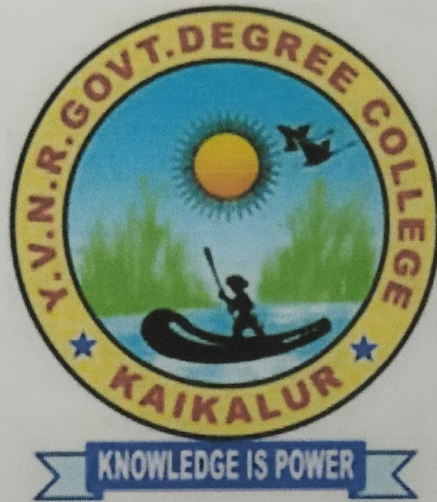


YVNR Govt. Degree College-Kaikalur
Eluru District- (AP)



Department of Commerce

QUESTION BANK

(2017 TO 2022)

5 marks Questions

UNIT-I : ① Define Industry. Explain its kinds.
② Explain the concept of Business Briefly.
③ What are the kindred terms of Commerce.

UNIT-II : ① What is the meaning of Entrepreneurship?
② What are characteristics of a Good entrepreneurship?
③ What are the functions of Entrepreneurship?

UNIT-III : ① What are characteristics of Sole Proprietorship?
② Define Partnership.
③ Explain the terms 'Mitakshara' & 'Dayabaga'.
④ Explain Partnership deed.

UNIT-IV : ① Define Joint Stock Company.
② Explain the term Holding & Subsidiary Company.

UNIT-V : ① What is memorandum of Association?
② What is Articles of Association?
③ What is Prospectus?

10 marks Questions

UNIT-I : ① What are the features of Business?
② Define Trade. Explain aids to Trade.
③ Explain the Relationship of Trade, Industry & Commerce.

UNIT-II : ① What are the functions of Business?
② What are the factors influencing the choice of suitable form of organisation?
③ What are the characteristics of a good Entrepreneur?
④ Explain the types of Entrepreneurs?

UNIT-III : ① What are the advantages & disadvantages of Sole Proprietorship?

(2) What are the advantages & disadvantages of Partnership?

(3) Explain the advantages and disadvantages of Hindu Undivided family?

(4) Explain the Kinds of Partners.

UNIT-IV : ① Define Joint Stock Company and Explain its Characteristics?

2) What are the advantages of Joint Stock Companies?

3) What are the differences between Private Ltd & Public Limit Company?

UNIT-V : ① What are the important documents to be prepared for incorporation of Company?

2) What are the clauses of Memorandum of Association?

(3) What are the differences between Memorandum of Association & Articles of Association.

5 marks Questions

UNIT-I : ① Define Business Economics
② Explain the term Micro Economics & Macro Economics.

UNIT-II : ① Define the term Demand.
② What is demand function.
③ What is demand curve.

UNIT-III : ① Define elasticity of demand.
② Explain the Arc Method of elasticity of demand.

UNIT-IV : ① What is Total Revenue?
② What is Marginal Revenue?

UNIT-V : ① Explain different Types of Costs?
② What is Break Even Point?

10 marks Question

UNIT-I : ① Explain the Scope of Business Economics.
② What are the differences between Micro and Macro Economics.

UNIT-II : ① Define demand and Explain Determinants of demand
② Explain the Law of demand and its Exceptions.

UNIT-III : ① Explain the Types of Elasticity of demand.
② What are the measurements of price elasticity of demand?

UNIT-IV : ①

②

UNIT-V : ① Explain different types of Costs?
② What is Break even Analysis? Explain its Uses and Limitations.

Business Organisation & Management
B.Com (Computer Applications) - I Semester - 2017-18 To 2021-22

5 Marks Questions

- UNIT-I: ① Define Industry. Explain its Kinds.
② Explain the Concept of Business.
③ What are the hindrances of Commerce.
- UNIT-II: ① What is public Sector Enterprises?
2) What is multinational Corporations?
3) Explain the terms "Mitakshara & Dayabaga".
- UNIT-III: ① What is Memorandum of Association?
② What is articles of Association?
③ What is Prospects?
- UNIT-IV: ① What is decision Making?
② What is Staffing?
③ Explain the Concept "Delegation of Authority".
- UNIT-V: ① What is marketing mix?
② Explain the Concept "Product Life Cycle".

10 Marks Questions

- UNIT-I: ① What are the Features of Business?
② Define Trade. Explain aids to Trade?
③ Explain the Relationship of Trade, Industry & Commerce
- UNIT-II: ① What are the advantages & disadvantages of Sole Proprietorship?
② Explain the Kinds of Partners.
③ What are the advantages & disadvantages of Joint Stock Companies?
- UNIT-III: ① Explain the important documents to be prepared for Incorporation of a Company.
2) Explain the clauses in the Memorandum of Association
3) What are the differences between Memorandum of Association & Articles of Association.

UNIT-IV : ① Define planning. Explain the advantages & disadvantages of planning

2) Explain the advantages & disadvantages of Line & Staff Organisation.

3) What are the advantages & disadvantages of delegation of Authority.

UNIT-V : ① Explain the functions of marketing?

② Explain different methods of Pricing policies.

5 marks Questions

UNIT-I: ① What are production costs?

- 2) What is the relationship between production & costs?
- 3) What are the types of costs?

UNIT-II: ① What is meant by market structure?

- 2) What are the main types of market structures?
- 3) What are the characteristics of Perfect Competition?
- 4) What are the defects in Monopoly?

UNIT-III: ① What is oligopoly?

- ② What is Kinked demand curve?
- ③ What is marginal productivity?
- ④ Explain Theory of distribution.

UNIT-IV: ① Define National Income.

- ② Explain the concept of GDP.
- ③ What is Socialism?

UNIT-V: ① Define Liberalization.

- ② Define Privatization.
- ③ Define Globalization.
- ④ What are the objectives of W.T.O?
- ⑤ Define Balance of Trade?
- ⑥ Define Balance of Payments?

10 Marks Questions

UNIT-I: ① Explain the Scale of Economics?

- 2) Explain the Law of variable Proportion?
- 3) Explain Cobb-Douglas Production function.

UNIT-II: ① Explain the price determination in Perfect Competition.

- 2) How was the price determined in monopoly?
- 3) What are the differences between perfect competition and monopoly?

UNIT-III: ① How was the price determined in monopolistic competition?

② Write the characteristics of oligopoly?

③ Explain price output determinations under oligopoly

UNIT-IV: ① Explain different concepts National Income.

2) What are methods of measuring National Income?

3) What is mixed economic system? Explain merits and demerits of mixed economy?

UNIT-V: ① Explain about LPG policy in India.

② Explain the objectives of W.T.O?

3) Explain the theories of trade cycles.

4) Explain the components of Balance of Payments?

5 marks Questions

- UNIT-I: ① Define Business Economics.
② Explain the Term Micro Economics & Macro Economics.

- UNIT-II: ① Explain the Term demand.
2) What is demand function?
③ What is demand curve?
④ Define elasticity of demand.
5) Explain the Arc method of elasticity of demand.

- UNIT-III: ① What is the relationship between Cost & Revenue.
2) What is marginal Revenue?
3) What are the classification of costs.

- UNIT-IV: ① What is oligopoly?
② What is Kinked demand curve?
3) Explain the market structure
4) What is equilibrium price?

- UNIT-V: ① Define National Income?
② Explain the concept of GDP.
③ What is socialism?
④ What is C P G ?
⑤ Define Trade cycles?
⑥ What is Balance of payments?

10 marks Questions

UNIT-I: ① Explain the Scope of Business Economics.
② What are the differences between micro Economics and Macro Economics.

UNIT-II: ① Define demand and explain determinants of demand?
② Explain the Law of demand?
③ Explain the Types of Elasticity of demand?

UNIT-III: ① Explain the Scale of Economics?
② Explain Cobb-Douglas Production Function
③ What the techniques used to Maximise the output.

UNIT-IV: ① What are the characteristics of Perfected Competition?
② How was the Price determined in monopoly?
③ What are the differences between Perfect Competition and Monopoly?

UNIT-V: ① Explain different concepts of National Income?
② What are the characteristics of Mixed Economic Systems?
③ Explain the theories of Trade cycles?
④ Explain the Components of Balance of Payments?

Financial Accounting-II / Accounting-II

B.Com (General & C.A) - Semester-II - 2017-18 To 2021-22

5 Marks Questions

UNIT-I: ① Define depreciation.

② What are the causes of Depreciation?

③ How do you calculate Rate of depreciation in Straight line method?

UNIT-II: ① Define Reserve.

② Define Provision?

③ What is Secret Reserve?

UNIT-III: ① Define Bill?

② Who are the parties in the Bill?

③ Explain the Concept "Renewal of Bill"?

UNIT-IV: ① Define Consignment?

② How do you calculate Closing Stock in Consignment?

③ What is Proforma Invoice?

④ What is Account Sales?

UNIT-V: ① Define Joint Venture?

② Explain the features of Joint venture.

10 Marks Questions

UNIT-I: ① Explain the methods of depreciation briefly.

② What are the differences between Straight line method & diminishing Balance method?

UNIT-II: ① What are the differences between Provision & Reserve.

2) Define Secret Reserve? What are the advantages & disadvantages of Secret Reserve?

UNIT-III: ① Define Bill. Explain the features of a Bill?

② Explain honour of a Bill and Dishonour of a Bill.

UNIT-IV: ① Define Commission. Explain the kinds of Commission?

② What are the differences between Normal loss and abnormal loss?

UNIT-V: ① What are the differences between Joint venture & Consignment?

② Explain the methods of keeping records briefly in Joint Venture.

5 marks Questions

- UNIT-I: ① Define Business Environment?
② What are the micro dimensions of Business Environment?
③ What are the Macro dimensions of Business Environment?

- UNIT-II: ① Economic Environment.
② Explain Economic Growth.
③ Define Balance Regional development.

- UNIT-III: ① What is NITI Aayog?
② What is National development council.
③ Explain planning Commission

- UNIT-IV: ① What is dis Investment?
② What is fiscal policy?
③ What are the features of New Economic Policy?

- UNIT-V: ① Explain the Concept Social Environment?
② Explain the Concept Political Environment?
③ Explain the Concept Legal Environment?

10 marks Questions

- UNIT-I: ① Define Business Environment. Explain its salient features.
② What are the different Types of Business Environment?
③ Define Micro Environment. Explain the constituents of Micro Environment?
④ Define Macro Environment. Explain the constituents of Macro Environment?

- UNIT-II: ① What are the factors influencing Economic Growth?
② What are the factors influencing Economic development?
③ What are the factors influencing 'Balanced Regional Development'?

- UNIT-III : ① Explain the Rostow's stages of Economic development.
② What are the main objects of Planning in India?
③ Explain the features of India's five year plans?

- UNIT-IV : ① Describe the impact of Economic Reform in India.
② What is the impact of Economic Reforms on the Indian Economy?
③ Discuss the features of New Economic Policy?
④ What is Fiscal Policy? What are its objectives and limitations.
⑤ What is the role of RBI in Indian Economy?

- UNIT-V : ① Explain briefly the concept of Social Justice and explain its principles and challenges.
② What are the different Schemes of Social Justice?
③ Explain the various causes of Social Justice.
④ Describe about Legal Changes.

YVNR Govt Degree College Kailashpur - Krishna Dt
Corporate Accounting
B.com (Gen & CA) - III Semester - 2017-18 To 2021-22
5 marks Questions

- UNIT-I: ① What is Capital Reserve?
② Explain the Process of Book Building?
③ What are conditions imposed by SEBI to issue bonus shares?

- UNIT-II: ① Explain the types of debentures?
② What are the differences between shares & debentures.

- UNIT-III: ① Explain the features of Goodwill.
② Distinguish between intrinsic value and market value of share.
③ What is Goodwill? When it will be valued

- UNIT-IV: ① What do you mean by Contingent Liabilities?
② What are the sources of declaring dividends?
③ What are the differences between Interim dividend and Final dividend?

- UNIT-V: ① What is Book Building?
② What are the advantages of Book Building?

