B.Com. DEGREE EXAMINATION, APRIL 2024

First Semester

Shipping and Logistics

PRINCIPLES OF ACCOUNTANCY

(2023 onwards)

Duration : 3 Hours Maximum : 75 Marks

Section A (10 × 1 = 10)

Answer **all** questions.

1. Which of the following is not an asset account in accounting?

   (a) Cash

   (b) Accounts Receivable

   (c) Accounts Payable

   (d) Inventory

2. If a company records an expense but has not yet paid for it, which accounting concept is being applied?

   (a) Accrual Basis

   (b) Cash Basis

   (c) Consistency Principle

   (d) Materiality Principle

3. Which of the following represents the formula for calculating net profit in the Income Statement?

(a) Total Revenue - Total Liabilities

(b) Total Assets - Total Expenses

(c) Total Revenue - Total Expenses

(d) Total Liabilities - Total Equity

4. What is the purpose of preparing final accounts on an annual basis for most businesses?

(a) To meet legal reporting requirements

(b) To calculate income tax

(c) To provide information for investors, creditors, and management

(d) To track daily transactions

5. What is the Average Due Date in accounting?

(a) The date on which a bill of exchange matures

(b) The weighted average of the due dates of multiple bills

(c) The date when an account balance is due for payment

(d) The date when an invoice is issued to a customer

6. An 'Account Current' in accounting refers to:

(a) A record of all financial transactions in a given period

(b) A statement of a customer's unpaid bills

(c) A document showing the details of a bill of exchange

(d) A ledger containing the bank's account balances

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7. How are profits or losses in a joint venture typically shared among the participating parties?

    (a) Based on their initial capital contributions

    (b) Equally among all participating parties

    (c) Proportionate to their ownership interest in the venture

    (d) According to the party with the most influence in the venture

8. Which of the following accounts is opened by a consignor to record consignment transactions?

    (a) Consignment account

    (b) Consignment sales account

    (c) Consignment commission account

    (d) All of the above

9. In a bank reconciliation statement, which item is added to the company's cash balance?

    (a) Outstanding checks

    (b) Bank service charges

    (c) Interest earned on the company's account

    (d) Deposits in transit

10. Who prepares a bank reconciliation statement?

    (a) The bank

    (b) The customer

    (c) The auditor

    (d) All of the above

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Answer **all** questions.

11. (a) Journalise the following transactions, post them in the ledger and balance the accounts as on 31st December, 2019.

Dec.   Rs.

1   Rajini started business with a capital of   50,000

2   He purchased furniture for   5,000

3   He bought goods on credit from Vinod for   8,000

14   He sold goods to Suresh for   5,000

15   He received cash from Suresh   3,000

18   He purchased goods for cash   12,000

27   He sold goods for cash   8,000

28   He paid rent   1,200

31   He paid Vinod   3,000 on a/c.

Or

(b) What are the objectives of accounting?

12. (a) Rectify the following errors:

(i) Purchase from rasid for Rs.300 has been omitted to be posted to the personal a/c.

(ii) Sales to Ajeet for Rs.650 has been posted to his account as Rs.560

(iii) Purchase from Vijay for Rs.750 has been posted to the debit side of his account.

(iv) Sales to Sudakar for Rs.460 has been posted to his credit as Rs.640.

Or

(b) Explain the types of errors.

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13. (a) On March 10th, A sold goods to B and draw a Bill at three months for Rs.800, which B accepts immediately and returns it to A. the Bill is honoured on the due date. Pass entries in the books of both A and B.

Or

(b) Explain the term "Base date", "Due date" and "Grace date".

14. (a) What is Consignment outwards' and 'Consignment inwards'?

Or

(b) Ajay consigned to Baby 100 cases of tea costing Rs.100 per case. He paid Rs.1,000 as freight and cartage. Baby could take delivery of only 90 cases since 10 cases were lost in transit. He paid Rs.2,000 as unloading and carriage charges. At the end of the year. he reported that he has sold away 80 cases at Rs.150 per case. You are required to calculate:

(i) the value of abnormal loss and

(ii) the value of closing stock.

If the abnormal loss of 10 cases happens at the go down of the consignee in place of transit from Ajay to Baby. What will be the (i) value of abnormal loss and (iv) value of closing stock

15. (a) Explain the difference between a receipts and payments account and an income and expenditure account. Which type of account would a professional typically use?

