

### Model Question

e-Commerce M-I (G.E. 2.1 chg) ~~(4 marks each)~~  
(4 marks each)

\* Business Communication (G.E. 2.1 chg) Business Communication.

- ① Discuss the objectives of Business Communication.
  - ② Define e-mail. State the advantages of e-mail.
  - ③ Draft a Statutory Report of a Public Limited Company.
  - ④ State the advantages of a formal Communication system.
  - ⑤ Draft the Notice along with agenda of the first Annual General Meeting of a Public Limited Company.
  - ⑥ Explain the methods of e-payments.
  - ⑦ Define E-CRM. Describe the types of Supply chain.
- Company Law (C.C. 2.1 chg) (2 marks each)
- ① The latest Companies Act was enacted in the year
    - ① 1991
    - ② 1998
    - ③ 2013
    - ④ 2016
  - ② one person company can be established by a person who is
    - ① an Indian citizen
    - ② an Indian citizen

- (b) resident in India
- (c) Both (a) and (b)
- (d) Non-resident of India

3) Which of the following is the features of Company?

- (a) Unlimited liability
- (b) Autocratic management
- (c) Separation of ownership and management
- (d) Non-transferability of shares.

4) The company which is formed and registered under the Companies Act is termed as:-

- (a) Statutory Company
- (b) Chartered Company
- (c) Registered Company
- (d) None of these.

5) Limited company means such company which is

- (a) Limited by shares;
- (b) Limited by guarantee
- (c) Either (a) or (b)
- (d) None of these.

# Marketing Management (M-I) (CC 2.2 crs)

Human Resource Management (M-II) (CC 2.2 crs)  
(2 marks each)

① Marketing has to:

- Ⓐ take care of Profitability
- Ⓑ think about customer
- Ⓒ Both of Ⓐ and Ⓑ
- Ⓓ none of these

② Marketing is a human activity directed at satisfying needs and wants through exchange process. Who opined it?

- Ⓐ Cundiff
- Ⓑ Philip Kotler
- Ⓒ American Marketing Association
- Ⓓ Hansen

③ "Many people want B.M.W. only few are able to buy" this is an example of:

- Ⓐ Need
- Ⓑ Want
- Ⓒ Demand
- Ⓓ Status

④ Marketing today focusing its attention:

- Ⓐ on the consumers;
- Ⓑ on the satisfaction of their needs

- (c) both of (a) & (b)
- (d) None of these.

5) The importance of marketing in relation to other functions of business are :-

- (a) Creation of demand for goods and service
- (b) provides the ways of livelihood to many;
- (c) marketing assures selling
- (d) all of these.

6) Which of these is a HR Model?

- (a) Open-System Theory
- (b) Mc Gregor's theory ~~X~~ and theory Y;
- (c) The Guest Model
- (d) Maslow's theory

7) Who developed the Guest Model in 1997?

- (a) Hendry
- (b) David Guest
- (c) Robert Guest
- (d) Pettigrew

8) Which of the following is the operative function of HR managers?

- (a) Planning
- (b) Procurement
- (c) organizing
- (d) Controlling

9 Human Resource Management is normally \_\_\_\_\_ in nature ?

- (a) reactive                      (b) Proactive  
(c) Combative                  (d) none of these

10 The scope of human resource management includes :

- (a) Compensation                  (b) Procurement  
(c) development                  (d) all of these

Cost & Management Accounting - I  
(CC 2.1 ch) (CC 2.1 g)  
(8 marks each)

11 From the following particulars in respect of Contract No. 205  
Prepare a Contract A/c for the year ended 31.03.16

Contract price was Rs 5,00,000

The company incurred the following expenses upto 31/3/2016

Materials consumed	Rs 1,10,000
Wages	Rs 40,000
Direct Expenses	Rs 20,000

Plant purchased on (01.10.2015) Rs 1,00,000

Materials in hand Rs 5,000

Depreciation 10% P.A on plant

Charge other works expenses @ 20% of

wages and office expenses @ 10% of

works cost.

The amount certified by the engineer was  
Rs 3,00,000, retention money being 20% of the  
certified value.

2) Prepare a reconciliation statement from the  
following data:

a) Net Profit as per cost accounts	2,00,000
b) Income tax provided in financial accounts	60,000
c) Share transfer fee credited in financial account	4,000
d) Provision for doubtful debts	20,000
e) Overheads charged in financial accounts	28,000
f) Overheads charged as per cost accounts	34,000
g) Director's fees shown in financial accounts	8,000
h) Depreciation charged in financial accounts	7,000

- i) Value of closing stock in cost accounts 18,750
- ii) Value of closing stock in financial accounts 20,750
- iii) Goodwill written off in financial accounts 900
- iv) Stores adjustment (credit in financial accounts) 1000
- v) Interest on investment not included in cost accounts 4000