10 marks Questions

- UNIT-I: ① What is bonus share? In what circumstances bonus shares are issued?
② What are the reserves which are not available for the issue of bonus shares.
③ What are the advantages and disadvantages of buy-back of shares?

- UNIT-II ① Explain the various methods of Redemption of debentures?
② What do you mean by redemption of debentures? Explain the procedure of Redemption
③ What is Employee Stock Option Plan and explain its objectives?

- UNIT-III
- ① What is Goodwill? What are the factors influencing Goodwill?
 - (2) Explain various methods of valuation of Goodwill?
 - (3) Explain various methods of valuation of shares,
 - (4) What are the factors that influence the valuation of share.

- UNIT-IV :
- ① Give a Specimen form of Profit and loss A/c according to the Companies act, 2013:
 - 2) Give a specimen form of Balance Sheet according to Companies act, 2013

- UNIT-V :
- ① Explain the important Provisions relating to Issue of Shares in Companies Act, 2013
 - ② Explain the Provisions relating to Issue of debentures in Companies Act, 2013.

Business Statistics

B.Com (Gen & CA) - III Semester - 2017-18 To 2021-22

5 marks Questions

UNIT-I: ① What are the limitations of statistics?

② What is Tabulation?

③ What is Frequency distribution?

UNIT-II: ① What are the types of averages?

② What are the advantages of Arithmetic mean?

③ What are the advantages of median?

UNIT-III: ① What are the advantages of mean deviation?

② What are the advantages of standard deviation?

③ Explain the coefficient of variation?

④ What is skewness?

UNIT-IV: ① What is Correlation?

② What is Probable Error?

③ What is Regression?

UNIT-V: ① What are the limitations of Index numbers?

② Explain the methods of Construct Index Numbers?

③ Explain Fisher's Ideal Index Number?

10 Marks Questions

UNIT-I: ① Define Statistics. Explain the objectives of Statistics?

② Explain the methods of collecting data.

③ What are the objectives of Tabulation?

④ What are the utilities and limitations of diagrams?

UNIT-II: ① What are the characteristics of measures of Central Tendency?

② What are the qualities of a Good Average?

③ Explain the advantages, disadvantages of Geometric mean & Harmonic mean?

UNIT-III: ① What are the differences between Measures of Central Tendency and measures of Dispersion?
② Explain the methods of calculation dispersion?

UNIT-IV: ① Define Correlation. explain its merits and demerits
2) Explain the methods of Correlation.
3) Explain the methods of measuring Correlation.
4) What are the differences between Correlation and Regression.

UNIT-V: ① Define Index Numbers and Explain the Feature of Index Numbers.
2) Explain the advantages and disadvantages of Index Numbers.
3) What are the methods of constructing Index numbers.
4) What are the Objectives and Uses of Time Series analysis?

YVNR Govt Degree College, Kaitukur - Krishna Dt
Banking Theory and Practice
II B.Com (Gen) - III Semester - 2017-18 To 2021-22
5 marks Questions

UNIT-I: ① Define Bank.

- ② What is the Importance of Banking
- ③ explain retail Banking
- ④ What is meant by Central Bank?
- ⑤ What is meant by co-operative Bank?

UNIT-II: ① What is Branch Banking?

- ② What is Unit Banking?
- ③ What is virtual Banking?
- ④ explain the Concept of anywhere Banking?
- ⑤ What is online Banking
- ⑥ What is offshore Banking
- ⑦ What is E-Banking.

UNIT-III: ① What are the defects of Co-operative Banks?

- ② What are the differences between Commercial Banks and co-operative Banks?
- ③ Describe the Origin of Regional Rural Banks.
- ④ explain the history of SIDBI
- ⑤ explain the formation of NABARD.

UNIT-IV: ① Define a Banker?

- ② Define a Customer?
- ③ explain the obligations of a Banker?
- ④ explain KYC Norms.
- ⑤ explain the Bank's position while opening an ~~any~~ account on the Name of minor?

UNIT-V: ① What are the rights of a Collection Banker?

- ② What do you know about Negotiable Instrument?
- ③ What is Payment Gateway?
- ④ What is "Instamojo"?

10 marks Questions

- UNIT-I: ① What are the functions of Commercial Banks?
② Explain different Kinds of Banks?
③ What is the role of Commercial Banks in the Process of Economic development?
④ What are the differences between Central Bank and Commercial Banks?

- UNIT-II: ① Explain the advantages & disadvantages of Unit Banking
② Explain the advantages & disadvantages of Branch Banking?
③ What is the role of Investment Bankers in the development of economy?
④ What are the innovations take place in the banking system.

- UNIT-III: ① Discuss the role of Co-operative Banks in providing Rural credit in India
② What are the weaknesses of Co-operative Banking in India.
③ What are the functions of Regional Rural Banks in India?
④ Explain the problems faced by Rural Banks in India.

- UNIT-IV: ① Explain the Relationship between Banker and Customer?
② Explain the customer's duties and Rights.
③ Explain the Banker's position while opening an account in the name of
(A) minor (B) Lunatic (C) Partnership firm.

- UNIT-V: ① Explain the Statutory Protection of collecting Banker,
② Explain the different Negotiable Instruments in India.
③ Explain the duties and responsibilities of a Paying Banker.
④ Explain the lending operations of a Bank?

Y. V. N. R. GOVT. DEGREE & P.G. COLLEGE - KAIKALURU

Subject: RETAILING (Skill Development Course)

Semester: III

IMPORTANT QUESTIONS

SHORT ANSWER QUESTIONS 5 MARKS

UNIT-I: (1) Functions of Retailing (2) Features of Retailing
(3) Types of Retailing (4) Retail Supply chain
(5) Factors Influencing Retailing

UNIT-II: (1) Store Location (2) Types of Location (3) Merchandise planning
(4) Types of Retail outlets (5) Retail Store Operations.

UNIT-III: (1) Channels of Communication (2) Payroll (3) Consumer/Customer
Segment
(4) Sales Incentives (5) Visual Merchandising.

LONG ANSWER QUESTIONS 10 MARKS

UNIT-I: (1) What is Retailing? Explain
(2) Explain the Classification of Retailing
(3) Factors Influencing the Growth of Retailing in India.

UNIT-II: (1) Explain the Location Types.
(2) How do you measure the Success of Retailing?
(3) Explain the Elements of Retail Store Design.

UNIT-III: (1) Different Types of Jobs Available in Retailing. Explain.
(2) Explain the Job Profile of HR in Retailing
(3) What are the Advantages and Dis-advantages of
Visual Merchandising.

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II B.Com (General) IV Semester - 2021-22 TO
5 marks Questions

UNIT-I: ① What is aggregate Turnover?

② What are the major features of GST Act?

3) What is CGST?

4) What is SGST?

5) What is IGST?

6) What is UTGST?

UNIT-II: ① What is Single GST?

② What is dual GST?

(3) Explain "Taxation of Services?"

(4) Explain the Present GST Rates?

UNIT-III: ① What is Tax Invoice?

2) Explain Bill of Supply?

3) Explain the Transactions do not cover under GST.

4) What is Composition Scheme?

UNIT-IV: ① What is Input Tax Credit?

(2) Explain value of Supply?

(3) What is distribution of Credit?

(4) Who is eligible for availing Input Tax Credit?

(5) Explain how Input Tax can be Utilized?

UNIT-V: ① What is GSTR-1?

② What is GSTR-2?

(3) What is GSTR-2A?

(4) What is GSTR-3?

(5) What is GSTR-3B?

(PTO)

10 Marks Questions

UNIT-I ① Explain various definitions under G.S.T Act?

2) Give an overview of G.S.T?

3) Explain taxes subsumed under G.S.T?

4) Explain the major component of G.S.T.

5) What are the advantages & disadvantages of G.S.T?

6) What is G.S.T Council? Explain its functions.

UNIT-II

① Explain various principles of GST.

2) Discuss Vijay Kelkar Sha Committee Recommendation.

3) Explain the Comprehensive structure of GST in India?

4) Explain the taxes exempted from G.S.T.

5) Explain the taxes & duties outside the purview of GST.

UNIT-III

① What are the transactions covered under GST?

2) Explain Reverse charge Mechanism?

3) Explain Composite Supply?

4) Explain Mixed Supply?

UNIT-IV

① Write a brief note on how to determine Time of Supply of goods and services?

2) Discuss about matching of Input Tax credit

3) Explain availability of credit in Special circumstances?

4) Explain Cross utilisation of ITC between the Central GST and the State GST.

UNIT-V:

① Explain various returns filing monthly?

2) Explain the composition quarterly filing return.

3) Discuss the records to be maintained under GST.

5 marks Questions

UNIT-I: ① Define Agreement?
② Define Contract?
(3) What do you know about Indian Contract Act - 1872?

UNIT-II: ① Define offer and Acceptance.
② Explain the Kinds of offer.
(3) Explain "No Consideration - No Contract".

UNIT-III: ① Define Contingent Contract?
2) Who is called minor?
3) What is Allocation?
4) What is Revocation?

UNIT-IV: ① What are the essentials of Sales Contract?
2) What are the differences between Conditions and Warranties?
3) Explain the types of Goods?

UNIT-V: ① What is Left Key and Right Key?
2) What is Cyber Crime?
3) What is Digital Signatures?

10 marks Questions

UNIT-I: ① What are the essential elements of valid Contracts?
2) Explain the different Kinds of Contracts?
3) Write about Indian Contract Act 1872?

UNIT-II: ① What are the essential characteristics of a valid offer?
2) What are essentials of a valid acceptance?

3) Define Consideration? What are the essentials of a Valid Consideration?

4) "A Stranger to a Contract Cannot Sue". Are there any exceptions to this Rule?

UNIT-III: ① Discuss the Law relating to Contracts by a Minor in India?

② What is Contingent Contracts? State the Rules Regarding the Enforcement of Contingent Contracts?

③ Explain the methods of discharge of a Contract?

UNIT-IV: ① Write the differences between Sale and agreement to Sale?

② Define the term Goods and explain about different types of Goods.

③ What are the implied conditions and warranties in a Contract of Sale?

④ What are the rights of Unpaid Seller?

UNIT-V: ① What is cyber law. Explain the need for cyber law.

2) Write about Information Technology Act - 2008.

3) Explain the advantages of cyber law?

5 marks Questions

- UNIT-I :
- 1) Who is Assessee?
 - 2) What is Previous Year?
 - 3) What are the incomes that should be exempted from Tax?
 - 4) Define Agricultural Income.

- UNIT-II :
- 1) Explain the important allowances.
 - 2) What do you know about perquisites?
 - 3) What is standard deduction?
 - 4) Explain the eligible deduction under SOC

- UNIT-III :
- 1) What is Gross Annual Value?
 - 2) Explain the exemptions under section 24?
 - 3) What is unrealised Rent?

- UNIT-IV :
- 1) What is Capital Gain?
 - 2) What are the types of Capital Assets?
 - 3) What are Capital Gains exempted from Tax?

- UNIT-V :
- 1) What are methods used to calculate Income Tax?
 - 2) Explain about the Submission of I T Return?
 - 3) What is Permanent Account Number.

10 marks Questions

- UNIT-I :
- 1) How do you determine the Residential Status of an Individual?
 - 2) How do you calculate tax liability of different Assesses.
 - 3) What are the incomes exempted from Tax?

- UNIT-II :
- 1) What are the essential Features of Salary?
 - 2) Explain different kinds of Perquisites?

3) How do you calculate fair Rental value?

4) What are the exemptions allowed from Salary Income under Section 24?

UNIT-III: ① How do you determine the Gross Annual value?

(2) What are the Characteristics of Income from house Property?

(3) Explain how the Income from house Property is Computed under the provisions of I.T. Act, 1961?

UNIT-IV: ① Explain the Term Capital Gain Under the Income Tax act? Distinguish between long Term and Short Term Capital Gains?

2) What are the Exemptions available under the head Capital gain?

3) What are the general incomes under the head Income from other Sources.

UNIT-V: ① Explain the deductions allowed to an Individual under the IT Act?

