



# ARKA JAIN University, Jharkhand

1<sup>st</sup> Semester Final Examination – 2017-18

Subject : Business Communication-I

Course: BCA/BSCIT/BA  
BCOM /BBA

Subject Code : 1002

Full Marks : 70

Time : 3 Hours

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

## PART A

Q.1) All questions are compulsory

(10x1=10)

I) Choose the correct option:

- Grapevine communication flows in which direction?
  - Upward
  - Downward
  - Horizontal
  - Any direction
- Feedback is given by \_\_\_\_\_
  - Sender
  - Receiver
  - Encoder
  - None of the above
- Barrier in communication that arise due to multiple meanings of one word is called
  - Technical barrier
  - Semantic barrier
  - Psychological barrier
  - Physical barrier
- Which of these is not a part of Non-verbal communication?
  - Letter
  - Gesture
  - Eye contact
  - Handshake
- Distortion is a type of \_\_\_\_\_
  - Motivation
  - Barrier

- c. Process
- d. None of these
- vi. Leave application is an example of
  - a. Horizontal communication
  - b. Downward communication
  - c. Upward communication
  - d. Informal communication
- vii. Show cause notice is an example of
  - a. Horizontal communication
  - b. Downward communication
  - c. Upward communication
  - d. Informal communication
- viii. A person who continuously scolds others is considered to be in
  - a. Adaptive child ego state
  - b. Critical parent ego state
  - c. Adult ego state
  - d. Little professor ego state
- ix. A person who is always very submissive in nature and complies with every imposition is considered to be in
  - a. Adaptive child ego state
  - b. Critical parent ego state
  - c. Natural child ego state
  - d. Little professor ego state
- x. The questions which can be answered in one word are called \_\_\_\_\_
  - a. Open ended question
  - b. Closed ended question

II) Write short notes on the following:

(5x2=10)

- i. Psychological barrier
- ii. Body language
- iii. Emotional appeal in public speech
- iv. Good Listener
- v. Receiver

**PART B**

1<sup>st</sup> Semester Final Examination - 2017-18

**Q.2) .Answer any Four**

**(4x5=20)**

- i. Explain the characteristics of Adult ego state.
- ii. Explain how difference in hierarchy may lead to barrier in communication.
- iii. Differentiate between Formal and Informal communication
- iv. Differentiate between Oral and Written communication
- v. What are the advantages of Grapevine communication?
- vi. What are the drawbacks of Diagonal communication?

**PART C**

**.Answer any Three**

**(3x10=30)**

- Q.3) How can we overcome barriers in communication?
- Q.4) Explain all the ego states of Transaction analysis.
- Q.5) What are the principles of effective communication?
- Q.6) Explain the process of communication with the help of a diagram.
- Q.7) How would you prepare for an effective public speech?
- Q.8) Explain the SOFTEN approach(non-verbal communication) in your own words.

ii. Feedback is given by

- a. Sender
- b. Receiver
- c. Encoder
- d. None of the above

iii. Barrier to communication that arises due to multiple meanings of message is called

- a. Technical barrier
- b. Semantic barrier
- c. Psychological barrier
- d. Physical barrier

iv. Which of these is not a part of Non-verbal communication?

- a. Letter
- b. Gesture
- c. Eye contact
- d. Handshake

v. Discretion is a

- a. Motivation
- b. Barrier



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## PART A

**Q.1) All questions are compulsory**

**(10x1=10)**

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- Grapevine communication flows in which direction?
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  - Downward
  - Horizontal
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  - Receiver
  - Encoder
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  - Psychological barrier
  - Physical barrier
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  - Letter
  - Gesture
  - Eye contact
  - Handshake
- Distortion is a type of \_\_\_\_\_
  - Motivation
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- x. The questions which can be answered in one word are called \_\_\_\_\_
  - a. Open ended question
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II) Write short notes on the following:

(5x2=10)

- i. Psychological barrier
- ii. Body language
- iii. Emotional appeal in public speech
- iv. Good Listener
- v. Receiver

**PART B**

**Q.2) Answer any Four**

**(4x5=20)**

- i. Explain the characteristics of Adult ego state.
- ii. Explain how difference in hierarchy may lead to barrier in communication.
- iii. Differentiate between Formal and Informal communication
- iv. Differentiate between Oral and Written communication
- v. What are the advantages of Grapevine communication?
- vi. What are the drawbacks of Diagonal communication?

**PART C**

**.Answer any Three**

**(3x10=30)**

- Q.3) How can we overcome barriers in communication?
- Q.4) Explain all the ego states of Transaction analysis.
- Q.5) What are the principles of effective communication?
- Q.6) Explain the process of communication with the help of a diagram.
- Q.7) How would you prepare for an effective public speech?
- Q.8) Explain the SOFTEN approach(non-verbal communication) in your own words..



## ARKA JAIN University, Jharkhand

1<sup>st</sup> Semester Final Examination – 2017-18

Subject : Business Awareness ✓

Subject Code : 1003

Time : 3 Hours

Course: B.COM/BBA

Full Marks : 70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B, C & D**
- **Part- A & D** is compulsory.
- **Part - B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part - C** contains **SIX** questions out of which **THREE** questions are to be answered.

### PART A

Q.1) All questions are compulsory

I) Identify the following logos and name their companies: [3x1]

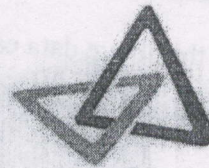
i.



ii.



iii.



II) From the following taglines identify the names of the respective brands/companies: [2x1]

- Zindagikesaathbhi, Zindagikebaadbhi
- Clear Hai!

III) Write short notes on the following: [5x2]

- Who is called an Entrepreneur?
- Give examples of four different types of Services.
- Name any four industries that are functioning in Jamshedpur.
- Name top 4 players in the Indian Telecommunication industry.
- Differentiate between Profit and Revenue. Illustrate with an example.

