mar-2023

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

Q.1. A. Explain the following in 2-3 sentences only. (Any 5):   (10)

      i. Appraisal interview
      ii. Quorum
      iii. Delegates
      iv. Press Handout
      v. Open questions
      vi. Ad Hoc committee
      vii. Agenda
      viii. Panel interview

Q. 1. B. Match the column.   (05)

Column A	Column B
1. Minutes	a. Internal PR
2. Exit Interview	b. External PR
3. Press conference	c. Job interview
4. Suggestion Scheme	d. Record of Meeting
5. Group Discussion	e. Last interview

Q.2. Write short notes on any four of the following: (20)

    1. Importance of Group Discussion

    2. Exit and Reprimand interview

    3. Preparation of the candidate for a job interview

    4. Role of the chairperson of a meeting

    5. Role of the participant of a meeting

    6. Advantages and disadvantages of meetings

Q.3. Answer any two of the following questions: (20)

    1. Define conference. Explain the steps to be followed to organize a conference.
    2. Describe the types of committees. State the advantages of committees
    3. Define Public Relations and describe the various methods used by the Internal Public Relations department

Q.4. Write any four of the following letters: **(20)**

1. Gala Mobile Store wants to buy a range of scratch guards. Write an inquiry letter to Modern Tech Ltd.

2. The wooden shelves you ordered for the library of your college is not of the same quality that you had ordered for. Write a complaint letter to Shandaar Interiors, Goregaon.

3. Write a sales letter to promote the sale of any one of the following:

      a. A protein Health drink   b. Headphone

4. You purchased a laptop from Bhavya Electronics. The laptop is lagging and the battery is not charging. You complained to Bhavya Electronics but they have not responded. it is two months now and you have still not got any reply from Bhavya Electronics. Write a letter to the Consumer Redressal Forum seeking justice.

5. Your name is missing from the electoral roll for the second time. Draft an RTI query.

Q.5. A. Draft a proposal to Comtech Institute to start a basic computer course. **(10)**

OR

B. The sale of luxury office bags of Silver Bags Ltd. has declined in the last two years. A committee has been set to investigate the reasons for the low sales and to make recommendations to halt further decline. Draft the committee's report.

Q.6. Draft the notice and agenda of the Statutory Meeting of the shareholders of the Maharashtra Computers Ltd., Mumbai to be held on 5th April, 2023. Also draft the following resolutions: **(10)**

      a. Appointment of Auditors

      b. Declaration of Dividend

Q.7. Summarize the following passage in about 50 words and suggest a suitable title. **(05)**

The advance of technology has brought about much progress in some fields of medicines including the development of scientific drug therapy. In many countries public health organisation is improving and people's nutritional standards are risen. Parallel with such beneficial trends are two which have an adverse effect. One is the use of high pressure advertising by the pharmaceutical industry which had tended to influence both patients and doctors and has led to the over use of drugs generally. The other is the emergence of sedentary society with its faulty ways of living: lack of exercise, overeating, unsuitable eating, insufficient sleep, excessive smoking and drinking. People with disorders arising from faulty habits such as these, as well as from unhappy human relationships, often resort to self-medication. Advertisers go to great length to catch this market.

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GES/SBVC/2023/SEMESTER END EXAM   **MARKS: 100**

FYBCOM (SEM II)   **COMMERCE - II**

DATE: 27/03/2023   **TIME:** 7.30 to 10.30 am

N. B: 1. All questions are compulsory.

2. Figures to the right indicate full marks.

Q. 1 A) Select the most appropriate answer from the options given below. (**Any Ten**)   10

1. Services are highly_____

a. Perishable   b. Non-perishable   c. Rigid   d. Tangible

2. When service performance is within the zone of tolerance, customer are likely to be _____

a. Delight   b. Satisfied   c. Dissatisfied   d. Happy

3. _____ refers to how a service product is delivered to the customers.

a. Place   b. Promotion   c. Price.   d. Process

4. Kirana store is an example of _____.

a. Unorganised retailer   b. Organised retailer c. Electronic retailing   d. Mall

5. At present, FDI is allowed up to _____ percent in single brand retail trade.

a.100   b.51   c.75   d.0

6. McDonald's, Pizza Hut and Domino's are examples of _____ store.

a. Discount b. Retail   c. Franchise   d. Mall

7. Logistic is based on _____ approach.

a. Unified   b. Centralized   c. Network   d. None of these

8. BPO stands for _____

a. Basic process outsourcing   b. Bank process outsourcing

c. Big process outsourcing   d. Business process outsourcing.

