

**Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS
FARMAGUDI, PONDA - GOA**

**B.COM. UGC-CCFUP (SEMESTER-IV) Intra Semester Assessment (ISA-I)-Test FEBRUARY 2025
CBM-205 - BRAND MANAGEMENT**

Duration: 30 Minutes

Marks: 05

Instructions: -

i) Q1 is compulsory

ii) Answer any two from three options available.

- | | | |
|--|----|-------------|
| 1. What is Branding? | 2M | (CO 1, BL1) |
| 2. List two features of a good Brand name. | 1M | (CO 1, BL1) |
| 3. What is the significance of Branding in business? | 1M | (CO1, BL1) |
| 4. Define Digital Branding. | 1M | (CO 1, BL1) |
| 5. What is a Store Brand? | 1M | (CO 1, BL1) |
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Goa Vidyaprasarak Mandal's

Gopal Govind Poy Raiturcar College of Commerce & Economics

Farmagudi - Ponda, Goa

B.Com.UGC-CCFUP(Semester IV) Intra Semester Assessment(ISA)I-Test, February 2025

COM-223-Business statistics II

Duration: 30 minutes

Marks: 10

Q1. How many different 3-digit numbers can be formed using the digits 1,2,5,8 and 9, if

- a. repetition of digits is allowed
- b. repetition of digits is not allowed

(2M)[CO1][BL2]

Q2. A bag contains 7 white balls, 5 black balls, and 4 red balls. Two balls are drawn at random from the bag. In how many ways can the two balls be selected such that one is black and the other is red?

(2M)[CO1][BL2]

Q3. A card is drawn at random from a well-shuffled pack of 52 cards. Find the probability that the card drawn is a diamond with an even number ?

(2M)[CO1][BL2]

Q4. Two dice are thrown. The probability that the sum of the upper faces is 8 is 0.13 . What is the probability that the sum on the upper faces is not 8?

(2M)[CO1][BL2]

OR

Q4. Three coins are tossed. If A is the event of getting at most 2 heads, how many outcomes satisfy A ?

(2M)[CO1][BL2]

Q5. Which of the following statements is incorrect?

(2M)[CO1][BL1]

- a. ${}^nC_r = {}^nC_{n-r}$
- b. $P(E) + P(E') = 1$
- c. ${}^nC_{n-1} = n!$
- d. ${}^nP_n = n!$

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**B.COM. UGC-CCFUP (SEMESTER-IV) Intra Semester Assessment (ISA-I)-Test FEBRUARY 2025
COM-222 - CORPORATE LAW**

Duration: 30 minutes

Marks: 10

Instructions:-

Q) Answer any five questions for 2 marks each.

(5x2 Marks=10)

- | | |
|---|-----------|
| 1. Explain the concept of a company with examples. | (CO1 BL1) |
| 2. What are the judicial grounds of lifting a corporate veil? | (CO1 BL1) |
| 3. Distinguish between private and public company? | (CO1 BL1) |
| 4. Explain the concept of Government Company. | (CO1 BL1) |
| 5. What are the advantages of a non- profit association. | (CO1 BL1) |
| 6. What are the effects of an illegal association? | (CO1 BL1) |
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**B.COM. UGC-CCFUP (SEMESTER-IV) Intra Semester Assessment (ISA-I)-Test FEBRUARY 2025
CBM-221 - DIGITAL MARKETING**

Duration: 30 Minutes

Marks: 10

Q) Answer **any five** for 2 marks each.