### PART B

Q.2) Answer any Four [4x5]

- Differentiate between Product and Service.
- Explain the two types of Market Shares with suitable examples.
- What was the problem in Positioning Tropicana in the market? What should they do to recover?
- If you were planning to compete with Patanjali in the FMCG sector how would you go about it?
- According to you, what are the qualities of an Entrepreneur?
- Explain the various works of development Tatas are doing in Jamshedpur.

**PART C**

[3x10]

Answer any Three

Q.3)

| Company   | Revenue       | Units sold |
|-----------|---------------|------------|
| Company A | 10,00,000 INR | 500        |
| Company B | 15,00,000 INR | 700        |
| Company C | 20,00,000 INR | 900        |
| Company D | 18,00,000 INR | 750        |

From the above data calculate the following:

- Market share of each company on the basis of Value
- Market share of each company on the basis of Volume

Q.4)

| Company   | Units sold | Price per unit | Cost per unit |
|-----------|------------|----------------|---------------|
| Company A | 1000       | 10             | 7             |
| Company B | 900        | 12             | 6             |
| Company C | 1200       | 8              | 5             |
| Company D | 800        | 15             | 8             |

From the above data calculate the following:

- Revenue of each company
- Profit of each company

Q.5) Discuss the life of Mr. Ratan Tata as an entrepreneur.

Q.6) Discuss on the business activities of Linde India Limited.

Q.7) Explain why Trivago chose to go against celebrity endorsement and used one of their own employees for their ads.

Q.8) What mistakes did Complian do and how can they recover?

**PART D**

[1x5]

Q.9) Read the following case and answer this question :-

What strategies did Xiaomi undertake to grab a huge market share in the Indian market and beat other smart phone manufacturers?

**How China's handset maker Xiaomi came first in India ?**

A maverick, defines Merriam-Webster, is an individual who does not go along with a group or party. Of the over 4,70,000 words in the American dictionary, that is the one Manu Jain, the India head of Xiaomi, world's fifth largest smartphone maker, chooses to define himself. "I am a maverick. I challenge status quo," says the 36-year old, underlining the risk-taking streak in his nonconformist personality. "I have done exactly the opposite of what other mobile brands in India have been doing," he claims...

Sample this: At a time when rivals were deeply entrenched in brick-and-mortar stores across the country, Jain shunned it. Xiaomi India, launched in July 2014, took the online route to sell products. "People labelled us crazy.



## Xiaomi's Pole Vault

**Started**  
India  
operations  
in **July**  
**2014**

Had a  
meagre **3%**  
**market**  
**share** in  
2015

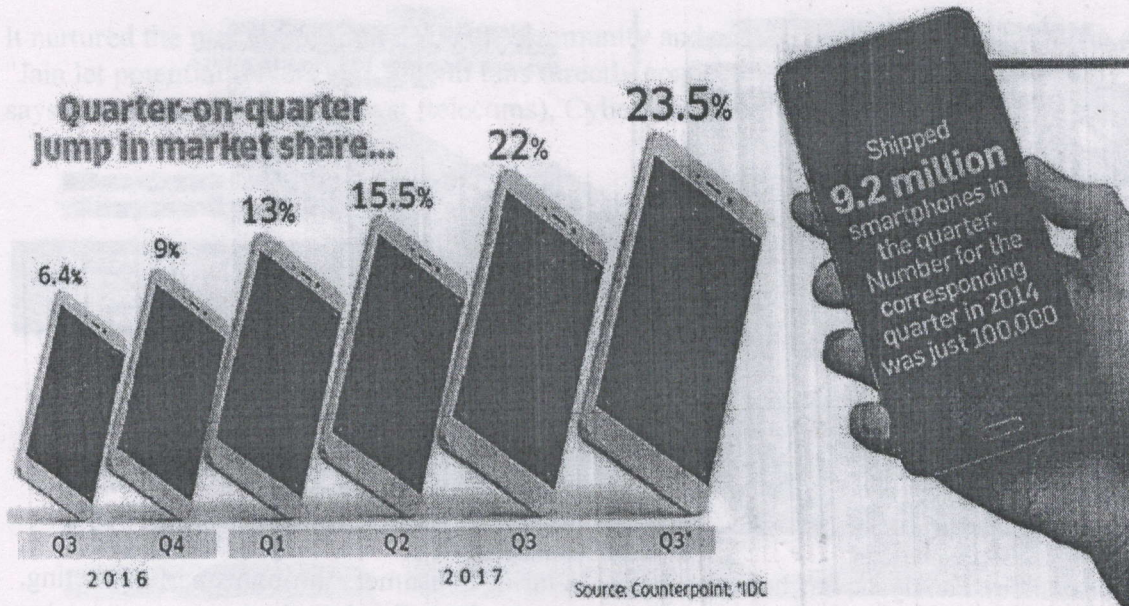
Leapfrogs from 6.4% in  
third quarter of last year  
to **23.5% in Q3 of 2017**,  
making it top of the charts  
along with Samsung

Clocked a  
revenue of  
**\$1 billion in**  
**2016**, claims  
to be profitable

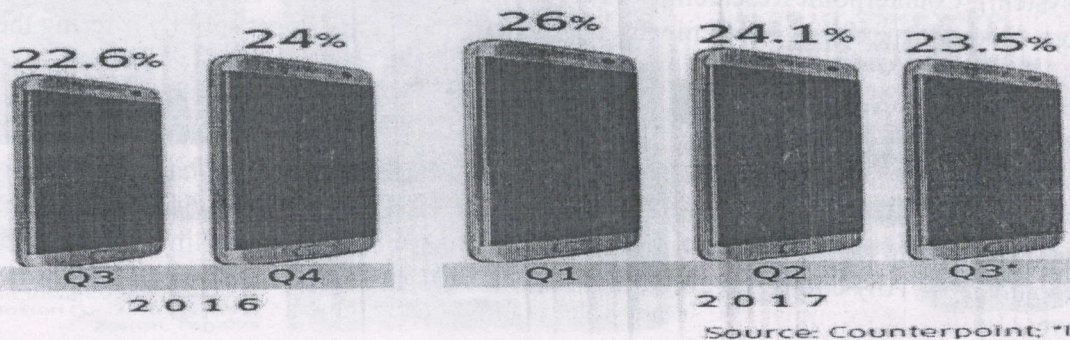
Now, India is  
its **biggest**  
**market**  
after  
**China**