9. _____ is a plastic money issued by bank.

a. ATM card   b. Passbook   c. Internet banking.   d.Aadhar card

10. _____ refers to electronic communication of business transactions between organisations.

a. Electronic retailing   b. Electronic Data Interchange   c. Mobile Commerce   d. Personal selling

11. C2C stands for _____

a. Consumer to company   b. Company to company   c. Consumer to consumer   d. Cost to cost

12. _____ relates to electronic trading of goods and services

a. E-Commerce   b. Business Trade   c. E-purchase   d. E-sale

B) State whether the following statements are true or false **(Any Ten)**   10

1. Services cannot be stored for future sale

2. Marketing research is not required in case of service marketing.

3. Services are intangible in nature.

4. McDonald's, Pizza Hut and Domino's are examples of franchise stores.

5. Store design includes only the interior of the store.
6. Shopping mall is a form of non-store format.
7. At present, in India FDI is allowed only in the retail sector.
8. Internet banking performs banking transactions without face to face contacts.
9. Material handling is one of the elements of a logistics network.
10. E-Commerce sites use a physical payment system.
11. There is a strong legal framework for regulating E-Commerce in India.
12. E-Commerce has a global reach.

Q.2 Answer **any Two** of the following questions   **15**
  a) Define services and explain the characteristics of services.
  b) What are the factors influencing customer expectations of services?
  c) Explain the opportunities and challenges in the service sector.

Q.3 Answer **any Two** of the following questions   **15**
  a) What are the factors responsible for the growth of organized retailing in India?
  b) Explain the different store and non store formats.
  c) Write a note on careers in retailing in India.

Q.4 Answer **any Two** of the following questions.   **15**
  a) Explain the advantages and disadvantages of BPO.
  b) Explain the advantages and limitations of ATMs.
  c) Explain the elements of logistics.

Q.5 Answer **any Two** of the following questions.   **15**
  a) What are the importances of e-commerce?
  b) Write a detailed note on B2C.
  c) Define online marketing research and explain its advantages and limitations.

Q.6 Write short notes on **any Four** of the following.   **20**
  a) Scope of services
  b) Elements of store design.
  c) Store planning
  d) ERP
  e) Credit card
  f) B2B

GES/SBVC/ SEM EXAM/MARCH,2023
CLASS: F.Y.B.COM

SEMESTER I
SUBJECT: ACCOUNTING &
FINANCIAL MANAGEMENT - II

DATE: 28|03|2022   MARKS: 100   TIME: 7·30 to 10·30Am

Mar-2023

Note: 1) All Questions are compulsory
2) Figure to the right indicate full marks

Q.1 A) Fill in the blanks with appropriate given options and rewrite the complete sentence (Any ten)   (10)

1. Cash Sales can be ascertained from _____

(Cash account /Total Creditors account / Total Debtors account)

2. Capital in the beginning of the year is ascertained by preparing _____

(Cash Account/ Opening Statement of Affairs/ Total Debtors account)

3. Closing Balance of Creditors account is ascertained from_____

(Creditors Account/ Debtors Account/ Sales Account)

4. Goods sent to an agent for sale is called as_____

(Consignment/ Sales/ Purchases)

5. In Consignment, consignor is _____

(Principal/ Agent/ Debtor)

6. An account sale is sent by _____

(Consignor to Consignee/ Consignee to Consignor / Debtor to Creditor)

7. Cash Remitted to Branch by head office is debited to_____

(Branch account/ HO account/ Creditors account)

8. Stock Reserve in relation to closing stock is shown on _____

(Credit Side of branch account/ Debit side of P&L account/ Debit Side of Branch account)

