]
B) Write a short note on ISO 14000 and ISO 16000. [10]

OR

- A) Discuss in detail the significance of Geo-Spatial Technology. [10]
B) Write a short note on ecological footprint. [10]

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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) **Choose the right alternative: (ANY EIGHT)** [08]
- i) _____ is the process of selling government equity in PSU to private parties.
A) Privatization B) Liberalization
C) Globalization D) Disinvestment
- ii) As per the New Industrial Policy, 1991, at present there are only _____ industries reserved for public sector.
A) three B) four
C) five D) six
- iii) The UDHR consists of a preamble and _____ articles highlighting human rights and freedom entitled to everyone in the world.
A) 15 B) 20
C) 25 D) 30
- iv) _____ prohibits the state from discriminating against any individual or group of individuals.
A) Article 16 B) Article 21
C) Article 14 D) Article 15
- v) _____ of the following factor is not abiotic in nature.
A) Climate B) Vegetation
C) Geology D) Light
- vi) A step in the food chain is called as _____.
A) energy level B) stage
C) trophic level D) consumption level
- vii) _____ arises when goal directed behavior is blocked or thwarted.
A) Stress B) Anger
C) Frustration D) Violence
- viii) _____ is a situation in which two or more parties feel themselves in opposition.
A) Conflict B) Anger
C) Frustration D) Violence
- ix) Maslow originally identified _____ set of needs.
A) two B) three
C) seven D) five
- x) _____ is the submission of a disputed matter to an impartial person.
A) Arbitration B) Negotiation
C) Confrontation D) Mediation

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- B) **State whether the following statements are TRUE or FALSE: (ANY SEVEN)** [07]
- i) Liberalization implies free flow of goods and services, capital, technology rather than developing indigenous technology.
 - ii) Rural to urban migration is more common developed countries.
 - iii) The fundamental rights are enforceable by courts, subject to certain restrictions.
 - iv) Article 22 of Indian Constitution abolishes untouchability.
 - v) Natural environment provides renewable sources of energy.
 - vi) Sustainable development has three components: environment, society and economy.
 - vii) School is the secondary agent of socialization.
 - viii) Competitive environment is a background stressor.
 - ix) Causes of stress are same for every individual.
 - x) Cycling helps in reducing stress.
- Q.2 A) Write a detailed note on impact of globalization on agriculture. [15]
- OR**
- B) Describe the impact of globalization and privatization on employment opportunities in India. [15]
- Q.3 A) Define human rights and discuss the origin and evolution of human rights from ancient to modern period. [15]
- OR**
- B) Write a detailed note on UDHR. [15]
- Q.4 A) Explain the concept of environment and ecology and their interconnectedness. [15]
- OR**
- B) Discuss impact of environmental degradation on human life. [15]
- Q.5 A) Describe the Maslow's need hierarchy and explain characteristics of self – actualized person. [15]
- OR**
- B) **Write short notes on ANY THREE of the following:** [15]
- 1) Problem of migration
 - 2) Concept of Privatization
 - 3) Types of conflicts for choice
 - 4) Components of sustainable development
 - 5) Strategies of stress management

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