(2 Marks X 5 =10)

- | | |
|---|-------------|
| 1. Define Digital Marketing. | (CO 1, BL1) |
| 2. What is SEO? | (CO 1, BL1) |
| 3. What is the importance of Digital Marketing? | (CO 1, BL1) |
| 4. What is Traditional Marketing? | (CO1, BL1) |
| 5. What is Influencer Marketing? | (CO 1, BL1) |
| 6. Define Content Marketing with an example. | (CO 1, BL1) |
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**B.COM. UGC-CCFUP (SEMESTER-IV) Intra Semester Assessment (ISA-I)-Test FEBRUARY 2025
CBM-204 - EVENT MANAGEMENT**

Duration: 30 minutes

Marks: 10

Q.1 Answer any FIVE of the following:

(2 Marks X 5=10)

- | | |
|---|--------------|
| 1. How would you relate to the concept of Event Management? | (CO1) (BTL2) |
| 2. Explain any TWO principles of Event Management. | (CO1) (BTL2) |
| 3. Explain the concept of Mega Event. | (CO1) (BTL2) |
| 4. Explain the nature of Major and Minor Events. | (CO1) (BTL2) |
| 5. Briefly discuss the organization of the Sporting Event. | (CO1) (BTL2) |
| 6. Discuss the organization of the Art and Culture Event. | (CO1) (BTL2) |

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**B.COM. UGC-CCFUP (SEMESTER-IV) Intra Semester Assessment (ISA-I)-Test FEBRUARY 2025
CBF-205 - FINANCIAL STATEMENT ANALYSIS OF BANKS**

Duration: 30 Minutes

Marks: 05

Instructions : 1) *Question number 1 is compulsory*
2) *Answer any two questions from question no. 2 to question no.4.*
3) *Figures to the right indicate full marks.*

Q) Answer the following questions:

- | | |
|--|-----------------------|
| 1) Explain what is annual report. | (1 marks) (CO1) (BL2) |
| 2) Describe any two key components of an annual report. | (2 marks) (CO1) (BL2) |
| 3) Outline any two aspects of standalone financial statements. | (2 marks) (CO1) (BL2) |
| 4) Explain any two aspects of consolidated financial statements. | (2 marks) (CO1) (BL2) |
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B.COM. UGC-CCFUP (SEMESTER-IV) Intra Semester Assessment (ISA-I)-Test FEBRUARY 2025
CFA-203 - FINANCIAL STATEMENT ANALYSIS

Duration: 30 Minutes

Marks: 10

Q 1 a) Following is the balance sheet of Prakash Ltd as on 31st March 2020. (10 Marks)

| Liabilities | Amount | Assets | Amount |
|--------------------------|-----------|----------------------|-----------|
| Equity share capital | ₹3,00,000 | Fixed Assets | ₹4,00,000 |
| Preference share capital | ₹2,00,000 | Investments | ₹1,50,000 |
| General reserve | ₹20,000 | Stock | ₹25,000 |
| Profit and loss account | ₹50,000 | Debtors | ₹75,000 |
| 10% Debentures | ₹1,00,000 | Bills receivable | ₹30,000 |
| Creditors | ₹20,000 | Cash | ₹15,000 |
| Bills payable | ₹7,000 | Preliminary expenses | ₹5,000 |
| Outstanding expenses | ₹3,000 | | |
| | ₹7,00,000 | | ₹7,00,000 |

Prepare a common-size balance sheet from the above in vertical form. (CO1, BL3)

OR

b) The following is the balance sheet of Laila Ltd for the years ending 31st March 2018 and 2019. You are required to prepare a comparative balance sheet based on the following: (CO1, BL3)

| Liabilities | 2018 | 2019 | Assets | 2018 | 2019 |
|----------------------|-----------|------------|------------------|-----------|------------|
| Equity share capital | ₹4,00,000 | ₹4,00,000 | Fixed assets | ₹4,80,000 | ₹9,20,000 |
| Pref. share capital | ₹2,00,000 | ₹2,00,000 | Stock | ₹80,000 | ₹50,000 |
| Reserves | ₹40,000 | ₹60,000 | Debtors | ₹2,00,000 | ₹1,50,000 |
| Profit & loss A/c | ₹30,000 | ₹40,000 | Prepaid expenses | ₹20,000 | ₹24,000 |
| Creditors | ₹80,000 | ₹1,00,000 | Cash at bank | ₹1,00,000 | ₹1,66,000 |
| Prov. For taxation | ₹30,000 | ₹50,000 | | | |
| Bank overdraft | ₹1,00,000 | ₹4,60,000 | | | |
| | ₹8,80,000 | ₹13,10,000 | | ₹8,80,000 | ₹13,10,000 |

