

NOTE:

1. All questions are compulsory.
2. All questions have internal choice.
3. Figures to the right indicate full marks.

Q. 1. A. Choose the correct alternative: (Any Eight) (08)

1. Caste system is form of _____ stratification.
A. Psychological B. Political C. Economic D. Social
2. _____ is the holy book of the Sikhs.
A. Quran B. Mahabharata C. Bible D. Guru Granath Sahib
3. _____ has the highest gender ratio in India.
A. Maharashtra B. Gujarat C. UP D. Kerala
4. Urban centers are characterized with the population of at least _____.
A. 4000 B. 3000 C. 2000 D. 5000
5. Untouchability is prohibited by _____.
A. Article 19 B. Article 15 C. Article 21 D. Article 17
6. The _____ border dispute involving the states Karnataka and Maharashtra.
A. Solapur B. Belapur C. Koregaon D. Belgaum
7. India is a _____ of states.
A. Federal B. Confederation C. Community D. Union
8. _____ is the commander-in-chief of all forces in India.
A. Home Minister B. Prime Minister C. Finance Minister D. President
9. _____ functions at the village level.
A. Panchayat Samiti B. Zilla Parishad C. Nagar Parishad D. Gram Panchayat
10. 73rd amendment is related to _____.
A. Parliamentary System B. Urban Government
B. C. Judicial System D. Panchayati Raj

Q.1.B. State whether the following statements are 'True' or 'False': (Any Seven) (07)

1. Unemployment rate is very high in the rural area than urban area.
2. Secular state means unequal treatment to religions.
3. Night blindness is caused due to deficiency of vitamin C.

4. The constitution of India is rigid.
5. Caste system brings unity in Indian society.
6. Urban society is heterogeneous in nature.
7. Municipal council is also known as Nagar parishad.
8. English is the secondary official language in India.
9. The sex ratio in India unfavorable to women.
10. Children's education is the fundamental duty of parents.

Q.2.A. Write a note on violence against women. (15)

OR

Q.2.B. What are the socio-economic problems faced by the women in India. (15)

Q.3.A. What is communalism? Explain causes of communal violence. (15)

OR

Q.3.B. Explain that the inequality generated by caste system in India. (15)

Q.4.A. Discuss on the "The Fundamental duties of Indian citizen." (15)

OR

Q.4.B. Write a note on "Features of Indian Constitution". (15)

Q.5.A. Write a note on Rural Local Self Government. (15)

