COM/VI/17

(2)

### 2016

(6th Semester)

### **COMMERCE**

Paper: BC-617

# (Auditing)

Full Marks: 75

Time: 3 hours

(PART: B—DESCRIPTIVE)

( *Marks*: 50)

The figures in the margin indicate full marks for the questions

Answer one question from each Unit

#### UNIT—I

- **1.** Discuss the various objects of an audit. 10
- **2.** What is auditing? Discuss the advantages of auditing. 3+7=10

### UNIT—II

- **3.** What is an audit programme? Discuss the advantages of an audit programme. 3+7=10
- **4.** Discuss the objects of internal check. Point out the distinction between internal check and internal audit. 4+6=10

#### UNIT—III

- **5.** What do you mean by verification of assets? What are its objects? 3+7=10
- **6.** What are the objectives of vouching? What are the points to be kept in mind while examining vouchers? 4+6=10

### UNIT—IV

- **7.** State the rights and duties of an auditor of a company under the Companies Act. 10
- **8.** What do you mean by divisible profit? What are the auditor's duties with regard to payment of dividend by a company? 3+7=10

(3)

# UNIT—V

- **9.** What is cost audit? Discuss the objects of cost audit. 3+7=10
- **10.** Draft a suitable audit programme to conduct the audit of any *two* of the following :  $5 \times 2 = 10$ 
  - (a) Hospital
  - (b) Club
  - (c) Cinema Hall

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Subject Code: COM/VI/17	Booklet No. <b>A</b>	
To be filled in by the Condidate	Date Stamp	
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DEGREE 6th Semester (Arts / Science / Commerce / DEGREE 6th Semester (Arts / Science / Commerce / DEGREE 6th Semester		
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## 2016

(6th Semester)

## **COMMERCE**

Paper: BC-617

(Auditing)

( PART : A—OBJECTIVE )

( Marks: 25)

The figures in the margin indicate full marks for the questions

Answer **all** questions

SECTION—A

( *Marks*: 10)

- **1.** Indicate whether the following statements are *True (T)* or *False (F)* by putting a Tick ( $\checkmark$ ) mark :  $1 \times 5 = 5$ 
  - (a) An audit undertaken under law is called continuous audit.

(T/F)

(b) Internal check and internal audit are vital components of the system of internal control.

(T/F)

(c)	Section 224 of the Companies Act, 1956 deals with special audit.
	(T/F)
(d)	A documentary evidence produced in support of each and every entry made in the books of account is voucher.
	(T/F)
(e)	A vacancy caused by the resignation of an auditor during the term of his appointment, the vacancy shall only be filled by the company at the general meeting.
	(T/F)
	oose the correct answer and put its code in the ackets provided: 1×5=5
(a)	The first auditor of a company shall be appointed by
	(i) Board of Directors
	(ii) Top-level management
	(iii) Shareholders
	(iv) Accountant General
COM/VI	/17 <b>/326</b>

(b)		Section which contains provision uneration of the auditor is	ns regar	ding
	(i)	Section 224 (9)		
	(ii)	Section 224 (7)		
	(iii)	Section 224 (8)		
	(iv)	None of the above	[	]
(c)	Inte	rim audit refers to an audit cond	ucted	
	(i)	in between the two different years	accoun	ıting
	(ii)	in between two annual audits		
	(iii)	in between one statutory management audit and one inte		
	(iv)	None of the above	[	]
COM/VI	/17 <b>/32</b>	26		

(d)		work of one clerk is automatically c ther clerk is called	hecked	by
	(i)	internal control		
	(ii)	internal check		
	(iii)	internal audit		
	(iv)	None of the above		]
(e)	Mar	nagement audit is conducted by		
	(i)	the statutory auditor		
	(ii)	government auditor		
	(iii)	cost auditor	г	1
COM/VI/	, ,	None of the above	l	]

(5)

SECTION—B

( *Marks* : 15 )

**3.** Write notes on the following:  $3 \times 5 = 15$ 

(a) Interim audit

(b) Meaning of fraud

(c) Errors of principle

(d) Voucher

(9)

(e) Meaning of verification

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G16—500**/326** COM/VI/17

### 2016

(6th Semester)

**COMMERCE** 

Paper: BC-618

(Financial Accounting—II)

