

SYBCOM-IV-ATKT-SEPT/OCT-2023-ADVERTISING II

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]
- i) _____ provides interactive facility.
A) TV B) Newspaper
C) Internet D) Magazine
- ii) _____ are ads displayed on a results page of a search engine.
A) Banners B) Buttons
C) Meta D) Websites
- iii) _____ is also known as transport advertising.
A) Hoarding B) Sandwichman
C) Car Cards D) Hot Air balloons
- iv) _____ refers to conceiving a new idea.
A) Creativity B) Flexibility
C) Methodability D) Practicality
- v) The model for LIP'S suggested by Michael Ray consists of _____ stages.
A) 3 B) 4
C) 5 D) 6
- vi) The _____ stage for HIP refers to creating interest and desire for the product.
A) affective B) conative
C) cognitive D) superlative
- vii) _____ is a media objective.
A) Brand Equity B) Brand Image
C) Awareness D) Reach
- viii) In _____ scheduling the advertising is done heavily during a period and the remaining ad budget is spent during the rest of the year.
A) bursting B) flighting
C) pulsing D) seasonal
- ix) _____ method of budget considers the objectives of ad campaign.
A) Arbitrary B) Fixed
C) Guidelines D) All you can afford
- x) _____ copy is also known as reason why copy.
A) Soft sell B) Hard Sell
C) Testimonial D) Topical
- xi) _____ tests are conducted before the ads are run in the media.
A) Pre B) Post
C) Screen D) Running
- xii) _____ helps to overcome language barrier.
A) Logo B) Slogan
C) Illustration D) Tagline

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- B) **State whether following statements are TRUE or FALSE: (ANY TEN)** [10]
- i) Window display attract attention of passerby.
 - ii) ABC audit the circulation figure of its member publishers.
 - iii) Meta ads refer to mega ads in the media.
 - iv) Demographics includes lifestyle and personality traits.
 - v) GRPs are equal to reach multiplied by average frequency.
 - vi) A theme is a series of ads that share a common idea.
 - vii) Prof. Michael L. Ray suggested a model for LIP.
 - viii) Creative brief is prepared by advertisers.
 - ix) Advertiser considers the budget of its competitors in framing ad budget.
 - x) Headline is the topline in the ad.
 - xi) Taglines are also known as punchlines.
 - xii) Testimonial means statement by a professional.

- Q.2 **Answer ANY TWO of the following:** [15]
- A) Elucidate the advantages of Print Media.
 - B) Discuss the various forms of digital advertising.
 - C) What are the limitations of internet advertising?

- Q.3 **Answer ANY TWO of the following:** [15]
- A) Elucidates the factors to be considered in advertising media selection.
 - B) Enumerates the factors determining advertising budget.
 - C) Enumerates the steps in media planning.

- Q.4 **Answer ANY TWO of the following:** [15]
- A) Explain the steps in creative process.
 - B) Explain the various buying motives.
 - C) What are the limitations of celebrity endorsement.

- Q.5 **Answer ANY TWO of the following:** [15]
- A) What are the elements of a good copy in advertising.
 - B) Discuss the methods of testing advertising effectiveness.
 - C) Elucidate the objectives of testing advertising effectiveness.

- Q.6 **Write short notes on: (ANY FOUR)** [20]
- A) Story boards
 - B) Illustration
 - C) Buying motives
 - D) ABC
 - E) Cinema advertising
 - F) Media Scheduling strategies

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SYBCOM-IV-ATKT-SEPT/OCT-2023-AFM-IV