② Explain the Provisions of Income Tax, 1961 regarding Set off and Carry forward losses

Accounting for Service Organisation

II B.com (Gen & C.A) - IV Semester - 2017-18 To 2021-22

5 marks Questions

UNIT-I : ① Explain the types of Service organisations.

2) Explain Section 8 and other Provisions of Companies Act, 2013.

UNIT-II : ① What is double Accounting System?

② What is Revenue Account?

UNIT-III : ① What are Books and Registers to be maintained by Banks?

2) What do you know Banking Regulation Act, 1949?

3) What is Statutory Reserve?

4) What are the activities that should not follow by the Banks?

UNIT-IV : ⑤ What is General Ledger?

① Explain the Types of Insurance?

② Explain the different Kinds of Insurance Policies?

3) What do you know about IRDA?

④ What are the Objectives of LIC Act-1956?

⑤ Explain the Concept of "Consideration for Annuity granted"

⑥ What is Surrender value?

(7) What is ~~Re~~ Re Insurance?

UNIT-V : ① What are the Basic Principles of Insurance?

2) What is Lloyd's Association?

3) What do you know General Insurance Act-1972?

10 marks Questions

UNIT-I : ① What are the features of Non trading Organisation?

(2) Differences Between trading and non trading Concerns?

(3) What are the characteristics of Receipts Payments Account?

④ What are the advantages and disadvantages of Section 8 Companies?

UNIT-II : ① What are the Special Characteristics of Double Accounting System?

2) What are the differences between Single account System and double Account System?

3) What are advantages & disadvantage of double accounting system?

UNIT-III: ① What is the Slip System of Posting?
(2) Show the format of P&L A/c According to form-B
(3) Explain the concept of 'Rebate on Bills discounted'.

UNIT-IV: ① Explain the powers and functions of IRDA.
(2) What are the objectives of Life Insurance Corporation Act - 1956.
(3) What is valuation Balance sheet?

UNIT-V: ① What are the Basic Principles of Insurance?
2) Explain the types of Policies in Fire Insurance?
3) Explain the clauses in marine Insurance?
4) What are the differences between Reinsurance and double Insurance.

Business Leadership

III B.Com - V Semester - 2017-18 To 2021-2022
(Gen B CA)

10 marks Questions

UNIT-I: Introduction

- ① Define Leadership? Explain the Importance of Leadership?
- ② Write about the Traits of effective Leadership?
- 3) Discuss about various Leadership Skills?
- 4) Explain various types of Leadership Styles?
- 5) Discuss about Leadership development?
- 6) Explain the qualities of a Good Leader?

UNIT-II: Decision Making and Leadership

- ① Define decision making. Explain the characteristics of decision making?
- ② Explain about Leadership for Sustainability?
- 3) Explain about Leadership Power.
- 4) Explain about Leadership Influence.
- 5) What is Leadership Impact?
- 6) Define Organisation? Explain the nature and characteristics of Organisation?
- ⑦ What is Organisational culture? State its characteristics?
- 8) Discuss the importance of group decision making?

- UNIT-III:
- ① Explain the Profile of Jemshedji Tata in Business?
 - 2) Discuss about Profile of Aditya Birla in Business?
 - 3) Explain the profile of Sarda Patel in Business
 - 4) Discuss the Profile of LN Mittal in Business.
 - 5) Explain the Profile of NR Narayana Murthy in Business.
 - 6) Discuss the Profile of Azim Premji in Business?
 - 7 explain the Profile of Dhirubhai Ambani in Business.

Entrepreneurship

II B Com (Gen & CA) - IV Semester - 2017-18 To 2021-22.

2 marks questions

UNIT-I: Entrepreneurship

- (1) Define Entrepreneurship.
- (2) Any 4 features of successful Entrepreneur.
- (3) What is Training?
- (4) Write about Women Entrepreneurship?
- (5) Define Rural Entrepreneurship.
- (6) Define a successful Entrepreneurship.

UNIT-II: Idea Generation and opportunity Assessment

- ① What are the sources of new Ideas?
- 2) Explain opportunity Recognition?
- 3) What is BCG Matrix?
- 4) Explain Garden model.
- 5) What is Brain Storming?

UNIT-III Project formulation and Appraisal

- ① What is Project Report?
- 2) What is Project appraisal?
- 3) What is PERT?
- 4) Write about critical path method?
- 5) What is Management Competence?

UNIT-IV: Institutional Supporting Small Business Enterprises

- ① Expand SIDO?
- ② What is DIC?
- ③ Define Industrial Estate?
- 4) What is KVIC?

UNIT-V: Government Policy & Taxation Benefits

- ① Explain Tax holiday.
- 2) What is Investment allowance?
- 3) Explain Rehabilitation allowance?
- 4) What is meant by Tax Exemption?

8 marks Questions

UNIT-I: Entrepreneurship.

- (1) What are the functions of Entrepreneurs?
- (2) Explain different types of Entrepreneurs.
- (3) What are the different methods of Training?
- (4) Write about Women Entrepreneurship. Explain its functions.
- (5) Explain Tourism Entrepreneurship.

UNIT-II: Idea Generation and Opportunity Assessment.

- (1) Write about Source of new Ideas.
- (2) What are the steps involved in tapping opportunities?
- (3) Briefly explain about various techniques of Idea Generation.
- (4) Why do ideas of entrepreneurs often fail?

UNIT-III: Project Formulation and Appraisal

- (1) What is Project Report? Explain its Significance.
- (2) Explain the Contents of Project Report?
- (3) Explain the Steps in Project Formulation?
- (4) Write about Technical Feasibility?

UNIT-IV: Institutional Supporting Small Business Enterprises

- (1) What is the need for Institutional support to Small Scale Industries?
- (2) Write NABARD? Explain its Significance.
- (3) Write about SIDBI and its functions.
- (4) Write about KVIC and State its functions.
- (5) Write about SSIDCI.

UNIT-V: Govt. Policy and Tax Benefits

- (1) Write about Government policy for Small Scale Enterprises.
- (2) What are the Tax Benefits for Small Enterprise?
- (3) Write about Incentive Policy Programme?
- (4) Write about MODVAT Scheme Small-Scale Industries.

YVNR Govt. Degree College, Kalkalur - Krishna Dist
Commercial Geography

III B.Com (Cim & CA) - V Semester - 2017-18 To 2021-22
5 marks Questions

UNIT-I : The Earth

- ① Explain Latitude and Longitude?
- ② What is Lithosphere.
- ③ Define Global Warming?
- ④ Explain the Internal Structure of Earth

UNIT-II : India - Agriculture

- ① Define Soil.
- ② Define Green Revolution.
- ③ What is Soil erosion?
- ④ What are the Uses of Land?

UNIT-III : Indian - Forestry

- ① Define Forest.
- ② What are benefits of forests?
- ③ What is deforestation?
- ④ What is Shifting cultivation

UNIT-IV : India - Minerals and Mining

- ① What are the mineral Resources?
- ② Singareni Coal mines?
- ③ What are the use of minerals?
- ④ What do you know about Barites?

UNIT-V : Water Resources - Rivers

- ① What is watershed Management?
- ② What is Perennial river?
- ③ What is Peninsular River?
- ④ What are the Methods of Water Conservation?

(PTO)

10 marks Questions

UNIT-I : The Earth

- 1) Explain the realms of the Earth?
- 2) What are the differences between Latitude & Longitude?
- 3) What is Environmental Pollution? Explain the different types &?
- 4) What do you know about Global Warming?
- 5) Explain the characteristics of Earth.

UNIT-II : India - Agriculture

- 1) Define soil? What are the different kinds of soils available in India?
- 2) Explain the major crops in Indian Agriculture.
- 3) Explain the food & non-food crops in Indian Agriculture.
- 4) What is the importance of Agriculture in India?
- 5) What are the problems of Agriculture in India?

UNIT-III : India - Forestry

- 1) Explain the different types of forests?
- 2) Describe the status of forests in Andhra Pradesh?
- 3) What do you know about 'The Forest Conservation Act-1980'?
- 4) Briefly describe the forest rights act 2006?
- 5) What are the needs for protection of forestry?

UNIT-IV : India - Minerals & Mining

- 1) Write an essay on Renewable and Non-renewable resources in India?
- 2) What are the uses of minerals?
- 3) What do you know about Manganese Barities?
- 4) Explain about Singareni Coal Mines?
- 5) What are the advantages & disadvantages of Mining?
- 6) Explain the different types of coal and their uses?

UNIT-V : India - Water Resources - Rivers

- 1) Write about the Rational and equitable uses of water along with an examples?
- 2) Write an essay on methods of water conservation?
- 3) What are differences between Perennial and Peninsular Rivers?
- 4) Write about experience of Andhra Pradesh in Interlinking of Rivers?

Cost Accounting

III B Com (Gen & CA) - V Semester - 2017-18 To 2021-22

5 marks Questions

UNIT-I: Introduction:

- ① Define Costing & Cost Accounting.
- ② Explain Cost Centre and Cost Unit.
- ③ Explain the advantages of Cost Sheet.
- ④ What are the items that should not be included in Cost Sheet?

UNIT-II: Elements of Cost

- ① Explain the terms Bin Card and Stores Ledger.
- ② What is direct and indirect material?
- ③ What are the requirements of effective material control?
- ④ What is ABC Technique?

UNIT-III: Labour & Overheads

- ① What is Idle time?
- ② What is Primary & Secondary distribution?
- ③ What is machine hour rate?
- ④ Explain Time Keeping and Time Booking?

UNIT-IV: Methods of Costing

- ① What is Job Costing?
- ② Define Process Costing
- ③ Explain normal and abnormal loss.
- ④ Explain Joint Products & by Product.

UNIT-V: Costing Techniques

- ① Define Marginal Costing?
- ② Define standard Costing?
- ③ What is Contribution?
- ④ What is Margin of Safety?
- ⑤ What is P.V. Ratio
- ⑥ What is Variance.
- ⑦ What are the limitations of Break even analysis.

(PTO)

10 Marks Questions

UNIT-I : Introduction

- ① Define Cost Accounting? Explain its merits & demerits.
- 2) What are the differences between Cost Accounting & Financial Accounting?
- 3) What are the differences between Cost Accounting and Management Accounting?
- ④ Explain the basic Cost Concepts.

UNIT-II : Elements of Costs:

- ① Describe Material Control? Explain its objectives?
- 2) What are techniques used to control Material Cost?
- 3) What is perpetual Inventory System and explain its advantages.
- ④ Discuss various methods of pricing issues of materials.

UNIT-III : Labour & Overheads

- ① What is time keeping? What are the methods of time keeping?
- ② What is time booking? Explain the methods of time booking?
- ③ What are the different methods of payment of wages?
- ④ Explain different methods of re-apportionment of service department costs.

UNIT-IV : Methods of Costing

- ① What are the differences between Job Costing and Process Costing?
- 2) Explain normal & abnormal loss, how is it determined?
- 3) What are the different methods & techniques of costing?

UNIT-V : Costing Techniques

- ① What are the differences between Marginal Costing and Absorption Costing?
- ② What is Marginal Costing? Explain its merits and demerits?
- 3) What is meant by Standard Costing? Explain its advantages & disadvantages.

5 marks Questions

UNIT-I : Introduction :

- ① What is Central Bank?
- ② What is the role of Central Bank in Economic development?
- ③ What are the differences between Central Bank & Commercial Bank?

UNIT-II : Central Banking In India

- ① Explain the organizational structure & management of RBI.
- ② What are the objectives of RBI?
- ③ Explain the interface between RBI and Banks?

UNIT-III : ① Explain ^{Monetary & Credit Policies} Basle Norms.

- ② What is Cash Reserve Ratio?
- ③ What is Statutory Liquidity Ratio?
- ④ What is Repo Rate?
- ⑤ What is Reverse Repo Rate?

UNIT-IV : ① ^{Inflation & Price Control by RBI} Define Inflation.

- 2) What is Fiscal Policy?
- 3) What is Rupee value?
- 4) What are the money controlling measures?

UNIT-V : ① ^{Supervision & Regulation} What is Basel Norms?

