SRGP GUJARATI PROFESSIONAL INSTITUTE

B. COM II YEAR

ADVERTISING AND SALES MANAGEMENT

Instructions: Answer all Five questions. Word limit: 500–700 words per question.

Q1. Explain the history of advertising in India during the Vedic, Mauryan, Gupta, and Medieval periods. Discuss the meaning, nature, importance, and major objectives of advertising in modern business.

Q2. What is the DAGMAR approach to advertising? Explain the advertising management process, including the determination of target audience, brand positioning, and the factors influencing advertising budget decisions. Also discuss the different methods of preparing an advertising budget.

Q3. Explain the organisation and evaluation of advertising efforts. Discuss centralised and decentralised advertising systems, in-house and advertising agency arrangements, methods of compensating and evaluating advertising agencies, and the importance of evaluating advertising effectiveness through pre-testing and post-testing techniques.

Q4. Explain creativity in advertising, the creative process, creative appeals, execution styles, and copywriting for print, radio, television, and web advertisements.

Q5. Explain advertising media, internet and interactive media, media planning, media selection and scheduling. Discuss the ethical and social aspects of advertising, advertising regulations in India, and recent developments in advertising.

SHRI RGP GUJARATI PROFESSIONAL INSTITUTE
B.COM II YEAR
BUSINESS ECONOMICS

Answer all five questions. Each question carries 10 marks, and the answer to each question should be written in approximately 500–700 words. All questions are compulsory.

1.What do you mean by economics ? Classify the definitions of economics.

2. Discuss kautilya's policies and sources on taxation as outlined in the arthashastra. explain the relationship between state welfare and people's prosperity in kautilya

3. Discuss the nature and scope of economics.write a note on positive and normative economics.

4.Define managerial economics and discuss its nature and scope.

5. Explain inductive and deductive theory of economics?

SHRI RGP GUJARATI PROFESSIONAL INSTITUTE,INDORE

CLASS : B.Com II YEAR

SUBECT : Business Statistics

Q1. Calculate mean, median, mode, lower & Upper quartile HM, GM, S.D., Q.D., & Mean deviation of the following data.

a)

13,16,19,17,20,25,25,27,28,30.

b)

X	6	7	8	9	10	11	12
F	3	6	9	13	8	5	4

c)

X	0-5	5-10	10-15	15-20	20-25	25-30
F	5	7	10	16	4	4

Q2. Define Statistics. Explain its importance in business.

Q3. Explain dispersion with example.

Q4. Find out the missing frequency in the following table, if mean is 30:

Class	0-10	10-20	20-30	30-40	40-50
Frequency	5	6	10	?	13

Q5 . Explain the following terms illustration:

a) Population b) Sample & Sampling c) Parameter d) Statistic

Dr. Santosh Vispute

SUBJECT INCHARGE

SHRI GRP GUJARATI COLLEGE, INDORE,

SUBJECT – CORPORATE ACCOUNTING

CLASS – B.COM 2nd YEAR

ASSIGNMENT QUESTION

NOTE:- Attempt all five questions each question carry 10 marks.

Q1. What is forfeiture of shares? Explain the accounting treatment of forfeiture and re-issue of forfeited shares.

शेयरों के जब्तीकरण (Forfeiture of Shares) से क्या आशय है? जब्त किए गए शेयरों के लेखांकन तथा पुनः निर्गमन (Re-issue) की प्रक्रिया समझाइए।

Q2. Define debentures and explain their different types. Also explain the methods of issue and redemption of debentures.

ऋणपत्रों (Debentures) की परिभाषा दीजिए तथा उनके विभिन्न प्रकार समझाइए। ऋणपत्रों के निर्गमन एवं मोचन की विधियों का भी वर्णन कीजिए।

Q3. Explain Corporate Social Responsibility (CSR). Also explain the main items shown in the Profit and Loss Account and Balance Sheet of a company.

कॉर्पोरेट सामाजिक उत्तरदायित्व (CSR) को समझाइए। साथ ही, कंपनी के लाभ-हानि खाते तथा बैलेंस शीट में दर्शाई जाने वाली प्रमुख मदों का वर्णन कीजिए।

Q.4 A company issued 10,000 equity shares of ₹10 each at a premium of ₹2 per share. The amount was payable as follows: ₹3 on application, ₹5 on allotment (including premium) and the balance on first and final call. All the shares were subscribed and all amounts were duly received. Pass the necessary journal entries.

एक कंपनी ने ₹10 वाले 10,000 समता अंश ₹2 प्रति अंश प्रीमियम पर जारी किए। राशि का भुगतान इस प्रकार किया जाना था: आवेदन पर ₹3, आवंटन पर ₹5 (जिसमें प्रीमियम शामिल है) तथा शेष राशि प्रथम एवं अंतिम माँग पर। सभी अंशों के लिए आवेदन प्राप्त हुए और सभी राशियाँ प्राप्त हो गईं। आवश्यक रोजनामचा प्रविष्टियाँ कीजिए।

Q.5 A company issued 1,000 equity shares of ₹10 each, payable ₹3 on application, ₹4 on allotment and ₹3 on first and final call. A shareholder holding 100 shares failed to pay the allotment and call money. The company forfeited these shares. Later, all the forfeited shares were re-issued at ₹8 per share as fully paid-up. Pass the necessary journal entries.

एक कंपनी ने ₹10 वाले 1,000 समता अंश जारी किए। भुगतान आवेदन पर ₹3, आवंटन पर ₹4 तथा प्रथम एवं अंतिम माँग पर ₹3 प्रति अंश किया जाना था। 100 अंश रखने वाले एक अंशधारी ने आवंटन एवं माँग की राशि का भुगतान नहीं किया। कंपनी ने उसके अंश जब्त कर लिए। बाद में सभी जब्त अंश ₹8 प्रति अंश की दर से पूर्णदत्त अंशों के रूप में पुनः जारी कर दिए गए। आवश्यक रोजनामचा प्रविष्टियाँ कीजिए।

SRGPGPI
Corporate Law
Assignment Questions
B.COM II YEAR

Q.1What do you mean by company ?Discuss the salient features as a form of business organization.

Q.2 What do you mean by Annual General Meeting?

Q.3 State the provisions of the Companies Act in respect of appointment and qualifications of Directors.

Q.4 Describe the provisions of Auditor under Company Act 2013

Q.5 Write a short note on :National Company Law Tribunal

SHRI RGP GUJARATI PROFESSIONAL INSTITUTE INDORE

B Com – 2nd Year

Investment Management

ASSIGNMENT QUESTIONS

Q1. Define the term "Investment" and outline its primary objectives. Discuss the various factors that affect an individual's investment decisions.

Q2. Clearly distinguish between investment, speculation, and gambling. How does the behaviour and risk appetite of an investor differ from that of a speculator?

Q3. Elaborate on the various investment avenues available in the market today. Explain the different elements of risk that an investor must consider before choosing an avenue.

Q4. Define Capital Market and explain its overall structure and functions. Provide a detailed comparison between the Money Market and the Capital Market.

Q5. What are capital market instruments? Discuss in detail the features of shares, debentures, and bonds as primary instruments for raising capital.

Dr. Sunil Kumar Verma