We didn't care. We just wanted to experiment," recalls Jain. When competitors were splurging millions of dollars on advertising and in hiring Bollywood biggies to market their products, Jain bet on word-of-mouth. "We never had the Khans, but we had our blockbuster fans," he grins. While opponents aggressively pushed handsets to make money, Xiaomi took a different route. "We don't make money from hardware. Monetising software is the trick," says Jain, who is also the global vice-president of the company. ..

It's a string of such unusual moves that has propelled Xiaomi to the top of the heap in a little over three years of setting foot in India. From a meagre 3% market share in 2015, the Chinese brand — billed as the Apple of China — leapfrogged to 23.5% in the third quarter of this year to share the top slot with Samsung. From shipping just 1,00,000 units in Q3 of 2014, Xiaomi has surged to 9.2 million units in the same quarter this year.



## Samsung's stagnation means little competition for Xiaomi



## Mi First

Apart from numbers, what's staggering is the speed with which Xiaomi has climbed the smartphone ladder: no handset brand in India has topped the chart in three years. What's more, no player, Indian or foreign, has come so close to dislodging Samsung from the top slot.

Now, Xiaomi stands a realistic chance of going ahead of the South Korean biggie that has been stagnating in India over the last few quarters. "I never chased numbers but always bel ..

### What has Worked for 'Apple of China' in India...



Dominating **online channel to sell phones**; shunning the expensive, traditional marketing routes like TV helped cut cost

Building dedicated **Mi fan community to create a cult-like aura** around the brand

Offering high specs at affordable price; positioning its product as value for money rather than cheap

### ...and What Could be its Likely Challenges

**Increasing offline presence might stretch its resources**

It struggles in the mid-range (devices priced between ₹15,000 and ₹20,000) where Samsung, Oppo and Vivo are strong

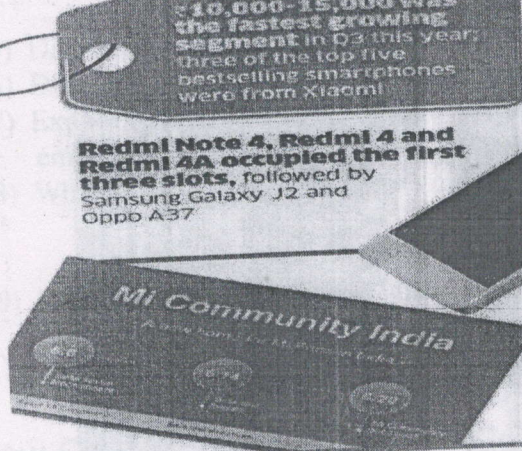
**Lacks a diverse portfolio across varied price points to target new users**

### Maintaining a laser-sharp focus on the affordable section

₹10,000-15,000 was the fastest growing segment in Q3 this year; three of the top five bestselling smartphones were from Xiaomi

**Redmi Note 4, Redmi 4 and Redmi 4A occupied the first three slots**, followed by Samsung Galaxy J2 and Oppo A37

Needs to expand its service centres; operating system strategy too needs a bit of clarity



### Mi & You

Mi Community, an official forum for **Xiaomi to interact with users**, has helped the brand. It shares latest news and updates. Started on June 20 last year. It not only **helps Xiaomi interact with users**, but also enables it to get **feedback to test its products**

Xiaomi, say mobile analysts, has been successful in luring consumers through smart marketing, aggressive devices and a strong focus on online channels. "No other brand comes remotely close to Xiaomi in online sales where it dominates," says Tarun Pathak, senior analyst (mobile devices and ecosystem), Counterpoint Research. Online buyers, he says, usually compare products at different levels before making a purchase. "Xiaomi was smart enough to hit the sweet spot by offering the best deals at cos ..

Aggressive pricing of smartphones, loaded with high-end features, has turned out to be one of the prime reasons Xiaomi is making it big in India. Take, for instance, its bestseller handset, Redmi Note 4. Powered by Qualcomm Snapdragon 625 processor and with 4 GB RAM, 64 GB of internal storage, a metal body and up to two days of battery life, Note 4 has been the top-selling smartphone brand for over 10 months now. Any comparable smartphone with 64 GB storage and 4GB RAM, say analysts, costs betwe ..