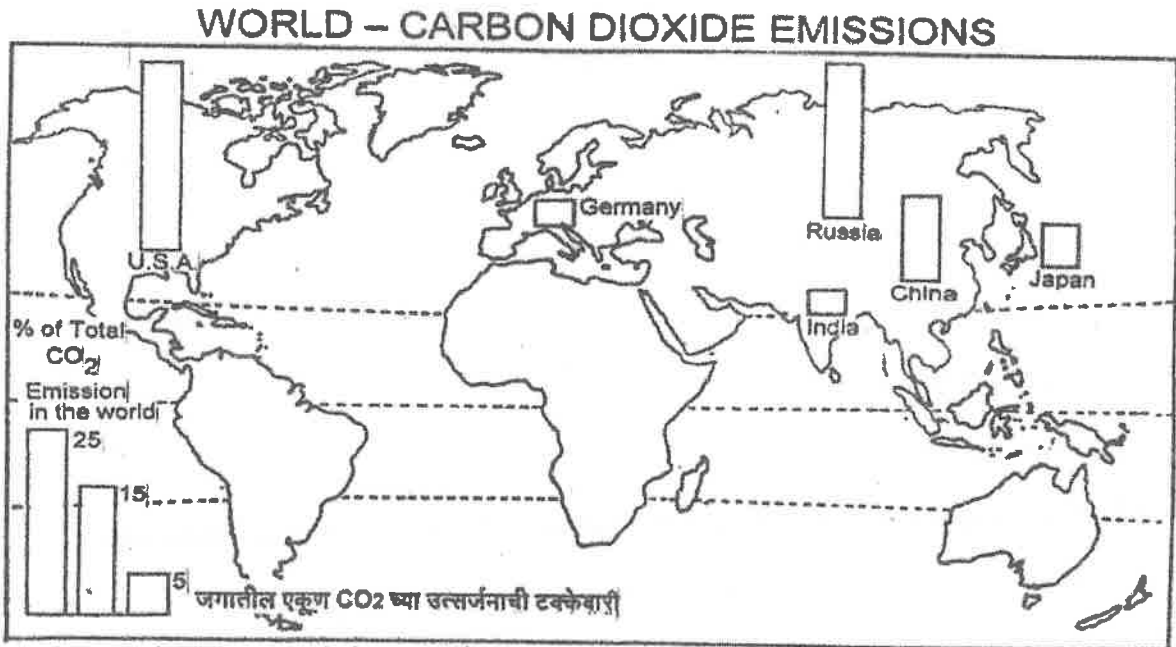
OR

Q.5.B. Write a short note on the following: (Any Three) (15)

1. Regional Variation
2. The role of media in representation of women.
3. Regionalism.
4. Tolerance.
5. Contribution of women towards Indian politics

- Note: 1. All questions are COMPULSORY.
2. Each question carries equal marks.
3. World map (Appendix-1) should be tied up along with your answer paper.

Q.1 A] Study the world map and answer the following questions.



Questions:

- What is the theme of given map? (02)
- Which cartographic technique is used to represent the theme? (02)
- With the help of the scale given find out the highest carbon dioxide emission country in the world (02)
- Which country shows the lowest carbon dioxide emission? (02)
- Compare the total carbon dioxide emission of USA and Australia. (02)

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. The main _____ objective of business is to earn profit.
a) Social b) Economic c) Human d) Organic
2. _____ of business is the process of linking a country's economy with world's economy.
a) Liberalisation b) Globalisation c) Privatisation d) Socialisation
3. _____ trade takes place beyond the boundaries of the countries.
a) Internal b) Domestic c) Export d) Home
4. _____ of the firm are factors of the internal environment of business.
a) Customers b) Plans and Policies c) Suppliers d) Society
5. The _____ agreement of WTO pertain to patents and copyrights.
a) TRIPs b) TRIMs c) GATs d) AoA
6. _____ is a trading bloc consisting of South Asian countries.
a) SAARC b) ASEAN c) NAFTA d) EU
7. _____ is a process of designing a project in an orderly manner.
a) Party planning b) Project planning c) Finance planning d) HR planning
8. A partnership firm may have to register under Indian Partnership Act, _____.
a) 1956 b) 1948 c) 1999 d) 1932
9. Business firm intending to deal in foreign must register with _____.
a) RBI b) WTO c) DGFT d) GATT
10. _____ makes his own decisions. No need for approval from others.
a) Manager b) Entrepreneur c) Supplier d) Worker
11. Entrepreneurs need to make _____ decisions.
a) Proactive b) Reactive c) Quick d) Late
12. _____ scheme is specially meant for women entrepreneurs.
a) DIC's b) TREAD c) SEED d) DBK

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

10

1. Business firms have social responsibility only towards its employees
2. Business is subject to risk and rewards.
3. Internal environment can be controlled.
4. WTO is dominated by developing countries.
5. Globalisation leads to expansion of world trade.
6. Turnaround strategy is for making a company profitable again.
7. Investment in education is unproductive.
8. An entrepreneur requires multidimensional competencies.
9. PAN is mandatory for opening a bank account and filing income tax returns.

DATE: 6/11/2023

MARKS: 100

- Note:** 1) All questions are compulsory.
2) Figure to the right indicate full marks.
3) Use simple Calculator only.

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

1. Gross Profit or Gross Loss of revealed by trading Account is transferred to _____.
 - a) Balance Sheet
 - b) Profit & Loss A/C
 - c) Manufacturing A/C
 - d) Profit & Loss Appropriation Account s
2. _____ is prepared for ascertaining the cost of Goods Produced or cost of Production.
 - a) Trading A/c
 - b) Manufacturing A/c
 - c) Profit & Loss A/c
 - d) Purchase A/c
3. In which of the following closing stock does not appear?
 - a) Trading Account
 - b) Trial Balance
 - c) Balance Sheet
 - d) Departmental Trading Account
4. Opening Stock ₹ 60,000 purchases- ₹ 260,000, closing stock- ₹ 20,000, cost of goods=?
 - a) ₹ 3,20,000
 - b) ₹ 2,60,000
 - c) ₹ 3,00,000
 - d) ₹ 2,80,000
5. Discount allowed is apportioned on the basis of _____.
 - a) Purchases
 - b) Sales
 - c) goods manufactured
 - d) no of customers
6. Rent rates and taxes are apportioned on the basis of _____.
 - a) Area
 - b) Sales
 - c) No. of Employee
 - d) Purchases
7. AS 9 does not deal with revenue arising from: _____.
 - a) Construction contracts
 - b) Sale of goods
 - c) Service contracts
 - d) Interest

