

M7102DXXII

NOTE-All questions are compulsory.
Figures to the right indicate full marks.

Q.1. Attempt any Two questions from the following.

15 Marks

- Define production planning & control. Explain the steps in production planning & control.
- Define productivity and explain the factors affecting productivity.
- Explain the term inventory control and write down the objectives of inventory control.

Q.2. Attempt any Two questions from the following.

15 Marks

- Define quality management and discuss its features.
- What do you mean by term TQM? List out the techniques of TQM.
- What do you mean by service quality management? Highlight its significance.

Q.3. Attempt any Two questions from the following.

15 Marks

- Define financial system. What is the structure of financial market?
- Define SEBI. Enumerate the functions of SEBI.
- Discuss the procedure for dematerialization of shares.

Q.4. Attempt any TWO questions from the following.

15 Marks

- Define mutual fund and explain the factors responsible for its growth.
- What is lease finance? Explain its merits.
- Define micro finance and discuss its significance.

Q.5. a. Fill in the blanks with right option.

5 Marks

- _____ are investors who take a view on the future direction of the market.
(Margin traders, speculators, arbitrageurs)
- The maximum period of treasury bill is _____ days.
(182, 91, 364)
- The concept of quality circle was first popularized by _____.
(W.E. Deming, Ishikawa Kaoru, Masaaki Imai)
- TQM adopts _____ approach.
(defective, corrective, defect-free)
- _____ is the ratio of output to input.
(Quality, productivity, efficiency)

b. State whether the following statements are True or False.

5 Marks

- Mutual funds invest only in equity market.
- Secondary market is a market for secondary sale of securities.
- SEBI is a private organization that regulates the capital market.

4. Mass production is an example of continuous production
5. Under the concept of quality circle the workers

c. Match the column.

Group A

1. Job production
2. DMAIC
3. Certificate of deposit
4. Rating agencies
5. Margin traders

Group B

- a. Commercial banks
- b. Phases of Kaizen
- c. Specific order production
- d. Regulates securities market
- e. Deposits fraction of the

All questions are compulsory and carry 15 marks each.

QUES. 01

07 + 08

A. State True or False :

1. It is compulsory to insure stock
2. Abnormal items are slow moving items.
3. Debentures are not be redeemed at discount
4. Preference Shareholders have preferential right to dividend
5. ALT + F2 keys are used to select the company info menu.
6. Sec. 80 of Companies Act deals with redemption of preference shares
7. Debentures cannot be converted into new debentures.

B. Match the columns :

1. Fire Insurance	a. To find cash purchase
2. Preference Shares	b. Loan funds
3. Salvage	c. Indemnity principle
4. Cash sales	d. No voting right
5. Creditors A/c	e. Loss to company
6. Redemption at premium	f. Trading A/c - debit
7. Computerized Accounting	g. To find credit purchase
8. Debentures	h. Trading A/c - credit
	i. Speed & accuracy
	j. Goods saved from fire

QUES. 02

15

Redmi Ltd. had issued 8,000 – 11% debentures of Rs. 100 each redeemable at 5% premium. The company offered three options to the debenture holders at the time of redemption as under:

- A. 12% Preference shares of Rs. 10 each at Rs. 10.50 each
- B. 13 % debentures of Rs. 100 each at par.
- C. Redemption in cash.

The options were accepted as under : option A by holders of 3,100 debentures , option B by holders of 3,150 debentures and option C by the balance.

Pass journal entries in books of Redmi Ltd.