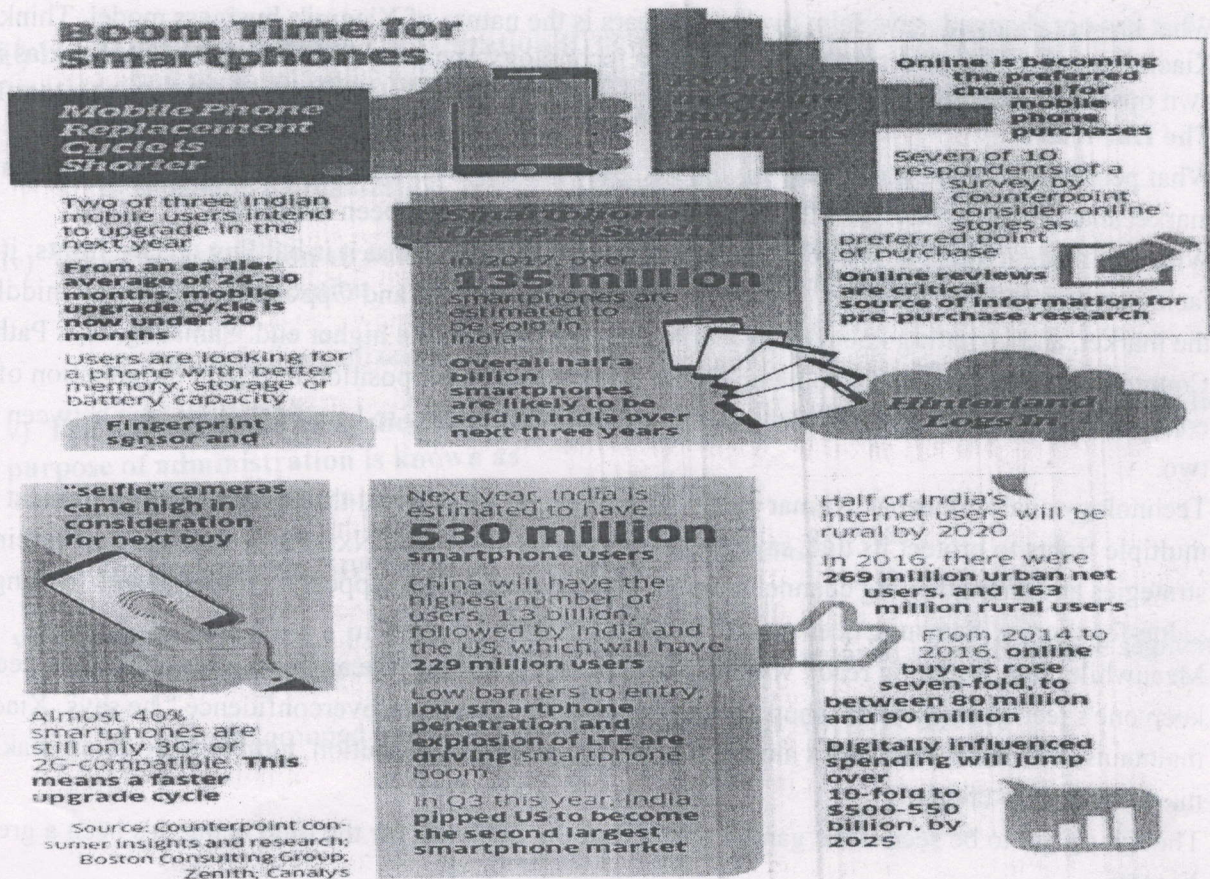
must have brought back memories of the maiden flash sale of Mi 3 in July 2014, the month Xiaomi arrived in India. That was when he got a whiff of what was in store for the brand. "It was July 22 and the sale was about to start on Flipkart at 2 pm," says Jain, who recalls every detail even three years on. He had decided to have only 10,000 units on sale. Reason: it was an obscure brand in India, and had not announced its entry with TV commercial, print advertisement or outdoor hoarding.

While rivals called the flash sale a cheap marketing gimmick, critics jumped the gun to predict its failure. Jain, understandably, was jittery. All he could bank on was the 10,000 fans on the company's Facebook page in India. "My only aim in life was to sell 10,000 units," he laughs. What happened at 2 pm startled Jain. Flipkart crashed. More than half a million people came online, and the server couldn't take the pressure. "If we crashed Flipkart, it means we have arrived in India," says a beam ..

What happened next week, at the second flash sale on Flipkart in July, only reinstated Jain's belief in the brand. Just two seconds after the sale started, 10,000 units disappeared. Jain thought the server had crashed again. This time Flipkart co-founder Sachin Bansal had good news: all the units were sold out. Jain was ecstatic. It was not a flash in the pan. "The flash sale was not a gimmick," he says.

The critics were taken aback and rivals started aping the model. "But it didn't work," he says, adding that selling only online in the first year of its operations in India was a huge risk and a massive leap of faith. "It paid off," says Jain. Xiaomi, says handset expert Faisal Kawoosa, didn't look at online as just a selling channel.

It nurtured the medium through Mi Fan community and active engagement with fans on social media. "Jain let potential buyers and Xiaomi fans directly connect with him. It played positively for the brand," says Kawoosa, principal analyst (telecoms), CyberMedia Research.



Less is More

Mi Community, an official forum for Xiaomi to interact with users, has over 2.9 million registered users since its launch in June last year. The platform not only facilitates bonding with users, it also helps Xiaomi incorporate the feedback from users in its products. Take dual-SIM smartphone Redmi Y1 with a micro SD card. "Over 90% of Mi fans wanted such a feature," says Jain, adding that users can access two WhatsApp accounts on all dual-SIM smartphones of the brand, the only company to offer such a feature. Jain says if Xiaomi had not managed to build a cult following in India, similar to what the brand did in parent country China, then it could not have reached where it is today.

While Xiaomi launched only two phones in its first year, it had three models in 2015. In 2017, the company has launched eight phones so far. "Each phone is a bestseller," claims Jain, adding that while others focused on having a wider portfolio, Xiaomi opted for a leaner and meaner look. "We never launched 40-50 phones like other brands. That really helped a lot," he concedes.

The company prefers less not only in the number of products but also in the size of its operations. For the first two months after joining Xiaomi, Jain neither had an office nor any team. Working from home and cafes made it daunting to convince potential business partners to come on board. Renting a six-seater room and transforming it into a tiny office in the third month didn't make things easier. While visitors, shocked to see Jain serve tea and coffee personally, feared Xiaomi .. was a Ponzi scheme, Jain figured out a way to handle the perennial question on the size of his team. "I am the head, the tail and the one-man army," he began to reply.

Cut to November 2017 and a lot has changed. Xiaomi has over 300 people on its rolls. The company has forayed into offline and is making inroads into the hinterland in what be its biggest opportunity and challenge.

