

Exam. Code : 111603

Subject Code : 4831

**Bachelor of Vocation Management & Secretarial
Practices 3rd Semester**

FUNDAMENTALS OF ACCOUNTANCY-I

Paper—I

Time Allowed—3 Hours] [Maximum Marks—75

Note :— Attempt any **five** questions out of the following **eight** questions. Each question carries **15** marks.

1. Differentiate between accountancy and book keeping. Discuss the scope of accountancy.
2. Explain the concepts and conventions of accountancy.
3. What is double entry system ? Give classification of accounts and rule of double entry system.
4. Define Trial Balance. Discuss errors that can occur while preparing the Trial Balance.
5. Define depreciation. Explain different methods of depreciation.
6. Enter the following transactions in the Simple cash book of G. Prasad for the month of April, 2012 :

	Rs.
April 1 Balance of cash in hand	6,000
April 3 Sold goods for cash	2,000
April 4 Purchased goods for cash	1,500
April 5 Purchased stationery	500
April 6 Purchased furniture and paid cash	3,000

April 7	Received cash from Suresh on account	2,500
April 8	Paid to Basu	2,800
April 9	Paid salaries	1,500
April 12	Sold goods	8,000
April 15	Deposited in bank	2,900
April 18	Received commission	1,500
April 22	Amount withdrawn for personal use	2,000
April 25	Amount withdrawn from bank	3,000
April 27	Amount paid to Nani on account	1,000
April 28	Amount paid towards bank loan	2,400
April 30	Paid rent	1,200
April 30	Paid wages	2,200
April 30	Paid miscellaneous expenses	1,000

7. Pass Journal entries for the following transactions in the books of Sulphur Ltd.

2014	
Jan. 1	Started business with cash Rs. 1,00,000, Building Rs. 3,00,000 and deposited Rs. 20,000 in the bank.
Jan. 2	Appointed a secretary at a salary of Rs. 4,000 per month.
Jan. 3	Received from a customer Rs. 5,000 as advance for an order of goods.

2014	
Jan. 4	Purchased goods at an auction Rs. 10,000.
Jan. 5	Purchased an old car for Rs. 90,000 spent Rs. 20,000 on its overhauling.
Jan. 10	Paid Rs. 10,000 on white washing and paint of workshop.
Jan. 15	Exchanged an old personal computer worth Rs. 15,000 for a new laptop for office use costing Rs. 38,000. Balance paid from personal bank account.
Jan. 18	Goods worth Rs. 7,000 returned to the supplier being defective.
Jan. 19	Sold goods to Suhani Rs. 10,000 subject to 10% trade discount and 5% cash discount term. 80% of the amount was paid on the same day and proportionate discount availed by her.
Jan. 20	Interest on loan due but not paid Rs. 1,500.

8. From the following Trial balance prepare Trading and Profit and Loss Account and Balance Sheet of P.K. Co. for the year ending Dec. 31, 2014

Debit balance	Rs.	Credit balance	Rs.
Adjusted purchases	80,000	Capital	1,20,000
Freight	1,100	Sundry creditors	25,000
Wages	16,500	Bank overdraft	12,500
Factory lighting	1,200	Income from investments	1,000
Fuel and power	2,300		

Debit balance	Rs.	Credit balance	Rs.
Rent and rates	2,500	Discount	750
Interest	2,000	Sales	1,40,000
Discount	1,250		
Office expenses	1,800		
Audit fees	2,550		
Insurance	480		
Drawings	1,900		
Cash at bank	3,000		
Investments	20,000		
Furniture and fixt.	10,000		
Plant & Machinery	60,000		
Bills receivables	28,000		
Closing stock	34,500		
Sundry debtors	30,170		
	2,99,250		2,99,250

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HYPER TEXT MARKUP LANGUAGE

Paper—III

Time Allowed—3 Hours] [Maximum Marks—50

Note :— Attempt **Five** questions. All questions carry equal marks.

1. List the differences between :
 - (a) HTML & DHTML
 - (b) Hypertext & Hypermedia
2. What are the various Text-formatting and Text-Alignment tags ? Discuss.
3. Use following Tags with the help of an example:
 - (a)
 - (b) <SUP>
 - (c) <TR>
 - (d) <A>
4. Create web pages to explain the use of column span and row span.
5. Discuss how and when to use style sheets.
6. Discuss various attributes of tag using a suitable example.
7. Discuss Frame Hierarchy and show how links within Frames can be used to access documents.
8. Explain the procedure of publishing a web site on a Web server.