Or

(b) Prepare a bank reconciliation statement a professional, given the following information:

Cash balance as per cash book: Rs.10,000

Bank balance as per bank statement: Rs.12,000

Outstanding cheques: Rs.2,000

Cheques deposited but not cleared: Rs.1,000

Bank service charges: Rs.50

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Answer **all** questions.

16.   (a)   Explain the single entry system of Book-keeping.

Or

(b)   Enter the following transactions in the proper subsidiary books of Rain:

2019 Jan		Rs.
1	Sold goods to Ramesh	525
2	Bought of Hari Ram	780
3	Ramesh returned good	75
4	Sold to Dina Nath	75
5	Purchased goods from Mangal	550
6	Bought of Devi dayal	325
7	Returned goods to Mangal	100

17.   (a)   From the following balances prepare Trading and Profit and Loss account for the year ending 31.12.2019 and Balance sheet as on that date.

Debit balance	Rs.	Credit balance	Rs.
Salaries	5,500	Creditors	9,500
Rent	1,300	Sales	32,000
Cash	1,000	Capital	30,000
Debtors	40,000	Loans	10,000
Sundry expenses	600		
Purchases	25,000		
Buildings	2,500		
Bank balance	5,600		
	81,500		81,500

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Adjustments:

(i) Closing stock Rs.900

(ii) Salary outstanding amounted to Rs.1,100

(iii) Rent paid in advance Rs.100.

(iv) Provide 5% for doubtful debt against debtors.

Or

(b) Explain the profit and loss account and give its specimen form.

18. (a) The due dates for the payment of certain amounts are as following:

January 1 — Rs.400 due February 4

February 4 — Rs.500 due April 7

April 1 — Rs.800 due May 4

May 10 — Rs.700 due June 13

May 17 — Rs.1,000 due June 20

Suggest a date on which all the bills may be paid without any loss of interest to any party assuming that the year of transactions is a leap year.

Or

(b) Explain the characteristics and features of bill of exchange.

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19. (a) Ram, Mohan and Rahim were partners in joint venture each contributing Rs.5,000. Ram purchased goods for Rs. 13,000 and also supplied goods worth Rs.1,000 from his stock. Rahim also Supplied goods, to the value of Rs.1,500 from his stock and his expenses in connection with the supplying of goods on account of joint venture amounted to Rs.50. Ram paid Rs.250 for expenses in connection with the joint venture. Ram sold goods on behalf of the joint venture and realised Rs.20,800. Ram was entitled to a commission of 5 per cent on sales. Unsold goods amounting to Rs.500 were taken over by Mohan. Ram settled accounts of Mohan and Rahim by Bank Draft.

Record these transactions in Ram's Journal and also prepare Joint Venture Account and Mohan and Rahim Accounts in Ram's Books.

Or

(b) Distinguish between the Consignments and Joint Venture.

20. (a) A professional has the following assets and liabilities on 31st March, 2023:

Cash : Rs.10,000

Bank balance : Rs.12,000

Accounts receivable : Rs.20,000

Accounts payable : Rs.10,000

Furniture and fixtures : Rs.30,000

Prepare a balance sheet for the professional.

Or

(b) Explain how a professional can use their financial records to make informed business decisions. For example, how could a professional use their financial records to set fees, track expenses, or plan for the future?

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B.Com. DEGREE EXAMINATION, APRIL 2024

First Semester

Shipping and Logistics

BUSINESS ORGANISATION AND OFFICE MANAGEMENT

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions

1. The Karta in Joint Hindu family business has

    (a) Limited liability

    (b) Unlimited liability

    (c) No liability for debts

    (d) Joint liability

2. The capital of a company is divided into some parts, each one of which is called

    (a) Dividend

    (b) Profit

    (c) Interest

    (d) Share

3. What is the term for the practice of locating a business in close proximity to complementary businesses, such as restaurants near theaters?

   (a) Clustering

   (b) Dispersing

   (c) Isolating

   (d) Scattering

4. When a business sells its accounts receivable to a financial institution to receive immediate cash it is known as:

   (a) Factoring

   (b) Crowd funding

   (c) Equity financing

   (d) Trade credit

5. Which type of stock exchange allows trading of stocks directly between buyers and sellers, without the need for intermediaries?