What has not changed, says Jain, over three years is the nature of Xiaomi's business model. Think of Xiaomi as a three layered company. First, it's a technology company like Google or Facebook as it has its own operating system that is built over Android. Second, it's a ..

### **The Hat-tricks**

What perhaps made the going easy for the fledgling startup is an aging leader: Samsung. From having a market share in the heady 30s till a few years back, Samsung has been slipping.

What has made matters worse for the South Korean company is that it is battling on two fronts: it is facing onslaught from a battery of Chinese players such as Vivo and Oppo at the lower and middle end of the market, and is getting knocked by Apple and OnePlus . at the higher end. Samsung, says Pathak of Counterpoint Research, must come up with a different value proposition to regain the attention of consumers. Though it has an offline edge over Xiaomi, it's going to be a very close race between the two.

Technology analyst Deepak Kumar agrees that Samsung faces a real threat from Xiaomi. It must act on multiple fronts to protect its turf, says the founder analyst at B&M Nxt. From devising new pricing strategies and strengthening channel partners to a repositioning to appeal to young buyers looking for value-for-money, Samsung needs to get its act together.

Meanwhile, Jain is getting ready with his new act: not behaving like an arrogant leader. "One needs to keep one's feet on the ground, shun arrogance and stay away from overconfidence," he says. Xiaomi, Jain maintains, will always act like a nimble startup: aggressive in execution, nimble in decision-making, and maverick in risk-taking.

Though it's yet to be seen if the gambit pays off in the long run, for the time being, it's been a great show, Xiaomi.



# ARKA JAIN University, Jharkhand

1<sup>st</sup> Semester Final Examination – 2017-18

Subject : Business Organization  
Subject Code : 2003  
Time : 3 Hours

Course: B.COM  
Full Marks : 70  
Pass Marks: 28

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- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

## PART A

All questions are compulsory

Q1. I) Answer the following question:

(10x1=10)

i) The following is also known as Military organization

- (a) Line organization (c) Line and staff organization  
(b) Functional organization (d) None of the above

ii) In line organization, the business activities are divided into following three types

- (a) Accounts, Production, Sales (c) Production, Quality, Maintenance  
(b) Production, Quality, Sales (d) Production, Maintenance, Sales

iii) In which of the following organization structure, each specialist is supposed to give his functional advice to all other foremen and workers

- (a) Line organization (c) Line and staff organization  
(b) Functional organization (d) All of the above

iv) Which organization structure is generally followed by big steel plants?

- (a) Line organization (c) Line and staff organization  
(b) Functional organization (d) All of the above

v) The process of dividing the work and then grouping them into units and subunits for the purpose of administration is known as

- (a) Departmentation (c) Committee  
(b) Organisation structure (d) All of the above

vi) Departmentation is a process where

- (a) Tasks are grouped into jobs (c) Work groups are grouped into identifiable segments  
(b) Jobs are grouped into effective work groups (d) All of the above

vii) Departmentation leads to grouping of

- (a) Activities (c) Both 'A' and 'B'
- (b) Personnel (d) None of the above
- viii) **The department can be created**
- (a) By function (c) By process
- (b) By product (d) All of the above
- ix) **In hospitals, the following type of departmentation is common**
- (a) By function (c) By geographical region
- (b) By committee (d) All of the above
- x) **Responsibility always flows from**
- (a) Superior to subordinate (c) Both 'A' and 'B'
- (b) Subordinate to superior (d) None of the above

**II) Write all 5 questions:**

**(5x2=10)**

- What is group dynamics?
- What are the disadvantages of Cooperative Society?
- Write the difference between Line & staff Organization.
- Write the demerits of Function Based Organization.
- Define the advantages of Joint Hindu Family Firm.

**PART B**

**Q2. Answer any 4 questions.**

**(4x5=20)**

- Set an example of outsourcing.
- Elaborate the steps of Cognitive decision making?
- Write down the concept of franchising.
- Define the concept of functional strategy
- What are the difference between Joint Hindu Family Firm and sole Proprietorship?
- What is the basic consideration in setting a Business enterprise?

**PART C**

(3x10=30)

Answer any 3 questions.

Q3. Define the concept of Herzberg-2 factor theory with example.

Q4. Write down the difference between Public & Private Company?

Q5. Write Principles of Management?

Q6. Define Maslow- hierarchy theorem with example.

Q7. What are the Business Activities? Explain with examples

Q8. Elaborate the difference between theory-X & theory-y.

Q1. All questions are compulsory

I. Choose the correct answer

(5x1)

- Which of the following is not a type of current asset?  
i) Inventory      ii) Bills Payable      iii) Trade Receivables      iv) Cash & bank equivalents
- Which concept says that the entire life of the firm has to be divided into various time intervals for the purpose of ascertaining the profit?  
i) Realisation      ii) Accrual      iii) Accounting period      iv) Going concern
- Out of the following terms, which term is not used in royalty accounting?  
i) Short workings      ii) Discount Note      iii) Prepayment      iv) Lease
- Which of the following is not a type of branch?  
i) Wholesale      ii) Foreign      iii) Indent branch      iv) Retail
- Which convention says that all anticipated losses should be recorded, but all anticipated or unrealized gains should be ignored?  
i) Full Disclosure      ii) Conservatism      iii) Timeliness      iv) Materiality

II. Fill in the blanks with the most appropriate word

(10x1)

- In royalty accounts, the antecipated short workings will be transferred to \_\_\_\_\_
- For inter-departmental transfer of goods, \_\_\_\_\_ department account is debited.
- Under \_\_\_\_\_ method of depreciation, the value of asset decreases linearly.
- In the books of landlord, excess of Miscellaneous Receipts over Royalty is called as \_\_\_\_\_
- According to the \_\_\_\_\_ concept, it is assumed that the business will continue to exist for a long period of time.
- Excess amount of Depreciation charged due to change of method of depreciation is called as \_\_\_\_\_



