

FACULTY OF COMMERCE**B.Com. I – Semester (CBCS) Examination, November / December 2019****(Only for General)****Subject: Foreign Trade****Paper Code – DSC – 103****Time: 3 Hours****Max.Marks: 80 PART – A (5x4 = 20 Marks)****[Short Answer Type]****Note: Answer any five of the following questions.**

- 1 Visible and Invisible Trade
- 2 Inspection Certificate
- 3 Types of Marine Insurance Policy
- 4 Trade Deficit
- 5 Disequilibrium of BOP
- 6 Merchandise Exports from India Scheme
- 7 Free Trade Area
- 8 New Development Bank

PART – B (5x12 = 60 Marks)**[Essay Answer Type]****Note: Answer all from the following questions.**

- 9 a) Explain various documents used in Foreign Trade.
OR
b) What is meant by Bill of Lading? Discuss its types.
- 10 a) Define Balance of Payments? Explain the components of Balance of Payments.
OR
b) What is Disequilibrium of Balance of Payments? Write the causes of Disequilibrium.
- 11 a) Explain various Foreign Trade Policies of India.
OR
b) Discuss the importance and implementation of Trade Policy of India.
- 12 a) Write the significance of Foreign Trade and reasons for slow growth of Exports.
OR
b) Explain the various types of Trade Blocs.
- 13 a) Discuss the differences between IMF and IBRD.
OR
b) Explain the objectives and functions of WTO.

FACULTY OF COMMERCE

**B.Com. I – Semester (CBCS) Examination, November / December 2019 (Only for
Computer Applications Courses) Subject: Fundamentals of Information
Technology Paper Code – DSC – 103**

Time: 1½ Hours**Max.Marks: 50****PART – A (5x2 = 10 Marks)****[Short Answer Type]****Note: Answer any five of the following questions.**

- 1 Smart Terminal
- 2 LCD Monitor
- 3 Impact Printer
- 4 Star Topology
- 5 EEPROM
- 6 'What-If-Analysis' Concept
- 7 Multiprogramming
- 8 Compact Disk

PART – B (5x8 = 40 Marks)**[Essay Answer Type]****Note: Answer all from the following questions.**

- 9 a) Bring out the differences between Impact and Non-Impact Printers.

OR

- b) Discuss briefly about:

- a) Voice Recognition System
- b) Vision Input System

- 10 a) What is Binary Arithmetic? How does it help in programming?

OR

- b) What is Data Storage? What are its types?

- 11 a) What are Utility Programs? Explain with fine examples.

OR

- b) Write about Application Software and its types.

- 12 a) Bring out the differences between Assemblers, Compilers and Interpreters and write about Batch Processing.

OR

- b) Explain Operating System. What are its types?

- 13 a) What is Data Communication? Explain various types of media used for Data Transmission.

OR

- b) Discuss in detail about LAN Topologies.

FACULTY OF COMMERCE

B.Com. I – Semester (CBCS) Examination, November / December 2019 (Only for Advertising & Sales Management Courses)

Subject: Marketing Management

Paper Code – DSC – 103

Time: 3 Hours

Max.Marks: 80

PART – A (5x4 = 20 Marks)
[Short Answer Type]

Note: Answer any five of the following questions.

- 1 Rural Vs Urban Markets
- 2 Marketing Intermediaries
- 3 Cognitive Dissonance
- 4 Requirements of Effective Segmentation
- 5 Product Classification and Levels of Product
- 6 Forms of Direct Marketing
- 7 Format of Retail Stores
- 8 Marketing Myopia

PART – B (5x12 = 60 Marks)
[Essay Answer Type]

Note: Answer all from the following questions.

- 9 a) Define Marketing. What are the objectives of Marketing? Explain marketing Mix Elements.

OR

- b) How does Macro Environmental factors affect marketing decisions?

- 10 a) Define Target Market. Examine the consumer preferences using suitable diagram in different Target Markets.

OR

- b) What do you mean by Positioning? Explain how products can be positioned.

- 11 a) What is Consumer Behaviour? Explain its nature and scope.

OR

- b) Describe the characteristics of Organizational Buying. How is Organizational Buying different from Consumer Buying Behaviour?

- 12 a) Explain with suitable illustrations, strategies used by marketers in different stages of Product Life Cycle.

OR

- b) Define Price. Explain the objectives of pricing and factors influencing Pricing Decisions.

- 13 a) What is meant by Advertising? What are its objectives? Write about Advertising Budget.

OR

- b) Define Marketing Channel. Write about channel levels and various channel decision in relation to Channel Design.

