

**APPLIED COMPONENT-ADVERTISING**

**Duration: 2 hours**

**Max. Marks: 80 marks**

**Instructions:** *Figures to the right indicate maximum marks.  
Start each question on a fresh Page.  
All questions are compulsory.*

**Q.1) Write short notes on (Any 4)**

**(16 marks)**

- a) Integrated Marketing Communication
- b) Role of creativity in advertising
- c) Criticism against advertising
- d) Creative v/s Competitive advertising
- e) Niche Marketing
- f) Institutional advertising

**Q.2) Write short notes on (Any 4)**

**(16 marks)**

- a) Buying motives v/s Selling points
- b) Importance of Media Planning
- c) Advantages of research
- d) Product Positioning Strategy
- e) Classification of buying motives
- f) Media Scheduling

**Q.3) (a) "High ethical standards are vital for the long run health of advertising". Explain.(12 mks)**

OR

**Q.3) (x) Discuss the primary and secondary objectives of advertising.**

**(12 mks)**

**Q.4) (a) What is creative strategy? Describe the various aspects of creative strategy.**

**(12 mks)**

OR

**Q.4) (x)** Discuss creative pyramid. (06 mks)

(y) What are the steps involved in creative visualization process. (06 mks)

**Q.5) (a)** Explain the different types of consumers. (12 mks)

OR

**Q.5) (x)** What is advertising appeal? Discuss the various types of appeals made by an advertiser.

(12 mks)

**Q.6) (a)** Explain the different methods of setting an advertising budget. (12 mks)

OR

**Q.6) (x)** What is advertising budget? Enumerate the steps involved in preparing an advertising budget. (12 mks)

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
S.Y.B.Com Semester III, Supplementary Examination, May/June 2019  
Business Environment – 1 (GE-3)

**Duration: 2hrs**

**Max. Marks: 80**

**Instructions:**

**Figures to the right indicate maximum marks.**

**Start each question on a fresh page**

**All questions are compulsory**

**Q.I. Answer any **FOUR** from the following.**

**(4x4=16)**

1. What do you mean by business environment?
2. Explain the importance of language in business.
3. Briefly explain the impact of migration on society.
4. What do you mean by internal environment of a business?
5. What is the importance of ethics in Business?
6. Write a short note on e-business in India.

**Q. II. Answer any **FOUR** from the following.**

**(4x4=16)**

1. What is the role-of special interest groups in business world?
2. What is the meaning of natural environment?
3. Differentiate modern technology from Indigenous Technology.
4. What are the main features of information technology?
5. What is the meaning of political stability?
6. Outline any four functions of Local Self Government?

**Q.3(A) Explain the significance of economic policies in business. List out the external environmental factors that affect business.**

**(12)**

**OR**

**Q.3(B) Discuss social responsibilities of business with special reference to customers and employees.**

**(12)**

**Q.4(A). What are the elements of culture? Explain the impact of culture on business.**

**(12)**

**OR**

**Q4(B). Discuss demographic environment of business and how it influences business.**

**(12)**

**Q5(A). Discuss how technology can be managed successfully in an organisation.**

**(12)**

**OR**

**Q5(B). What do you mean by natural environment of a business? Explain how natural environment influence business.**

**(12)**

**Q6(A). Explain the role of government in business. Explain the regulatory and promotional role played by Government in promoting business.**

**(12)**

**OR**

**Q6(B). What is the meaning of Local Self Government? How the activities of local Self Government influence business in a locality with suitable example.**

**(12)**

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Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
S.Y.B.Com Semester-III, Supplementary Examination, May/June 2019  
**Business Finance**

**Duration: 2 Hours**

**Max. Marks: 80**

**Instructions:** *Figures to the right indicate maximum marks*

*Start each question on a fresh page*

*All questions are compulsory*

*Answer Q1&Q2 in not more than 100 words each.*

*Answer Q3 to Q6 is not more than 400 words each.*

- 1) Write short notes on (Any 4) (4x4=16 Marks)
- a) Business Finance
  - b) Limitations of Financial Planning
  - c) Characteristics of Business Finance
  - d) Working Capital
  - e) Significance of adequate working capital
  - f) Importance of Capital Structure
- 2) Write short notes on (Any 4) (4x4=16 Marks)
- a) Balanced Capitalisation
  - b) Remedies for overcapitalisation
  - c) Cost Theory of Capitalisation
  - d) Limitations of Trading on Equity
  - e) Financial Structure
  - f) Features of fixed capital
- 3 A) What is financial planning? List out the steps in financial planning. (12)
- OR**
- B) Finance is described as the life blood of business. Explain the importance of business finance as an integral part of a business enterprise. (12)
- 4 A) What is the importance of capital to a business organisation? List out the factors that determine capital requirements in a business organisation (12)
- OR**
- B) What is fixed capital? Discuss the factors determining fixed capital requirements (12)
- 5 A) Explain the causes of Overcapitalisation in detail. (12)
- OR**
- B) What is undercapitalisation? Explain the causes of undercapitalisation (12)
- 6 A) Highlight the factors affecting capital structure (12)
- OR**
- B) What do you understand by capital gearing? Explain the types of gearing with the help of an example (12)