   (a) Open outcry exchange

   (b) Over-the-counter (OTC) market

   (c) Electronic communication network (ECN)

   (d) Futures exchange

6. Chambers of commerce are typically funded by:

   (a) Membership dues and government subsidies

   (b) Tradeunion and charitable donation

   (c) Corporate taxes

   (d) International trade agreements

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7. What is the purpose of ergonomic office design?

   (a) To reduce energy consumption

   (b) To increase office security

   (c) To create a comfortable and efficient workspace

   (d) To maximize office space

8. Which type of filing system organizes documents based on the order they were received or created?

   (a) Alphabetical filing

   (b) Numerical filing

   (c) Chronological filing

   (d) Categorical filing

9. Which office equipment is used for making high-quality color copies and prints?

   (a) Scanner

   (b) Fax machine

   (c) Inkjet printer

   (d) Color laser printer

10. Which type of data processing system is designed to handle large volumes of data with high-speed processing and is commonly used in scientific and engineering applications?

   (a) Mainframe computer

   (b) Personal computer (PC)

   (c) Smartphone

   (d) Tablet

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Part B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Discuss nature scope of business.

Or

(b) Explain the reason for registration of firms and its procedure.

12. (a) Explain the significance of location of a business and factors influencing it.

Or

(b) What are retained earnings? Explain.

13. (a) List the functions of SEBI.

Or

(b) What are the needs for forming a trade union? Explain its significance.

14. (a) Explain the functions of an office.

Or

(b) Discuss about centralized filing.

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15. (a) What are the factors to be considered while collecting data?

Or

(b) Explain the types of typewriters in an office machine.

Part C   (5 × 8 = 40)

Answer **all** questions.

16. (a) Explain about Public Enterprise in detail.

Or

(b) Discuss about Companies and Co-operative Societies.

17. (a) How will you measure the size of the firm and explain the factors influencing optimum size of the firm?

Or

(b) Describe different sources of Finance in detail.

18. (a) What does Speculation mean? Explain the types of speculative transactions.

Or

(b) Explain the procedure for listing of Shares.

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19. (a) Explain the requisites of an ideal office and its importance.

Or

(b) What does an index mean? Explain essentials and types of indexing.

20. (a) Discuss in detail types of machines in an office.

Or

(b) Explain the guidelines for choosing office furniture.

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B.Com. DEGREE EXAMINATION, APRIL 2024

First Semester

Shipping and Logistics

PRINCIPLES OF MANAGEMENT

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** the questions.

1. To be a successful manager, it is essential to acquire management skills through —————— education and training.

    (a) informal   (b) Formal

    (c) Regular   (d) Irregular

2. A systematically organised body of knowledge including concepts, principles and theories are called ——————

    (a) Art   (b) Administration

    (c) Professionalism   (d) Science

3. Detailed manner in which a specific activity will be performed ——————

    (a) method   (b) rules

    (c) procedures   (d) policies

4. Which principle describes first and foremost function that be followed in case of process of management?

    (a) Principle of contribution to objectives

    (b) Principle of primacy of planning

    (c) Principle of pervasiveness of planning

    (d) Principle of flexibility

5. This principle states that while designing the structure of the organisation, due care should be taken to maintain continuity in respect of its existence and functioning.

   (a) Principle of Continuity

   (b) Principle of Efficiency

   (c) Principle of Cooperation

   (d) Principle of direction

6. A _____ is a diagram that shows the structure of an organisation and the relationships and relative ranks of its parts and positions/jobs.

   (a) Organisational Chart

   (b) Chart

   (c) Diagram

   (d) Organisational Diagram

7. _____ motivation means motivating employees by paying them in terms of money.

   (a) Positive.   (b) Financial

   (c) Negative   (d) Non-Financial

8. This style involves the leader including one or more employees in the decision-making process (determining what to do and how to do it). However, the leader maintains the final decision-making authority.

   (a) Autocratic   (b) Participative

   (c) Delegated   (d) Free reign

9. Communication between a group of friends in college would be—————————communication.

   (a) Formal   (b) Informal

   (c) Gestures   (d) Meta

10. Your new boss wrongly perceived that you are an expert in tax accounting since you mostly hang out with accountants during free hours. This is known as _____

   (a) Message   (b) Feedback

   (c) Halo effect   (d) Gestures

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Part B (5 × 5 = 25)

Answer **all** questions.

11. (a) 'Management is a Science and an Art." Explain.

Or

(b) What interpersonal roles does a manager play in an organization?

12. (a) Explain approaches to planning. What are the principles of planning?

