


07
4th April 2022FYBCom. Semester 2 Regular & ATKT ExaminationTIME TABLE

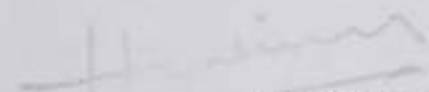
DAY	DATE	SUBJECT	TIME
Thursday	21 st April 2022 ✓	Foundation Course 2	8.00 am to 10.30 am
Friday	22 nd April 2022 ✓	Commerce 2	8.00 am to 11.00 am
Saturday	23 rd April 2022 ✓	Business-Economics 2	8.00 am to 11.00 am
Monday	25 th April 2022 ✓	Financial Accounts 2	8.00 am to 11.00 am
Tuesday	26 th April 2022 ✓	Maths & Stats	8.00 am to 11.00 am
Wednesday	27 th April 2022 ✓	Business Communication	8.00 am to 11.00 am
Thursday	28 th April 2022 ✓	E.V.S.	8.00 am to 11.00 am


Notes:

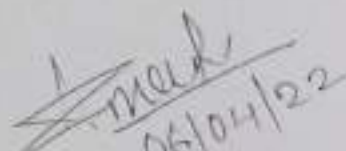
- Hall tickets will be provided to ATKT students who have filled online forms.
- Examination will be conducted in **offline** mode in college premises. Seating arrangements will be displayed on the day of examination.
- Students should note that as per revised guidelines the paper will be 50% MCQs and 50% descriptive questions.
- All other instructions relating to the offline examination will be made available on groups and classrooms.
- Students who have not yet collected their identity Cards are requested to collect same from Mr. Nouman from college office between 10 am to 12.30 pm. Identity cards will be **mandatory** for appearing in offline examination.


Chairman- Exam. Committee
(Prof. Sameer Naik)




I/c Principal
(Prof. Hemanth Kumar Jonalla)

 06/04/22
AK 06/04/22

 06/04/22

Total Marks: 75

Duration: 2 hrs 30 mins

Section I

21/1/22
07

N.B.:- 1. Attempt all the questions from Q. No. 1

(35 marks)

Q: 1 Answer the following.

1. The relaxation of government regulations and restrictions in areas of trade capital market etc. refers to			
(a) Liberalization	(b) Protection	(c) Control	(d) Barriers
2. ICT stands for what ?			
(a) Information Communication & Technologies	(b) Information Communication Time	(c) Indian Communication Technologies	(d) Information Common Technologies
3. In the period of globalization workers are unable to do bargaining for wages now they are working on			
(a) Concessional Bargaining	(b) United Bargaining	(c) Collective Bargaining	(d) Cooperative Bargaining
4. Who are included in Part timers, temporary workers, on-call workers?			
(a) The contract labours	(b) Stable labours	(c) Permanent labours	(d) Board of Directors
5. What means movement or shift of people from one place to another?			
(a) Employment	(b) Literacy	(c) Gender Ratio	(d) Migration
6. Which migration involves movement of people from one locality to another in search of better living standard ?			
(a) Mass	(b) Local	(c) International	(d) Rural to urban
7. Which farming involves agricultural production being carried out on the basis of an agreement between the buyer and farm producers.?			
(a) Traditional farming	(b) Cooperative farming	(c) Household farming	(d) Contract farming
8. What refers to basic rights and freedom to which all humans are entitled ?			
(a) Communal rights	(b) feloniously	(c) religious	(d) Human rights
9. The Human Rights were made specific for the first time by the			
(a) UDHR	(b) Magna Carta	(c) American Bill of rights	(d) Bangkok Declaration (1993)
10. Which declaration accepted that Human rights are universal and must consider national and regional factors ?			
(a) USA Declaration (1995)	(b) Bangkok Declaration (1993)	(c) Round Table Declaration (1857)	(d) Magna Carta
11. UDHR stands for			

2021/1/92
 11/11/21
 11/11/21

(a) Universal Dedication of Human Rights	(b) Universal Declaration of Human Rights	(c) University Declaration of Human Rights	(d) Union Declaration of Human Rights
12. According to UDHR Human rights should be protected by Law so that people are not compel to rebel against			
(a) Democracy	(b) Dictatorship	(c) Supreme Court	(d) High Court
13. Which Article of UDHR says that nothing in the UDHR shall be interpreted as to destroy any of the rights and freedom set forth therein ?			
(a) 28	(b) 30	(c) 31	(d) 32
14. "Oikos" meaning			
(a) scientific study	(b) social study	(c) house	(d) Law study
15. Which phenomenon can be defined as deterioration of the earth's natural surrounding as a result of excessive exploitation of the available resources ?			
(a) Legal degradation	(b) education degradation	(c) Environmental degradation	(d) Cultural degradation
16. Many land owners cut down trees to create space in which to plant crops and raise animals which eventually can lead to			
(a) Soil salination	(b) Desertification	(c) Soil erosion	(d) Deforestation
17. World Commission on Environment and Development (Brundtland Commission) published its report in 1987, it presented a new concept			
(a) Trade Development	(b) Nation Development	(c) Sustainable Development	(d) Personality Development
18. ecosystems are ecosystems present in a body of water			
(a) Terrestrial	(b) Air	(c) Aquatic	(d) None of the above
19. The flow of energy from a producer, to a consumer and eventually, to an apex predator or a detritivore is called the food chain.			
(a) Food web	(b) Tundra ecosystem	(c) Food Chain	(d) Desert ecosystem
20. is a network of interconnected food chains.			
(a) Food Chain	(b) Tundra ecosystem	(c) Desert ecosystem	(d) Food web
21. In psychology what is define as a common emotional response to opposition?			
(a) Stress	(b) Socialization	(c) individual development	(d) Frustration

22. What can be defined as a state of imbalance arising due to excessive psychological or physiological pressure on a person?

- | | | | |
|-----------------|----------------------------|-------------------|------------|
| (a) frustration | (b) individual development | (c) Socialization | (d) Stress |
|-----------------|----------------------------|-------------------|------------|

23. Which stress is healthy stress which gives feeling of fulfillment ?

- | | | | |
|--------------|------------------|-----------------|--------------|
| (a) Distress | (b) Hyper stress | (c) Hypo stress | (d) Eustress |
|--------------|------------------|-----------------|--------------|

24. What refer to moral and social norms that are essentially desirable for the wellbeing of an individual, group or a society?

- | | | | |
|----------------|----------------|---------------|------------|
| (a) Disrespect | (b) Disloyalty | (c) Falseness | (d) Values |
|----------------|----------------|---------------|------------|

25. What stands for the development of the human brain, body, attitude, behavior and so forth ?

- | | | | |
|-----------------|--------------|-----------------------|-------------------|
| (a) Communalism | (b) Casteism | (c) Commercialization | (d) Socialization |
|-----------------|--------------|-----------------------|-------------------|

26. When an individual is not in a position what to accept or reject or what to do or not, he is in

- | | | | |
|----------------|----------------------|----------------------|--------------|
| (a) confidence | (b) stable condition | (c) established mind | (d) conflict |
|----------------|----------------------|----------------------|--------------|

27. Who introduced Self-actualization theory?

- | | | | |
|-------------|------------|--------------|---------------------|
| (a) Ricardo | (b) Maslow | (c) R Tagore | (d) Dr. Homi Bhabha |
|-------------|------------|--------------|---------------------|

28. The most fundamental and basic four layers of the pyramid contain what Maslow called

- | | | | |
|-----------------------|----------------------|---------------------|------------------|
| (a) sufficiency needs | (b) deficiency needs | (c) abundance needs | (d) lavish needs |
|-----------------------|----------------------|---------------------|------------------|

29. Which needs are the physical requirements for human survival according to Self-actualization theory?

- | | | | |
|---------------------|-------------------------|----------------------|---------------------|
| (a) Aesthetic Needs | (b) Physiological needs | (c) Friendship needs | (d) Financial needs |
|---------------------|-------------------------|----------------------|---------------------|

30. Which are Metabolic requirements?

- | | | | |
|------------------------|----------|---------------------------|----------------|
| (a) sense of belonging | (b) Love | (c) air, water, food etc. | (d) Friendship |
|------------------------|----------|---------------------------|----------------|

31. What would may experience trans-generational trauma ?

- | | | | |
|------------------------|---------------|----------------|----------------|
| (a) sense of belonging | (b) Affection | (c) Insecurity | (d) Attachment |
|------------------------|---------------|----------------|----------------|

32. Personal security, Financial security, Health and well-being, and Safety net against accidents / illness and their adverse impacts etc all are which kind of needs ?