9. Under stock and debtors system _____ account is prepared to find out the gross profit.

(Branch Adjustment account/ Branch Debtors account/ Branch P&L account)

10. Salvage refers to _____

(Goods destroyed by fire / Goods saved from fire / Slow Moving Stock)

11. Fire Insurance _____

(Covers Risk of loss / Prevents loss / Increases loss)

12. Stock for the purpose of claim should be _____

(At Cost Price / At market Price / At marginal Cost)

Q.1 B) State whether the following statements are TRUE or FALSE and rewrite the same (Any ten)   (10)

1. Limited Companies also can adopt single entry system.

2. Trial Balance can be prepared under single entry system.

3. Under Single entry system credit sales are ascertained from cash account.

4. Consignee is a buyer of goods.

5. Proforma Invoice is sent by the consignee to consignor.

6. The relationship between consignor and consignee is that of buyer and seller.

7. Discount allowed to debtors is not recorded in branch account.

8. Goods sent to branch is debited to branch account under debtors system.

9. Loading in Goods sent to branch is credited to branch adjustment account under stock and debtors system.

10. Memorandum trading account is prepared to find out stock on the date of fire.

11. Abnormal goods are slow moving goods.

12. In case of overvaluation of stock, it should be brought down to cost while calculating fire insurance claim.

Q. 2 Jethalal Electronics supplies you the following information. (20)

Particulars	1st April 2021	31st March 2023
Sundry Debtors	90,000	1,05,000
Stock	75,000	1,05,000
Sundry Creditors	55,000	60,000
Furniture	10,000	?
Machinery	1,75,000	?

Summary of Cash Transactions for the year 2021-22

Receipt	₹	Payment	₹
Opening Balance	15,000	Paid to Creditors	1,75,000
Cash Sales	55,000	Wages	80,000
Received from Debtors	3,90,000	Salaries	75,000
Loan from Iyar @ 8 % p.a. On 1st April, 2021	50,000	Printing & Stationery Expenses	30,000
		Drawings	60,000
		Machinery Purchased on 1st April, 2021	50,000
		Closing Balance	40,000
	5,10,000		5,10,000

Discount allowed were ₹ 6,000 and discounts were received ₹ 5,000. Bad debts written off were ₹ 4,000. Depreciation is to be provided on furniture @ 10 % p.a. and on Machinery @ 20% p.a. Wages outstanding 5,500.

Prepare Trading, Profit and Loss Account of M/s Jethalal Electronics for the year ended 31st March, 2022 and Balance Sheet as on that date.

OR

Malhar Enterprises Pvt.ltd. has a branch at Kolhapur. Goods are invoiced to the branch at cost plus 30% . From the following details prepare Branch Account. (20)

Particulars	Amount Rs.	Particulars	Amount Rs.
Stock on 1-1-2022	52,000	Goods returned to HO	13,000
Debtors on 1-1-2022	1,00,000	Goods returned by Branch Debtors to Branch	6,000
Cash in hand on 1-1-2022	500		
Furniture on 1-1-2022	20,000	Total Sales of the Branch	4,46,000
Goods sent to Kolhapur Branch	2,60,000	Cash Sales	3,40,000
Cheques Sent to branch:		Collection from Debtors	1,68,000
- Salary	6,000	Closing Stock 31-12-2022	2,08,000
- Rent	4,000	Cash Balance 31-12-2022	260

Depreciate Furniture at 10%.

②

Q.3 M/s Asha & Co. of Roha consigned to Amol of Ratnagiri 1,000 boxes of Mangos costing ₹ 250 per   **(20)** box. They were invoiced at 20% above cost price. M/s Asha & Co. paid ₹ 1,500 for insurance, ₹ 3,500 for carriage and ₹ 5,000 for Miscellaneous expenses.

On receiving the consignment Mr. Amol accepted a bill for ₹ 1,50,000 and sent an account sales which shows as:

a) Cash Sales of 600 boxes @ 350 each

b) Credit Sales of 300 boxes @ 400 each

c) Mr. Amol took 50 boxes for his own use @ 320 per box.

d) Expenses paid by Amol were godown rent 3,000 and selling expenses ₹ 5,000.

e) Amol remitted by balances due by a draft after deducting his expenses and commission @10% on sales and del-credere commission @2% on credit sales of 300 boxes only.