Or

(b) Explain some of the factors and personal characteristics that have an impact on the decision-maker.

13. (a) What are organisational Charts? Explain their types and factors affecting organisational charts

Or

(b) Explain characteristics, need and importance of organisational structure.

14. (a) Define Leadership. What are the four factors of leadership? Explain principles of leadership.

Or

(b) Differentiate between extrinsic motivation and intrinsic motivation.

15. (a) Explain the concept of meta-communications with suitable examples.

Or

(b) "If there is communication, there will be communication barriers too". Elucidate.

Part C (5 × 8 = 40)

Answer **all** questions.

16. (a) Which are those social issues where the businesses and the management are expected to get involved? Explain in brief with suitable references.

Or

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(b) Distinguish between the following:

(i) Contingency approach and systems approach.

(ii) Scientific management and quantitative approach.

17. (a) How do you react in a situation where you need to take an immediate decision? What process will you follow for decision-making in such a critical situation?

Or

(b) Explain Nominal Group Technique. How is it different from brainstorming and garden technique?

18. (a) How did the Hawthorne experiments show organization as a social process?

Or

(b) Examine the concept of organizational culture and global organizing.

19. (a) What are some of the personal factors, unrelated directly to work environment, that affect a person's motivation and his attitude towards his job?

Or

(b) Job dissatisfaction is highly demoralizing and manifests itself in some of the negative symptoms. Explain in detail some of the indicators of job dissatisfaction and the steps that management can take to eliminate the conditions that cause job dissatisfaction

20. (a) As a manager, what all non-verbal cues must keep in mind? How can you communicate Notes through non-verbal elements effectively?

Or

(b) "Communication is an indispensable activity in all organisations". Analyse this statement and thus bring out the significance of communication in an organisation.

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B.Com. DEGREE EXAMINATION, APRIL 2024

Second Semester

Shipping and Logistics

FINANCIAL ACCOUNTING

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A   (10 × 1 = 10)

Answer **all** questions.

1. Which one of the following does not require the provision of depreciation

    (a)   leased assets   (b)   loose tools

    (c)   land   (d)   fixed asset

2. Under the diminishing balance method, depreciation is calculated on

    (a)   original cost   (b)   written down value

    (c)   the scrap value   (d)   the market value

3. When royalty is paid, it is debited in the books of the lessee to

    (a)   royalty a/c   (b)   P and L a/c

    (c)   landlord a/c   (d)   production s/c

4. Royalties are connected with the following type of business

(a) manufacturing industry

(b) mining industry

(c) construction business

(d) trading business

5. The opening balance of creditors can be located from

(a) Cash a/c   (b) Creditors a/c

(c) Trading a/c   (d) Closing b/s

6. Bills receivable received during the year are credited to

(a) Bills receivable a/c

(b) Debtors a/c

(c) Creditors a/c

(d) Party's a/c

7. While preparing the departmental a/c, advertisement expenditure is apportioned between the departments based on

(a) space occupied   (b) sales

(c) purchase   (d) none of these

8. When goods are transferred from one department to another

(a) credit the receiving department

(b) debit the giving department

(c) debit the training a/c

(d) none of the above

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9. The difference between the hire purchase price and cash price is

   (a) interest   (b) down payment

   (c) advance payment (d) instalment

10. In case of hire purchase, asset a/c is debited with

    (a) hire purchase price

    (b) cash price

    (c) cost price to the seller

    (d) market price

Part B $(5 \times 5 = 25)$

Answer **all** the questions.

11. (a) The following balances appear in the books of Mohan

   01.01.90   Machinery a/c   50,000

   01.01.90   Provision for depreciation a/c   20,000

   On 01.01.90 they decided to sell a machine for Rs.4,500. This machine was purchased for Rs.9,000 in January 1986. You are required to prepare machinery A/c and the provision for depreciation A/c on 31.12.90 assuming the firm has been charging depreciation at 10% p.a. on straight-line method.

                    Or

   (b) Mention the objectives of providing depreciation.

12. (a) What is surplus? Explain

Or

(b) On 1.1.1982, Priya Collieries Ltd., leased a piece of land agreeing to pay a minimum rent of Rs.2,000 in the first year. Rs.4,000 in the second year and thereafter Rs.6,000 per annum, merging into a royalty of 40 paise per tons, with power to recoup short workings over the first three years only.