- | | | | |
|-------------------------|---------------------|----------------------|------------------|
| (a) Physiological needs | (b) Aesthetic Needs | (c) Friendship needs | (d) Safety needs |
|-------------------------|---------------------|----------------------|------------------|

33. What will not help the person to build their self-esteem until they accept who they are internally ?

(a) self-esteem	(b) self-respect	(c) self-realisation	(d) Fame
34. What kind of imbalances can block the person from obtaining a higher level of self-esteem or self-respect?			
(a) Psychological	(b) Physiological	(c) Love	(d) Property
35. To understand which level of need, the person must not only achieve the previous needs, but master them?			
(a) Self-actualization	(b) Spiritual	(c) Biological	(d) Love and belonging

(40 Marks)

Q. 2. Attempt all questions (10 Marks each)

1. Write brief note on : ANY ONE

- i. Define & Explain the type of Migration.
- ii. Explain the impact of Information communication and technology on everyday life?

2. Write note on : ANY ONE

- i. Define human rights? Explain their features and characteristics.
- ii. What is Universal Declaration of Human Rights (UDHR)

3. Write note on : ANY ONE

- i. What is ecology? Explain its structure?
- ii. What is environmental degradation? Explain its causes.

4. Write note on followings : ANY ONE

- i. What is frustration and what are its sources?
- ii. Maslow's Theory.

ANSWER SHEET FOR MULTIPLE CHOICE QUESTIONS

F.Y.B.Com. – Semester 2 Examination – May 2022

PRN: _____

Roll No.: _____

21 APR 2022

Subject: Foundations Course - 2

Jr. Supervisor's Sign: _____



Students should mention the alphabet (A, B, C or D) representing the correct option against the question number:

Cancellation and overwriting NOT allowed

Ques. No 1 Select the correct option:

Sub Ques. No.	Answer	Sub Ques. No.	Answer	Sub Ques. No.	Answer	Sub Ques. No.	Answer	Sub Ques. No.	Answer
01		11		21		31		41	
02		12		22		32		42	
03		13		23		33		43	
04		14		24		34		44	
05		15		25		35		45	
06		16		26		36		46	
07		17		27		37		47	
08		18		28		38		48	
09		19		29		39		49	
10		20		30		40		50	

for office use

	Examiner	Moderator	Revaluation
Total marks out of 50			
Signature			

22/11/22
Roll No. _____
Div. _____

MARKS-100

DURATION- 2 HRS.

OP

- NOTE- i) All questions are compulsory.
ii) Attempt all 50 MCQs in Question No. 1.
iii) Marks to each question is assigned at right side.

Question 1- Select the right option out of given options. 50 Marks

1. Services are generally _____ in nature.
a. Intangible b. Tangible c. Visible d. Demonstrable
2. Services sector provide revenue to Govt. by way of _____.
a. Service tax b. Octroi duty c. Income-tax d. Custom duty
3. _____ services top the services exports from India.
a. Software b. Tourism c. Education d. Hospitality
4. _____ plays an important role to create image about quality of services.
a. Physical Evidence b. Price c. Packaging d. Productivity
5. All products or services are originated from _____.
a. Ideas b. Factory c. Market d. Shops
6. Demand exceeds capacity to supply services in _____ period.
a. Peak b. Non-peak c. All months d. Selected months
7. When service expectation is more than service perception, its results in _____.
a. Unsatisfaction b. Satisfaction c. Delight d. Failure
8. _____ testing means finding out the utility of product from customer point of view.
a. Concept b. Commercial c. Trial d. Sampling
9. _____ is an example of service sector.
a. Banking b. Automobile c. Home appliance d. Furniture
10. _____ in service performance is a challenge for service provider.
a. Inconsistency b. Satisfaction c. Opportunities d. Demand
11. _____ sector is developing because of corporate sector investment.
a. Unorganized retailing b. Organized retailing c. Government d. Manufacturing
12. _____ is an example of non-store retailing.
a. Super market b. On-line shopping c. Big Bazaar d. Department stores
13. Retail Sector is dominated by _____ business.
a. Electronic items b. Food & grocery c. Clothing d. Accessories
14. Store Design should give _____ to consumers.
a. Inconvenience b. Convenience c. Difficulty d. Problems
15. Mannequins are used in _____ stores to attract the attention of passersby.
a. Electronics b. Garments c. Automobile d. Grocery
16. Franchising _____ business risks.
a. Increases b. Reduce c. Maximize d. Postponed
17. _____ is head of the mall management team.

- a. Mall keeper b. Mall manager c. Facility manager d. Zone manager
18. At present, FDI is allowed up to _____ percent in single-brand retail trade.
a. 50% b. 100% c. 49% d. 25%
19. Burger King is an example of _____.
a. Merger b. Franchising c. Amalgamation d. Takeover
20. Indian Retailers mainly face the challenge of _____.
a. Finance b. Infrastructure c. Market d. Technology
21. _____ means banking transactions through website of bank.
a. Transaction banking b. Traditional banking c. On line banking d. Off line banking
22. The _____ card holders enjoy the short term credit facility.
a. Debit b. Seavon c. Credit d. Invitation
23. BPO enables business firms to focus on _____ activities.
a. Routine b. Daily c. Core d. Regular
24. _____ may commit internet fraud and siphon off money from the customer's bank account.
a. Banker b. Customer c. Hacker d. Dealer
25. ATM stands for _____.
a. Automatic time money b. Auto tell machine c. Automated teller machine d. Any time money
26. ERP means _____.
a. Entertainment rate policy b. Excise Revenue policy c. Enterprise Resource Planning d. Entrance Rate Policy
27. _____ involves outsourcing of legal services.
a. KPO b. BPO c. LPO d. NPA
28. _____ is an example of online payment app.
a. Flip kart b. Amazon c. Paytm d. Zomato
29. _____ provides facility of storage of finished goods till they are delivered in the market.
a. Transport b. Finance c. Warehouse d. IT
30. _____ is vital for international trade.
a. Malls b. Rain c. Logistic d. Land
31. ICICI Prudential Life Insurance is an example of _____ Insurance company.
a. Public b. Trust c. Private d. Public-private
32. _____ is an example of KPO.
a. Coco-cola b. Nike shoes c. Airlines d. Animation & design
33. E-commerce means _____.
a. Easy Commerce b. Equal commerce c. Equivalent commerce d. Electronic commerce
34. E-Commerce permits.... Reach
a. Local b. Regional c. National d. Global
35. E-commerce has _____ types.
a. 4 b. 6 c. 2 d. 3
36. E-commerce _____ distribution cost.
a. Increase b. Maximize c. Shifts d. Reduce
37. Major portion of e-commerce transaction in India take place through....

