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(6th Semester)

COMMERCE

(Auditing)

Full Marks : 75

Time : 3 hours

(PART : A—OBJECTIVE)

(Marks : 25)

The figures in the margin indicate full marks for the questions

SECTION—A

(Marks : 10)

Tick (✓) the correct answer in the brackets provided :

1×5=5

1. The detailed verification of individual transaction is

(a) post and vouch audit ()

(b) balance audit ()

(c) standard audit ()

(d) None of the above ()

2. The provisions for tax audit in India are covered in the Income-tax Act, 1961 under

(a) Section 44AB ()

(b) Section 45AB ()

(c) Section 42AB ()

(d) Section 45AC ()

3. Dividend can be declared or paid by a company through

- (a) current profits ()
- (b) past undistributed profits ()
- (c) Both (a) and (b) ()
- (d) None of the above ()

4. Internal audit is a part of

- (a) internal check ()
- (b) external audit ()
- (c) internal accounting ()
- (d) internal control ()

5. The ICAI has issued for guidance of the members

- (a) statements on auditing ()
- (b) statements on standard auditing practices ()
- (c) accounting standards ()
- (d) All of the above ()

State whether the following statements are True (T) or False (F) by putting a Tick (✓) mark : 1×5=5

6. The government audit is generally a financial audit.

(T / F)

7. Vouching is testing the truth of items appearing in the books of original entry.

(T / F)

8. An effective internal control eliminates all errors and frauds.

(T / F)

9. The remuneration of the company auditor has no fixed scale.

(T / F)

10. Cost audit is made compulsory for every company.

(T / F)

SECTION—B

(Marks : 15)

Write short notes on the following :

3×5=15

1. Accountancy vs. Auditing
2. Vouching
3. Audit Notebook
4. Qualified Report
5. Management Audit

(PART : B—DESCRIPTIVE)

(Marks : 50)

The figures in the margin indicate full marks for the questions

Answer **one** question from each Unit

UNIT—I

1. What is audit? Explain the objectives of auditing. 3+7=10
2. Explain the preparation required to be taken before commencement of an audit. 10

UNIT—II

3. What is audit programme? Explain the advantages and limitations of audit programme. 3+7=10
4. What is internal check? Explain the evaluative criteria for a good internal check. 3+7=10

UNIT—III

5. Explain the verification process of the following : 5+5=10
 - (a) Plant and Machinery
 - (b) Bills Receivables

6. Explain the verification process of the following : 5+5=10
(a) Share capital
(b) Contingent liabilities

UNIT—IV

7. Discuss the procedure for the appointment and remuneration of a company auditor. 5+5=10
8. Discuss the powers and liabilities of a company auditor. 5+5=10

UNIT—V

9. What is tax audit? Discuss the procedure for tax audit. 3+7=10
10. Write notes on any *two* of the following : 5×2=10
(a) Audit of clubs
(b) Audit of hospital
(c) Audit of educational institution

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(6th Semester)

COMMERCE

(Financial Accounting—II)

Full Marks : 75

Time : 3 hours

(PART : A—OBJECTIVE)

(Marks : 25)

The figures in the margin indicate full marks for the questions

SECTION—A

(Marks : 10)

Indicate whether the following statements are *True (T)* or *False (F)* by putting a Tick (✓) mark in the brackets provided : 1×5=5

1. Under single-entry system, arithmetical accuracy of the books cannot be checked by preparing a Trial Balance.

(T / F)

2. Opening balance of cash in hand is shown on the credit side of Receipts & Payments A/c.

(T / F)

3. For unsold stock lying with the consignee, no entry is made in his books.

(T / F)

4. The Head Office reconciles the Trial Balance of the Branch in its books after passing the necessary Journal Entries.

(T / F)

5. Any transaction that increases working capital is an application of funds.

(T / F)

Tick (✓) the correct answer in the brackets provided :

1×5=5

6. Single-entry system is full of

(a) arbitrary ()

(b) confusion ()

(c) defects ()

(d) None of the above ()

7. Receipts & Payments A/c is a summary of

(a) income and expenses ()

(b) cash receipts and payments ()

