

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2018-2019

Bachelor of Commerce (B.Com)

विषय	: कामर्स	विषय कोड	: बी.काम
Subject	: Commerce	Subject Code	: B.Com
कोर्स शीर्षक	:	कोर्स कोड	: बी.काम-01 (एन) बी.काम-01 (ओ)
Subject Title	: Business Organization	Course Code	: B.Com -01 (N) B.Com -01 (O)

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you mean by business? Explain its fundamental elements in detail.

व्यवसाय किसे कहते हैं? इसके आधारभूत लक्षणों को विस्तार से समझाइये।

Or

Define Business and Trace evolution of present Business activities?

Or

Discuss the essential features and objective of business and distinguish between business and profession.

2. What is partnership business organization? Throw light on its merits and limitations.

साझेदारी व्यापारिक संगठन क्या है? इसके गुणों व सीमाओं पर प्रकाश डालिये।

Or

Examine merits and demerits of Sole Ownership Business.

Or

Discuss various methods of raising capital in business briefly outline the sources of Long Term Finance.

3. Discuss the meaning and courses of business combination and also explain the benefits and evils of business combinations?

व्यावसायिक संयोजन का आशय एवं कारणों को बताइये तथा व्यावसायिक संयोजन के लाभ एवं दोषों को समझाइये।

Or

What do you understand by distribution channel? Throw light on the role of distribution channel.

Or

Discuss the meaning and causes of Business combination and also explain the benefits and evils of business combinations.

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. Distinguish between business and profession?

व्यवसाय एवं पेशे में अन्तर कीजिये?

Or

Explain how advertising is useful?

Or

Main features of Company organisation.

5. Discuss long term financial sources?

दीर्घकालीन वित्तीय स्रोतों को समझाइये?

Or

Discuss personnel selling strategy.

Or

Meaning and function of Business Entrepreneurship

6. Present the classification of public enterprises?

लोक उद्यमों का वर्गीकरण प्रस्तुत करें?

Or

Explain the Foreign Trade in India?

Or

Role of Middleman.

7. List various characteristics of company organization?

कम्पनी संगठन की मुख्य विशेषताओं को सूचिबद्ध करें?

Or

Type of Business Combinations.

Or

Procedure of Export-import trade.

8. List meaning and function of business entrepreneurship?

व्यावसायिक उद्यमिता के आषय एवं कार्यो को सूचिबद्ध करें?

Or

What are public enterprises?

Or

Factors determining the feasibility of business.

9. Why role of middlemen is important in business?

व्यवसाय में मध्यस्थों की भूमिका क्यों महत्त्वपूर्ण होती है?

Or

What is shock exchange?

Or

Forms of public Enterprises

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अधिन्यास (Assignment)

2018-2019

Bachelor of Commerce (B.Com)

विषय	: प्रबन्धन/वाणिज्य	विषय कोड	: बी.बी.ए./बी. काम
Subject	: Management/Commerce	Subject Code	: BBA/B.Com
कोर्स शीर्षक	: वित्तीय लेखांकन/लेखाशास्त्र-I	कोर्स कोड	: बी.बी.ए. 1.2/बी.काम-02
Subject Title	: Financial Accounting/ Accountancy -I	Course Code	: BBA- 1.2/ B.Com-02/ B.Com-02 (C)

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. "Financial statements are prepared using generally accepted accounting principles". What does this statement mean why are these principles necessary?

"वित्तीय विवरण सामान्य स्वीकृत लेखांकन सिद्धान्तों की प्रयोग करते हुये ही तैयार किये जाते हैं।" इस वाक्यांश का क्या अर्थ है? ये सिद्धान्तों क्यों आवश्यक हैं?

Or

"It has been said that accountancy conforms itself to the needs of business not business to the needs of accountancy." Explain this statement.

"यह कहा गया है कि लेखा-विधि स्वयं व्यवसाय की आवश्यकतानुसार सन्तुलित होती है, न कि व्यवसाय लेखा-विधि की आवश्यकतानुसार।" इस कथन की व्याख्या कीजिए।

Or

Define accounting? What are the main objectives of Accounting?

2. What is bank reconciliation statement? How do we prepare it? Also state its benefits.

बैंक समाधान विवरण क्या है? इसे कैसे बनाया जाता है? इसके लाभ भी बताइये।

Or

Explain the terms "Ledger" and "Trial Balance". What are the objectives of preparing a Trial Balance?

Or

What are the basic concepts of Accounting? What is their importance?

3. Differentiate between the followings:
(i) Gross profit and net profit
(ii) Direct expenses and indirect expenses

Or

Explain

- (i) Assets turnovers
(ii) Capital turnovers

Or

What is debt equity ratio?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. What is accounting?

लेखांकन क्या है?

Or

Explain the essentials of a good financial

-+ statement?

Or

What is Balance sheet & Profit and Loss Account?

5. What is trial balance? How is it prepared?

तलपट क्या है? यह कैसे बनाया जाता है?

Or

What are the benefits of preparing bank reconciliation statement?

Or

What is Joint Venture? Distinguish between partnership and joint venture

6. Distinguish between bill of exchange and promissory note.

विनिमय विपत्र एवं प्रतिज्ञापत्र में विभेद कीजिये।

Or

What is Errors of Principles?

Or

Explain Suspense Account.

7. Explain any two techniques of analysis and interpretation of financial statement?

Or

What is Double Entry system? What are its characteristics?

Or

What is Provision? Distinction between provision and reserve.

8. From the following particulars of S Brothers prepare a cash book.

	Rs.
Commenced business with cash	10,000
Deposited in bank account	4,000
Bought goods for cash.	1,000
Cash sales	700
Wages paid	200
Rent paid	1,000

Or

What is double entry system?

दोहरा लेखा प्रणाली क्या है?

Or

What is Depreciation? Describe the objectives of Providing Depreciation.

9. Why the provision of depreciation is made?

ह्रास का प्रावधान क्यों किया जाता है?

Or

What is Depreciation? Why the provision of depreciation is made?

Or

Journalise the following transaction:

	Rs.
Jan. 1. Mr. "X" Business Started (Cash)	20,000
Goods	6,000
Jan. 5, Goods purchased for cash	10,000
Jan. 12 Goods sold for cash	8,000
Jan. 18 Salary paid	5,000

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विषय	: वाणिज्य	विषय कोड	: बी. काम
Subject	: Commerce	Subject Code	: B.Com
कोर्स शीर्षक	: आर्थिक सिद्धान्त	कोर्स कोड	: बी.काम-03(एन)/बी. काम-05(ओ)
Subject Title	: Economic Theory	Course Code	: B.Com-03(N)/ B.Com-05 (O)

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Discuss the importance of labour as a factor of production. What suggestions would you give to improve the efficiency of labour

उत्पादन के साधन के रूप में श्रम के महत्त्व को समझाइये। श्रम की कार्यकुशलता में सुधार लाने के लिये आप क्या सुझाव देंगे?

Or

Give the meaning of production. Discuss briefly the different factors of production.