- credit card payment b. Debit card payment c. Credit payment d. Cash on delivery
38. OTP stands for _____
 a. One Time Paisa b. One Type Promotion c. One Thought Point d. One Time Password
39. World wide web was introduced in the year _____
 a. 2000 b. 1996 c. 1998 d. 1994
40. E-Commerce facilitates interaction between the customer and the organization via. _____
 a. Cash b. Transport c. Warehouse d. Internet
41. Information Technology Act _____
 a. 1997 b. 1994 c. 2000 d. 2008
42. Full form of EDI in e commerce. _____
 a. Easy data image b. Edible dark ink c. Electronic data interchange d. Easy deposit interest
43. _____ refers to the communication - mix that induces the customers to buy the services.
 a. Price b. Branding c. Promotion mix d. Physical evidence
44. Service has _____ elements of marketing mix.
 a. 7 b. 9 c. 8 d. 4
45. _____ management of a mall involves managing the footfall inside and outside the mall.
 a. Layout b. Ambience c. Zoning d. Traffic
46. Organized Retailing is popular due to _____
 a. Door services b. Credit facility c. Ambience d. Food court
47. Fluctuations in market situations is an example of _____ risk.
 a. Insurable b. Immediate c. Non-insurable d. Short term
48. Market research helps to determine _____
 a. Bank b. Dealer c. Marketing mix d. Danger
49. Debit card issued to only _____
 a. Creditors b. Suppliers c. Accountholders d. Women
50. B2C means _____
 a. Business firm to Creditor b. Business firm to cash c. Business Firm to Customer d. Business firm to cultivator

Question.2. Attempt any one out of given questions. 10 Marks

- Define service sector. Explain the features of services.
- What do you mean by marketing mix? Write 8 elements of service mix.
- Highlight the challenges faced by entrepreneurs in the service sector.

10 Marks

Question.3. Attempt any one out of given question.

- Define organized retailing. Discuss the factors responsible for growth of organized retailing in India.
- Which are the survival strategies to be followed by unorganized retailing in India?
- Write down the prospects and challenges of retailing in India.

10 Marks

Question.4. Attempt any one out of given question.

- Distinguish between Debit card and credit card.
- Describe the merits and demerits of internet banking.
- Explain the significance of logistic.

Question 5. Attempt any one out of given question.

10 Marks

- a. Define E-commerce. How important it is for e-marketer and customers?
- b. Which factors responsible for the transition to e-commerce in India.
- c. Discuss the merits and demerits of on line marketing research.

Question 6. Write short notes on any two

10 Marks

- a. Types of E-commerce
- b. Types of store retail formats in India.
- c. Business Process Outsourcing
- d. Scope in service sector.

Best Of Luck

23/1/22
 Roll No. _____
 Div. _____



Total Marks: 100 **Duration: 3 Hrs.**
Notes: 1. Attempt all the questions from Q. No. 1
 2. Tick (✓) the correct option.

Q: 1 Answer the following. (50 marks)

1. $P = AR = MR = DD$ it is only possible in			
(a) Monopolistic competition	(b) Perfect competition	(c) Monopoly	(d) Oligopoly
2. MC curve itself is			
(a) Demand curve	(a) Supply curve	(b) Indifference curve	(c) Isoquant curve
3. What is the slope of demand curve in Monopoly market?			
(a) More elastic	(b) Less elastic	(c) Unit elastic	(d) Perfect elastic
4. Which price exist in perfectly competitive market?			
(a) Heterogeneous price	(b) Homogeneous price	(c) Varied price	(d) Diverse price
5. Which are two conditions should be satisfied for the equilibrium of firm?			
(a) i. $MC = MR$ ii. MC cuts MR from below	(b) i. $MC = AR$ ii. MR cuts AR from below	(c) i. $AC = AR$ ii. AC cuts AR from below	(d) i. $AC = MC$ ii. AC cuts AR from below
6. Monopolistic competition is distinctly characterized by			
(a) Products differentiation	(b) Single seller	(c) Homogenous product	(d) Two seller
7. When the production of goods and services are fully owned & controlled by the Govt. it is termed as			
(a) Public Monopoly	(b) Pure monopoly	(c) Natural monopoly	(d) Private monopoly
8. How many substitutes are exist in monopoly market?			
(a) No substitute	(b) Large number	(c) Many	(d) Two
9. What is the main aim of the government monopoly?			
(a) not to earn profits but to provide services	(b) to earn profits	(c) to earn profits but to provide services	(d) to earn incomes
10. Demand for a product of a firm in perfect competition is			
(a) perfectly elastic	(b) perfectly inelastic	(c) Less elastic	(d) More elastic
11. The point where minimum average cost is equal to marginal cost is called production.			
(a) insufficient	(b) optimum	(c) unsatisfactory	(d) inadequate
12. What is the value of cross elasticity's of demand in under Oligopoly market?			
(a) Low	(b) High	(c) Zero	(d) Negative
13. Under which competition the word group is used for collection of firms?			
(a) Monopoly	(b) monopolistic	(c) Oligopoly	(d) perfect competition
14. Price leadership is a feature of			
(a) Monopoly	(b) Oligopoly	(c) Duopoly	(d) Perfect competition
15. Collusion indicates the mutual understanding in			
(a) Monopoly	(b) Oligopoly	(c) Duopoly	(d) Perfect competition
16. Which is the form of price leadership?			

Mr

30. Predatory pricing	(b) Price discrimination	(c) Price skimming	(d) cost plus pricing
33. Under which method, cost of product is estimated and a margin of some kind of profit is added on the basis of which the pricing is determined?			
(a) Cost plus pricing	(b) Transfer price	(c) Multiple product pricing	(d) Price skimming
34. Price discrimination is possible when market are separated by			
(a) distances	(b) Law	(c) product	(d) government
35. The _____ method rejects a project if the market rate of interest is greater than the			
(a) IRR	(b) IRP	(c) NPV	(d) IIR
36. Dumping is a case of international			
(a) Predatory pricing	(b) Predatory pricing	(c) Price skimming	(d) Multiple pricing
37. A project is profitable if its NPV is			
(a) Negative	(b) Positive	(c) Zero	(d) None of the above
38. A perfect competitive firm will maximize the profit at the quantity where its marginal revenue equals to			
(a) Marginal revenue	(b) Marginal Cost	(c) Average cost	(d) Average revenue
39. Capital budgeting decisions are often			
(a) Irreversible	(b) Reversible	(c) Permanent	(d) All the above
40. NPV is based on the principle of			
(a) Fixed cost	(b) Discounting	(c) Variable cost	(d) None of the above
41. _____ = $\frac{\text{Initial Investment Outlay}}{\text{Annual Cash Inflow}}$			
(a) Net present Value	(b) Internal rate of return	(c) Pay-back method	(d) Capital budgeting
42. Which method considered that the amount of money received today is more valuable than the one received after year or years?			
(a) Net future Value	(b) Internal rate of return	(c) Net present value	(d) All the above
43. It is the discount rate which equates the discounted present value of its expected future marginal yields with the investment cost of project.			
(a) Multiple pricing	(b) Predatory pricing	(c) Internal rate of return	(d) Mark-up pricing
44. Cost plus pricing is also known as			
(a) Multiple pricing	(b) Predatory pricing	(c) Mark-up pricing	(d) Transfer pricing
45. Capital budgeting refers to			
(a) Medium term	(b) temporary	(c) Short term	(d) Long term
46. Under marginal cost pricing, price is determined on the basis of			
(a) Marginal cost	(b) Average Cost	(c) Variable Cost	(d) Fixed cost
47. Multiple product pricing is based on			
(a) Customer relationship	(b) Producer relationship	(c) Demand relationship	(d) Product relationship
48. Which price policy provides a guaranteed profit?			

(a) Transfer pricing	(b) Multiple pricing	(c) Full cost	(d) All the above
49. Which pricing policies companies adopted to avoid taxes?			
(a) Multiple pricing	(b) Full cost pricing	(c) Transfer pricing	(d) None of the above
50. Jewellery and watches qualify for			
(a) Price discrimination	(b) Predatory pricing	(c) multiple product pricing	(d) All the above

(10 Marks)

Q.2 Answer any one :

- Define perfect competition? Explain its feature.
- Illustrate short run the supply curve of a competitive firm?
- Define monopoly. Which are the source of monopoly?

(10 Marks)

Q.3 Answer any one :

- Explain features / characteristics of monopolistic competitions.
- Explain the Cartel aiming at joint profit maximization
- Discuss the various degrees of price discrimination?

