(Pages : 4) **021 COM 012—APRIL—22—236**

FIRST SEMESTER B.Com. DEGREE EXAMINATION, APRIL 2022

(NEP)

PRINCIPLES OF MARKETING

Time : Two Hours Maximum : 60 Marks

Answer all the **three** *sections.*

Question 11 *is* **compulsory.**

Section A

1. Answer any *five* questions. Each question carries 2 marks :

    (a) Define Market.

    (b) What is Niche marketing ?

    (c) What is pricing ?

    (d) What is product life-cycle ?

    (e) Define Advertisement.

    (f) What is labelling ?

    (g) Define Brand.

(5 × 2 = 10 marks)

Section B

Answer any **four** *of the following.*
Each question carries 5 *marks.*

2. Distinguish between Market and Marketing.
3. Explain briefly the importance of Market segmentation.
4. What are the advantages of sales promotion ? Briefly explain.
5. State the essentials of good advertisement.
6. What is labelling ? Mention the merits and defects of labelling.

(4 × 5 = 20 marks)

Section C

Answer any **three** *of the following.*
Each question carries 10 *marks.*

7. Explain the core concepts of marketing.
8. Briefly explain the bases of market segmentation.
9. What is advertising ? Explain its importance.
10. Describe the factor influencing the selection of the channels of distribution.

Turn over

11. **Case Study** (*Compulsory*)

Assume that you have developed a bike which is more fuel efficient with multiple features, then existing rival products in the market :

(a) How do you differentiate your product from other rival products ?

(b) What methods would you adopt to promote the sales ?

(3 × 10 = 30 marks)

(Pages : 4) **021 COM 013—APRIL—22—237**

FIRST SEMESTER B.Com. DEGREE EXAMINATION, APRIL 2022

(NEP)

STOCK MARKET OPERATION—DSC—1.3

Time : Two Hours Maximum : 60 Marks

Answer **all** *questions subject to choice.*
Question 11 *(Case Study) is* **compulsory.**

Section A

1. Answer any *five* of the following questions. Each question carries 2 marks :

(a) What is Financial Market ?

(b) What is Initial public offer ?

(c) What is Listing of securities ?

(d) Give the meaning of SENSEX.

(e) What do you mean by trading on stock exchange ?

(f) What is commercial paper ?

(g) What is Right issue ?

(5 × 2 = 10 marks)

Section B

Answer any **four** *of the following questions.*
Each question carries 5 marks.

2. Distinguish between Money Market and Capital Market.

3. Mention the powers of SEBI.

4. Explain the functions of Brokers in share market.

5. Write note on Bombay Stock Exchange.

6. Raghavendra Company offers to the existing equity shareholders the right to buy one equity share of Rs. 100 each at 20% premium for every 5 equity shares of Rs. 100 each of the market price of Rs. 180 per share.

Calculate the value of right per share.

(4 × 5 = 20 marks)

Section C

Question 11 *is* **compulsory** (*case study*).
Answer any **two** *of the remaining questions.*

7. Explain the functions of Stock Exchange.

8. Explain the advantages of Dematerialisation.

Turn over

9. Explain the methods to minimise risk in Stock Market.

10. Following information is given :

Company	No. of shares	MPS Feb. 1 (Rs.)	MPS Feb. 2 (Rs.)	MPS Feb. 3 (Rs.)
A	800	200	220	230
B	500	120	125	100
C	300	80	90	80
D	200	100	110	90

Calculate matrix value weighted index and index points.

11. **Case Study** (compulsory) :

Elaborate the impact of COVID-19 Pandemic on Indian Stock Market.

(3 × 10 = 30 marks)

(Pages : 2)

021 ENG 041—APRIL—22—224

FIRST SEMESTER B.Com. DEGREE EXAMINATION, APRIL 2022

(NEP-AECC)

ENGLISH

Time : Two Hours

Maximum : 60 Marks

Text : Life and Learning

Part A

I. Answer any *five* questions. Each question carries 2 marks :

1 What does the narrator like most about his fellow traveller ?

2 Why does Mini's father have to limit some of the wedding expenses ?

3 Mention any two punishments meted out to those who were found speaking in the native language in schools.

4 What does Shakespeare say about the eyes and the hair of his beloved ?

5 What is the neighbour's attitude towards mending the wall ?

6 Why is Miss. Pushpa going abroad ? What is being hosted for her ?

(5 × 2 = 10 marks)

Part B

II. Answer any *four* questions. Each question carries 5 marks :

7 "You must be disappointed", he said, 'I'm sorry I'm not as attractive a travelling companion as the one who just left." Write reference to context for the statement.