Or

What is demand forecasting?

माँग पूर्वानुमान क्या है?

2. Explain the law of demand. What are its exceptions?

माँग के नियम की व्याख्या कीजिये। इस नियम के अपवाद क्या हैं?

Or

Define indifference curve analysis and mention its main characteristics.

Or

Explain the law of diminishing Marginal utility with the help of suitable diagram. Also state limitation of Law.

3. Explain the law of variable proportions with the help of suitable chart and diagraph.

उपयुक्त चार्ट एवं रेखाचित्रों की सहायता से परिवर्तनशील अनुपातों के नियम को समझाये।

Or

Point out the difference between perfect and imperfect competition. Explain how price is determined under imperfect competition.

Or

What is meaning of elasticity of demand? What are the methods of measuring elasticity of demands?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. Describe economies of large scale.

बड़े पैमाने की बचतों का विवेचन कीजिये?

Or

Explain the features of Mixed Economy.

Or

Give the merits and demerits of Capitalistic economy system.

5. Distinguish between micro and macro economics.

व्यष्टि एवं समष्टि अर्थशास्त्र में विभेद कीजिये।

Or

State the meaning of income elasticity of demand.

Or

Give the theory of Production.

6. What are the characteristics of a mixed economy?

एक मिश्रित अर्थव्यवस्था की मुख्य विशेषतायें क्या हैं?

Or

State the reasons for the application of law of diminishing returns.

Or

What is monopoly?

7. What is market? What are its features?

बजार क्या है? इसके लक्षण क्या हैं?

Or

Define distribution and explain its main problems.

Or

Explain the law of demand.

8. Explain the relationship between average cost and marginal cost.

औसत लागत एवं सीमांत लागत में सम्बन्ध बताइये।

Or

What is collective bargaining?

Or

Define concept of cost.

9. What is monopoly? How does it differ from perfect competition

एकाधिकार क्या है? पूर्ण प्रतियोगिता से यह किस प्रकार अलग है?

Or

What is Oligopoly? Discuss its main features.

Or

State the types of marketing according to the buyers.

क्र्रेता आधार पर बाजार के प्रकार बताइये?

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अधिन्यास (Assignment) 2018-2019

विषय : वाणिज्य विषय कोड : UGCOM/B.Com-06/
B.Com 04 (N) BBA

Subject : Subject Code :
कोर्स शीर्षक : सांख्यिकी के तत्त्व कोर्स कोड :
Subject Title : Elements of Statistics Course Code :

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A
खण्ड-अ

अधिकतम अंक : 18
Maximum Marks: 18

1. Draw a histogram chart and frequency curve from the following distribution.
निम्न विवरण से एक आवृत्ति वक्र की रचना कीजिए।

Marks अंक	0-10	10-20	20-30	30-40	40-50	50-60
Number of student छात्रों की संख्या	08	09	18	27	14	12

Or

What do you understand by the term of co-efficient of correlation. Prove that the coefficient lies between -1 & +1.

Or

Statistics is the science of estimates and probabilities.” Giving limitations of statistics comment on this statement.

2. What is statistical investigation?
द्वैव निवर्षन क्या है

Or

What is Bar digram.

दण्ड चित्र क्या होता है

Or

Explain the advantages of graphical presentaion of data

आरेखीय प्रस्तुतीकरण के लाभ का वर्णन करें।

3. What is Random Sampling

दैव निवर्षन क्या है

Or

Explain the various methods of collecting the Primary data.

Or

Find out Karl Pearson's Coffficient of Skewness from the following data.

(Size)	7.4	8.4	9.4	10.4	11.4	12.4	13.4
(Frequency)	2	6	20	14	8	6	4

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. Explain approximation

सन्निकटन की व्याख्या कीजिए।

Or

What do you understand by Statistical errors?

Or

What is statistical unit? What are its different types?

5. What is secondary data?

द्वितीय समंको क्या है?

Or

Define Skewness. Explain the various measures of Skewness.

Or

Sources of secondry data?

द्वितीयक समयको के स्रोत

6. What is standard deviation?

प्रमाण विचलन क्या है?

Or

What do you understand by dispersion? Discuss the relative merits and demerits of the various measure of dispersion.

Or

What do you understand normal distribution?

सामान्य वितरण क्या है?

7. Write note on median & mode

मध्यिका एवं बहुलक पर टिप्पणी करें।

Or

Explain the merits and demerits of primary data.

Or

What is arithmetic mean? Give its merits.

8. Explain normal distribution?

सामान्य वितरण की व्याख्या करें?

Or

What is arithmetic mean? Explain its merits.

Or

Explain binomial theorem?

द्विपद वितरण क्या है?

9. Explain coefficient of variation?

विचरण गुणांक की व्याख्या करें?

Or

Statistics is the science of estimates and probabilities Explain.

Or

Explain by an example how a mean of cumulative series can be obtained?

संचयी श्रेणी का माध्यम कैसे निकाला जाना है। एक उदाहरण के माध्यम से समझाइये।

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अधिन्यास (Assignment)

2018-2019

Bachelor of Commerce (B.Com)

विषय	: वाणिज्य	विषय कोड	: बी. काम
Subject	: Commerce	Subject Code	: B.Com
कोर्स शीर्षक	: लागत के मूल तत्व	कोर्स कोड	: बी.काम-09
Subject Title	: Elements of Costing	Course Code	: B.Com-09/ B.Com-05 (N)

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Write the Meaning and Objectives of Inventory Control.

स्कन्ध नियन्त्रण के अर्थ एवं उद्देश्यों को लिखे।

Or

What are the major objects of cost accounting? Explain the advantages and disadvantages of cost accounting.

Or

What is Cost Accounting? Throw light on its objectives and importance in the Present age.

2. What do you understand by the term "Cost", list down the major elements of cost and explain each.

Or

Discuss the principal methods of wage payment and explain any three of them.

Or

Define cost of capital?

'पूँजी की लागत' की परिभाषा दीजिये?

3. How you will ascertain the cost of Direct Labour.

आप प्रत्यक्ष मजदूरी लागत को कैसे सुनिश्चित करेंगे।

Or

What is the concept of overheads? Explain different classifications of overheads.

Or

What is cost-sheet? What are its advantages? How does it differ from a Cost Account?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. Describe the ABC analysis

ए.बी.सी. विश्लेषण का वर्णन करे।

Or

What are the objectives of Material Control?

Or

What do you understand by Prime Cost, Factory Cost and Cost of Production?

5. What do you mean by FIFO method?

फीफो विधि से आप क्या समझते हैं?

Or

What are functions of storekeeping?

Or

What do you mean by LIFO Method ?

6. Write the methods of Wage Payment.

मजदूरी भुगतान की विधियाँ लिखे।

Or

Explain Inventory Turnover Ratio.

Or

What are Controllable and Uncontrollable Over Heads?

7. What do you understand by Process Costing?

प्रक्रिया लागत से आप क्या समझते हैं?

Or

What are the various methods of Pricing?

Or

Discuss the advantage of M.H.R.