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**B.COM. UGC-CCFUP (SEMESTER-IV) Intra Semester Assessment (ISA-I)-Test FEBRUARY 2025
CFA-205 - FORENSIC ACCOUNTING**

Duration: 30 Minutes

Marks: 05

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- Q. No. 1 Answer **any one** of the following: 1x1=1
- a) What is Forensic Accounting? (CO1) (BL1)
 - b) What is the importance of Forensic Accounting? (CO1) (BL1)
- Q. No. 2 Answer **any two** of the following: 2x2=4
- a) How would you explain any four factors considered in ethics of forensic accounting? (CO1) (BL1)
 - b) How would you explain any two Investigative techniques in forensic accounting? (CO1) (BL1)
 - c) Write a note on fraud detection and prevention. (CO1) (BL1)
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**B.COM. UGC-CCFUP (SEMESTER-IV) INTRA SEMESTER ASSESSMENT (ISA-I) TEST,
FEBRUARY 2025**

COM-202 - FUNDAMENTALS OF MACROECONOMICS FOR BUSINESS

Duration: 30 minutes

Marks: 10

Instructions- i) All questions are compulsory, however internal choice is available.
ii) Figures to the right indicate marks.

Q.1. Answer **any 2** of the following (2x2=4) (CO1, BL2)

- i. What is meant by net export, and how is it calculated?
- ii. Explain the concept of money flow in the circular flow model of an economy.
- iii. How would you summarize the main areas of study in macroeconomics?

Q. 2. Answer **any 2** of the following. (2x3=6) (CO1, BL2)

- i. What is NDP? And how is it different from GDP? Calculate NDP using the following data in rupees:

| | |
|--------------------------------------|-------------|
| GDP | ₹ 20,00,000 |
| Depreciation | ₹ 2,00,000 |
| Net Factor Income from Abroad (NFIA) | ₹ 50,000 |
| Indirect Taxes | ₹ 3,00,000 |

- ii. What is disposable income? And how is it derived from personal income? Calculate Disposable Income using the following data in rupees:

| | |
|-----------------|------------|
| Personal Income | ₹15,00,000 |
| Depreciation | ₹ 50,000 |
| Income Taxes | ₹ 2,00,000 |

- iii. Distinguish between NDP at factor cost and NDP at market price. Calculate NDP at market price using the following data in rupees:

| | |
|--------------------------------------|-------------|
| NDP at factor cost | ₹ 18,00,000 |
| Indirect Taxes | ₹ 3,00,000 |
| Subsidies | ₹ 1,00,000 |
| Net Factor Income from Abroad (NFIA) | ₹ 50,000 |

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B.COM UGC-CCFUP (SEMESTER IV) Intra Semester Assessment (ISA-I)- Test February 2025

HIN- 252 – HINDI (SAMBHASHAN KALA)

Duration- 30 minutes

Max Marks- 05

No. of Pages- 01

प्र.1.अ. निम्नलिखित प्रश्नों के लघु उत्तर लिखिए।

(Marks) (CO) (BL)

1. संभाषण के गुण कौन-कौन से हैं? (1) (CO1) (BL1)
2. संभाषण की प्रक्रिया को संक्षेप में समझाइए। (2) (CO1) (BL1)
3. अ) संभाषण कला में यशेष्ट भाषा ज्ञान क्यों जरूरी है? (2) (CO1) (BL2)

अथवा

3. आ) संभाषण कला में अंतराल ध्वनि का क्या महत्व है? (2) (CO1) (BL2)

