

GVM'S G.G.P.R. College of Commerce and Economics
Farmagudi, Ponda-Goa
B.Com.(Semester IV) Intra Semester Assessment (ISA) (Test-I) January 2018
ADVERTISING

Duration:- 30 minutes

Marks: 10

- 1) Explain the concept of Logo. Explain the history of any one logo. (6mks)
- 2) What are non verbal logos. Give examples. (2 mks)
- 3) What is a Trademark. Why is it required. (2mks)

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BUSINESS COMMUNICATION

Duration:- 30 minutes

Marks: 10

Q.1) Answer **ANY THREE** of the following questions: (6 marks)

- a) How is a letter of application drafted?
- b) Mention the two types of Letters of Application.
- c) What is a 'Testimonial'?
- d) Why should letters of termination of service be drafted with great care?

Q. 2) What are the contents of a bio-data? (4 marks)

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BUSINESS LAW

Duration:- 30 minutes

Marks: 10

1. Answer any FIVE from the below mentioned questions:
2. Figures to the right indicate full marks.

- Q. 1) Explain any two characteristics of Negotiable Instrument. (2 mks)
- Q. 2) Explain cheque in short. (2 mks)
- Q. 3) Explain any two kinds of Endorsement. (2 mks)
- Q. 4) Explain any two essentials of Promissory Notes. (2 mks)
- Q. 5) State the section and the punishment for Dishonour of cheque. (2 mks)
- Q. 6) Explain any two kinds of crossing of Cheque. (2 mks)
- Q. 7) Write any two Distinction between Bill of Exchange and Cheque. (2 mks)

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COMPUTER APPLICATIONS FOR BUSINESS

Duration:- 30 minutes

Marks: 10

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|---|---------|
| Q.1) What is an internetworking device? | (1 mk) |
| Q.2) State one difference between a hub and a repeater. | (1 mk) |
| Q.3) How does a switch work? | (1 mk) |
| Q.4) State the function of a router. | (1 mk) |
| Q.5) What is the medium of communication used in wireless networks? | (1 mk) |
| Q.6) How does packet switching work? | (2 mks) |
| Q.7) What information does a single IP address contain? | (1 mk) |
| Q.8) State any two features of IPV6. | (2 mks) |

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STATISTICAL TECHNIQUES

Duration:- 30 minutes

Marks:10

Answer the following:-

- 1) Write a short note on Multiple Correlation. (1 mk)
- 2) Give one point of difference between Census survey and Sample survey. (1 mk)
- 3) Explain 'Strong positive correlation' with a scatter diagram. (1 mk)
- 4) If $b_{xy} = -0.25$ and $b_{yx} = -0.28$, find 'r'. (1 mk)
- 5) If $\text{Cov}(x, y) = 20$, $r = 0.8$, variance of x is 16, find standard deviation of y. (2 mks)
- 6) Given means of x and y are 65 and 67, their variances are 6.25 and 12.25 respectively and coefficient of correlation is 0.8, find the regression equation of x on y. (2 mks)
- 7) If $R = 0.8$ and $\sum d^2 = 33$ find n. (2 mks)

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BUSINESS ENVIRONMENT

Duration:- 30 minutes

Marks: 10

Q.1) Fill in the blanks. ($\frac{1}{2}$ x 4 = 2 mks)

- 1) _____ economy is featured by government ownership.
- 2) The new Industrial policy was framed in the year _____.
- 3) The planning commission in India has been replaced by _____.
- 4) _____ policy is also called as Budgetary Policy.

Q.II) Answer ANY TWO of the following. (4 x 2 = 8 mks)

- 1) State and explain any 4 features of a capitalist economy.
- 2) State and explain the various measures and programs taken by government for employment generation.
- 3) Briefly elaborate on International Finance Corporation.

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E-COMMERCE AND E-ACCOUNTING

Duration:- 30 minutes

Marks: 10marks

Q.I. Answer the following

1. Explain C2C model of e commerce. (2 mks)
2. Explain B2C model of e commerce. (2 mks)
3. What are the advantages of e commerce? Explain. (any 2) (2 mks)

Q.II. Write a short note on any 2 e commerce revenue models. (4 mks)

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ECONOMICS OF RESOURCES

Duration:- 30 minutes

Marks: 10marks

Q. 1) Answer ANY THREE of the following:- (6 mks)

- 1) Explain the meaning of environmental economics.
- 2) Distinguish between Economic efficiency and Social efficiency.
- 3) What are open access resources.
- 4) Distinguish between external Cost and external benefit.

Q. 2) Answer ANY ONE of the following:- (4 mks)

- a) Explain the link between economy and environment.

OR

- b) Write a Short note on Market failure. (4 mks)

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FINANCIAL ACCOUNTING

Duration:- 30 minutes

Marks: 10

- Instructions: 1. Q. No. 1 is compulsory
2. Working notes should form part of your answer.
3. Figures to the right indicate the marks assigned.

Q.1. Following is the trial balance of Landmark India Ltd. as on 31st March 18.(10 marks)

Particulars	Debit Balances	Credit Balances
Equity Share capital		8,00,000
Plant and machinery	3,80,000	
Cash and bank balances	1,62,000	
Bad debts	48,300	
Purchases/Sales	24,50,000	35,00,000
9% debentures		2,00,000
Repairs and maintenance	20,000	
Profit and loss A/c (1.4.17)		2,65,600
Bank interest received		15,000
Returns inwards/outwards	1,00,000	50,000
7% Government Bonds	1,00,000	
Interest on Bonds		4,500
Audit fees	40,000	
Wages	1,50,000	
Dividends received		65,000
Sundry debtors/Creditors	3,75,000	1,15,000
Debenture interest paid	10,000	
Salaries	5,00,000	
Opening stock	5,50,000	
General reserve		1,55,000
Rent paid	55,000	
Insurance premium paid	1,75,000	
Advertisement	54,800	
Total	51,70,100	51,70,100

The following are the adjustments to be made :

1. The stock as on 31st March 2018 was valued at Rs. 6,50,000.
2. Depreciate plant & machinery @ 10% p.a.
3. Interest on debentures and bonds was due and to be provided.
4. Provide for income tax Rs. 12,000.
5. Make a provision for doubtful debts @ 5% on debtors.

Prepare the STATEMENT OF PROFIT & LOSS for the year ended 31st March 2018, as required by the Revised Schedule VI of The Companies Act, 1956.

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BUSINESS FINANCE

Duration:- 30 minutes

Marks: 10

Q.1 Fill in the blanks:

(1 mark)

- i. _____ capital is treated as the 'Risk Capital'.
- ii. In the case of _____ shares , there is a preferential treatment with regard to payment of dividend and repayment of capital.

Q. 2 Answer any **THREE** of the following:

1. Short note on Equity Share Capital as a source of finance. (3 marks)
2. Write in brief about the disadvantages of Debenture Capital. (3 marks)
3. Explain any three factors influencing sources of finance. (3 marks)
4. Discuss in brief the sources of finance available to the Sole Proprietor. (3 marks)

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