8. Write the difference between Cost Accounting and Financial Accounting

लागत लेखांकन एवं वित्तीय लेखांकन में अन्तर लिखे।

Or

What is Labour Turnover, explain its effects and causes.

Or

What is the difference between Production Account and Cost-Sheet?

9. What are the components of Total Cost?

सम्पूर्ण लागत के घटक क्या हैं?

Or

What is the purpose and methods of "Time Keeping".

Or

What is job costing?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2018-2019

Bachelor of Commerce (B.Com)

विषय	: वाणिज्य	विषय कोड	: बी. काम
Subject	: Commerce	Subject Code	: B.Com
कोर्स शीर्षक	: व्यापारिक वातावरण	कोर्स कोड	: UGCOM/B.Com-12
Subject Title	: Business/Environment	Course Code	: UGCOM/B.Com-12/ B.Com-04 (N)

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Discuss the policy measures of new industrial policy 1991 of our country.

हमारे देश की नवीन औद्योगिक नीति 1991 के नीतिगत उपायो पर संक्षेप चर्चा करे।

Or

Describe the meaning and importance of Business Environment. How the Non-Economic Environment influence the Economic Environment?

Or

What do you mean by Business Environment? Describe the main components of business environment.

2. Explain mixed economy?

मिश्रित अर्थव्यवस्था की व्याख्या करे।

Or

Outline the salient features of consumer protection Act, 1986. To what extent it has been able to achieve its objective?

Or

Enumerate the main features of present industrial policy of India and explain how far it has been successful in the industrial growth of the country?

3. What is Environmental Scanning?

Or

Evaluate the New Economic Policy. What are the problems in implementation of this policy?

Or

What are the remedies available to a consumer under consumer protection Act. 1986.

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. Explain social responsibility of business?

व्यवसाय के सामाजिक उत्तरदायित्वों का वर्णन कीजिए।

Or

Describe the features of Mixed Economy.

Or

Discuss the present fiscal policy of the Government of India.

5. What do you mean by “Balance of payments”?

भुगतान शेष से आप क्या समझते हैं?

Or

How does the Monetary Policy influences the economic environment?

Or

Examine the objectives and provisions of Monopolistic and Restoratives Trade Practices Act, 1969.

6. Workers participation in management?

प्रबन्धन में श्रमिकों की भागीदारी

Or

Describe the advantages and disadvantages of free trade.

Or

Explain the regularity role of the Government in the liberalisation of the Indian economy.

7. Unfair trade practices.

अनुचित व्यापार गतिविधियाँ।

Or

Outline the structure of foreign trade in India.

Or

Discuss the concept of workers' participation in Management in India.

8. Foreign direct investment?

विदेशी प्रत्यक्ष विनियोग

Or

What is the role of government in planned development of business?

Or

What steps have been taken by the Government of India to have control over the multinational corporations?

9. Describe in brief various ways of rising of government of India?

Or

Describe the functions of World Trade Organisation.

Or

Describe the composition and direction of India's foreign trade.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

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2018-2019

Bachelor of Commerce (B.Com)

विषय	: प्रबन्धन	विषय कोड	: बी.काम
Subject	: Management	Subject Code	: B.Com - 07 (N)
कोर्स शीर्षक	:	कोर्स कोड	: बी.काम -10 (ओ)
Subject Title	: Elements of Income Tax	Course Code	: B.Com -07 (N) 07 (O)

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. How is residential status of an assessee determined for income tax purpose? Explain the incidence of residence on tax liability.
आयकर के लिये करदाताओं की निवास स्थान किस प्रकार निर्धारित किया जाता है? निवास स्थान की कर दायित्व पर भार समझाइये।
Or
Define Agricultural Income. What are different kinds of Agricultural Income and their Taxation methods?
Or
What is the meaning of the agricultural income? What are its types? Explain any ten incomes which are related to land, but not agricultural income.
2. What do you understand by exempted incomes? Explain ten incomes which are completed excepted form income tax.
कर मुक्त आयों से क्या आशय है? आयकर से पूर्णतया मुक्त किन्ही दस आयों की व्याख्या कीजिये।
Or
Merit any three exempted income?
Or
How is residential of an assessee determined for income tax purpose? Explain the incidence of residence on tax liability.
3. What are perquisites? Discuss taxable and exempt perquisites.

अनुलाभों से आप क्या समझते हैं? कर-योग्य एवं कर-मुक्त अनुलाभों को समझाइए।

Or

State the various heads of income.

Or

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. What is casual income?

आकस्मिक आय क्या है?

Or

What are the basic principles of Income Tax?

Or

What is income tax? Explain

5. What is permanent account number?

स्थायी खाता संख्या क्या है?

Or

What are the concepts of Income and its definition?

Or

Who is assessee-in-default.

6. State the meaning of gross total income.

सकल कुल आय का अर्थ बताइये।

Or

List down various examples of Capital and Revenue Receipts.

Or

Explain the Permanent Account Number (PAN).

7. Explain clearly the term 'Annual value'

'वार्षिक मूल्य' शब्द को स्पष्ट कीजिये।

Or

What is the concept of Casual Income?

Or

Explain Non Resident status of Individual

8. Define the term 'Previous Year' and 'Assessment Year'

'गत वर्ष' एवं 'कर निर्धारण वर्ष' शब्दावली को परिभाषित कीजिये।

Or

What do you understand by the Incomes of Charitable and Religious Trust and its Taxability?

Or

State the meaning of Gross total income.

9. What incomes are taxable under the head 'Income from other source'?
अन्य श्रोतों से आय शीर्षक के अन्तर्गत कौन सी आयें सम्मिलित होती हैं?

Or

What is the relation between Residential Status and Tax Liability?

Or

Briefly discuss the deduction of u/s 80C of income tax act 1961.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2018-2019

Bachelor of Commerce (B.Com)

विषय	: वाणिज्य	विषय कोड	: बी. काम
Subject	: Commerce	Subject Code	: B.Com
कोर्स शीर्षक	: अंकेक्षण के मूल तत्व	कोर्स कोड	: बी.काम-11
Subject Title	: Elements of Auditing	Course Code	: B.Com-11/ B.Com-08 (N)

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

10. Write the essentials of a good Internal Control System.

एक अच्छे आन्तरिक नियन्त्रण तन्त्र के आवश्यक तत्वों को लिखे।

Or

Define Auditing. Differentiate between Audit of Partnership firm and Audit of Company.

Or

What is Audit planning? What are its objectives? Describe the process of audit planning.

11. What do you understand by Auditing? Write the difference between Auditing and Accounting.

अंकेक्षण से आप क्या समझते हैं? अंकेक्षण एवं लेखा परीक्षा में अन्तर लिखे।

Or

What do you understand by verification of Assets? How is it different from valuation of Assets? What is the significance of verification and valuation from the view of an auditor of a company with limited liability?

Or

What do you understand by valuation? What is the basis of valuation? How will you evaluate (i) Good will (ii) Plant and Machinery?