(c) debit and credit balances of Ledger Accounts ()

(d) None of the above ()

8. Joint Bank A/c in joint venture is used to

(a) record cash transactions ()

(b) calculate profit or loss made on joint venture ()

(c) record individual venturer's dealings with the joint business ()

(d) None of the above ()

9. In case of Dependent Branch, Debtors A/c for credit sales are kept by

- (a) Branch ()
- (b) Head Office ()
- (c) both Branch and Head Office ()
- (d) None of the above ()

10. Raising of short-term loans results in

- (a) outflow of cash ()
- (b) inflow of cash ()
- (c) Neither an outflow nor an inflow of cash ()
- (d) None of the above ()

SECTION—B

(Marks : 15)

Write notes on the following in not more than 5 sentences each : 3×5=15

- 1.** Calculation of profit or loss under net worth method in single-entry system
- 2.** Non-trading concern
- 3.** Del Credere Commission
- 4.** Accounts prepared under stock and debtors system
- 5.** Funds flow statement

(PART : B—DESCRIPTIVE)

(Marks : 50)

The figures in the margin indicate full marks for the questions

Answer **one** question from each Unit

UNIT—I

1. What is a statement of affairs? Distinguish between Statement of Affairs and Balance Sheet. 2+8=10
2. X and Y are equal partners in a business in which the books are maintained using single-entry system. On 1st April, 2017, their statement of affairs was as under :

<i>Liabilities</i>	₹	<i>Assets</i>	₹
Capital :		Plant and Machinery	1,60,000
X	1,60,000	Furniture and Fixtures	10,000
Y	<u>1,60,000</u>	Stock	97,300
Bills Payable	12,400	Sundry Debtors	67,600
Sundry Creditors	40,000	Bills Receivable	9,200
		Cash at Bank	27,760
		Cash in Hand	540
			<u>3,72,400</u>
	<u>3,72,400</u>		

On 31st March, 2018, following was the state of affairs :

	₹
Cash in Hand	800
Cash at Bank	31,600
Sundry Creditors	42,400
Stock	1,33,400
Sundry Debtors	60,600
Bills Payable	13,200
Bills Receivable	17,600

Plant & Machinery and Furniture & Fixtures are to be depreciated by 10%.

Ascertain the profit for the year ended 31st March, 2018, and draw up statement of affairs as on that date assuming X withdrew ₹ 30,000 and Y withdrew ₹ 26,000 during the year. 6+4=10

UNIT—II

- 3.** What is a Receipts & Payments A/c? Why and how is Income & Expenditure A/c prepared? 3+7=10
- 4.** From the following Receipts & Payments A/c and additional information, prepare an Income & Expenditure A/c for the year ended 31st December, 2017 and the Balance Sheet as on that date : 5+5=10

Receipts & Payments A/c

<i>Receipts</i>	₹	<i>Payments</i>	₹
To Cash in Hand	1,400	By Salaries	48,000
” Cash at Bank	16,000	” Defence Bonds	30,000
” Subscriptions :		” Printing and Stationery	2,000
2016	5,000	” Rent	5,000
2017	83,000	” Bicycles Purchased	3,000
2018	<u>6,000</u>	” Help to needy Students	20,000
” Sale of Investment	20,000	” Cash in Hand	3,000
” Interest on Investment	600	” Cash at Bank	24,000
” Sale of Furniture (Book value ₹ 4,000)	3,000		
	<u>1,35,000</u>		<u>1,35,000</u>

Subscriptions for 2017 still due were ₹ 7,000; Interest due on defence bonds was ₹ 1,000; Rent still owing was ₹ 600; The book value of the investments sold was ₹ 18,000; ₹ 12,000 of the investments were still in hand; Subscriptions received in 2017 included ₹ 10,000 from a life member; Furniture on 1st January, 2017 was ₹ 9,000

UNIT—III

- 5.** What is consignment? How does it differ from joint venture? 3+7=10
- 6.** Mr. A of Kolkata consigned 100 computer sets to Mr. B of Aizawl costing ₹ 9,000 per set, but invoiced at a price so as to show 20% profit on such invoice price. A spent ₹ 8,000 as freight and insurance. B was entitled to a commission of 10% on gross sales. B sold 75 sets @ ₹ 15,000 each and spent ₹ 1,500 as dock dues and ₹ 2,000 as miscellaneous expenses. Show Consignment A/c and Consignee A/c in the books of consignor. 7+3=10

