

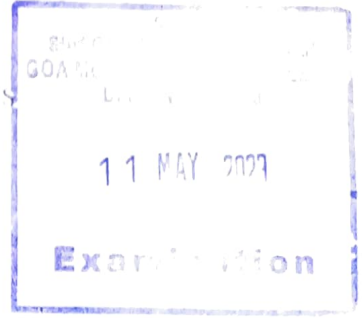
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B.Com SEM II

22-23

Question Papers



Roll No:

Total No. of Questions: 06

Total No: of pages: 02

B.COM Semester End Examination
PRACTICE OF INSURANCE (GE 2)
Semester No: II
CBCS

Duration: 02 Hrs.

Maximum Marks: 80

Instructions:

- 1) **All** questions are **compulsory**, however **internal choice** is available.
- 2) Answer sub-question in **Question No. 1** and **Question No. 2** in not more than **100** words each.
- 3) Answer **Question No.3** to **Question No. 6**, each in **not more than 400** words.
- 4) Figures to the **right** indicate **maximum** marks allotted to the question/sub-question.
- 5) Paper carries maximum of **80** marks.

Q1. Write short notes on

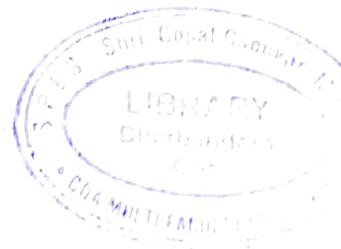
(4x4=16)

- a) Grace Days
- b) Repudiation of claim in life insurance
- c) Surveyors
- d) Procedure for becoming agent
- e) Online insurance
- f) Poultry insurance

Q2. Write short notes on

(4x4=16)

- a) Claim settlement ration
- b) TPA
- c) Objectives of insurance marketing
- d) Bancassurance
- e) Importance of Rural insurance
- f) Double insurance



Q3. A OECD guidelines on best practices in claim management (12)

OR

Q3. B Explain the claim settlement process in Life insurance (12)

Q4. A Which are the prerequisites for becoming a successful insurance agent (12)

OR

Q4. B Explain the procedure for becoming insurance agent (12)

Q5. A Explain the marketing strategies of insurance companies (12)

OR

Q5. B Explain the Traditional & Modern distribution channels in Insurance (12)

Q6. A What is Rural insurance? Explain the need & potential for rural insurance (12)

OR

Q6. B Explain the different types of rural insurance policies (12)

Roll No:

Total No. of Pages: 02

Total No. of Questions: 06

B. Com. Semester End Examination
INTRODUCTION TO MARKETING (CC 5)

Semester No: II
CBCS Ordinance

Maximum Marks: 80

Duration: 02 Hrs.

Instructions:

- 1 All questions are compulsory
2. Answer sub- questions in question 1 and 2 in not more than 100 words each.
- 3 Answer questions 3 to 6 in not more than 400 words
4. Figures to the right indicate maximum marks to the question

SECTION - I

1. Answer any Four Question

(4×4 = 16)

- a. Write an explanatory note on Consumer Buying Behaviour. (4)
- b. What do you mean by Consumer Goods? Explain the concept with example. (4)
- c. Differentiate between a consumer and a customer. (4)
- d. What do you mean by Global Marketing? Explain. (4)
- e. What is online marketing? Explain the concept with few advantages. (4)
- f. Explain any four external factors influencing marketing environment. (4)

2. Write Short Notes on the Following (Any Four)

(4×4 = 16)

- a. Selling Vs. Marketing Concept (4)
- b. Marketing Research (4)
- c. Role of Inventory Management in Marketing (4)
- d. Social Responsibility of Marketing (4)
- e. Geographic Segmentation of Consumers (4)
- f. Marketing on Social Media (4)

SECTION - II

3. A) What do you mean by Marketing? Describe various types of goods and their features with examples. (12 Marks)

OR

- X) What do you mean by Marketing Environment? What are the major factors affecting marketing environment? (12 Marks)