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Subject Code : 4834

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E-COMMERCE

Paper-IV

Time Allowed—3 Hours]

[Maximum Marks— 50

Note :- Attempt any **five** questions. Each question carries
10 marks.

1. Discuss the components of EDI system.
2. What are the steps involved in opening an online business ?
3. Discuss the challenges to E-Commerce.
4. Explain the issues involved in securing electronic transactions.
5. Highlight the laws for E-Commerce in India.
6. Explain the planning methods for change to EC/EDI.
7. Discuss the EDI service providers in India.
8. What are the hardware and software requirements for starting E-Commerce ?

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BUSINESS AND OFFICE CORRESPONDENCE

Paper-V

Time Allowed—3 Hours] [Maximum Marks— 50

Note :— Attempt any **five** questions.

- I. Write in detail about the principles of effective business letter. 10
- II. Write a letter of complaint to a business firm, Sharma & Sons, Nai Sadak, Ludhiana from which you have received computers in damaged condition. You are proprietor of Info Tech. Model Town, Jalandhar. 10
- III. A reputed cloth firm, Sood & Son has advertised in Indian Express a vacancy for the post of accountant. Write an application letter to the manager of the firm along with your resume. 10
- IV. Explain in detail the principles of effective E-mail. 10
- V. What is meaning and purpose of Memorandum ? Explain form and structure of a Memo with a sample of format. 10

- VI. As a Worker Welfare Officer of ABC factory, write a notice to 3-4 senior workers for a meeting involving issues concerning the workers. 10
- VII. What is a Report ? Explain different kinds of reports. 10
- VIII. What is importance of Customer Care in business world today ? Write about the strategies adopted by companies to maintain healthy customer relationship. 10

Note :- Attempt any five questions.

- I. Write in detail about the principles of effective business letter. 10
- II. Write a letter of complaint to a business firm, Sharma & Sons, Nai Sadak, Ludhiana from which you have received computers in damaged condition. You are proprietor of Info Tech, Model Town, Jalandhar. 10
- III. A reputed cloth firm, Sood & Son has advertised in Indian Express a vacancy for the post of accountant. Write an application letter to the manager of the firm along with your resume. 10
- IV. Explain in detail the principles of effective E-mail. 10
- V. What is meaning and purpose of Memorandum ? Explain form and structure of a Memo with a sample of format. 10

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Subject Code : 4836

**Bachelor of Vocation (Management & Secretarial
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MARKETING MANAGEMENT

Paper-VI

Time Allowed—3 Hours]

[Maximum Marks— 50

Note : The question paper consists of **eight** questions and students have to attempt any **five** questions. All questions carry equal marks.

1. Discuss in detail the core marketing concepts. Also, explain the concept of Holistic Marketing.
2. If you were planning to enroll in a University for higher education, what steps would you undertake as a part of the buying decision process ?
3. Explain the different bases, available to an organization, for segmenting consumer markets.
4. (i) Describe the characteristics of an attractive market segment.
(ii) Explain the positioning strategy of the GlaxoSmithKline Consumer Healthcare for marketing SENSODYNE brand of toothpaste.

5. Define Customer Relationship Management. Describe the CRM strategies adapted by telecommunication organizations like Airtel, IDEA, etc. for maintaining and strengthening customer relations.
6. Define Marketing research and discuss the types of research. Also, explain the different methods of securing qualitative and quantitative research data.
7. Bata India is a major footwear producer. Why would it make business and social sense for Bata to increase efforts in rural markets ?
8. Explain the different modes of entry available to a domestic apparel manufacturer and marketer for entering into global markets.

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ENVIRONMENTAL STUDIES-I

Paper-ESL-221

Time Allowed—3 Hours]

[Maximum Marks—50

Section-A (15 marks) : Attempt any **three** questions. Answer to the questions should be restricted to **2** pages.

Section-B (20 marks) : Attempt any **two** questions restricting your answers to **4** pages.

Section-C (15 marks) : Attempt any **one** question restricting your answer to **5** pages.

SECTION-A

Write short notes on any three of the following :

1. Benefits of forests
2. Impacts of land degradation
3. Ecological pyramids
4. The impacts of acid rain
5. Water borne diseases.

3×5=15

SECTION-B

6. Write about the role of an individual for conservation of natural resources.
 7. Give a description of structure and function of a lake ecosystem.
 8. Write a note on methods of wasteland reclamation.
 9. Write about various measures to create better health of the society.
- 2×10=20

SECTION-C

10. Write a detailed note on importance of environmental education and awareness in protection and conservation of environment.
11. What are renewable and non renewable energy resources ?
Give a detailed account of various alternative energy resources to meet the growing demand of energy.

1×15=15