UNIT—IV

- 7.** What do you mean by Branch Accounting? Distinguish between Branch Accounting and Departmental Accounting. 4+6=10
- 8.** XYZ Printers Ltd. opened a shop at Delhi on 1st April, 2017. Goods were invoiced at selling price which was fixed by adding 25% to the cost. From the following particulars relating to 2017–18, ascertain the profit or loss made during the year by the stock and debtors system : 10

	₹
Goods sent to Delhi Branch (invoice value)	11,40,400
Sales :	
Cash	7,50,000
Credit	2,70,000
Cash received from Debtors	2,22,400
Discount allowed to customers	6,600
Goods returned by customers	7,000
Cash remitted to Branch for :	
Rent	12,000
Salaries	60,000
Sundry expenses	7,800
Defective cloth found in bales written off	5,200
Stock at Branch on 31st March, 2018	1,22,200

UNIT—V

- 9.** Define the term 'cash flow'. How does a Cash Flow Statement differ from Funds Flow Statement? 2+8=10
- 10.** The following are the summarized Balance Sheets of Mr. Lala on 1st January, 2017 and 31st December, 2017 :

Assets	01.01.2017	31.12.2017
	₹	₹
Land	1,00,000	1,50,000
Stock	1,25,000	1,10,000
Building	2,50,000	2,75,000
Machinery	4,00,000	4,30,000
Debtors	1,75,000	1,92,000
Cash	20,000	18,000
	10,70,000	11,75,000

<i>Liabilities</i>	<i>01.01.2017</i>	<i>31.12.2017</i>
	₹	₹
Share Capital	7,40,000	7,45,000
Bank Loan (long-term)	1,50,000	2,25,000
Creditors	1,80,000	2,05,000
	<u>10,70,000</u>	<u>11,75,000</u>

Additional Information :

- (i) During the year, drawings by the proprietor for personal use amounted to ₹ 1,30,000
- (ii) Provision for Depreciation on Machinery stood at ₹ 1,35,000 on 1st January, 2017
- (iii) Provision for Depreciation on Machinery stood at ₹ 1,80,000 on 31st December, 2017

You are required to prepare—

- (a) schedule of changes in working capital;
- (b) statement of sources and application of funds.

5+5=10

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(6th Semester)

COMMERCE

(Corporate Accounting)

Full Marks : 75

Time : 3 hours

(PART : A—OBJECTIVE)

(Marks : 25)

The figures in the margin indicate full marks for the questions

SECTION—A

(Marks : 10)

Tick (✓) the correct answer in the brackets provided :

1×5=5

1. On a share of ₹ 10 issued at a premium of ₹ 2 whole amount has been called up but ₹ 7 has been received, the share capital should be credited by

(a) ₹ 10 ()

(b) ₹ 12 ()

(c) ₹ 7 ()

(d) None of the above ()

2. Yield value of share is

- (a) $\frac{\text{Possible earning rate}}{\text{Normal earning rate}} \times \frac{\text{Paid-up value of share}}{100}$ ()
- (b) $\frac{\text{Expected earning rate}}{\text{Normal earning rate}} \times \frac{\text{Paid-up value of share}}{100}$ ()
- (c) $\frac{\text{Average profit}}{\text{Average capital employed}} \times \frac{\text{Paid-up value of share}}{100}$ ()
- (d) None of the above ()

3. Debentures are shown in the Balance Sheet under

- (a) authorised capital ()
- (b) issued capital ()
- (c) current liabilities ()
- (d) secured loans ()

4. In which of the following are all the combining companies liquidated?

- (a) Amalgamation ()
- (b) Absorption ()
- (c) Internal reconstruction ()
- (d) None of the above ()

5. The holding company's share of current profits is

- (a) ignored ()
- (b) shown in Consolidated Balance Sheet ()
- (c) shown in Profit & Loss A/c of holding company ()
- (d) added in computing minority interest ()