(10 Marks)

Q.4 Answer any one :

- Explain the concept of full-cost pricing? Analyze the merits and demerits of full cost pricing.
- Explain the transfer price of an intermediate product determined without external market for the product.
- Calculate Unit cost and Selling Price if,

Annual sales 200000 Variable cost per unit 10
 Fixed price 50000 Mark-up target 20%

(10 Marks)

Q.5 Answer any one :

- Which stages or process to be followed in capital budgeting?
- Explain the methods of capital budgeting (Project appraisal methods)
- Calculate the pay back period and select the appropriate project for investment.
 Initial Investment - Project R - Rs. 100000 and for Project S - Rs. 80000

Year	Project R	Projec S	Cumulative Cash Flow of project R	Cumulative Cash Flow of project S
1	35000	15000		
2	30000	20000		
3	25000	30000		
4	10000	35000		
5	0	40000		

(10 Marks)

Q.6. Write short note on any two.

- Write a note on NPV method
- Price Leadership
- Features of the oligopoly
- Short Run Supply Curve of a Firm

Marks : 100

Time : 3 hrs

All questions are compulsory. Figures to right indicate marks.

QUES. NO.1 Attempt all the MCQ questions

50

08

1. Fire insurance
- A) Covers risk of loss B) Prevent loss C) Increase loss D) None of the above
2. Salvage refers to:
- A) Stock saved from fire B) Stock destroyed by fire C) Stock moving fast D) Stock slow moving
- 3) % of gross profit should be for calculation of stock at the date of fire.
- A) Consistent B) Fluctuating C) Increasing D) Decreasing
- 4) Stock for the purpose of claim should be
- A) At cost B) At marginal price C) At market value D) Realisable value
- 5) Purchase of furniture included in purchase should be
- A) Deducted from purchase B) Added to purchase C) Ignored D) Added to sales
- 6) Cash Paid to Creditor is Recorded in _____ A/c Debit side
- A) Purchase a/c B) Sales A/c C) Debtors A/c D) Creditor A/c
- 7) Statements of assets & liabilities prepared under double entry system is called:
- A) Statement of affairs B) Income Statement C) Profit & loss statement D) Balance sheet
- 8) Total Sales during the year amounted to Rs. 1 50,000, Cash Sales Rs. 10,000, Opening debtors is Rs. 20,000, outstanding debtors at the end of the year Rs. 25,000. Cash received from debtors during the year will be _____.
- A) Rs. 145,000 B) Rs. 175,000 C) Rs. 195,000 D) Rs. 135,000
- 9) Sale of Furniture included in sales should be _____.
- A) Add to purchase B) Less from purchase C) Added to sales D) Deducted from sales
- 10) A single entry system is.....
- A) Incomplete and scientific B) Complete and unscientific C) Complete and scientific system D) Incomplete and unscientific
11. Bad-debts written off always affect the:
- A. Creditors A/c B. Debtor A/c C. Cash A/c D. None of these
12. Discount Received is shown on Debit side of _____ A/c
- A. Sundry Debtors B. Sundry Creditor C. Memorandum of trading A/c D. Profit & Loss A/c
13. If Stock on the date of fire was Rs. 85,000 and the insurance policy of stock was also of Rs. 90,000, then it is called as
- A. Insurance of stock at Par B. Over Insurance of stock C. Under Insurance of stock D. Depreciation
14. In Double entry system....
- A. Only one aspect of a transaction is recorded B. Both aspect of a transaction is recorded
- C. No aspect of a transaction is recorded D. None of these
15. Credit Sale can be ascertained from _____.
- A. Cash Account B. Total Debtors Account C. Balance Sheet D. Total Creditor Account
16. If capital at the end of the year is 40,000; capital introduced during the year Rs. 30,000; drawings 20,000 and loss for the year is 60,000; then Capital at the beginning of the year was:
- A. 70,000 B. 10,000 C. 90,000 D. 30,000
17. Profit = capital at the end + drawings - additional capital -
- A. Loss B. Profit and Drawings C. Opening capital D. none of the above
18. Statement of affairs is prepared to
- A. Know about assets B. Debentures C. Calculate capital D. Know financial position.

cost of above

37. The HO sends its good to its branch at a loading of 25% on sales
A. The loading is 50% of cost
B. The loading is 1/4 of cost
C. The loading is 1/3 of cost.
D. The loading is 20% of cost
38. An estimate of assets and liabilities as on a date is called
A. Balance sheet
B. Trial balance
C. Statement of affairs
D. Statement of capital
39. Depreciation on branch assets under debtor system is
A. shown in branch account
B. shown in the profit and loss account of head office
C. Not shown separately in branch account
D. not accounted
40. The claim to be lodged with insurance company
A. Stock on the date of fire + salvage
B. Policy amount - salvage
C. Stock on date of fire - salvage
D. NONE of these
41. Branch account under debtor system is a
A. Nominal account
B. Personal account
C. Real account
D. Representative personal account
42. The cash and credit sales of a branch are RS.5,000 and Rs10,000 respectively the amount collected from debtors is Rs10000 under the debtor system the amount credited to branch will be Rs....
A. 20000
B. 15000
C. 25000
D. 10000
43. Goods invoice value of the Rs.240000 sent out to branch a/c at 20% profit on cost the loading amount will be
A. Rs.48000
B. Rs.40000
C. Rs.50000
D. Rs.52000
44. Stock on the date of fire should be
A. At market value
B. At cost
C. Marginal value
D. None of these
45. Goods saved out of fire are called as
A. stock on the date of fire
B. salvage
C. Policy amount - salvage
D. insurance policy amount
46. If sales Rs. 240,000, Purchases Rs.175,000, Closing Stock Rs. 30,000, Percentage of gross profit on sale is 20%, then opening stock will be:
A. Rs.48000
B. Rs.47000
C. Rs.50000
D. Rs.55000
47. Load is not calculated in following items, if invoice price is given
A. Opening stock
B. Cash sent to branch
C. Goods sent to branch
D. Closing stock
48. When the amount of closing capital (after adjusting drawings) is less than that of opening capital the difference will be treated as:-
A. Profit
B. loss
C. Additional capital
D. bank loan
49. Single entry system has _____ effect
A. two
B. one
C. three
D. five
50. If Goods return by debtors it is
A. Debited to Branch a/c
B. Ignored
C. Credited to Branch A/c
D. none of these

13

Ques. No. 2

Ashu Ltd. has a branch at Mumbai. All expenses are paid by HO and the branch is instructed to all cash received to Head Office

Opening Balances	90000
Branch Stock at Cost	10000
Branch Debtors	200000
Good sent to branch	
Others Transaction during the year	55000
Cash Sales	6000
Discount to Debtors	

	4000
	2000
Bad debts w/off	190000
Returns from Debtors	5000
Collection from Debtors	250000
Goods returned to HO at cost	11000
Credit Sales	1000
Cheques sent to branch for expenses	1500
Petty expenses	57600
Cash sent for petty expenses	
Stock at branch	

From the above details relating to Mundal Branch at the end of the year, prepare Branch account and debtor a/c in the books of Head Office under Debtors system.

