



Anjuman-I-Islam's

AKBAR PEERBHOY COLLEGE OF COMMERCE & ECONOMICS

NAAC Reaccredited College • Affiliated to University of Mumbai

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Ref. No. _____

29th Feb. 2024

DEGREE EXAMINATION NOTICE


Regular & ATKT EXAMINATION March 2024 - TIME TABLE

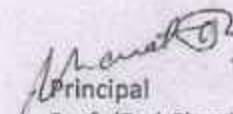
FYBCom. Sem. 2

DAY	DATE	SUBJECT	TIME
Friday	15 th Mar 2024	✓ E.V.S.	8.00 am to 11.00 am
Saturday	16 th Mar 2024	✓ Foundation Course II	8.00 am to 10.30 am
Monday	18 th Mar 2024	✓ Financial Accounts II	8.00 am to 11.00 am
Tuesday	19 th Mar 2024	✓ Business Communication	8.00 am to 11.00 am
Wednesday	20 th Mar 2024	✓ Buss. Economics II	8.00 am to 11.00 am
Thursday	21 st Mar 2024	✓ Commerce II	8.00 am to 11.00 am
Saturday	23 rd Mar 2024	✓ Maths & Stats	8.00 am to 11.00 am

Notes:

1. Hall tickets will be issued to ATKT students only, 3 days prior to examination.
2. Regular students will be allowed to appear on basis of their Identity Cards.
3. Seating Arrangement will be displayed on the day of Examination. Students must occupy their seats by 7.45 am.
4. Examination will be conducted in **Offline (written)** mode.
5. Details of FC projects will be communicated by subject teachers. Projects to be submitted in written (hard copy) format.
6. **Mobile Phones & other Bluetooth devices are NOT allowed in Examination Hall.**


Chairman- Exam. Committee
Asso. Prof. Naik Sameer


Principal
Prof. (Dr.) Shaukat Ali

ENVIRONMENTAL STUDIES
FYBCOM – SEM TWO

Time: Three hours Marks: 100

- Instructions:**
- a) All questions are compulsory
 - b) Draw diagrams/maps wherever necessary
 - c) Figures to the right indicate marks allotted to the question
 - d) Attach the map to your answer booklet

Q.1.A) On the outline map of Konkan provided to you, mark and locate the following: (10)

- a) A ghat in Ratnagiri district
- b) A fort in Sindhudurg district
- c) A beach in Sindhudurg district
- d) Alibaug
- e) River Terekhol
- f) A bird sanctuary
- g) A Ship building region
- h) A beach in Palghar district
- i) An atomic power station
- j) Deogad

Q.1.B) On the outline map of Mumbai provided to you, mark and locate the following: (10)

- a) The largest green areas of Mumbai
- b) Vihar Lake
- c) Girgaum Chowpati
- d) Malad Creek
- e) Haji Ali
- f) Elephanta Island
- g) Nariman Point
- h) Wankhede Stadium
- i) Churchgate
- j) International Airport

Q 2. Attempt any two from the following:

- A) Define waste. Explain the types of waste with suitable examples (10)
- B) Write a note on the methods of disposal of solid wastes. (10)
- C) Discuss various effects of hazardous waste on environment and health (10)

Q 3. Attempt any two from the following: (10)

- A) What are the features of sustainable agriculture. (5)
- B) Write notes on the following: (5)
 - a) Ozone Depletion (5)
 - b) Global Warming (10)
- C) Write a note on green business and green consumerism

Q 4. Attempt any two from the following: (10)

- A) What is meant by tourism? Discuss the different types of tourism. (10)
- B) Discuss the positive and negative impacts of tourism on economy and environment? (10)
- C) Write a detailed note on the ecotourism and medical economy (10)

Q . 5 Attempt any two from the following: (10)

- A) Explain the concept and need of environmental management. (10)
- B) Write a note on:- (10)
 - a) Chipko Movement
 - b) Narmada Bachao Andolan
- C) Discuss the importance of Geospatial Technologies in environmental management. (10)

- Instructions : 1. All questions are compulsory, subject to internal choice.
2. Figures to the right indicate full marks.