Indicate whether the following statements are *True (T)* or *False (F)* by putting a Tick (✓) mark in the brackets provided : 1×5=5

6. Premium payable on redemption of Preference Shares can be provided for out of company's Security Premium A/c.
(T / F)
7. In the case of a Joint-stock Company, the need for evaluating goodwill may arise when one class of shares is to be converted into another.
(T / F)
8. According to Section 205 of the Companies Act, it is compulsory to provide for depreciation before dividends are declared out of the profits.
(T / F)
9. When amalgamation is in the nature of purchase, assets and liabilities taken over by the purchasing company should be shown only at their book value.
(T / F)
10. If the holding company gets less than the amount of investment in shares of subsidiary, the excess is termed as 'goodwill'.
(T / F)

SECTION—B

(Marks : 15)

Write notes on the following in not more than 5 sentences each : 3×5=15

1. Redeemable vs. Irredeemable Debentures
2. Valuation of Goodwill
3. Calls-in-arrear
4. Purchase Consideration
5. Unrealised Profit

(PART : B—DESCRIPTIVE)

(Marks : 50)

The figures in the margin indicate full marks for the questions

Answer **one** question from each Unit

UNIT—I

1. ABC Ltd. issued a prospectus inviting applications for 100000 Equity Shares of ₹ 10 each at a premium of 20%. The money payable on shares is as follows :

On Application—₹ 5

On Allotment—₹ 4 (including premium of ₹ 2)

On First Call—₹ 2

On Final Call—₹ 1

Applications were received for 120000 shares and allotment was made as follows :

- (1) To applicants for 50000 shares—in full
- (2) To applicants for 40000 shares—30000 shares
- (3) To applicants for 30000 shares—20000 shares

Applicants of 500 shares falling in category (1) and applicants of 600 shares falling in category (2) failed to pay allotment money. These shares were forfeited on failure to pay the first call. Holders of 600 shares falling in category (3) failed to pay the first and the final call and these shares were forfeited after final call.

650 shares [500 of category (1) and 150 of category (2)] were reissued at ₹ 8 per share as fully paid.

Pass Journal Entries to record the above transactions.

10

2. XYZ Ltd. had issued 20000, 10% Preference Shares of ₹ 100 each, redeemable at a premium of 10% on 31st December, 2017. The dividend for 2017 yet to be paid. The payment of dividend, premium and capital was duly carried out.

To provide funds for redemption, the company :

- (i) Sold investments costing ₹ 2,50,000 for ₹ 4,00,000
- (ii) Issued for cash 2500, 12% debentures of ₹ 10 each at par
- (iii) Issued 50000 Equity Shares of ₹ 100 each at a premium of ₹ 40 per share

The company has adequate balance in Profit & Loss A/c.

Show Journal Entries.

10

UNIT—II

- 3.** Explain the circumstances under which valuation of shares is essential. Describe two methods of valuation of shares. 4+6=10
- 4.** The following is the Balance Sheet of Z Ltd. Company as on 31st December, 2017 :

<i>Liabilities</i>	₹	<i>Assets</i>	₹
Share Capital :		Goodwill	7,000
12000 Equity Shares		Land and Building	38,000
of ₹ 10 each	1,20,000	Plant and Machinery	50,000
General Reserve	22,000	Investments	40,000
5% Debentures	30,000	Stock	45,000
Sundry Creditors	20,000	Debtors	60,000
Provision for Taxation	18,000	Cash at Bank	18,000
Profit & Loss A/c :		Cost of Issue	
Balance as		of Debentures	2,000
on 01.01.2017	4,000		
Profit for the year	<u>46,000</u>		
	<u>2,60,000</u>		<u>2,60,000</u>

Profit includes ₹ 2,000 income from investments.