OR

M/s JANKI Associates, Mumbai has a branch at Satara. All purchases are made by head office. Goods are sent to Branch at invoice price which is cost plus 25%, the branch does not maintain double entry books of accounts, the books are kept at head office. Branch sells goods for cash as well as on credit. All cash received is sent to head office every day. All the expenses of branch are paid by head office. From the following information supplied to you, prepare Branch Account in the books of head office for the year ended 31st March, 2021 :

Stock at branch at invoice price on 1st April 2020	20000
Debtors at branch on 1st April 2020	25,000
Furniture at branch on 1st April 2020	45,000
Goods sent to branch at invoice price	3,65,000
Cash sales	1,40,000
Credit sales	2,65,000
Cash received from debtors	2,45,000
Bad debts at branch	6,000
Cash sent to branch for :	
Salaries	12000
Rent	15000
Printing and stationery	6000
Sundry expenses	18000
Goods returned by branch to Head Office at invoice price	5000
Goods returned by branch debtor	2000
Stock at branch at invoice price on 31st March, 2021	35000
Debtors at branch on 31st March 2021	27000
Furniture at branch on 31st March 2021	36000

12

QUES. NO 3 -

On 1st March 2018, Salim Khan of Ahmedabad consigned 4000 units @ 120 per unit to Rajesh Bhai of Delhi. Salim Khan paid Rs.120000 for freight Rs. 5000 towards Insurance. Rajesh Bhai paid Rs.5000 for carriage and other expenses. Rajesh Bhai sent bank draft Rs.50000 to Salim Khan as an advance. Rajesh Bhai sold 3500 units 500 per unit. Rajesh Bhai is also entitled to commission of 10% on sale proceeds. Rajesh Bhai remitted the balance to Salim Khan after deducting his commission and expenses. Prepare Consignment Account and Rajesh Bhai account in the books of Salim Khan

OR

SHAH & Co. of Calcutta consign goods costing Rs. 30,000 to their agent, Mustak of Mysore, on which they pay freight, insurance and charges Rs.1,500, drawing on him a bill of exchange at 90 days for Rs. 20,000. They discount the bill at Mercantile Bank being charged Rs. 200 therefore. After two months they received from their agent an Account Sales informing that the entire consignment has been sold for Rs. 40,000, that expenses amounting to Rs. 700 have been incurred and showing as a deduction the agreed commission of 2 per cent on the amount realized. A draft on the Syndicate Bank was enclosed for the balance due. Show important ledger accounts in the books of the both the parties.

12

QUES. NO.4

On 18th October 2014 the premises of ANUPAM were destroyed by fire, but sufficient records were saved from which the following particulars were found:

Particulars	Rs.
Stock (1-4-2013)	33600
Stock (31-3-2014)	49500
Purchases (F.Y. 2013-14)	419400
Sales (F.Y. 2013-14)	510000
Purchases (1-4-2014 to 18-10-2014)	247600
Sales (1-4-2014 to 18-10-2014)	259500

Stock for the Balance Sheet at 31-3-2014 was valued at 10% above cost. During May 2014, ABC (Pvt) Ltd. had a fire which caused a loss of Rs. 12500. The policy amount was Rs. 60000. The stock salvaged was worth Rs. 14000. Show the amount of claim to be lodged with an Insurance Company.

OR

A fire occurred in the premises of raj on 15 Oct, 2018 and

Stock 1.1.2017	90000
Purchase 1.1.2017 to 31.12.2017	240000
Sales 1.1.2017 to 31.12.2017	300000
Stock 31.12.2017	60000
Purchase 1.1.2018 to 15.10.2018	200000
Sales 1.1.2018 to 15.10.2018	300000
Policy amount is Rs. 120000, subject to average clause. Salvage value Rs. 30000	

Calculate the amount of claim.

QUES. NO 5

13

M/s Jindal enterprises does not maintain table entries book of accounts they have furnished you with the following information.

Particulars	1st April 2017	31st March 2018
Debtors	25000	40000
Stock	10000	15000
Creditor	15000	20000
Furniture	20000	25000
Cash and bank balance	5000	8000

Summary of transactions for the year 2017-18

Cash sales	5000
Received from debtors	250000
Paid to creditors	200000
Salaries paid	30000
Drawings	6000
Cash purchase	11000
Discount Earn	5000
Bad debt	7000
Purchase return.	20000

1. Depreciation is to be provided on the furniture @ 10% per annum

2. Outstanding salary is rupees 5000

3. Provide a reserve for bad debts of rupees 2500.

Prepare profit and loss account of M/s Jindal enterprises for the year ended 31st March, 2018 and balance sheet as on that date.

OR

QUES. NO -5

a) Opening debtors

10200

Cash receive from debtors during the year

30400

Returns inward

Marks -1

2700

Bad debts

1200

Debtors at end

13800

Find out Total sales

b). Opening balance of debtors-

20600

Total sales-

62800

Bad debts-

1500

Cash received from debtors-

42900

Discount allowed-

2400

Marks -1

Marks -2

Find out closing balance of debtors

c) Calculate the purchase

Cost of goods sold

170000

Stock in the beginning

8000

Closing stock

10000

d) From the following facts you are required to calculate total purchase

Opening balance of creditors

6000

Closing balance of creditors

4000

Cash paid to creditors during the year

30200

Return outwards

1200

Cash purchases

Marks -1

25800

Time: 3 hrs.

Date: 26-04-2022

Note:- i) All questions are compulsory.

ii) Use of simple calculator is allowed.

SECTION-I

[50]

Q1) Select the correct alternative for each questions-

- 1) A break- even point is the point at which
 - a) Everything breaks down
 - b) The market crashes
 - c) The total revenue is equal to total cost
 - d) All of the above
- 2) If the demand function is $P = 10 - 2D$, the total revenue when $D = 3$ is
 - a) 13
 - b) 12
 - c) 11
 - d) 10
- 3) The demand function $P = 4 + 3D$, the average revenue at $D = 4$ is
 - a) 64
 - b) 16
 - c) 20
 - d) 30
- 4) The total cost function of producing certain article is $C = x + 10$, The average cost at $x = 20$ is
 - a) 10
 - b) 20
 - c) 1.5
 - d) 2
- 5) The derivative of 100 w.r.to. x is
 - a) 100
 - b) 10
 - c) 0
 - d) $100x$
- 6) The derivative of $(2x + 3)$ w.r.to. x is
 - a) $2x$
 - b) $2x + 3$
 - c) 2
 - d) 0
- 7) The derivative of $\log x$ is
 - a) $1/x$
 - b) $-1/x$
 - c) x
 - d) 0
- 8) If marginal revenue is 80 and the average revenue is 100. The elasticity of demand is,
 - a) 10
 - b) 5
 - c) 80
 - d) 100
- 9) If $MR = 0$ then elasticity of demand is
 - a) 0
 - b) 1
 - c) -1
 - d) 2
- 10) If average revenue is 45 and elasticity of demand is 5 then marginal revenue is
 - a) 30
 - b) 34
 - c) 36
 - d) 40
- 11) The simple interest on Rs. 16000 for 8 months at 10% p.a. is
 - a) 1056
 - b) 1065
 - c) 1060
 - d) 1070
- 12) The simple interest rate on Rs. 1200 earn Rs.192 in 2 years is
 - a) 10
 - b) 20
 - c) 1.5
 - d) 2
- 13) The future value of Rs.20000 on 4 years at 10% p.a. compound interest is
 - a) 29000
 - b) 29282
 - c) 30000
 - d) 35000
- 14) The sum of money Rs. 820000 amount to Rs. 976633.12 at 6% p.a. compound interest. The number of year is
 - a) 2
 - b) 3
 - c) 4
 - d) 5
- 15) The accumulated value after 1 year of an immediate annuity of Rs. 40000 are invested every quarter at 12% p.a. is
 - a) 167345.08
 - b) 167346
 - c) 167000
 - d) 168000
- 16) The present value of an immediate annuity of Rs. 10000 at 8% p.a. to be paid for 4 years is