Q.1 A. State with reason whether following statements are True or False. (Any seven) (7)

1. Trademarks, copyrights, and patents are governed by TRIPS regulations.
2. Contract farming is the practice of producing agricultural products in accordance with a contract between farm producers and buyers.
3. Fundamental rights are the same as human rights.
4. UDHR was adopted by the UN General Assembly in 1948.
5. Ecology is the scientific study of the interactions between living things and non-living elements in the environment.
6. Biologic factors are the living things that make up an ecosystem.
7. Uncomfortable and unfavorable feelings are caused by distress.
8. Moral and social norms that are fundamentally desirable for the well-being of an individual, a group or a society are referred to as values.
9. Interpersonal conflict is conflict with other individuals.
10. Maslow's hierarchy of needs is often portrayed in the shape of square

B. Choose the correct answer and rewrite the statements. (Any eight) (8)

1.refers to the involvement of private organizations in commercial ventures and the transfer of ownership from the public to the private sectors.

i. Globalization	iii. Liberalisation
ii. Privatization	iv. Nationalisation
2. refers to a person's relocation or change of location.

i. Gender Ratio	iii. GDP
ii. Migration	iv. IMR
3. The term popularly refer to the Indian citizens living abroad and people of Indian origin.

i. Non-Resident of India	iii. Foreign Portfolio Investment
ii. Foreign Direct Investment	iv. Indian citizens
4. For the first time, the Human Rights were given particularity by the.....

i. Bangkok Declaration	iii. Magna Carata
ii. American Bill of rights	iv. French bill of right
5. Articles 12-35 (A) of Indian Constitution deal with.....

i. Fundamental Rights	iii. Emergency
ii. Fundamental duties	i. Right to education
6. erosion is a gradual wearing away of soil.

i. Soil salination	iii. Desertification
ii. Soil erosion	iv. Bush Encroachment
7. is defined as the situation where more animals are permitted to graze in an area than the land.

i. Overgrazing	iii. Over irrigation
ii. Overcultivation	iv. Over cropping

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8. can be characterized as an unbalanced state brought on by an individual experiencing too much psychological or physical strain.
- i. Stress
 - ii. Frustration
 - iii. Conflict
 - iv. Pressure
9. the development which meets the needs of current generations without compromising the ability of future generations to meet their own needs.
- i. Sustainable Development
 - ii. Economic development
 - v. Educational development
 - vi. Cultural development
10. is a circumstance where a person must choose between two undesirable options.
- i. Approach-Avoidance
 - ii. Avoidance-Avoidance
 - iii. Approach- Approach
 - iv. Affective
11. represents how the human body, mind, attitude, behaviour and so forth develop over time?
- i. Communalism
 - ii. Casteism
 - iii. Commercialization
 - iv. Socialization
12. Which are metabolic requirements?
- i. Air, water, food etc.
 - ii. Friendship
 - iii. Love
 - iv. sense of belonging

Q.2 Attempt any one of the following.

(15)

A. Describe the effects of information and communication technology (ICT) on daily life.

OR

B. What effects has globalization had on the agriculture sector?

Q.3 Attempt any one of the following .

(15)

A. Explain human rights with reference to fundamental rights in the Indian constitution.

OR

B. Define human right? Explain the features and characteristics of human rights.

Q.4 Attempt any one of the following .

(15)

A. What is degradation of the environment? What are the causes and types of it?

OR

B. What is sustainable development and what are its guiding principles?

Q.5 Solve A or B.

(15)

A. Explain the Maslow's Theory of Self-Actualization.

OR

B. Write short note on any three. (5 Marks each)

- i. Measures to face hrustration.
- ii. Causes of stress.
- iii. Ways handle to conflict.
- iv. Role of values.
- v. Agents of socialization.

SEMESTER – II [REGULAR]	
CLASS:	FYBCOM
SUBJECT: Financial Accounts	
TIME: 3.00 Hours	MARKS: 100

- Note:**
1. All Questions are compulsory.
 2. Figures to the right indicate full marks.
 3. All workings should form part of your answer.