OR

QUES. 02

15

A fire occurred in the premises of Lava Ltd. on 1st Sept. 2015 & the stock of the value of Rs. 51,000 was salvaged. The business book and records were salvaged from which the following information was obtained:

Particulars	Rs.
Purchased for the year ended 31- 3- 2015	7,00,000

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Sales for the year ended 31-3-2015	11,00,000
Creditors on 1-4-2015	24,000
Creditors on 1-9-2015	35,000
Payment to Creditors between 1-4-15 to 1-9-15	2,70,000
Purchase Returns between 1-4-15 to 1-9-15	5,000
Sales from 1-4-2015 to 1-9-2015	3,60,000
Stock on 31-3-2014	3,00,000
Stock on 31-3-2015	3,40,000

Stock on 31-3-2015 was over valued by Rs. 20,000 & Stock was insured against stock for Rs. 3,50,000

Calculate the amount of insurance claim for loss of stock

QUES. 03

15

The Balance Sheet of a Nokia Ltd. on 30th June, 2014 is as follows :

LIABILITIES	RS.	ASSETS	RS.
Equity Share Capital (Rs. 10)	20,00,000		

- a. Stock on 31st March 2010 was overvalued by Rs. 80,000
- b. Stock was insured for Rs. 12,00,000 and there was a average clause in the policy.
- c. Goods worth Rs. 56,000 were distributed as charity in Aug. 2015

Calculate the amount of claim.

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QUES. 04

15

On 1st Jan. 2014, OPPO Ltd. issued 5000, 12% debentures of Rs. 50 each at Rs. 52 redeemable at par. Interest was payable on 31st Dec. every year. The debentures are due for redemption in 4 annual lots starting from 31st Dec. 2014. Pass necessary journal entries for the period of debentures if the company follows calendar year as accounting year.

OR

QUES. 04

08 + 04 + 03

- A. VIVO Ltd. made an issue of 14000, 10% Debentures of Rs. 25 each. Pass journal entries under following options (without narration):
- a. Issue at Rs. 25 redeemable at Rs. 28
 - b. Issue at Rs. 23 redeemable at Rs. 25
 - c. Issue at Rs. 26 redeemable at Rs. 28
 - d. Issue at Rs. 25 redeemable at Rs. 25
 - e. Issue at Rs. 24 redeemable at Rs. 27
 - f. Issue at Rs. 27 redeemable at Rs. 25
- B. Find the minimum number of equity shares of Rs. 10 each issued at Rs. 12 to be issued against redeemable preference shares from the following details :
- Preference share Capital – Rs 2,50,000 (Face Value – Rs. 100)
- Premium on Redemption – 5 %

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Marks: 75

Time: 2.30 hours

Q1. Answer the following questions (Any Two)

15

1. Explain the rationale behind Economic reforms 1991
2. What are the components and significance of Human Development
3. What are the government measures in promoting human development through Health.

Q2. Answer the following questions (Any Two)

15

1. Discuss the measures to increase agricultural productivity
2. Explain the role and problems of Public Distribution System in India
3. What are the effects of WTO on Indian agriculture?

Q3. Answer the following questions (Any Two)

15

1. Discuss industrial development in pre reform period
2. Explain the characteristics of Competition act along with MRTP act
3. Explain the importance of service industry for economic development

Q4. Answer the following questions (Any Two)

15

1. Explain banking reforms of 1991 in brief
2. Explain the general role and functions of RBI
3. What are the recent measures of RBI regarding Money supply

Q5 A) State whether True or False with proper reason (Any four)

08

1. Foreign investments were encouraged by the new economic policy
2. Educated unemployment is usually due to defective education system
3. PDS distributed subsidized food to India's rich people
4. WTO has only positive implications on India agriculture
5. Competition act replaced MRTP act
6. MSME's are more labour intensive
7. Nationalized banks has the largest market share in total deposits
8. RBI has monopoly in currency printing.

