

SYBCOM-IV-REG/ATKT-MAR/APR-2024-ADVERTISING-II

Seat no:	
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Time: 03 hrs

Max. Marks. 100

- Note: 1) **ALL** questions are **COMPULSORY**.
2) Figures to the right indicate full marks.
3) Do not write anything except seat no. on the question paper.

- Q.1 A) **Select the most appropriate answer from the options given below: (ANY TEN)** [10]
- i) _____ medium has greatest flexibility in terms of modifying advertisements.
A) Film B) Magazine
C) Television D) Outdoor
- ii) _____ includes Akashwani and Doordarshan as its two constituents.
A) ASCI B) IMB
C) Prasar Bharati D) IBM
- iii) _____ advertising allows consumers to understand ads and refer to them at leisure.
A) Print B) Broadcasting
C) Outdoor D) Theatre
- iv) _____ is a step-in media planning.
A) Media scheduling B) Media clutter
C) Deciding the theme D) Deciding the creative pitch
- v) _____ is necessary for planning the advertising campaign.
A) Continuity B) celebrity
C) research inputs D) all of these
- vi) 'Dimag Ki Batti Jala De' slogan is used for _____ brand.
A) Mentos B) Colgate
C) Flipkart D) All of these
- vii) Middle class family buying its first car, is considered as a _____ involvement product.
A) Low B) High
C) Moderate D) Medium
- viii) _____ is not one of the visualization techniques.
A) Meditation B) Arguments
C) Brainstorming D) Observation
- ix) A layout that has no balance is called _____.
A) formal B) scattered
C) Informal D) untidy
- x) _____ is a catchy element of an advertisement that helps consumers remember the brand.
A) Slogan B) Headline
C) Caption D) Body copy
- xi) _____ type of copy is used by Cadbury's "Kuch Meetha Ho Jaye" campaign.
A) Educational B) Humorous
C) Soft Sell D) Hard Sell

(P.T.O)

SYBCOM-IV-REG/ATKT-MAR/APR-2024-ADVERTISING-II

- xii) Car can be sold by using _____ copy.
- A) Soft Sell B) Hard Sell
C) Educational D) Humorous

- Q.1 B) **State whether the following statements are TRUE or FALSE: (ANY TEN)** [10]
- i) Radio as a medium has the advantage of grabbing attention while the consumer is engaged in other activities.
- ii) Print media such as newspapers and magazines allow for limited exposure.
- iii) Mere Dad Ki Maruti, a high budget film that used Maruti brand as the main character in the film is an example of outdoor advertising.
- iv) Big firms spend less on Advertising.
- v) The products which are available near the check-out counter in a mall are called high involvement products.
- vi) Recent Five Star chocolate advertisements are an example of humour appeal.
- vii) Fear appeal is a negative emotional appeal.
- viii) Media vehicle refers to transit advertising.
- ix) Photographs are more believable in 'before and after advertisements.
- x) Order of merit rating is one of the ways used for conducting Consumer Jury Test.
- xi) Descriptive copy is suitable for financial product advertisements.
- xii) It is not necessary to test advertising campaigns after they are telecast on television.
- Q.2 **Answer ANY TWO of the following:** [15]
- A) Write in brief about the Doordarshan Code for advertisers.
- B) Explain the importance of media research.
- C) Explain the various forms of Internet advertising.
- Q.3 **Answer ANY TWO of the following:** [15]
- A) Discuss briefly the factors affecting an advertising budget.
- B) Explain the steps in the planning of advertising campaign.
- C) Briefly explain the various media scheduling strategies.
- Q.4 **Answer ANY TWO of the following:** [15]
- A) Describe the various types of buying motives.
- B) Distinguish between high involvement and low involvement products.
- C) Discuss the advantages and limitations of celebrity endorsements in advertising.
- Q.5 **Answer ANY TWO of the following:** [15]
- A) Examine the different methods of pre-testing advertising.
- B) What are the essentials of copywriting?
- C) What is the importance of illustrations in advertising?
- Q.6 **Write short notes: (ANY FOUR)** [20]
- A) DAGMAR model
- B) Selling Points
- C) Types of endorsers
- D) Audit Bureau of Circulation (ABC)
- E) Concept of storyboard
- F) Advertising budget

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SYBCOM-IV-REG/ATKT-MAR/APR-2024-FC-IV

Seat no:	
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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.
3) Do not write anything except seat no. on the question paper.