Present value of assets :

- Land and Building—₹ 45,000
- Plant and Machinery—₹ 40,000
- Investments—₹ 50,000

The current assets are worth book value

Calculate the value of goodwill on the basis of 4 year's purchase of super-profits. Normal return on capital employed in this type of business is 10%. 10

UNIT—III

5. The following are the balances of XYZ Ltd. as on 31st March, 2016 :

<i>Debit Balances</i>	₹	<i>Credit Balances</i>	₹
Premises	30,72,000	Share Capital	40,00,000
Plant	33,00,000	12% Debentures	30,00,000
Stock	7,50,000	Profit & Loss A/c	2,62,500
Debtors	8,70,000	Bills Payable	3,70,000
Goodwill	2,50,000	Creditors	4,00,000
Bank	4,06,500	Sales	41,50,000
Calls-in-Arrear	75,000	General Reserve	2,50,000
Interim Dividend Paid	3,92,500	Bad Debts provision	
Purchases	18,50,000	(01.04.2015)	35,000
Preliminary Expenses	50,000		
Wages	9,79,800		
General Expenses	68,350		
Salaries	2,02,250		
Bad Debts	21,100		
Debenture Interest paid	1,80,000		
	<u>1,24,67,500</u>		<u>1,24,67,500</u>

Additional Information :

- (i) Stock on 31st March, 2016 was ₹ 9,50,000
- (ii) Depreciate plant by 15%
- (iii) Write off ₹ 5,000 from preliminary expenses
- (iv) Interest on Debentures is due for 6 months
- (v) Create 5% provision for Doubtful Debts
- (vi) Provide for income tax @ 50%

Prepare Final A/cs of the company.

10

6. ABC Ltd. had an authorised capital of ₹ 25,00,000 divided into 2,50,000 Equity Shares of ₹ 10 each on 31st March, 2010 of which 125000 shares were fully called up. The following are the balances extracted from the ledger as on 31st March, 2010 :

*Trial Balance of ABC Ltd.
as on 31st March, 2010*

<i>Particulars</i>	₹	<i>Particulars</i>	₹
Opening Stock	2,50,000	Sales	16,25,000
Purchases	10,00,000	Discount Received	15,750
Wages	3,50,000	Profit & Loss A/c	31,100

<i>Particulars</i>	<i>₹</i>	<i>Particulars</i>	<i>₹</i>
Discount Allowed	21,000	Creditors	1,76,000
Insurance (up to 30.06.2010)	33,600	Reserves	1,25,000
Salaries	92,500	Loan from Managing Directors	78,500
Rent	30,000	Share Capital	12,50,000
General Expenses	44,750		
Printing	12,000		
Advertisements	19,000		
Bonus	52,500		
Debtors	1,93,500		
Plant	9,02,500		
Furniture	85,500		
Cash at Bank	1,73,500		
Bad Debts	16,000		
Calls-in-Arrears	25,000		
	<u>33,01,350</u>		<u>33,01,350</u>

Additional Information :

- (i) Closing Stock was valued at ₹ 9,57,500
- (ii) Depreciate plant @ 15% and furniture @ 10%
- (iii) Provide a tax provision of ₹ 40,000
- (iv) Interim dividend for the year ended 31st March, 2010 @ 6% is to be provided

You are required to prepare Profit & Loss A/c for the year ended 31st March, 2010 and a Balance Sheet on that date.

10

UNIT—IV

7. What do you mean by amalgamation? Discuss the two types of amalgamation recognized by AS-14. 4+6=10
8. Given below are the Balance Sheets as on 31st March, 2016 of A Ltd. and B Ltd. which are amalgamated to form a new company AB Ltd. :

Balance Sheets

<i>Liabilities</i>	<i>A Ltd.</i>	<i>B Ltd.</i>	<i>Assets</i>	<i>A Ltd.</i>	<i>B Ltd.</i>
	<i>₹</i>	<i>₹</i>		<i>₹</i>	<i>₹</i>
Equity Shares of ₹ 10 each fully paid	1,00,000	2,00,000	Goodwill	20,000	40,000
Capital Reserve	40,000	—	Building	40,000	20,000
			Plant	80,000	70,000