8 "He is all pine and I am apple orchard." Write reference to context for the statement.

9 Fill in the blanks with appropriate articles :

(a) Mr. Sandeep is ——— University teacher.

(b) Shilpa is ——— most clever girl in the class.

(c) She purchased ——— new saree.

(d) I was told ——— interesting story by my friend.

(e) The solution to the problem was ——— one time measure.

10 Fill in the blanks with appropriate prepositions given in the brackets :

Michael Phelps made sports history ——— (by, on) winning twenty-eight medals, 23 ——— (of, for) them gold medals. Born ——— (on, at) June 30, 1985, Phelps was just fifteen years old when he qualified for the Sydney Australia Olympics ——— (on, in) 2000. At the age of 31, Phelps broke a 2,168 year-old ancient Olympic record, set ——— (by, of) Leonidas of Rhodes.

(5 × 1 = 5 marks)

Turn over

11 Fill in the blanks with appropriate verb forms given in the brackets :

Last week end I visited my Aunt who ———— (live) in Dehradun. She ———— (own) big farm. My uncle likes cattle; he ———— (go) to a cattle market last month and ——— (purchase) five new cows. My aunt ———— (celebrate) the new purchase and baked cake as a surprise for my uncle.

(5 × 1 = 5 mark

[4 × 5 = 20 mark

Part C

III. Answer any *three* questions. Each question carries 10 marks :

12 Write a character sketch of the Kabuliwala.

13 How does Shakespeare glorify his beloved's beauty in 'Sonnet 130' ?

14 Describe the character of Miss Pushpa T.S.

15 (a) Write synonyms for the following words : (5 marl

Hard, Wrong, Discover, Wicked, Zeal.

(b) Write antonyms for the following words : (5 marl

Broad, Empty, Attach, Polite, Sweet.

[3 × 10 = 30 marl

[0]

(Pages : 4) **021 COM 011—APRIL—22—235**

FIRST SEMESTER B.Com. DEGREE EXAMINATION, APRIL 2022

(NEP)

FINANCIAL ACCOUNTING—I (DSC)

Time : Two Hours | Maximum : 60 Marks

*Attempt **all** sections according to internal choice.*
Use of simple and non-programmable calculator is allowed.

Section A

1. Answer any *five* of the following questions :
   (a) What is Royalty ?
   (b) What is Memorandum Joint Venture account ?
   (c) State any two disadvantages of single-entry system of book-keeping.
   (d) Who is consignee ?
   (e) State the methods of consignment.
   (f) Write journal entry for recoupment of shortworkings.
   (g) What are the ledgers prepared in self balancing system ?

(5 × 2 = 10 marks)

Section B

*Answer any **four** of the following.*
Each question carries 5 marks.

2. Distinguish between Single-entry and Double-entry system of book-keeping.
3. Hindustan Publishers took the publication of Financial Accounting book from Prof. Subhas Royalty per book is Rs. 50. Minimum rent is Rs. 1,00,000 p.a. shortworkings is recoverable out of excess royalty in the first four years. Number of books sold during five years is as follows :

Year		*No. of books*
2017	...	1000
2018	...	1500
2019	...	2000
2020	...	3000
2021	...	4000

Prepare Royalty payable chart.

4. Mr. Akash and Mr. Bharath entered into Joint Venture sharing profits and losses equally. Mr. Akash purchased goods worth Rs. 2,00,000 and Bharath purchased goods costing Rs. 1,00,000 Akash paid expenses of Rs. 10,000 and Bharath paid expenses of Rs. 20,000. Bharat sold entire stock for Rs. 5,00,000. Mr. Bharath settled the account after deducting his commission at 10 % on total sales. Prepare (a) Joint Venture account ; (b) Bharat's account in the books of Akash.