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 by choosing the most appropriate alternatives: (ANY TEN)** [10]
- 1) Issued capital is the part of _____.
A) Subscribed capital B) Authorized capital
C) Called-up Capital D) Paid-up Capital
 - 2) Memorandum of Association of Private company must have minimum _____ Subscribers.
A) 7 B) 2
C) 50 D) 200
 - 3) While company offering its share to public for first time is known as: -
A) FPO B) IPO
C) Right Issue D) Private placement
 - 4) The Share offered at free of cost are called _____.
A) Preference share B) Bonus Share
C) Right share D) Debenture
 - 5) Capital Redemption Reserve can be utilized for _____.
A) Payment of Dividend B) Issue of fully paid Bonus Share
C) Issue of Right Share D) Setting off against loss
 - 6) If company redeemed 5000, 10% Preference Share of Rs. 100 each at 20% Premium and create CRR for Rs.2,70,000 then what is the amount of fresh issue: -
A) Rs.3,30,000 B) Rs.2,30,000
C) Rs.1,30,000 D) Rs.30,000
 - 7) Loss on sale of sinking fund investment will be debited to _____.
A) profit & loss A/c B) Sinking Fund A/c
C) Sinking fund Investment A/c D) General Reserve A/c
 - 8) When debentures become due for redemption _____.
A) Dr.- Debenture A/c, Cr.- Bank A/c B) Dr.- Debenture A/c, Cr.- Debenture holders A/c
C) Dr.- Debenture holders, Cr.- Debenture A/c D) Dr.- Debenture holders, Cr. – Bank A/c
 - 9) If A ltd. (Unlisted Company other than register Banking company) redeemed 2000, 12% Debentures, Calculate the amount of DRR created: -
A) 50,000 B) 20,000
C) 30,000 D) 24,000
 - 10) For computation of Pre-incorporation profit, share issue expenses written off: -
A) Is treated as Pre- incorporation Expenditure B) Is treated as Post- incorporation Expenditure
C) Allocated in Time ratio D) Allocated in Sales ratio

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- 11) Profit Prior to incorporation is transferred to _____.
- A) General Reserve B) Capital Reserve
C) Profit and Loss A/c D) Goodwill A/c
- 12) X Ltd. acquired a firm on 1st April, 2022 which is incorporated on 1st September 2022, the company closed their books of accounts on 31st March 2023. Calculate the Time Ratio.
- A) 1:1 B) 5:7
C) 7:5 D) 6:6

B) State whether the following statements are True or False: (ANY TEN)

[10]

- 1) Preference shareholders enjoy normal voting rights.
- 2) Partly paid-up share can be converted into stock by the company.
- 3) Preparation of Article of Association is compulsory for all companies.
- 4) A company can redeem partly paid preference shares along with fully paid preference shares.
- 5) Capital Redemption Reserve can be created out of capital profit.
- 6) Fixed rate of interest provided to preference shareholders.
- 7) Debenture is an owed fund.
- 8) A Company cannot issue irredeemable debenture.
- 9) A company invest at least 15% of face value of Debenture in Debenture Redemption investment.
- 10) Sales Promotion Expenses are allocated in sales ratio.
- 11) Time ratio is ratio of number of months before and after incorporation.
- 12) Preliminary Expenses are treated as Post- incorporation Expenditure.

- Q.2 A) The following is the summarised balance sheet of Jethalal Ltd. As on 31st March 2023.

[20]

Liabilities	Rs.	Assets	Rs.
9000, 11% Preference Shares of Rs. 100 each, Rs 80 Paid up	7,20,000	Fixed Assets	24,00,000
		Investment (at Cost)	5,00,000
		Other Current Assets	7,00,000
15,000 Equity shares of Rs. 100 each	15,00,000	Bank Balance	4,00,000
Profit & Loss A/c	5,00,000		
10% Debentures	6,00,000		
Current Liabilities	6,80,000		
	40,00,000		40,00,000

On the above date 11% Preference shares were redeemable at premium of 5%

The company made final call and all the preference share holder paid call money.

The company utilized full profit for redemption and for remaining issued new equity shares at par.

Part of investment costing Rs.2,00,000 sold at Rs.2,40,000.

Company issued 1250, 9% debentures at par.

You are required to pass Journal Entries in the books of Jethalal Ltd.

OR

- Q.2 B) Babita Ltd. gave notice of its intention to redeem its 12000, 8% Debenture of Rs.100 each at 3% Premium and offer its holders the following option: -

[20]

1st – 11% Preference share of Rs. 10 each at Rs.12.5.

2nd – 9% Debenture at Rs. 96

3rd - Redeemed for cash

- a) The holder of 3600 Debentures accepts 1st proposal.
- b) The holder of 4800 Debentures accepts 2nd proposal.
- c) Remaining Debenture holders Accept 3rd Proposal.

Pass Necessary journal entries in the books of Babita Ltd. assuming the redemption was made fully out of profit.