- ② What is Prudential Norms?
- (3) What is money laundering?
- (4) What is KYC Norms
- (5) Explain Bank Frauds.

10 Marks Questions

UNIT-I : Introduction :

- ① What is Central Bank? explain its features?
- 2) Write about the functions of Central Bank?
- 3) Discuss about development of Central Banks in developed countries?

4 Discuss about development of Central Banks in developing countries?

5) What are the recent trends in the functions of Central Banks?

UNIT-II: ① Explain the History of RBI.

2) Explain the functions of RBI

3) What is the Role of RBI in Indian Economy?

4) Explain the interface between RBI and Banks?

UNIT-III: Monetary and Credit Policies

① Write about Monetary Policy Statements of RBI.

2) Define CRR & SLR and explain the differences between CRR & SLR?

3) Write about currency Circulation?

4) Write about RBI credit Control functions?

UNIT-IV: Inflation and Price Control By RBI

① Define Inflation. and explain the causes of Inflation?

2) What are the remedial measures to Control Inflation?

3) Write about the Exchange Rate stability in India?

4) Explain the money Controlling measures adopted by RBI

UNIT-V: ① Write about the Role of RBI in Supervision of Banks?

2) Discuss about Basle Normals & Prudential Normals?

3) Write about the effect of LPG norms in Indian Banking Sector?

4) Explain the Role of RBI in Prevention of Money Laundering and Frauds.

Y. V. N. R. GOVT. DEGREE COLLEGE, KAIKALURU.

B. Com V SEMESTER (GENERAL & CA)

Subject: COST CONTROL TECHNIQUE (CCT)

IMPORTANT QUESTIONS (QUESTION BANK)

SHORT ANSWER QUESTIONS 5 MARKS

- UNIT-I (1) Meaning of Cost Control (2) Cost Control vs Cost Reduction
(3) Requisites of Effective Cost Control System
(4) Cost Audit (5) Types of Cost Audit
- UNIT-II (1) Objectives of ABC (2) Features of ABC (3) Advantages of ABC
(4) Cost Driver (5) Absorption Costing Vs ABC
- UNIT-III (1) CVP Analysis (2) Key Factor (3) Shut Down or Continue
(4) BEP (5) Margin of Safety.
- UNIT-IV (1) Standard Cost (2) Advantages of Standard Costing
(3) Importance of Variance Analysis (4) Idle Time Variance
(5) Material Variances.
- UNIT-V (1) Objectives of KAIZEN COSTING (2) 5 S of KAIZEN
(3) Limitations of KAIZEN Costing (4) Learning Curve
(5) Applications of Learning Curve.

LONG ANSWER QUESTIONS 10 MARKS

- UNIT-I: (1) What is Cost Control? Explain the requisites of Effective Cost Control
(2) What are Cost Reduction techniques? Explain
(3) Difference Between Cost Control and Cost Reduction
- UNIT-II: (1) Define ABC. Explain the Process of Overheads Allocation Under ABC
(2) What is ABC? Explain its Advantages and Limitations
(3) Explain the various Categories of ABC

Contd....

UNIT-III : (1) Explain in Detail C-V-P Analysis

(2) What is BEP? What are its Applications? and Limitations

(3) What is Key / Limiting Factor? Explain with Suitable Illustrations.

UNIT-IV : (1) What is Standard Costing? Explain the Process of Implementing Standard Costing System.

(2) What is Variance Analysis? Explain its Significance.

(3) What are the Material & Labour Variances? Explain.

UNIT-V : (1) What is Kaizen Costing? What are its Objectives, Advantages and Disadvantages.

(2) Explain 5's Model of Kaizen Costing

(3) What is meant by Learning? Explain its Applications.

Y. V. N. R. GOVT. DEGREE COLLEGE, KAIKALURU.

B. Com V SEMESTER GENERAL

Subject: SERVICES MARKETING

IMPORTANT QUESTIONS QUESTION BANK

SHORT ANSWER QUESTIONS 5 MARKS

UNIT-I : (1) Features of SERVICES (2) Classification of SERVICES
(3) SERVICES Vs Products (4) Factors Influencing SERVICES
(5) Importance of Services Marketing

UNIT-II : (1) Customer Service Expectations (2) Cost of Customer Service
(3) Consumer Delight (4) Service Conflict (5) Factors Influencing
Consumer Behaviour.

UNIT-III : (1) Importance of Customer Relationship (2) Service Delivery
(3) Advantages of CRM (4) Customer Retention Strategy.
(5) Limitations of CRM

UNIT-IV : (1) Service Market Segmentation (2) Importance of Segmentation
(3) Customer Standards (4) Types of Segmentation
(5) Advantages of Segmentation.

UNIT-V : (1) Service Development (2) Varied Service Standards
(3) Service Mapping (4) Service Distribution
(5) Failure of Service.

LONG ANSWER QUESTIONS 10 MARKS

UNIT-I : (1) What is Service? How it is different from Product? Explain.
(2) Explain the Process of Marketing in Banking Sector.
(3) Explain the Procedure of Marketing of Educational Institutions

Contd. ... SERVICE MARKETING.

- UNIT-II: (1) Explain the Role of a Customer in Services Marketing
(2) Explain the Factors Influencing Services Marketing
(3) Explain the Mechanism to Resolve Customer Service Conflict.

- UNIT-III: (1) Explain the Importance of Customer Relationship in Service Marketing
(2) Customer Experience in Service Cost.
(3) Factors Influencing Consumer Behaviour.

- UNIT-IV: (1) Explain the Process of New Service Development.
(2) What are the Service Quality Standards? Explain
(3) How do you Estimate Service Quality? Explain.

- UNIT-V: (1) What are the Customer Defined Service Standards? Explain.
(2) Explain the Management of Service Demand and Supply.
(3) Explain the Importance of
1) Waiting Line and
2) Queue Theory
in Service Marketing.

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Rural and farm credit

III B.Com CGen - V Semester - 2017-18 To 2021-2022

5 marks Questions

UNIT-I : Rural credit

- ① What is Rural credit ?
- ② What are the Components Rural development ?
- ③ What is General Credit Card
- ④ What is Rupay Card ?
- ⑤ What is financial Inclusion

UNIT-II : Rural Credit Agencies

- ① Explain the Rural Credit Agencies.
- ② What is micro financial Institutions?
- ③ Explain about Self help Group.
- ④ What is SIDBI ?

UNIT-III : Farm Credit

- ① What is farm Credit
- ② Explain about National farm Insurance Scheme?
- ③ Describe Kissan Credit Card Scheme?
- ④ What is agricultural finance?

UNIT-IV : Farm Credit Sources

- ① Explain Primary Farm Credit Societies?
- ② What do you know about APCOB ?
- ③ Describe KABARD.
- ④ Explain about Lead Bank Scheme ?

UNIT-V : Farm Credit Analysis

- ① Write about the Farm Credit Analysis?
- ② What do you know 3 C's of Credit?
- ③ Explain the Recent trends in Agricultural finance?
- ④ Write about Risk Bearing ability of the farmer?

10 marks Questions

UNIT-I: Rural credit

- ① what are the objectives of Rural credit?
- 2) explain the significance of Rural credit?
- 3) write about classification of Rural credit?
- 4) Write about the various financial Inclusion Schemes,
- 5) write about different types of Rupay card.

UNIT-II: Rural credit Agencies

- ① Explain Institutional and Non-Institutional Agencies for financing Agriculture and Rural development?
- 2) Define self help groups. Explain its features and functions.
- 3) explain briefly financing for rural industries?

UNIT-III: Farm Credit

- ① What is farm credit? Explain the different types farm credit?
- 2) What is the need and importance of farm credit?
- 3) explain the various principles of farm credit?
- 4) explain various types of farm credit?
- 5) explain the problems & remedial measures of farm credit?

UNIT-IV: Source of farm credit

- ① write about Rural co-operative credit institutions?
- 2) Write about Primary Agricultural credit Societies?
- 3) Write about Andhra Pradesh State Co-operative Bank.
- 4) explain NABARD. Describe its objectives and functions.
- 5) write about 'Lead Bank Scheme'.

UNIT-V: Farm Credit Analysis

- ① write about Risk bearing ability of the farmer?
- 2) Write about the eligibility Conditions and methods of processing loan application?
- 3) explain analysis of 3 R's?
- 4) Write the essence of Rural Credit Survey Reports?
- 5) write about the recent Trends in Agricultural credit?

5 marks question

UNIT-I : Introduction:

- ① What are the objectives of Taxation?
- ② What are the Exempted Incomes from Tax?
- ③ How can you determine Residential Status of a person?

UNIT-II : Computation Income under different heads:

- ① What is allowance
- ② Explain the important perquisites
- ③ What are exemptions allowed u/s 80C from Salary Income.
- ④ What is Gross Annual Value?
- ⑤ Explain the terms Short term & Long term Capital Gain.

UNIT-III : Taxation System in India

- ① What is Tax Holiday
- ② Explain the modes of Tax Recovery.
- ③ Explain Tax Refunds.

UNIT-IV : Tax Planning

- ① What is Tax avoidance?
- ② What is Tax evasion?
- ③ Explain the Penalties imposed by tax authorities.

UNIT-V : Goods and Service Tax

- ① What are the Limitations of vat?
- ② What are the Principles of G.S.T?
- ③ Explain the Comprehensive structure of G.S.T.

10 marks Questions

UNIT-I : Introduction

- ① Explain the Kinds of direct Taxes?
- ② What do you know about Goods & Service Tax?
- ③ Explain the Exempted Incomes from Taxation?

UNIT-II Computetation of Income under different Heads:

- ① How do you calculate Taxable Income from Salary?
- 2) Explain the acceptable deductions U/S 80C to 80D.
- 3) Explain the Exemptions allowed from Capital Gain.

UNIT-III : Taxation System in India

- ① Explain the Taxation System in India.
- 2) Explain the modes of Tax recovery in India
- 3) Explain the different Kinds of ITRs:

UNIT-IV : Tax planning

- ① Explain the Concepts Tax avoidance and Tax Evasion.
- 2) What are Penalties Imposed by Income Tax department.
- 3) Explain Income Tax Rate For Assessment.

UNIT-V : Goods and Service Tax

- ① Explain the Limitations of Value added Tax.
- 2) Explain the GST Principles?
- 3) Explain the Concept "Taxation of Services".
- 4) Describe the transactions within state and Interstate Transactions under G.S.T?

5 Marks Questions

UNIT-I : Introduction

- ① Explain the over view of G.S.T.
- ② What are the limitations of VAT?
- ③ Explain the process of introduction of GST.
- ④ What are the benefits of GST?

10 Marks Questions

- ① Explain the requirement of New Tax Reforms in India.
- 2) What are the major features of GST Act?
- 3) Explain the impact of GST on State & Central Government.
- 4) What are the major features of the Constitution related to GST Bill, 2014

UNIT-II : G.S.T. Principles:

5 Marks Questions

- ① Explain the model GST of Australia?
- 2) Explain the model GST of Canada
- 3) Describe the Model GST of Kelkar-Shah
- 4) Describe the model GST of Bagchi-Poddar.
- 5) Explain the principles of G.S.T.

10 Marks Questions

- ① Explain the single GST vs Dual GST.
- 2) Explain the Comprehensive structure of GST model in India
- 3) Describe the Transactions Covered under GST?

5 Marks Questions

UNIT-III : Taxes and Duties

- ① Explain the Tax on Alcohol.
- 2) Explain the Tax on Petroleum Products.
- 3) Explain the Tax on Tobacco Products.
- 4) Explain the Procedure of GST on Services.

10 Marks Questions

- ① What are the principles underlying Tax Subsumption under GST?
- 2) Analyse The Taxes Subsumed under GST

3) What are the duties outside the purview of GST.

UNIT-IV: Inter-State Goods and Service Tax

5 Marks Questions

- 1) Analyse the place of supply of service.
- 2) List out transactions covered under IGST.
- 3) Explain the transactions covered under SGST/UTGST.