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao –Goa  
S.YB.Com Semester-III, Supplementary Examination, May/June 2019  
Business Law (SEC-1)

**Duration: 2 Hours.**

**Max. Marks: 60**

**Instructions: All questions are compulsory**

1. Write Short Notes on (Any 3) (12 MKS)
  - a) Valid Acceptance.
  - b) Quasi Contracts.
  - c) Consideration in a Contract.
  - d) Contract of Sale of Goods.
  - e) Modes of Delivery of Goods.
  
2. Write Short Notes on (Any 3) (12 MKS)
  - a) Arbitration .
  - b) Arbitral Tribunal.
  - c) Appointment of Conciliator.
  - d) Endorsement.
  - e) Bills of Exchange.
  
3. Explain in detail Essentials of a Valid Contract. (12 MKS)

OR
3. Explain the Rights Of An Unpaid Seller. (12MKS)
  
4. Explain how Arbitral Proceedings are conducted and terminated. (12 MKS)

OR
4. Write in detail the various privileges of Holder In Due Course. (12MKS)
  
5. (a)Discuss the various Remedies for Breach of Contract. (08 MKS)  
(b) What is Agreement for Sale? (04 MKS)

OR
5. (a)Write in detail about Conciliation Proceedings and Settlement Agreement . (08 MKS)  
(b) Explain Crossing Of Cheque. (4MKS)

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao Goa  
S.Y.B.Com, Semester III, Supplementary Examination, May/June 2019  
Consumer Behaviour (GE 4)

Duration: 2hrs

Marks: 80

**INSTRUCTIONS:** 1) *All Questions are compulsory. However, internal choice is available.*  
2) *Questions from QNo 1 and Q No 2 should be answered in 100 words.*  
3) *Questions from Question No 3, 4, 5 and 6 should be answered in 400 words.*

Q 1) Answer any-04 from the following: (4x4)

- a) Scope of consumer behaviour
- b) Customer v/s consumer
- c) Motivation
- d) Personality
- e) Social Class
- f) Communication and persuasion

Q2) Answer any 04 from the following: (4x4)

- a) Post purchase dissonance
- b) Consumer buying v/s organizational buying
- c) State Protection Council
- d) Needs v/s wants
- e) Nature of consumer behaviour
- f) Consumerism

Q3 A) What do you mean by Consumer Behaviour? Explain the importance of consumer behaviour.

OR (12)

Q 3 X) Explain Maslow's Need Hierarchy Theory in detail.

Q 4A) What do you mean by attitude? Explain the factors involved in attitude formation.

OR (12)

Q 4X) State and explain the various types of reference groups with suitable examples.

Q5A) What do you mean by Learning? Explain the various elements of learning.

OR (12)

Q5 X) Describe the various features of Indian Consumers.

Q 6 A) Explain the methods adopted by the marketers to create positive favourable perception.

OR (12)

Q6 X) Describe the process of organizational buying behaviour.

Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics, Margao-Goa  
S.Y.B.Com, Semester III, Supplementary Examination, May/June 2019  
Economics of Resources (GE-4)

**Duration: 2 hours**

**Max. Marks: 80**

Instructions:

- 1) All questions are compulsory.
- 2) Answer sub-questions in Question no.1 and Question no.2 in not more than 100 words each.
- 3) Answer sub-questions in Question no.3 and Question no.4 in not more than 400 words each.
- 4) Figures to the right indicate maximum marks to the questions.
- 5) Draw neat diagrams wherever necessary.

**QI) Answer any four questions from the following:-** **(4X4 = 16 mrks)**

- 1) Briefly explain the concept of 'Social Efficiency'.
- 2) Write 2 points of distinction between External Benefit and External Cost.
- 3) Write a note on 'Open-access Resources'.
- 4) Write a short note on 'Environmental Impact Assessment (EIA)'.
- 5) Write a brief note on classification of Resources.
- 6) What are 'Environmental Subsidies'?

**QII) Answer any four questions from the following:-** **(4X4 = 16 mrks)**

- 1) Write a short note on 'Energy Audit'.
- 2) Write any 2 causes of water scarcity in India.
- 3) What is 'Energy Security'?
- 4) What are the benefits of education?
- 5) Explain the concept of 'Education as a merit good'.
- 6) Write a short note on the concept of 'Health Insurance'.