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B.COM UGC-CCFUP (SEMESTER IV) Intra Semester Assessment (ISA-I)- Test February 2025

HIN- 252 – HINDI (SAMBHASHAN KALA)

Duration- 30 minutes

Max Marks- 05

No. of Pages- 01

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(Marks) (CO) (BL)

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**B.COM. UGC-CCFUP (SEMESTER-IV) Intra Semester Assessment (ISA-I)-Test FEBRUARY 2025
COM- 204– INDIRECT TAXES**

Time: 30 Minutes

Marks: 10

Q. Answer **any two** from the following: - **(5 Marks X2=10)**

1. Explain any five types of Indirect taxes in brief. **(CO1) (BL2)**
 2. Explain any five benefits of GST in brief. **(CO1) (BL2)**
 3. Explain in brief GST structure in India. **(CO1) (BL2)**
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B.Com. UGC-CCFUP (SEMESTER-IV), First ISA Examination (TEST), February 2025

Subject: Konkani

KON-252: कोंकणी भाशेचें मुळावें गिन्यान

Time: 30 min

Marks: 05

No. of Pages: 01

सुचोवण्यो:

1. प्रस्नांचे आंकडे स्पश्ट बरोवचे.
2. प्रस्ना सामकार दरेकाचे गूण दिल्यात.

प्र.1. सकयल दिल्ल्या खंयच्याय पांच प्रस्नांच्यो जापो 8- 10 उतरांनी बरयात. (5x1 Mark=5)

1. भास म्हणल्यार कितें? (CO1, BL1)
2. आवयभास म्हणल्यार कितें? (CO1, BL1)
3. आवयभाशेचें खंयचेंय एक म्हत्व बरयात. (CO1, BL1)
4. भाशेचें खंयचेंय एक म्हत्व बरयात. (CO1, BL1)
5. भाशेक मानवी जिविताची 'संस्कृती वाहिनी' कित्याक म्हणल्या? (CO1, BL1)
6. भास अनुकरणजन्य प्रक्रिया जावन आसा अशें कित्याक म्हणटात? (CO1, BL1)

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**B.COM. UGC-CCFUP (SEMESTER-IV) Intra Semester Assessment (ISA-I)-Test
FEBRUARY 2025**

CBF-203 - LAW AND PRACTICE OF BANKING

Duration: 30 Min

Marks: 10

Instructions:-

Answer any five for 2 marks each.

- | | |
|--|-------------|
| 1. Define a Negotiable Instrument. | (CO 1, BL1) |
| 2. List any two features of a Negotiable Instrument. | (CO 1, BL1) |
| 3. What is Account Payee Crossing? | (CO 1, BL1) |
| 4. Define a Bill of Exchange. | (CO 1, BL1) |
| 5. What is a Cheque? | (CO 1, BL1) |
| 6. Name and explain any two kinds of Endorsements. | (CO 1, BL1) |

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B.COM. UGC-CCFUP (SEMESTER IV) INTRA SEMESTER ASSESSMENT (ISA-I) TEST, FEBRUARY 2025
MAR- 252 – MARATHI (BOOK REVIEW)
Duration: 30 minutes **Marks: 05**

| खालील प्रश्नांची उत्तरे लिहा. | (Marks) | (CO) | (BL) |
|--|---------|------|------|
| 1. ग्रंथपरीक्षण म्हणजे काय ? | 01 | CO 1 | BL1 |
| 2. ग्रंथपरीक्षणाचे महत्त्व सांगा . किंवा | 02 | CO 1 | BL1 |
| 3. 'ग्रंथपरीक्षण' हे ग्रंथ आणि वाचक यामधील दुवा कशाप्रकारे सिध्द होतो? | 02 | CO 1 | BL1 |
| 4. ग्रंथपरीक्षणाची संकल्पना स्पष्ट करा. | 02 | CO 1 | BL1 |