Q1. A) State whether the following are true or false. (Any ten) (10)

- a) Under single entry it is not possible to prepare a trial balance.
- b) For ascertaining credit purchase, sundry debtors are prepared.
- c) Invoice price is higher than cost.
- d) Fire insurance covers the death of human beings due to fire.
- e) RBI governs insurance business
- f) Memorandum Trading ac is prepared to ascertain stock on the date of fire.
- g) Closing stock in consignment belongs to the consignor.
- h) Consignor is a person who consigns goods.
- i) Branch stock ac is maintained at cost price.
- j) Cost price + loading = invoice price.
- k) Del Credere commission is paid on credit sales only.
- l) Bank overdraft shows credit balance.

B) Select the Correct alternatives for each questions(Any 10) (10)

- 1) Branch which does not maintain its own set of books is _____

a) Dependent Branch	b) Independent Branch
c) Foreign Branch	d) Local Branch

- 2) Branches not keeping full system of accounting are _____

a) Dependent Branch	b) Independent Branch
c) Foreign Branch	d) Local Branch

- 3) Dependent branch make _____

a) only cash sales.	b) only credit sales.
c) cash and credit sales.	d) instalment sales

- 4) All branch expenses such as rent, salary, are paid by the head office in case of

a) Dependent Branch	b) Independent Branch
c) Foreign Branch	d) Local Branch

5) Fire Insurance -

- a) covers risk of loss.
- b) prevents loss
- c) increase loss.
- d) none of the above

6) Salvage refers to -

- a) stock destroyed by fire.
- b) stock saved from fire
- c) stock moving fast.
- d) all of the above

7) Total Debtors account is prepared to find out -

- a) credit sales.
- b) credit purchases
- c) cash sales.
- d) cash purchases

8) Consignor A/c is prepared in the books of -

- a) consignor.
- b) consignee
- c) Transporter.
- d) none of above

9) The owner of the consignment stock is -

- a) consignor.
- b) consignee
- c) debtors.
- d) none of the above

Q2) A) Mr. Ashok does not maintain books of accounts according to the double entry system.

(20)

He provides you with the following information.

Particulars	1/4/2023	31/3/24
Bank balance	2000	?
Plant	40000	40000
Stock	12000	16800
Creditors	6000	7200
Debtors	17200	13600
Cash in hand	1600	5600

The following transaction took place during the year:

Receipts

- From Debtors..... 60000
- Capital introduced..... 30000
- Loan from Bank..... 20000
- Cash sales..... 2400

Payments

- Cash purchase..... 18000
- Drawings..... 36000

Salary.....	18000
Electricity.....	12000
Creditors.....	25000.

Depreciate Plant @ 20%.

Prepare Trading, Profit & loss ac and Balance sheet as on 31/12/2024.

OR

Q2) B) A fire occurred in the premises of Mr. Farok on 14/10/2023. From the following particulars ascertain the loss of stock and prepare a statement of claim to be lodged with the insurance Company (20)

PARTICULARS	AMOUNT
Stock as on 1/1/2022.....	61200
Purchases 1/1/2022 to 31/12/2022....	244000
Sales from 1/1/2022 to 31/12/2022....	360000
Stock as on 31/12/2022.....	54000
Purchases 1/1/2023 to 14/10/2023...	300000

The stock was always valued at 90% of cost price. Salvage was ₹ 36000 .

The amount of policy was ₹ 126000. The claim was subject to the average clause.

Q3)A) Salem & co. of Kolkata consign goods costing ₹ 25,000 to their agent, Mustak of Mysore, on which they pay freight, insurance and charges ₹ 1,500 , drawing on him a bill of exchange at 90 days for ₹ 20,000. They discount the bill at Maharashtra Bank being charged ₹200 therefore.

After two months they received from their agent an Account sales informing that the entire consignment has been sold for ₹35,000 , that expenses amounting to ₹700 have been incurred and showing as a deduction the agreed commission of 2 per cent on the amount realized. A Bank draft was enclosed for the balance due.