8. Revenue from dividends is recognized-

- a) When the payment is received
- b) When the right to receive payment is established
- c) When the amount is credited in the bank account
- d) When the dividend cheque is dispatched by the company

9. Which of the following expenditures is a capital expenditure?

- a) Purchase of raw materials
- b) Purchase of plant
- c) Rent
- d) Depreciation

10. Under hire purchase system the buyer is called _____.

- a) Buyer
- b) Hirer
- c) hire vendor
- d) debtor

11. Under hire purchase system, the risk of loss is borne by _____.

- a) Buyer
- b) Hirer
- c) Debtor
- d) hire vendor

12. Hire purchase system is governed by _____.

- a) Hire Purchase Act 1972.
- b) Hire Purchase Act 1973.
- c) Hire Purchase Act 1974.
- d) Hire Purchase Act 1975.

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

1. In departmental Accounting each department is treated as a separate entity for the purpose of recording and reporting.
2. Under hire purchase the buyer has the option to return the goods.
3. $\text{Sales} - \text{Cost of goods sold} = \text{Gross profit}$
4. Money received from the sale of goods, is a Revenue receipt.
5. In trading Account, closing stock is shown at Cost Price or Net Realisable Price whichever Lower.
6. Weighted Average Costs method can be used under both the systems of inventory – periodic and perpetual.
7. Insurance of building is allocated based on no. of employees of each department.
8. All expenses are to be apportioned between the departments on the basis of turnover.
9. Hire purchase price is equal to cash price.
10. Down payment is made up of part payment towards interest.
11. Balance of manufacturing Account i.e. Cost of production is transferred to Balance Sheet.
12. Under hire purchase system, interest is calculated on hire purchase price.

Q. 2 From the following Trial Balance as on 31st March 2023 of Ms. Nobita Prepare Manufacturing Account, Trading Account and Profit and Loss Account for the year ended 31st March, 2023 and Balance Sheet as on that date.

Trial Balance as on 31st March, 2023

(20)

Debit	Dr. (₹)	Credit	Cr. (₹)
Drawings	10,000	Capital	80,000
Opening Stock - Raw Material	10,000	Sales	345,000
Opening Stock - Work in Progress	9,000	Creditors	18,000
Opening Stock - Finished Goods	17,000	Provisions for Bad Debts	2,000
Purchase of Raw Material	108,000	Bills Payable	3,000
Freight on Raw Materials	6,000		
Direct Wages	44,000		
Factory Rent	18,000		
Factory Power and Fuel	9,000		
Factory Supervisors Salary	10,000		
Machinery	70,000		
Office Expenses	24,000		
Cash at Bank	5,000		
Selling and Distribution Expenses	20,000		
Interest	7,000		
Insurance Premium	10,000		
Bad Debts	1,000		
Sundry Debtors	70,000		
Total	448,000		448,000

Following further information is provided to you:

1. Closing stock as on 31st March, 2023 was Raw material ₹ 10000, Work-in-progress ₹ 6000, finished goods ₹ 15000.
2. Depreciate Machinery @10% p.a.
3. During the year finished goods destroyed by fire were ₹ 5000. Insurance company admitted the claim for ₹ 3000.
4. Provide Reserve for doubtful debts @ 5% on debtors.
5. Factory rent outstanding is ₹ 2000.

OR

Q. 2 Suresh Ltd. has purchased and issued the materials in the following order:

(20)

Date	Particulars	Units	Cost Per Unit ₹
March, 2023			
1	Purchases	1000	60
5	Purchases	1000	70
8	Issue	1000	
11	Purchases	1500	80
16	Issue	1600	
21	Purchases	900	90
23	Issue	1200	
24	Purchases	1200	94
25	Issue	600	
26	Issue	600	

Ascertain the value of closing stock as on 31st March, 2023 under the following methods.