4. A) Define Marketing Segmentations? What are the broad parameters of segmentation? Explain in brief. (12 Marks)

OR

- X) What do you mean by Marketing Research? Explain the importance of it for a business. (12 Marks)

5. A) What do you mean by Marketing Mix? Discuss the role of 4P's in marketing mix decisions. (12 Marks)

OR

- X) What steps would you take to manage your sales force for greater efficiency in Marketing? Explain. (12 Marks)

6. A) Explain the concept of Service Marketing. Discuss the Features of Service Marketing in detail. (12 Marks)

OR

- X) Discuss various types of pricing decisions made in the process of deciding the marketing mix. (12 Marks)

Roll No:

Total No. of Questions: 04

Total No. of pages: 02

B.Com Semester End Examination

Environmental Studies

Semester No: II

CBCS

Duration: 01 Hrs.

Maximum Marks: 40

Instructions:

1. All the questions are compulsory.
2. Figures in right indicate full marks.
3. Draw a diagram wherever is necessary

Q.1. Answer any **Five** of the following.

(5x2=10)

- a. Define pollution and mention its types.
- b. State the importance of water conservation.
- c. What are the effects of Acid rain?
- d. What are the mitigation measures of earthquake?
- e. Mention the risks due to chemical in foods.
- f. Define tourism and mention its type.
- g. State the effects of solid waste

Q.2. A. Mention the control measures of urban and industrial waste.

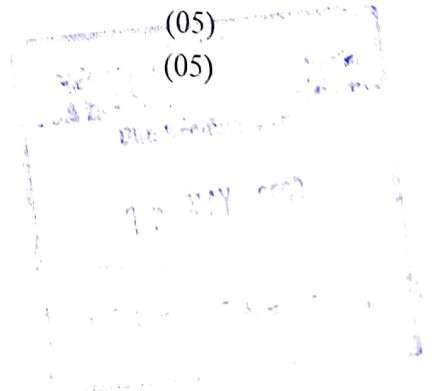
(05)

OR

- A. Write a note on Environment protection Act.
- B. State the cause and effect of water pollution.

(05)

(05)



P.T.O

Q.3. A. states the role of Information Technology in Environment and Human (05)

Health

OR

A. Give the importance of value education in schools. (05)

B. what are the issues involved in Enforcement of Environment Legislation? (05)

Q.4.A. Define mass tourism and add a note on degradation of Environment. (05)

OR

A. Write a note on sustainable Tourism. (05)

B. Write a note on eco- tourism site based on field visit. (05)

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Total No. of pages: 05

B.Com Semester End Examination
Financial Statement Analysis and Interpretation (UCOC104)

Semester II

CBCS

Duration: 02 Hrs

Maximum Marks: 80 Marks

Instructions: 1. Question No.1 is Compulsory.

2. Answer any three questions from Q. No.2 – Q. No. 6.

3. Figures to the right indicate the maximum marks allotted.

4. Provide sufficient margin space in the answer book for recording marks.

5. Enter the appropriate main & sub-question numbers in the answer book.

Q.1. Following is the Trail Balance of Procter & Gamble Hygiene Ltd. as on 31st March 2018. **(20 Marks)**

Particulars	Amount	Particulars	Amount
Premises	15,36,000	2,00,000 Equity shares of Rs.10 each	20,00,000
Plant and Machinery	16,50,000	12% Debentures	15,00,000
Opening stock of Finished Goods	3,75,000	Profit and Loss A/c (Balance as on 1 st April 2017)	1,31,250
Debtors	4,35,000	Bills Payable	1,85,000
Goodwill	1,25,000	Creditors	2,00,000
Cash & Bank Balance	2,40,750	Sales	20,75,000
Interim Dividend	1,96,250	General Reserve	1,25,000
Purchase of Finished Goods	9,25,000	Provision for Doubtful Debts	17,500
Share Issue Expenses	25,000		
Salaries	4,89,900		
General Expenses	34,175		
Advertisement Expenses	1,01,125		