# ARKA JAIN University, Jharkhand

1<sup>st</sup> Semester Final Examination – 2017-18

Subject : Financial Accounting  
Subject Code : 3006  
Time : 3 Hours

Course: B.COM  
Full Marks : 70  
Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory. It contains **FIFTEEN** questions.
- **Part- B** contains **FOUR** questions out of which **TWO** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

## PART A

**Q1. All questions are compulsory**

**I. Choose the correct answer**

(5x1)

- a) Which of the following is not a type of current asset?  
i) Inventory      ii) Bills Payable      iii) Trade Receivables      iv) Cash & cash equivalents
- b) Which concept says that the entire life of the firm has to be divided into various time intervals for the purpose of correct ascertainment of profits?  
i) Realisation      ii) Accrual      iii) Accounting period      iv) Going concern
- c) Out of the following terms, which term is not used in royalty accounting?  
i) Short workings      ii) Minimum Rent      iii) Proprietor      iv) Lessee
- d) Which of the following is not a type of Branch?  
i) Wholesale      ii) Foreign      iii) Independent      iv) Retail
- e) Which convention says that all anticipated losses should be recorded, but all anticipated or unrealized gains should be ignored  
i) Full Disclosure      ii) Conservatism      iii) Timeliness      iv) Materiality

**II. Fill in the blanks with the most appropriate word**

(10x1)

- a) In royalty accounts, the unrecouped short workings will be transferred to \_\_\_\_\_.
- b) For Inter-departmental transfer of goods, \_\_\_\_\_ dept. account is debited.
- c) Under \_\_\_\_\_ method of depreciation, the value of asset decreases faster.
- d) In the books of landlord, excess of Minimum Rent over Royalty is called as \_\_\_\_\_.
- e) According to the \_\_\_\_\_ concept, it is assumed that the business will continue to exist for a long period of time.
- f) Excess amount of depreciation charged due to change of method in depreciation as per AS-6 is \_\_\_\_\_ to Asset account.
- g) The full form of GAAP is \_\_\_\_\_.



- h) Amount earned by landlord by way of royalty is shown under the heading \_\_\_\_\_ in the statement of profit and loss of a corporate entity.
- i) When goods are sent to branch from head office \_\_\_\_\_ account is debited.
- j) The standard accounting equation is Capital = \_\_\_\_\_ - \_\_\_\_\_

### PART - B

*Attempt any TWO questions from this section*

**Q 2.**

(2x5=10)

- a) What is the impact of strike and lockout on royalty accounting? Show with help of suitable numericals.
- b) What does retrospective change of method of depreciation mean? Explain by way of example.
- c) Explain how is branch accounting different from departmental accounting?
- d) From the following information, calculate the amount of annual depreciation chargeable for a machine:

|   |   |            |
|---|---|------------|
| • Acquisition cost of the machine                         | - | Rs. 80,000 |
| • Freight charges for bringing the machine to the factory | - | Rs. 3,500  |
| • Wages paid for installation of the machine              | - | Rs. 5,500  |
| • Estimated repairing charges per year                    | - | Rs. 900    |
| • Estimated Scrap Value                                   | - | Rs. 12,000 |
| • Estimated Useful life of the machine                    | - | 7 years    |

### PART- C – (45 marks)

*Attempt any THREE questions from this section*

(3X15=45)

- Q3.** On 1<sup>st</sup> April 2005, Super Coal Ltd. leased out a mine to Bihar Mining Ltd. on the following terms:

Rate of Royalty: Rs. 20 per ton of coal extracted

Minimum Rent: Rs. 3,00,000 annually.

Recoupment of short-workings: First three years of lease only

| Year ended                   | Output (in tones) |
|------------------------------|-------------------|
| 31 <sup>st</sup> March, 2006 | 9,000             |
| 31 <sup>st</sup> March, 2007 | 15,750            |
| 31 <sup>st</sup> March, 2008 | 19,500            |
| 31 <sup>st</sup> March, 2006 | 30,000            |

Prepare analytical table and the following ledger accounts in the books of Super Coal Ltd.:

- a) Royalties Receivable  
 b) Royalty Reserve  
 c) Bihar Mining Ltd.

**Q4.** A Kolkata trading firm has a branch at Patna to which goods are charged out at cost *plus* 25%. Branch keeps its own sales ledger and remits daily all cash received to the Head Office. All expenses are paid from the Head Office. The transactions for the branch for the year, 2007 are given below:

|   | (in Rs.) |
|---|----------|
| Stock on 1.1.2007 <i>at Invoice Price</i>   | 55,000   |
| Sundry Debtors 1.1.2007   | 550      |
| Petty Cash balance on 1.1.2007  | 450      |
| Cash Sales  | 13,250   |
| Goods sent to branch <i>at Invoice Price</i>  | 1,00,000 |
| Collection on Ledger Accounts   | 1,05,000 |
| Goods returned to Head Office <i>at Invoice Price</i>   | 1,500    |
| Bad Debts   | 1,500    |
| Allowance to Customers  | 1,250    |
| Return Inward   | 2,500    |
| Cheques sent to Branch:   |          |
| For Rent  | 2,500    |
| For Wages   | 1,500    |
| For Salary and Other Expenses   | 4,500    |
| Stock on 31.12.2007 <i>at Invoice Price</i>   | 60,000   |
| Sundry Debtors 31.12.2007   | 15,000   |
| Petty Cash on 31.12.2007<br>(including miscellaneous income of Rs. 50 not remitted within the year) | 500      |

Prepare the Branch Account and Branch Trading and Profit & Loss Account for the year 2007 in the Head Office books.