Show ledger accounts in the books of Salem & co. (20)

OR

Q)3)B) From the following details prepare Delhi Branch Account for the six month ended 31 st December, 2023 after depreciating branch furniture at 20% per annum (20)

Particulars	₹	Particulars	₹
Opening Branch Assets		● Branch expenses paid by the HO.	34,000
● Branch stock	20,000	● Remittances received from the Branch	2,32,000
● Branch petty cash	6,000	Closing Branch Asset	
● Branch furniture	26,000	● Branch Stock	24,000
● Branch Debtors	30,000	● Branch petty cash...	4,000

(9)

(4)

Opening Branch liabilities: • Branch outstanding expenses	1,000	• Branch Debtors Closing Branch Liabilities	34,000
Good sent to Branch	1,80,000	• Branch Outstanding Salaries	1,400
Petty cash sent to the Branch	16,000		

Q4) A) A fire occurred in the premises of Badnasib Ltd on 15th September 2023. (10)

Stock 1/1/2023.....	1,20,000
Purchase 1/1/23 to 15/9/2023.....	5,00,000
Sales 1/1/23 to 15/9/2023	6,00,000
Average rate of gross profit is.....	30%
Salvage	25,000
Policy subject to average clause.....	1,80,000

Calculate the amount of claim.

B) Mukseh Brothers have a small branch at Mysore. You are required to prepare (10)
Mysore branch ac in the books of Mukseh Brothers. Transactions during the year ending 31st March, were as follows:

Particulars	₹	Particulars	₹
Stock at Cost on 1st April	8,000	Furniture purchased by the branch	2,400
Furniture on 1st April	4,000	Stock at the end with branch	7,000
Goods sent to Branch at cost	1,20,000	Expenses paid by Head office.	10,600
Cash sales made by the branch	1,80,000		

It was required to write off furniture 10% per annum

OR

(5) (10)

Q4) C) Rajesh and co of Vapi consigned 50 cases of goods at ₹ 2000 each to kirti of Mumbai. The Consignor pays ₹ 2000 for insurance and for freight ₹ 300. Kirti sends an account sales showing the gross proceeds are ₹ 2.40,000. The expenses paid by Rajesh were dock dues ₹ 200, carriage ₹ 500, warehouse ₹ 1300. He sent the amount due to the consignor after deducting 4% commission.

Prepare Consignment ac and Consignor ac in the books of Rajesh and co. (10)

Q4) D) a) Prepare Total Debtors ac and find Credit Sales. (10)

Opening Debtors	₹30,000
Closing Debtors	₹16,000
Cash received	₹4,20,000
Discount Allowed	₹4,000
Sales Return	₹3,000.

b) Prepare Total Creditors ac and find Credit Purchases.

Opening Creditors.	₹ 30,000
Closing Creditors	₹ 20,000
Cash paid to Creditors	₹3,40,000.
Discount received	₹3,000
Purchase Returns	₹21,000.

Q5) A) Distinguish between single entry and double entry system? (10)

B) Distinguish between Branch accounting and Departmental accounting? (10)

OR

B) Write short notes on(any four) (20)

- Del Credere Commission
- Conversion method
- Accounts sales
- Dependent Branch
- Average claus
- Memorandum Trading account.

B.C. 19/03/2024 Regular/ATKT
FJB Com (02 Sem) (11)

Time 3 Hrs

Marks 100

N.B: 1. All questions are compulsory. 2. Figures to the right indicate full marks.

Q1.

A) Explain the following terms in 2 or 3 sentences (Any Five): 10

1. Bulletin
2. Interview
3. Social Media
4. Closed question in an interview
5. Notice
6. Agenda
7. Resolution
8. Webinar

B) Match the following: 05

A
Reading and approving the minutes
of the last meeting
Less stressful
Day, Date, Time and the place of meeting
A judgment about something
by an expert on the subject
To find solution for specific problem

B
Expert opinion
Notice
Telephonic Interview
First Item on Agenda
Brain Storming

Q2. Write short notes (Any Five):

20

1. Exit Interview
2. Role of Interviewer
3. Advantages & Disadvantages of Meeting
4. Role of a Participant in a meeting
5. Grievance Interview
6. WASP technique of conducting an interview

Q3. Answer the following questions (Any Two):

20

1. Define Public Relations. Discuss the measures taken by PR department to influence Internal Publics of an organization.
2. Describe the need and importance of a conference in modern business.
3. Define committees. Discuss the advantages and disadvantages of Committees.