10 Marks Questions

- 1) What are the major advantages of IGST model?
- 2) Analyse how taxes are levied and collected under IGST Act.
- 3) Explain the transactions within a state under GST.

UNIT-V: Time of Supply of Goods & Service

5 Marks Questions

- 1) What is Input Tax Credit?
- 2) Explain distribution of credit?
- 3) Who is eligible for availing Input Tax credit?

10 Marks Questions

- 1) Explain a brief note on how to determine Time and Supply of goods and service.
- 2) Describe how Input Tax Credit works in Job work.
- 3) Explain how Input Tax can be utilised?

Important Questions

- UNIT-I: ① Advantages & Disadvantages of Auditing. 10 m
- (2) Define Auditing. Explain the Objectives of Auditing. 10 m
- (3) Explain the Role of Auditor in checking Corporate Frauds. 5 m
- (4) Explain auditing as a vigil mechanism. 5 m

- UNIT-II: ① Explain different types of Audits. 10 m
- (2) Explain the advantages & disadvantages of Continuous audit. 10 m
- (3) Explain the Term 'Cost Audit'. What are the advantages & disadvantages of Cost Audit. 10 m
- (4) What are the differences between Statutory audit and Normal Audit? 10 m
- 5 Tax Audit 5 m
- (6) Government Audit 5 m
- (7) Secretarial Audit 5 m

- UNIT-III: ① What are the Steps to be taken at the Commencement of a new audit. 10 m
- 2) Explain the advantages & disadvantages of audit programme. 10 m
- 3) Explain the differences between Internal Checks, Internal Audit and Internal Control. 10 m
- (4) Audit Note book 5 m

UNIT-IV: Define vouching. What are the advantages & disadvantages of vouching. 10M

(2) Explain the procedure of cash book vouching. 10M

(3) Define investigation. Explain the advantages & disadvantages of investigations. 10M

(4) What are the differences between auditing and investigation 5M

UNIT-V: Explain the qualifications of a company auditor. 5M

(2) Explain the procedure for appointment & re-appointment of a company auditor. 10M

(3) Define Audit Report. Explain the types of audit Reports. 10M

(4) Explain the disqualifications of auditor. 5M

(5) Explain the rights & duties of an auditor. 10M

Marketing

III B.COM (Gen. U.C.A) - VI Semester - 2017-18 To 2021-22

5 Marks Questions

UNIT-I: Introduction

- 1) What is Product Concept?
- 2) Explain Selling Concept?
- 3) What is Marketing Concept?
- 4) What is Marketing mix?
- 5) What are the 4 P's of Marketing?

UNIT-II: Consumer Markets and Buyer Behaviour

- 1) Explain Consumer Behaviour?
- 2) What is Buying decision Process?
- 3) What are the Buying Behaviour Models?
- 4) What is Market Segmentation?

UNIT-III: Product Management

- 1) What is Product management?
- 2) Explain about Product Life cycle?
- 3) What is Product mix?
- 4) What is Branding?
- 5) What is Product Labeling?

UNIT-IV: Pricing Decision

- 1) Explain different Pricing decisions?
- 2) Explain Price Skimming policy?
- 3) What is Penetration Pricing?
- 4) Explain the Pricing policy of a New Product?

UNIT-V: Promotion and distribution:

- 1) What is Promotion mix?
- 2) What is publicity?
- 3) What is Personal Selling?
- 4) What is Direct Marketing?

10 marks Questions

UNIT-I : Introduction :

- 1) Explain about the Concepts of Marketing?
- 2) Explain the nature and Scope of Marketing?
- 3) What are the functions of Marketing?
- 4) Explain about Product & Selling Concepts
- 5) Explain the 4 P's of Marketing.

UNIT-II Consumer Markets and Buyer Behaviour

- 1) What is Consumer Behaviour? Explain its Nature.
- 2) Explain the significance of Buyer Behaviour in Marketing?
- 3) What is Market Segmentation? Explain its objectives.
- 4) What are the advantages & disadvantages of Market Segmentation.

UNIT-III : Product Management-

- 1) Write about Product Life Cycle?
- 2) What is Product mix? Explain the dimensions of the Product mix?
- 3) Write about Product line decisions.
- 4) What is Branding? What are the advantages and limitations of Branding?

UNIT-IV : Pricing decision

- 1) What are the factors influencing the Pricing decision?
- 2) Explain the different Pricing Strategies.
- 3) What are the objectives of Pricing decision.

UNIT-V : Promotion & distribution

- 1) What is Promotion? Explain its Features & Objectives.
- 2) What is Promotion mix? Explain the factors affecting Promotion mix.
- 3) Explain the objectives and functions of advertising.
- 4) Explain the advantages & disadvantages of publicity.
- 5) Explain Personal Selling and direct Marketing.
- 6) Explain the functions of distribution channels.
- 7) What do you know about global Marketing.

UNIT-I: Management Accounting

- ① What is Comparative Analysis?
- ② Explain Common size Analysis?
- ③ What is Trend Analysis?
- ④ Explain the Scope of Management Accounting

UNIT-II: Ratio Analysis:

- ① Define Ratio Analysis?
- ② Write about classification of Ratios?
- ③ What is operating Ratio?
- ④ What is Stock Turnover Ratio?
- ⑤ How do you calculate debt equity Ratio?

UNIT-III: Funds Flow Statement:

- ① Explain the Concept of Fund?
- ② Define Funds Flow Statement?
- ③ How do you calculate Working Capital?
- ④ How do you calculate funds from operation?

UNIT-IV: Cash Flow Statement:

- ① Define Cash Flow Statement?
- ② Explain the Concept of Cash.
- ③ Explain the operating activities?
- ④ Explain investing activities?
- ⑤ Explain financial activities?

UNIT-V: Break even analysis and decision making

- ① What is Break Even Point?
- ② What is Contribution?
- ③ What is Margin of Safety?
- ④ Explain the Angle of Incidence?
- ⑤ Define the Key factors.

10 marks Questions

UNIT-I: Management Accounting

- 1) Define management Accounting and explain its objectives.
- 2) What are the functions of management Accounting?
- 3) Explain the Importance and Limitations of Management Accounting?
- 4) What are the Characteristics and Scope of Management Accounting?
- 5) What are the differences between Cost Accounting & Management Accounting?

UNIT-II: Ratio Analysis

- 1) Explain the advantages and disadvantages of Ratio Analysis?
- 2) Explain the kinds of Ratios?
- 3) Explain debtors Turnover Ratio & Creditors Turnover Ratio.

UNIT-III: Funds flow statement

- 1) Explain the Use and Limitations of Funds flow statement?
- 2) What are the sources of funds?
- 3) What are the applications of funds?
- 4) What are the causes of changes in Working Capital?

UNIT-IV: Cash flow Statement

- 1) Write about the classification of cash flows?
- 2) Explain the differences between Cash flow Statement and Funds flow statement.
- 3) Explain the merits & demerits of Cash flow Statement?
- 4) How do you Calculate Cash flow operations?

UNIT-V: Break Even Analysis and decision making

- 1) Explain Break Even Analysis.
- 2) What are the Uses and Limitations of Break Even Analysis?
- 3) Define Lease? Explain the advantages and disadvantages of Leasing?
- 4) Explain make or buy decisions.

III BCom(Gen) - VI Semester - 2017-18 To 2021-22
5 marks Questions

UNIT-I: Financial Services

- ① Define financial Services.
- ② What is factoring?
- 3) Write about fund based activities?
- 4) Write about fee based activities?
- 5) What do you know about Banking Companies?

UNIT-II Merchant Banking Services :

- ① Define merchant Banking?
- 2) Explain about Venture Capital?
- 3) What is Securitization?
- 4) Write about Demom Services
- 5) What is Commercial paper?

UNIT-III Leasing and Hire-Purchase

- ① Define Leasing?
- ② Define Hire purchase?
- (3) What is modus operandi of Securitization?
- 4) Do you know anything about debt securitization?

UNIT-IV: Credit Rating

- ① What is Credit Rating?
- ② Explain Credit Rating agencies in India?
- (3) Explain CRISIL.
- 4) What is mutual fund?
- (5) What is Equity grading?

UNIT-V: Other financial Services

- ① What is factoring?
- ② What is forfeiting?
- 3) Explain Credit Card?
- (4) Write about National depository Service Limited?
- (5) Explain Central depository Service Limited?

10 Marks Questions

UNIT-I: Financial Services

- ① What are the financial services? Explain its objectives?
- ② Explain the functions and scope of financial services?
- ③ Explain banking and non banking companies?
- ④ Explain the fund based activities?

UNIT-II Merchant Banking Service:

- 1) What is venture capital? Explain the types of Venture Capital.
- 2) What are the advantages and disadvantages of Venture Capital?
- 3) Define Demat Service. Explain its advantages & disadvantages.
- 4) Explain the benefits of commercial papers?
- 5) Explain Venture Capital? What is its characteristics?

UNIT-III: Leasing and Hire-Purchase

- ① Define Leasing. Explain its essentials.
- 2) Define hire purchase? Explain its features?
- 3) Explain the kinds of Leasing?
- 4) Explain the benefits of Securitisation?
- 5) Write about National Housing Bank?

UNIT-IV: Credit Rating

- 1) What is Credit Rating? Explain the factors affecting Credit Rating?
- 2) Explain the different types of Credit Rating?
- 3) Discuss about CRISIL.
- 4) Explain equity assessment vs Grading.
- 5) Discuss about mutual funds.

UNIT-V: Other Financial Services.

- ① Discuss about the process of factoring?
- ② Explain the factoring services in India?
- 3) What are the differences between Credit Card and debit card?
- 4) Explain about Central depository Systems.

5 Marks Questions

UNIT-I: Difference between Goods and Services

- ① What are the differences between goods and services?
- 2) What is Services Marketing?
- 3) Explain Managing Service counters.
- 4) What are the Service Elements?

UNIT-II: Constructing Service Environment:

- ① What is Service Environment?
- 2) What is Service Quality?
- 3) What is Service Productivity?
- 4) Explain Customer Loyalty.

UNIT-III: Pricing and Promotion Strategies

- ① Explain the Pricing of Services.
- 2) Explain B2B Marketing of Services.
- 3) What is market planning?
- 4) What is marketing planning process?

UNIT-IV: Distributing Services

- ① What is distribution channel?
- 2) Explain Cost and Revenue Management?
- 3) What is Service Encounter?
- 4) Explain Service Blue Print?

UNIT-V: Retail Financial Services

- ① What is retail financial Services?
- 2) Explain Investment Services?
- 3) What is Insurance Services?
- 4) What is Service Market Segmentation?
- 5) Write about Retail Banking Services.

10 marks Questions

UNIT-I Difference between goods and Services

- 1) What is Service Marketing? Write about the overview of Services Marketing?
- 2) Explain the differences between goods and Services.
- 3) Explain the classification of Services.
- 4) Discuss about Integrated Service Management.
- 5) Explain the various Elements of customer Service.

UNIT-II Constructing Service Environment

- 1) Explain the micro factors of Service Environment?
- 2) Explain the macro factors of Service Environment?
- 3) Explain the five dimensions of Service Quality?
- 4) Explain the Gap's model of Service quality?
- 5) Explain the advantages & disadvantages Customer Loyalty.

UNIT-III Pricing and Promotion strategies

- 1) How are prices determined in Service Marketing?
- 2) Explain the elements of Service Promotion mix?
- 3) Explain the Promotion strategies in Service Marketing?
- 4) Discuss about B2B Marketing of Services?
- 5) Explaining the advantages & disadvantages of marketing planning.

UNIT-IV: Distributing Services

- 1) Write about Cost and Revenue management.
- 2) Explain the various Approaches for Service Marketing.
- 3) Explain the Channels for Service Promotion.
- 4) Explain the designing and managing Service Process.

UNIT-V: Retail financial Services

- 1) Define Investment Service. Explain various types of Investment Services?
- 2) What do you know about Retail Banking Services?
- 3) Define Insurance Service? Explain the need for Marketing of Insurance Services?
- 4) Explain the marketing practices followed in selecting financial Service firms.

