BUSINESS COMMUNICATION

Duration: 30 minutes   **Marks: 10**

Q. 1) Answer ANY THREE of the following questions:-   (06 mks)

   a) Why is the letter of application compared to a Sales letter?
   b) What should be the tone of a letter of application?
   c) When and how is the follow-up letter written by the applicant?
   d) What is a letter of reference?

Q. 2) What are the reasons for terminating the services of an employee?
                                              (04 mks)

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BUSINESS FINANCE

Duration: 30 minutes   **Marks: 10**

Instructions:
a) Answer any five questions.
b)Each question carries two marks.

1.Define and explain the concept 'Business finance'.

2. Explain any two differences between business finance and corporate finance.

3. Explain the role of business finance in an organization. Any two points.

4. Explain the following two principles of Business finance, 'Wealth maximization and Time value of money'.

5.Define and explain the concept 'Financial planning'.

6. Explain the following two essentials of financial planning, 'Simplicity of the plan and provision for contingencies'.

7. Explain the following two essentials of the financial plan, 'Flexibility and forecasting in the financial plan'.

8. Explain the following two principles of business finance, 'Full utilization of funds and balance between liquidity and profitability'.

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INDIAN CAPITAL MARKETS

Duration: 30 minutes   **Marks: 10**

Q.I. Answer **ANY 2**of the following.   (2x4 marks=8)
   1. Explain the Instruments of Capital Market.
   2. Explain in brief any four Participants of the Capital Market.
   3. Discuss in brief the role of Securities Markets.

Q.II. 1. List out any 2 defects in the Indian Capital Market.   (2 mks)

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BUSINESS LAW-II

Duration: 30 minutes   **Marks: 08**

Answer **ANY FOUR** of the following:-   4X2= 8 marks

Q. 1 Define the term "Contract" under Indian Contract Act, 1872?

Q. 2 Define "Proposal"and "Acceptance" ?

Q. 3 Write any two essentials of a valid consideration?

Q. 4 Differentiate between Agreement and Contract?

Q. 5 Write two points of difference between Fraud and

     Misrepresentation?

Q. 6 State various Kinds of Contract with reference to Indian Contact

     Act , 1872?

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Duration: 30 minutes   **Marks: 10**

Answer the following:-

Q. 1) Explain the terms 1) Class width
                      2) Class mark   (1 mk)

Q. 2) State two limitations of Statistics.   (1 mk)

Q. 3) State two advantages of graphs and diagrams.   (1 mk)

Q. 4) Find 'less than' and 'more than' cumulative frequency for the
      following data:

Weight (in gms)	Number of apples
0 – 25	5
25 – 50	10
50 – 75	25
75 – 100	11
100 – 125	4

(2 mks)

Q. 5) Convert the following data into a frequency distribution table. Also
      find the relative frequency.

Marks	Number of students
Less than 3 marks	5
Less than 6 marks	12
Less than 9 marks	25
Less than 12 marks	33

(3 mks)

Q. 6) Represent the following data by Multiple Bar Diagram.

Year	Exports	Imports
	(in ₹ crores)	
1994	20	18
1995	25	30
1996	30	28
1997	45	51

(2 mks)

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GVM'S G.G.P.R. College of Commerce and Economics
Farmagudi, Ponda-Goa
B.Com.(Semester III)Intra Semester Assessment(ISA) (Test-I) July 2018
RETAIL MANAGEMENT(Generic Elective 3)

Duration:- 30 minutes   **Marks: 10**

Q.1. Fill in the blanks and rewrite the sentence.   (2 mks)

a. _____ refers to capital inflows from abroad that is invested in or to enhance the production capacity of the economy.

b. All activities involved in selling goods or services directly to final consumer for their personal and non-business use is called _____.

Q. 2. Answer the following:-   (8 mks)

a. Explain any four factors responsible for growth of retailing.

b. Explain any four functions of a retailer.

c. Discuss the retail scenario in Indian context.

d. Elaborate upon stages of retail life cycle.