12. Discuss the major aspects of Audit Programme.

लेखा परीक्षण कार्यक्रम के प्रमुख पहलुओं की विवेचना करे।

Or

Describe the liabilities of an auditor under the Company Act, 1956.

Or

What is the process of appointment of Company Auditor? What are their disqualifications. How they can be removed from the post?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

13. Write the basis of Valuation.

मूल्यांकन के आधार लिखे।

Or

What do you understand by internal Audit? How it is related with an auditor.

Or

What is the difference between Auditing and Investigation? What objectives are achieved through these?

14. What are the qualifications of a Company Auditor?

कम्पनी लेखा परीक्षक की क्या योग्यताएं होती हैं।

Or

“Auditing is the backbone of Accounting” Explain.

Or

What are the various terms of internal control? What are the preconditions of a internal control system.

15. What do you understand by Management Audit?

प्रबन्ध अंकेक्षण से आप क्या समझते हैं?

Or

What are points to keep in mind while going for Audit of Sales?

Or

What is the difference between financial audit and cost audit? What are the limitations of cost audit?

16. Explain the meaning and objectives of Vouching.

प्रमाणीकरण के अर्थ एवं उद्देश्यों की व्याख्या करें।

Or

How will you verify the following Assets?

(i) Work in Progress

(ii) Machine during installation.

Or

What is the need of auditors report? What are the qualities of a good report?

17. What is a Clean Report?

एक स्वच्छ रिपोर्ट क्या है?

Or

How will you audit share capital of a new company.

Or

What are the sources of dividend as per company Act 1956?

18. What are the main features of Routine Checking?

नैब्यक जाँच के प्रमुख तत्त्व क्या है।

Or

Differentiate between Civil and Criminal liabilities of an auditor.

Or

Describe its importance and limitations of management audit.

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अधिन्यास (Assignment)

2018-2019

Bachelor of Commerce (B.Com)

विषय	: वाणिज्य	विषय कोड	: बी. काम
Subject	: Commerce	Subject Code	: B.Com
कोर्स शीर्षक	: लेखाशास्त्र- II	कोर्स कोड	: बी.काम-09 (एन)बी.काम-13 (ओ)
Subject Title	: Accountancy II	Course Code	: B.Com-09 (N)/ B.Com-13 (O)

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What is debenture? Explain various methods of redemption of debentures with examples.
ऋणपत्र क्या है? ऋणपत्रों के शोधन की विभिन्न विधियों को उदाहरण सहित समझाइये।

Or

Rahim and Karim are partners sharing profits in the ratio of 3 : 2. Nadim is admitted a new partner and is to be given 1/4th in share of profit. Nadim has to bring in Rs. 50,000 as his capital and his share of the goodwill (Premium) which is valoud for the firm as Rs. 80,000. The new profit-sharing ratio is 3 : 3 : 2. Give Journal entries in the following cases. (i) Nadim pays cash for his share of goodwill to be old partners privately. (ii) Cash for goodwill remains in the business. (iii) Old partners withdraw half share of goodwill from the business.

Or

What fund flow statement? How it is prepared? Explain with an example with imaginary figure in support of your answer.

2. What is funds flow statement? How is it prepared?
कोष प्रवाह विवरण क्या है? यह कैसे तैयार किया जाता है?

Or

What is the meaning of branch account? How many types of branches are? What are the rules of making record in them.

Or

What is a debenture? Explain various method of redemption of debenture with example.

3. What do you mean by departmental account? What are the criteria of allocation of joint expenses among various departments?

विभागीय लेखों से आय क्या समझते हैं? संयुक्त व्ययों को विभिन्न विभागों में बाँटने की क्या आधार हैं?

Or

What entries are made in the books of the buyer and seller when goods are sold on hire purchase system?

Or

Explain the Journal Entries of branch in corporation with example.

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. What is revaluation account?
पुनर्मूल्यांकन खाता क्या होता है?

Or

Explain cash flow statement.

Or

What is foreign branch?

5. Distinguish between shares and debentures.
अंशों एवं ऋणपत्रों में विभेद कीजिये।

Or

Explain the entries in the books of Head Office when the branch sells goods on cash and credit basis.

Or

Write treatment of goodwill in case of Admission of partner.

6. What journal entries are passed for the issue of shares if :
(iii) Shares are issued at par; and
(iv) Shares are issued at premium.

अंशों के निर्गमन पर क्या जर्नल प्रविष्टियाँ की जाती हैं यदि:

- (i) अंश सम मूल्य पर निर्गमन किये जाते हैं; और
(ii) अंश प्रीमियम पर निर्गमित किये जाते हैं;

Or

Differentiate between Hire purchase sales and credit sale.

Or

What are classes of Shares? Explain.

7. Describe Stock Debtor Method of Branch

शाखा के सम्बन्ध में रहतिया-देनदार विधि की व्याख्या कीजिए।

Or

What do you mean by current account? When and why are they opened?

Or

Write SEBI Guidelines regarding Allotment of Shares.

8. What is minimum subscription?

न्यूनतम अभिदान क्या है?

Or

What do you mean by dissolution of a partnership and partnership firm?

Or

Describe stock Debtor Method of Branch.

9. What is current ratio? How does it differ from liquid ratio

चालू अनुपात क्या है? तरल अनुपात से यह किस तरह भिन्न है?

Or

What do you mean by goodwill? Explain the nature of good will.

Or

Explain Various Liquidity Ratios with Examples.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment) 2018-2019
Bachelor Business Administration (BBA)

विषय	: प्रबन्धन	विषय कोड	: बी.काम
Subject	: Management	Subject Code	: B.Com
कोर्स शीर्षक		: कोर्स कोड	: बी.काम-03 बी.कामडी-01बी.बी.ए
Subject Title	: Management Theory	Course Code	: B.Com 03 B.ComD-01 BBA- 1.1

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A
खण्ड-अ

अधिकतम अंक : 18
Maximum Marks: 18

1. What is Management? Describe the managerial function.

प्रबन्धन क्या है? प्रबन्धकीय प्रकार्यों का वर्णन करें।

Or

Explain the role of Henry Fayol in the Development of Modern Principles of Management.

Or

Whether management is an art or science? What are the important Principles of management?

2. Explain the process of planning.

नियोजन प्रक्रिया को समझाइये।

Or

What is planning? Explain the steps involved in the Planning Process.

Or

What is meant by organisation structure? Define:

- (i) Line organisation
- (ii) Functional organisation
- (iii) Line and staff organization

3. Write the contribution of need hierarchy in motivation theory.

आवश्यकता सोपान सिद्धान्त का अभिप्रेरण में योगदान लिखें।

Or

Describe the different theories of Leadership.

Or

Define the nature of motivation. Explain in brief the theories of motivation.

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. Describe the barriers of effective communication?

प्रभावी संचार की बाधाओं का वर्णन करें।

Or

What is control process? Explain the Nature of Control.

Or

Explain the Communication. Also explain the importance and barriers of communication.