**QIII) A) Explain the linkages between economy and the environment.** **(12 Mrks)**

**OR**

**B) What is the trade-off between conventional economic output and environmental quality?**

**QIV) A) Explain the Pessimist model of resource use with its major conclusions.** **(12 Mrks)**

**OR**

**B) What is 'Sustainable Development'? Explain its components.**

**QV) A) Explain the measures undertaken in order to reduce the energy demand-supply gap.** **(12Mrks)**

**OR**

**B) Explain the challenges faced by the water sector in India.**

**QVI) A) Explain the link between education and economic growth and development.**

**(12 Mrks)**

**OR**

**B) Explain different 'Health Status Indicators' in India.**

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Vidya Vikas Mandal's  
Shree Damodar College of Commerce & Economics Margao-Goa  
S.Y.BCOM Semester III, Supplementary Examination, May/June 2019  
**Entrepreneurship Development**

**Duration: 2 Hours**

**Max. Marks: 80**

**Instructions:**

Figures to the right indicate maximum marks.

Start each question on a fresh page

All questions are compulsory

Answer **Q 1 and Q 2 in not more than 100 words** and **Q 3 to Q 6 in not more than 400 words.**

- Q.1. Write short notes on any FOUR of the following: **Marks 16**
- Entrepreneur and entrepreneurship
  - Sociopreneur
  - Agropreneur
  - Psychological theory of entrepreneurship
  - Test marketing
  - Desk research
- Q.2. Write short notes on any FOUR of the following: **Marks 16**
- Benefits of environmental scanning
  - Input analysis
  - Feasibility analysis
  - Importance of project report
  - New knowledge as a source of purposeful innovation
  - Changes in perception as a source of purposeful innovation
- Q.3a. Explain any six functions of an entrepreneur. **Marks 12**
- OR**
- b. Explain any six skills of an entrepreneur.
- Q.4a. What is environmental scanning? Explain briefly the factors to be considered in environmental scanning. **Marks 12**
- OR**
- b. What is business opportunity? Explain briefly the steps involved in identification of business opportunities?
- Q.5a. What is a Project Report? Briefly explain its contents. **Marks 12**
- OR**
- b. What is Project Appraisal? Explain the methods of project appraisal.
- Q.6a. What is 'purposeful innovation'? Explain the internal sources of purposeful innovation. **Marks 12**
- OR**
- b. What are Incubation Centres? Discuss the role of incubation centres in Goa.

**FINANCIAL ACCOUNTING III**

**Duration: 2 hours**

**Max. Marks: 80**

**Instructions:**

- Figures to the right indicate maximum marks.
- **Q1** is compulsory
- Answer **Any Three** from **Q2 to Q6**.

**Q1.** From the following particulars, prepare a Cost Sheet showing the following:

- a) Cost of raw materials consumed
- b) Prime cost
- c) Works cost
- d) Total cost

Particulars	Amount (Rs.)
Stock of Finished goods on 1-1-2015	72,800
Stock of Raw materials on 1-1-2015	33,280
Purchase of Raw materials	7,59,200
Productive Wages	5,16,880
Sales of Finished goods	15,39,200
Stock of Finished goods on 31-12-2015	78,000
Stock of Raw materials on 31-12-2015	35,360
Works overhead charges	1,29,220
Office expenses	70,161

The company is about to send a tender for a large plant. The costing department estimated that the materials required would cost Rs. 52,000 and the wages for making the plant would cost Rs. 31,200.

The Works overheads are calculated as a percentage of Productive wages and Office overheads calculated as a percentage of Works cost. The tender is to be made at a net profit of 20% on selling price. Find out the amount of the tender if based on the above percentage.

**(20 Marks)**

**Q2.** NCC Ltd has undertaken 2 contracts on 1<sup>st</sup> April 2015. The position of the contract on 31<sup>st</sup> March 2016 is as follows: **(20 Marks)**

Particulars	Contract I (Rs)	Contract II (Rs.)
Contract Price	30,00,000	65,00,000
Materials	5,80,000	10,80,000
Wages	11,24,000	16,50,000
Other Expenses	30,000	50,000
Plant issued at cost	1,80,000	2,50,000
Unused materials at site on 31/3/2016	40,000	60,000
Wages payable	36,000	60,000
Other Expenses due	5,000	10,000
Work Certified	16,00,000	30,00,000
Cash Received	14,00,000	25,00,000
Work Completed but not yet Certified	80,000	90,000

Materials costing Rs. 10,000 was transferred from contract I to contract II. The Plant at site is to be depreciated @ 10%. Prepare Contract account.

**Q3.** A product passes through two distinct processes X and Y before completion. During a certain period, 10,000 units of crude material were introduced in process X at a cost of Rs. 40,000. After processing in dept X, 8,650 units of processed material were transferred to process Y for finishing. From process Y finally 8,300 units of the finished product were obtained and transferred to finished goods store.