- 35) If Laspyres index number is 120 and Pasches index number is 125 the Dorbish Bowley's index number is
 a) 120 b) 125 c) 122.5 d) 245
- 36) If Laspyres index number is 9 and Pasches index number is 16 the Fishers index number is
 a) 9 b) 16 c) 144 d) 12
- 37) If Fishers index number is 255 and Pasches index number is 250 then Langyres index number is
 a) 255 b) 250 c) 260.1 d) 265
- 38) If $\sum IF = 24400$ and $\sum F = 100$ then Cost of living index number is
 a) 24400 b) 2440 c) 244 d) 24
- 39) Which of this is not a moving averages
 a) 2-yearly b) 3-yearly c) 4-yearly d) 5-yearly
- 40) If the cost of living index number is 221.30 and $\sum IF = 221.30$ then $\sum F =$ _____
 a) 10 b) 10 c) 1000 d) 20
- 41) The total area under the normal curve is
 a) 0 b) 1 c) -1 d) between +1 to -1
- 42) For a Poisson distribution if $p = 0.00005$ and $n = 10000$ then mean is
 a) 5 b) 500 c) 5000 d) 0.5
- 43) The standard normal curve is
 a) triangular shaped b) bell shaped c) circular shape d) zig zag shape
- 44) For a Poisson distribution if mean is 5 then variance is
 a) 0 b) -5 c) 5 d) 10
- 45) For a Poisson distribution with $P(3) = P(4)$ then mean and variance are
 a) 3, 4 b) 4, 3 c) 4, 4 d) 3, 3
- 46) For a Binomial distribution if $n = 12$ and $p = 1/4$ then mean is
 a) 3 b) 4 c) 12 d) 48
- 47) For a Binomial distribution if $n = 12$, $p = 1/3$, $q = 2/5$ then variance is
 a) 1.6 b) 2/6 c) 4/3 d) 8/3
- 48) For a Poisson distribution with mean 2.5 then $P(x = 0)$ is _____
 [$e^{-2.5} = 0.082$]
 a) 0.82 b) 0.082 c) 82 d) 8.2
- 49) For a Binomial distribution If mean = 6 $p = 1/3$ then $n =$ _____
 a) 6 b) 3 c) 18 d) 20
- 50) For a Binomial distribution the formula for mean is
 a) np b) $\frac{n}{p}$ c) $\frac{p}{q}$ d) $\frac{n}{q}$

SECTION-II

[20]

Q2] Attempt any FOUR:

- 1) Find $\frac{dy}{dx}$:
 - a) $y = 3x^2 + 5 \log x + 3^x + 100$
 - b) $y = x \log x$
- 2) If the demand function is given by $P = 4 + 3D - 5D^2$. Find total revenue, average revenue and marginal revenue when $D=2$.
- 3) The cost function is $C = 3x^2 + 5x + 4$. Find the average cost and the marginal cost when $x = 4$.
- 4) The demand function is given by $D = 2500 - 100P - 10P^2$. Find the elasticity of demand when price is 5.
- 5) What sum of money will amount to ₹ 8,432 in 4 years at 6% p.a. simple interest?
- 6) How many years will it take ₹ 55,000 to amount to ₹ 80,525.50 at 10% p.a. compound interest?
- 7) Mr. Raman deposited ₹ 1,000 in a bank at the end of every quarter. His interest is 8% p.a. compounded quarterly. What will be the accumulated amount at the end of 1 year?
- 8) A loan of ₹ 30,000 is to be repaid in 3 equal monthly installments. The rate of interest is 12% p.a. Find EMI using reducing balance method.

SECTION-III

Q3] Attempt any SIX:

[30]

- 1) Calculate coefficient of correlation for the following data:
 $n = 10, \sum x = 56, \sum y = 63, \sum x^2 = 476, \sum y^2 = 651, \sum xy = 550$.
- 2) Calculate Spearman's rank correlation coefficient from the following data :

Marks in Physics:	84	89	72	75	90	62	62	78
Marks in Maths:	65	75	58	65	75	54	51	57

- 3) Find the regression equation y on x given the following data:
 $\bar{x} = 65, \bar{y} = 53, \sigma_x = 4.7, \sigma_y = 5.2, r = 0.87$
- 4) Given the following regression equations :
 $x + 2y - 40 = 0 ; 2x + y - 38 = 0$
 Find i) Mean values of x and y
 ii) Coefficient of correlation
- 5) Fit a straight line trend by the method of least square. Hence estimate the trend value for the year 2007.

Year :	2001	2002	2003	2004	2005
Production in million tons :	56	63	60	51	66

- 6) Find the 3 - yearly moving averages for the following data. Plot the given data and

moving averages on a graph paper

Years:	2000	2001	2002	2003	2004	2005	2006	2007
Sales(lakhs):	31	29	28	25	21	20	17	16

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

Commodity	Base Year		Current Year	
	Price	Qty.	Price	Qty.
B	2	20	3	30
P	4	15	5	20
L	3	40	6	50

8) Construct the Cost of Living Index number for the following data:

Group	Index no.	Weight
S	300	45
W	200	15
I	250	10
F	150	12
T	200	18

- 9) Find mean and variance of a Binomial distribution if $n = 12$, $p = 1/3$.
- 10) An ordinary coin is toss 4 times. Find the probability that exactly one head appear.
- 11) The average number of customer who appears at the counter of a bank in one minute is 2. Find the probability that in a given minute no customer appear. ($e^{-2} = 0.135$)
- 12) For a given normal distribution with mean 50 and standard deviation 8. Find the probability that x assumes a value between 34 and 62. (Given area under normal curve between $z = 0$ and $z = 2$ is 0.4773 and area between $z = 0$ and $z = 1.5$ is 0.4332)

----- All The Best -----

27/1/22

Time: 3 Hrs

Marks: 100

58

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

Business Communication - Sem. - 2

Ques. 1 Attempt all following MCQs:

50

1. The person who conducts the interview is called _____
A. Interviewer B. Interviewee C. Manager D. Chairperson
2. _____ interview helps to improve the efficiency and motivation of the employee.
A. Appraisal B. Stress C. Grievance D. Selection
3. _____ interview helps to identify the problems in the organization.
A. Grievance B. Selection C. Stress D. Appraisal
4. The person who gives interview is called _____
A. Interviewee B. Interviewer C. Manager D. Chairperson
5. The candidate must be _____ while interview.
A. Confident B. shy C. scared D. lazy
6. The First step in the WASP technique is _____
A. Welcoming the candidate B. Interview C. Questioning D. Waiting for the Candidate
7. The word 'Interview' is derived from which language
A. French B. Urdu C. Latin D. Marathi
8. Employees speak frankly and fearlessly in an _____ interview.
A. Exit B. Appraisal C. Grievance D. Stress
9. Proficiency of the employee is judged through _____ interview.
A. Appraisal B. Appointment C. Selection D. Exit
10. An interview involves _____ Communication.
A. Face to face B. Notice C. Letter D. Speech
11. The first step of organizing a meeting is _____
A. Reading Agenda B. Decide the Agenda C. Reading minutes D. Decide resolutions
12. _____ refers to a list of items to be discussed at a meeting.
A. Letter B. Agenda C. Report D. Notice
13. _____ plays the role of a leader in a meeting.
A. Expert B. Chairperson C. Boss D. Secretary
14. Last item on the agenda is _____
A. Speech of the chairperson B. Vote of thanks C. Minutes D. Notice
15. Formal meetings have _____ agenda.
A. Informal ideas B. Fixed C. Discipline D. Not Fixed
16. Paper work is the responsibility of the _____.