Q5 B) Chose the correct alternative

(Any seven)

07

1. The New Economic Policy was introduced in the year-----
(1992/1991/1993)
2. ----- state has the lowest Per Capita Income in India
(Karnataka / Maharashtra / Bihar)
3. Inclusive Growth is a Growth of -----
(Rich class / weaker class / both)
4. Indian Agriculture policy expected ----- percent growth in Agriculture
(2 / 4 / 5)
5. Food security aims at access of food to -----
(Poor / pregnant women /both)
6. Buffer stock is procured by government through -----
(PCI / FCI/ MCI)
7. MRTP act was enacted by the parliament in the year -----
(1970/1969/1968)
8. Competition act replaced -----
(Food security act/ MRTP act / PDS)
9. ----- sector is growing fastest in India
(Secondary/ Primary/ Service)
10. Which is not a public sector bank-----
(SBI/ Punjab National / HDFC)
11. RBI got set up in the year -----
(1935/1934/1936)
12. Continuous fall in price is known as -----
(deflation / Inflation / stagflation)

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Note: -1. All questions are compulsory
2. Figures to the right indicate full marks.

Q. NO 1 Attempt any two of the following. (15)

- (a) Explain criteria to select an advertising ad agency.
- (b) What are the factors responsible for the growth of emerging Global Agencies?
- (c) Explain career options in advertising agency.

Q.NO. 2 Attempt any two of the following. (15)

- (a) Evaluate news papers as a medium of advertising.
- (b) Explain the various options of online advertising.
- (c) Write a note on media research.

Q. NO. 3 Attempt any two of the following. (15)

- (a) Discuss the steps in preparing creative brief.
- (b) Describe the factors influencing advertising budget.
- (c) What are factors influencing choice of media.

Q. NO 4 Attempt any two of the following. (15)

- (a) Discuss the role of creativity in advertising.
- (b) Evaluate celebrities as a source in Indian advertising.
- (c) Discuss two methods to pretest advertising effectiveness.

Q. NO 5 Attempt any two of the following

(A) Select the most appropriate option and rewrite the statements: (05)

1. _____ Is the fastest growing medium in advertising.
(Internet Television Radio.)
2. Creative pitch is prepared by a _____ to secure advertising account.
(Advertiser, Sales force, Ad agency)
3. _____ is a media objective.
(Awareness, Brand image, Reach)
4. _____ advertising has longer life.
(Magazine.TV. Radio.)
5. Media planning helps in media _____.
(Identify, Study, Selection,)

Q. No. 5 .B. State whether the following statements are true or false: (05)

1. Media planning is a technical job.
2. Ad agency consist of clerical staff only.
3. Illustrations do not serve any purpose in ads.
4. Creative brief includes target audience
- 5 Slogans appear at the top of the ads.

7

Q. No. 5. C. Match the following.

(05)

Group-A		Group-B	
A	logo	1	Gross rating points
B	Headline	2	Time and space
C	Media objectives	3	Distinct catchy phrase
D	Media buying	4	Top line
E	slogan	5	symbol

.....The End.....

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Time: 2 1/2 hrs.

Date :

Max Marks: 75

Note:- i) All questions are compulsory.

ii) Figures to the right indicate full marks.

Q1: [A] State whether following statements are true or false.

(8)

(Attempt any eight)

1. The Internet is also called "Information Superhighway".
2. The terms 'Internet' and 'Intranet' mean the same thing.
3. The Internet is controlled and operated by USA.
4. WWW is acronym for word World Wide Web.
5. Like OSI Model, the TCP/IP protocol also has seven layers.
6. The raw or known facts are called as information.
7. Processed data is called information.
8. The database and DBMS software together is called as Monologue system.
9. The database and DBMS software together is called as Database system.
10. Microsoft Access is a RDBMS.

[B] Attempt any seven.

(7)

- 1) The OSI model consists of how many layers?
a) 2 b) 8 c) 5 d) 7
- 2) Which protocols are used for sending email?
a) SMTP and POP3 b) SMTP and MIMI c) MIME and IMAP
d) POP3 and IMAP
- 3) Which protocols are used for receiving email?
a) SMTP and POP3 b) SMTP and MIMI c) MIME and IMAP
d) POP3 and IMAP
- 4) A collection of data that is related in some way is called—
a) Data b) Columns c) Database d) DBMS
- 5) A collection of data and related programs is called—
a) Records b) Columns c) Database d) DBMS

//
6) Data that is processed is called as--

- a) Information b) Data c) Database d) RDBMS.