The figures of annual output for the four years to 31st Dec 1985 were 1,000, 10,000, 18,000 and 20,000 tons respectively. Record this transaction in the ledger of the company.

13. (a) How do you ascertain profit under a single-entry system?

Or

(b) From the following information, calculate the profit earned by a petty trader during the year 1992:

Capital as on 31.12.2006	66,000
Capital as on 01.01.2006	65,000
Drawing during 2006	12,000
Further capital introduced by him	7,000

14. (a) Distinguish between branch and department.

Or

(b) Mehta Ram purchased goods for his three departments as follows:

Dept. A   200 units

Dept. B   1,400 units   Total costs Rs.5,100

Dept. C   400 units

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Sales of three departments were:

Dept. A   180 units @ Rs. 15 per unit

Dept. B   1,500 units @ Rs.18 per unit

Dept. C   450 units @ Rs.6 per unit

The opening stock was:

Dept. A   100 units

Dept. B   400 units

Dept. C   60 units

15. (a) Describe the Hire Purchase Trading.

Or

(b) Explain the legal provisions included in the hire purchase agreement.

Part C   (5 × 8 = 40)

Answer **all** the questions.

16. (a) A machine was purchased on 01.01.07 at a cost of Rs. 19,000 and Rs. 1,000 was spent on its installation. The depreciation is written off at 10%, on the original cost method every year. The machine was sold for Rs. 10,000 on 30.09.08. Show the Machinery account for the two years.

Or

(b) Briefly explain the various methods of providing depreciation and their merits and demerits.

17. (a) Give journal entries in the books of lessor and lessee.

Or

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(b) Maniram who had patented a circular YV antenna, granted sky Enterprise a license for 10 years to manufacture and sell the product on the following terms:

● Sky enterprise was to pay Maniram Singh a royalty of Rs. 10 for each antenna sold.

● The minimum royalty for each of the first three yeas covered by the license was to be Rs.50,000. After these years royalties were to be payable on the actual numbers of antenna sold.

● The deficiencies from royalties in excess of the sum payable in respect of each of the first three years of the agreement.

The number of antennas sold in the first four years were as follows:

Years ended 31st March 1994	4,300
Years ended 31st March 1995	4,900
Years ended 31st March 1996	5,450
Years ended 31st March. 1997	5,250

You are required to prepare the following ledger accounts recording the above transactions in respect of royalties in the books of sky enterprise:

(i) Royalties account (ii) Short-working account and (iii) The account of Maniram

18. (a) What is the Conversion Method in Single Entry System? How do you find profit or loss under the conversion method?

Or

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(b) Mrs. Devi kept no books of account for his business. An analysis of his rough cash book for the year 2006 following particulars.

Receipt	Rs.	Payments	Rs.
Received from Drs	60,000	Over draft (Jan. 2006)	7,400
Further capital	5,000	Paid to Crs	25,000
		Business expenses	10,000
		Wages paid	15,500
		Drawings	3,000
		Balance at bank	4,000
		Balance of cash in hand	100
	65,000		65,000

Further, the following information is also available:

Particulars	31.12.2005	3 1.12.2006
Debtors	53,000	88,000
Creditors	15,000	19,500
Stock-in-trade	17,000	19,000
Plant	20,000	20,000
Furniture	11400	1,400

All his sales and purchases were on credit. From the above particulars prepare Trading and Profit & Loss a/c year ended 31st December 2006 and a Balance Sheet as on the date after providing for depreciation on plant and furniture @ 5% p.a

19. (a) From the following information, prepare departmental trading and P and L a/c in a columnar form of the three departments of Sharma Dry Cleaners Ltd.

	Dry Cleaning	Darning	Dyeing
Stock in Jan 2020	4,00,000	3,40,000	9,40,000
Stock 31st Dec 2020	3,30,000	4,38,000	8,17,000
Purchases	19,59,000	6,97,000	13,73,000
Sales	40,00,000	20,00,000	40,00,000
Wages	7,28,000	3,00,000	2,46,000

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Goods were transferred from one department to another at cost price as follows:

(i) Darning to dry cleaning Rs.2,400 and to dyeing Rs.40,200

(ii) Dyeing to dry cleaning Rs.25,800 and to darning Rs. 18,000

(iii) Dry cleaning to darning Rs.3,000 and to dyeing Rs.24,000

Apportion equally:

Stationery   Rs. 5,418

Postage   Rs. 4,050

General exp.   Rs. 2,37,618

Insurance   Rs. 10,080

Depreciation   Rs. 32,598

Rent and taxes Rs. 1,80,000 is to be split in proportion to space occupied, dry cleaning 4, darning 2 and other space 2.