**Q5.** The following figures are extracted from the books of Super Stores:

|                                     | Deptt. A<br>(in Rs.) | Deptt. B<br>(in Rs.) |
|-------------------------------------|----------------------|----------------------|
| Purchases                           | 75,100               | 69,800               |
| Sales                               | 1,00,000             | 80,000               |
| Return Outward                      | 1,100                | 800                  |
| Stock on 1 <sup>st</sup> April 2015 | 15,200               | 10,800               |
| Salaries                            | 9,000                | 8,500                |

Other expenses: (in Rs.)

|                   |        |
|-------------------|--------|
| Carriage Inwards  | 2,860  |
| Discount received | 1,430  |
| General Salaries  | 11,600 |
| Rent & Rates      | 6,000  |
| Advertising       | 8,100  |
| Insurance         | 1,000  |
| General Expenses  | 5,400  |
| Discount allowed  | 1,800  |
| Audit Fees        | 500    |

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The following further information is provided:

- a) Transfer of goods from department A to department B were Rs. 5,000. This was unrecorded.
- b) General Salaries are to be allocated equally.
- c) The area occupied by A and B are in the ratio of 3:2
- d) Insurance premium is for a comprehensive policy, for which the allocation was inconvenient.
- e) Closing Stocks were Dept. A – Rs. 17,800                      Dept. B – Rs. 15,600

**Q6.** On 1<sup>st</sup> June, 2011, Reyon Ltd. purchased a plant for Rs. 2,50,000. On 1<sup>st</sup> September, 2012, further plant was purchased for Rs. 1,00,000 on which installation cost of Rs. 20,000 was incurred. On 1<sup>st</sup> December 2013 a part of the plant which was purchased on 1<sup>st</sup> June, 2011 for Rs. 1,25,000 was sold for Rs. 80,000. On 31<sup>st</sup> December 2013 a new plant was purchased for Rs. 1,50,000. The company charges depreciation @10% p.a. on Original Cost method. However, w.e.f. 1<sup>st</sup> April 2013, the company decided to change the method from the present method to Written down value method @ 15% p.a. Prepare Plant account for the financial years 2011 to 2014 after considering the impact of the above change in the books of the Company as per the requirements of AS-6, assuming that its books of accounts are closed on March 31<sup>st</sup> every year.

**Q7.** Discuss any three accounting concepts in detail.

**Q8.** Show the Journal entries in the books of landlord/lessor when:-

Minimum Rent is > than Royalty

Minimum Rent is < than Royalty

Minimum Rent is = to Royalty

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# ARKA JAIN University, Jharkhand

1st Semester Final Examination – 2017-18

Subject : Micro Economics ✓  
Subject Code : 4002  
Time : 3 Hours

Course: B.COM  
Full Marks : 70  
Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B, C & D**
- **Part-A** is compulsory. It contains **TEN** questions.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.
- **Part-D** is compulsory

## PART A

All questions are compulsory

(5x1=5)

**Q1. I) Answer the following question:**

i. One of the following is not included in the scope of Micro economics.

- a. Theory of demand.
- b. Theory of supply
- c. Wages
- d. Theory of economic growth.

ii. The sum total of utility derived from the consumption of all units of a commodity is

- a. Total utility
- b. Average utility
- c. Marginal utility
- d. None of the above

iii. One of the following is an exception to the law of demand.

- a. Giffen goods
- b. Composite goods
- c. Substitute goods
- d. Complimentary goods

iv. In case of rare goods the supply curve is

- a. Perfectly elastic
- b. perfectly inelastic
- c. Unit elastic
- d. None of the above

v. The leftward shift in supply takes place due to

- a. Fall in excise taxes
- b. Fall in input price
- c. New firms entering market
- d. Obsolete technology

**II. Answer the following in brief.**

**(5x2=10)**

- i. Explain and give two examples of fixed cost.
- ii. What is the shape of long run average cost?
- iii. State two assumptions of law of demand?
- iv. Draw perfectly inelastic supply curve.
- v. Give one difference between micro and macro economic

**PART B**

**Q2. Answer any four questions:**

**(4x5=20)**

- i. Explain the central problems of an economy.
- ii. Give percentage method of measuring elasticity of demand.
- iii. With proper diagrams show expansion and contraction of supply curve.
- iv. With proper diagram show the effect on marginal utility curve when
  - a. Total utility is maximum
  - b. Total utility falls.
- v. Give two differences between monopoly and perfect competition.
- vi. Show the behavior of total revenue, marginal revenue and average revenue under perfect competition.

**PART C**

**Answer any three questions**

**(3x10=30)**

- Q3. Explain the law of variable proportion. Also give reasons for the operation of three stages.
- Q4. Explain any 5 factors that determine the demand of any commodity.
- Q5. Explain with the help of diagrams the properties of Indifference curves.
- Q6. With proper diagram establish a relation between Total product and Marginal product.

Q7. Explain the shapes of the following in the short run

- a. Average total cost
- b. Average variable cost
- c. Average fixed cost
- d. Marginal cost
- e. Total fixed cost

Q8. Explain any four features each of monopoly and monopolistic market.

#### PART D

Q9. READ THE FOLLOWING CASE STUDY AND THEN ANSWER THE QUESTIONS THAT FOLLOW:

In 1997, over \$700 billion purchases were charged on credit cards, and this total is increasing at a rate of over 10 per cent a year. At first glance, the credit card market would seem to be a rather concentrated industry. Visa, MasterCard and American Express are the most familiar names, and over 60 per cent of all charges are made using one of these three cards. But on closer examination, the industry seems to exhibit most characteristics of perfect competition. Consider first the size and distribution of buyers and sellers. Although Visa, Mastercard and American Express are the choices of the majority of consumers, these cards do not originate from just three firms. In fact, there are over six thousand enterprises (primarily banks and credit unions) in the US that offer charge cards to over 90 million credit card holders. One person's Visa card may have been issued by his company's credit union in Los Angeles, while a next door neighbour may have acquired hers from a Miami Bank when she was living in Florida. Credit cards are a relatively homogenous product. Most Visa cards are similar in appearance, and they can all be used for the same purposes. When the charge is made, the merchant is unlikely to notice who it was that actually issued the card. Entry into and exit from the credit card market is easy as evidenced by the 6000 institutions that currently offer cards. Although a new firm might find it difficult to enter the market, a financially sound bank, even one of modest size, could obtain the right to offer a MasterCard or a Visa card from the present companies with little difficulty. If the bank wanted to leave the field, there would be a ready market to sell its accounts to other credit card suppliers. Thus, it would seem that the credit card industry meets most of the characteristics for a perfectly competitive market.