Other information:

Particulars	Process X (Rs.)	Process Y (Rs.)
Direct Material	10,000	5,000
Direct Labour	20,000	15,000
Overheads	10,000	8,000
<b><u>Normal Loss (%)</u></b>		
Weight Lost	2%	3%
Scrap	8%	5%
Rate (Rs. per unit)	Rs. 5	Rs. 8

Prepare: Process Accounts .

**(20 Marks)**

**Q4.** From the following information, prepare Reconciliation statement for the year ending 31<sup>st</sup> March 2016. **(20 Marks)**

Particulars	Amount (Rs)
Net loss as per Financial records	2,08,045
Net loss as per Costing records	1,72,400
Works overhead under recovered in Costing records	3,120
Administration overhead recovered in excess	1,700
Depreciation charged in Financial accounts	11,200
Depreciation recovered in Cost accounts	12,500
Interest received not included in Cost accounts	8,000
Obsolescence loss charged in Financial accounts	5,700
Income Tax provided in Financial books	40,300
Bank Interest credited in Financial books	750
Profit on sale of Furniture credited in Financial books	475
<b><u>Value of Opening stock:</u></b>	
Cost accounts	52,600
Financial accounts	54,000
<b><u>Value of Closing stock:</u></b>	
Cost accounts	52,000
Financial accounts	49,600
Wages overcharged in Cost accounts only	6,000
Preliminary expenses written off in Financial accounts	800
Provision for doubtful debts in Financial accounts	150

**Q5. A)** Kadamba Transport co. runs fleet of buses. **(10 Marks)**

No of Buses	Carrying Capacity
10	50 passenger each
05	30 passenger each

Each bus makes 4 trips in a day covering a distance of 10 km per trip. On an average 60% of the seats are occupied in each trip. Assuming that, company operates all the days in a month. Ascertain operating cost for passenger km taking into account the following information.

Particulars	Amount (Rs.)
Wages of 15 drivers	Rs 250 per month
Diesel	Rs 4,375 per month

Repairs	Rs 2,500 per month
Tyres and Tubes	Rs 5,375 per month
Depreciation	Rs 90,000 per annum
Garage rent	Rs 9,000 per annum
Interest on capital	Rs 12,000 per annum
General supervision	Rs 750 per month
Oil, Grease and Cotton waste	Rs 500 per month

**B)** From the following data given, prepare Marginal cost statement and calculate:

**(10 Marks)**

- Contribution (Rs. and per unit)
- Profit Volume ratio
- Break Even Point (Rs. and per unit)

<b>Given:</b>	Units sold	1,50,000 units
	Selling price per unit	Rs. 15
	Variable cost per unit	Rs. 10
	Total Fixed cost	Rs. 5,00,000

**Q6.** Write Short notes on the following (Any Four)

**(4 X 5) (20 Marks)**

- Variance analysis
- Indirect cost
- Budgetary control
- Standing charges and Running charges
- Non cost items
- Prime cost

**Fundamentals of Cost Accounting**

Duration – 2 hours

Max. marks 80

Instructions – 1. Question number 1 is compulsory

2. Answer any three questions from question no. 2 to 6

Q. 1. N Jal a soft drink manufacturing company submits the following information on March 2018

Particulars	Amount (₹)	Particulars	Amount (₹)
Sales for the year	5,50,000	Direct Labour	1,30,000
<b>Inventories at the beginning of the year</b>		Factory overheads- 60 percent of direct labour	
Finished stock	14,000	<b>Inventories at the end of the year</b>	
Work in progress	8,000	Work in progress	12,000
Purchase of material	2,20,000	Finished goods	16,000
<b>Stock of the material</b>		Administrative expenses 10 percent of Prime cost	
At the beginning of the year	6,000	Selling overheads 10 percent of Sales	
At the end of the year	8,000		

Prepare a statement of cost

(20 marks)

Q. 2. CD Earth undertook a contract for construction of a building complex in Fatorda. The construction work commenced on 1<sup>st</sup> April 2017 and following details are available for the year ended 31<sup>st</sup> March 2018

Particulars	Amount (₹)	Particulars	Amount (₹)
Contract price	35,00,000	Plant Hire charges	1,75,000
Work certified	20,00,000	Wage related cost	50,000
Cash received	15,00,000	Site office cost	67,500
Material issued to site	7,50,000	Head office expenses	37,500
Planning and estimation cost	1,00,000	Direct expenses incurred	90,200
Direct wages Paid	4,00,000	Work not certified	14,900
Material returned from site	25,000	Material at site at the end of the year	20,000

The Contractors own a plat which originally cost rupees 2,00,000 has been continuously in use in this contract throughout the year. The residual value of the plant after 5 years is expected to be rupees 50,000. Provide depreciation under straight line method. As on 31<sup>st</sup> March 2018 the direct wages due and payable amounted to rupees 27,000.