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B.COM. UGC-CCFUP (SEMESTER IV) INTRA SEMESTER ASSESSMENT (ISA-I) TEST, FEBRUARY 2025
MAR - 252 – MARATHI (BOOK REVIEW)
Duration: 30 minutes **Marks: 05**

| खालील प्रश्नांची उत्तरे लिहा. | (Marks) | (CO) | (BL) |
|--|---------|------|------|
| 1. ग्रंथपरीक्षण म्हणजे काय ? | 01 | CO 1 | BL1 |
| 2. ग्रंथपरीक्षणाचे महत्त्व सांगा. किंवा | 02 | CO1 | BL 1 |
| 3. 'ग्रंथपरीक्षण' हे ग्रंथ आणि वाचक यामधील दुवा कशाप्रकारे सिध्द होतो? | 02 | CO 1 | BL1 |
| 4. ग्रंथपरीक्षणाची संकल्पना स्पष्ट करा. | 02 | CO 1 | BL1 |

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**B.COM. UGC-CCFUP (SEMESTER-IV) Intra Semester Assessment (ISA-I)-Test FEBRUARY 2025
CCA-205 - MARGINAL COSTING**

Duration: 30 Minutes

Marks: 05

Instructions:

All questions are compulsory, internal choice is provided

Figures to the right indicate maximum marks to the questions.

Q.1) Answer the following. (1X1 Mark) (BL2, CO1)

- a) Explain the meaning of marginal costing in your own words.

Q.2) Answer ANY TWO of the following. (2X2 Marks) (BL2, CO1)

- a) Summarize the key advantages of marginal costing for decision-making.
- b) Describe the limitations or disadvantages of marginal costing.
- c) Illustrate how marginal costing is used in business decision-making.
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**B.COM. UGC-CCFUP (SEMESTER-IV) Intra Semester Assessment (ISA-I)-Test FEBRUARY 2025
CCA-202 - METHODS OF COSTING-II**

Duration: 30 Minutes

Marks: 10

**Instructions: 1) Answer any 1 question out of 2.
2) Figures to the right indicate full marks.**

(10 Marks) (CO1) (BL3)

Q1) Samay chemical co.ltd produced three chemicals during the month of July 2018 by two consecutive processes. In each process 4% of the total weight put in is normally lost and 6% is scrap which from process 1 and 2 realises at rupees 100 a ton. The product of two processes is dealt with as follows:

| | Process 1 | Process 2 |
|-------------------------------|-----------|-----------|
| Passed on to the next process | 75% | --- |
| Sent to warehouse for sale | 25% | 100% |

Expenses incurred are as follows:

| | Process 1 | | Process 2 | |
|---------------------|-----------|--------|-----------|--------|
| | Tons | Amount | Ton | Amount |
| Raw Material | 2000 | 240000 | 150 | 30000 |
| Manufacturing Wages | | 20000 | | 16000 |
| General expenses | | 10000 | | 5000 |

Prepare process 1 & 2 accounts showing cost per ton of each product.

OR

Q2) (5 marks) (CO1) (BL3)

A) In process 1, Units entered were 100000 out of which 5% were normally lost in the process. The actual output derived from process 1 was 90000 units and normal cost of normal output was rupees 400000. Calculate the value of abnormal loss.

(5 marks) (CO1) (BL3)

B) In Process 2 units entered were 80000 out of which 10 % were normally lost in the process. 4000 units were work in progress and the actual output was 72000. The value of normal cost of normal output was rupees 250000. Calculate value of Abnormal Gain.

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B.COM. UGC-CCFUP (SEMESTER-IV) Intra Semester Assessment (ISA-I)-Test FEBRUARY 2025
CBF-204 - PRINCIPLES AND PRACTICE OF INSURANCE

Duration: 30 Minutes

Marks: 10

Q.No.1) Answer **any one** of the following:

2x1=2

a) Define Insurance.

(CO1)(BL1)

b) What is Risk?