7) Which of these is not a feature of HTML?

- a) Displaying images b) Displaying video
c) Linking documents d) Performing calculations

8) Which of the following ways of connecting to the internet is the cheapest for short term Internet usage?

- a) ADSL b) Dial-up c) FTTH d) ISDN

9) Which of the following ways of connecting to the internet is most suitable for mobile device?

- a) ASDL b) Leased Line c) FTTH d) Wi-Fi

10) -----language is used primarily for data manipulation and processing.

- a) DDL b) DML c) DCL d) DPL

Q2. (a) What are the types of connections in Internet? (8)

(b) Explain the seven layers of the OSI model, starting with the bottom layer (7)

OR

Q2. (c) What are the advantages of Internet? (8)

(d) List five advantages of email. (7)

Q3. (a) Explain the terms DDL, DML and DCL. (8)

(b) What are advantages and disadvantages of DBMS? (7)

OR

Q3. (c) Explain the types of databases. (8)

(d) What is database? Give five examples of databases. (7)

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- Q4. (a) What is the Navigation Pane? (8) +
(b) Write the steps to append data to a table. (7) =

OR

- Q4. (c) Write the steps to Copy a table. (8)
(d) Write the steps to insert the field in Datasheet View. (7)

- Q5 (a) Write the steps to create the relationship between two tables. (8)
(b) Explain the different types of relationships between two tables. (7) *

OR

- Q5. (c) Write the steps to modify a query in Design View. (8)
(d) Write the steps to creating a query in Design View. (7)

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Note: 1. Attempt all questions.

2. Figures to the right indicate full marks.

Q. No.1. A. State the most appropriate option and rewrite the statements: [05]

- i) The Consumer Protection Act lists out _____ consumer rights.
{Five, Six, Eight}
- ii) _____ examines the roles of behaviour in enabling an animal to adapt to its environment.
{Ecosystem, Systems ecology, Behavioural ecology}
- iii) The _____ has made the process of voting hassle free.
{ATMs, EVMs, SMS}
- iv) _____ is a powerful technique that produces three dimensional pictures.
{LASER, Holography, Geological Mapping}
- v) _____ means litigation filed in the court of law against pollution, child labour etc.
{Complaint, Grievance, Public Interest Litigation}

B. State whether the following statements are true or false: [05]

- a. The right to healthy environment gives right to consumers to seek redressal against unfair practices by sellers.
- b. The earth, the moon and the sun are spherical.
- c. Polluter Pays Principle is applicable only to developed countries, as they pollute the environment.
- d. LASERS cannot be used for the purpose of ranging.
- e. WAN is an independent private computer network that can be extended for thousands of kilometers.

C. Answer in one sentence only: [05]

1. What is the full form of MKSS?
2. Who has filed a PIL against pollution of Ganga river water?
3. What is Recombinant DNA?

P.T.O.

- 12
4. Define Remote Sensing
 5. What is the full form of MRI?

Q. No.2. Explain the provisions of Consumers Protection Act (CPA) 1986. What are the advantages and reliefs available under CPA 1986? [15]

OR

- a. Trace the evolution of RTI in India. [09]
- b. What is meant by PIL? Explain briefly its scope. [06]

Q. No.3. Write a detailed note on 1992 'Earth Summit' held at Rio-de-Janeiro. [15]

OR

- a. Discuss Anthropocentrism approach to understand ecology. [09]
- b. Write a short note on Kyoto Protocol. [06]

Q. No.4. What is LASER technology? Explain its applications in the life of modern man. [15]

OR

- a. What is nuclear technology? How this technology is misused? [09]
- b. Write a brief note on the applications of Nanotechnology. [06]

Q. No.5. Write short notes on any three of the following: [15]

1. Space technology
2. Problems related to power infrastructure and power supply in rural areas.
3. Time management.
4. Realistic goal-setting.
5. Addiction to internet.