5. Discuss the principles of coordination?

समन्वय के सिद्धान्तों की चर्चा करें।

Or

Explain in Brief the significance of Management.

Or

Define budgetary control.

6. Why control process is essential?

नियंत्रण प्रक्रिया क्यों आवश्यक है?

Or

Write short note on Departmentation.

Or

Explain the factor determining the Morale.

7. What are the elements of delegation?

प्रत्यायोजन के तत्व क्या हैं?

Or

Comment: "Directing is the Function that initiates organized action."

Or

Autocratic Leadership style?

8. Write the features of directing function?

निदेशन प्रकार्य के तत्वों को लिखें।

Or

What is informal communication?

Or

Explain nature of process of planning.

9. How forecasting plays important role in planning?

पूर्वानुमान किस प्रकार नियोजन में महत्वपूर्ण भूमिका का निर्वाह करता है?

Or

Describe coordination as a function of Management.

Or

What do you mean by “Delegation of Authority”. Explain it.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2018-2019

Bachelor of Commerce (B.Com)

विषय	: वाणिज्य	विषय कोड	: बी. काम
Subject	: Commerce	Subject Code	: B.Com
कोर्स शीर्षक	: व्यापारिक सन्नियम	कोर्स कोड	: बी.काम-04
Subject Title	: Mercantile Law	Course Code	: B.Com-04 B.Com D-02

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by partnership? Write the liabilities of partners.

साझेदारी से आप क्या समझते हैं? साझेदार के दायित्वों को लिखे।

Or

“All contracts are agreements but all agreements are not contracts” comment.

Or

What do you mean by contract? Explain its classification.

2. Describe the essential elements of a contract?

एक संविदा के आवश्यक तत्वों का वर्णन करे।

Or

What is meant by Free consent? What is the difference between coercion and undue influence?

Or

Define Pledge? What are the duties of pawnor & pawner?

3. Define the contract of sale. Explain the essentials of a valid contract of sale.

विक्रय संविदा को परिभाषित करे। एक वैध विक्रय संविदा के प्रमुख तत्वों का वर्णन करे।

Or

Define Partnership and discuss its essential elements.

Or

Explain the different types of company?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. Who is competent to contract?

संविदा के लिए कौन सक्षम है?

Or

What is bill of exchange? Describe the characteristics of bill of exchange.

Or

How can be alter article of association?

5. What do you understand by offer and acceptance?

प्रस्ताव एवं स्वीकृति से आप क्या समझते हैं?

Or

Define various scope of Merchantile law?

Or

Define the memorandum of association?

6. What is the significance of transfer of ownership?

स्वामित्व स्थानान्तरण का क्या महत्त्व है?

Or

What is article of association?

Or

Explain the main features of company act 1956.

7. Write the concept of free consent.

स्वतन्त्र सम्पत्ति के सिद्धान्त को लिखे।

Or

What do you understand by capacity to contract?

Or

What is a prospectus?

8. Discuss the essentials of a negotiable instrument.

परक्रम्य लिखित के प्रमुख तत्वों का वर्णन करे।

Or

What is the difference between misrepresentation and fraud?

Or

What is Winding Up?

9. Write the essentials of a promissory note.
एक प्रमिसरी नोट के आवश्यक तत्वों को लिखें।

Or

What do you understand by Negotiation?

Or

Discuss duties and power of directors of a company under the company Act 1956.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2018-2019

Bachelor of Commerce (B.Com)

विषय : वाणिज्य
Subject : Commerce
कोर्स शीर्षक : कम्पनी विधि
Subject Title : Company Law

विषय कोड : बी. काम
Subject Code : B.Com
कोर्स कोड : बी.काम-07
Course Code : B.Com-07/ B.Com D-03

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Write the meaning and contents of Prospects.

प्रविवरण का अर्थ एवं सामग्री को लिखे।

Or

“A company is an artificial person created by law.” Explain this statement and discuss the basic features of a company.

Or

Define a Company and write its main characteristics. What kinds of Companies can be formed under the Indian Companies Act?

2. Discuss the kinds of Meetings and their importance.

सभाओं के प्रकार एवं उनके महत्त्व को विवेचित करे।

Or

What is Prospectus? Is the issue of a prospectus obligatory for a public company? Discuss the consequences of mis-statement in a prospectus?

Or

What is the memorandum of Association? What are the clauses of the Memorandum of a Company limited by Shares? Discuss the importance of the 'object clause' and show how it can be altered?

3. How a Private Company is Converted into Public Company?

एक निजी कम्पनी को सार्वजनिक कम्पनी में कैसे परिवर्तित किया जाता है?

Or

What is Annual General Meeting? What types of functions are performed in AGM? Discuss the Secretarial practice about AGM.

Or

What Constitutes the Capital of a Company? What do you understand by nominal Capital, issued Capital and Paid-up Capital? Can a Company increase or decrease its Capital? If so, when and how?

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. Explain the qualifications of a Company Secretary.

कम्पनी सचिव की योग्यताओं का वर्णन करे।

Or

Distinguish between Memorandum of Association and Articles of Association of a company?

Or

How can a Private Company convert into Public Company?

5. Write the types of Debentures

ऋणयंत्रों के प्रकार लिखे।

Or

Describe the legal provisions as to issue of shares at discount?

Or

What Preliminary stages are taken for in corporation of a Company?

6. What are the qualifications of a Director?

एक निदेशक की योग्यताये क्या है?

Or

Explain the rules as to forfeiture of shares?

Or

What do you understand by Articles of Association? How does it differ from memorandum of Association?

7. What do you understand by Winding up of a company?

एक कम्पनी के समापन से आप क्या समझते हैं?

Or

Describe the rights of directors.

Or

What is a Prospectus? Explain the importance of prospectus?

8. What do you understand by Quorum for meeting?

सभा के कोरम से आप क्या समझते हैं?

Or

Discuss the position of a company secretary in a company organisation.

Or

What is meant by a member of a Company? Discuss the liabilities of the members of a Company.

9. What is Annual General Meeting?

एक साधारण वार्षिक सभा क्या है?

Or

Distinguish between Compulsory and voluntary winding up of company?

Or

Describe the duties of directors of a Company.

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

कार्यक्रम अधिन्यास सत्र 2018-19

कोर्सकोड : Course Code: B.Com D-04/ BBA- 2.4 E2	कोर्स शीर्षक:- (Course Title) Money Banking and Financial Institution	अधिकतमअंक : 30 Maximum Marks : 30
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खण्ड अ
Section-A

अधिकतमअंक : 18
Maximum Marks: 18

नोट—(Instructions): Section A consists of long answer questions. Answer should be in 800 to 1000 words.

Attempt any three questions from this section.

प्रश्न संख्या 1 से 3 तक दीर्घ उत्तरीय प्रश्न है जिनका उत्तर 800 से 1000 शब्दों में लिखना है। इस खण्ड से किन्हीं तीन प्रश्नों उत्तर लिखना है।

1. Explain the objectives of the World Bank.

विश्व बैंक के उद्देश्यों की व्याख्या कीजिए।

or (अथवा)

Describe the various functions of Reserve Bank of India.