- (i) First in first out method, (ii) Weighted Average method.

Q. 3 From the following particulars of Vijay Electronics, prepare Trading & Profit & Loss account of two departments' i.e. 'Mobile' & 'TV' for the year ended 31st March 2023. (20)

Particulars	Mobile ₹	TV ₹
Opening Stock	86,400	1,01,300
Purchases	4,20,000	5,60,000
Carriage Inward	5,000	4,000
Wages	14,000	11,000
Sales	7,00,000	8,00,000
		Total ₹
Discount received		7,700
Rent & Rates		38,000
Travelling Expenses		33,000
Carriage outward		49,500
General expenses		18,000
Advertising		45,000
Discount Allowed		3,900
Insurance		6,800
Selling & Distribution Expenses		9,900

Additional Information:

- 1) General expenses & Insurance are to be allocated in the ratio of 2:3.
- 2) Area occupied by Mobile 4/5 & TV 1/5.
- 3) Closing stock of 'Mobile' department is ₹ 1, 24,800 & that of 'TV' department is ₹ 1, 68,700.
- 4) Other expenses & Income to be allocated between two departments on suitable basis.
- 5) During the year 'Mobile' department transferred goods costing ₹ 15,000 to 'TV' department.

OR

Q. 3 State whether the following expenditures and receipts are Capital or Revenue and give reason for your answers. (20)

1. ₹12,000, paid for removal of stock to new site. Purchase of NOKIA mobile phone ₹5,000 for office work.
2. Expenses incurred in connection with obtaining a licence for starting the factory for ₹27,000.
3. Legal fees to acquire property ₹10,000.
4. The amount spent for replacement of work out part of machine ₹50,000.
5. Money spent to reduce working expenses ₹25,000.
6. Ring & Pistons of an engine were changed at cost of ₹10,000 to get fuel efficiency.
7. A motor truck costing ₹15,000 and standing in the books at ₹7,250 was sold for ₹12,000.
8. ₹20,000 received from the issue of further shares, the expenses of the issue being ₹ 2,500.
9. ₹75,000 being cost of land purchased for agricultural farm.
10. ₹1,50,000 paid for excise duty on sugar manufactures.

Q.4 On 1st January, 2022 Kavita Ltd. purchased Machinery on Hire Purchase System from Jaya Traders for ₹ 26,000. They paid ₹ 2000 on signing the contract and four half-yearly instalments of ₹ 6,000 plus interest at 20% per annum each on 30th June and 31st December every year thereafter. Depreciation was written off at rate of 10% per annum on the diminishing balance system. i) Prepare Machinery A/c & Jaya A/c in the books of Kavita Ltd for year 2022 & 2023. (20)

OR

Q. 4 Sumit Ltd. has purchased and issued the materials in the followings order:

Month	Date	Particulars	Units	Cost per unit
August, 2023	01	Purchases	300	3
	04	Purchases	600	4
	06	Issues	500	-
	10	Purchases	700	4
	15	Issues	800	-
	20	Purchases	300	5
	23	Issues	100	-

Ascertain the quantity of closing stock as on 31st August, 2023 and state what will be the value under the following method. (i) First in first out method. (ii) Weighted Average method. (20)

Q. 5 Answer the following:

a) Distinctions between Capitals Expenditure and Revenue. (10)

b) What are the advantages of Departmental Accounts? (10)

OR

Q. 5 Write short notes on any four of the following: (20)

a) Main Features of AS-2.

b) Manufacturing Account

c) Difference between Installment Payment and Hire-Purchase System

d) Stock Reserve

e) Cost of Production

f) Importance of Accounting Standards.

Note:

- 1) All questions are compulsory.
- 2) Each question carries 20 marks.
- 3) Draw diagrams wherever necessary.
- 4) Use Simple calculator only.

Section I

Q.1 Attempt any four from the following questions.