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- Q.3 A) Bhide Ltd. was incorporated on 1st August 2022 to acquire a business as on 1st April 2022. The first accounts were closed on 31st March 2023. The following items appeared in the Profit and Loss Account. [20]

Particulars	Amount	Particulars	Amount
To Rent	9,000	By Gross Profit	1,20,000
To Bad Debts	2,500		
To Salaries	18,000		
To Directors fees	5,000		
To Preliminary Expenses	4,000		
To Advertising	12,000		
To Depreciation	6,000		
To General Expenses	6,000		
To Commission on Sales	4,000		
To Interest on debentures	2,000		
To Printing and Stationary	9,000		
To Audit fees	6,000		
To Carriage Outward	8,000		
To Electricity Charges	4,500		
To Insurance Premium	3,000		
To Net Profit	21,000		
	1,20,000		1,20,000

Additional information:

- a. Rent is paid based on floor space occupied. The floor space occupied was doubled in the post incorporation period.
- b. Sales for each month of December 2022 to March 2023 were double the monthly sales of April to November, 2022.
- c. Bad debts Rs.500 were in respect of sales effected two years ago.
You are required to prepare Profit and Loss Account for the year ended 31st March 2023 and show 'pre and post' incorporation profit and loss.

OR

- Q.3 B) Chucha Ltd. has 24000 10% Preference shares of Rs. 100 each fully paid & 40,000, Equity shares of Rs. 100 each fully paid. The company decided to redeem these shares at 10% premium. For Redemption makes the following issue:
6000, equity shares of Rs.100 each at 10% premium.
2000, debentures of Rs.100 each.
Both the issues were fully subscribed, and allotment was made.
Company sold investment at 20% Profit on book value, book value of Investment is Rs. 2,50,000.
Company issued one bonus share to existing equity shareholders (excluding Fresh issue) for every two shares held.
The company has sufficient balance in Profit and loss a/c.
Pass the journal entries in the books of Chucha Ltd.. [20]

- Q.4 A) Allaballa Ltd. Issued on 1st April 2020, 6000, 10% redeemable debenture of Rs.100 each at par, redeemable at 10% at premium after 3 years. The company decided to set up a sinking fund for the redemption of debenture setting aside necessary amount every year and investing it in investments carrying 12% interest p.a. The sinking fund factor for 3 Years @12% was Rs. 1,25,000. on 31st March 2023; the sinking fund investments were sold for Rs.2,70,000. You are required to show following ledger in the books of Allaballa Ltd. To carry out redemption of debentures: [20]
- 1) Debentureholders A/c
 - 2) Sinking Funds A/c
 - 3) Sinking Funds Investment A/c
 - 4) Interest on Debenture a/c

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OR

- Q.4 B) Taja Co. Ltd. was incorporated on 1st March 2018 to take over the business of M/s Khaja, as going concern from 1st January 2018. The Profit and Loss Account for the year ending 31st December 2018 was as follows: [15]

Particulars	Amount	Particulars	Amount
To Rent	36,000	By Gross Profit	1,75,000
To Salaries	24,000		
To Selling expenses	7,000		
To Directors fees	12,000		
To Carriage outward	21,000		
To Advertisement	10,500		
To Depreciation	3,500		
To Audit fees	6,000		
To Electricity charges	9,000		
To Interest on debentures	10,000		
To Net profit	36,000		
	1,75,000		1,75,000

Additional information.

- a. Sales for each month of March, May, August and December were 1.5 time the monthly sales of other months.
- b. Depreciation includes Rs.500 on assets purchased on 1st June 2018.
You are required to prepare profit and loss A/c, allocating the income and expenses on suitable basis between pre and post incorporation periods.

- Q.4 C) Bongo Ltd. had 10,000 shares of Rs.10 each fully called up, out of which 200 shares were forfeited due to non-payment of final call of Rs.3 per share. All the forfeited shares were Cancelled. [05]
Pass journal entries for forfeiture and cancellation of shares.

- Q.5 A) Explain the different types of companies. [10]
B) Distinguish between Debenture and Shares [10]

OR

- C) **Write short notes on: (ANY FOUR)** [20]
- 1) Bonus Share
 - 2) Debenture Redemption Reserve
 - 3) Divisible Profit
 - 4) Profit Prior to Incorporation
 - 5) Types of Debentures
 - 6) Features of Company

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SYBCOM-IV-ATKT-SEPT/OCT-2023-AUDITING