भारतीय रिजर्व बैंक के विभिन्न कार्यों का वर्णन करें।

or (अथवा)

What is Non-Bank Financial Intermediation ? Discuss the role of Non-Bank Financial Intermediaries.

बैंकेतर वित्तीय मध्यस्था क्या है? बैंकेतर वित्तीय मध्यस्था की भूमिका की विवेचना कीजिए।

2. Explain how Keynes' Income approach to the value of money is an improvement over Fisher's Quantity Theory approach.

बताएं की मुद्रा के मूल्य के संबंध में केन्ज का आय सिद्धान्त फिषर के परिणाम सिद्धान्त पर सुधार किस प्रकार से है?

or (अथवा)

What do you understand by the Bretton - Woods system ? Explain why it has not succeeded well.

ब्रेटन बुड्स प्रणाली से आप क्या समझते है। बताएं कि यह प्रणाली सुचारु रूप से कार्य क्यों नहीं कर पाई।

or (अथवा)

What is money ? Explain functions of money.

मुद्रा से क्या तात्पर्य है? मुद्रा के कार्यों की व्याख्या कीजिए।

3. Explain the cooperative credit structure in India.

भारत में सहकारी साख संरचना की व्याख्या कीजिए।

or (अथवा)

What do you mean by term 'lending' ? Examine the role of Industrial Development Bank of India (IDBI) as an apex institution.

'उधार देना' (Lending) से आपका क्या तात्पर्य है? भारतीय औद्योगिक विकास बैंक की भूमिका का, एक षिखर संस्था के रूप में विष्लेषण कीजिए।

or (अथवा)

What is Foreign Exchange Market ? Describe its composition.

विदेश विनिमय बाजार क्या है? उसके संघटक का विवरण दीजिए।

खण्ड ब

Section –B

अधिकतम अंक : 12

Maximum Mark : 12

नोट–(Instructions): Section B consists of short answer questions. Answer should be in 200 to 300 words. Attempt any Six questions from this section.

प्रश्न संख्या 4 से 9 तक लघु उत्तरीय प्रश्न है जिनका उत्तर 200 से 300 शब्दों में लिखना है। इस खण्ड से किन्हीं छः प्रश्नों उत्तर लिखना है।

4. State the functions of Regional Rural Banks.

क्षेत्रीय ग्रामीण बैंक के कार्यों का उल्लेख करें।

or (अथवा)

What are the disadvantages of barter system ?

वस्तु विनिमय प्रणाली से क्या हॉनिय्या है?

or (अथवा)

How does use of money overcome the disadvantages of barter ?

मुद्रा के प्रयोग से वस्तु विनिमय से होने वाली हॉनिय्याँ कैसे दूर होती है।

5. Explain the nature of inter-relationship between Liquidity and Profitability objectives of Commercial Banks.

व्यापारिक बैंको के तरलता और लाभकारिता प्रयोजनों के बीच के संबंधों के स्वरूप बतायें।

or (अथवा)

What are the types of non-bank financial intermediaries ? Explain briefly.

गैर-बैंकिंग वित्तीय मध्यस्थों के प्रकार क्या है? संक्षेप में व्याख्या कीजिए।

or (अथवा)

Explain various instruments of credit control.

साख नियंत्रण के विभिन्न प्रपत्रों की व्याख्या करें।

6. What are the types of exchange rate regimes ? Which one is the most appropriate for the present day conditions ?

विनिमय दर व्यवस्थाओं के प्रकार क्या हैं? तत्कालीन स्थितियों में कौन सा प्रकार सर्वाधिक उपयुक्त है।

or (अथवा)

Discuss the various motives for holding money.

मुद्रा को अपने पास रखने के विभिन्न प्रयोजनों का विवेचन करें।

or (अथवा)

What is Managed float .

विनिमय दरों का नियंत्रित प्रवर्तन को समझाएँ।

7. Distinguish between

(a) Demand - pull inflation and Cost - push inflation

माँगजन्य मुद्रास्फीति और लागतजन्य मुद्रास्फीति

or (अथवा)

(b) Money market and Capital market

मुद्रा बाजार और पूँजी बाजार

or (अथवा)

(c) Primary deposit and Derivative deposit

प्राथमिक जमा और व्युत्पन्न जमा

8. Explain Unit and Branch banking system.

इकाई तथा ब्रांच बैंकिंग प्रणाली क्या हैं?

or (अथवा)

Discuss Structure of the Indian Money Market.

भारतीय मुद्रा बाजार की संरचना की व्याख्या कीजिए।

or (अथवा)

What is Inflationary Gap.

स्फीति अन्तराल क्या है?

9. Explain SDR and its use.

विषेण आहरण अधिकार (SDR) तथा इसका उपयोग

or (अथवा)

Explain Free float of exchange rates

स्वतंत्र प्रवर्तन की व्याख्या करें।

or (अथवा)

Explain the financial needs of farmers in India.

भारत के किसानों की वित्तीय आवश्यकताओं की व्याख्या कीजिए।

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2018-2019

Application Oriented Programme

विषय	: वाणिज्य	विषय कोड	: B.Com S
Subject	: B.Com	Subject Code	: B.Com S
कोर्स शीर्षक	: फुटकर खुदरा प्रबन्ध	कोर्स कोड	: B.ComS-01
Subject Title	: Retail Management	Course Code	: B.ComS-01

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What do you understand by the concept of retail management discuss its character objectives work and importance in detail.

फुटकर प्रबन्ध की अवधारणा से आप क्या समझते हैं? इसके लक्षण, उद्देश्य, कार्य तथा महत्त्व को विस्तार से समझाइये।

Or

Discuss the importance of retailing in the context of Indian economy?

भारतीय अर्थव्यवस्था के सन्दर्भ में खुदरा के महत्त्व की चर्चा कीजिये?

Or

Explain how you will identify human resource recruitments of a retail organization?

खुदरा संगठन के लिये आप मानव संसाधन की आवश्यकता को कैसे पहचानेंगे?

2. Discuss various factors affecting consumer decision making process?

उपभोक्ता निर्णयन प्रक्रिया को प्रभावित करने वाले विभिन्न कारकों को समझाइये?

Or

Identify and discuss the different type of retailers both in store and non store categories?

स्टोर के अन्दर तथा स्टोर के बाहर विभिन्न प्रकार के खुदरा व्यापारियों की पहचान करते हुए उनकी चर्चा करें?

Or

Discuss customer relationship marketing in retail?

खुदरा में उपभोक्ता सम्बन्धात्मक विपणन की चर्चा करें?

3. Why strategic locations are very important for success of retail business? Explain with examples.

रणनीतिक स्थानों का निर्धारण फुटकर व्यापार के लिये क्यों आवश्यक है? उदाहरण सहित समझाइये।

Or

Critically examine the rate of technology in retailing?

खुदरा के अन्तर्गत तकनीक की भूमिका का आलोचनात्मक परीक्षण करें?

Or

Discuss indegrated worketing communication in detail?