Show Consignment A/c and Amol A/c in the books of M/s Asha and M/s Asha's A/c in the books of Amol.

OR

On 18th October 2022 the premises of Raghav were destroyed by fire, but sufficient records were saved from which the following particulars were found:

(20)

Particulars	Rs.
Stock (1/4/2021)	1,34,400
Stock (31/03/2022)	1,98,000
Purchases (F.Y. 2021-22)	16,77,600
Sales (F.Y. 2021-22)	20,40,000
Purchases (01/04/2022 to 18/10/2022)	9,90,400
Sales (01/04/2022 to 18/10/2022)	10,38,000

Stock for the Balance Sheet at 31/03/2022 was valued at 10% above cost. During June 2022 Raghav has withdrawn goods costing Rs. 50,000. The policy amount was Rs. 2,40,000. The stock salvaged was worth Rs. 58,000. Show the amount of claim to be lodged with the insurance company.

Q.4 Following are the details of Pune Branch of Kashmira Trading Co; for the financial year 2021-22. **(20)**

Particulars	01/04/2021	31/03/2022
Balances:		
Stock	1,24,000	84,000
Debtors	1,12,000	1,22,400
Cash	3,200	2,000

Transactions During the year 2021-22

Particulars	Amount Rs.
Goods Sent to Branch	4,56,000
Sales on credit	?
Sales for Cash	3,20,000
Goods Returned by Customers to branch	12,000
Goods Returned to HO (By Branch)	14,000
Cash Received from debtors	2,52,000
Expenses paid at Branch:	
- Salaries	52,000
- Commission	30,000
- Rent and Taxes	31,000
Discount to Customers	4,000
Bad Debts	1,600

③

Using the information given, draw up the following accounts in the books of Kashmira Trading Co; for the financial year 2021-22 using Stock and Debtors Method:

1) Pune Branch Stock Account   2) Pune Branch Debtors Account   3) Pune Branch Expenses Account
4) Pune Branch Cash Account   5) Pune Branch P&L Account

OR

(20)

Mr. Sagar of Satara consigned to Mr. Shankar of Akole, 500 cycles costing Rs. 3,000 per cycle. Mr. Sagar Paid Rs. 10,000 for railway freight, Rs. 5,000 for insurance and Rs. 4,400 for sundry expenses. On receipt of cycles Mr. Shankar accepted a bill for Rs. 10,00,000. Mr. Shankar sent Account sales which shows:

i) Cash sales of 400 cycles @ Rs. 4,000 each.
ii) Mr. Shankar of Akole paid Godown rent Rs. 6,000 and selling expenses Rs. 20,000.

Mr. Shankar remitted the balance due by bank draft after deducting his expenses and commission at 5% on gross sales.

Prepare consignment account and consignees account in the books of Mr. Sagar of satara.

Q.5 Answer the following:
   a) What is single entry system? Explain the advantages and limitations of single entry system.   (10)
   b) What is Branch? Describe various accounting methods of Branch Accounting.   (10)

OR

Q. 5 Write Short notes (Any Four)
   a) Consignment Account
   b) Proforma Invoice in Consignment
   c) Calculation of Fire Insurance Claim
   d) Branch Adjustment Account
   e) Consignment Commissions
   f) Debtors account and Bills Receivable account

— ✗ — ✗ — ✗ — ✗ — ✗ ———

(4)

Note:

1. All questions are compulsory.
2. Each question carries 20 marks.
3. Draw diagrams whenever necessary.
4. Use of simple calculator is allowed.

Q.1 Attempt <u>any four</u> from the following   (20 Marks)

a) Differentiate w. r. t. x the following function,

     1. $y = x^4 + 7^x + logx - 50$ 2. $y = e^x \times logx$.

b) The demand function is given by $p = 30 + 6D - D^2$, where p is price and D is demand. Find total revenue, average revenue and marginal revenue when demand is 4.

c) Examine Maxima and Minima of the following function $f(x) = x^3 - 9x^2 + 25x + 7$.

d) Find the average revenue if the marginal revenue is 30 and the elasticity of demand is 2.

e) The total cost function is $C = 500 + 15x$ and the total revenue function is $R = 700 + 5x$. Find the point at which there will be no profit, no loss i. e. break-even point.