FACULTY OF COMMERCE**B.Com. I – Semester (CBCS) Examination, November / December 2019****(Only for Foreign Trade Courses)****Subject: Introduction to International Business****Paper Code – DSC – 103****Time: 3 Hours****Max.Marks: 80 PART – A (5x4 = 20 Marks)****[Short Answer Type]****Note: Answer any five of the following questions.**

- 1 Domestic Business
- 2 Political Environment
- 3 Structure of ASEAN
- 4 NAFTA
- 5 GSTP
- 6 World Trade
- 7 Technology Transfer
- 8 Multinational Corporations

PART – B (5x12 = 60 Marks)**[Essay Answer Type]****Note: Answer all from the following questions.**

- 9 a) Explain the need and importance of International Business.
OR
- b) State the differences between International and Domestic Business.
- 10 a) What are the characteristics of International Business Environment?
OR
- b) Discuss the various factors effect on International Business Environment.
- 11 a) Explain the objectives of BRICS.
OR
- b) Discuss the various functions of Economic Union.
- 12 a) What are the basic principles of the UNCTAD?
OR
- b) What do you mean by WTO? List out the features of the WTO.
- 13 a) What are the different types of Tariff and Non-Tariff Barriers.
OR
- b) Discuss about World Trade Protection Mechanism.

FACULTY OF COMMERCE**B.Com. I – Semester (CBCS) Examination, November / December 2019****(Only for Tax Procedure Courses)****Subject: Income Tax – I****Paper Code – DSC – 103****Time: 3 Hours****Max.Marks: 80 PART – A (5x4 = 20 Marks)****[Short Answer Type]****Note: Answer any five of the following questions.**

- 1 Person
- 2 Define Agricultural Income
- 3 Residential Status
- 4 Compute Tax Liability of Smt. Ramadevi, a Senior citizen from the following information:
 - i) Income from Agriculture Rs. 1,00,000
 - ii) Income from Non-Agriculture Rs. 5,00,000
- 5 Calculate Exempted Amount of HRA:
Basic Pay Rs. 8000 p.m. DA 20% on Basic Pay, HRA 12% on Basic Pay and Rent paid R. 1800 p.m. in Hyderabad City.
- 6 Perquisite
- 7 Calculate Gross Annual Value; When MRV Rs.1,20,000; FRV Rs. 1,10,000; Rent per month Rs.8,000; Vacancy Period – one month.
- 8 Block of Assets.

PART – B (5x12 = 60 Marks)**[Essay Answer Type]****Note: Answer all from the following questions.**

- 9 a) Define Income? Explain any ten Exempted Incomes U/S 10 of Income Tax Act.
OR
- b) How do you determine the Residential Status of an Individual?
- 10 a) Define Agricultural Income? Explain the conditions to be satisfied for an income to be treated as on Agricultural Income.
OR
- b) From the following particulars relating to the previous year 2018-19, calculate Tax Liability for the Current Assessment year.
 - i) Income from House Property Rs. 4,80,000
 - ii) Agricultural Income Rs. 60,000
 - iii) Long term Capital Gain Rs. 1,00,000
 - iv) Winning from Lottery Rs. 50,000
 - v) Deductions U/S 80 Rs. 30,000
- 11 a) Define Salary? Explain the characteristics of Salary and Deductions U/S 16.
OR

- b) From the following particulars, Compute Income from Salary of Smt. Sharada (Pvt. Employee).

Basic Pay Rs. 2,54,000

D.A. (Service Benefits) Rs.

1,10,000; CCA Rs. 34,000

HRA Rs. 46,000.

Rent paid in Chennai City Rs. 23,000

A Big Car is provided for Office and Personal Use and Expenses paid by Employer.

Gas and Water Bill paid by employer Rs.9,000

Laptop given by the company for personal use Rs.

40,000 Employment tax paid Rs. 280 per month.

- 12 a) What do you mean by Annual Value? Explain the method of Computing Income from House Property, if house is Let out.

OR

- b) Smt. Renuka Devi completed the construction of the Building on 01-01-2016. The Building is having two equal portions. In 1st unit She is residing and 2nd unit is let out on the monthly rent of Rs.8,400.

MRV Rs. 1,50,000; FRV Rs.

1,80,000 Municipal Taxes Rs.9,000

Repairs Rs. 5,000

Loan taken for the construction of the house Rs. 15,60,000 @ 11% from HUDCO, Interest prior to construction period is Rs.1,71,600 and Rs. 60,000 is repaid in the borrowed amount.

Compute Income from House Property.

- 13 a) Define Depreciation? Explain the conditions for claiming Depreciation as deduction.

OR

- b) Given below is the Profit and Loss Account of Mr. X, Compute Income from Business.

Particulars	Rs.	Particulars	Rs.
To Salaries	40,000	By Gross Profit	4,00,000
To Bad Debts	10,000	By Discount	10,000
To Provision for Bad Debts	15,000	By Commission	10,000
To Insurance	4,000	By Bad Debts recovered	20,000
To Advertising	10,000	By Rent received	30,000
To Interest on Capital	5,000		
To Interest on Loan	5,000		
To Depreciation	25,000		
To Net Profit	3,56,000		
	4,70,000		4,70,000

Additional Information:

- i) Allowable Depreciation as per IT rules Rs. 30,000
ii) Insurance includes Life Insurance Premium of the Proprietor Rs.2000.

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Code No. 10003/U

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(5x12=60Marks)

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