एकीकृत विपणन संचार को विस्तर से समझाइये?

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. List varies steps of the process of marketing research

फुटकर व्यापार के क्षेत्र में विपणन शोध के विभिन्न चरणों को सूचिबद्ध करिये?

Or

What is Multi channel retailing?

बहु-माध्यम खुदरा क्या होता है?

Or

What is loyalty programmes?

मनोवैज्ञानिक मूल्य क्या होता है?

5. What is strategic planning process?

रणनीतिक योजना प्रक्रिया क्या है?

Or

Steps of marketing research in retailing?

खुदरा के अन्तर्गत विपणन शोध के चरण बताइये?

Or

What is psychological pricing?

मनोवैज्ञानिक मूल्य क्या होता है?

6. How you will define “chain of stores”? give few explain of it.

श्रृंखलाबद्ध दुकानों (भण्डार गृह) को आप कैसे परिभाषित करेंगे? इसके कुछ उदाहरण भी दें।

Or

Steps of the strategic planning process?

रणनीतिक योजना प्रक्रिया के विभिन्न चरण बताइये?

Or

What is growth stage of PLC.

पी.एल.सी. का वृद्धि अवस्था क्या है?

7. What do you mean by the term “pricing” list external and internal factors which affect the pricing. Strategies.

“मूल्य” शब्द से आप क्या समझते हैं? इसको प्रभावित करने वाले विभिन्न बाह्य तथा आन्तरिक कारकों को सूचिबद्ध कीजिये।

Or

Discuss the duties of a merchandising managers?

मर्केंडाइज प्रबन्धक की विभिन्न कार्यों की चर्चा करें?

Or

List basics of market segmentation?

बजार विभक्तीकरण के विभिन्न आधार बताइये?

8. Define “Communicate mix” for retail business?

“संचार मिश्रण” को फुटकर व्यापार के सम्बन्ध में समझाइये?

Or

List basic tasks of communication?

संचार के आधारभूत कार्यों को सूचिबद्ध करें?

Or

Differentiate between advertising and personal selling?

विज्ञापन और व्यक्तिगत विक्रम के मध्य अन्तर बताइये?

9. Write a short note on applications of technology in variances’ areas of retailing

फुटकर व्यापार के विभिन्न क्षेत्रों हेतु तकनीकी के प्रयोग पर एक संक्षिप्त टीप लिखें?

Or

List 7 ‘P’s of services?

सेवा सम्बन्धी सात ‘पी’ को सूचिबद्ध करें?

Or

Write short note on performance audit?

“निष्पादन अंकेक्षण ” पर संक्षिप्त नोट लिखें?

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2018-2019

Bachelor of Commerce (B.Com)

विषय	: वाणिज्य	विषय कोड	: बी.काम
Subject	: Commerce	Subject Code	: B.Com
कोर्स शीर्षक	: विक्रय प्रबन्ध	कोर्स कोड	: बी.काम एस-03 (सी)
Subject Title	: Sales Management	Course Code	: B.Com S -03 (C)

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. What is sales management? What are its features?

बिक्री प्रबन्ध क्या है? इसकी विशेषताएँ क्या हैं?

Or

What are the elements of a sales process? Explain.

विक्रय प्रक्रिया के कौन-कौन से तत्व हैं? व्याख्या कीजिए।

Or

Discuss the importance of Sales forecasting. What are the methods used for sales forecasting?

2. Differentiate between selling and marketing?

विक्रय और विपणन के मध्य अन्तर स्थापित करें ?

Or

Explain the different methods of providing training to salesman.

विक्रेताओं को प्रशिक्षण देने की विभिन्न विधियों की व्याख्या कीजिये।

Or

What is the necessity of training salesmen? Explain the different methods of training salesmen.

3. "Sales management is management of sales force." How far do you agree with this statement? Substantiate.

"बिक्री प्रबन्ध कर्मचारियों का प्रबन्ध है" आप इस कथन से कहाँ तक सहमत हैं? कारण बतलाईए।

Or

What do you mean by the term ‘Sales Organisation’? Discuss its needs and functions.
“विक्रय संगठन” शब्द से आप क्या समझते हैं? इसकी आवश्यकता एवं कार्यों का विवेचना कीजिए।

Or

Describe various uses of computerized sales management system. Throw light on its strengths and weaknesses.

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. Enumerate economic determinants of Consumer behavior?
उभोक्ता स्वभाव के आर्थिक निर्धारण तत्वों का उल्लेख कीजिए।

Or

What is retailing?
फुटकर व्यापार क्या है?

Or

What do you mean by sales job analysis? Explain.

5. What is organization buying behavior?
संगठनात्मक खरीद स्वभाव क्या है?

Or

What are the functions of sales manager?
विक्रय प्रबन्धक के क्या कार्य हैं?

Or

List various roles of a sales executive.

6. What is Publicity?
मषहूरी क्या है?

Or

What do you understand by advertising budget? Explain.
विज्ञापन बजट से आप क्या समझते हैं? व्याख्या कीजिये।

Or

Differentiate between selling and negotiation.

7. What is sales Promotion?
बिक्री-वर्धन क्या है?

Or

What do you mean by buying motive? Discuss

क्रय प्रेरणा से आप क्या समझते हैं? बताइये।

Or

What do you understand by sales organization? Discuss in short.

8. What is sales forecasting?

एक बिक्री भविष्यवाणी क्या है?

Or

What do you mean by media of advertising' explain briefly.

विज्ञापन के माध्यम से आप क्या समझते हैं? संक्षेप में व्याख्या कीजिये।

Or

Explain the essentials of a good remuneration plan for sales staff.

9. What is Sales Territory?

एक बिक्री क्षेत्र क्या है?

Or

State the different methods used for sales promotion.

विक्रय संवर्द्धन के लिये प्रयुक्त किये जाने वाले विभिन्न तरीकों को बताइयें।

Or

Write short notes:

(a) AIDA model

(b) Sales quota

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद
अधिन्यास (Assignment) 2016-2017

Application Oriented Programme

विषय	: बी.ए./बीकाम	विषय कोड	: एओसीएसपी
Subject	: BA/B.Com	Subject Code	: AOCSP
कोर्स शीर्षक	: सचिवीय कार्यपद्धति	कोर्स कोड	: एओसीएसपी
Subject Title	: Secretarial Practice	Course Code	: AOCSP/ B.ComS-02

अधिकतम अंक : 30
Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A
खण्ड-अ

अधिकतम अंक : 18
Maximum Marks: 18

1. Write the duties and qualifications of a secretary.
एक सचिव के कर्तव्यों एवं योग्यताओं को लिखे।

Or

Define Company Secretary explain the position of company secretary in the eyes of law and his actual

कम्पनी सचिव की परिभाषा दीजिए। उसकी सविधिक एवं वास्तविक स्थिति स्पष्ट कीजिए।

Or

What do you understand by term 'Agenda'?
कार्यसूची किसे कहते हैं।

2. Define company meeting . Explain various kinds of company meetings.
कम्पनी सभा को परिभाषित करें तथा कम्पनी सभाओं के प्रकार लिखें।

Or

What are the requisites of a valid meeting?
वैध सभा की आवश्यक शर्तें क्या होती हैं।

Or

Distinguish between public meeting and private meetings?
सार्वजनिक ओर निजी सभा में भेद कीजिए।

3. Describe the procedure of report writing.
प्रतिवेदन लेखन की प्रक्रिया का वर्णन करें।

Or

What are special agenda items? Give two examples.

