

G.V.M.S. G.G.P.R. College of Commerce and Economics
Farmagudi, Ponda-go.
B.Com. (Semester I) Intra Semester Assessment (ISA) Test-I, July 2018
BANKING – I(GE I)

Duration: 30 minutes

Marks:10 marks

Q.I.Fill in the blanks.

(2x1 mark=2)

1. _____ banks have either the Government of India or the Reserve Bank of India as the majority shareholders.
2. The General Bank of India was set up in the year _____.

Q.II. Write short notes on **ANY FOUR** of the following.

(4x2 marks=8)

1. Unit and Branch Banking
2. Foreign Banks
3. Central Banking
4. Scheduled and Non Scheduled Banks
5. Origin of the Reserve Bank of India

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COMMERCIAL ARITHMETIC

Duration: 30 minutes

Marks: 10 marks

Q1. Let p: It is Sunday.
q: It is holiday. Write the following statement in symbolic form. (1)
a) If it is holiday then it is Sunday.
b) If it is not Sunday then it is not holiday.

Q2. State whether the following sentences are statement in logic. (1)
a) Will you help me?
b) 2 is an odd number.

Q3. Prepare truth table for the statement $(p \vee \sim q)$. (1)

Q4. Construct truth table to verify that $\sim(\sim p) \equiv p$. (1)

Q5. Let p: Ponda is in Goa. q: Goa is in India. (1)

Write down the following statements in verbal form.

- a) $P \rightarrow \sim q$
- b) $q \rightarrow \sim p$.

Q6. Check whether the following statement is tautology or contradiction or neither. (2)

$$P \vee (q \wedge p).$$

Q7. If A is the set of letters in the word BELLOW

B is the set of letters in the word ELBOW.

Is $A = B$? justify your answer. (2)

Q8. Write the following set in the list form $A = \{ x/x \in \mathbb{N}, -4 < x \leq 4 \}$. (1)

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COMPUTER APPLICATIONS-I

Duration: 30 minutes

Marks: 07 marks

Instructions: All questions are compulsory:

Q. 1) Give full forms: (1 mk)

- i) DVDROM ii) EPROM

Q. 2) State whether following statements are True or False. (1 mk)

- i) Primary memory is also known as Semiconductor memory.
ii) MICR is an output device.

Q. 3) Answer **any two** of the following:- (5 mks)

- i) Draw the Block Diagram of the Digital Computer and briefly describe the main functional units.
ii) Define Information Technology. What are its four components? Explain.
iii) Distinguish between Data and Information.
iv) Distinguish between Primary Memory and Secondary Memory.

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MARKETING MANAGEMENT(GE1)

Duration: 30 minutes

Marks:10 marks

Q 1. Answer **ANY FIVE** of the following questions. (5x 2marks)

- 1) Explain needs, wants and demands as core marketing concepts.
- 2) Write a short note on Product planning.
- 3) Explain the reasons for new product failure. (4 points)
- 4) Write a short note on Product life cycle
- 5) Explain the reasons for new product development.
- 6) What is the importance of marketing? (2 points)
- 7) Explain the characteristics and implications of the introduction stage of Product life cycle.
- 8) Explain target markets, positioning, and segmentation as core marketing concepts.

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MICROECONOMICS

Duration: 30 minutes

Marks:10 marks

Q 1 Answer **Any three** from the following – **(2 each x 3 = 6 Marks)**

- A. Define the Law of Demand and draw a suitable demand curve.
- B. Define Price elasticity of demand and write its suitable formula.
- C. Define the term Income elasticity of demand and write its suitable formula.
- D. Define the term Cross elasticity of demand and write its suitable formula.
- E. What is meant by an indifference curve? Draw a suitable diagram of an indifference curve.

Q 2.State whether the following statements are **True** or **False**.($\frac{1}{2}$ each x 6 = 3 marks)

- a) The demand for a commodity is said to be elastic if its value is greater than one.
- b) For necessities price elasticity of demand is less than one.
- c) If more substitutes are available then they will have elastic demand.
- d) Income elasticity of demand for luxurious goods is less than one.
- e) Income elasticity of demand for inferior goods is positive.
- f) If two goods x & y are substitutes then the cross elasticity between them is negative.

Q3.Given below are the two images of demand curves. Point out their types of price elasticity. **($\frac{1}{2}$ each = 1 mark)**

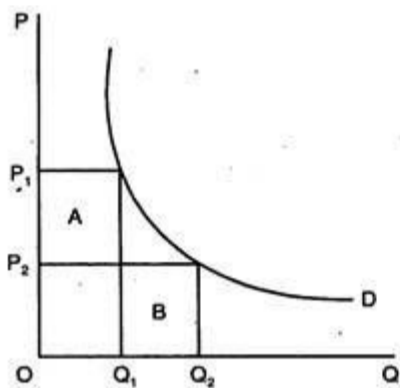


Fig. 3.2 : Unit-elastic Demand

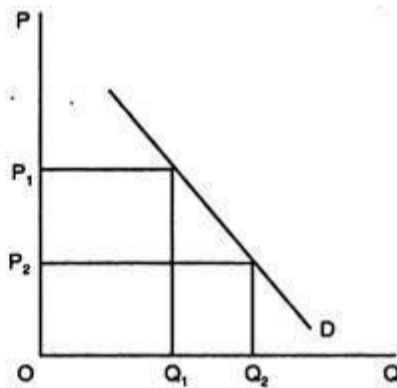


Fig. 3.3 : Price-inelastic Demand

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ENVIRONMENTAL STUDIES

Duration: 30 minutes

Marks: 05 marks

Q 1(A) Fill in the blanks and re-write the statements: (1/2x4=2)

- (i) _____ and _____ are the components of environment.
- (ii) Psychology is part of _____ science.
- (iii) _____ *Mahotsava* deals with tree plantation.
- (iv) _____ leads to flood.

(B) Write short notes, any two: - (1 1/2x2=3)

- (a) Importance of Environmental Study
 - (b) Environmental issues of 21st Century
 - (c) Multidisciplinary nature of environmental study
 - (d) Ways to generate public awareness.
- _____

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FINANCIAL ACCOUNTING

Duration: 30 minutes

Marks:10 marks

Q. No. 1) State any two objectives of Depreciation.

(2 Marks)

Q. No. 2)

(8 Marks)

M/s Costa Company purchased an equipment for ₹ 1,50,000 on 1st January, 2015 and spent ₹ 30,000 on its installation. It was estimated that the equipment will have a scrap value of ₹ 15,000. For the same equipment an Insurance policy was taken, annual premium being ₹ 39,000.

The scrap realised for ₹15,600 at the end of 31st December, 2017.

Prepare-

I. Equipment A/c

II. Depreciation fund A/c

III. Depreciation Insurance Policy A/c.

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GENERAL MANAGEMENT

Duration: 30 minutes

Marks: 10 marks

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

- Q1. Fill in the following blanks: (2 Marks)**
- a. _____ is a distinct process consisting of planning, organising, actuating and controlling performed to determine accomplished stated objectives by the use of human beings and other resources.
- b. _____ is concerned with the determination of major objectives, policies and strategies of organization.
- Q2. Differentiate between administration and management. (Any 4) (2 Marks)**
- Q3. Answer the following: (3x2 Marks=6 Marks)**
- a) Explain the various levels of management in brief.
b) Explain any FOUR features of Management.
c) Why is management important? (Any 4)