Q.1 A) **Explain the following concepts: (ANY FIVE)** [15]

- | | |
|----------------------------|--------------------|
| 1) Consumer Responsibility | 5) Voice mail |
| 2) Equity | 6) Consumer Rights |
| 3) Human Right Principle | 7) Time Management |
| 4) GPS | 8) Biotechnology |

OR

B) Write a detailed note on the foundation course project submitted by you. [15]

Q.2 A) What is the meaning of PIL? Discuss the scope of PIL? [15]

OR

B) What do mean by RTI? State the features of RTI Act 2005? [15]

Q.3 A) Discuss in brief Biocentrism and Ecocentrism approaches to understand the Ecology. [15]

OR

B) State the sustainable development goals in detail. [15]

Q.4 A) Discuss the role of Information and Communication Technology in development. [15]

OR

B) What is Laser Technology? Explain different applications of Laser Technology? [15]

Q.5 A) Discuss the UPSC examination eligibility and structure. [15]

OR

B) What is Motivation? Discuss the Maslow's Hierarchy of Need theory. [15]

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SYBCOM-IV-ATKT-MAR/APR-2024-BUS. LAW II

Seat no:	
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Time : 03 hrs

Max. Marks. 100

- Note: 1) **ALL** questions are **COMPULSORY**.
2) Figures to the right indicate full marks.
3) Do not write anything except seat no. on the question paper.

Q.1 **Attempt ANY TWO of the following:**

- A) Define a company. What is a procedure of incorporation of a company? [10]
B) Distinguish between 'private company' and a 'public company'. [10]
C) Explain the doctrine of ultra vires. What are the effects of ultra vires transactions? [10]
D) Define prospectus and write types of prospectus. [10]

Q.2 **Attempt ANY TWO of the following:**

- A) What are the modes of termination of membership? [10]
B) Explain the concept of "Director Identification Number". Write a note on Appointment of Directors. [10]
C) Write a note on statutory meeting. [10]
D) Write a note on Quorum for the meeting. [10]

Q.3 **Attempt ANY TWO of the following:**

- A) Define partnership. Sharing profits is not the real test of partnership, Discuss. [10]
B) "Dissolution of the partnership and dissolution of the firm." Comment, Explain dissolution by voluntary act of partners themselves. [10]
C) Draft LLP agreement. [10]
D) Describe the procedure and grounds for winding up of LLP by Tribunal. [10]

Q.4 **Attempt ANY TWO of the following:**

- A) State the difference between the Consumer Protection Act, 1986 and the Consumer protection Act 2019. [10]
B) Write notes on various consumer protection councils under the consumer protection Act 2019. [10]
C) Write the powers and functions of Competition Commission. [10]
D) Explain the Vertical and Horizontal agreement' as per Competitive Act, 2002. [10]

Q.5 **Attempt ANY TWO of the following:**

- A) Explain patent in brief as per IPR. [10]
B) Explain the Concept of Copyright and what are the rights of copyright holder. [10]
C) Write notes on Remedies for the violation of IPR. [10]
D) Explain the concept of Trademark and state the different kinds of Trademarks. [10]

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SYBCOM-IV-REG/ATKT-MAR/APR-2024-AFM-IV

Seat no:	
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Time : 03 hrs

Max. Marks. 100

- Note: 1) **ALL** questions are **COMPULSORY**.
2) Figures to the right indicate full marks.
3) Working note shall form part of your answer.
4) Use of simple calculator is allowed.
5) Do not write anything except seat no on the question paper.

