

G.V.M'S G.G.P.R. COLLEGE OF COMMERCE & ECONOMICS  
FARMAGUDI, PONDA  
INTRA SEMESTER ASSESSMENT TEST -I  
B.COM. SEMESTER-IV FEBRUARY- 2017  
**BUSINESS COMMUNICATION**

MARKS:- 10

Duration:- 30 minutes

- Q. 1) Answer any three of the following: ( 06 mks)
- What should be the tone of a letter of Application?
  - Write a note on 'Electronic Resume'.
  - What is meant by a memo?
  - When are services in a Company usually terminated?
- Q. 2) How should a letter of appointment be drafted? ( 04 mks)

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**BUSINESS ENVIRONMENT**

**MARKS:- 10**

**Duration:- 30 minutes**

Q. 1) A) Fill in the blanks:-

( 4 x ½ marks)

1) Planning Commission was replaced by \_\_\_\_\_.

2) \_\_\_\_\_ economy is featured by Private ownership.

3) Fiscal Policy is also known as \_\_\_\_\_.

4) IFC stands for \_\_\_\_\_.

B) Explain any two features of Socialist economy. ( 2 marks)

C) Explain any two types of Unemployment. ( 2 marks)

D) Explain Economic Dualism in India. ( 4 marks)

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**ECONOMICS OF RESOURCES**

**MARKS:- 10**

**Duration:- 30 minutes**

Q. 1) Answer any two of the following:-

( 2 x 2 = 04 mks)

- i) What is Environmental Economics?
- ii) Distinguish between External cost and External benefits.
- iii) What is Market failure?
- iv) What are open access resources?

Q. 2) Answer any one of the followings:-

(06 x 1 =06 mks)

- i) Briefly explain the trade off between Conventional Economic output and Environmental quality.
- ii) Briefly explain the linkages between Economy and the Environment.

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INTRA SEMESTER ASSESSMENT TEST -I  
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BUSINESS LAW

MARKS:- 10

Duration:- 30 minutes

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**INSTRUCTIONS:**

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

- Q1. State any two Characteristics of Negotiable Instrument. (2 marks)
- Q2 . Explain Cheque in short. (2 marks)
- Q3. Explain Holder in short. (2 marks)
- Q4. Explain any one kind of endorsement. (2 marks)
- Q5. State the Section and the punishment for Dishonour Of Cheque? (2 marks)
- Q6. Explain any two essentials of Promissory Note. (2 marks)
- Q7. Explain any rules of Presentment for payment. (2marks)

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BUSINESS FINANCE

MARKS:- 10

Duration:- 30 minutes

Q. I. Fill in blanks:

(2 marks)

1. \_\_\_\_\_ shareholders do not carry voting rights.
2. \_\_\_\_\_ carry fixed rate of interest.
3. \_\_\_\_\_ debentures are for fixed period and are paid back after a specified period.
4. \_\_\_\_\_ is considered as the early stage financing of new and young enterprises.

Q II. Write a short note on venture capital.

(2 marks)

Q.III. Write **any four** advantages of equity shares.

(2 marks)

Q.IV. Explain **any four** advantages of self financing.

(4 marks)

OR

Q.IV. Explain **any four** disadvantages of debentures.

(4 marks)

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INTRA SEMESTER ASSESSMENT TEST - I  
STATISTICAL TECHNIQUES

MARKS: 10

DURATION: 30 MINUTES

Answer the following:

- 1) There are 52 students in S.Y.B.Com. It is desired to take a sample size of 4. Explain how you would draw a **systematic** sample of this size.
- 2) Find the coefficient of correlation from the following data:  
 $n = 12, \sum (x - \bar{x})^2 = 360, \sum (y - \bar{y})^2 = 250, \sum (x - \bar{x})(y - \bar{y}) = 225.$
- 3) If  $\bar{x} = 10, \bar{y} = 8$  and  $b_{xy} = 2.5$ , find the regression equation of x on y.
- 4) If  $\sigma_x = 5, \sigma_y = 4$  and  $r = 0.6$ , find the regression coefficients.
- 5) Tickets are numbered from 1 to 100. They are well shuffled and ticket is drawn at random. What is the probability that the drawn ticket has a number which is a square?

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**FINANCIAL ACCOUNTING**

MARKS:- 10

Duration:- 30 minutes

- Instructions: 1. Q. 1 is compulsory  
 2. Working notes should form part of your answer.  
 3. Figures to the right indicate the marks assigned.

Q. 1. The authorised share capital of Uday Ltd. was 30,000 equity shares of Rs. 100 each.  
 The particulars as on 31<sup>st</sup> March 2017 were as follows: (10 marks)

Debit balances	Rs.	Credit balances	Rs.
Plant and machinery	12,00,000	Equity share capital	14,00,000
Copyrights	2,00,000	General reserve	1,75,000
Closing stock of finished goods	5,00,000	7% debentures	7,50,000
Sundry debtors	2,00,000	Profit & loss A/c(1.4.16)	3,52,300
Long term loans & advances	85,400	Sundry creditors	1,20,000
Cash and bank	5,54,000	Provision for tax	88,700
Preliminary expenses	1,10,600	Proposed dividend	1,14,000
Govt. Bonds(Long term)	1,50,000		
	<b>30,00,000</b>		<b>30,00,000</b>

Prepare a common-size balance sheet (with notes) from the above balances as on 31.3.17.

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Goa Vidyaprasarak Mandal's  
Gopal Govind Poy Raiturcar College of Commerce and Economics  
Ponda Goa

B. Com. IV Semester ISA Test – February 2017  
E-COMMERCE & E-ACCOUNTING

Duration: 30 Minutes

Marks: 10

Q. 1. Answer the following:-

1. Write a note on E-Business (3)
2. Write a note on B<sub>2</sub>B Commerce (3)

Q. 2. Answer any one of the following

1. Explain any two E-Business Models (4)
2. Explain any four limitations of e-commerce (4)

— X — X —



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**ADVERTISING**

MARKS:- 10

Duration:- 30 minutes

All questions are Compulsory  
Figures to the right indicate full marks.

- Q.1) Explain the importance of Pre-testing Methods. (2 mks)
- Q. 2) "Sales area test" is the most practical Method.  
Explain why? (2 mks)
- Q. 3) Explain any one Method of the Consumer Jury method. (2 mks)
- Q. 4) "Projective test helps to read the Mind of the customer".  
Explain the statement with Examples. (2 mks)
- Q. 5) What is Mechanical or laboratory Method. When is it  
Used. (2 mks)

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INTRA SEMESTER ASSESSMENT TEST -I  
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**COMPUTER APPLICATION FOR BUSINESS**

MARKS:- 10

Duration:- 30 minutes

- Q. 1) Define: 1) E-Commerce  
2) Transaction ( 2 mks)
- Q. 2) Explain any 2 advantages of e-commerce to customers. ( 2 mks)
- Q. 3) Explain in brief the components of an EDI document. ( 3 mks)
- Q. 4) State any two benefits of EDI. (1 mk)
- Q. 5) State the different types of online payment system. ( 2 mks)

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