Full Marks: 75

Time: 3 hours

( PART : B—DESCRIPTIVE )

( *Marks*: 50 )

The figures in the margin indicate full marks for the questions

Answer **one** question from each Unit

#### UNIT—I

- **1.** What is single-entry system? Discuss briefly the distinctions between single-entry system and double-entry system. 2+8=10
- **2.** Mr. *P* keeps his books on single-entry system. From the following information provided by him, prepare a Trading, Profit & Loss Account for the year ended

31st December, 2012 and Balance Sheet as on that date:

	31.12.2011	31.12.2012
	(₹)	(₹)
Furniture	10,000	12,000
Stock	6,000	2,000
Debtors	12,000	14,000
Prepaid Expenses	_	4,000
Creditors	4,000	5
Outstanding Expenses	1,200	2,000
Cash	2,200	600

Receipts and payments during the year were as follows:

	`
Receipts from debtors	42,000
Paid to creditors	20,000
Carriage inwards	4,000
Drawings	12,000
Sundry expenses	14,000
Furniture purchases	2,000

₹

# Additional information:

There were considerable amount of cash sales. Credit purchases during the amounted to ₹ 23,000. Provide provision for doubtful debts to the extent of 10% on debtors.

### UNIT—II

**3.** What are the special features of Receipts and Payments Account? What are its limitations?

6+4=10

10

G16/327a (Continued)

G16/327a

(Turn Over)

**4.** Aizawl Football Club prepared the following Receipts and Payments Account for the year ended 31st December, 2015:

Receipts and Payments Account

Dr.				Cr.
Receipts	₹		<i>Payment</i> s	₹
To Balance b/d	3,800	By	Sports Equipment	
» Subscription for :			(Purchase on	
2015	18,500		01.09.2015)	10,000
2014	1,000	"	Salary and Wages	3,000
2016	1,200	"	Printing and	
" Interest on Govt.			Stationery	300
Securities @ 5%		"	Electricity Charges	500
of cost	500	"	Tournament	
" Entrance Fees	2,500		Expenses	6,500
		"	Balance c/d	7,200
	27,500			27,500

The fixed assets of the club on 01.01.2015 included the following:

	₹
Sports Equipment	15,500
Club Ground	7,000
Furniture	2,000

You are required to prepare the Income and Expenditure Account for the year ended 31st December, 2015 and a Balance Sheet as on that date after considering the following:

5+5=10

(i) Subscription for 2015 collected in 2014— ₹ 500

- (ii) Subscription for 2015 still to be collected—₹ 300
- (iii) Depreciation to be provided @ 20% p.a. on Sports Equipment and @ 5% p.a. on Furniture

#### UNIT—III

- **5.** What is consignment? Discuss the main features of joint venture. 4+6=10
- **6.** Kamal of Kolkata consigned goods on 01.01.2015 at invoice value of ₹ 12,500 which was made up by adding 25% on cost to Mawia of Aizawl. Kamal paid ₹ 300 as freight and ₹ 200 as insurance on these goods.

On 30.06.2015 Kamal received a remittance of ₹ 7,000 with an account sales from Mawia showing that he had—

- (i) sold  $\frac{3}{5}$ th of goods for  $\ref{9,000}$ ;
- (ii) paid ₹ 150 as landing charges and₹ 250 as selling expenses;
- (iii) retained his commission of 10% on gross sales.

G16/**327a** (Turn Over)

G16/**327a** 

(Continued)

(5)

(6)

You are required to write up—

- (a) the consignment to Aizawl Account;
- (b) Mawia's Personal Account, as they would appeared in the books of Kamal for the period ended 30.06.2015 which is the end of the accounting year. 6+4=10

### UNIT-IV

- 7. Distinguish between wholesale profit and retail profit at branch with examples. What are the bases of apportionment of common expenses and incomes under Departmental Accounting?

  5+5=10
- **8.** A Ltd. invoices goods to its branch at selling price which is cost plus 50%. From the following particulars, prepare Branch Account for the year ended 31.03.2016:

Stock at branch on 01.04.2015
at invoice price 4,80,000
Branch debtors on 01.04.2015 4,27,500
Branch furniture on 01.04.2015 4,00,000

Transaction during the year 2015-2016:

G16/**327a** 

	₹
Invoice price of goods sent to branch	60,00,000
Cash sales at branch	43,20,000
Credit sales at branch	12,48,000
Cash expenses of branch met by HO	3,25,200
Discount allowed to branch debtors	12,000

(Turn Over)

Bad debts written off 7,500

Stock at branch on 31.03.2016
 at invoice price 6,72,000

Branch debtors on 31.03.2016 2,16,000

Depreciate furniture @ 15% per annum.