Q.2 Attempt <u>any four</u> from the following   (20 Marks)

a) Calculate simple interest on Rs. 20000 for 3.5 years at 6% rate of interest?

b) Find the future value of Rs.24,500 kept as a fixed deposit, after 7 years at 7% p.a. compounded annually.

c) Sumit invested Rs. 80,000 in fixed deposit for 2 years at a certain rate of compound interest p.a. in a bank. After 2 years he got Rs. 96800/- as the accumulated amount. Calculate the rate of interest.

d) Sanjay invested Rs. 1000 at the end of every month for 4 years at 12% p.a. compound interest. Find the amount he will receive at the end of the period.

e) Ridhima takes a loan of Rs. 30,000 from a person for a period of 1 year. Compute the EMI at 9% on reducing balance.

Q.3 Attempt <u>any four</u> from the following   (20 Marks)

a) Define the correlation and type of correlation with suitable example.

b) Find coefficient of correlation for the following data.

x	14	8	10	11	9	13	5
y	14	9	11	13	11	12	4

c) Calculate rank correlation coefficient for the data representing marks in two test for a group of 8 students.

Marks in Test I	52	34	47	65	43	34	54
Marks in Test II	65	59	65	68	82	60	57

d) From the following data, find the regression equations of y on x and further estimate y when $x = 16$.

x	3	4	6	10	12	13
y	12	11	15	16	19	17

e) Find the mean values of x and y , if the regression equation of y on x is $x + 3y - 88 = 0$ and that of x on y is $2x + y - 71 = 0$.

Q.4 Attempt <u>any four</u> from the following   (20 Marks)

a) What is time series? Describe the component of time series?

b) Find the 3 yearly moving averages and draw these on a graph paper.

Year	2000	2001	2002	2003	2004	2005	2006	2007
Production	46	53	72	57	62	78	60	85

c) Calculate seasonal indices for the following data:

Expenditure(in lakhs of Rs.)			
Year	I	II	III	IV
2003	55	53	57	51
2004	56	55	60	53
2005	57	56	61	54

d) From the following data calculate
   1. Laspeyre's Index Number
   2. Paasche's Index Number
   3. Fisher's Index Number

Commodity	Base Year		Current Year	
	price	quantity	price	quantity
	2	20	3	30
	4	15	5	20
	3	40	6	50

2

e) Calculate the cost-of-living index number for the following data.

Group	Weight (W)	Index Number (I)
Food	48	160
Fuel and Lighting	7	120
Clothing	10	140
House Rent	10	100
Miscellaneous	15	80

Q.5 Attempt <u>any four</u> from the following   **(20 Marks)**

a) Describe properties of normal distribution and normal curve.

b) A mobile company claims that 70% pf the complaints are attended within a day. There were 8 complaints received on a particular day. Find the probability that the number of complaints attended was i) only 4   ii) all 8

c) The average number of phone calls per minute in a call centre is 4. Find the probability that during a specific minute the number of calls is i) only 1   ii) only 2 (Given $e^{-4} = 0.0183$)

d) If X is a random variable following Poisson distribution with relation,
   $4P(X = 0) = P(X = 1)$. Find $P(X = 3)$. (Given $e^{-4} = 0.0183$)

e) In an intelligence test administered to 1000 persons, the average I. Q. was 80 with standard deviation of 15. How many of persons with I. Q. above 100?
   (Given area between $z = 0$ to $z = 0.67$ is 0.2486 and area between $z = 0$ to $z = 2$ is 0.4772)

*************************************End ***

GES/SBVC/BVL/

3 | March 2023

ENVIRONMENTAL STUDIES-II

FYBCOM-SEM.II EXAM.

Time: 7.30 to 10.30 am

Marks: 100

May-2023

--/May-2023/---

Note: 1. All questions are COMPULSORY.