- Q.1 A) **Fill in the blanks choosing the most appropriate alternative and rewrite it: (ANY TEN)** [10]
- 1) The companies which are registered under the special Act of Central or State Legislature are called _____ Companies.
A) Statutory B) Chartered
C) Registered D) Private
- 2) Sweat Equity shares are allotted to _____.
A) Investors B) Employees
C) Promoters D) Vendors
- 3) A debenture holder is a _____ of the company.
A) Owner B) Debtor
C) Creditor D) Seller
- 4) _____ can be used to writing off premium payable to redemption on preference shares.
A) Revaluation Reserve B) Securities Premium
C) Capital Redemption Reserve D) Profit & Loss A/c
- 5) PQR Co. Ltd. has to redeem 2,000 preference shares of Rs 100 each at 10% premium. It issues 10,000 equity shares of Rs 10 each at 10% premium, amount to be transferred to capital redemption reserve will be Rs _____.
A) 1,00,000 B) 1,10,000
C) 50,000 D) 55,000
- 6) Capital Redemption Reserve can be utilized for _____.
A) Payment of Interim Dividend B) Issue of fully paid bonus shares
C) Writing of Accumulated Losses D) Payment of Final Dividend
- 7) _____ of face value of debentures issued, to be transferred to Debenture Redemption Reserve in case of an unlisted company.
A) 20% B) 5%
C) 10% D) 15%
- 8) Any Profit or loss on sale of sinking fund investment is transferred to _____ A/c.
A) Profit & Loss B) General Reserve
C) Debenture Redemption Reserve D) Sinking Fund

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SYBCOM-IV-REG/ATKT-MAR/APR-2024-AFM-IV

- 9) RK Ltd. issued 1,00,000, 8% Debenture of Rs 10 each at par, which are redeemable after 5 years at a premium of 20%. The amount of loss on redemption of debentures to be written off every year is Rs _____.
- A) 40,000 B) 80,000
C) 20,000 D) 10,000
- 10) Profit up to certificate of incorporation is transferred to _____.
- A) General Reserve B) Capital Reserve
C) Goodwill D) Profit & Loss A/c
- 11) SK Ltd took over the running business on 1st April 2022. The Company was incorporated on 1st July 2022 books of Account are closed on 31st March 2023. Time Ratio is _____.
- A) 1:1 B) 1:2
C) 1:3 D) 1:4
- 12) 'Director's Fees' is distributed in _____.
- A) Time Ratio B) Sales Ratio
C) Pre- Incorporation D) Post- Incorporation

Q.1

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

[10]

- 1) A public company must have minimum 7 and maximum no limit of members.
- 2) Profit on reissue of forfeited shares is transferred to Profit & Loss Account.
- 3) Registered debentures are not negotiable.
- 4) Partly paid up preference shares can be redeemed.
- 5) Proceeds from Issue of Debentures cannot be considered for determining amount of Capital Redemption Reserve.
- 6) Fully paid up preference holders can get Bonus Shares.
- 7) Debenture Redemption Reserve Investment created should not be less than @ 15% of the amount of debentures maturing during the 31st day of March of that year.
- 8) Debenture Redemption Reserve is required in the case of Fully Convertible Debentures.
- 9) After debentures are redeemed, balance of Debentures Redemption Reserve is transferred to General Reserve.
- 10) The Preliminary expenses written off should be allocated to pre-incorporation period only.
- 11) Advertisement Expenses are allocated on the basis of Sales Ratio.
- 12) Delivery Expenses are Rs 10,000, Time Ratio is 1:2 and sales Ratio is 1:3, The Distribution between Pre & Post Incorporation of Delivery Expenses is Rs 3,333 & Rs 6,667.

Q.2

A) M/s PQR Ltd. was formed to take over a running business with effect from 1st April, 2022. The company was incorporated on 1st October, 2022. The following Profit & Loss A/c has been prepared for the year ended 31st March, 2023.

[20]

Particulars	₹	Particulars	₹
To Salaries	4,80,000	By Gross Profit b/d	32,00,000
To Printing & Stationary	48,000		
To Travelling Expenses	1,68,000		
To Advertisement	1,60,000		
To General Expenses	3,78,000		
To Rent (office building)	2,64,000		
To Electricity Charges	42,000		
To Preliminary Expenses	1,12,000		
To Bad Debts	32,000		
To Commission to selling agents	1,60,000		
To Audit Fees	60,000		

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To Debenture Interest	30,000		
To Interest paid to Vendors	42,000		
To Selling Expenses	2,52,000		
To Depreciation	96,000		
To Net Profit c/d	8,76,000		
Total	32,00,000	Total	32,00,000

Additional Information:

- 1) Average monthly turnover from October 2022 to March 2023 was twice the average monthly turnover from April 2022 to September 2022.
 - 2) Rent of the building was paid at Rs 2,40,000 per annum up to 30th September 2022 and thereafter it was increased by Rs 48,000 per annum.
 - 3) Travelling Expenses include Rs 48,000 towards sales promotion and balance of the travelling expenses are fixed in nature.
 - 4) Auditor's Remuneration was payable for the whole year.
 - 5) Depreciation Includes Rs 6,000 for assets acquired in the post incorporation period.
 - 6) Purchase consideration was discharged by the company on 31st October, 2022.
- You are required to prepare the statement of Profit & Loss in columnar form, showing distinctly the allocation of profits between pre incorporation & post incorporation, indicating the basis of allocation.