### UNIT-V

- **9.** Define Cash Flow Statement. Discuss in brief the uses and significance of Cash Flow Statement. 3+7=10
- **10.** The balance of Z Ltd. as on 31.12.2014 and 31.12.2015 were as follows:

01.12.2010 Word as 10	nows.	
Assets	31.12.2014	31.12.2015
	₹	₹
Fixed Assets	93,400	1,66,000
Stock	22,000	26,000
Debtors	36,000	39,000
Bank	4,000	5,000
Preliminary Expenses	2,000	1,000
	1,57,400	2,37,000
Liabilities	31.12.2014 ₹	31.12.2015 ₹
Equity Share Capital	90,000	1,30,000
General Reserve	10,000	15,000
Profit and Loss Account	20,000	30,000
15% Debentures	_	20,000
Creditors	37,400	42,000
	1,57,400	2,37,000
G16 <b>/327a</b>		( Continued )

(7)

# Additional Information:

Depreciation written off on Fixed Assets was ₹ 23,400

Dividend of ₹ 20,000 was paid on equity capital

Prepare—

- (a) schedule of changes in working capital;
- (b) Funds Flow Statement. 5+5=10

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only.

Signature of Examiner(s)

Signature of Invigilator(s)

# 2016

(6th Semester)

## **COMMERCE**

Paper: BC-618

# (Financial Accounting—II)

( PART : A—OBJECTIVE ) ( *Marks* : 25 )

The figures in the margin indicate full marks for the questions

# Answer **all** questions

SECTION—I

( *Marks* : 10 )

**1.** Indicate whether the following statements are *True (T)* or *False (F)* by putting a Tick ( $\checkmark$ ) mark:

 $1 \times 5 = 5$ 

(a) Under single-entry system, Net Income (Capital at the end Drawings Addl. Capital) Capital in the beginning.

(T / F)

(b) All receipts of capital nature are not entered in Receipts and Payments Account.

(T / F)

(c	If the consignee is authorized to get the del credere commission, he is liable for all losses on account of non-recovery of debts.
	(T / F)
(a	Profit or loss is ascertained by the head office in the case of dependent branches, by preparing Branch Adjustment Account, under stock and debtors system.
	(T / F)
(e	Cash from operations and funds from operations mean the same thing.
	(T / F)
	hoose the correct answer and put its code in the rackets provided : $1 \times 5 = 5$
(a	Given the opening and closing balances, and cash received on account of bills receivable, balance in Bills Receivable Account will show
	(i) credit purchases
	(ii) credit sales
	(iii) bills receivable issued during the year
	(iv) None of the above
COM/V	I/18 <b>/327</b>

(b)	Interest receivable on investment by a club will be shown on							
	(i)	assets side of the Balance Sheet						
	(ii)	liabilities side of the Balance	liabilities side of the Balance Sheet					
	(iii)	debit side of Income and Account	Expendi	ture				
	(iv)	None of the above	(	)				
(c)	When goods are purchased for joint venture, the account to be debited is							
	(i)	Purchases Account						
	(ii) Joint Venture Account							
	(iii)	Venturer's Capital Account						
	(iv)	None of the above	(	)				
COM/VI/18 <b>/327</b>								

(		Under debtors system, profit is calculated by preparing one account for one branch, called				
		(i)	Branch Account			
		(ii)	Trading Account			
		(iii)	Profit and Loss Account			
		(iv)	None of the above	(	)	
(	'e) :	Decr	rease in creditors is an			
		(i)	inflow of cash			
		(ii)	outflow of cash			
		(iii)	inflow of funds			
		(iv)	None of the above	(	)	
COM/	VI/18	8 <b>/32</b>	7			

# SECTION—II

( *Marks* : 15 )

- **3.** Write notes on the following in not more than 5 sentences each :  $3 \times 5 = 15$ 
  - (a) Advantages of Single-entry System

(b) Features of Income and Expenditure Account

(c) Commission

(d) Branches vs. Departments

(9)