- A. Chairman B. Secretary C. Participant D. Candidate
17. _____ are recorded in the hour book.
A. Agenda B. Resolutions C. Arguments D. Notice
18. _____ meetings are conducted once a year.
A. Quarterly B. Annual General C. Executive D. Half Yearly
19. Agreement among committee members in a meeting is.....
A. Majority B. Consensus C. Support D. Cooperation
20. Meeting is considered as
A. autocratic process B. democratic method C. one man show D. I am the best
21. Skype, Zoom, Google Meet applications may be used for conducting _____ Conference.
A. Offline B. Telephonic C. Online D. Non verbal
22. The word Conference is derived from Language.
A. Persian B. French C. Latin D. Marathi
23. The word means 'bring together each other'.
A. interview B. meeting C. conference D. discussion
24. A conference is attended by
A. permitted observers B. common people C. invited persons D. general public
25. We learn maximum by.....
A. listening B. feeling C. seeing D. speaking
26. must be avoided in a conference.
A. Tact B. leadership C. criticism D. patience
27. It is not an example of group communication.....
A. Conference B. interview C. elocution D. debate
28. One who commands the conference is known as
A. key-note speaker B. participant C. chairman D. resource person
29. Resource person is also called
A. expert B. master C. key-note speaker D. veteran
30. Any matter is discussed related to business, this is known as.....
A. debate B. ethics C. business conference D. public interests
31. Plenary sessions in a conference are divided into different.....
A. parts B. sessions C. venues D. intervals
32. Networked computers can share.....
A. optical discs B. software C. hardware D. hardware, software & data
33. Videoconference is also known as
A. live processing B. E-meeting C. online discussion D. Video-Tele Conference
34. Videoconference is organized through.....
A. electricity B. telephone C. manually D. internet

Attempt the following letters (Any Three):

15

1. You wish to setup a Xerox Machine in College Library. Write a Letter of Inquiry to Birla Electronics enquiring about price list and other details.
2. Orion Stationery Centre had ordered a variety of pens from Parkar 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:
 - i) A New Brand Mobile which manufactured by Samsung
 - ii) A Refrigerator which manufactured by Whirlpool
4. Mr. Kapil ordered an Oven 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 Aadahr Card one month back and not received any updates about it. Write an RTI Letter query asking about the status of your application.

Q5. A) After receiving many complaints from staff and students about the college canteen food, a committee of staff and students was set up by the Principal for studying the hygiene of the college canteen.

Draft covering letter and committee report making suitable recommendations.

10

Or

B) Draft the Notice and Agenda of the 7th Annual General Meeting of the Board of Directors, IFFCO Fertilizers Ltd. And also draft the following Resolutions

10

- i) Adoption of a Logo of the company
- ii) Appointment of Secretary

Q6. Summarize the following passage:

05

Trees intakes Carbon dioxide from air and breathe out fresh oxygen for our life support. This cycle is made by nature to sustain other living beings. Further, the Carbon dioxide breathed in by the trees is one of the greenhouse gases. This and other greenhouse gases, when released into the atmosphere form a layer and trap the heat from the sun. They result in an increase in the atmospheric temperature. This causes global warming. So planting more trees will clean the air will reduce the global warming effect. Trees contribute to a rich healthy ecosystem. Animals, insects, birds, and fungi make their home in the trees and make a diverse ecosystem. This balanced environment, in turn, contributes to the betterment of human beings. Trees produce their own food and are found at the bottom of the food chain. They produce their own food through a process called photosynthesis and contribute significantly to the whole ecosystem. Further, trees are a rich source of medicines that are used to heal our diseases in a natural way as done Ayurveda. Trees receive the rainwater and hold them in the land. This prevents clean water from flowing and getting wasted in drains. Along with it they also act as watersheds and hold the floodwaters for some time before slowly releasing them into the earth and atmosphere. So, they maintain the water base of an area and provide us with a water bed. The root system of the trees is so well made by nature that it holds the soil underground from getting washed away during rain and floods thus prevents landslides and soil erosion. Trees provide clean air, water, and food to us. Its greenery and freshness also act as a stress reliever for us. It gives a positive vibration in the atmosphere. Trees also provide cool sheds during summers and during rains. Children also develop good memory when surrounded by green trees. Patients recover easily when comes in contact with greenery. There are a lot more things that tree provide us for better life. Trees produce fruits, medicine which is exported in many countries thus helping in economic growth. Cultivating trees and selling their product helps people earn their living. Trees provide wood and paper. It also acts as a natural cooler in summer thus reducing Ac bills and keeping the environment natural. Trees have a lot of importance in our lives, and it provides seamless service for the environment. we have somehow not protected them and perhaps that is why as on today we are being affected by global warming, severe pollution and other ill effects of deforestation. Trees should be treated and nurtured nicely so that human beings can survive on this planet. We should encourage others to plant more and more trees. It is for our own betterment and the sooner we understand this the better it is for us.

35. Time and money can be saved through
 A. manual conference B. argument C. discussion D. video-Tele Conferencing
36. Through videoconference, business can easily be promoted.
 A. manual B. physical C. local D. online
37. Public Relations is a combination of words.
 A. one B. three C. four D. two
38. The objective of Public Relation is to create
 A. propaganda B. publicity C. ambiguity D. knowledge & understanding
39. The Institute of Public Relation Department located at
 A. Ukraine B. Russia C. USA D. Great Britain
40. Public Relations can influence the attitudes and actions of
 A. company B. market C. public D. management
41. Public Relations Department gives and gets information to/from
 A. public B. company C. management D. government
42. PR is established inside an organization.
 A. Internal B. External C. Inside D. Outside
43. To win the goodwill for a company rests on satisfaction.
 A. customers B. management C. PRO D. subordinates
44. foster good Public Relation
 A. Hardwork & Planning B. Scolding someone C. Fun & play D. jokes
45. Every organization has its own Relations department.
 A. Public B. Personal C. Private D. Professional
46. The claim can be met by supplying
 A. substitute B. new goods C. old goods D. information
47. are kind of open letters, designed to be handed out to people either by hand or by post.
 A. Leaflets B. Memos C. Reports D. Proposals
48. The consumer court is expected to resolve a matter within days.
 A. 90 B. 60 C. 120 D. 30
49. Report should be oriented.
 A. reader B. writer C. speaker D. listener
50. Individual or Committee report is determined by the number of preparing it.
 A. persons B. scholars C. CEO s D. managers

Q2. Write short notes (Any Two): 10
 1. Job Interview 2. Role of Interviewer 3. Importance of Meeting

Q3. Answer the following questions (Any One): 10
 1. Define Public Relations. Discuss the measures taken by PR department to influence External Publics of an organization.

Or

2. Explain the importance of conference in modern business.

Notes: All questions are compulsory
Numbers to the right indicate marks

Marks: 100
Time: 3 hours

27/4/22
Roll No. _____

Di. _____

Q1. Answer the following multiple-choice questions:

(30)

1. An example of biodegradable waste is _____.
A. Plant litter B. Copper Wires C. Plastic bag D. Vehicle tyres
2. Most of the household waste is made up of _____.
A. Plastic bottles and packaging material B. Agricultural waste C. Biomedical Waste D. Construction waste
3. _____ is any substance that is discarded after primary use, or it is worthless, defective and of no use.
A. Waste B. Hay C. Empty containers D. Chemicals
4. Over population, affluence, technology and modern lifestyle, ignorance, are the chief causes for the increase in the _____.
A. Generation of solid wastes B. Generation of fish catch C. Agricultural Productivity
D. Industrialization
5. _____ is very dangerous as radio isotopes can cause birth abnormalities in human beings.
A. Radioactive waste B. Industrial waste C. Household waste D. Hospital waste
6. _____ means increasing the concentration of various toxic substances along the food chain.
A. Biomagnification B. Bioremediation C. Biomass concentration D. Biodiversity
7. _____ is burning of waste in designed furnaces at very high temperatures.
A. Incineration B. Processing C. Landfills D. Ocean Dumping
8. Mumbai generates close to _____ metric tonnes of waste every day.
A. 9500 B. 3000 C. 1000 D. 7500
9. MCGM initiated a cleanliness scheme in 2011 in those slum areas where cleanliness services were not provided by the MCGM. The is popularly known as _____.
A. Slum Adoption Scheme B. Slum Rehabilitation C. Slum Cleanliness Drive D. Slum Social Work
10. _____ consists of wastes such as used television sets, refrigerators, old PCs, and other used electronic gadgets.
A. Electronic waste B. Physical waste C. Metallic waste D. Organic waste
11. _____ depends on hybrid seeds, technologically advanced equipment, fertilizers, pesticides, and large amounts of water to produce large quantities of a single crop.
A. Industrial processes B. Modern agriculture C. Chemical pollution of land
D. Traditional Agriculture
12. Most of the chemical fertilizers used in modern agriculture have _____.
A. Nitrogen, Hydrogen and Chlorine B. Nitrogen, Phosphorus and Potassium C. Nitrogen, Hydrogen and Phosphorus
D. Nitrogen, Chlorine and Potassium
13. Enrichment of water bodies due to nutrients like nitrates and phosphorus results in _____.
A. Bio-accumulation B. Eutrophication C. Nitrification D. Water Pollution
14. Shifting agriculture is also called _____.
A. Intensive subsistence farming B. Slash and burn agriculture C. Mixed Farming
D. Plantation Agriculture
15. _____ is a disease associated with excessive concentration of nitrates in the water.
A. Typhoid B. Blue Baby Syndrome C. Dengue D. Cholera
16. Salinization of soils occur due to _____.
A. Excessive use of chemical fertilizers and pesticides B. Over-irrigation