Q4. Attempt the following letters (Any Four):

20

1. You wish to setup a Printer in College Library. Write a Letter of Inquiry to Cloud Electronics enquiring about price list and other details.
2. Altamash Stationery Point had ordered a variety of pens from Montex Pen Dealers. On receiving the delivery of consignment they found that an entirely different set of articles has been sent to them. Draft their complaint and claim letter asking for replacement of goods.
3. Write a Sales Letter promoting any one of the following products:

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Handwritten notes at the top of the page, including "RTI/2024/28" and "2024/28".

- i) A Stylish T-Shirt which made by Blue Ribbon Garments
- ii) A New Mobile Phone which manufactured by I-Phone/Apple

4. Mr. Sunil ordered an Mobile from Tata Cliq- an online shopping portal and made the payment by debit card. The product never got delivered to him and the online shopping site has not responded to his complaints. Write a letter to Consumer Grievance Redressal Cell making a complaint about the issue and seeking adequate compensation.
5. You have applied for an Ration Card one month back and not received any updates about it. Write an RTI Letter query asking about the status of your application.

Q 5. Draft a business proposal to be sent to Iqra School of Business Humanities, Mumbai to start an NCPUL Functional Language Diploma Course in Arabic in the campus.

Or

10

After receiving many complaints from staff and students about the college computer lab is not proper functioning, a committee of staff and students was set up by the Principal to find out the problem and make possible its proper functioning. Draft covering letter and committee report making suitable recommendations.

Q 6. Draft the Notice and Agenda of the 9th Annual General Meeting of the Board of Directors, GEEP Flush Light Pvt. Ltd. And also draft the following Resolutions:

- i) Appointment of General Manager 10
- ii) Removal of Sales Manager
- iii) Adoption of Common Seal of Company

Q7. Summarize the following passage: 05

Nature, this is a gift from god to all humanity and yet still we destroy it, nature is a necessity to make our world look beautiful and spectacular and is also needed to grow all of our crops. But the scientist don't think that we need it because they think that they can do it with science. But what they do not know that they are destroying this world, they are releasing dangerous chemicals which go up in the air and destroys the ozone layer. People from all around the world does not know what is going on at the moment in the world, there is a high/large amount of heat moving around the world causing global warming, which causes the ice bergs at the arctic and Antarctic to break down and melt which leads about hundreds of feet in the earth which causes high amounts of water to spread around the world. The water would not fall off of the earth but it will go on the land and flooding countries and bringing tsunami and hurricanes. One particular time the Russians weren't getting rain for weeks so the scientists in the country created their own clouds and released it into the air to get rain but what they did not know the chemicals they used to make the clouds it mixed with the carbon dioxide in the air and went up and destroy the part of the ozone which let the ultra violets in and give most of the population skin cancer. So people of earth please protect your world and save nature decrease the use of vehicles, scientists please stop creating and letting dangerous chemicals into the earth's atmosphere and let nature take its part.

.....

Time : 3 Hrs.

Bus. Eco. FJBCOM (Reg/ATKT)

Marks : 100

- Instructions :
1. All questions are compulsory, subject to internal choice.
 2. Draw neat diagrams wherever necessary
 3. Use of simple calculator is allowed
 4. Figures to the right indicate full marks.