Or

(b) What do you understand by "Inter-departmental transfers"?

20. (a) Enumerate the features of the hire purchase agreement.

Or

(b) Explain the various information required for the maintenance of accounts in the hire-purchase system.

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B.Com. DEGREE EXAMINATION, APRIL 2024

Second Semester

Shipping and Logistics

PRINCIPLES OF MARKETING

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 1 = 10)$

Answer **all** the questions.

1. Which one is not a part of the 4 Ps?
   (a) Product   (b) People
   (c) Price   (d) Place

2. Who is the Father of Modern Marketing?
   (a) Philip Kotler   (b) Peter F Drucker
   (c) Abraham Maslow (d) Raymond Kroc

3. ————— is the key term AMA's definition of marketing?
   (a) Sales   (b) Promotion
   (c) Value   (d) Profit

4. Which one of these is an appropriate definition of "want"?
   (a) The desire of consumer
   (b) Needs related to society
   (c) Basic human needs
   (d) Needs directed to the product

5. Which of the following describes "diversification"?

   (a) New products in new markets

   (b) New products in existing markets

   (c) Existing products in an existing market

   (d) Existing products in new markets

6. Select the strategic marketing planning tool?

   (a) A BCG matrix

   (b) Market analysis

   (c) Consumer analysis and scanning model

   (d) Market vulnerability / business opportunity analysis

7. At which stage of the product cycle is the profit typically negative?

   (a) Decline stage   (b) Growth stage

   (c) Maturity stage   (d) None of the above

8. Logistics management is mainly concerned about?

   (a) Promotion

   (b) Production

   (c) Supply chain management

   (d) Sales

9. What do you understand by brand loyalty?

   (a) Consumers emotional attachment to the brand

   (b) Consumers social attachment towards the brand

   (c) Fulfillment of consumers needs

   (d) Feel good factor when using a brand's product

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10. In general political campaigns are examples of ?

    (a) Digital marketing

    (b) Social marketing

    (c) Personal marketing

    (d) Conventional marketing

Part B $(5 \times 5 = 25)$

Answer **all** the questions

11. (a) Discuss the significance of marketing for businesses.

    Or

    (b) Explain the selling unction aligns with the overall marketing objectives.

12. (a) Explain the role of financing in marketing operations.

    Or

    (b) Examine how effective marketing contributes to the success of a product and service.

13. (a) Identify and explain three key factors that influence consumer behavior.

    Or

    (b) Describe the CRM strategies contribute to customer retention and loyalty.

14. (a) Explain the significance of brand labeling in product marketing.

    Or

    (b) Discuss the stages of product life cycle.

15. (a) Examine how government policies regulate green marketing initiatives.

    Or

    (b) Explain the five fundamentals rights of consumer.

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Part C $(5 \times 8 = 40)$

Answer **all** the questions.

16. (a) Describe the modern concept of marketing. How does it differ from earlier concept?

Or

(b) Explain the merits and demerits of global Marketing.

17. (a) What are the different steps involved in the buying process.

Or

(b) Explain about the different modes of transportation.

18. (a) Discuss the impacts of purchasing decisions in the market place.

Or

(b) Illustrate with examples how CRM can lead to long term customer's relationships.

19. (a) Explain the role of marketing channel nowadays.

Or

(b) Discuss the components of physical distribution in modern marketing.

20. (a) Analyze the impact of globalization on consumer rights and protection measures.

Or

(b) Assess the role of consumer activism in influencing corporate behavior and government policies.

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B.Com. DEGREE EXAMINATION, APRIL 2024.

Second Semester

Shipping and Logistics

MATHEMATICS FOR BUSINESS

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Part A $(10 \times 1 = 10)$

Answer **all** the questions.

