

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE

Second Semester BCOM/BBA Degree Examination, March/April 2021
BHN2A08(2) – Poetry, Correspondence and Translation
(2020 Admission onwards)

Time: 2 ½ hours

Max. Marks: 80

PART A

निम्न लिखित प्रश्नों में से किन्हीं प्रश्नों के उत्तर लिखिए। प्रत्येक प्रश्न का 2 अंक है। आपको अधिकतम 25 अंक मिल सकते हैं।

25 Marks

1. अनुवाद की परिभाषा
2. पत्र लेखन से तात्पर्य क्या है? पत्र लेखन कितने प्रकार के है?
3. सुमिलित कीजिए

कबीरदास	ब्रज भाषा
सूरदास	सधुक्कड़ी भाषा
निराला	नौका विहार
पन्त	जूही की कली
4. सुमिलित कीजिए

सेवा में	Budget
प्रधानमंत्री	Amount
धनराशी	Prime Minister
बजट	To
5. कबीरदास किस भक्ति शाखा के कवि थे? उनकी वाणियों का संग्रह का नाम क्या है?
6. सूरदास की कीर्ति का आधार ग्रन्थ ---- है। सूरदास किसके भक्त थे?
7. 'मौसियाँ' कविता का संदेश क्या है?
8. असल में नाच क्या है?
9. कुआँ प्यासा होने का कारण क्या है?
10. 'बेटी' कविता में कवयित्री क्या कहना चाहती है?
11. अध्यापक को अपना जीवन असफल लगने का कारण क्या है?
12. नौका विहार के माध्यम से कवि जीवन के बारे में क्या कहना चाहते हैं?
13. कवि कौनसी ऋतू में नौका विहार कर रहे हैं? कौनसी नदी में नौका विहार कर रहे हैं?
14. जूही की कली के प्रियतम कौन है? वह कहाँ चला गया था?
15. घाटी की नदी भयानक लगने का कारण क्या है?

PART B

निम्न लिखित प्रश्नों में से किन्हीं प्रश्नों के उत्तर लिखिए | प्रत्येक प्रश्न का 2 अंक है | आपको अधिकतम 35 अंक मिल

है।

35 Marks

16. कबीरदास
17. 'नाच' कविता का संक्षिप्त परिचय
18. 'जूही की कली' कविता का विवेचन कीजिए
19. 'प्यासा कुआँ' कविता की प्रासंगिकता
20. पत्र लेखन की विशेषताएँ
21. 'बेटी' कविता का प्रतिपाद्य विषय
22. 'मुक्ति' कविता का सारांश लिखिए
23. सप्रसंग व्याख्या कीजिए
"थोड़ी नज़र बदलकर देखो
संगसमयके चलकर देखो
बेटीसे भी नामचलेगा
ठहरो ज़रा संभलकर देखो |"

PART C

निम्न लिखित प्रश्नों में से किन्हीं दो प्रश्नों के उत्तर लिखिए | प्रत्येक प्रश्न का 10 अंक है।

20 Marks

24. 'नौका विहार' का सारांश लिखिए
25. भारतीय पेट्रोलियम कंपनी के मुंबई कार्यालयमें एक लिपिक का पद खाली है। प्रस्तुत पद के लिए 12.05.19 के नवभारत टाइम्स में आये विज्ञापन के अनुसार एक आवेदन पत्र लिखिए।
26. कबीरदास की प्रासंगिकता
27. अनुवाद कीजिए

Books are the fellow friend of us with no demands and no complaints they just give us a kind of happiness in the form of improved knowledge. The real joy or happiness of reading book cannot be expressed in words that can only be felt when you read it. Everything you read fills your head with new bits of information, and you never know when it might come handy.

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Second Semester BBA Degree Examination, March/April 2021
BBA2B02 - Financial Accounting
(2020 Admission onwards)

Time: 2 ½ hours

Max. Marks: 80

Part A*Answer all questions.*

1. What do you mean by down payment?
2. What is trade discount?
3. How will you treat loss of stock by fire?
4. What is calls in advance?
5. What are fictitious assets?
6. What is a capital receipt?
7. What is meant by stock dividend?
8. What is trial balance?
9. What do you understand by wasting assets?
10. What is branch adjustment account?
11. What is instalment payment system?
12. What do you mean by opening entries?
13. What are nominal accounts?
14. What is credit note?
15. What is meant by business entity concept?

(15 x 2=30, Maximum ceiling 25 Marks)

Part B*Answer all questions.*

16. Differentiate between reserves and provisions.
17. Explain the following:
 - (a) Adjustment entry
 - (b) Fixed liabilities
 - (c) Liquid assets
 - (d) Manufacturing account
18. Explain the accounting treatment of partial repossession.

19. Amul Ltd. sent goods to its Cochin branch at 25% profit over costs. From the following details, prepare the Branch a/c in the books of Amul Ltd. and ascertain the net profit at the branch:

	Rs.
Opening stock of goods at branch at invoice price	20,000
Goods sent to branch at invoice price	90,000
Loss of goods in transit at invoice price	6,000
Pilferage at branch at cost to branch	1,200
Closing stock at branch at its cost	16,000
Sales at branch	1,05,000
Salaries & wages at branch 6,000	
Other expenses at branch 3,000	

Cochin branch received Rs.4,000 from the insurance company in settlement of the claim for the loss of goods in transit.