Bad Debts	10,550		
Interest on Debentures	90,000		
	<u>62,33,750</u>		<u>62,33,750</u>

Additional Information:

- Authorised Capital of the Company is 2,50,000 equity shares of Rs.10 each.
- Write off 10% of Share Issue Expenses.
- Stock of Finished goods on 31st March 2018 is Rs. 4,75,000.
- Create Provision for Doubtful Debts @ 5% on Debtors.
- Provide Rs. 90,000 for Income Tax.
- Depreciate Plant and Machinery @15% p.a.

From the above information prepare statement of Profit & Loss Account under schedule III for the year ended 31st March 2018.

Q.2. From the following Balance Sheet of Shiv Leela Ltd. Prepare Common Size Financial Statement under schedule III and give your comments on them. (20 Marks)

Balance Sheet as on 31st March 2018.

Liabilities	Amount	Assets	Amount
Equity share Capital	100,000	Fixed Assets	2,25,000
10% Preference Share capital	1,25,000	Investment	1,00,000
General Reserve	75,000	Stock	37,500
Profit and loss Account	15,000	Debtors	1,25,000
12% Debentures	60,000	Bills receivables	62,500
Creditors	1,50,000	Cash	20,000
Bills payable	40,000	Preliminary Expenses	5,000
Outstanding Expenses	10,000		
	<u>5,75,000</u>		<u>5,75,000</u>

Q.3. From the following information given below prepare Profit & Loss A/c and Balance Sheet of Sidharth Ltd. under Schedule III and calculate the ratio's and also provide your comments.

(20 Marks)

Trading, Profit & Loss Account for the year ended 31st March 2018.

Particulars	Amount	Particulars	Amount
To Opening Stock	35,000	By sales	4,50,000

To Purchases	2,70,000	By Closing Stock	40,000
To wages	1,07,000	By Interest on Investment	2,500
To Salaries	13,000		
To Rent	2,500		
To Miscellaneous Expenses	7,500		
To Selling Expenses	5,000		
To Depreciation	15,000		
To Interest	2,500		
To Provision for tax	10,000		
To Net Profit	25,000		
	<u>4,92,500</u>		<u>4,92,500</u>

Balance Sheet as on 31st March, 2018.

Liabilities	Amount	Assets	Amount
Equity Share capital(Rs.10)	75,000	Fixed Assets	80,000
8% Preference Share Capital (Rs. 100)	50,000	Less: Depreciation	<u>15,000</u>
Reserve and Surplus	31,000	Investment	50,000
10% Debentures	25,000	Stock	40,000
Bank Loan	20,000	Debtors	30,000
Creditors	30,000	Bills Receivables	25,000
Provision for Tax	10,000	Cash	42,500
Bank Overdraft	10,000	Preliminary Expenses	2,500
Bills Payable	4,000		
	<u>2,55,000</u>		<u>2,55,000</u>

Calculate:

- Liquid Ratio
- Capital Gearing Ratio
- Operating Ratio
- Creditors Turnover Ratio
- Stock Turnover Ratio

Q.4. From the following data you are required to prepare a Cash Flow Statement of Zee Ltd. for the year ended on 31st March 2017. (20 Marks)

Balance Sheet

Liabilities	31-03-2016	31-03-2017	Assets	31-03-2016	31-03-2017
Share Capital	5,00,000	5,00,000	Land & Building	5,00,000	4,75,000
General Reserves	1,50,000	1,50,000	Plant and Machinery	4,00,000	3,50,000
Profit & Loss Account	76,000	70,000	Sundry Debtors	1,54,000	2,57,000
Bank Loan	1,50,000	1,75,000	Equipments	40,000	35,000
Provision for tax	50,000	50,000	Stock	70,000	1,00,000
Proposed Dividend	25,000		Cash	10,000	3,000
Sundry Creditors	2,30,000	2,75,000	Goodwill	7,000	
	<u>11,81,000</u>	<u>12,20,000</u>		<u>11,81,000</u>	<u>12,20,000</u>