Prepare contract account for the year ended 31<sup>st</sup> March 2018

(20 Marks)

Q. 3 the product of manufacturing concern passes through two processes A and B and then to finished stock. It is ascertained that in each process 5 percent of the total weight is lost and 10 percent is scrap which from process A and B realises Rs 15 per Kg and Rs 30 per Kg, respectively

Following are the figures relating to both the processes

Particulars	Process A	Process B
Materials ( kg)	2,000	400
Cost of Material ( Rs per kg)	250	400
Wages ( Rs)	2,50,000	1,20,000
Overheads (Rs)	50,000	40,000
Output ( Kg)	1600	1800

Prepare Process cost Accounts, Normal Loss account, Abnormal Loss Account and Abnormal Gain Account. (20 marks)

Q. 4. From costing records of Kakodkar printing press following particulars have been extracted for the year 2017

Particulars	Amount (₹)
Cost of Material	3,00,000
Wages	2,50,000
Factory Overheads	1,50,000
Administrative overheads	1,68,000
Selling overheads	1,82,000
Profit	2,10,000

A work order has to be executed in 2018 and the estimated expenses are Material rupees 16,000, wages rupees 10,000. Factory overheads are charged based on wages, administrative overheads based on works cost and selling overheads are charged on cost of production.

Assuming that in 2018, the rate of factory overheads has gone up by 20 percent , administration overheads has gone up by 15 percent and selling overheads have gone down by 10 percent , at what price should the product be sold so as to earn same rate of profit on the selling price as in 2017. (20 marks)

Q 5 ) Hindustan Construction Ltd is engaged on two contracts A and B during the financial year 2017-18. Following particulars are obtained at the end of year March 2018

Particulars	Contract A ( Amount ₹)	Contract B ( Amount ₹)
Contract price	12,00,000	10,00,000
Material issued	3,20,000	1,20,000
Material returned	8,000	4,000
Material at site on 31 <sup>st</sup> March	44,000	16,000
Direct Labour	3,00,000	84,000
Site expenses	1,32,000	70,000
Establishment expenses	50,000	14,000
Plant installed at site	1,60,000	1,40,000
Depreciation on Plant	30,000	12,000
Cost of contract not yet certified	46,000	20,000
Work certified	8,40,000	2,70,000
Cash received from Contractees	7,56,000	2,50,000
Architects fees	4,000	2,000

During the period material amounting ₹ 18,000 have been transferred from contract A to contract B. You are required to show Contract Account and contractee Account for the year 13st March 2018 (20 marks)

Q 6. Write short notes on any four ( 4X5) 20 Marks

1. Normal loss and abnormal Loss
2. Classification of costs
3. Methods of costing
4. By - products
5. Distinguish between Cost Accounting and Financial Accounting

**INDIAN CAPITAL MARKET**

**Time: 2 hours**

**Max Marks: 80**

**Instructions:** 1) *All questions are compulsory.*  
2) *Figures to the right indicate full marks.*

Q1. Write Short Note on:

(4X4=16marks)

- a. Capital market securities.
- b. Structure of securities market.
- c. Underwriters.
- d. Book Building.
- e. Stock indices
- f. Risk of derivative instruments

Q2. Write Short Note on:

(4X4=16marks)

- a. Merchant bankers
- b. Online Trading
- c. Investor Protection
- d. Types of public issue
- e. Clearing House
- f. Futures

Q3. A. Discuss the Role of SEBI in the Indian Capital Market.

(12 mrks)

OR

B. Describe the different intermediaries in the Indian capital market.

Q4. A. Explain in detail the IPO issue process in the Indian stock market.

(12 mrks)

OR

B. Describe the role of different parties involved in the new issue market

Q5. A. Discuss the Risk management system in the secondary market

(12 mrks)

OR

B. What is Listing of shares, explain the listing process.

Q6. A. Explain the use of Derivative products in speculation, hedging and arbitrage.

(12 mrks)

OR

B. Describe the different types of derivative products and Explain their features

Vidya Vikas Mandal's  
Shree Damodar College of Commerce and Economics Margao-Goa  
S.Y.BCOM Semester III Supplementary Examination, May/June 2019  
**INDIAN FINANCIAL & FISCAL SYSTEM**

**Duration: 2 hours**

**Max. Marks: 80**

**Instructions:**

- All questions are compulsory, however **internal choice** is available.
- Figures to the right indicate **maximum** marks to the questions and sub-questions.
- Draw figures wherever necessary.