2. Each question carries equal marks.

3. Attempt any two questions from Q2, Q3, Q4, Q5.

Q.1 A] <u>Mark and name the following features in the given map of Mumbai</u> (10)

   a. National Park b. Vihar lake c Juhu beach. d. Pilgrimage Centre

   e. Deonar dumping ground f. Sion fort g. A largest slum

B] <u>Mark and name the following features in the given map of Konkan</u> (10)

   a. Palghar district b. Thane creek c. Raigad Fort d. Beach in Ratnagiri

   e. Port in Ratnagiri f. Amboli ghat g. Pilgrim Centre in Thane

Q.2 Attempt any two out of three (2/3)

A] What is waste? Give classification of solid waste   (10)

B] Discuss about sources and effects of e-waste pollution   (10)

C] What is Solid Waste Management? Explain in detail.   (10)

Q.3 Attempt any two out of three (2/3)

A] Explain environmental problems associated with agriculture land.   (10)

B] What is Malnutrition? Explain Malnutrition in India.   (10)

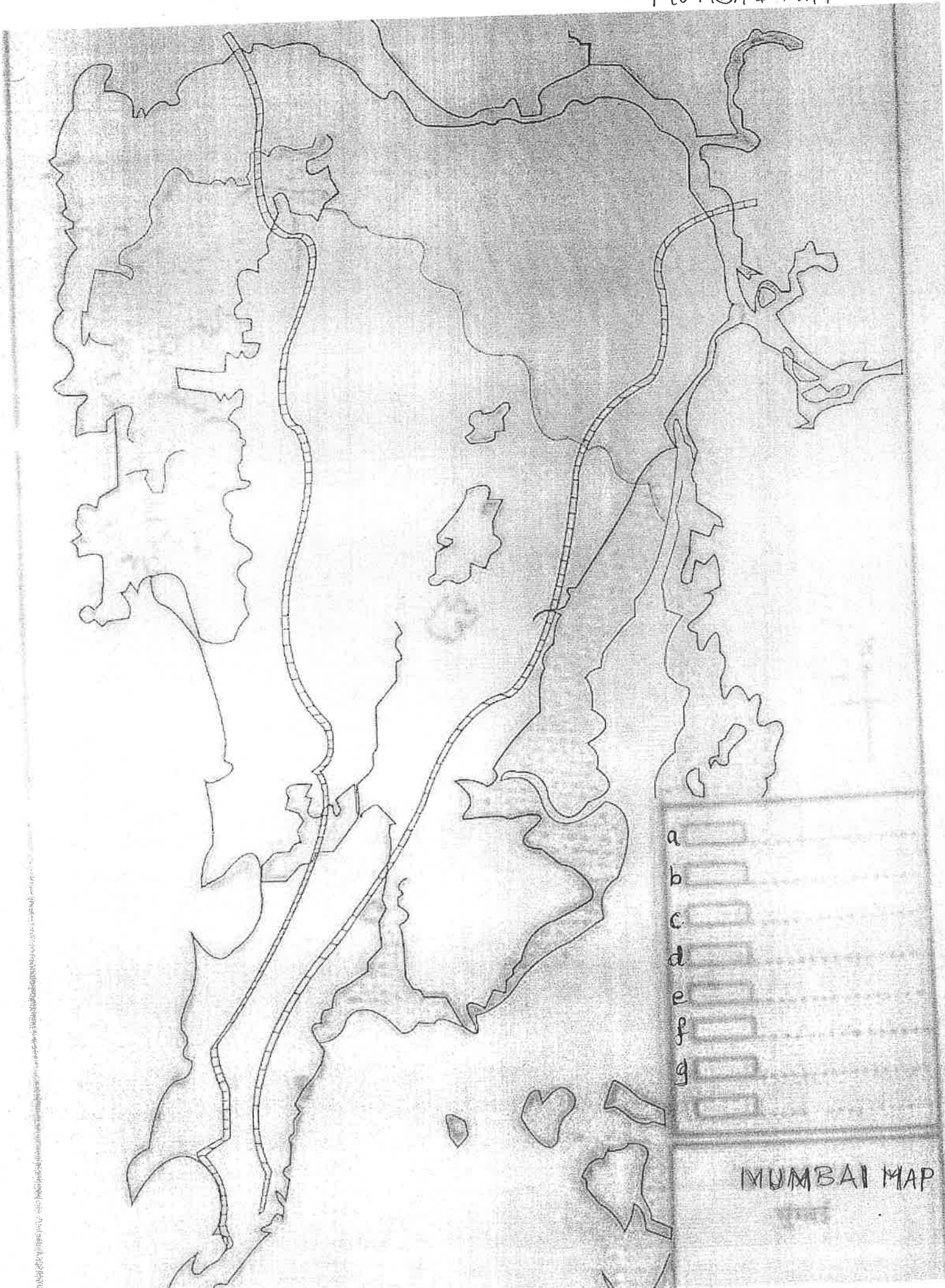C] Discuss environmental problems related to Industry.   (10)