OR

- Q.2 B) M/S LMN Pvt. Ltd was incorporated on 1st August, 2022 to take over the business of Mr. P [20] with effect from 1st April 2022.

The following profit and loss A/c was prepared for the year ended 31st March 2023.

Particulars	₹	Particulars	₹
To Office salaries	48,000	By Gross profit	2,00,000
To P's salary	4,000	By Share Transfer fees	4,000
To Advertisement	36,000		
To Printing & Stationary	3,000		
To Travelling Expenses	8,000		
To Office Rent	19,200		
To Electricity Charges	10,200		
To Director's Fees	2,400		
To Auditor's Fees	1,200		
To Bad Debts	2,400		
To Commission on Sales	14,000		
To Preliminary Expenses	4,000		
To Debenture Interest	4,600		
To Interest on Capital	1,600		
To Depreciation	4,200		
To Net Profit	41,200		
Total	2,04,000	Total	2,04,000

Additional Information:

- 1) Monthly sales were Rs 5,00,000 during Pre- Incorporation period, while total sales for the year were Rs 70,00,000.
- 2) Office Rent was paid Rs 16,800 p.a up to 30th September,2022 and thereafter paid Rs 21,600 p.a.
- 3) Travelling Expenses includes Rs 3,200 towards sales promotion. The balance of the travelling expenses are fixed in the nature.
- 4) Bad Debts written off were: A debt of Rs 800 taken over from the Vendor and Rs 1,600 in respect of goods sold in September, 2022.
- 5) Auditor's Remuneration was payable for the whole year.

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6) Depreciation includes Rs 1,200 for assets acquired in the post incorporation period.
Prepare Statement of Profit and Loss showing separately Pre-Incorporation and Post-Incorporation Profits for the Year ended 31/03/2023.

Q.3 A) Following is the Balance sheet of XYZ Co. Ltd as on 31st March 2023: [20]

Liabilities	₹	Assets	₹
2,00,000 Equity shares of Rs 10 each, fully paid	20,00,000	Fixed Assets	31,50,000
4,000- 9% Redeemable Preference Shares of Rs 100 each, fully paid	4,00,000	Investments	3,00,000
Securities Premium	70,000	Bank	4,36,000
Profit & Loss A/c	9,00,000		
Sundry Creditors	5,16,000		
Total	38,86,000	Total	38,86,000

On the above date, the directors of the company took following steps to redeem 9% Preference shares at a Premium of 5%.

- 1) The company issued 8,000 Equity shares of Rs 10 each at a Premium of Rs 2 per Share for the purpose of redemption of preference shares.
 - 2) Investment were sold at market value at Rs 3,80,000.
 - 3) All the payments were made to the preference shareholders except those holding 200 shares who could not be traced.
 - 4) The company issued bonus shares at par in the ratio of one equity share for every Eight Equity shares held including the new issue out of Capital Redemption Reserves A/c
- You are required to pass necessary journal entries to record the above transactions in the books of XYZ Co Ltd..

OR

Q.3 B) The Balance sheet ABC Co. Ltd as on 31st March, 2023. [20]

Particulars	₹	Particulars	₹
100,000 Equity shares of Rs 10 each fully paid up	10,00,000	Fixed Assets	6,00,000
4,000; 8% Redeemable preference shares of Rs 100 each fully paid up	4,00,000	Investment	4,00,000
Profit & Loss A/c	4,00,000	Current Assets other than Cash/ Bank	8,00,000
Current Liabilities	20,000	Cash/ Bank	20,000
Total	18,20,000	Total	18,20,000

On 1st April 2023, the company.

- 1) Redeemed the Preference shares at a premium of Rs 2 per share.
 - 2) Realized Investments at 80% of the cost.
 - 3) The company issued 10,000 Equity shares of Rs 10 each at a Premium of Rs 2 per shares for the purpose of redemption of preference shares.
 - 4) The company issued bonus shares in the ratio of one equity share for every Twenty Equity shares held including the new issue out of Capital Redemption Reserve A/c.
- You are required to pass necessary journal entries for the above transactions in the books of ABC Co.Ltd.