Turn over

5. From the following particulars of Mr. Suresh prepare Debtors Ledger Adjustment Account in the General Ledger :

			Rs.
(a)	Debtors balance [on 1-4-2020] Dr.	...	50,000
(b)	Debtors balance [on 1-4-2020] Credit	...	2,000
(c)	Credit sales	...	5,00,000
(d)	Cash sales	...	1,00,000
(e)	Bills receivable received	...	1,50,000
(f)	Cash received from debtors	...	2,00,000
(g)	Bad debts written off	...	10,000
(h)	Provision for doubtful debts	...	5,000

6. Vivek consigned 5,000 kgs. of oil to Mr. Rafi at Rs. 100 per kg. He paid Rs. 5,000 for transportation. 500 kg. of oil was lost in transit. Rafi sold 4000 kg. of oil at Rs. 200 per kg. and paid selling expenses of Rs. 3,000.

Calculate value of abnormal loss and value of closing stock.

(4 × 5 = 20 marks)

Section C

Question 11 *is* **compulsory** *(case study).*

Answer any **two** *of the remaining.*

7. Write proforma journal entries in the books of lessor.

8. Amit and Sunil entered into Joint Venture to purchase machinery for sales. Amit contributed Rs. 10,00,000 and Sunil Rs. 5,00,000. They opened a Joint Bank Account and deposited the amount :

		Rs.
Purchase of machinery	...	5,00,000
Expenses paid	...	50,000
Amit purchased machinery	...	3,00,000
Sunil purchased machinery	...	2,00,000
Amit sold machinery	...	9,00,000
Sunil sold machinery	...	10,00,000

Remaining machinery taken over by Amit for Rs. 1,00,000. Prepare (i) Joint Venture A/C ; (ii) Venturer's A/C ; and (iii) Joint Bank A/C.

9. Prepare (i) Debtors Ledger Adjustment A/c ; (ii) Creditors Ledger Adjustment A/c in the General Ledger under self balancing system :

	Rs.
Debtors opening balance [Dr.] ...	1,00,000
Debtors opening balance [Cr.] ...	5,000
Credit sales ...	5,00,000
Cash sales ...	75,000
Cash received from debtors ...	3,00,000
B/R received from debtors ...	90,000
Bad debts ...	5,000
Creditors opening balance [Cr.] ...	75,000
Creditors opening balance [Dr.] ...	6,000
Cash paid to creditors ...	2,00,000
B/P issued to creditors ...	50,000
Credit purchases ...	2,75,000
Discount earned ...	10,000
Cash purchases ...	40,000

10. Radha keeps her books under single-entry system. She gives you the following information :

	Rs.		Rs.
Stock (opening) ...	36,000		
Stock (closing) ...	34,600		
Debtors (closing) ...	29,600		
Creditors (closing) ...	18,600		
Bills receivable (closing) ...	9,600		
Bills payable (closing) ...	11,200		
Cash (closing) ...	3,600		
Opening capital ...	55,400		
Credit sales ...	96,000	Cash sales ...	24,000
Credit purchases ...	69,800	Cash purchases ...	20,200

Transactions during the year :

Sundry income—600

Office expenses—12,000

Drawings—8,000

Furniture purchased 13,200

Prepare :

(a) Trading and Profit and Loss Account.

(b) Balance Sheet at the end of the year.

(c) Create RDD of Rs. 600 on debtors.

Turn over

11. [*Compulsory question*] *Case Study* :

Mallikarjun of Mysore consigned 400 radios costing Rs. 2,000 each to Channappa of Chikkodi. He paid Rs. 25,000 for freight and insurance. During the transit 10 radios were totally damaged.

Consignee took delivery of rest of radios and paid Rs. 10,000 for unloading and carriage charges, subsequently he paid Rs. 10,000 for godown rent and Rs. 20,000 for selling expenses. He sold 350 radios at Rs. 4,000 each. He is entitled to commission at 10 % on gross sales. He also sent a bank draft in settlement of accounts. Prepare consignment account in the books of Mallikarjun of Mysore assuming that case 1 under cost price method ; case 2 under invoice price method [loading 20% on cost price].

(3 × 10 = 30 marks)