Q.1. Answer **any four** of the following: (4x4=16)

1. Concept of Financial securities.
2. Brief note on Money market.
3. Two indicators of Financial Development.
4. Four functions of Regional Rural Banks (RRBs).
5. Two objectives of Monetary Policy.
6. RBI indices of money supply.

Q.2. Answer **any four** of the following: (4x4=16)

1. Four merits of Direct taxes.
2. Four points of difference between Impact and Incidence.
3. Four major heads of Public expenditure in India.
4. Four points of difference between Public and Private Debt.
5. Concept of 'Unbalanced Budget'.
6. Two concepts of Deficit.

Q.3.A. Illustrate and explain the meaning and structure of Indian Capital market. (12)

**OR**

Q.3.B. Explain any six Qualitative instruments of Monetary Policy. (12)

Q.4.A. What is Multiple Credit Creation. What are its Limitations? (12)

**OR**

Q.4.B. Explain the recent developments in Indian Commercial Banking system. (12)

Q.5.A. Explain any six classifications of Public Expenditure in India. (12)

**OR**

Q.5.B. Elucidate any six characteristics of Good Tax System. (12)

Q.6.A. Explain any six objectives of Fiscal policy. (12)

**OR**

Q.6.B. Illustrate and explain the structure of Central and State Budget in India. (12)

Vidya Vikas Mandal's  
Shree Damodar College of Commerce and Economics Margao-Goa  
S.Y.BCOM Semester III, / Supplementary Examination, May/June 2019

**INTRODUCTION TO CAPITAL MARKET**

**Duration: 2 hours**

**Max. Marks: 80**

**Instructions:**

- All questions are compulsory, however internal choice is available.
- Figures to the right indicate maximum marks to the questions and sub-questions.
- Start each question on a fresh page.

**Q.1. Answer briefly **any four** of the following: (4x4=16)**

1. Role of Financial Markets in Capital Allocation.
2. Four points of difference between equity and debt securities.
3. Four disadvantages of equity share market.
4. Two factors influencing the choice between equity and debt capital.
5. Four benefits of investing in debt instruments.
6. Concept of Applications Supporting Blocked Amount (ASBA).

**Q.2. Answer briefly **any four** of the following: (4x4=16)**

1. Two functions of the Primary market.
2. Online trading in stock market.
3. Role of Hedging in Derivative market.
4. Process of trade settlement in secondary markets.
5. The risk management process for derivatives.
6. Short note on trading and settlement of derivatives.

**Q.3.A. Explain any six precautions of investing in equity market.**

**OR**

**(12)**

**Q.3.B. Explain any six participants of securities market.**

**Q.4.A. Explain the steps involved in Initial Public offering (IPO) in equity market.**

**OR**

**(12)**

**Q.4.B. Explain the role of Security and Exchange Board of India (SEBI) in regulating primary markets in India.**

**Q.5.A. Explain the different sources of information of secondary market in India.**

**OR**

**(12)**

**Q.5.B. Explain the obligations and grievance redressal mechanism for investors in Secondary Markets.**

**Q.6.A. Explain the structure of derivative markets in India.**

**OR**

**(12)**

**Q.6.B. Explain any six types of derivative products widely used in India.**

**Duration: 2 hours**

**Max. Marks: 80**

Instructions:

1. All questions are compulsory.
2. Answer sub-questions in question no.1 and Question no.2 in not more than 100 words each.
3. Answer Question no. 3 to Question no. 6 in not more than 400 words each.
4. Figures to the right indicate maximum marks to the questions.
5. Draw neat diagrams wherever necessary.

Q. 1. Answer **any four** of the following: (4x4=16 marks)

- a) Explain the concept of Gross Domestic Product.
- b) State and explain the various components of expenditure.
- c) Explain the concept of aggregate supply in the short run and long run.
- d) State and explain the various causes of rising inflation.
- e) What is frictional unemployment?
- f) Write a note on the concept of sacrifice ratio.

Q. 2. Answer **any four** of the following: (4x4=16 marks)

- a) Write a note on the concept of flow of goods in an open economy.
- b) Explain the concept of interest rate differentials.
- c) What are flexible exchange rates?
- d) Write a note on the concepts of residential and inventory investment.
- e) What are the measures of money supply?
- f) Explain the transaction theory of demand for money.

Q.3.a. Explain the circular flow of income and expenditure. (12 marks)

**OR**

- b. List out and explain the various reasons for the shifts in the aggregate demand curve. (12 marks)

Q.4.a. Explain the theory of natural rate of unemployment. (12 marks)

**OR**

- b. Explain the role of adaptive and rational expectations. (12 marks)

Q.5.a. Explain the concept of saving and investment in a small open economy. (12 marks)

**OR**

- b. Present a case under perfect capital mobility for the effectiveness of monetary and fiscal policy under flexible exchange rate using the Mundell-Fleming model. (12 marks)

Q.6.a. Explain the portfolio theory of demand for real balances. (12 marks)

**OR**

- b. List out and explain the determinants of business fixed investment. (12 marks)

### STATISTICAL TECHNIQUES

Duration: 2hrs

Max. Marks: 80

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Graph paper will be provided on request.
4. Use of calculators is allowed.