(CO1)(BL1)

Q.No.2) Answer **any two** of the following:

2x2=4

a) How would you explain any two types of risk?

(CO1)(BL1)

b) How would you explain any two principles of Insurance?

(CO1)(BL1)

c) Explain any two disadvantages of Insurance.

(CO1)(BL1)

Q.No.3) Answer **any two** of the following:

2x2=4

a) Explain any two functions of insurance.

(CO1)(BL2)

b) Explain any two methods of handling a risk.

(CO1)(BL2)

c) Explain the role of IRDAI.

(CO1)(BL2)

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B.COM. UGC-CCFUP (SEMESTER-IV) Intra Semester Assessment (ISA-I)-Test FEBRUARY 2025
CBM-203 - SERVICES MARKETING

Duration: 30 Minutes

Marks: 10

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- Q. No.1) Answer **any one** of the following: **2x1=2**
- a) What is services? **(CO1)(BL1)**
- b) How would you explain any two factors determine the growth of service sector.? **(CO1)(BL1)**
- Q. No.) Answer **any two** of the following: **2x2=4**
- a) Summarise the four I's of services. **(CO1)(BL1)**
- b) How would you explain any two characteristics of service? **(CO1)(BL1)**
- c) What is meant by service delivery? **(CO1)(BL1)**
- Q. No.3) Answer **any two** of the following: **2x2=4**
- a) Can you list the any three factors responsible for the growth of customer satisfaction. **(CO1)(BL2)**
- b) Explain any two types of customer expectations. **(CO1)(BL2)**
- c) How would you classify the services? **(CO1)(BL2)**
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**B.COM. UGC-CCFUP (SEMESTER-IV) Intra Semester Assessment (ISA-I)-Test FEBRUARY 2025
CCA-221 - STRATEGIC PERFORMANCE MANAGEMENT**

Duration: 30 Minutes

Marks: 10

***Instructions: 1) Answer any 2 questions out of 3.
2) Figures to the right indicate full marks.***

Q1. Answer **any 2** questions from the following.

- | | |
|--|-----------------------------|
| 1. Describe any five objectives of performance management. | (5 marks) (CO1)(BL2) |
| 2. Explain any five tools of financial report analyses. | (5 marks) (CO1)(BL2) |
| 3. Differentiate between a credit score and a credit rating. | (5 marks) (CO1)(BL2) |
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Goa Vidyaprasarak Mandal's

Gopal Govind Poy Raiturcar College of Commerce & Economics

Farmagudi - Ponda, Goa

B.Com.UGC-CCFUP(Semester IV) Intra Semester Assessment(ISA)I-Test, February 2025

COM-223-Business statistics II

Duration: 30 minutes

Marks: 10

Q1. How many different 3-digit numbers can be formed using the digits 1,2,5,8 and 9, if

- a. repetition of digits is allowed
- b. repetition of digits is not allowed

(2M)[CO1][BL2]

Q2. A bag contains 7 white balls, 5 black balls, and 4 red balls. Two balls are drawn at random from the bag. In how many ways can the two balls be selected such that one is black and the other is red?

(2M)[CO1][BL2]

Q3. A card is drawn at random from a well-shuffled pack of 52 cards. Find the probability that the card drawn is a diamond with an even number ?

(2M)[CO1][BL2]

Q4. Two dice are thrown. The probability that the sum of the upper faces is 8 is 0.13 . What is the probability that the sum on the upper faces is not 8?

(2M)[CO1][BL2]

OR

Q4. Three coins are tossed. If A is the event of getting at most 2 heads, how many outcomes satisfy A ?

(2M)[CO1][BL2]

Q5. Which of the following statements is incorrect?

(2M)[CO1][BL1]

- a. ${}^nC_r = {}^nC_{n-r}$
- b. $P(E) + P(E') = 1$
- c. ${}^nC_{n-1} = n!$
- d. ${}^nP_n = n!$