

00815

11819

3 Hours / 80 Marks

Seat No.

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- Instructions :**
- (1) All Questions are *compulsory*.
 - (2) Illustrate your answers with neat sketches wherever necessary.

Marks

1. Solve any EIGHT of the following :

8 × 2 = 16

- (a) Define :
 - (i) Commerce
 - (ii) Enterport Trade
- (b) Write four salient features of Joint Stock Company.
- (c) Write four advantages of Mail Order Business.
- (d) Write two advantages of opening a drug store in rural area.
- (e) What is ordering cost and inventory carrying cost ?
- (f) Enlist objectives of Sales Promotion.
- (g) Define profession and employment.
- (h) Explain the term “Working Capital” and ‘Overdraft Facility’.
- (i) Define the term Accounting, enlist the main objectives of Accounting.
- (j) Define the term Book-keeping and Transaction.

- (k) Define the Trial Balance, enlist the various accounting errors, which do not affect a trial balance ?
- (l) Classify Budget according to time factor. Explain Master Budget.

2. Solve any FOUR of the following :

4 × 3 = 12

- (a) Explain the basis on which industry can be classified.
- (b) State salient features of sole proprietorship firm of business.
- (c) Explain various functional middlemen.
- (d) Give the main objectives of layout design of the drug store.
- (e) Write main objectives of Financial Planning. Explain types of finances required for business.
- (f) What is Accounting concept and convention ? Explain entity concept.

3. Solve any FOUR of the following :

4 × 3 = 12

- (a) Discuss the role played by transport, insurance and warehousing in trade.
- (b) Differentiate between general partnership and limited partnership.
- (c) Write various functions of wholesalers.
- (d) Enlist different documents required to open a retail drug store.
- (e) Explain maximum and minimum stock level.
- (f) Explain Personal Account, Real Account and Nominal Account.

4. Solve any FOUR of the following :**4 × 3 = 12**

- (a) Describe various functions of Management.
- (b) Give salient features of Joint Hindu Family Business.
- (c) Write advantages and disadvantages of Hire-Purchase trading houses.
- (d) Write importances and objectives of Purchasing.
- (e) Explain various techniques of sales promotion.
- (f) Write advantages and limitation of Financial Statement.

5. Solve any FOUR of the following :**4 × 3 = 12**

- (a) Give advantages of perpetual inventory control.
- (b) State qualities of good salesman.
- (c) Explain commercial bank and explain the loan facility of the bank.
- (d) What do you understand by Petty Cash Book.
- (e) Write difference between Profit and Loss Account and Balance Sheet.
- (f) Define Budget. What are main objectives of Budgetary Control ?

6. Solve any FOUR of the following :**4 × 4 = 16**

- (a) Write in brief about Input-Output ratio analysis.
- (b) What do you mean by Market Research ? Write its advantages.

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- (c) Explain :
 - (i) Preference Shares
 - (ii) Ordinary Shares
 - (iii) Debentures
 - (iv) Fixed capital
 - (d) Explain the steps in the selection of Pharmacist.
 - (e) What is Financial Analysis ? Discuss various methods of Financial Analysis.
 - (f) Write advantages and disadvantages of Budgetary Control.
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