March, 2024

(13)

- Q.1 A. Choose the correct answer and rewrite the statements. (Any Ten) (10)
- In the long term, who will only produce at supernormal profit?
i. Monopolist ii. Price taker iii. Price follower iv. Oligopolistic
 - What is the long-term possibility of a firm operating in perfect competition?
i. Supernormal profit ii. Supernormal loss iii. Normal profit iv. Abnormal loss
 - In monopoly markets, how many substitutes are available?
i. Many ii. Large number iii. No substitute iv. Two
 - The distinguishing feature of monopolistic competition is.....
i. Same product ii. Only seller iii. Products differentiation iv. Private monopoly
 - The kinked demand curve shows
i. Price disparities ii. Price rigidity iii. Price changes iv. Price modifications
 - The super normal profit is shown below as.....
i. $AR = AC$ ii. $AR > AC$ iii. $AR < AC$ iv. $MR < MC$
 - is a type of collusion where a single company sets the price and the other companies in the market adopt it.
i. Price leadership ii. Dual oligopoly iii. Greedy pricing iv. Price discrimination
 - The payback period method works best for.....
i. Long run ii. Short run iii. Very short run iv. Medium term
 - In an oligopoly, who collaborates to produce and sets the price?
i. Monopoly firm ii. Competitive firm iii. Monopolistic firm iv. Cartel
 - Local and international calls may be charged at different rates by phone companies. What kind of discrimination in pricing is this ?
i. Personal ii. Use based iii. Regional iv. Time based
 - NPV is based on the principle of.....
i. Fixed cost ii. Discounting iii. Variable cost iv. None of the above
 - If the NPV of a project is..... it would be rejected.
i. Positive ii. Negative iii. Zero iv. Less than zero
- B. State with reason whether following statements are True or False. (Any Ten) (10)
- A demand curve is a portion of the MC curve itself.
 - In a perfect market, each firm sets its own prices.
 - Profit is the goal of a public monopoly.
 - When revenues are insufficient to cover variable costs, the company will decide to shut down.
 - There are few sellers in an oligopoly market.
 - Product differentiation is the process by which different firms produce somewhat different goods from one another in a monopolistic competition.
 - Price rigidity is the practice of each firm in an oligopoly market sticking to its own price.
 - The firm who fixes the price is known as price maker.
 - Dumping is a case of international price discrimination.

P.T.O

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- x. The project's payback period would be 2.66 years if the initial investment cost was ₹ 40 lakh and the annual cash flow was ₹ 15 lakh.
- xi. Capital budgeting decisions are often reversible.
- xii. NPV method is discounting method that considers 'time value of money' in evaluating capital investments.

Q2. Attempt any two of the following.

- A. What are the monopoly's sources? (8)
- B. Describe the monopoly market's long equilibrium. (7)

OR

- C. Describe the perfect competition feature. (8)
- D. What is the long-term equilibrium in perfect competitions? (7)

Q3. Attempt any two of the following.

- A. Discuss the role of advertising in monopolistic competition. (8)
- B. Briefly describe the characteristics of an oligopoly. (7)

OR

- C. Describe the model of the kinked demand curve. (8)
- D. How does the price leadership model work? (7)

Q4. Attempt any two of the following

- A. Examine the pricing strategy for multiple products. (8)
- B. Find out full cost pricing method to determine the price and describe and its benefits and drawbacks. (7)

Total cost (Crore)	Advertising cost (Crore)	Markup (Crore)	Expected Sale (Units)
80000	20000	8000	5000

OR

- C. List the various types of price discrimination with its definition. (8)
- D. Discusses about the various degrees of price discrimination. (7)

Q5. Attempt any two of the following.

- A. Determine the payback period and the best project for investment by estimating cumulative cash flow. Initial Investments: ₹ 50,000 for Project A and ₹ 40,000 for Project B. (8)

Year	Project A	Project B	Cumulative Cash Flow of project A	Cumulative Cash Flow of project B
1	3000	2000		
2	5000	4000		
3	9000	9000		
4	10000	9000		
5	8000	8000		
6	8000	8000		
7	8000	4000		

P.T.O

B. Determine the payback period and select the project that is most suitable.

(7)

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Project	A	B	C	D	E	F
Initial investment (₹)	4000	4500	6000	8000	5000	6500
Annual Cash Flow (₹)	5000	1500	7000	2000	1000	1500

OR

C. Define capital budgeting. Describe the significance of capital budgeting.

(8)

D. Which steps in the capital budgeting process should be followed?

(7)

Q.6 Attempt both A and B (10 Marks each).