Q.4 A) X Ltd issued on 1st April, 2019, 8,000, 14 % redeemable debentures of Rs 100 each at par [20]

Redeemable at a premium of 10% after 4 Years.
The company decided to set up a sinking fund for the redemption of the debentures setting aside Rs 1,84,484 every year on 31st March and investing it in investments carrying 12% interest per annum.

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On 31st March 2023, company sold the Sinking fund Investment for Rs 6,30,000 and debentures were redeemed.

Company paid interest to Debenture holders on 31st March every year. Loss on Issue of Debenture to be written off at the end of Accounting year from Profit & Loss A/c.

You are required to show Sinking Fund A/c, Sinking fund investment A/c, Interest on Debenture A/c & Loss on Issue of Debentures A/c in the books of X Ltd for the years from 2019-20 to 2022-23.

OR

Q.4 B) Y Ltd gave notice of its intention to redeem its 9%, 16,000 Debentures of Rs 100 each at a Premium of Rs 10 per debentures and offered the Debenture holders the following three options: [20]

a) To convert Debentures into 8% preference shares of Rs 100 issued at Rs 105 per share.

b) To exchange for 12% debentures of Rs 100 each issued at Rs 96 per debenture.

c) To have the holdings redeemed for cash.

i) Debenture holders of 4,200 Debentures accepted option (a).

ii) Debenture holders of 2,880 Debentures accepted option (b).

iii) Balance Debenture holders accepted option (c).

Pass necessary Journal entries to record the above transaction in the Books of the Y Ltd company.

Q.5 A) Distinguish between Shares and Debentures. [10]

B) Explain Profit prior to Incorporation with basis of allocation of Expenses. [10]

OR

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

1) Distinguish between Equity shares and Preference shares

2) Issue of Bonus shares

3) Types of Debentures

4) Capital Redemption Reserve

5) Time ratio and Sales ratio

6) Features of Company

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SYBCOM-IV-REG/ATKT-MAR/APR-2024-AUDITING

Seat no:	
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Time : 03 hrs

Max. Marks. 100

- Note: 1) **ALL** questions are **COMPULSORY**.
2) Figures to the right indicate full marks.
3) Working should form part of your answer
4) Use of simple calculator is allowed
5) Do not write anything except seat no. on the Question paper.

- Q.1 A) **Select the most appropriate answer from the following and rewrite the statements. [10]**
(ANY TEN)
- 1) The main objective of window dressing is _____.
A) To avoid corruption B) To mislead investors
C) To calculate profits D) To claim insurance
 - 2) Stock of Finished Goods is valued at _____.
A) Cost B) Market value
C) Cost of market value whichever is less D) Realizable value
 - 3) Working papers are the property of the _____.
A) Client B) Client & Auditor
C) Auditor D) Debtors
 - 4) _____ cannot be physically verified.
A) Debtors B) Land
C) Building D) Machinery
 - 5) Current file and permanent file are together known as _____.
A) Audit Plan B) Audit Programme
C) Audit Procedure D) Audit working papers
 - 6) In verification of a fixed asset, the auditor checks _____.
A) Confirmation from Debtors B) Bank Reconciliation Statement
C) The Existence, ownership, non-omission, and disclosure of the asset D) Sales Ledger
 - 7) The Auditor's Report gives an opinion on _____ of the financial statements.
A) True and Fair View B) True and Correct View
C) Correctness D) Readiness
 - 8) To check whether all sales have been recorded, auditor should check _____.
A) Salesmen's salary payroll B) Sales bills
C) Purchase orders D) Purchase invoice
 - 9) A _____ is a document that indicates a request for goods by a customer.
A) Sales invoice B) Vendor invoice
C) Customer order D) Sales order
 - 10) '_____ Papers' is the link between the client's records and the auditor's report.
A) News B) Working
C) Loose D) Ruled

(P.T.O)

SYBCOM-IV-REG/ATKT-MAR/APR-2024-AUDITING

- 11) 'Audit sampling' enables the auditor to _____ audit evidence about some characteristics of the items selected.
- A) Ignore B) Obtain and evaluate
C) Manipulate D) Correct

- 12) Error means an _____.
- A) Intentional mistake B) Unintentional mistake
C) Expected mistake D) Purposeful mistake