Time: 03 hrs

Max. Marks. 100

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

- Q.1 A) **State whether following statements are True or False: (ANY TEN)** [10]
- 1) Preparation of financial statements is the primary responsibility of the management.
 - 2) Financial statement can give true and fair view if errors are there in the books of accounts.
 - 3) Annual Audit is also known as final audit.
 - 4) There is no scope for alteration of figures in continuous audit.
 - 5) Audit programme must be in writing.
 - 6) Test checking depends on the judgement of the auditor.
 - 7) Auditor must be appointed by the manager.
 - 8) Internal audit identifies inefficiencies.
 - 9) Internal Audit is Statutory Audit.
 - 10) Loan taken can be vouched on the basis of loan agreement.
 - 11) A voucher need not be dated.
 - 12) Livestock is a current asset and hence it need not be verified.
- Q.1 B) **Select the most appropriate answer and write the complete sentence: (ANY TEN)** [10]
- 1) After examination of records the auditor has to communicate his judgement to _____.
A) Shareholders B) Board of directors
C) Public D) Central government
 - 2) The risk of fraud increases when _____.
A) Working capital is low B) Cash sales are high
C) Same auditor is appointed every year D) Single person does the management
 - 3) Audit of bank is an example of _____.
A) Statutory audit B) Continuous audit
C) Balance sheet audit D) Annual audit
 - 4) Balance sheet audit does not include _____.
A) Verification of assets and liabilities B) Vouching of income and expenditure
C) Examination of adjusting entries D) Routine checking and closing entries
 - 5) Audit plan should be based on client's _____.
A) Profits B) Business
C) Networth D) Reputation
 - 6) Ownership of working papers is with _____.
A) Assistant B) Auditor
C) Client D) Government
 - 7) Size of sample depends on _____.
A) Internal control system B) Test checking
C) Routine checking D) Balance sheet audit
 - 8) Scientific sample selection involves _____.
A) Selection of the sample scientifically B) Selection of the sample on random basis
C) Selection of the sample statistically D) Selection of the sample by the employees **(P.T.O)**

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- 9) Internal Auditor is responsible to _____.
- A) The management B) The shareholders
C) CAG D) Government
- 10) Cash purchases is vouched on the basis of _____.
- A) Carbon copy of cash memo B) Invoice
C) Receipt D) Voucher
- 11) Arrears of preference dividend is a _____.
- A) Long term liability B) Contingent liability
C) Fictitious liability D) Fixed liability
- 12) Loose tools are disclosed under _____.
- A) Current liabilities B) Current assets
C) Investment D) Fixed assets

- Q.2 A) Explain auditing? What are the principles of auditing? [10]
B) What are the advantages and disadvantages of continuous audit? [10]

OR

- Q.2 C) Explain different types of errors and frauds. [10]
D) Describe in brief the incidental objectives of financial auditing. [10]

- Q.3 A) What is 'Audit Programme'? How would you remove the drawbacks of an Audit Programme? [10]
B) What is Audit working paper? Explain the importance of Audit working papers? [10]

OR

- Q.3 C) What is 'Test Checking'? Explain in brief the drawbacks of test checking. [10]
D) What are Internal Checks? What are the objectives of Internal checks. [10]

- Q.4 A) How would you Vouch Cash Sales? [10]
B) How would you verify Furniture and Fixtures? [10]

OR

- Q.4 C) How would you vouch Purchases? [10]
D) How would you verify Plant & Machinery? [10]

- Q.5 A) What are the inherent limitations of Internal Control? [10]
B) What are the contents of Permanent Audit file and Temporary Audit File? [10]

OR

- Q.5 C) **Write short notes on: (ANY FOUR)** [20]
1) Balance Sheet Audit
2) Audit Procedure
3) Audit Sampling and purpose of sampling
4) Secret reserve
5) Window dressing
6) Going concern concept

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SYBCOM-IV-ATKT-SEPT/OCT-2023-BUS.LAW II