(20 Marks)

- A) Satya owned 250 shares of a company of face value of Rs. 100 each. The dividend declared by the company was 7.5%, find the amount Satya will get as dividend.
- B) Mr. Shah received Rs. 107784 after selling shares of company at market price of Rs. 540, through Share Khan Ltd with brokerage @ 0.2%. Find number of shares he sold.
- C) Anita invested Rs. 49,572 in equity shares of Rs. 100 each at market price of Rs. 162 each. After receiving 11% dividend, she sold shares at Rs. 180 each. She paid brokerage of @5 on each transaction. Find her percentage return.
- D) Kiran invested Rs. 25000 in a mutual fund on 1st May, 2008 when the NAV was Rs. 1073.2568. He redeemed the units on 8th July 2008 with NAV of Rs. 1349.6395. There was no entry load or exit load. Find the number of units purchased and amount received after redemption.
- E) If a Mutual fund had NAV of Rs. 28 at the beginning of the year and Rs. 38 at the end of the year, find the absolute change and the % change in NAV during the year.

Q.2 Attempt any four from the following questions.

(20 Marks)

- A) How many 4 digit numbers can be formed from digits 3, 4, 5, 6, 7
If a) none of the digits being repeated b) digit get repeated.
- B) There are 10 questions in a question paper. In how many different ways can a student attempt 7 questions from the paper?
- C) Solve the following LLP graphically,
Maximize $Z = 5x + 3y$
Subject to $3x + 5y \leq 15$,
 $5x + 2y \leq 10$,
 $x \geq 0, y \geq 0$
- D) Solve the following LLP graphically,
Minimize $Z = 10x + 5y$
Subject to $2x - y \geq 1$; $x + y \geq 5$, $x \geq 0, y \geq 0$
- E) A food X contains 6 units of vitamin A per gram and 7 units of Vitamin B per gram and cost Rs. 2 per gram. Food Y contains 8 units of vitamin A per gram and 12 units of Vitamin B per gram and cost Rs. 3 per gram. The daily minimum requirement of Vitamin A and Vitamin B are 100 units and 120 units respectively. Formulate linear programming problem to minimize the cost.

Section II

Q.3 Attempt any four from the following questions.

(20 Marks)

A) Calculate Mean for the following data.

x	6	7	8	9	10	11
f	32	40	52	40	32	25

B) Calculate Mode for the following data using Histogram.

Chest Size	0-100	100-200	200-300	300-400	400-500	500-600
No. of Students	9	18	35	32	28	10

C) Write Merits and Demerits of Median.

D) Calculate standard deviation for the following data.

12, 17, 15, 11, 25

E) The mean marks of two groups of students in a certain test are 76.5 and 76.25 respectively with the standard deviation 16.97 and 5.82 for the two groups. Find which group is more consistent or uniform.

Q.4 Attempt any four from the following questions.

(20 Marks)

A) Two fair dice are rolled; find the probability that the number on the uppermost face of the first dice is same as the second dice.

B) If $P(A \cup B) = \frac{5}{6}$, $P(\bar{A}) = \frac{1}{3}$, $P(B) = \frac{1}{2}$ then find $P(\bar{B})$, $P(A \cap B)$.

C) A box contain 10 Tickets numbered 1 to 10. A ticket is drawn at random from the box. Find the probability that the number on the ticket drawn, give probability distribution.

D) If X is a random variable with probability mass function.

X	0	1	2	3	4	5
P(X)	k	0.3	0.15	0.15	0.1	2k

Find the value of k and E(X).

E) Define the following terms with suitable example.

i) Complementary Event

ii) Independent Event

Q.5 Attempt any four from the following questions.

(20 Marks)

A) Given the following pay-off table, find optional decision using criterion

i) Maximin

ii) Maximax

Course of Action	State of Nature		
	S ₁	S ₂	S ₃
A ₁	25	85	95
A ₂	40	0	60
A ₃	65	30	55

B) Given the following conditional cost table find best action to minimise the cost using EOL criterion.

Course of Action	State of Nature		
	S ₁	S ₂	S ₃
A ₁	150	300	400
A ₂	250	500	-100
A ₃	0	270	230
Probability	0.45	0.2	0.4

C) A bakery man has observed the following pattern for cakes produced in his bakery:

No. of cakes in demand	20	21	22	23
Probability	0.05	0.25	0.30	0.40

The cost of producing one cake is Rs. 12/- and the selling price is Rs. 20/- per cake. Use EMV criterion to determine how many cakes the bakery man should produce so as to maximise his profit.

D) Given the following pay-off table obtain the optimum decision using minimax regret criterion.

Pay-off Table

Course of Action	State of Nature		
	S ₁	S ₂	S ₃
A ₁	35	100	38
A ₂	58	95	105
A ₃	45	30	91

E) Write a short note on Decision Tree.