Q.1 B) **State whether the following statements are TRUE or FALSE: (ANY TEN)** [10]

- 1) A voucher decides authenticity of the transaction.
- 2) Concurrent audit is done with the occurrence of the transaction.
- 3) Audit programme must be in writing.
- 4) Secret reserve means part of profits secretly reserved for future use.
- 5) Auditing begins where the accounting ends.
- 6) Audit notebook is maintained by the auditor.
- 7) A Debit note is issued for purchase return.
- 8) An Internal control system is designed and established by the auditor.
- 9) Copy right is a Current Asset.
- 10) There is no risk involved in Audit Sampling.
- 11) Routine checking saves time of the Auditor.
- 12) A voucher need not be dated.

Q.2 A) What is Audit? Explain features of Audit in detail. [10]

B) Distinguish between Accounting & Auditing. [10]

OR

Q.2 C) What is an error? Explain types of errors in detail. [10]

D) What is Interim Audit? Explain Advantages and Disadvantages of Interim Audit. [10]

Q.3 A) What is Audit Programme? Explain Advantages of Audit Programme. [10]

B) What is Audit Notebook? Explain its importance in detail. [10]

OR

Q.3 C) What is Routine Checking? Explain its Advantages & Disadvantages in detail. [10]

D) What is Test Check? Explain its features. [10]

Q.4 A) What is Vouching? Explain the important points to be kept in mind by the Auditor in course of vouching. [10]

B) How would you verify Creditors? [10]

OR

Q.4 C) How would you verify the Fixed Assets? [10]

D) How would you Vouch Credit Purchases? [10]

Q.5 A) What is Internal Auditing? Explain its Objectives in details. [10]

B) Distinguish between Internal Audit & External Audit. [10]

OR

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

- A) Principles of Audit
- B) Audit Procedure
- C) Audit Planning
- D) True and Fair view
- E) Financial statements and its users
- F) Window Dressing

Seat no:	
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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 neat diagrams wherever necessary.
5) Give suitable examples & illustrations wherever necessary.
6) Do not write anything except seat no. on the Question paper.

- Q.1 A) **Briefly explain the following concepts: (ANY FIVE)** [10]
- i) Net Social Advantage
 - ii) Economic efficiency
 - iii) Proportional taxation
 - iv) GST
 - v) Wagner's law
 - vi) Public debt
 - vii) Functional finance
 - viii) Zero Based Budget
- B) **Choose the right answer from the given options and rewrite the statement mentioning the right option:** [10]
- i) _____ goods are characterized by social responsibility and are provided by both public sector and private sector.
A) Private B) Merit
C) Public D) Stationery
 - ii) Public expenditure is subject to _____ marginal social benefit.
A) increasing B) decreasing
C) constant D) fluctuating
 - iii) Direct tax do not include _____.
A) personal income tax B) service tax
C) corporation tax D) wealth tax
 - iv) In case of forward shifting of a tax, the tax burden lies on _____.
A) producer B) consumer
C) raw material supplier D) workers
 - v) An incidence of taxation is _____.
A) initial imposition of tax B) final settlement of tax
C) shifting of tax D) initial duty of tax
 - vi) Public expenditure on education and health will have a _____ effect on people's ability to work.
A) negative B) neutral
C) positive D) zero expenditure

(P.T.O)

SYBCOM-IV-REG/ATKT-MAR/APR-2024-BUS. LAW II

Seat no:	
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Time : 03 hrs

Max. Marks. 100

- Note: 1) **ALL** questions are **COMPULSORY**.
2) Figures to the right indicate full marks.
3) Do not write anything except seat no. on the question paper.

Q.1 **Attempt ANY TWO of the following:**

- A) Define a company. What are the advantages and disadvantages of incorporation? [10]
B) Briefly explain the various modes of classifying a company. [10]
C) Explain the doctrine of Indoor management with exceptions and case laws. [10]
D) What are the rules regarding private placement of securities. [10]

Q.2 **Attempt ANY TWO of the following:**

- A) Define Member, what are the Rights and liabilities of members? [10]
B) Explain the Legal position of director of a company. [10]
C) Write briefly on class meeting. [10]
D) Under what circumstances extraordinary general meeting can be held? [10]