Q.4 **Attempt any two out of three (2/3)**

A] What is tourism? Explain the typology of tourism. (10)

B] Describe challenges faced by tourism industry in India. (10)

C] Discuss impact of tourism on economy. (10)

Q.5 **Attempt any two out of three (2/3)**

A] Discuss any two important Environmental movements in India. (10)

B] Explain Environmental Management in detail. (10)

C] Write a note on ISO 14000 and ISO 16000. (10)

MUMBAI MAP

a
b
c
d
e
f
g

MUMBAI MAP

Note: 1. All questions are COMPULSORY.

2. Each question carries equal marks.

Q.1A] Choose the correct alternative (any eight)   (08)

i) Integrating the national economy with the world economy is called -----------.
   (Globalisation, Liberalisation, Privatisation)

ii) Human rights have--------- application.
   (Social, Political, Universal)

iii)----------- is the study of living organisms and their living places.
   (Sociology, Biology, Ecology)

iv) Acid rain is harmful effect of ---------- pollution.
   (Noise, Water, Air)

v) ---------- helps to increase the power of concentration.
   (Meditation, Physical exercise, Social support)

vi) The highest-level need of hierarchy in Maslow's Theory is -----------.
   (Social, Esteem, Self-actualization)

vii) Values refer to -----------norms which are essential for well being of an
   individual. (social and moral, moral and legal, social and religious)

viii) Indian oldest stress reduction technique is -----------.
   (exercise, yoga, panchkarma)

ix) Forming close connection of work with trusted friends and colleague is---------.
   (social support, friendship, networking)

x) Win-Win is the outcome of ----------- strategy.
   (collaboration, smoothing, compromising)

B] State whether the following statement is True or False (any seven)   (07)

1) Elimination of the government control over economic activities is known as
   Liberalization.

2)Human rights are derived from the principle of natural law.

3) The Ministry of environment and forest has created information system known as EIS.

4)Non-vegetarian animals are called as carnivorous.

5) Public participation is one of the guiding principles of sustainable development.

6)Causes of stress are same for every individual.

7)School is a primary agent of socialization.

8)Crying increase stress.

9)Force migration is a comfort displacement.

10)Abiotic components are living components.

Q.2 Discuss the concept of human rights? Explain the characteristics of it.   (15)
                              OR
     Explain Fundamental human rights.

Q.3 What is environmental degradation? Explain the causes of it.   (15)
                              OR
     Discuss various components of environment.

Q.4 What are the different causes of stress?   (15)
                              OR
     What are the different agents of socialization? Explain their role in an individual development

Q.5 Explain Maslow theory of Self-Actualization.
                              OR

Q.5 **Write short on any three**   (15)
i] Privatization
ii] Right against exploitation
iii] Types of stress
iv] Migration
v] Types of conflict

GES/SBVC
Class- F.Y.B.COM
Subject-Business Economics-II

2nd Semester Regular Examination
Time-7:30AmTo10:30 Am
Date- / /2023
Marks-100
Mar- 2023

N.B. 1. All questions are compulsory

      2. All questions have internal choice

      3. Figures to the right indicate full marks.

Q. 1 (A) Select the best answer from the given options and rewrite the statement. (Any ten) (10)

1. In perfect competition, the action of an individual buyer or seller will_____
    A. Have no impact on the market price   B. Have some impact on production
    C. Have a significant impact on market supply D. Have a significant impact on market demand

