

*Answer to this paper must be written on answer-sheets provided.
The time given at the head of this paper is the time allowed for writing the answers.
Attempt all questions from Section A and any four questions from Section B.
The intended marks for questions or parts of questions are given in brackets [].*

Section A (40 Marks)

(All questions are compulsory)

Question I

Pick the correct answer and mention the option along with the answer. [16]

1. Exercising control over cost and liquidity of the firm is the objective of _____.

A- Forecast	B- Cash Budget
C- Master Budget	D- Capital Budget

2. These tests are employed to find out the preferences of an individual for a certain type of work.

A- Interest test	B- Intelligence test
C- Aptitude test	D- Personality test

3. 'To make proper use of scarce resources of the nation' is the expectation of the following stakeholder from the commercial organisation.

A- Society	B- Creditors
C- Supplier	D- Government

4. Save ₹ 50 on purchase of family pack is an example of _____ sales promotion technique.

A- Coupons	B- Bonus offers
C- Distribution of free samples	D- Free offer

5. _____ is a type of pre-paid account in which a user can store his money for any future online transactions.

A- IMPS	B- Debit cards
C- Mobile wallet	D- ATM cards

6. The borrower may be asked to repay in lump sum or in instalments in _____.

A- Cash credit	B- Term Loans
C- Discounting of bills	D- Overdraft

7. The insured should not be careless in the event of any accidental loss just because the property is assured is understanding given by:

A- Mitigation of loss	B- Insurable interest
C- Indemnity	D- Causa Proxima

8. Under this source of recruitment, a notice is placed on the notice board specifying the details of the jobs available.

A- Casual callers	B- Employment exchanges
C- Direct recruitment	D- Advertisement

9. The Consumer Protection Act does not seek to provide this objective.

A- Better protection of the interests of consumers.	B- To provide a speedy and simple redressal to grievances
C- Trade practice which tends to bring about manipulation of price.	D- To award compensation to consumers.

10. Returns Outwards is shown as following the final accounts:

A- Credit side of Profit and loss account.	B- Deducted from Purchase in Trading account.
C- Deducted from Sales in Trading account.	D- Added to Purchase in Trading account.

11. A grant of ₹2 lakhs received from the state government for constructing a library for the welfare of employees is an example of:

A- Capital Expenditure	B- Revenue Expenditure
C- Capital Receipt	D- Revenue Receipt

12. _____ appeals most to the conservative and orthodox investors.

A- Preference shares	B- Bills of exchange
C- Loans and advance	D- Equity shares

13. Converting customers need into products and services is the process of following term:

A- Marketing	B- Selling
C- Sales promotion	D- Advertising

14. Variable cost does not have this feature:

A- It varies in proportion to changes in the volume of output.	B- It is time based.
C- It is fixed per unit but vary in total.	D- It is controllable in the short run.

15. Financial institutions like IFCI, ICICI, UTI, etc are the _____ in the Capital Market.

A- Bankers	B- Users of funds
C- Suppliers of funds	E- Borrowers of funds

16. Blogging is used as one of the techniques to connect with the customer under:

A- E-Advertising	B- E-Security
C- E- Marketing	D- E- Tailing

Question II

Distinguish between:

- a On the Job training and Off the Job training. [2]
- b Capital Expenditure and Revenue Expenditure. [2]
- c Primary Market and Secondary Market. [2]
- d Internal Stakeholders and External Stakeholders. [2]

Question III

- a Enumerate the role of CCPA. [2]
- b How has E-commerce enabled the suppliers to improve the quality of services? [2]
- c Give any four examples of public utility services. [2]
- d State any two importance of warehousing. [2]

Question IV

- a State any two factors considered while preparing Sales budget. [2]
- b What do you mean by Semi-variable cost? Give an example. [2]
- c How do advertising undermines the social values? [2]
- d Mention any two features of Trading Account. [2]

Section B (40 Marks)

(Answer any four questions)

Question V

- a What is ERP? Explain any three modules of the ERP system. [5]
- b Write short notes: i) False Accounting Fraud; ii) Intellectual Property fraud. [5]

Question VI

- a. How does Advertising serve the society? [5]
- b. Write short notes: i) Simulation Exercises; ii) Apprenticeship Training. [5]

Question VII

- a List down any five functions of Capital Market. [5]
- b State the expectations of creditors from the commercial organisation. [5]

Question VIII

- a Briefly discuss any five functions of Reserve Bank of India. [5]
- b Explain in brief utilities of Budgets. [5]

Question IX

- a Mention any five salient features of the COPRA. [5]
- b Write short note: i) Market Share; ii) Meet or Prevent Competition. [5]

Question X

Following is the Trial Balance of Mrs Catharine as on 31st March 2022. Prepare Trading and Profit and Loss Account for the year ended 31st March 2022 and Balance Sheet as on that date.

[10]

Trial Balance as on 31st March 2022

Particulars	Debit (₹)	Credit (₹)
Stock on 1/4/2021	25,000	
Drawing	10,000	
Purchase	75,000	
Return Inward	1,000	
Salaries	4,000	
Carriage	1,000	
Insurance	2,000	
Machinery	15,000	
Sales		1,25,000
Returns Outward		2,000
Sundry Debtors	24,000	
Sundry Creditors		19,700
Discount		1,200
Buildings	50,000	
Capital		55,600
Investment	12,000	
Discount	1,500	
Wages	3,000	
Loans		20,000
Total	2,23,500	2,23,500

Closing stock is valued at ₹ 10,000, but the market value is ₹15000.