Y.V.N.R. Government Degree College - Kailash District.
Department of commerce - Skill Development - Courses.

Insurance Promotion - I - B.Com 1st Semester.

Short Answer questions (5 marks.)
2020-21 To

UNIT: I

- ① Insurance contract.
- ② Risk meaning.
- ③ Objectives of Insurance.
- ④ Insurance ombudsman

UNIT - II

- ① Life Insurance Purpose.
- ② Post Insurance Service.
- ③ Principles of life Insurance.
- ④ Write a brief note on prospective customers.

UNIT- III

- ① Explain Importance of fire Insurance.
- ② Write note on marine Insurance.
- ③ Documents required for General Insurance.
- ④ Elements of Insurance contract.

Essay Questions: Carry 10 marks.)

UNIT - I

- ① write the growth of Insurance Sector in India.
- ② write any five functions of IRDA.
- ③ Explain the role of IRDA in Promoting and protecting Insurance Sector.
- ④ Define Insurance? Explain the features of Insurance.
- ⑤ Explain the origin and evolution of Insurance Sector in India.

UNIT - II

- ① Explain the Importance of Health Insurance.
- ② write any five features of Health Insurance.
- ③ Explain the process behind finding prospective customers.
- ④ Educate the methods of Insurance Sales promotion.
- ⑤ write about any two health Insurance plans with their features?

UNIT - III

- ① what is customer loyalty? Suggest measures to promote customer loyalty.
- ② Explain the role of General Insurance on Indian Economy.
- ③ Briefly narrate various policies under General Insurance.
- ④ write about the Documents and their contents in General Insurance.
- ⑤ Discuss the Importance of motor Insurance in India.

Important Questions - B.O.M.

2020-21 To

5 marks Questions

UNIT - I

- (1) Features of Business
- (2) Functions of Business
- (3) Trade, Industry, Commerce
- (4) Kinds of Industries.

UNIT - II

- (1) Definition of Partnership Business. Explain its features
- (2) Define Joint Stock Company. Explain its features.
- (3) Define Multinational Corporation
- (4) Define Public Sector Enterprises

UNIT - III

- (1) Memorandum of Association
- (2) Articles of Association
- (3) Prospectus & Statement of Prospectus
- (4) Differences between Memorandum of Association & Articles of Association

UNIT - IV

- (1) Define Management.
- (2) Administration vs Management.
- (3) Levels of Management.

UNIT - V

- (1) Merits of Planning
- (2) Principles of Organisation

10 Marks Questions

UNIT - I

- (1) Define Trade and Explain Aids to Trade.
- (2) Explain the concept of Business.
- (3) Explain the factors Influencing the choice of Suitable form of Organisation

UNIT - II

- (1) Define Sole Proprietorship. Explain merits & Demerits
- (2) Define Partnership. Explain merits & demerits
- (3) Define Joint Stock Company and Explain its merits & demerits
- (4) What are the differences between Private Ltd & Public Ltd Company

UNIT - III

- (1) Explain the Important documents for Incorporation of Company.
- (2) What is memorandum of Association and its Contents
- (3) Explain the differences between M.A & A.A.

UNIT - IV

- (1) Explain the Fayol's 14 Principles of Management
- (2) Explain Administration vs Management.
- (3) Explain the various levels of Management-

UNIT - V

- (1) Define management and Explain its functions
- (2) Explain the advantages & dis advantages of Planning
- (3) Explain the functions of Line and Staff Organisation

UNIT-I

5 Marks

- * Need of Accounting
- * Define Accounting and explain its objectives
- * Accounting cycle
- * classification of Accounts and its rules.
- * Book Keeping VS Accounting

10 marks

- * explain Accounting Concepts and Conventions
- * Explain the golden rules of Accounting

UNIT-II

5 Marks

- * Explain different types of Subsidiary Books.
- * Explain different kinds of Cash Book.
- * What is Contra Entry?
- * Explain the differences between cash discount & Trade discount

UNIT-III

5 marks

- * Explain the methods of Preparing Trial Balance
- * Define error. Explain different kinds of errors.

UNIT-IV

5 marks

- * Need for Bank Reconciliation Statement.

10 Marks

- * Explain the reasons for differences between Cash Book and Pass Book.

UNIT-V

5 marks

- * Explain Capital Expenditure and Revenue Expenditure

10 marks

- * What are the differences between Capital Expenditure and Revenue Expenditure.

5 Marks Questions

UNIT-I: Overview of Business Environment

- 1) What is Business Environment?
- 2) What is micro Environment?
- 3) What is macro Environment?
- 4) What is Environmental Analysis?
- 5) Explain the scope of Business Environment?

UNIT-II: Economic Environment

- ① Define Economic Environment?
- ② What is Socialism?
- ③ Define Mixed Economy?
- 4) What are the Objectives of Planning?
- 5) What is NITI Aayog?
- 6) Describe National development Council?

UNIT-III: Economic Policies

- ① What is new Economic policy?
- 2) What are the features of New Economic Policy?
- 3) What is disinvestment?
- 4) What is fiscal Policy?
- 5) Explain Monetary Policy?
- 6) What is Competition Law?

UNIT-IV: Social, Political and Legal Environment:

- ① What is Social Environment?
- ② What is Political Environment?
- ③ What is legal Environment?
- ④ What is demonetisation?
- (5) Explain political stability?

UNIT-V: Global Environment

- ① What is globalisation?
- 2) What is W.T.O ?
- 3) What is IBRD ?
- 4) What is SAARC?
- 5) What is NAFTA?

10 marks Questions

UNIT-I: Introduction:

- 1) Define Business Environment? Explain its features.
- 2) Explain the meaning of Business Environment. What is the scope and importance of Business Environment?
- 3) Explain different types of Business Environment?
- 4) Explain micro and macro environment.
- 5) Explain the advantages & disadvantages of Environmental Analysis?

UNIT-II Economic Environment:

- 1) What is Economic Environment? Explain the concepts of Economic Environment?
- 2) What is mixed Economy? Explain its features.
- 3) Describe about the structure and nature of Indian Economy.
- 4) What are objectives of planning in India?

UNIT-III Economic Policies

- 1) Describe the impact of Economic Reforms in India?
- 2) Discuss the features of New Economic Policy?
- 3) Write about Competition Law?
- 4) What is fiscal policy? Explain its objectives.
- 5) Explain the monetary policy in India?

UNIT-IV: Social, Political & Legal Environment

- 1) What is social Environment? Explain its features?
- 2) Write about social responsibility of business?
- 3) What is demonetisation? Explain its advantages & disadvantages?
- 4) Write about political stability.
- 5) Describe about legal changes.

UNIT-V Global Environment-

- 1) Define Globalisation? Explain its features?
- 2) What is Globalisation? Explain the advantages & disadvantages of Globalisation?
- 3) Define WTO? Explain the functions & Role of WTO.
- 4) Explain about the different Trade Blocks.

Skill Development Course (SDC): LOGISTICS AND SUPPLY CHAIN MANAGEMENT.

IMPORTANT QUESTIONS

SHORT ANSWER QUESTIONS (5 MARKS)

- UNIT-I : (1) FUNCTIONS OF LOGISTICS (2) TYPES OF LOGISTICS
(3) STRUCTURE OF LOGISTICS (4) LOGISTICS COSTS
(5) TYPES OF SUPPLY CHAIN NETWORKS.

- UNIT-II : (1) CUSTOMER SERVICE (2) CUSTOMER SELECTION
(3) CRM IN LOGISTICS (4) CUSTOMER RETENTION
(5) LOGISTICS PROCESS.

- UNIT-III : (1) SUPPLY CHAIN DEMAND (2) SKILLS TO MANAGE SCM
(3) FORECASTING TECHNIQUES (4) ESTIMATING SUPPLY CHAIN DEMAND
(5) RECENT TRENDS IN SCM

LONG ANSWER QUESTIONS (10 MARKS)

- UNIT-I : (1) What is Logistics? Explain the Logistics in the Context of 21st Century.
(2) Explain the Structure of Logistics
(3) Explain Various Types of Supply chain Networks.

- UNIT-II : (1) Explain CRM in Logistics.
(2) Explain in Detail Customer Service and Customer Retention Strategies.
(3) How do you Integrate Logistics and CRM? Explain.

- UNIT-III : (1) Explain Various Types of Supplier Networks
(2) What are the Forecasting Techniques of Supply chain Demand? Explain.
(3) Explain Recent Trends in SCM.

10 Marks

UNIT-I : (1) Define depreciation. What are the main reasons of depreciation?
(2) What are the different methods of depreciation

UNIT-II (1) What are the differences between Provisions and Reserves.
(2) Explain the types of provisions

UNIT-III (1) Define Bill and Explain the features of Bill.
(2) Explain the parties in the Bill.

UNIT-IV : (1) Define Consignment and Explain its features.
(2) Explain the differences between Account Sales and Proforma Invoice.
(3) Explain the kinds of Commission.
(4) What are the differences between Normal loss and Abnormal loss.

UNIT-V : (1) Define Joint venture and Explain its features.
(2) What are the differences between Joint venture and Consignment.

5 Marks

UNIT-I (1) objectives of depreciation (2) Advantages of fixed Instalment method

UNIT-II - 1) Types of Reserves. (2) Repairs and Renewals Reserve.

UNIT-III - 1) Discounting the Bill (2) Renewal of Bill.

UNIT-IV - 1) value of closing stock

UNIT-V - 1) Importance of Joint venture (2) Memorandum of Joint venture method

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5 Marks Questions

UNIT-I Introduction

- ① Explain Business Economics?
- 2) Write Wealth definition given by Adam Smith.
- 3) Explain the Welfare definition of Economics?
- 4) Define micro Economics and Macro Economics
- 5) Explain Economic and non Economic activities?

UNIT-II Demand Analysis

- ① Define the word demand?
- ② What is Law of demand?
- 3) Define elasticity of demand
- 4) What are the exceptions to Law of demand
- 5) Define utility

UNIT-III Production, Cost and Revenue Analysis

- ① Explain Production Function?
- 2) Explain Cobb Douglas Production Function
- 3) Explain fixed costs and variable costs.
- 4) Discuss the features of an optimum firm?

UNIT-IV Market Structure

- ① Define market?
- 2) Define perfect competition?
- 3) Define monopoly?
- 4) Define duopoly?
- 5) Explain the characteristics of monopoly?

UNIT-V National Income

- ① Define National Income?
- 2) Explain the Components of National Income
- 3) Explain GDP?
- 4) What is NNIP?
- 5) What is Personal Income?

10 Marks Questions

UNIT-I Introduction

- 1) Define Business Economics? Explain the Characteristics of Business Economics?
- 2) Explain the Nature of Business Economics
- 3) Define Macro Economics Explain its Scope and Importance
- 3) Define Micro Economics Explain its Scope and Importance.

UNIT-II Demand Analysis

- 1) Explain the Law of Demand? Explain its Exceptions.
- 2) Define demand? Explain types of demand.
- 3) What is elasticity of demand? Explain its types?
- 4) What are the methods of measuring Price Elasticity of demand?

UNIT-III Production, Cost and Revenue Analysis

- 1) Explain the Concept of Production Function?
- 2) Explain the Law of variable Proportion?
- 3) Discuss the Scale of Economies?
- 4) Define Cost. Explain the classification of Cost.
- 5) Explain Break Even analysis and its advantages

UNIT-IV: Market Structure

- 1) Define market. Explain the classification of markets
- 2) What is Perfect Competition? Explain the characteristics of Perfect Competition.
- 3) Explain the Price determination of Perfect Competition
- 4) Explain the equilibrium Price output determination under Monopoly?

UNIT-V: National Income.

- 1) Define National Income? Explain different Concepts of National Income?
- 2) What are the methods of measuring National Income?
- 3) Describe the Importance of National Income?
- 4) What are the Problems in measuring National Income.

Introduction 5 marks Question

UNIT-I Define Bank.

- ② What is the Importance of Banking?
- (3) Explain Retail Banking?
- (4) What is meant by Central Bank?
- (5) What is meant by Co-operative Bank?