2. Under which market seller is known as price maker?
    A. Oligopoly   B. Perfect Competition   C. Duopoly   D. Monopoly

3. Nature of demand curve of monopolistic firm is_____
    A. More elastic   B. Less elastic   C. Perfectly inelastic   D. Perfectly elastic

4. In a perfect competitive market, firm's_____.

    A. Price= AR > MR   B. Price= AR < MR
    C. Price= AR < TR   D. Price = AR = MR

5. A firms equilibrium output is produced at a point_____.
    A. AR > MR   B. AR < MR   C. AR < TR   D. MR = MC

6. Which of the following is the fundamental feature of oligopoly market?
    A. Number of sellers   B. Downward Sloping Demand Curve
    C. Kinked Demand Curve   D. Upward Sloping Demand   Curve

7. Kinked demand curve model is developed by_____.
    A. Adam Smith   B. David Ricardo   C. Paul Sweezy   D. J. B. Say

8. Price discrimination is profitable when_____
    A. Elasticity of demand is the same in different markets
    B. Elasticity differs in different market
    C. When demand in different markets is perfectly inelastic
    D. When demand in different markets is perfectly elastic

9. Transactions between different departments of the same firm are carried out at prices known as_____.
    A. Marginal price   B. Transfer price   C. Full cost price   D. Average price

10. Direct as well as cross marginal effect is taken into consideration for optimum output and pricing decision under_____ method.
    A. Mark-up pricing   B. Multiproduct pricing
    C. Marginal cost pricing   D. Average cost pricing

11. Net present value is calculated as_____.
    A. Gross present value - cost of original investment
    B. Gross present value + cost of original investment
    C. Gross present value *cost of original investment
    D. Gross present value / cost of original investment

12. _____is not one of the methods of capital budgeting.

Q.2. Attempt A and B or C and D:

    A. Discuss the features of perfect competition. (08)

    B. Explain the sources of monopoly power. (07)

<div align="center">OR</div>

    C. Explain the long-run equilibrium of a firm under monopoly. (08)

    D. Discuss the features of monopoly market. (07)

Q.3. Attempt A and B or C and D:

    A. Discuss the features of monopolistic competition. (08)

    B. Explain the long- run equilibrium of the firm under monopolistic competition. (07)

<div align="center">OR</div>

    C. Explain the features of oligopoly market. (08)

    D. Explain the kinked demand curve model. (07)

Q.4. Attempt A and B or C and D:

    A. Describe the conditions under which price discrimination is possible. (08)

    B. Discuss the pricing under 'Dumping'. (07)

<div align="center">OR</div>

    C. Explain the transfer pricing method. (08)

    D. Assuming a desired mark-up of 12%, if average variable cost is Rs. 45 and the average fixed cost is Rs. 20, calculate the full cost price of product. (07)

Q.5. Answer any one of the following:

A. Case Study:- (08)

        Calculate the net present value of the investment by using the following information and state whether the project is profitable or not

        i.   Initial investment of the project = Rs. 25,000

        ii.   Life of the project   = 2 years

        iii. Net cash flow :

                1st year   = Rs. 15,000/

                2nd year = Rs. 15,000/

B. Explain the meaning and importance of capital budgeting. (07)

<div align="center">OR</div>

C. Discuss the Internal Rate of Return method. (08)

D. In the table given below there are four projects with their initial investment and their annual cash inflows. Calculate the payback period for each project and rank the projects. (07)

Project	Initial Investment	Annual Cash Inflow
A	1,20,000	10,000
B	1,35,000	15,000
C	50,000	30,000
D	1,80,000	90,000

Q.6. Attempt A and B or Write short notes on any four

A. What is price leadership? Explain the types and limitations of price leadership. (10)

B. Explain the multi-product pricing method. (10)

Q.6. Write short notes: (Any four) (20)

    A) Cartel

    B) Forms of product differentiation

    C) Degrees of Price discrimination

    D) Steps in capital budgeting

    E) Long-run equilibrium under perfect competition

    F) NPV method