-----THE END-----

M7102DXXIX

Duration: 2.30 hr.

Total Marks: 75

- Note: 1. All questions are compulsory.
2. All questions carry equal marks.

- Q. 1. What are the characteristics of a company? Explain it. 12 Marks
Case Study: An association of 12 members starts a banking business without being registered as a company. The association wanted to file a suit against the outsider? Can they do so? 3 Marks

OR

- Q.1. Write short notes (Any three) 15 Marks
a) Doctrine of indoor management
b) Memorandum of association
c) Doctrine of ultra vires
d) SEBI

- Q.2. What is mean by Copyright? Explain the work in which copyright subsists? 12 Marks
Case Study: explain the basmati rice patent case. 3 Marks

OR

- Q.2. Write short notes (Any three) 15 Marks
a) Copyright
b) Geographical indications
c) Plant varieties protection in India
d) Trade mark

- Q.3. What is partnership deed? What are the characteristics of partnership? 12 Marks
Case Study: X, Y, Z are partners in a firm. X dies and Y and Z continue the business in the firm's name. Afterward the firm becomes insolvent. Discuss the liability of X's estate to the creditor of the firm. 3 Marks

OR

- Q.3. Write short notes (Any three) 15 Marks
a) Difference between Partnership and co-ownership
b) Types of partnership
c) Property of the firm
d) difference between partnership and Hindu undivided family

- Q.4. What is mean by consumer? Explain who is not consumer 12 Marks
Case Study: 'A' was a doctor and received a cheque from her patient for Rs. 2000 towards fees. 'A' deposited the cheque in her saving account with Bank. Bank has failed to credit the amount as they have lost the cheque. Whether the bank is liable to pay money to A? 3 Marks

OR

- Q.4. Write short notes (Any three)

14

- a) complainant
- b) consumer
- c) defect
- d) manufacturer
- e) unfair trade practice

15 Marks

Q. 5. Fill in the blanks (solve any 7)

7 Marks

1. A company is to be compulsorily registered under the _____
2. Prospectus must be dated and that date shall be taken as _____
3. _____ means making of any article or a thing which is useful and vendible
4. The author of the work shall be the _____ of the copyright therein
5. _____ means any agricultural, natural or manufactured goods or handicrafts of industry.
6. _____ is a person who buys any goods for a consideration
7. A price that is stated in any advertisement to be a _____
8. _____ means any fault, imperfection or shortcoming in the quality, quantity, purity or standard which is required to be maintained by the trader
9. The complaint before the district forum state commission or the national commission shall be filed within _____

Q.6.

Multiple choice questions. (Solve any eight).

8 Marks

1. The maximum number of members of the national Geographical indication is granted for _____ years Partnership is a result of,
 - a. Status;
 - b. Contract;
 - c. Circumstances.
2. The maximum number of members of the national Geographical indication is granted for _____ years
 - a. 10 years
 - b. 20 years
 - c. 30 years
3. Chennai. Trade mark is transferable, -
 - a. True;
 - b. False;
 - c. None of the above.
4. Which is not protected by copy right,-
 - a. Novel process;

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- b. Book;
 - c. Drama.
5. Appropriate Laboratory means ,-
- a. Lab or organisation recognised by the Central Government or State Government;
 - b. Lab or organisation established under any law aided by Central or State Government;
 - c. All of the above.
6. Which is the mode of dissolution of the firm by operation of law,-
- a. Some event making the partnership business unlawful;
 - b. Insanity of a partner;
 - c. Business undergoing losses.
7. Class meeting is a meeting of,-
- a. Of all shareholders;
 - b. Of all debenture holders;
 - c. Particular class of members.
8. Additional director is appointed,-
- a. By the Central Government;
 - b. By shareholders;
 - c. By board of directors.