(e) Concept of Funds

\*\*\*

G16—500**/327** 

# (2)

### 2016

(6th Semester)

COMMERCE

Paper: BC-619

(Corporate Accounting)

Full Marks: 75

Time: 3 hours

(PART: B—DESCRIPTIVE)

( *Marks* : 50 )

The figures in the margin indicate full marks for the questions

Answer **one** question from each Unit

#### UNIT—I

- 1. Goodluck Ltd. issued 10000 shares of ₹10 each payable ₹3 on application, ₹4 on allotment and ₹3 on first and final call. Applications were received for 13000 shares and the following decision was made by the company:
  - (i) To refuse allotment to applicants for 1000 shares

(ii) To give full allotment to applicants for 2000 shares

(iii) To allot the remaining shares pro rata among other applicants and money overpaid on application was utilized towards sum due on allotment

Mr. *A* holding 500 shares (to whom full allotment was made) and Mr. *B* holding 400 shares (to whom pro rata allotment was made) failed to pay the allotment money.

All these shares were forfeited and subsequently reissued as fully paid at ₹8 per share.

Show the Journal Entries to record the above transactions.

**2.** The following balances are extracted from the books of *X* Ltd. :

8000, 11% preference shares of  $\stackrel{?}{\phantom{}_{\sim}}$  10 each, fully paid up

4000, 10% preference shares of ₹10 each, ₹8 paid up

20000 equity shares of ₹ 10 each fully paid up

General Reserve—₹ 1,50,000

Profit & Loss A/c—₹ 1,00,000

Capital Reserve—₹ 20,000

Securities Premium—₹ 15,000

Preference shares are redeemed at 10% premium to the extent possible

G16/328a (Turn Over)

G16**/328a** 

(Continued)

10

(4)

For this purpose 4000, ₹ 10 equity shares
are issued at 10% premium

Holders of 400, 11% preference shares are untraceable

For creation of capital redemption reserve, if any,
minimum use of free reserve is to be made

Pass Journal Entries. 10

### UNIT—II

- **3.** What do you mean by valuation of shares? Discuss the two widely applied methods for the valuation of shares. 4+6=10
- **4.** The Balance Sheet of X Ltd. disclosed the following position as on 31st March, 2015:

Liabilities	₹	Assets	₹
Paid up Capital:		Goodwill at cost	30,000
30000 shares of		Land and Buildir	ng
₹10 each		at cost less	
fully paid	3,00,000	depreciation	1,75,000
Capital Reserve	60,000	Plant & Machine	ry
Sundry Creditors	71,000	at cost less	
Provision for		depreciation	90,000
Taxation	55,000	Stock at cost	1,15,000
Profit & Loss A/c	26,000	Sundry Debtors	98,000
		Less: Provision	
		for Doubtful	
		Debts	3,000 95,000
		Cash at Bank	7,000
	5,12,000		5,12,000

You are asked to value the Goodwill of *X* Ltd. for which purpose the following information is supplied :

10

- (i) The reasonable return on capital invested in the class of business done by the company is 12 percent
- (ii) Adequate provision has been made in the accounts for income-tax and depreciation
- (iii) Rate of income-tax may be taken as 50%
- (iv) The average rate of dividend declared by the company for the past five years was 15 percent

### UNIT—III

**5.** *A* Ltd. was incorporated with a nominal capital of ₹5,00,000 inequity shares of ₹10 each. On 31st March, 2015, 25000 shares were fully called up. The following balances were extracted from the Ledger of the company as on 31st March, 2015:

Particulars	₹
Stock	50,000
Sales	4,25,000
Purchases	3,00,000
Wages (productive)	76,720

G16/328a (Turn Over)

G16/**328a** 

(Continued)

(6	)
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Particulars	₹
Discount Allowed	4,200
Discount Received	3,150
Salaries	18,500
Rent	6,000
General Expenses	8,950
Profit & Loss A/c	6,220
Printing and Stationery	2,400
Advertisement	3,800
Bonus	10,500
Debtors	38,700
Creditors	35,200
Plant and Machinery	80,500
Furniture	17,100
Cash at Bank	1,34,700
General Reserve	25,000
Loan from Managing Director	15,700
Bad Debts	3,200
Calls-in-Arrear	5,000