**Q1 a.** Define population, sample, variable and attribute. 3

- b**
- (i) The mean height of 25 male workers in a factory is 61cms, and the mean height of 35 female workers in the same factory is 58cms. Find the mean height of 60 workers. 3
  - (ii) You are given the following information: Skewness = 0.8, mean = 40 and mode = 36. Find the value of standard deviation. 3

**c** Represent the following data by suitable diagram: 7

Items	Food	Clothing	Education	Misc.
Family A (Rs)	15000	12500	2500	19000
Family B (Rs)	15000	6000	5000	7000

**OR**

**Q1 x** Explain the importance of Statistics with respect to business and industry. 3

- y**
- (i) If the mean and median of a moderately asymmetrical series are 26.8 and 27.9 respectively, what would be its probable value of mode? 2
  - (ii) Compute co-efficient of quartile deviation from the following data: 4

Marks	10	20	30	40	50	60
No. of students	4	7	15	8	7	2

**z** The distribution of the total finance charges, to the nearest Rupees, which 240 customers paid as their budget accounts at a departmental store is as follows: 7

Amount (in Rs.) :    0-19   20-39   40-59   60-79   80-89  
Frequency         :    16    78     77    54    15

Draw a histogram of this distribution.

**Q2a** For the following Marks in English prepare a frequency distribution with the starting classes 5-9 and all classes with the same width 5. 3

12	36	40	16	10	30	37	17	11	20
26	37	6	5	20	10	19	20	28	30
19	27	15	21	33	45	7	19	20	26

b Calculate weighted aggregative price index from the following data using

6

(i) Laspeyre's method and (ii) Paasche's method

Commodities	Base Period		Current Period	
A	2	10	4	5
B	5	12	6	10
C	4	20	5	15
D	2	15	3	10

c The size of land holdings of 380 families in a village is given below. Find the median size of land holdings:

7

Size of Land holdings(in acres)	Less than 100	100-200	200-300	300-400	400 and above
Number of families	40	89	148	64	39

OR

QII x The following is the distribution of weights of 70 students:

3

Weights(x) kgs	60-69	70-79	80-89	90-99	100-109	110-119
Students(f)	5	11	14	18	16	6

Obtain (i) Less than cumulative frequency distribution

(ii) Class boundaries for 80-89.

(iii) Class mark for 100-109.

(iv) Width of the class intervals.

(v) Number of students whose weight is more than 99 kgs.

(vi) Type of class intervals-exclusive or inclusive?

y From the following data compute the cost of living index for the year 2013:

6

Item	Food	Clothing	Rent	Fuel	Miscellaneous
Weight	8	3	2	2	3
GroupIndex	160	140	120	130	140

z Following information pertains to the daily income of 150 families. Calculate the arithmetic mean.

7

Income (in Rs.)	75-85	85-95	95-105	105-115	115-125	125-135	135-145	145-155
No.of families	10	25	20	25	10	20	15	25

Q3a. Are the following variables discrete or continuous? Give your answer with reason.

3

- Age on last birthday
- Length of a room
- Temperature of the patient.

b (i) If the salary of a person in the base year is Rs. 4,000 per annum and the current year salary is Rs. 6,000 by how much should his salary rise to maintain the same standard of living if the cost pf living index of the current year is 400?

3

- (ii) From the following data construct price index of 1995 taking 1990 as base year by using simple aggregate of price method: 3

Commodities	A	B	C	D
Prices in 1990(Rs.)	60	45	80	25
Prices in 1995(Rs.)	75	55	70	40

- c For the following distribution of marks scored by a class of 40 students, calculate the range and quartile deviation. 7

Class intervals	0-10	10-20	20-30	30-40	40-50
No. of students	5	8	16	7	4

OR

- QIIIx With the help of suitable examples, distinguish between: Exclusive and Inclusive class intervals. 3

- y The following are two series A and B of the index numbers of a commodity taking 1991 and 1994 as the base years 6

Years	1991	1992	1993	1994	1995	1996	1997	1998
Index series A	100	90	125	150	---	---	---	---
Index series B	---	---	---	100	120	150	200	225

- (i) Splice the index series A to B.  
(ii) Splice the index series B to A.

- z Calculate the standard deviation for the following distribution giving 300 telephone calls according to their duration in seconds. 7

Duration in seconds	0-30	30-60	60-90	90-120	120-150	150-180	180-210
No. of calls	9	17	43	82	81	44	24

- Q4a. A age index for the staff of a company in the late 1990's is given below: 3

Year	1994	1995	1996	1997	1998
Index	97	99	100	106	114

Change the base year from 1996 to 1994 and calculate the new indices(to the nearest integer).