Other Information:

- Depreciation was provided on Land & Building, Plant and Machinery & Equipments for the year ended 31st March 2017.
- Dividend of Rs. 25,000 was paid during the year ended 31st March 2017.
- Machinery of Rs. 25,000 and equipment of Rs. 10,000 were acquired during the year ended 31st March 2017.
- Income tax Provision was made for the year ended 31st March 2017 of Rs. 65,000.

Q.5. From the following Balance Sheet of N. R. Pura Ltd. prepare a Comparative statement with Comment. (20 Marks)

Liabilities	31 st March 2017	31 st March 2018	Assets	31 st March 2017	31 st March 2018
Preference Share Capital	4,00,000	4,00,000	Fixed Assets	9,60,000	18,40,000
Equity Share Capital	8,00,000	8,00,000	Debtors	4,00,000	3,00,000
Profit & Loss Account	60,000	80,000	Stock	1,60,000	80,000

General Reserve	80,000	1,20,000	Bills Receivables	80,000	1,20,000
Creditors	1,60,000	2,00,000	Cash at bank	2,00,000	3,32,000
Bank Overdraft	2,00,000	9,20,000	Prepaid Expenses	40,000	48,000
Provision for tax	80,000	1,00,000			
Bills Payable	60,000	1,00,000			
	<u>18,40,000</u>	<u>27,20,000</u>		<u>18,40,000</u>	<u>27,20,000</u>

Q. 6. A. The following information is available of Docomo Ltd. Calculate EVA. **(10 Marks)**

12% Debt Capital	Rs. 4000000
Equity Capital	Rs. 1000000
Reserves & Surplus	Rs. 15000000
Capital Employed	Rs. 200000000
Risk Free Rate	9%
Beta Factor	1.05%
Market Rate of Return	19%
Operating profit after tax	Rs. 4200000000
Tax rate	30%

Q.6. B. Explain the concept of Trend Analysis & its advantages.

(10 Marks)

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Roll No: _____

Total No. of Questions: 06

Total No. of Pages: 01

B. Com Semester End Examination
Managerial Economics (CC 7)
Semester No: II
CBCS Ordinance

Duration: 02 Hrs.

Maximum Marks: 80

Instructions:

1. All questions are compulsory
2. Answer sub-questions in question 1 and 2 in not more than 100 words each.
3. Answer questions 3 to 6 in not more than 400 words
4. Figures to the right indicate full marks.

Q.1 Answer any four of the following

(4X4=16 Marks)

- a) Explain in brief on competition-based pricing.
- b) What is meant by cyclical pricing?
- c) What is margin of safety?
- d) What is meant by transfer pricing?
- e) List out short-term sources of finance.
- f) What are uses of decision tree analysis?

Q.2 Answer any four of the following

(4X4=16 Marks)

- a) What is meant by capital budgeting?
- b) Explain social cost benefit analysis.
- c) Explain any two factors influencing investment decisions.
- d) Explain maximin and minmax criterion.
- e) Explain in brief on prisoner's dilemma.
- f) What is two player zero sum game?

Q.3 A) Explain different types of cost-based pricing strategies.

(12 Marks)

OR

Q.3 B) What is the best pricing strategy for inflation?

(12 Marks)

Q.4 A) Explain the various concepts of profit.

(12 Marks)

OR

Q.4 B) Explain the concept of break even in profit planning.

(12 Marks)

Q.5 A) Explain different methods of project evolution.

(12 Marks)

OR

Q.5 B) Explain the need for capital budgeting.

(12 Marks)

Q.6 A) Explain different sources of business risk.

(12 Marks)

OR

Q.6 B) Why effective decision making is the best choice? Explain.