Q.3 **Attempt ANY TWO of the following:**

- A) Define partnership. Explain its essentials. [10]
B) Draft partnership deed. [10]
C) Under what circumstances can a court dissolve the firm? Explain. [10]
D) Describe the procedure and grounds for winding up of LLP by the voluntary act of partners. [10]

Q.4 **Attempt ANY TWO of the following:**

- A) Define Consumer. Discuss the need for enacting the Consumer Protection Act, 1986. [10]
B) Explain in detail regarding the Consumer Protection Central Council. [10]
C) What are the features of Competition Act 2002? [10]
D) What is meant by abuse of dominant position? Discuss. [10]

Q.5 **Attempt ANY TWO of the following:**

- A) Discuss the nature of IPR. [10]
B) Explain the concept of 'Patent'. Write a note on the grant of 'Patent'. [10]
C) Explain the concept of Copyright and procedure for registration. [10]
D) Discuss the concept of 'Trademarks' and 'Passing Off'. Discuss various functions of Trademarks. [10]

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Seat no:

Time : 03 hrs

Max. Marks. 100

- Note: 1) **ALL** questions are **COMPULSORY**.
2) Figures to the right indicate full marks.
3) Do not write anything except seat no. on the question paper.

- Q.1 A) **Fill in the blanks: (ANY TEN)** [10]
- 1) MAPICS was developed by _____.
A) Infosys B) IBM
C) Wipro D) TCS
 - 2) _____ is the gap between the order receiving and delivery of product.
A) Production Time B) Mean Time
C) Lead Time D) Process Time
 - 3) 'H' in HML classification refers to _____.
A) High B) Honest
C) Holistic D) Harsh
 - 4) SQM refers to _____ Quality Management.
A) Special B) Service
C) Society D) Significant
 - 5) The International Organisation of Standardization is located in _____.
A) Scotland B) Ireland
C) Switzerland D) England
 - 6) Japanese term 'Kaizen' means _____.
A) Change for better B) Change for excellence
C) Change for improvement D) Change for good
 - 7) Certificate of Deposits are issued in denomination of _____.
A) 8 Lakh B) 5 Lakh
C) 2 Lakh D) 1 Lakh
 - 8) The maximum period of treasury bill is _____ days.
A) 60 B) 364
C) 182 D) 91
 - 9) _____ is the largest credit rating agency of India.
A) CRISIL B) CARE
C) ICRA D) DACR
 - 10) Hard commodities market deal in _____ Resources.
A) natural B) artificial
C) man made D) superficial
 - 11) A _____ fund is that which is available for subscription throughout the year.
A) equity B) open-ended
C) close-ended D) balanced
 - 12) Softbank is headquartered in _____.
A) Norway B) Italy
C) Swedon D) Japan

(P.T.O)

SYBCOM-IV-REG/ATKT-MAR/APR-2024-COMMERCE-IV

- Q.1 B) **State whether the following statements are TRUE/FALSE: (ANY TEN)** [10]
- 1) Just in time technique is also known as 'Zero level inventory system'.
 - 2) Inventory control monitors inventory of only raw material.
 - 3) Proper management of working capital is concerned with productivity of marketing department.
 - 4) Failure Testing is one of the techniques of quality control.
 - 5) Six Sigma was developed by Samsung.
 - 6) Reliability is the measure of product's life.
 - 7) Government securities is also known as 'Gilt-Edged Securities'.
 - 8) CDSL is promoted by IDBI, UTI and NSE.
 - 9) Secondary market is also known as 'New Issue Market'.
 - 10) Mezzanine funding include only debt funding.
 - 11) The mutual fund is managed by Assets Management Company AMC approved by SEBI.
 - 12) A future contract cannot be traded on stock exchange.
- Q.2 **Answer ANY TWO of the following:** [15]
- A) Discuss the objectives of production management.
 - B) What are the measures for improving productivity in organisation?
 - C) Discuss the process of Production Planning & Control with suitable illustration.
- Q.3 **Answer ANY TWO of the following:** [15]
- A) What is Quality? Explain its dimensions.
 - B) Explain the process of Kaizen.
 - C) Write a detailed note on TQM.
- Q.4 **Answer ANY TWO of the following:** [15]
- A) Elaborate the functions of SEBI.
 - B) Discuss the advantages of credit rating agency.
 - C) Elaborate the structure of Indian Money Market.
- Q.5 **Answer ANY TWO of the following:** [15]
- A) What are the factors responsible for the growth of mutual funds in India?
 - B) Discuss the importance of Micro Finance.
 - C) Explain the advantages of SIP.
- Q.6 **Write Short Notes: (ANY FOUR)** [20]
- A) Self Help Group
 - B) Intermittent Production System
 - C) Quality Circle
 - D) Six Sigma
 - E) NSDL
 - F) Stock Exchange

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SYBCOM-IV-REG/ATKT-MAR/APR-2024-COMPUTER PROG.