(20)

A. Assuming a 10% annual discount rate, determine the net present value (NPV) of the next two projects and recommend which should be approved.

Project	Initial Investment (₹)	Estimated life	Cash Inflow (₹)				
			1	2	3	4	5
Cement	140000	5 yrs.	20000	25000	25000	20000	10000
Furniture	150000	5 yrs.	35000	25000	20000	15000	10000

B. Describe how the cartel wants to share the market and maximize profits jointly.

OR

Q.6 Write Short Notes. (Any Four) (5 marks each).

- Internal rate of return
- Describe the conditions of equilibrium.
- Differentiate between perfect competition and monopoly.
- Explain the transfer pricing policy.
- Different market structure.
- Short run supply curve.

Duration-3 Hrs.
Marks -100

Note: All questions are compulsory.
Figures to the right indicate full marks.

Q.1 A) Fill in the blanks with the right option. (Any-10) 10 Marks

1. Service sector provides revenue to government by way of _____.
(Services tax, sales tax, Income tax)
2. The highest level of service expectations is termed as ____ service.
(Adequate, desire, minimum)
3. Demand for services exceeds the maximum capacity during ____ times.
(Peak, Non-peak, recession)
4. The challenge of inconsistency in services can be overcome through ____ of the employees.
(Promotion, transfer, co-operation)
5. _____ retailers called as pop and mom stores
(Organised, unorganized, professional)
6. _____ is an example of non-store formats of retailing.
(Ticket vending machine, ATM, Facebook)
7. Sketcher shoes store are an example of _____ store.
(Speciality, food, Discount)
8. Outsourcing of canteen facility in hospital is an example of _____.
(KPO, LPO, BPO)
9. _____ is an online app for train's time table.
(M-indicator, Paytm, Flip kart)
10. _____ is an element of logistic sector.
(Branding, Pricing, Transportation)
11. E-Commerce _____ the cost of operating the business.
(Reduces, increases, does not impact)
12. E-commerce transactions between business to business are referred as _____.
(B2B, C2C, B2C)

Q.1 B) State whether the following statements are True or False. (Any-10) 10 Marks

1. Services are tangible.
2. Physical evidence of the service plays an important role only at the pre order stage.
3. Customer survey has no significance in the service sector.
4. Idea screening is required in service development cycle
5. To shift demand from peak to non peak periods, the service providers may offer special incentives.
6. Anchor clients occupy maximum space in malls.
7. The credit card encourages lavish expenditure as compared to debit card.
8. Retail franchising is a short term contract between two parties.
9. FDI restricts development of service sector.
10. ICICI Lombard insurance is public insurance firm.
11. E-commerce reduces the operating cost of business.
12. E-commerce does not permits any time i.e. 24* 7 shopping.

12

Q.2. Answer the following questions. (Any-Two)

15 Marks

- a) Explain meaning of services and its features.
- b) What are the elements of service mix?
- c) List down the challenges of the service sector.

Q.3. Answer the following questions. (Any-Two)

15 Marks

- a) Distinguish between organised and unorganised retailing.
- b) Which are the factors responsible for the growth of an organised retailing?
- c) Explain the impact of FDI in retailing in India.

Q.4. Answer the following questions. (Any-Two)

15 Marks

- a) Write down the merits and demerits of ERP.
- b) How you will justify the privatisation of insurance sector?
- c) Discuss the challenges of logistic sector.

Q.5. Answer the following questions. (Any-Two)

15 Marks

- a) Discuss the importance of e-commerce.
- b) Explain the transition to e-commerce in India.
- c) How on line marketing research is beneficial to business firms?

Q.6. Write short notes. (Any-four)

20 Marks

- a) Scope of service sector
- b) Internet banking
- c) B2C
- d) Non-store formats
- e) BPO
- f) Consumer expectations

Note:-i) All questions are compulsory. ii) Graph paper will be provided on request.

ii) Use of simple calculator is allowed.