(12 Marks)

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Total No. of Questions: 04

Total No: of pages:03

B.Com Semester End Examination

Commercial Arithmetic II (CC-08)

Semester No: II

CBCS

Duration: 2 Hrs.

Maximum Marks: 80

Instructions: i. Attempt all the questions. Internal choice has been provided for Q1-Q4

ii. Figures to the right indicate full marks.

iii. Use of non-scientific calculators is allowed.

Q1. Answer the following:

(4 X 5=20)

- a) Find the value of k , if $(2,3)$ & $(-2,-3)$ are equidistant from the point $(k, 0)$.
b) Check whether the 6th derivative of the given function is zero.

$$f(x) = 5x^5 - 4x^4 + 6x^3 + 7x^2 - x = 10$$

- c) Solve the given linear programming problems graphically:

$$\text{Maximize: } z = 50x + 15y$$

$$\text{where the constraints are: } 5x + y \leq 100,$$

$$x + y \leq 50,$$

$$x \geq 0, y \geq 0$$

- d) The demand function is given as $P = D^3 - 3D^2 + 1$. Find the average revenue, marginal revenue and total revenue when the demand is 10 units.

OR

- e) Find the value of p if $(2, p)$ is the centre of the circle with $(-4,5)$ and $(1,8)$ as the end points of its diameter.

- f) The total cost of manufacturing x items is given by $c = 2x^2 - 10x + 7$. Find the average cost, the marginal cost and the marginal average cost when 15 units are produced.
- g) If $y_1 = \sin x$ and $y_2 = \cos x$, show that $y_1'y_2 + y_1''y_2' + y_1'y_2'' - y_1^2 = 0$
- h) Solve the given linear programming problems graphically:

$$\text{Minimize: } z = 20x + 10y$$

$$\text{where the constraints are : } 3x + y \geq 30,$$

$$4x + 3y \geq 60,$$

$$x \geq 0, y \geq 0$$

Q2. Answer the following:

(4 X 5=20)

- a) Check whether $f(x) = x^3 - 6x^2 + 9x + 15$ attains minima or maxima at the values
- $x = 3$
 - $x = 1$
- b) Integrate the following function : $\int_2^3 (25x^4 - 5x^3 + 6x^2 + 2x - 1) dx$
- c) Find the value of k if $(k + 5) : -8 :: 2 : (k - 5)$
- d) Find the derivative of
- $\frac{(3x^2 - x - 1)}{x^3}$
 - $x^2 \log x$

OR

- e) Find the derivative of $xe^x + \frac{x-3}{x^2}$.
- f) If $\frac{6k}{7}$ is proportional to $\frac{3}{(k-1)}$, find the value of k .
- g) Evaluate the integral of $\int_1^2 (x+1)(x-3) dx$
- h) Find maximum and minimum of $f(x) = 2x^3 - 15x^2 + 36x + 1$ for the values $x = 2$ and $x = 3$.

Q3. Answer the following:

(4X5=20)

- a) Find the equation of the line passing through intersection of the lines $3x + y = 9$ & $2x - y = 6$ and parallel to the line $5x - 2y = 1$.
- b) Maria paid Rs 280.00 for a jacket that was discounted by 30%. She paid Rs.400.00 for a purse that was discounted by 25%. What was the original price of the jacket and the purse?
- c) The demand curve for an object is $P = x^3 - 3$. Find the consumer's surplus at $x_1 = 10$
- d) Evaluate the following limits :
- $\lim_{x \rightarrow 4} \frac{(x^2 - 9x + 20)}{(x-4)}$
 - $\lim_{x \rightarrow 0} \frac{\sin x \cdot \tan x}{x^2}$

OR

- e) Find the equation of the line passing through the points (1,9) and (-2,-3) and perpendicular to the line $3x + y = 4$.
- f) The supply function is given by $P = 2x - 3$. Find the producer's surplus at $x_1 = 5$
- g) Evaluate
- $\lim_{x \rightarrow 2} \frac{2x^2 - x - 6}{x - 2}$
 - $\lim_{x \rightarrow 2} \frac{x^3 - 8}{x - 2}$
- h) Raj works for 40 hours per month. He spends 35% of his work time doing desk work and spends the remaining time doing field work. Find out how many hours Raj spends doing desk work and field work.