UNIT-II Banking Systems

- ① What is Branch Banking?
- ② What is Unit Banking?
- (3) What is Virtual Banking?
- (4) Explain the Concept of anyware Banking?
- (5) What is Online Banking?
- (6) What is offshore Banking?
- (7) What is e-Banking?

UNIT-III Types of Banks

- ① What are the deficiencies of Co-operative Banks?
- 2) What are the differences between Commercial Banks and Co-operative Banks?
- 3) Describe the origin of Regional Rural Banks.
- 4 Explain the History of SIDBI
- 5 Explain the Formation of NABARD?

UNIT-IV: Banker and Customer

- ① Define a Banker?
- ② Define a Customer?
- ③ Explain the obligations of a Banker?
- (4) Explain KYC Norms
- (5) Explain the Banker's position while opening an account on the Name of a minor?

UNIT-V:

- ① What are the rights of a Collection Banker?
- 2) What do you know about Negotiable Instrument?
- 3) What is Payment gateway?
- 4) What is 'Instamotto'.

10 marks Questions

UNIT-I - Introduction:

- ① What are the functions of Commercial Banks?
- 2) Explain different Kinds of Banks?
- 3) What is the Role of Commercial Banks in the Process of Economic development?
- 4) What are the differences between Central Bank & Commercial Banks?

UNIT-II Banking Systems

- ① Explain the advantages and disadvantages of Unit Banking.
- 2) Explain the advantages and disadvantages of Branch Banking.
- 3) What are the role of investment Banker in the development of Economy?
- 4) What are innovations take place in the Banking System?

UNIT-III Types of Banks

- ① Discuss the role of co-operative Banks in providing rural credit facilities?
- 2) What are weaknesses of co-operative Banking in India?
- 3) What are the functions of Regional Rural Banks in India?
- 4) Explain the problems faced by RRB's in India?

UNIT-IV Banker and Customer

- ① Explain the Relationship between Banker & Customer.
- 2) Explain the Customer's duties and Rights?
- 3) Explain the Banker position while opening an account in the name of
A) minor B) Lunatic C) Partnership firm

UNIT-V: Collecting Banker and Paying Banker

- ① Explain the statutory Protections of Collecting Banker.
- 2) Explain the different Negotiable instruments in India?
- 3) Explain the duties and responsibilities of a Paying Banker.
- 4) Explain the lending operations of a Banker.

UNIT-I: Introduction

- ① Define Marketing?
- ② Explain core concept of marketing?
- ③ What are durable and non-durable goods?
- ④ What is customer value?
- ⑤ What is marketing mix?
- ⑥ What are 4 P's in marketing?
- ⑦ What is e-marketing?

UNIT-II Consumer Behaviour and Market Segmentation

- ① What is consumer market?
- ② Explain market segmentation?
- ③ What are the bases of segmentation?
- ④ What are the requirements for effective segmentation?

UNIT-III Product Management

- ① What is a product?
- ② What is a product design?
- ③ What is product life cycle?
- ④ What is product mix?
- ⑤ What is brand loyalty?

UNIT-IV: Pricing decisions

- ① Define pricing?
- ② What is markup pricing?
- ③ What is skimming?
- ④ What is penetration pricing?
- ⑤ What is marginal cost pricing?

UNIT-V: Promotion and distribution

- ① What is promotion mix?
- ② What is advertising?
- ③ What is personal selling?
- ④ What is direct marketing?
- ⑤ What is online marketing?
- ⑥ What is global marketing?

10 marks Questions

UNIT-I: Introduction:

- 1) What is marketing? Explain its importance.
- 2) Briefly explain various marketing concepts.
- 3) What is marketing mix? Explain its elements.
- 4) Define Marketing Environment? Explain various types of Environment.
- (5) Explain recent developments in marketing in India.

UNIT-II Consumer Behaviour and Market Segmentation

- 1) Explain the types of Buying behaviour?
- 2) Factors influencing Consumer behaviour?
- 3) Explain the stages in the buyer decision process?
- 4) Define Market Segmentation? What are the reasons for market segmentation?
- (5) What are the benefits and limitations of Market Segmentation?

UNIT-III Product Management

- 1) Define Product. Explain its layers.
- 2) Explain the Product Life Cycle?
- 3) What are the stages in the development of a new product?
- 4) What is branding? Explain functions, advantages, disadvantages of Branding?
- 5) What is Packaging? Explain its essentials & importance.

UNIT-IV Pricing decision

- 1) What is Pricing? Explain its importance?
- 2) What are the objectives of pricing?
- 3) What are the factors influencing on price?
- 4) Explain the process of price determination?
- 5) Explain different strategies of Pricing?

UNIT-V: Promotion and distribution

- 1) What are the factors affecting Promotion mix?
- 2) Define Advertising? Explain its objectives & importance?
- 3) What are the types of advertising?
- 4) Explain the concept of personal selling?
- (5) Explain the channels of distribution?
- (6) What are the functions of channels of distribution?
- 7) What is direct marketing? Explain its advantages.
- 8) What do you know about online marketing?

II Semester 10 Marks Questions & 5 marks Questions

UNIT - I

- (1) Define Statistics. Explain its characteristics (10 marks)
- (2) Explain the Advantages & disadvantages of diagrammatic Representation (10m)
- (3) Tabulation (4) Frequency distribution
- (5) Limitation of statistics (6) Importance of statistics] 5 marks

UNIT - II

- (1) Qualities of Good Average (2) Types of Averages | 5 marks
- (3) Mean, median, mode, G.M & H.M.

UNIT - III

- 1) Dispersion (2) Range (3) Quartile Deviation
- (4) Mean Deviation (5) Standard Deviation
- (6) Co-efficient of variation

UNIT - IV

- 1) Define Skewness & its features (2) Co-efficient - (5m)
- of Skewness
- (3) Define Kurtosis & explain different types of Kurtosis. (10m)

UNIT - V

- (1) Define correlation (2) Define Rank correlation - (5m)
- (3) Probable Error
- (4) Define correlation and its uses. 10 m
- (5) Explain the types of correlation 10 m

Important Questions - Advanced Accounting - II B Com

YVNR GDC-Kaikalah

UNIT-I

III Sem

2021-22

- ① Meaning of Non Profit Entities and their features.
- 1M 2) Provisions as per Section 8
- 1M 3) Differences between Receipts and Payment Accounts & Income and Expenditure Account.
- 1M 4) What is Income and Expenditure Account? Explain its Features.
- 1M 5) What is Receipts and Payment Account? Explain its Features

UNIT-II

- 1M 1) What are the disadvantages of Single Entry System.
- 1M 2) What are the differences between Single Entry System and double Entry System?

UNIT-III

- 1M 1) What is hire purchase system and explain its features.
- 1M 2) Explain the terms default and Repossession.
- 10M 3) What are the differences between Hire Purchase and Instalment purchase system.

UNIT-IV

- 1M 1) Define Partnership deed? Explain its contents.
- 1M 2) What are the methods of preparing Capital accounts? Explain them.
- 10M 3) Define Goodwill. What are the methods of calculating goodwill.

UNIT-V

- 10M 1) What are the differences between dissolution of Partnership and Partnership firm.
- 1M 2) What do you know about Insolvency of partner.
- 1M 3) Explain Garner vs Murray Case.
- 10M 4) What are the differences between Revaluation A/c and Realisation A/c.

Important questions - Advanced Accounts - II B.Com

UNIT-I

- 1m 1) ఇష్టసాంగీతం సంస్కృత రెంటి వివరాలు? వాటి లక్షణాలేమిటి?
- 5m 2) సిక్లస్ & ప్రకాశత్రావిజల్ల గుర్తు తెలిపండి.
- 0m 3) వసుధా-చక్రింశుల ఇంకా కెనాంబు యువకుల ఇంకా కుమారుల పేర్లు తెలిపండి?
- 0m 4) వసుధా-చక్రింశుల ఇంకా రెంటి వివరాలు? వాని లక్షణాలు తెలిపండి.
- 10m 5) కెనాంబు యువకుల ఇంకా రెంటి వివరాలు? వాని లక్షణాలేమిటి?

UNIT - II

- Q. 1) పంట పప్పు విధిని గురించి వివరించండి? దాని లక్షణాలను తెలుపుండి.
- Q. 2) పంట పప్పు విధిని, పంట పప్పు విధిని మధ్య తేడాను తెలుపుండి?

UNIT - II

- 5 m 1) ద్విక్రీడునాకు పద్ధతి యెవరిది? నాది లక్షణాలు తెలియండి.
- 5 m 2) ద్విక్రీడు మురియకు పుస: స్వరూపము వివరింపుము
- 10 m 3) ద్విక్రీడునాకు పద్ధతి మురియ నాదానా క్రిస్టానా పద్ధతుల మధ్య భేదిని తెలియిం?

UNIT - IV

- 5m 1) ఇక సాక్షుల పిన్నులం దెవ పియి? దెముని దెముని తిల్లి
5m 2) ముల నుం ఇయి దెముని దెముని తిల్లి
10m 3) గుడియి నుం దెముని, గుడియి తిల్లి పిల్లి తిల్లి

UNIT - V

- Q. 11-3
- Q. 1) ఒకసాక్షుం రణ్ణ, ఒకసాక్షు సున్న రణ్ణ మధ్యన తేడా కలిగిందా?
- Q. 2) ఒకసాక్షు ఒకసాక్షు గుర్తింబున ఉన్నా
- Q. 3) గాత్రం vs ముక్తి ఇసు అవలంబింబం.
- Q. 4) మనస్సు మనస్సు అయి, మనస్సు అయి మనస్సు అయి.

UNIT-I

10 Marks

- (1) Explain the kinds of share.

5 Marks

- (1) Forfeiture and Re-issue of shares. (2) Division of Share Capital

(3) Calls in Advance & Calls in arrears.

(4) Sweat Equity Shares.

(5) Characteristics of Equity Shares.

UNIT-II

10 Marks

- (1) Explain the kinds of debentures

- (2) What are the differences between shares & debentures

5 Marks

- (1) Sinking fund method.

- (2) What are the reserves can be used for issue of Bonus Shares.

- (3) Guide lines for issue of Bonus Shares (SEBI)

- (4) Advantages of Buy Back of Shares.

UNIT-III

10 Marks

- (1) Define Goodwill. What is the need for valuing Goodwill?

- (2) Explain the methods of valuing Goodwill

5 Marks

- (1) What are the factors influencing Goodwill.

UNIT-IV

10 Marks

- (1) Explain the need for valuation of shares.

- (2) Explain the methods of valuing the shares.

UNIT-V

10 Marks

- (1) Explain briefly about the provisions of Companies Act

- (2) Proforma of P&L A/c

- (3) Proforma of Balance Sheet.

5 Marks

- (1) Transfer of Reserves.

- (2) Books and Records to be maintained by Companies as per Companies Act-2013

- (3) Managerial Remuneration.

- (4) Interim dividend & final dividend

Corporate Accounting - Important Questions

UNIT - I

10 marks (1) "వాట" నిర్వహణ వివిధ రకాల వాటాలను గుర్తించండి.