1.   The union of infinite number of open sets is

  (a)   An open set

  (b)   A closed set

  (c)   Need not be an open set

  (d)   Not a set

2.   If A, B are symmetric matrices of the same order, then AB — BA is a ————

  (a)   Symmetric matrix   (b)   Skew Symmetric matrix

  (c)   Zero matrix   (d)   Identity matrix

3.   The Geometric Mean (GM) for the series 1,2,4 is ————

  (a)   2   (b)   7/3

  (c)   3/7   (d)   2.5

4. Data that are collected or sourced from the internet is called ————

   (a) Documentary sources of data

   (b) Internal secondary sources of data

   (c) External secondary sources of data

   (d) All of the above

5. Let $f = \{(x, x_2 / 1 + x_2) : x \in R\}$ be a function from R into R Range of x is ————

   (a) negative real numbers

   (b) non negative real numbers

   (c) positive real numbers

   (d) any positive real number x such that $0 \le x < 1$

6. If Mean = 50 cm and C.V. = 60%, then the S.D. is ————

   (a) 25 cm   (b) 30 cm

   (c) 28 cm   (d) 20 cm

7. For a given frequency distribution C.V = 30%, variance = 36 and Pearson's Coefficient of Skewness = –0.25, the mode of the distribution is

   (a) 24   (b) 20

   (c) 21.5   (d) 24.5

8. The correlation coefficient between two variables x and y is

   (a) sum of two regression coefficients

   (b) Arithmetic mean of two regression coefficients

   (c) Harmonic mean of two regression coefficients

   (d) Geometric mean of two regression coefficients

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9. Damages due to floods, droughts, strikes fires and political disturbances are:

   (a) Trend   (b) Seasonal

   (c) Cyclical   (d) Irregular

10. If trend is absent in the data then ———— method is used of computing seasonal indices.

    (a) ratio to trend   (b) Simple Average

    (c) semi average   (d) ratio to moving average

Part B $(5 \times 5 = 25)$

Answer **all** the questions.

11. (a) Mr. Arun invests Rs. 1,50,000 in a scheme for 8 years @6.5% compounded semi-annually. Find how much he gain at the end of 8 years.

Or

   (b) If $\begin{bmatrix} x & 2 & x+2 \\ 1 & -1 & 1 \\ 2 & 1 & 3 \end{bmatrix} = 5$ then find the value of x.

12. (a) What are the objectives of classification?

Or

   (b) Obtain the value of median from the following data:
   391,384,591,407,672,522,777,753,2488,1490.

13. (a) State the different methods of measuring dispersion.

Or

   (b) Find the co-efficient of Skewness from the following information, Difference of two quartile = 8 Mode = 11; sum of two quartiles = 22; Mean = 8.

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14. (a) Differentiate correlation from regression.

Or

(b) Find the most likely production of wheat corresponding to a rainfall 40" from the following data:

	Rainfall	Production
Average	30 "	500 kg
Standard deviation	5"	100 kg
Coefficient of correlation	0.8	

15. (a) What are the various method of estimating the trend components? Briefly explain them.

Or

(b) Calculate the trend value by using three yearly moving average from the following information

Year	1990	1991	1992	1993	1994
Production (in '000 tones)	21	22	23	25	24

Year	1995	1996	1997	1998	1999
Production (in '000 tones)	22	25	26	27	26

Part C (5 × 8 = 40)

Answer **all** the questions.

16. (a) Define Set. Explain its types n detail.

Or

(b) Mr. Suresh borrowed a sum of Rs. 12,000 from a finance company to purchase a item. If the rate is 5% per annum compounded annually, calculate the compound interest that Suresh has to pay to the company after 3 years.

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17. (a) What is primary data? Discuss the different methods of collecting primary data.

Or

(b) Calculate the Mean and Mode of the following distribution:

Size of the item (x)	15	20	25	30	35	40	45	50
No. of item (f)	4	12	30	60	80	90	95	97

18. (a) What do you understand by Skewness of a distribution? Explain in detail.

Or

(b) Compute the quartile deviation and its coefficient from the following table

Size	4-8	8-12	12-16	16-20	20-24
frequency	6	10	18	30	15

Size	24-28	28-32	32-36	36-40
frequency	12	10	6	2

19. (a) Explain the scatter diagram method of correlation with its merits and demerits.

Or

(b) Calculate the coefficient of correlation between age and playing habit from the data.

Age in years	15-20	20-25	25-30	30-35	35-40
Population	1500	2000	4000	3000	2500
No. of Players	1200	1560	2280	1500	1000

Age in years	40-45	45-50	50-55	55-60
Population	1000	800	500	200
No. of Players	300	200	50	6

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20. (a) Explain the components of time series.

Or

(b) Determine the trend of the following by using semi-average. Estimate the sales for the year 2024.