Q4. Answer the following:

(4X5=20)

- a) Check whether the given points are vertices of a right-angled triangle:

$$A(6,1), \quad B(3,-1), \quad C(-2,4)$$

- b) Find out in which ratio does the point (4,8) divide the line segment joined by $A(10,1), B(-8,20)$

- c) 3 students, A,B and C are given 4 hours to complete a puzzle.

Students take $3\frac{1}{2}$, $2\frac{3}{4}$ and $1\frac{1}{4}$ hours to complete a puzzle respectively.

- Find out what percent of time did winner require.

- d) Evaluate

i. $\int_5^6 (x+5)(x-3)(x+1) dx$

ii. $\int_0^\pi \frac{1}{x \log x} dx$,

OR

- e) Check whether the triangle formed by joining $P = (0,5), Q = (-1,2), R = (0,-5)$ is isosceles.

- f) Find the coordinates of X if X divides MN in the ratio 3:4 where $M = (3,-9)$ and $N = (4,7)$.

- g) Find the ratio of

- 150 m to 340 km
- 300cm to 1.50 km
- 2.5km to 450 cm

- h) Evaluate

i. $\lim_{x \rightarrow 5} \frac{x^5 - 3125}{x - 5}$

ii. $\int_0^1 \frac{\log x + 1}{x \log x} dx$

X

Roll No: _____

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B.Com. Semester End Examination

Collective Bargaining and Negotiation Skills (COS-102)

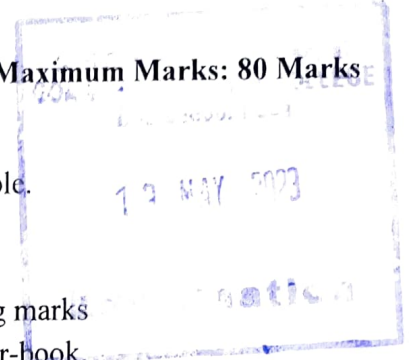
Semester No: IV

Duration: 02 Hrs.

Maximum Marks: 80 Marks

Instructions: -

1. All questions are compulsory, however internal choice is available.
2. Figures to the right indicate full marks allotted to each question.
3. Start each new question on a fresh page.
4. Provide sufficient margin space in the answer book for recording marks
5. Enter the appropriate main & sub-question numbers in the answer-book.



Q.1 . Write short notes on any four of the following

(4x4=16 marks)

- a) What is collective bargaining?
- b) Hick's paradox
- c) Characteristics of collective bargaining (Any 4 points)
- d) Duration of agreement
- e) Difficulties faced in the collective bargaining process (Any 4 points)
- f) Coverage of agreement

Q.2. Write short notes on any four of the following

(4x4=16 marks)

- a) Integrative agreement
- b) Advantages of a coalition agreement
- c) Impasse resolution and its causes
- d) Fractional bargaining
- e) Contract ratification
- f) Post-negotiation administration of the agreement

3 X. Explain the Conflict -choice model of negotiation.

(12 marks)

OR

Y. What are the critical issues in collective bargaining? Explain.

(12 marks)

Q.4. X. Explain the pre-requisites for successful collective bargaining.

(12 marks)

OR

Y. Explain the levels of collective bargaining with the help of a suitable diagram.

(12 Marks)

Q.5. X. Explain the various guidelines used for effective negotiation.

(12 Marks)

OR

Y. Explain in detail the negotiation process.

(12 Marks)

Q.6. X. What is a grievance? Explain binding up the wounds.

(12 Marks)

OR

Y. Explain collective bargaining and the emerging scenario in general.

(12 Marks)