<i>Liabilities</i>	<i>A Ltd.</i>	<i>B Ltd.</i>	<i>Assets</i>	<i>A Ltd.</i>	<i>B Ltd.</i>
	₹	₹		₹	₹
General Reserve	20,000	10,000	Furniture	10,000	10,000
Profit & Loss A/c	30,000	—	Stock	80,000	1,00,000
Secured Loans	70,000	50,000	Debtors	65,000	53,000
Sundry Creditors	40,000	50,000	Bank	5,000	2,000
			Profit & Loss A/c	—	15,000
	<u>3,00,000</u>	<u>3,10,000</u>		<u>3,00,000</u>	<u>3,10,000</u>

The purchase consideration for the respective companies is

A Ltd. : Allotment of 20000 fully paid Equity Shares of ₹ 10 each

B Ltd. : Allotment of 15000 fully paid Equity Shares of ₹ 10 each

Give Journal Entries to close the books of A Ltd. and also prepare the Opening Balance Sheet of AB Ltd. 10

UNIT—V

9. What do you mean Consolidated Balance Sheet? What are the advantages and disadvantages of holding companies? 4+6=10

10. From the following Balance Sheets and additional information given below, prepare a Consolidated Balance Sheet of H Ltd. and its subsidiary S Ltd. : 10

Balance Sheets as on 31st March, 2016

<i>Liabilities</i>	<i>H Ltd.</i>	<i>S Ltd.</i>	<i>Assets</i>	<i>H Ltd.</i>	<i>S Ltd.</i>
	₹	₹		₹	₹
Share Capital :			Fixed Assets	20,00,000	3,00,000
Shares of ₹ 100 each	25,00,000	5,00,000	Stock	15,00,000	6,00,000
Profit & Loss A/c	10,00,000	3,00,000	Debtors	3,75,000	4,25,000
Reserves	3,00,000	1,50,000	Bills Receivables	1,00,000	—
Bills Payable	—	75,000	Shares in S Ltd.		
Creditors	5,50,000	3,00,000	3750 at cost	3,75,000	—
	<u>43,50,000</u>	<u>13,25,000</u>		<u>43,50,000</u>	<u>13,25,000</u>

Additional Information :

- Bills accepted by S Ltd. are all in favour of H Ltd.
- The stock of H Ltd. includes ₹ 1,25,000 purchased from S Ltd. at a profit to the latter of 20% on sales
- All the profits of S Ltd. have been earned since the shares were acquired by H Ltd. but there was already reserve of ₹ 1,50,000 at that date

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(6th Semester)

COMMERCE

(Agricultural and Rural Marketing)

Full Marks : 75

Time : 3 hours

(PART : A—OBJECTIVE)

(Marks : 25)

The figures in the margin indicate full marks for the questions

SECTION—A

(Marks : 10)

Tick (✓) the correct answer in the brackets provided :

1×10=10

1. Agriculture's contribution to the country's gross value added is

- (a) 17.6% ()
(b) 17.4% ()
(c) 16.3% ()

2. Census of India define rural as

- (a) population density of less than 400 per sq. km. ()
(b) 76% of population engaged in agriculture ()
(c) minimum population of 12,500 ()

3. Scheme launched to support organic farming is

- (a) Pradhan Mantri Gram Sinchai Yojana ()
(b) Pradhan Mantri Fasal Bima Yojana ()
(c) Paramparagat Krishi Vikas Yojana ()

- 4.** Contract farming was started in the year
- (a) 1996 ()
 - (b) 1998 ()
 - (c) 2000 ()
- 5.** The Rural Employment Guarantee Scheme was launched in
- (a) 2008 ()
 - (b) 2006 ()
 - (c) 2004 ()
- 6.** Rural markets are
- (a) homogeneous market ()
 - (b) low-content market ()
 - (c) heterogeneous market ()
- 7.** Segmentation on the base of amount of usage and benefit sought is
- (a) psychographic ()
 - (b) product-related ()
 - (c) Both (a) and (b) ()
- 8.** Large farmer is one whose farmland is
- (a) less than 10 hectares ()
 - (b) higher than 20 hectares ()
 - (c) 10 hectares and above ()
- 9.** Rural consumers have direct interaction with
- (a) retailers ()
 - (b) wholesalers ()
 - (c) middlemen ()
- 10.** The potential annual loss due to pests approach in India is
- (a) greater than ₹ 10,000 crores ()
 - (b) greater than ₹ 5,000 crores ()
 - (c) greater than ₹ 7,000 crores ()