You are required to prepare Profit & Loss A/c for the year ended 31st March, 2015 and the Balance Sheet in the prescribed form as on that date. The following further information is given to you:

(i) Closing Stock was ₹91,500

(ii) Depreciation is to be charged on Plant & Machinery and Furniture at 15% and 10% respectively

(iii) Outstanding liabilities on 31st March, 2015 were—

Wages—₹ 5,200 Salary—₹ 1,200 Rent—₹ 600

- (iv) Dividend for the year ended 31st March, 2015 @ 5% is to be provided
- (v) Make a provision for taxation @ 50%
- **6.** *XYZ* Ltd. was registered with an authorized capital of ₹ 10,00,000 divided into shares of ₹ 10 each, of which 40000 shares had been issued and fully paid.

The following is the Trial Balance extracted on 31st March, 2014:

Particulars	Dr.	Cr.
	₹	₹
Stock (01.04.2013)	1,86,420	
Returns	12,680	9,850
Sundry Manufacturing Expenses	19,240	
Office Salaries and Expenses	17,870	
Directors' Remuneration	26,250	
Freehold Premises	1,64,210	
Furniture	5,000	
Debtors and Creditors	1,05,400	92,220
Cash at Bank	96,860	
Profit & Loss A/c		20.640
as on 01.04.2013		38,640

10

Particulars	Dr.	Cr.
	₹	₹
Share Capital		4,00,000
Purchases and Sales	7,18,210	11,85,400
Manufacturing Wages	1,09,740	
Carriage Inwards	4,910	
Auditors Fees	8,600	
Preliminary Expenses	6,000	
Plant and Machinery	1,28,400	
Loose Tools	12,500	
Cash in Hand	19,530	
Advance Payment of Tax	84,290	
	17,26,110	17,26,110

You are required to prepare Profit & Loss A/c for the year ended 31st March, 2014 and a Balance Sheet as at that date after taking into consideration the following adjustments:

- (*i*) Closing Stock on 31st March, 2014 was ₹ 1,20,000
- (ii) Depreciation of Plant and Machinery is to be provided @ 15% while on office furniture is to be @ 10%
- (iii) Make a provision for income-tax @ 50%
- (iv) The directors recommended a dividend @ 15% for the year ending 31st March, 2014 after a transfer of 5% of net profits to General Reserve

### UNIT—IV

- **7.** What do you mean by purchase consideration? Discuss the two types of amalgamation according to AS-14. 4+6=10
- **8.** The Balance Sheets of *A* Ltd. and *B* Ltd. as at 31st December, 2015 are as follows:

Liabilities	A Ltd. ₹	B Ltd. ₹	Assets	A Ltd. ₹	B Ltd. ₹
Share			Goodwill	30,000	20,000
Capital	3,00,000	1,50,000	Land and		
General			Building	1,40,000	75,000
Reserve	50,000	30,000	Plant and		
Profit &			Machinery	1,10,000	50,000
Loss A/c	50,000	20,000	Stock	60,000	35,000
Sundry			Sundry		
Creditors	40,000	15,000	Debtors	60,000	20,000
			Bank	40,000	15,000
	4,40,000	2,15,000		4,40,000	2,15,000

The two companies decided to amalgamate into a new company C Ltd. which will take over the assets and liabilities of both the companies.

The purchase consideration is agreed at  $\ref{3,50,000}$  and  $\ref{2,00,000}$  for *A* Ltd. and *B* Ltd., respectively. The entire purchase consideration is to be paid by *C* Ltd. in its fully paid shares.

10

(10)

The liquidation expenses of the two companies  $\ref{2,000}$  and  $\ref{1,000}$  respectively were met by the new company.

Give Journal Entries to close the books of *A* Ltd. and show the Opening Entries in the books of *C* Ltd.