GES/ SBVC Examination

DATE:- 29/11/2023

TIME: 7:30 am

SEMISTER-I

SUBJECT:-BUSINESS ECONOMICS- I

CLASS:- F.Y.B.COM.

MARKS:-100

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- N.B. 1. All questions are compulsory
2. All question have internal choice.
3. Draw neat diagram whenever necessary
4. Use of simple calculator is allowed
5. Figures to the right indicate full marks.

Q.1 A) Select the best answer from the given option and rewrite the statement (any Ten) 10

i) _____ is the economics of business or managerial decisions.

- a) Micro economics
- b) Macro economics
- c) Indian economy
- d) Business economics

ii) Opportunity cost is the _____

- a) Price of a good or service
- b) All out of pocket cost
- c) Value of the best alternative sacrificed
- d) Price that exceeds market price.

iii) In case of normal goods, demand curve is _____

- a) Upward sloping
- b) Downward sloping
- c) Vertical straight line
- d) Horizontal strait line

iv) When a 1% change in price leads to a 1% change in quantity demanded we say demand is _____

- a) Relatively elastic
- b) Relatively inelastic
- c) Unit elastic
- d) None of the above

v) Kinked demand curve is observed in _____ market

- a) Perfect competition
- b) Monopoly
- c) Monopolistic Competition
- d) Oligopoly

vi) Trend refers to -----

- a) Short term variations
- b) Long term movement of data
- c) Perfection
- d) None of the above

vii) Short run production function includes-----

- a) Only fixed factors
- b) Only variable factors
- c) Both fixed and variable factors
- d) None of the above

viii) The law of variable proportions -----

- a) Pertains to the short run
- b) Assumes one factor as fixed
- c) Is also known as law of diminishing returns
- d) all of the above

ix) Iso-quant curve is always -----

- a) Downward sloping
- b) Upward sloping
- c) Concave
- d) Horizontal

x) Implicit costs are-----

- a) Equal to total fixed costs
- b) Equal to total variable costs
- c) Cost of owned resources used
- d) None of the above

xi) Total fixed cost equal -----

- a) $MC+AC$
- b) $MC+VC$
- c) $FC+MC$
- d) $TC - TVC$

xii) Breakeven analysis identifies the -----

- a) Profit maximizing level of output
- b) Level of output where economic profit is equal to zero
- c) Level of output where marginal revenue is equal to marginal cost
- d) All of the above.

B) Write whether the following statements are true or false (Any Ten)

10

1. Demand is desire backed by willingness and ability to pay.
2. At equilibrium price market demand is equal to market supply.
3. Horizontal demand curve is observed under monopoly.
4. When the demand is perfectly inelastic, the demand curve will be a vertical straight line.
5. In long run all factors tend to be variable.
6. Law of variable proportion is related to the long run.
7. Two iso-quant never intersect to each other.
8. In a short run production function at least one factor is fixed.
9. Equation expresses two expression or variable.
10. Internal economies cause LAC to rise.
11. Learning curve indicates increase in cost of production to the decrease in output.
12. At breakeven point, total cost is equal to total revenue.

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

15

- A) Explain the meaning and scope of Business Economics.
- B) Derive market supply curve with the help of market supply schedule.

OR

- C) Explain marginal and incremental concepts as basic tools in the study of business Economics.
- D) If demand equation is $QD_x = 240 - 4P_x$ and supply equation is $QS_x = -160 + 6P_x$ Calculate the equilibrium price and quantity of 'X' commodity and show the equilibrium diagrammatically.

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

15

- A) Explain the Nature of demand curve under perfect competition.
- B) **Case Study-**
Suppose price of One-plus Cell phone increased from 40,000/- TO 44000/ and demand is declined from 20000 unit to 18000 unit per week in the Mumbai City.
 - Calculate the price elasticity of Demand.
 - What is the degree of price elasticity of Demand

OR

- C) Explain the different degrees of Income elasticity of demand.
- D) Explain the Meaning and significance of demand forecasting.

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

15

- A) Explain the types of production function.
- B) Explain the properties of ISO -- Quant.