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 of the following:**
- A) Explain in brief the various kinds of Companies. [10]
 - B) Write a note on 'Doctrine of Indoor Management'. State the exceptions to the rule. [10]
 - C) Draft Memorandum of Association of any Company. [10]
 - D) Distinction between 'Private Company' and 'Public Company'. [10]
- Q.2 **Attempt ANY TWO of the following:**
- A) Who is a Director of a Company? Explain the Disqualifications of a Director of a Company. [10]
 - B) Who can become a 'Member' of a company? Write a note on 'Termination of Membership' [10]
 - C) Briefly explain the provisions for conducting Annual General Meeting of a Company. [10]
 - D) **Write a note on:** [10]
 - a. Extra Ordinary General Meeting.
 - b. Director Identification Number.
- Q.3 **Attempt ANY TWO of the following:**
- A) Explain the Duties and Liabilities of a Partners under Partnership Act. [10]
 - B) Explain the Minor's position in Partnership. [10]
 - C) Draft an LLP Agreement [Take suitable examples] [10]
 - D) Distinction between 'Limited Liability Partnership' and 'Partnership'. [10]
- Q.4 **Attempt ANY TWO of the following:**
- A) Explain the term 'Competition' and Discuss its Advantages. [10]
 - B) Draft a complaint against the Company for using Product which was harmful to the person. [10]
 - C) Explain the composition, qualification, and disqualification of Competition Commission of India. [10]
 - D) **Write a note on:** [10]
 - a. Cartel
 - b. Horizontal and Vertical Agreements
- Q.5 **Attempt ANY TWO of the following:**
- A) Explain the concept and nature of Intellectual Property Rights in India. [10]
 - B) Write the procedure for registration of Trade Marks in India. [10]
 - C) What do you understand by 'Fair Use'? Write a note on protecting the 'Copyrights' of a person as per IPR laws. [10]
 - D) Distinction between Discovery and Invention. [10]

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SYBCOM-IV-ATKT-SEPT/OCT-2023-COMMERCE-IV

- Q.1 B) **State whether the following statements are TRUE/FALSE: (ANY TEN)** [10]
- 1) Inventory control monitors inventory of only raw material.
 - 2) Project production include construction of dams, road, buildings etc.
 - 3) Ergonomics means 'Law of Work'.
 - 4) Six Sigma was developed by Samsung.
 - 5) The term 'Internal Consumer' means employees in the company.
 - 6) SIPOC stands for Suppliers, Input, Process, Output and Customer.
 - 7) SEBI approved prospectus is known as 'Red Herring Prospectus'.
 - 8) CRISIL is first credit rating agency of India.
 - 9) Right issue involves raising funds from existing shareholders.
 - 10) Venture capitalist provide funds in the form of loan only.
 - 11) The mutual fund is managed by Assets Management Company (AMC) approved by SEBI.
 - 12) Gold, Crude oil are example of hard commodity.
- Q.2 **Answer ANY TWO of the following:** [15]
- A) Explain Continuous Production System in detail.
 - B) Elaborate the process of Production Planning and Control.
 - C) What is productivity? Discuss the factors influencing productivity.
- Q.3 **Answer ANY TWO of the following:** [15]
- A) Elucidate the features of quality circle.
 - B) Discuss the measures to be undertaken to improve service quality.
 - C) Explain the various dimensions of quality.
- Q.4 **Answer ANY TWO of the following:** [15]
- A) Discuss the advantages of credit rating agency.
 - B) Elaborate the functions of stock exchange.
 - C) Explain the structure of Indian Capital Market.
- Q.5 **Answer ANY TWO of the following:** [15]
- A) Discuss the types of mutual funds in India.
 - B) Describe the importance of micro finance.
 - C) Explain forward contract & future contract in detail.
- Q.6 **Write Short Notes: (ANY FOUR)** [20]
- A) SEBI
 - B) Kaizen
 - C) Startup ventures
 - D) Production Management
 - E) SIP
 - F) Total Quality Management

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SYBCOM-IV-ATKT-SEPT/OCT-2023-COMPUTER PROG.

Time: 02 hrs 30 min

Max. Marks. 75

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

Q.1 A) **State whether the following statements are True or False Attempt: (ANY EIGHT)** [08]

- 1) The highest layer of the OSI model is the application layer.
- 2) .in is a top level domain.
- 3) TCP/IP consists of only one protocol.
- 4) Operational database does not contain all the information about the various activities of the organization that is required to support its operations.
- 5) File produced in Access 2007 have the filename extension mdbx
- 6) Navigation Pane can be used to access database objects.
- 7) AutoNumber field values can be changed by the user.
- 8) Builder tab can be used for updating table values.
- 9) If a column is deleted, Access deletes all its contents.
- 10) Blank form contains all the fields from the table.