#### UNIT-V

- **9.** What do you mean by Minority Interest?
  Discuss, in brief, the preparation of a
  Consolidated Balance Sheet. 3+7=10
- **10.** *H* Ltd. acquired 6400 equity shares of *S* Ltd. on 1st January, 2015. The following are the Balance Sheets of the two companies as at 31st December, 2015:

Liabilities	H Ltd. ₹	S Ltd. ₹	Assets	H Ltd. ₹	S Ltd. ₹
Share Capital	. :		Land and		
Equity Share	es		Buildings	4,00,000	2,40,000
of ₹ 100			Plant and		
each	16,00,000	8,00,000	Machinery	4,00,000	4,80,000
General			Stock	1,20,000	80,000
Reserve as o	n		Sundry		
01.01.2015	3,20,000	1,60,000	Debtors	80,000	96,000
Profit &			Investment i	in	
Loss A/c			shares of		
as on			S Ltd.	8,00,000	
01.01.2015	80,000	48,000	Bills		
Profit for the			Receivable	64,000	8,000
year 2015	1,60,000	64,000	Cash at		
Sundry			Bank	4,00,000	2,56,000
Creditors	80,000	80,000			
Bills Payable	24,000	8,000			
	22,64,000	11,60,000		22,64,000	11,60,000

(Turn Over)

G16/328a

Additional Information:

- (i) Bills Receivable of *H* Ltd. include ₹8,000 accepted by *S* Ltd.
- (ii) Sundry Debtors of *H* Ltd. include ₹ 40,000 due from *S* Ltd.
- (iii) Stock of S Ltd. includes goods purchased from H Ltd. for  $\stackrel{?}{\sim}$  48,000 which were invoiced by H Ltd. at a profit of 20% on sale

Prepare a Consolidated Balance Sheet of H Ltd. and its subsidiary S Ltd. 10

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G16—500**/328** COM/VI/19

Subject Code: COM/VI/19	Booklet No. A		
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only.

Signature of Examiner(s)

Signature of Invigilator(s)

# 2016

(6th Semester)

## **COMMERCE**

Paper: BC-619

(Corporate Accounting)

( PART : A—OBJECTIVE )

( Marks : 25 )

The figures in the margin indicate full marks for the questions

Answer **all** questions

SECTION—I

( Marks: 10 )

- **1.** Choose the correct answer and place its code in the brackets provided :  $1 \times 5 = 5$ 
  - (a) Which of the following cannot be utilized for the purpose of redemption of preference shares?
    - (i) Proceeds from issue of fresh equity shares
    - (ii) Proceeds from issue of fresh preference shares
    - (iii) Proceeds from issue of fresh debentures
    - (iv) None of the above

/328

(b)	Goo	dwill may be value	d on the	basis	of	
	(i)	actual profits				
	(ii)	superprofits				
	(iii)	future profits				
	(iv)	None of the above			[	]
(c)	Deg	ree of control depe	nds upor	n hold:	ing of	
	(i)	equity shares only	,			
	(ii)	both equity shares	s and pr	eferenc	ce shar	es
	(iii)	both preference sh	nares an	d debe	ntures	
	(iv)	None of the above			[	]
COM/VI/	19 <b>/32</b>	8				

(d)	Forfeited Share A/c is finally closed by transfer of its balance to					
	(i)	Securities Premium A/c				
	(ii)	General Reserve A/c				
	(iii)	Capital Reserve A/c				
	(iv)	None of the above	[	]		
(e)	Loss	s on Issue of Debentures A/c is				
	(i)	a liability				
	(ii)	an asset				
	(iii)	an expense				
	(iv)	a gain	[	]		
COM/VI/19 <b>/328</b>						

2.	State whether the following statements are <i>True (T)</i> or	or
	False (F) by putting a Tick ( ) mark in the bracke	ts
	provided:	1×5=5

(a) Debentureholders are the creditors of the company, not the owners.

(T / F)

(b) Pooling method of accounting is applicable for amalgamation in the nature of purchase.

(T / F)

(c) Minority interest is always calculated at the date when the holding company takes the control.

(T / F)

(d) Corporate dividend tax is payable only on dividend actually paid.

(T / F)

(e) Discount on reissue of forfeited shares cannot exceed the amount received on forfeited shares.

(T / F)

(5)

# SECTION—II

( *Marks*: 15)

- **3.** Write on the following in not more than 5 sentences each:  $3\times5=15$ 
  - (a) Debenture

(b) Amalgamation

(c) Holding Company

(d) Valuation of Goodwill

(9)

(e) Forfeiture of Shares

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COM/VI/19

G16—500**/328** 

### COM/VI/20 (b)

## (2)

### 2016

(6th Semester)

### **COMMERCE**

Paper: BC-620 M

### ( Agricultural and Rural Marketing )

Full Marks: 75

Time: 3 hours

( PART : B—DESCRIPTIVE )

( *Marks* : 50 )

The figures in the margin indicate full marks for the questions

Answer one question from each Unit

#### UNIT—I

- **1.** What is agricultural marketing? Discuss the role of agricultural marketing in economic development. 3+7=10
- **2.** Enumerate the special characteristics of agricultural goods. State the challenges in agricultural marketing. 5+5=10

#### UNIT—II

**3.** What is rural marketing? What are the main factors that provide opportunities for marketers in tapping the rural market?