Seat no:	
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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.
3) Use of Calculator is not allowed.
4) Do not write anything except seat no. on the question paper.

- Q.1 A) **State whether the following statements are TRUE or FALSE: (ANY EIGHT)** [08]
- 1) The SMTP protocol is used by the client to receive email messages.
 - 2) HTTP is a protocol used to access data on the WWW.
 - 3) The highest layer of the OSI model is the application layer.
 - 4) Data warehouses are used mainly for creating reports that are used by the management in decision making.
 - 5) The ribbon in Access contains various tabs relating to a specific task.
 - 6) Filter tab is used for arranging the table in proper order.
 - 7) Using query, field values can be changed by the user.
 - 8) Builder tab can be used for adding records.
 - 9) By default, Access places only the autonumber field in a table.
 - 10) The blank report is used if we want to include all the fields from a table in the report.
- B) **Select the appropriate option from the following: (ANY SEVEN)** [07]
- 1) Software such as Firefox, Internet Explorer and Safari are referred to as _____.
A) word processors B) system software
C) internet tools D) browsers
 - 2) _____ is used for mapping host names onto their network addresses.
A) TCP B) FTP
C) SMTP D) DNS
 - 3) _____ is a web browser.
A) Microsoft word B) Chrome
C) Notepad D) Adobe Dreamweaver
 - 4) _____ language is used primarily for data manipulation and processing.
A) DDL B) DML
C) DCL D) DPL
 - 5) The option to add Logo to a form is in _____.
A) Create tab B) Layout view
C) External data D) Form view
 - 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 we insert the criterion in _____.
A) Replace tab B) Builder tab
C) Datasheet view D) Table
 - 8) The columns in an Access table are called _____.
A) relation B) fields
C) records D) primary key
 - 9) In _____ database the data is stored using rows and columns in the form of a table.
A) Mode B) Cross
C) Relational D) Old
 - 10) The option to create a label is found in _____ tab.
A) home B) create
C) external data D) datasheet view

(P.T.O)

SYBCOM-IV-REG/ATKT-MAR/APR-2024-COMPUTER PROG.

- Q.2 A) **Attempt ANY ONE sub-question from a, b:**
- a) Explain the uses and disadvantages of Telnet. [08]
 - b) Explain the difference between intranet and extranet. [08]
- Q.2 B) **Attempt ANY ONE sub-question from c, d:**
- c) What is internet? What are its applications? [07]
 - d) **Write short note on:** 1) Simple mail transfer protocol 2) Web crawlers [07]
- Q.3 A) **Attempt ANY ONE sub-question from a, b:**
- a) What is a database? Explain different examples of databases. [08]
 - b) Explain the following terms used in databases: [08]
 - 1) Table
 - 2) Entities
 - 3) Instance
- Q.3 B) **Attempt ANY ONE sub-question from c, d:**
- c) Explain the term relationship and explain how to join two tables in a database. [07]
 - d) Explain the advantages and limitations of DBMS. [07]
- Q.4 A) **Attempt ANY ONE sub-question from a, b:**
- a) Explain how to add, delete and modify fields in a table in Access. [08]
 - b) **Write short note on:** 1) Sort tab 2) Importing data from Excel [08]
- Q.4 B) **Attempt ANY ONE sub-question from c, d:**
- c) Explain use of following in Access: [07]
 - 1) Goto
 - 2) Navigation pane
 - 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 ENT with table STD having fields NAME, DATE OF JOIN and SALARY, Write a query to [08]
 - 1) Display Name and SALARY.
 - 2) Display the names and date of join for salary less than 5000.
- Q.5 B) **Attempt ANY ONE sub-question from c, d:**
- c) Explain different types of forms in Access [07]
 - d) What are Reports in Access. Also explain [07]
 - 1) How to add Logo to a Report
 - 2) How to create a report with selected fields

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