कार्य सूची में दो विशेष विषय क्या होते हैं। इनके दो उदाहरण दे।

Or

Distinguish between the duties of 'Routine secretary' and 'Executive secretary'

मेमो सचिव एवं कार्यवाही सचिव के कर्तव्यों में भेद बताइये।

Section- B

खण्ड—ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. What are the characteristics of a good précis?

एक अच्छी संक्षेपिका की क्या विशेषता होती है?

Or

Write short note on open agenda

खुली कार्यसूची पर टिप्पणी लिलिए?

Or

Define term motion

प्रस्ताव शब्द की परिभाषा कीजिए।

5. Write the types of report.

प्रतिवेदन के प्रकारों को लिखे।

Or

What is special resolution?

विशेष संकल्प क्या है।

Or

Explain different types of company meetings?

कम्पनी की विभिन्न प्रकार की सभाओं का उल्लेख करें।

6. What are the duties of secretary regarding minutes of meeting.

सभा के सूक्ष्म के सन्दर्भ में कम्पनी सचिव के कर्तव्य क्या हैं?

7. Discuss the duties of company secretary

कम्पनी सचिव के कर्तव्यों पर चर्चा करें।

Or

Explain the functions of a secretary as an office executive
कार्यालय सचिव अधिकारी के रूप में सचिव के कार्यों की रूपरेखा बताइये।

Or

State contractual liabilities of a company secretary?
कम्पनी सचिव के सविधिक दायित्व बताइये?

8. Write the basic principles of correspondence.
पत्राचार के मूलभूत सिद्धान्त लिखे।

Or

What are essentials of business letters?
व्यावसायिक पत्रों के मुख्य तत्व क्या हैं

Or

What is précis?
संक्षेपण क्या है।

9. Write a short note on publicity and public relations
प्रचार एवं जन सम्पर्क पर एक संक्षिप्त नोट लिखे।

Or

A good letter is one which is clear and brief comment.
“अच्छा पत्र वह होता है जो संक्षिप्त व सुस्पष्ट है। टिप्पणी लिखो।

Or

Explain the procedure of report writing
रिपोर्ट लेखन की विधि बताइये।

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2018-2019

Bachelor of Commerce (B.Com)

विषय	: वाणिज्य	विषय कोड	: बी.काम
Subject	: Commerce	Subject Code	: B.Com
कोर्स शीर्षक	: विक्रय प्रबन्ध	कोर्स कोड	: बी.काम एस-04
Subject Title	: Insurance	Course Code	: B.Com S -04

अधिकतम अंक : 30

Maximum Marks: 30

Note: Long Answer Questions. Answer should be given in 800 to 1000 words each. Answer all questions. All questions are compulsory.

Section- A

खण्ड-अ

अधिकतम अंक : 18

Maximum Marks: 18

1. Define insurance. Describe the functions and advantages of Insurance.
बीमा को परिभाषित करे। बीमा के प्रकार्य एवं लाभों का वर्णन करे।
Or
Examine the various types of hazards in fire insurance?
अग्नि बीमा में उत्पन्न होने वाले संकटों की विवेचना कीजिये?
Or
Explain briefly the function and importance of organisations of insurance?
बीमा के मुख्य संगठनों की कार्य प्रणाली को संक्षेप में समझाइये?
2. Why re-insurance is essential? Differentiate between double insurance and re-insurance.
पुनर्बीमा क्यों आवश्यक है? पुनर्बीमा एवं दोहरा बीमा में अन्तर स्पष्ट करे।
Or
Throw light on the organization of life insurance corporation India?
जीवन बीमा निगम के संगठन पर प्रकाश डालिये?
Or
What is annuity? What is the difference between annuity and life insurance.
वार्षिकी क्या है वार्षिकी और जीवन बीमा में क्या अन्तर है।
3. What do you understand by life insurance? Explain the difference between life insurance and other types of insurance.

जीवन बीमा से आप क्या समझते हैं? जीवन बीमा एवं अन्य बीमा के प्रकारों के अन्तर करें।

Or

What is mortality table? How is it prepared.

मृत्युसंरक्षक तालिका क्या है? यह किस प्रकार बनायी जाती है।

Or

What is net premium? What factors are considered in converting the net premium into gross premium?

शुद्ध प्रीमियम क्या है? शुद्ध प्रीमियम को सकल प्रीमियम में बदलने के लिये किन घटकों को ध्यान में रखा जाता है?

Section- B

खण्ड-ब

अधिकतम अंक : 12

Maximum Marks: 12

Note: Short Answer Questions. Answer should be given in 200 to 300 words each. Answer all questions. All questions are compulsory.

4. Write the main elements of valid contracts.

एक वैद्य संविदा के प्रमुख तत्वों को लिखे।

Or

What do you meanly loading?

बोझन से क्या आशय है?

Or

What is investment and bonus?

विनियोग एवं बोनस क्या होता है?

5. What do you understand by marine insurance?

समुद्री बीमा से आप क्या समझते हैं?

Or

List different types of life insurance policy?

विभिन्न प्रकार के जीवन बीमा पत्रों को सूचिबद्ध करें?

Or

List functions of life insurance corporation?

जीवन बीमा निगम के कर््यों को सूचिबद्ध करें?

6. Describe the hazards of fire insurance.

अग्नि बीमा के जोखिमों का वर्णन करे।

Or

What is Non-medical life insurance?

बीमा डाक्टरी जाँच का जीवन बीमा क्या है?

Or

Describe conditions of marine insurance policy?

समुद्री बीमा पत्र की शर्तें बताइयें?

7. Explain the kinds of miscellaneous insurance.

विविध बीमा के प्रकारों को बताइये।

Or

What are the objectives of insurance?

बीमा के उद्देश्य क्या हैं?

Or

List conditions of fire insurance policy?

अग्नि बीमा पत्र की शर्तें को सूचिबद्ध करें?

8. Write a short note of Life Insurance Corporation of India.

भारतीय जीवन बीमा निगम पर एक संक्षिप्त टिप्पणी लिखे।

Or

What is risk?

जोखिम क्या होता है?

Or

Point out kinds of motor insurance policy?

मोटर बीमा-पत्र के प्रकार बताइये?

9. What is the difference between general contract and insurance contract?

सामान्य संविदा एवं बीमा संविदा में क्या अन्तर है।

Or

What is the meaning of fire in fire insurance?

अग्नि बीमा में अग्नि से क्या आश है?

Or

What are tariff companies?

टैरिफ कम्पनियाँ क्या होती हैं