3+7=10

**4.** What is rural market? Distinguish between rural and urban markets. 3+7=10

#### UNIT—III

- **5.** Discuss the strategies that can be employed to optimize rural marketing opportunities. 10
- **6.** Discuss the role of government and private sector in promoting rural market. 10

#### UNIT—IV

- **7.** What are the important components of rural marketing environment? 10
- **8.** What is market segmentation? Explain the different approaches for segmenting the rural market. 3+7=10

G16/329a

(Turn Over)

G16**/329a** 

(Continued)

(3)

## $U \\ \text{NIT} \\ \hspace{-0.5cm} - \\ V$

**9.** Discuss, in brief, the marketing channels available for rural markets in India. 10

**10.** Describe the emerging channels of distribution in rural India.

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Subject Code: COM/VI/20 (b)	Booklet No. <b>A</b>
To be filled in by the Candidate	Date Stamp
DEGREE 6th Semester (Arts / Science / Commerce / ) Exam., 2016 Subject	
Paper	To be filled in by the Candidate
INSTRUCTIONS TO CANDIDATES	DEGREE 6th Semester
<ol> <li>The Booklet No. of this script should be quoted in the answer script meant for descriptive type questions and vice versa.</li> </ol>	(Arts / Science / Commerce /
2. This paper should be ANSWERED FIRST and submitted within $\frac{1 \text{ (one) Hour}}{1 \text{ one}}$ of the commencement of the Examination.	Roll No
3. While answering the questions of this booklet, any cutting, erasing, overwriting or furnishing more than one answer is prohibited. Any rough work, if required, should be done only on the main Answer Book. Instructions	Subject  Paper  Descriptive Type  Booklet No. B
given in each question should be followed for answering that question	BOOKICE NO. D

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Signature of Examiner(s)

Signature of Invigilator(s)

## COM/VI/20 (b)

### 2016

(6th Semester)

### **COMMERCE**

Paper: BC-620 M

## ( Agricultural and Rural Marketing )

( PART : A—OBJECTIVE )

( Marks : 25 )

The figures in the margin indicate full marks for the questions

Answer **all** questions

SECTION—A

( *Marks*: 10)

- **1.** Choose the correct answer and put its code in the brackets provided :  $1 \times 10 = 10$ 
  - (a) The agricultural marketing function which adds utility to products by making them available when they are needed is
    - (i) form utility
    - (ii) possession utility
    - (iii) time utility

(b)	The	Food Corporation of India was esta	blishe	d in
	(i)	1967		
	(ii)	1965		
	(iii)	1956	[	]
(c)	Cen	sus of India defines 'rural' as		
	(i)	population density of more than square kilometre	400	per
	(ii)	75% of population engaged in agri	cultur	e
	(iii)	minimum population of 15000	[	]
(d)		major factor differentiating the run	al ma	rket
	(i)	individual decision making		
	(ii)	price sensitiveness		
	(iii)	open to charge	[	]
COM/VI/	20 (b)	/329		

(e)	ferti farn	per the Essential Commodities lizers should be made availanters within a range ofdence.	ble to th	ne
	(i)	2–3 km		
	(ii)	4–5 km		
	(iii)	6–7 km	[	]
(f)		emes launched to provide addit bloyment and food security in rura	•	ge
	(i)	Pradhanmantri Gram Sadak Yoja	ana	
	(ii)	Sampoorna Grameen Rozgar Yoj	ana	
	(iii)	Rastriya Krishi Vikas Yojana	[	]
<i>(g)</i>	•	chographic segmentation classifording to which of the following pa		
	(i)	Buying power and education		
	(ii)	Social class and personality		
	(iii)	Amount of usage and benefit sou	ıght [	]