- b Calculate Mode from the following frequency distribution: 6

Age in years	0-10	10-20	20-30	30-40	40-50	50-60	60-70
No. of Persons	16	25	32	28	31	25	16

- c Fit a straight line trend on the following data and estimate the trend value for 2005: 7

OR

QIVx Figures for milk production throughout Europe between 1986 and 1993 are given below: 3

Year	1986	1987	1988	1989	1990	1991
Total whole milk production (million tonnes)	133	127	124	122	122	126

Calculate a chain base index for these numbers, giving your answers to one decimal place.

y Find Karl Pearson's Coefficient of skewness and interpret the type of distribution 6

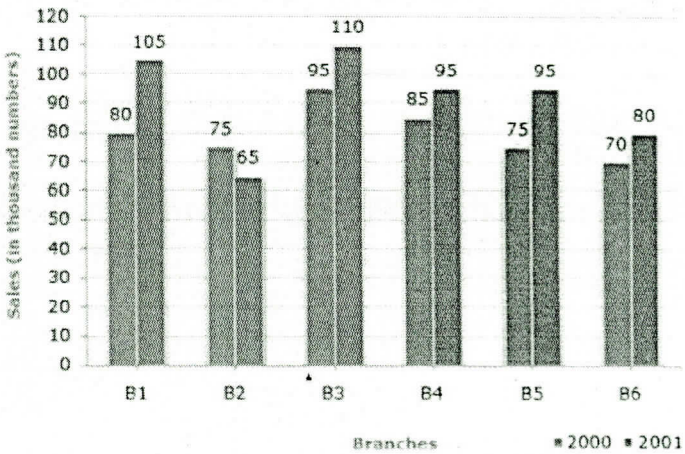
Size	1	2	3	4	5	6	7
frequency	10	18	30	25	12	3	2

z The price of a commodity during 2000 – 2005 is given below. Fit a parabola  $Y = a + bX + cX^2$  to this data. Estimate the price of the commodity for the year 2010 7

Year	2000	2001	2002	2003	2004	2005
Price	100	107	128	140	181	192

Q5 a The bar graph given below shows the sales of books (in thousand numbers) from six branches of a publishing company during two consecutive years 2000 and 2001. 3

Sales of Books (in thousand numbers) from Six Branches - B1, B2, B3, B4, B5 and B6 of a publishing Company in 2000 and 2001.



In the above figure first bar represent year 2000 and second bar represent 2001.

- (i) What is the ratio of the total sales of branch B2 for both years to the total sales of branch B4 for both years?
- (ii) What are the average sales of all the branches (in thousand numbers) for the year 2000?
- (iii) What is the total sale of branches B1, B3 and B5 together for both the years (in thousand numbers)?

b If the arithmetic mean of the data given below is 28, find the missing frequency 6

Profit per retail shop(Rs.)	0-10	10-20	20-30	30-40	40-50	50-60
No. of retail shops	12	18	27	f	17	6

- c Fit a trend line by the method of three-yearly moving average to the following time series data. Represent the original data and trend values on the graph.

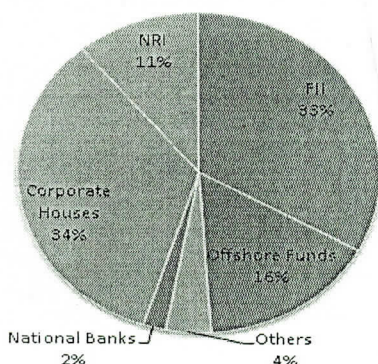
Years	1991	1992	1993	1994	1995	1996	1997
Sugar production (lakh tons)	68	62	61	63	65	68	67

OR

- QVx The following pie chart shows the amount of subscriptions generated for India Bonds from different categories of investors.

3

Subscription Generated for India Bonds



- What percentage of the total investment is coming from either FIIs or NRIs?
- If the investments by NRIs are Rs 4,000 crore, then find the investment by corporate houses and FIIs together?
- If the total investment other than by FII and corporate houses is Rs 335,000 crore, then find the investment by NRIs and offshore funds ?

- y Goals scored by two teams – Dare devil and FC - in a football season were as follows :

6

No. of Goals		0	1	2	3	4
No. of matches	Dare devil	5	4	3	2	1
	FC	6	5	4	3	2

Find which team is more consistent.

- z Calculate four-yearly moving averages for the following data. Represent the original value and trend values on a graph.

7

Year:	1967	1968	1969	1970	1971	1972	1973	1974
Bank Clearances	8	10	13	9	10	11	10	15