20. MMD Ltd. forfeited 10 shares of Rs.10 each (Rs.6 called up) issued at a discount of 10% to Surabhi on which she had paid Rs.2 per share. Out of these, 8 shares were reissued to Kavya as Rs.8 paid for Rs. 6 per share. Pass journal entries.
21. A tailor purchases a sewing machine on hire purchase system the cash price being Rs 41600. Rs 10,000 is paid on the signing of the contract and there after Rs 7,500 being paid annually for the five years. Interest was charged 6% per annum. Calculate interest for the various years?
22. From the following calculate cash price of an asset sold under installment system.
- | | |
|---------------------------------------|---------------------------------------|
| Down payment Rs.16,000 | 1 st installment Rs.15,200 |
| 2 nd installment Rs.12,000 | |
| 3 rd installment Rs.7,000 | 4 th installment Rs.4,400 |
- Rate of interest @10% p.a.
23. A company purchases assets of Rs.4,00,000 and liabilities of Rs.30,000 for a sum of Rs.3,60,000. The purchase consideration is satisfied by issue of 9% debentures of Rs.100 each:
- at par
 - at a discount of 10%
 - at a premium of 20%
- You are required to pass journal entries in each case.

(8 x 5=40, Maximum ceiling 35 Marks)

Part C

Answer any two questions.

24. Define accounting. Explain the concepts and conventions of accounting in detail.
 25. The following are the Trial Balances of Soundharya Ltd and its Delhi Branch as on

H.O	Delhi	H.O	Delhi Br.		H.O	Delhi Br.
Stock on 1 st April 2013	50,000	30,000		Creditors	30,000	9,000
Purchases	1,50,000	80,000		Goods sent to Branch	15,000	
Wages	1,00,000	40,000		Purchases returns	5,000	1,000
Manufacturing Expenses	30,000	10,000		Capital	2,00,000	
Goods received from H.O	---	15,000		Sales	4,50,000	1,50,000
Rent	8,000	4,000		Discount earned	2,000	1,000
Salaries	30,000	10,000		H.O. Account		50,000
General Expenses	20,000	5,000				
Debtors	40,000	15,000				
Machinery-H.O	1,50,000					
Branch	50,000					
Furniture-H.O	7,000					
Branch	3,000					
Branch Account	54,000					
Cash in hand	10,000	2,000				
	702,000	211,000			702,000	211,000

March 31, 2014.

Closing stock at Head office was Rs.40,000 and at Delhi Branch, Rs 30,000. Depreciation is to be allowed at 20% on Machinery, 15% on Furniture. Rent still payable in respect of March 2014 for the bank premises is Rs.500. Prepare the Trading and Profit and Loss in columnar form and the consolidated Balance sheet. Also show the Branch Account.

26. The following information is supplied by AB Ltd., from which you are required to prepare Trading and Profit and Loss account for the year ended and Balance Sheet as on 31st March, 2014.

Assets and Liabilities	April 1, 2013	March 31, 2014
	Rs	Rs
Creditors	15,770	12,400
General Expenses Owing	600	330
Sundry Fixed Assets	11,610	12,040
Stock	8,040	11,120
Cash in hand and at bank	6,960	8,080
Debtors	?	17,870
Other Transactions:		
Cash and discount credited to debtors		64,000
Return from debtors		1,450
Bad debts		420
Sales- cash and credit		81,810
Discount allowed by creditors		700
Returns to creditors		400
Capital introduced (paid into bank)		8,500
Receipts from debtors (paid into bank)		62,500
Cash purchases		1,030
Expenses, paid in cash		9,570
Purchase of Furniture by cheque		430
Drawings by cheque		13,180
Cash payments into Bank		15,000
Cash withdrawn from Bank		9,240
Payments to creditors by cheque		60,270
Cash in hand on 31 March 2014		1,200

(2 x 10=20 Marks)

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Reg. No:.....

Name:

FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Second Semester BBA Degree Examination, March/April 2021
BBA2C02 - Marketing Management
(2020 Admission onwards)

Time: 2 ½ hours

Max. Marks: 80

PART A
Answer all questions

1. Define marketing.
2. What is a consumer good?
3. What is Mail Order Business?
4. What is brand loyalty?
5. Explain the meaning of labelling.
6. What is a product line?
7. Distinguish between need and want.
8. What is unwholesome demand?
9. What is synchro-marketing?
10. What is product differentiation?
11. What is guarantee?
12. What is service marketing?
13. What is meant by market segmentation?
14. What is marketing mix?
15. What do you mean by speciality products?

(15 x 2 = 30, Maximum ceiling 25 marks)

PART B
Answer all questions

16. What is packaging? What are its functions?
17. Discuss the major obstacles in development of marketing in India.
18. What are the various factors influencing market segmentation?
19. Define rural marketing. Explain the characteristics of rural market.
20. Distinguish industrial goods and consumer goods

21. What is promotion mix? What are the factors affecting promotion mix decision?
22. Briefly explain the services rendered by wholesalers.
23. What are the factors to be considered while selecting a suitable channel of distribution?

(8 x 5 = 40, Maximum ceiling 35 marks)

PART C

Answer any two questions

24. Define product life cycle. explain the various phases of product life cycle. discuss importance of concept.
25. What is rural marketing? Explain the strategies of rural marketing.
26. Who is a retailer? What are the different types of retailers? Discuss the functions of retailers in distribution?
27. What is market segmentation? Explain the factors influencing market segmentation?

(2 x 10 =20)