(n)	_	mentation based on size of ssifies a marginal farmer as holding	farmlaı farmlaı	
	(i)	up to 1 hectare		
	(ii)	1–2 hectares		
	(iii)	2-3 hectares	[	]
(i)	deve	new distribution model used by elop income creating capabilities ileged rural women is		
	(i)	Star sellers		
	(ii)	Project Shakti		
	(iii)	Hub and spokes	[	]
<i>(j)</i>	Rur	al marketing problem is essentiall	y a	
	(i)	product problem		
	(ii)	distribution problem		
	(iii)	pricing problem	[	]
COM/VI/	20 (b)	/329		

(5)

SECTION—B

( *Marks* : 15 )

**2.** Write short notes on the following:  $3\times5=15$ 

(a) Crop insurance

(b) Joint distribution by non-competing companies

(c) Role of cooperative societies in promoting rural markets

(d) Conditions for effective market segmentation

(9)

(e) Physical distribution

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### COM/VI/20 (c)

## (2)

•	

(6th Semester)

**COMMERCE** 

Paper: BC-620 E

(Essentials of E-commerce)

Full Marks: 55

Time: 2½ hours

( PART : B—DESCRIPTIVE )

( *Marks* : 35 )

The figures in the margin indicate full marks for the questions

Answer one question from each Unit

UNIT-I

**1.** List any four major transactions in electronic commerce. Write a note on the technical and non-technical limitations of electronic commerce. 2+5=7

2.	Write notes on the advantages of e-o	commerce
	with reference to the following:	21/2+21/2+2=7

- (a) Consumer
- (b) Organisation
- (c) Society

#### UNIT—II

**3.** Discuss the different types of pre-paid electronic payment system.

How

7

7

**4.** Write a note on credit card transaction. How is a credit card different from a smart card?

#### UNIT—III

**5.** What is online banking? How does it differ from home banking? Write down the advantages of online banking.

7

7

**6.** Describe the applications of B2C e-commerce.

UNIT—IV

**7.** Summarize the different models of B2B electronic commerce.

7

**8.** Define procurement management. Describe the major implementation issues of e-procurement. 2+5=7

G16/330a

(Turn Over)

G16/330a

(Continued)

(3)

## Unit-V

**9.** Elaborate the different models of e-governance with their applications. 7

**10.** Explain the private sector interface in e-governance.

\* \* \*

Subject Code : COM/VI/20 (c)	Booklet No. A		
To be filled in by the Candidate	Date Stamp		
DEGREE 6th Semester (Arts / Science / Commerce /			
Paper	To be filled in by the Candidate		
INSTRUCTIONS TO CANDIDATES	DEGREE 6th Semester		
<ol> <li>The Booklet No. of this script should be quoted in the answer script meant for descriptive type questions and vice versa.</li> </ol>	(Arts / Science / Commerce /) Exam., 2016		
2. This paper should be ANSWERED FIRST and submitted within 45 minutes of the commencement of the Examination.	Roll No		
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given in each question should be followed for answering that question			

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# COM/VI/20 (c)

### 2016

(6th Semester)

### **COMMERCE**

Paper: BC-620 E

### (Essentials of E-commerce)

( PART : A—OBJECTIVE ) ( Marks : 20 )

The figures in the margin indicate full marks for the questions

SECTION—A ( Marks: 5)

1	E:11	in	tha	blanks	•
1.	$\Gamma$ III	1111	LIIC	Dialiks	

 $1 \times 3 = 3$ 

(a) B2B e-commerce can be conducted directly between a buyer and a seller or it can be

conducted via an online .....

(b) There are ...... parties involved in credit card payment system.

(c)	have been in existence
	since 1980s and promise for secure transaction
	using existing infrastructure.

**2.** Indicate whether the following statements are *True (T)* or *False (F)* by putting a Tick ( $\checkmark$ ) mark:

 $1 \times 2 = 2$ 

(a) Online travel and tourism often provide services that most conventional travel agencies do not offer.

(T / F)

(b) One of the most important issues in implementing e-government is its adoption and usage by citizens.

(T / F)

(3)

# SECTION—B

( *Marks*: 15)

- **3.** Write short notes on the following:  $3\times5=15$ 
  - (a) E-commerce practice vs. Traditional business practice

(b) Secure electronic transaction

(c) Real estate market

(d) Types of transactions in B2B

(7)

(e) Difference between e-government and e-governance

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