Q.1 B) **Select the appropriate option from the following Attempt: (ANY SEVEN)** [07]

- 1) The ____ layer performs the tasks of compression and encryption.
A) Physical B) Presentation
C) Session D) Transport
- 2) HTML uses _____.
A) Predefined tags B) User-defined tags
C) Tags only for linking D) Tags only for page formatting
- 3) _____ organization discusses the technical and operational problems on Internet.
A) UNO B) ITU
C) InterNIC D) IETF
- 4) The ____ datatype is most suitable for storing the primary key.
A) Hyperlink B) Text
C) OLE objects D) Auto number
- 5) The option to add Title to a form is in _____ tab.
A) Create B) Home
C) External data D) form layout
- 6) To decrease the field value of ST by 5 from table SY we use _____.
A) 5 B) [ST]-5
C) [SY]![ST]-5 D) [ST]![SY]-5
- 7) To update a query using logical OR we insert the criterion in _____.
A) Table B) same row
C) Forms D) different rows
- 8) _____ database object produces the final result.
A) forms B) reports
C) queries D) tables

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SYBCOM-IV-ATKT-SEPT/OCT-2023-COMPUTER PROG.

- 9) In ____ database the databases and the DBMS are both located remotely.
A) Analytical B) Relational
C) Cloud D) External
- 10) The default destination for Access database is _____.
A) My computer B) My database
C) My Documents D) Microsoft Website

- Q.2 A) **Attempt ANY ONE sub-question from a, b:**
- a) What are the features of Java language? What are its applications? [08]
- b) **Write short note on:** 1) Browser and 2) Search Engines [08]
- Q.2 B) **Attempt ANY ONE sub-question from c, d:**
- c) What is extranet? What are the advantages of extranet? [07]
- d) What is Internet? What are the applications of Internet? [07]
- Q.3 A) **Attempt ANY ONE sub-question from a, b:**
- a) Explain the different types of databases. [08]
- b) Explain the following terms used in databases: 1) Relation 2) Entities 3) Instance [08]
- Q.3 B) **Attempt ANY ONE sub-question from c, d:**
- c) Explain the term relationship and join with reference to relational databases. [07]
- d) What is a DBMS? What are its advantages and Limitations. [07]
- Q.4 A) **Attempt ANY ONE sub-question from a, b:**
- a) Explain: - [08]
- 1) How to add a field using design view
- 2) How to change field name using datasheet view
- b) Write short note on: - [08]
- 1) Input mask Wizard
- 2) Importing data from Excel
- Q.4 B) **Attempt ANY ONE sub-question from c, d:**
- c) Explain the use of Sort and Filter in Access. Also give examples. [07]
- d) Explain different types of Data in Access. [07]
- Q.5 A) **Attempt ANY ONE sub-question from a, b:**
- a) Explain how a query can be created by using Query design. Also give an example. [08]
- b) There exists a database file SYBCOM with table STUDENTS having fields NAME, DATE OF JOIN and COMPUTERMarks, Write a query to [08]
- 1) Display all the fields.
- 2) Decrease COMPUTERMarks by 1
- 3) Display NAME in alphabetical order
- Q.5 B) **Attempt ANY ONE sub-question from c, d:**
- c) What is difference between forms and reports. Write down the steps to create a report using Simple Report and Blank Report. [07]
- d) Write the steps to create mailing labels. [07]

SYBCOM-IV-ATKT-SEPT/OCT-2023-FC-IV

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 the following concepts: (ANY FIVE)** [15]
- 1) Consumer rights
 - 2) Polluter pays principle
 - 3) Laser technology
 - 4) Scholastic aptitude test
 - 5) Sustainability principle
 - 6) Remote sensing
 - 7) Nanotechnology
 - 8) Public service guarantee act
- OR**
- Q.1 B) Write a comprehensive note on the Foundation Course (Semester IV) project submitted by you. [15]
- Q.2 A) Explain the genesis of RTI. Describe the features of RTI and issues in the implementation of the RTI Act. [15]
- OR**
- Q.2 B) Write a detail note on the concept, features and importance of the Public Interest Litigation. [15]
- Q.3 A) Discuss the concept of sustainable development and describe the various goals adopted in the UN Sustainable Development Summit, 2015. [15]
- OR**
- Q.3 B) Write a detail note on Anthropocentrism and Ecofeminism. [15]
- Q.4 A) Explain in detail the misuse of science and technology. [15]
- OR**
- Q.4 B) Explain ICT and explain its application in various sectors. [15]
- Q.5 A) Write in brief on the various competitive examinations conducted by the government. [15]
- OR**
- Q.5 B) What is goal setting? Explain the steps involved in goal setting and various types of goals. [15]

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