OR

- C) Explain the Law of variable proportions.
- D) Discuss the concept of Law of Return to Scale

Q. 5. Attempt A and B OR C and D:

15

- A) Explain the derivation of short run average cost curve.
- B) Complete the following Table:

Quantity	TFC	TVC	TC	AFC	AVC	AC	MC
0	10	00					
1	10	20					
2	10	36					
3	10	46					
4	10	68					
5	10	110					
6	10	160					

OR

- C) Explain the relationship between AC and MC in the short run period.
- D) Explain the concept of implicit cost and explicit cost.

Q.6. Attempt A and B OR Write short notes any four:

20

- A) Explain the statistical method of demand forecasting.
- B) Explain the concept of Break- even point with the help of suitable diagram.

OR

Write short notes (any four):

- i) Functions and equations
- ii) Expert opinion method
- iii) Features of production function
- iv) Iso-cost line
- v) Economic and Accounting cost
- vi) Learning curve.

-----MBK-2-----

Note:

All questions are compulsory.

Figures to the right indicate marks.

Q.1. A. Explain in 2 or 3 sentences the following terms. (Any 5) (10)

1. Appreciative listening
2. Jargon
3. Personal integrity
4. Gesture
5. Visual communication
6. Face to face communication
7. Medium
8. Open punctuation

Q.1.B. Match the following: (05)

- | A | B |
|-----------------------------|-----------------------------|
| 1. Horizontal communication | a. complete trust |
| 2. Proxemics | b. non-verbal communication |
| 3. Halo Effect | c. Formal channel |
| 4. Delayed feedback | d. Space in communication |
| 5. Silence | e. written communication |

Q.1. C Fill in the blanks with the correct option. (05)

1. Informal communication consists of ____
a. Vertical communication b. Horizontal communication
c. Grapevine d. diagonal communication
2. _____ reveals the identity of the sender.
a. Salutation b. Subject line c. Head address d. Inside address
3. _____ is a journal or diary on the internet.
a. Blogs b. Status c. Tweet d. Posts
4. Person who initiates the communication process is ____
a. Sender b. Receiver c. Medium d. Feedback
5. Written communication is a type of _____ communication.
a. Verbal b. non-verbal c. oral d. visual

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

1. Face to Face communication
2. Importance of receiver in the communication process
3. Downward communication.
4. Grapevine
5. Space and proxemics
6. Blogs

Q.3. Attempt any Two of the following:

(20)

1. Explain how language can be a barrier to communication. How can you overcome semantic barrier?
2. What is meant by personal integrity? Describe some ways to achieve personal integrity at the workplace.
3. Write a note on types of listening. How can listening skills be improved?

Q.4. Write an application letter in response to the following advertisement:

(10)

“Wanted an E-commerce Manager for R.B.Manpower Services. The candidate should have a Digital Marketing degree with two years experience in the field. Apply with Biodata to the H.R.Manager within 10 days.”

Q.5. Attempt any Four of the following:

(20)

1. Mr. Satish Shah, the Junior Accountant at Pearson Cosmetics Ltd., has applied for the post of Accounts Manager at another company and he has given your name as reference. As the H.R.Manager, draft a letter recommending him for the post.
2. Ms Radhika Menon is seeking admission to Perth University, Australia for a Digital Marketing course. Draft her SoP.
3. LekhaKutty has been offered the post of Office Receptionist at Frostman Ceramics Ltd. Write her letter of acceptance.
4. Due to some personal reasons Rachel Zen wants to resign from the post of Marketing Executive at J.P. Communications Ltd. Draft her resignation letter.
5. Mr. Mike Bindra of your marketing department has worked hard and proved his skills in marketing by contributing for the increase in the profit of your company. Draft the appreciation letter for him.

Q.6.A. Write a paragraph of about 150 words on any one of the following:

(05)

1. Traffic problems in Mumbai.
2. Building a career.

Q.6.B.Mr. Raman Shetty, the newly appointed Branch Manager at Softel Mechanics Ltd. believed that matters concerning the working of the company must be done through the various channels of hierarchy. He did not encourage staff to meet him. As a result, a lot of time was spent in matters being dealt with at various levels of the hierarchy before finally reaching Mr. Shetty. This created dissatisfaction among staff, also delayed decision making affecting the functioning of the company.

(05)

- a. Identify and explain the problem in the channel of communication that Mr.Raman Shetty faced.
- b. According to you, how can the problems of the staff be overcome?