Questions:

- a) What are the characteristics of perfect competition that are exhibited by the credit card industry? (3)
- b) Do you think the same competitive state is applicable to the Indian scenario? (2)



# ARKA JAIN University, Jharkhand

1<sup>st</sup> Semester Final Examination – 2017-18

Subject : Hindi  
Subject Code : 4003  
Time : 3 Hours

Course: BCA/BSCIT/BCOM  
Full Marks : 70  
Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part - B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part - C** contains **SIX** questions out of which **THREE** questions are to be answered.

## PART A

Q.1) (i) निम्नलिखित प्रश्नों का उत्तर दें ( सभी प्रश्न अनिवार्य हैं )

[10x1]

- a) फ़ौज में भर्ती होकर जगत सिंह कहाँ गया ?  
क) अदन      ख) अरब      ग) रूस
- b) श्यामा का रक्षक कौन था ?  
क) धर्मदास      ख) खज़ाँचंद      ग) ग्रामीण
- c) "जिहाद" साहित्य की कौन सी विधा है ?  
क) कहानी      ख) नाटक      ग) निबंध
- d) 'मंत्र' शीर्षक कहानी के रचयिता है :-  
क) प्रसाद      ख) मोहनराकेश      ग) प्रेमचंद
- e) डॉक्टर चड्ढा को कितनी संताने है ?  
क) दो      ख) तीन      ग) चार
- f) बूढ़ा भगत डॉक्टर चड्ढा के यहाँ रात को कितने बजे पहुंचा था ?  
क) दो बजे      ख) तीन बजे      ग) चार बजे
- g) सादर समास है ?  
क) नभसमास      ख) अव्ययीभाव समास
- h) समास का अर्थ है ?  
क) संक्षेप      ख) संक्षेपण
- i) चिड़िया का बहुवचन होगा :-  
क) चिड़ियाँ      ख) चिड़ियों
- j) 'अधर्म' समास है ?  
क) नभसमास      ख) अव्ययीभाव समास

(ii) निम्नलिखित प्रश्नों का उत्तर दें ( सभी प्रश्न अनिवार्य हैं)

[5x2]

- a) लिंग की परिभाषा देते हुए उदाहरण सहित समझाए ?  
b) अर्थ स्पष्ट करें:-  
दुर्लभ मानुष जन्म है देह न बारम्बार,  
तरुवर ज्यों पत्ता झड़े, बहुरि न लागे **अर**  
c) "लावारिस का वारिस" बनकर ब्रिटिश राज्य झाँसी आया  
इन पंक्तियों का भाव स्पष्ट करें !  
d) आपत्ति शब्द का दो पर्यायवाची शब्द लिखें ?  
e) "झाँसी की रानी" के जीवन से हम क्या प्रेरणा ले सकते हैं?

PART B

Q2. किन्ही चार प्रश्नों का उत्तर दें

[5x4]

- a) निम्नलिखित शब्दों के विपरीतार्थक शब्द लिखिए ?  
क) जल ख) जाग्रत ग) झोपडी घ) महात्मा ड) मित्र  
b) निम्नलिखित शब्दों के दो-दो पर्यायवाची शब्द लिखें ?  
क) उन्नति ख) आश्चर्य  
c) अर्थ स्पष्ट करें :-  
रानी रोई रनिवासों मे बेगम गम से थी बेजार  
उनके गहने -कपडे बिकते थे कलकत्ते के बाजार  
सरे-आम नीलाम छपते थे अंग्रेजों के अखबार  
नागपुर के जेवर ले लो लखनऊ के लो नौलख हार  
d) निम्नलिखित शब्दावली का हिंदी में अनुवाद कीजिये :-  
क) RATE ख) CLERK ग) ADVICE घ) VICE ड) KEYBOARD  
e) निम्नलिखित शब्दावली का अंग्रेजी में अनुवाद कीजिये :-  
क) टंकक ख) प्रधानमंत्री ग) निर्गम घ) सभापति ड) दर  
f) दो दिनों के अवकाश के लिए प्रधानाचार्य के पास आवेदन पत्र लिखिए :-



PART C

किन्ही तीन प्रश्नों का उत्तर दें :

[10x3]

Q3. ) कप्तान साहब शीर्षक कहानी की कथा वस्तु प्रस्तुत कीजिये :-

अथवा

'मंत्र' शीर्षक कहानी का सारांश लिखें !

Q4) निबंध लिखे :-

महंगाई अथवा युद्ध और शांति

Q5) समास की परिभाषा दें ? समास के भेद को समझाएं ?

Q6) पठित कहानी के आधार पर डॉक्टर चड्डा का चरित्र -चित्रण कीजिये !

i) Choose the correct option:

i. Grapevine communication flows in which direction?

a. Upward

b. Downward

c. Horizontal

d. Any direction

ii. Feedback is given by \_\_\_\_\_

a. Sender

b. Receiver

c. Encoder

d. None of the above

iii. Barriers in communication that are due to multiple meanings of one word is called

a. Technical barrier

b. Semantic barrier

c. Psychological barrier

d. Physical barrier

iv. Which of these is not a part of Non-verbal communication?

a. Letter

b. Gesture

c. Eye contact

d. Handshake