Year	2015	2016	2017	2018	2019
Sales (Rs.00,000)	18	24	26	28	33

Year	2020	2021	2022	2023
Sales (Rs.00,000)	26	40	44	48

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B.Com. DEGREE EXAMINATION, APRIL 2024

Second Semester

Shipping and Logistics

ECONOMIC ANALYSIS

(2023 onwards)

Duration : 3 Hours   Maximum : 75 Marks

Section A $(10 \times 1 = 10)$

Answer **all** questions.

1. Indifference curves represent

    (a) The trade-off between two goods that yield equal levels of satisfaction

    (b) The diminishing marginal utility of consuming a good

    (c) The relationship between price and quantity demanded

    (d) The total utility derived from consuming a bundle of goods

2. Marshall's utility analysis is primarily concerned with

    (a) Maximizing profits for firms

    (b) Determining the equilibrium price and quantity in a market

    (c) Analyzing consumer behaviour and decision-making

    (d) Assessing the impact of government policies on economic welfare

3.   A demand curve illustrates

     (a)   The relationship between income and consumption

     (b)   The relationship between quantity demanded and price

     (c)   The elasticity of demand for a good

     (d)   The responsiveness of supply to changes in price

4.   The law of demand states that

     (a)   There is an inverse relationship between price and quantity demanded

     (b)   There is a direct relationship between price and quantity demanded

     (c)   Demand remains constant regardless of changes in price

     (d)   Supply and demand are always in equilibrium

5.   The enterprise as a factor of production refers to

     (a)   The business organization responsible for producing goods and services

     (b)   The technological advancements in production processes

     (c)   The physical resources used in production, such as land and labor

     (d)   The legal framework governing production activities

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6. Which economic principle states that as additional units of a variable input are added to fixed inputs, there is a point at which the marginal product of the variable input decreases?

   (a) Law of diminishing returns

   (b) Law of variable proportions

   (c) Law of supply

   (d) Law of demand

7. Price discrimination occurs when

   (a) Prices are set based on production costs

   (b) Different prices are charged to different customers for the same good or service

   (c) Prices are determined by supply and demand dynamics

   (d) Prices are set by government regulations

8. In monopolistic competition, firms differentiate their products to

   (a) Maximize profits

   (b) Minimize production costs

   (c) Increase barriers to entry

   (d) Attract loyal customers

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9. Interest rates are primarily determined by

   (a) Government fiscal policy

   (b) Central bank regulations

   (c) The time preference for consumption

   (d) The level of savings in the economy

10. Profit in economics is considered as

    (a) The return to entrepreneurship and risk-taking

    (b) The difference between revenue and total costs

    (c) Government subsidies to businesses

    (d) A fixed amount determined by market conditions

Section B $(5 \times 5 = 25)$

Answer **all** questions.

11. (a) Discuss the nature and scope of economics.

Or

    (b) Explain law of equimarginal utility.

12. (a) Explain the construction and interpretation of a demand schedule and demand curve.

Or

    (b) Evaluate the concept of elasticity of demand.

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13. (a) Explain briefly on law of variable proportions.

    Or

    (b) Elaborate on the Law of supply.

14. (a) Explain the concept of price discrimination and its implications for firms' pricing strategies and market outcomes.

    Or

    (b) Compare and contrast pricing behaviour in oligopoly markets with other market structures.

15. (a) Evaluate the applicability of the theories of wages in real-world economic scenarios.

    Or

    (b) The concept of diminishing returns influences factor pricing. Justify.

Section C   (5 × 8 = 40)

Answer **all** questions.

16. (a) Discuss the law of diminishing marginal utility and its implications for consumer behaviour.

    Or

    (b) Evaluate Marshalls utility analysis and its contributions to economic theory.

17. (a) Analyze the factors that can cause shifts in demand curves and their effects on market equilibrium.

    Or

    (b) Explain the concept of consumer surplus and its significance in demand analysis.

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18. (a) Explain the law of diminishing returns and its significance in production theory.

Or

(b) Discuss in detail the various factors of production.

19. (a) Describe the market structures of perfect competition and monopoly.

Or

(b) Discuss the factors influencing equilibrium price and output in perfect competition markets for both the individual firm and the industry as a whole.

20. (a) Compare and contrast the theories of wages. rent. interest, and profit.

Or

(b) Analyze the role of marginal productivity in determining factor prices according to the Marginal Productivity Theory.

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