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COMPUTER APPLICATION IN BUSINESS

Duration:- 30 minutes   **Marks: 10**

Q.1.Define data processing.   (1 mk)

Q.2. Explain the different data manipulation techniques used in data
    processing.   (3 mks)

Q.3.What is indexed sequential file access?   (2 mks)

Q.4. Explain the importance of data analysis in business.   (2 mks)

Q.5.What is Data forecasting? State any two limitations of data
    forecasting.   (2 mks)

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B.Com.(Semester III)Intra Semester Assessment(ISA) (Test-I) July 2018
BUSINESS ENVIRONMENT

Duration:- 30 minutes   **Marks: 10**

Q. 1 (**A**) Fill in the blanks and re-write the statements: -   (1X4=4)
(i) Business is _____ activity.
(ii) _____ satisfy needs of the people.
(iii) _____ is an Indian multinational company.
(iv) Jamsetji Tata was the founder of _____ Group of Companies.

(**B**) Write short notes, any two: -   (2X3=6)
(a) Characteristics of business, any four.
(b) Goals of business, any four.
(c) Components of microenvironment, any four.
(d) Environment of Business--- Comment.

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B.Com.(Semester III)Intra Semester Assessment(ISA) (Test-I) July 2018
ECONOMICS OF RESOURCES (GE 4)

Duration:- 30 minutes   **Marks: 10**

Q. I. Answer <u>any two</u> of the following in brief.   **(2 X 2= 4)**
   1. **What is Environmental Economics?**

   2. **What is the concept of Social Efficiency?**

   3. **What is a Positive Externality?**

   4. **What is a Negative Externality?**

Q. II. Write a short note on <u>any one</u> of the followings: **(1 x 6=6)**
   1. **Linkages between Economy and the Environment.**

   2. **Trade-off between Conventional Economic Output and Environmental Quality.**

   3. **Relationship between Economic Efficiency and Market.**

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B.Com.(Semester III)Intra Semester Assessment(ISA) (Test-I) July 2018
FUNDAMENTALS OF COST ACCOUNTING

Duration:- 30 minutes   **Marks: 10**

Instructions: 1. Answer all the questions.
                2. Working notes should form part of your answer.
                3. Figures to the right indicate the marks assigned.

Q.1. Following is the information of Blackboard Dusters manufactured and sold
     by Leeba Industries, Belgavi, during the month of June 2018.   (07 marks)

Stock of raw materials on 1st June 2018	₹ 23,000
Stock of raw materials on 30th June 2018	₹ 26,000
Purchases of raw materials	₹76,000
Expenses on purchase of materials	₹3,000
Direct labour charges	₹ 42,000
Factory overheads	100% of direct labour
Administrative overheads	10% of works cost
Selling overheads	Rs. 4 per unit sold
Dusters produced	10,000 units
Dusters sold (@Rs. 30 per unit)	9,000 units

Prepare a **COST SHEET** for the month of June 2018, showing the total as well
as per unit cost and profit.

B) Explain the following concepts, in brief.   (3 marks)
        1. Elements of cost
        2. Cost Unit
        3. Overheads.

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B.Com.(Semester III)Intra Semester Assessment(ISA) (Test-I) July 2018
ENTREPRENEURSHIP DEVELOPMENT

Duration:- 30 minutes   **Marks: 10**

Q.1 State whether the following statements are TRUE or FALSE.   (Mark : 1)
i. Entrepreneur exercises initiative by organizing a venture to take benefit
    of an opportunity.
ii. Entrepreneurs should regard profit as a standard for measuring the
    achievement or success.

Q. 2   Answer any THREE of the following.   (Marks:9)
1. Define an entrepreneur and explain the concept of entrepreneurship.

2. Discuss in brief any THREE skills required to be a successful
    entrepreneur .

3. Explain any THREE qualities of an entrepreneur.

4. Write a note on role of an entrepreneur in the development of an
   economy .
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