C. Acid Rain D. Sprinkling salt over the cultivated fields

17. Ozone Depletion is triggered by release of _____
A. Nitrous Oxide B. Chlorofluorocarbons C. Chlorine Gas D. Water-vapour

18. Sound is measured in _____ unit.
A. PPM B. Hertz C. Pascal D. Kilometres

19. The heating of the Earth due to trapped radiation is called _____
A. Glass house effect B. Global Warming C. Green-house effect
D. Thermal pollution

20. India's historical monument affected by acid rain is _____
A. Golden Temple B. Taj Mahal C. Qutub Minar D. Junagarh Fort

21. Scuba diving can be associated with _____
A. Green Tourism B. Ecotourism C. Adventure Tourism D. Blue Tourism

22. Kaziranga National Park is located in _____
A. Sikkim B. Nagaland C. Assam D. Maharashtra

23. _____ is an expression to describe the tourists' experience of other lands through their food and beverages. It is also known as Gastro-tourism.
A. Historical tourism B. Health tourism C. Culinary tourism D. Ethnic tourism

24. Positive impacts of tourism include _____
A. Jobs related to tourism are seasonal in nature B. Tourists are cheated by the locals
C. It is a major source of revenue for the government D. Localized inflation of the land, labour cost and price of goods

25. The World Heritage Site which houses the holy remains of St. Francis Xavier is _____
A. St. Francis Xavier's Church, Cochin B. St. Blaise Church, Mumbai
C. Basilica of Bom Jesus, Goa D. St. Peter's Church, Calicut

26. _____ is a famous Bird Sanctuary in India
A. Sunderbans B. Gir C. Bandipur D. Kaziranga

27. Dark tourism is visiting a place where _____
A. Famous for its caves B. Famous for entertainment C. Some disaster has occurred
D. Some forts are located at the said place

28. Mount Abu is located in _____
A. Tamil Nadu B. Jammu & Kashmir C. Rajasthan D. Kerala

29. Tourism can contribute to foreign exchange earnings, tax revenues for governments and payment of wages. These are:-
A. Environmental Impacts B. Social Impacts C. Economic impacts D. Political impacts

30. MICE tourism stands for _____
A. Meetings, Invites, Conferences and Events B. Meetings, Invites, Contracts and Events
C. Meetings, Incentives, Conferences and Events D. Meetings, Incentives, Contracts and Events

31. The leader of the Tehri Dam Movement is _____
A. Suresh Heblikar B. Vandana Shiva C. Medha Patkar D. Sundarlal Bahuguna

32. Who among the following was associated with the Bishnoi Movement?
A. Shamsher Singh Bisht B. Govind Singh Rawat C. Gaura Devi D. Amrita Devi

33. The EIA should be conducted _____
A. At any time before or after B. During the project
C. After completion of the project D. Before the commencement of the project

34. Which of the following species is an endangered species in India?

A. Giraffe

B. Elephant

C. Cheetah

D. Black Buck

35. World Summit of Sustainable Development was held at _____
A. Rio de Janeiro, 1992 B. Kyoto, 1994 C. Stockholm, 2000 D. Johannesburg, 2002
36. _____ took place in the Uttara Kannara district of Karnataka in the Western Ghats
A. Narmada Bachao Andolan B. Chipko Movement C. Save the Western Ghats D. Appiko Movement
37. The name associated with the Appiko Movement is _____
A. Vandana Shiva B. Medha Patkar C. Baba Amte D. Pandurang Hegde
38. GIS stands for _____
A. Geographic Inventory Sharing B. Generic Information System C. Geological Information System
D. Geographic Information System
39. GIS deals with the _____ data
A. Numeric B. Complex C. Qualitative D. Spatial
40. Save Jaitapur is related to the protests against setting up of a _____
A. Save forests B. Multipurpose Dam C. Thermal Power Plant D. Nuclear power plant
41. Remote Sensing Techniques make use of the properties of _____ emitted, reflected or diffracted by the sensed objects.
A. Electric Waves B. Sound Waves C. Electromagnetic waves D. Tidal Waves
42. MCGM initiated a cleanliness scheme in 2011 in those slum areas where cleanliness services were not provided by the MCGM. This is popularly known as _____
A. Slum Cleanliness Drive B. Slum Rehabilitation C. Slum Adoption Scheme D. Slum Social Work
43. _____ implies in over-consumption of plants by domestic herbivores (cattle). This also results into erosion of soil.
A. Irrigation B. Deforestation C. Overgrazing D. Over-eating
44. Tourists visiting India from Sri Lanka is an example of _____
A. Coastal tourism B. Cross-border tourism C. Inward tourism D. Mountain tourism
45. Kerala is famous for its Ayurvedic spas and retreat centers. This type of tourism can be classified as _____
A. Cultural Tourism B. Ethnic tourism C. Ayurveda tourism D. Village tourism
46. Environmental management refers to _____
A. Management of the environment B. Management of environmental activities
C. Optimum utilization of limited resources between possible uses D. Management of green business
47. _____ is related to monitoring of indoor air quality and indoor air pollution.
A. ISO 14000 B. ISO 9001 C. ISO 16000 D. ISO 27001
48. CDM stands for _____
A. Chalk Duster and Map B. Carbon Density Margin C. Clean Development Mechanism
D. Clean Demonstration Model
49. Concept of _____ have their origin in the dialogues and discussions of the Kyoto Protocol of 1997.
A. Carbon and Chromium Management B. Carbon Dioxide Management
C. Carbon Bank and Carbon Credit D. Environmental Management
50. Aerial Photography, Remote Sensing, Geographical Information System, Global Positioning System, etc are all a part of the _____
A. Information Technology B. Space Technology C. Geo-Spatial Technology D. Digital Technology

Q II) Answer any one of the following

(10)

- a) Classify the various forms of solid wastes and identify their sources.
b) Discuss the harmful effects of solid wastes on the environment and health of living beings.
c) What role can an average citizen of Mumbai play in Solid Waste Management?

(10)

Q III) Answer any two of the following

- Examine the factors responsible for hunger in the world.
- What are the environmental problems associated with commercialization of agriculture? Also suggest measures that can be adopted to restrict or reverse the negative impacts of modern agriculture.
- Write short notes on any two of the following:
 - Green business and Green Consumerism
 - Acid Rain and Ozone Depletion
 - Corporate Social Responsibility

Q IV) Answer any one of the following

(10)

- Elaborate on the meaning, nature, scope and importance of tourism.
- Discuss the tourism potentials of India and what are the challenges?
- Discuss the positive and negative impacts of tourism on economy and environment.

Q V) Answer any one of the following

(10)

- Explain the concept and need of Environment Management.
- Discuss the significance of Geo-Spatial Technology in Environment Management.
- Write about any two major environmental movements of India.

Q VI) Answer the following map-based questions

(10)

- Name any two ghats located in Ratnagiri district (2)
- Name any beach located in Raigad district (1)
- Name any hot spring located in Thane district (1)
- Name any river located in Sindhudurg district (1)
- Name any two major pilgrimage centres in Mumbai (2)
- Name a beach in South Mumbai (1)
- Name the garden located in Mumbai (1)
- Name any one lake located in Mumbai (1)