SECTION-I

Q1. Attempt any FOUR:

(20)

a) Find $\frac{dy}{dx}$:

i) $y = \frac{x}{e^x}$

ii) $y = 4x^7 - 7e^x + 4^x - 10 \log x - 35$

b) If the demand function is given by $P = 4 + 3D - 5D^2$, find total revenue, average revenue and marginal revenue when $D=10$.

c) Divide 70 into two parts such that their product is maximum.

d) Find the elasticity of demand if the marginal revenue is 80 and the average revenue is 100.

e) The cost function is $C=3x^2+5x+4$. Find the average cost and the marginal cost function when $x=4$.

Q2. Attempt any FOUR:

(20)

a) Find the simple interest on ₹16,000 for 8 months at 10% p.a.

b) Find the future value of ₹20,00,000 after 3 years if the compound interest rate is 8% p.a.

c) Mr. Annol invested ₹ 6,000 at the end of each year at 10% compound interest for some years and received ₹19,800. Find the number of years.

d) A loan of ₹100000 is to repaid in 3 equal monthly installments. The rate of interest is 12% p.a. Find EMI using reducing balance method.

e) Find the compound interest and the amount after 4 year on ₹20,000 at 6% p.a.

SECTION-II

Q3. Attempt any FOUR:

(20)

a) From the following data calculate coefficient of correlation:

No. of pairs of observation = 10; Sum of X values = 56; Sum of Y values = 63

Sum of squares of X values = 476; Sum of squares of y values = 651; Sum of product of X & Y = 550

b) Calculate Spearman's rank correlation coefficient for the following data

X	102	113	90	102	98	80	76
Y	50	65	60	50	58	55	48

c) Given the following regression equations :

$$2x - y = 17 ; 4x - 3y = 1$$

Find i) Mean values of x and y

ii) Coefficient of correlation

d) The average rainfall and yield of a crop are 42.7 cm and 850 kg respectively. The corresponding standard deviations are 3.2 cm and 14.1 kg. The coefficient of correlation is 0.65. Estimate the yield when the rainfall is 39.2 cm.

e) The coefficient of spearman's rank correlation coefficient between a set of n values of variables X & Y was found to be 0.75. If the sum of the squares of the differences in rank was 30. Find the number of observations.

Q4. Attempt any FOUR:

(20)

a) Calculate Laspeyre's, Paasche's and Fisher's Index number for the following data :

Commodity	2010		2015	
	Price	Qty.	Price	Qty.
I	3	10	5	12

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D	4	15	6	20
E	2	8	3	10
A	5	15	8	16

- b) Fit a straight line trend by the method of least square. Hence estimate the production for the year 2015.

Year :	2010	2011	2012	2013	2014
Production in million tons :	20	30	38	32	48

- c) Find 5-yearly moving averages for the following data. Plot the given data and the moving averages on a graph paper.

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Sales(lakhs)	50	53	56	58	60	55	59	62	68	72

- d) From the following data, construct the index number by

- (i) Simple aggregative method (ii) Average of price relative method.

Commodity	Price in Rs.	
	Base year	Current year
M	6	9
T	10	15
N	8	10
L	5	12

- e) Construct cost of living index number for the following data:

Group	Index no.	Weight
Food	140	30
Fuel & lighting	110	20
Clothing	170	10
Rent	100	15
Others	120	25

Q5. Attempt any FOUR:

(20)

- Find mean and variance of a Binomial distribution if $n = 12, p = 1/3$
- An ordinary coin is tossed 4 times find the probability that of getting no head.
- The probability that a person will react to a drug is 0.001 out of 2000 individuals checked, find the probability that exactly 3. (take $e^{-2} = 0.135$)
- For a Poisson Distribution, if $\lambda = 3$, find $P(2), P(X \leq 3)$ (take $e^{-3} = 0.05$)
- For a Poisson Distribution, if $P(1) = P(2)$, find $P(3)$ (take $e^{-2} = 0.135$)