5 marks (1) వాటాల విభజన అతిరికత

(2) వాటా మూలకం నిర్వహణ

(3) వాటా విభజన - ముందుగా వాటా విభజన

(4) వాటా విభజన - ముందుగా వాటా విభజన

(5) వాటా విభజన - ముందుగా వాటా విభజన

UNIT - II

10 marks (1) దీనిని నిర్వహణ, వివిధ రకాల దీనిని నిర్వహణ

(2) వాటా విభజన - ముందుగా వాటా విభజన

5 marks (1) నిర్వహణ వివిధ రకాల

(2) వాటా విభజన - ముందుగా వాటా విభజన

(3) వాటా విభజన - ముందుగా వాటా విభజన

(4) వాటా విభజన - ముందుగా వాటా విభజన

UNIT - III

10 marks (1) గుర్తించండి నిర్వహణ, గుర్తించండి నిర్వహణ

(2) గుర్తించండి నిర్వహణ, గుర్తించండి నిర్వహణ

UNIT - IV

10 marks (1) వాటా విభజన - ముందుగా వాటా విభజన

(2) వాటా విభజన - ముందుగా వాటా విభజన

UNIT - V

10 marks (1) కంపెనీల చట్టం 2013 లోని నిబంధనలను గుర్తించండి

(2) కంపెనీల చట్టం 2013 లోని నిబంధనలను గుర్తించండి

(3) కంపెనీల చట్టం 2013 లోని నిబంధనలను గుర్తించండి

5 marks (1) కంపెనీల చట్టం 2013 లోని నిబంధనలను గుర్తించండి

(2) కంపెనీల చట్టం 2013 లోని నిబంధనలను గుర్తించండి

(3) కంపెనీల చట్టం 2013 లోని నిబంధనలను గుర్తించండి

(4) కంపెనీల చట్టం 2013 లోని నిబంధనలను గుర్తించండి

YVNR GOVT Degree College, Kairakur
IV Sem - Business Laws - Important Questions
2021-2022

UNIT-I : ① Define contract. Explain the essential elements of valid contract.

② Explain the Types of Contracts.

③ Explain the Term Agreement.

④ What do you know about Indian Contract Act 1872

UNIT-II : ① Define offer. What are the Conditions of offer?

② Define acceptance and explain the Conditions of Acceptance

③ What is consideration? Explain the essential features of Consideration.

④ Explain different kinds of offer.

⑤ Explain "No Consideration - No Contract".

UNIT-III : ① Explain the rules regarding to Minors Contracts.

② Explain the Rules relating to Contingent Contracts.

③ Explain the different methods of discharge of Contracts.

④ Explain the Remedies to Breach of Contract.

UNIT-IV : ① What are the differences between Sale and agreement to sale?

② Explain the Implied Conditions and Warranties.

③ What are the rights of a unpaid Vendor.

④ Explain the Consumer Protection Councils as per Consumer Protection Act 2019.

5 Explain the Consumer dispute Redressal Mechanism.

6 Define Consumer.

(7) Define Consumer dispute.

UNIT-V : ① Explain the need of cyber law.

② Explain the importance of digital Signatures.

YVNR Govt Degree College, Kalkalur
Cost and Management Accounting
II B.Com (Gen & CA) - IV Sem - 2021-22 To

5 marks Questions

UNIT-I: Introduction

- (1) Define Cost Accounting? Explain its features.
- (2) Define Management Accounting Explain its features
- (3) Explain the Advantages of Cost Sheet?
- (4) Write the items that do not include in Cost Sheet.
- (5) What is Overhead?
- (6) What is Prime Cost?

UNIT-II: Material and Labour

- (1) What is Economic order of Quantity?
- (2) What is ABC analysis?
- (3) What is Bin card?
- (4) What is Stores Ledger?
- (5) Explain Direct & Indirect Labour Cost.
- (6) What is Idle Time?

UNIT-III Job Costing & Batch Costing

- ① What is Job Costing?
- ② What is batch Costing?
- (3) Explain the features of Job Costing?
- (4) What is Economic Batch Quantity?

UNIT-IV Financial Statement Analysis & Interpretation

- ① What do you mean by Financial Statements
- 2) What is Comparative analysis?
- 3) What is Common Size Analysis?
- 4) Explain the Trend analysis.

UNIT-V: Marginal Costing

- ① Define Marginal Costing?
- (2) Explain Contribution?
- (3) Explain P.V. Ratio.
- (4) What is Margin of Safety
- (5) What is CVP analysis.

10 marks questions

UNIT-I: Introduction

- (1) Define Cost Accounting? Explain its objectives & functions?
- (2) What are the advantages & disadvantages of Cost Accounting?
- (3) Explain the objectives & functions of Management Accounting?
- (4) Explain the elements of cost.

UNIT-II: Material & Labour cost

- (1) What are the techniques of Inventory control?
- (2) Explain the methods of valuation of Material Issues?
- (3) Explain the methods of Payment of wages?
- (4) Explain the methods of Incentive Schemes?

UNIT-III: Job Costing and Batch Costing?

- (1) What are the advantages & disadvantages of Job Costing?
- (2) What are the differences between Job Costing & Batch Costing?
- (3) Explain the advantages & disadvantages of Batch Costing?
- (4) Explain the Features of Batch Costing?

UNIT-IV: Financial Statement Analysis & Interpretation

- (1) Explain the objectives & limitations of Financial Statement Analysis?
- (2) Describe different types of Financial Statement analysis?
- (3) Explain the Procedure of Financial Statement Analysis?
- (4) What is Trend Analysis? Explain the Kinds of Trends?
- (5) What is the Importance of Trend Analysis?

UNIT-V: Marginal Costing

- (1) Define Marginal Costing. Explain its features.
- (2) What are the merits & demerits of Marginal Costing?
- (3) Distinguish between Marginal Costing & Absorption Costing?
- (4) What is Break Even Analysis? Explain its assumptions and uses.
- (5) What are the differences between Contribution and Profit?

UNIT-I: Introduction

- ① Define Auditing?
- ② Explain Book keeping vs Auditing?
- ③ Explain Accounting vs Auditing?
- ④ What is window dressing?

UNIT-II: Types of Audit

- ① What is Interim Audit?
- ② What is Continuous Audit?
- ③ What is Annual Audit?
- ④ What is CoSA Audit?
- ⑤ What is Tax Audit?
- ⑥ What is Secretarial Audit?

UNIT-III: Planning of Audit

- ① What is Audit Programme?
- ② Explain Audit Note Book?
- ③ Explain Audit Evidences?
- ④ What is Audit Planning?
- ⑤ What is Test Checking?

UNIT-IV: Vouching and Investigation

- ① Define Vouching?
- ② Explain Investigation?
- ③ What are the features of Vouching?
- ④ What is Routine Checking?

UNIT-V: Company Audit and Auditors Report

- ① What is Audit Report?
- ② What is Clean Report?
- ③ What is Qualified Report?
- ④ What are the disqualifications of an Auditor?
- ⑤ What are the liabilities of an Auditor?
- ⑥ Write about Ceiling of Number of Audits?

10 marks Questions

UNIT-I : Introduction

- 1) Define Auditing? Explain the objectives of Auditing?
- 2) Explain the Importance of Auditing?
- 3) What are the advantages & disadvantages of Auditing?
- 4) What is the role of Auditor in checking Corporate Frauds?

UNIT-II : Types of Audit

- 1) What is Continuous Audit? Explain its advantages & disadvantages?
- 2) What is Financial Audit? Explain its objectives, advantages & disadvantages?
- 3) Describe Cost Audit?
- 4) What is Internal Audit? Explain its advantages & disadvantages?
- 5) What are the differences between Financial Audit & Statutory Audit?

UNIT-III : Planning of Audit

- 1) What are the steps to be taken into account while Commencement of a new Audit?
- 2) What is Audit Programme? Explain its advantages & disadvantages?
- 3) What is an Audit Note Book? What are advantages & disadvantages of it?
- 4) What are the merits & demerits of Internal Check?
- 5) What is Internal Audit? Explain its objectives & Scope.

UNIT-IV : Vouching and Investigation

- 1) Define vouching and explain its importance.
- 2) What are the objectives of vouching?
- 3) Write about vouching of Cash Transactions?
- 4) Write about vouching of Trading Transactions?
- 5) What are the differences between vouching and Investigation?

UNIT-V : Company Audit and Audit Report

- 1) What are the qualifications and disqualifications of Auditor?
- 2) Explain the appointment & Re appointment of Auditor.
- 3) Explain the Rights and duties of an Auditor.
- 4) What is an Audit Report? Explain the Elements of Audit Report?

5 Marks Questions

UNIT-I: Introduction

- ① Define Assessee?
- ② What is Assessment Year? Previous Year?
- ③ What is Agricultural Income?
- ④ Explain Incidence of Tax?
- ⑤ Discuss the Rates of Tax?

UNIT-II: Income from Salaries!

- ① Define allowances?
- ② Explain Perquisites?
- ③ Explain the deductions under 80C
- ④ How do you calculate House Rent allowance?
- ⑤ How do you calculate Fair Rental value?

UNIT-III: Income from House Property & Profits and gains from Business

- ① What is Annual value?
- ② What are exemptions allowed under Section 24?
- ③ Explain different kinds of Rental values?
- ④ Explain about deemed Owner?
- ⑤ What is Unrealised Rent?
- ⑥ What is Balancing Charge?
- ⑦ What is Preliminary Expenses?

UNIT-IV: Income from Capital Gains & Income from other Sources

- ① What is the meaning of Capital Asset?
- ② Explain different types of Capital Assets?
- ③ What is the meaning of Income from other Sources?
- ④ What is Slump Sale?
- ⑤ Explain cost of acquisition?
- ⑥ Explain Tax deduction at Sources?

UNIT-V: Computation of Total Income of an Individual

- 1) Explain the deduction under 80C.
- 2) Explain the deductions under 80G.
- 3) Explain the deductions under Sec 80CCC.
- 4) Explain the deductions under 80CCF.
- 5) Explain the deductions under 80D.
- 6) Explain the deductions under 80E.
- 7) Explain the deduction under 80U.

10 marks Questions

Section-I: Introduction

- 1) Explain the History of 1961, Income Tax Act?
- 2) How do you determine the Residential Status of a person?
- 3) Describe agricultural Income
- 4) Explain Capital Expenditure vs Revenue Expenditure.
- 5) Give the incomes which are totally Exempted from Tax?

UNIT-II: Income from Salary:

- 1) Define Salary? explain its Characteristics?
- 2) What are the different types of Perquisite?
- 3) How the Rent free accommodation is valued?
- 4) What are the deductions allowed under the head "Income from Salary"?
- 5) What are the qualified Savings under Section 80C.

UNIT-III: Income from House Property & Profit or gain from Business

- 1) Define Annual value? How is it determined?
- 2) Describe the treatment to self-occupied house property under the provisions of Income Tax Act, 1961?
- 3) Explain the procedure for Computation of Income from Business
- 4) Explain the Capital & Revenue Expenses?
- 5) Explain the Capital & Revenue Incomes?

UNIT-IV: Income from Capital Gains - Income from other sources

- 1) What is Capital Asset? State the assets which are not included in the term Capital Assets?
- 2) Explain Transfer and deemed Transfer?
- 3) Explain the Exemption available under Section 54B
- 4) Explain General & Specific Incomes?

UNIT-V: Computation of Total Income

- 1) Explain the deductions allowed to an individual under I.T. Act?
- 2) Explain the Provisions of I.T. Act, 1961 regarding Setoff and Carryforward losses.

Fundamentals of Accounting-I

YVNR GDC- Kaikalur-B.Com (Gen & Computer Applications)

I Semester - 2017-18 To 2021-22

5 Marks Questions

UNIT-I: ① What is the need for Accounting

2) What are the objectives of Accounting?

3) What are the differences between Book Keeping and Accounting

4) Explain the Accounting cycle

UNIT-II: ① Explain the types of Cash books.

(2) What is Contra Entry? When will it appear?

(3) Explain Trade discount and Cash discount.

(4) What do you know about Debit note & Credit note.

UNIT-III: ① What are the advantages of Trial Balance?

(2) What are the methods of Preparing Trial Balance?

(3) What is Compensating Error?

UNIT-IV: ① Define Bank Reconciliation Statement?

2) What is the need for Bank Reconciliation Statement?

UNIT-V: ① What is Revenue expenditure?

(2) What is deferred Revenue expenditure?

(3) What is Capital expenditure?

10 Marks Questions

UNIT-I ① What are the advantages & disadvantages of Accounting?

2) Explain Accounting Concepts & Conventions briefly?

3) Define Account. Explain the Golden rules of Accounting?

UNIT-II ① Explain the types of Subsidiary Books.

2) How do you prepare Triple column cash book?

(P.T.O.)

UNIT-III: ① Explain the different types of errors.

2) What is Suspense Account? Why do we prepare it?

UNIT-IV: ① What are the reasons for differences between Cash book and Pass book Balances?

(2) What are the differences between Revenue Expenditure and Capital Expenditure