SECTION—B

(Marks : 15)

Write short notes on the following :

3×5=15

1. E-Choupal
2. Rural market
3. Role of self-help groups in promoting rural market
4. Conditions for effective market segmentation
5. E-rural marketing

(PART : B—DESCRIPTIVE)

(Marks : 50)

The figures in the margin indicate full marks for the questions

Answer **one** questions from each Unit

UNIT—I

1. “Agriculture marketing plays an important role in the development of an economy.” Justify your answer. 10
2. What is meant by crop insurance? Enumerate the challenges in agricultural marketing. 3+7=10

UNIT—II

3. What is rural marketing? Discuss the factors leading to the growth of rural market. 3+7=10
4. Explain in detail the potential of rural markets in India. 10

UNIT—III

5. What are the challenges faced in rural marketing? 10
6. Discuss the roles played by private sector and cooperative societies in the promotion of rural markets. 10

UNIT—IV

7. What is rural marketing environment? Discuss the important components of rural marketing environment. 3+7=10
8. What is market segmentation? Discuss different bases of market segmentation. 3+7=10

UNIT—V

9. Analyze the constraints of physical distribution management in rural marketing and discuss the emerging channels of distribution in rural India. 5+5=10
10. What is e-distribution? Discuss the role of wholesalers and retailers. 2+8=10

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(6th Semester)

COMMERCE

(**Essentials of E-Commerce**)

Full Marks : 55

Time : 2½ hours

(**PART : A—OBJECTIVE**)

(*Marks : 20*)

The figures in the margin indicate full marks for the questions

SECTION—A

(*Marks : 5*)

Tick (✓) the correct answer in the brackets provided :

1×5=5

1. Which of the following describe(s) e-commerce?

- (a) Doing business electronically ()
- (b) Doing business ()
- (c) Sale of goods ()
- (d) All of the above ()

2. Secure Electronic Transaction protocol was designed

- (a) to be used for broadband internet ()
- (b) by VISA and MasterCard company ()
- (c) to detect unauthorized user ()
- (d) All of the above ()

3. A process by which individual investors and traders buy and sell securities over an electronic network typically with a brokerage firm is called

- (a) online auction ()
- (b) online tourism ()
- (c) online real estate ()
- (d) online trading ()

4. An inventory strategy that companies employ which results in reducing inventory cost is

- (a) Stock marketing ()
- (b) JIT ()
- (c) EDI ()
- (d) None of the above ()

5. An E-governance model where information is broadcasted to wider public domain through the use of ICT is

- (a) E-broadcaster model ()
- (b) E-advocacy model ()
- (c) Broadcasting model ()
- (d) Critical flow model ()

SECTION—B

(Marks : 15)

Answer the following questions :

3×5=15

1. Write down the benefits of e-commerce to society.
2. What is SET?
3. State the advantages of employing online broker-based services.
4. Explain supply chain management in B2B e-commerce.
5. Write on E-governance vs. E-government.

(PART : B—DESCRIPTIVE)

(Marks : 35)

The figures in the margin indicate full marks for the questions

Answer **one** question from each Unit

UNIT—1

1. What is e-commerce? Explain the different limitations of e-commerce. 2+5=7
2. Explain with diagram the different models of e-commerce. 7

UNIT—2

3. Explain the workings of credit card payment transaction with a neat diagram. 7
4. What do you mean by electronic payment system? Explain the different types of electronic payment system. 2+5=7

UNIT—3

5. Write a note on online banking and its benefits. 7
6. What is E-auction? Explain the different types of E-auction. 3+4=7

UNIT—4

7. Explain procurement management in e-commerce. Write down the advantages and disadvantages of E-procurement. 3+4=7
8. Explain the different models of B2B electronic commerce models. 7

UNIT—5

9. What is E-governance? Explain how the participation of private sector supplements the work of E-governance. 7
10. Explain any *two* of the following with respect to E-governance : 3½×2=7
- (a) G2G
 - (b) G2C
 - (c) G2E
 - (d) PPP

★ ★ ★