

24/09/15

**S.Y.B.COM. (SEM. III)**  
**(Additional Class Test)**  
**SUB : ADVERTISING**

Marks : 20

Date : \_\_\_\_\_

Roll No. : \_\_\_\_\_

I

**Q.1 Fill in the blanks :**

[5]

- (1) In olden days, sellers used to paint signs of the goods on \_\_\_\_\_.
- (2) \_\_\_\_\_ can be called as electronic yellow pages.
- (3) \_\_\_\_\_ Ad Agency is the oldest ad agency in India set up in 1905.
- (4) In India, \_\_\_\_\_ account for a major share of advertising revenue.
- (5) \_\_\_\_\_ is the perception of the brand in the minds of target customers and others.
- (6) The medium of communication refers to the \_\_\_\_\_ of advertising.
- (7) The split between creative agencies and media agencies is often referred to as \_\_\_\_\_.
- (8) Availability of \_\_\_\_\_ has made the media environment very complex.
- (9) \_\_\_\_\_ should be so designed to create a distinct image of the brand.
- (10) During \_\_\_\_\_, the firm gets higher sales and higher profits.

**Q.2 Answer in one sentence :**

[5]

- (1) Write elements of Advertising Communication.
- (2) Explain "Direct Marketing" an element of IMC.
- (3) Write advertising model suggested for LIPs.
- (4) Which marketing factors affect consumer behaviour?
- (5) Explain behavioural segmentation.

**Q.3 Answer the following : (Any TWO)**

[10]

- (1) Write a note on "evolution of advertising".
- (2) What are the challenges faced by Indian advertisers?
- (3) Explain features of consumer behaviour.



**S.Y.B.COM. (SEM. III)**  
**(Additional Class Test)**  
**SUB : MANAGEMENT : FUNCTIONS & CHALLENGES**  
**(COMMERCE – III)**

Marks : 20

Date : \_\_\_\_\_

Roll No. : \_\_\_\_\_

**Q.1 Fill in the blanks with appropriate words :** [5]

- (1) Management facilitates \_\_\_\_\_ of resources.
- (2) Planning is a \_\_\_\_\_ of management.
- (3) \_\_\_\_\_ is dynamic in nature.
- (4) Management Information System is \_\_\_\_\_.
- (5) The principle of equity refers to \_\_\_\_\_.
- (6) The top level managers require more of \_\_\_\_\_ skills.
- (7) The lower level managers require more of \_\_\_\_\_ skills.
- (8) Authority refers to \_\_\_\_\_.
- (9) \_\_\_\_\_ is a time table for activities.
- (10) There must be \_\_\_\_\_ between authority and responsibility.

**Q.2 Answer in one or two lines :** [5]

- (1) Management
- (2) Planning
- (3) Conceptual Skills
- (4) Missions
- (5) Management Exception

**Q.3 Write short notes on : (Any TWO)** [10]

- (1) Any two principle of management
- (2) Features of Planning
- (3) Management Objectives



**S.Y.B.COM. (SEM. III)**  
**(Additional Class Test)**  
**SUB : BUSINESS ECONOMICS – III**

**Marks : 20**

**Date : \_\_\_\_\_**

**Roll No. : \_\_\_\_\_**

**Q.1 Fill in the blanks with appropriate words : (Any FIVE) [5]**

- (1) In a three sector economy, \_\_\_\_\_ is a leakage in the circular flow of income.
- (2) Over investment in capital goods industry can lead to \_\_\_\_\_ in the economy.
- (3) During prosperity, bank credit \_\_\_\_\_ rapidly.
- (4) The point where AD curve intersects AS curve is known as \_\_\_\_\_ cross.
- (5) Paying off old \_\_\_\_\_ is a leakage in the multiplier process.
- (6) Accelerator principle assumes \_\_\_\_\_ capacity.
- (7) The modern concept of money includes money and \_\_\_\_\_ assets.

(Excess, Increases, Taxes, Recession, Keynesian cross, Near money, Debts, Savings)

**Q.2 Answer the following questions in one sentence : (Any FIVE) [5]**

- (1) Which are the sectors in a circular flow of income in a closed economy?
- (2) How does the recovery phase start in the economy?
- (3) If NX is positive, what happens to aggregate demand in the economy?
- (4) What does the concept of multiplier signify?
- (5) What does acceleration principle explain?
- (6) What are the constituents of supply of money in the traditional concept?
- (7) What is the relationship between transaction velocity of money and the price level?

**Q.3 Write brief answers : (Any TWO) [10]**

- (1) Features of a trade cycle
- (2) Equilibrium level of income in a three sector economy
- (3) Working of an accelerator
- (4) Factors determining velocity of circulation of money



**S.Y.B.COM. (SEM. III)**  
**(Additional Class Test)**  
**SUB : FOUNDATION COURSE**

Marks : 20

Date : \_\_\_\_\_

Roll No. : \_\_\_\_\_

**Q.1 Match the following :** [5]

Column 'A'	Column 'B'
(1) Vulnerable Group	(a) Lacerations
(2) Sexually coloured remarks	(b) Violation of STs' rights
(3) Land Alienation	(c) Judiciary
(4) Protection of Fundamental Rights	(d) Exploitation of women at workplace
(5) Physical abuse	(e) Weaker section

**Q.2 Select the most appropriate option :** [5]

- (1) Mass extinction is relatively \_\_\_\_\_.  
(a) Rare (b) Always  
(c) Quite common (d) Quite uncommon
- (2) Environment is threatened more than before due to \_\_\_\_\_.  
(a) decreasing world population (b) increasing world population  
(c) migration of population (d) all of the above
- (3) Destruction of habitat takes place when there is \_\_\_\_\_.  
(a) Deforestation (b) Land filling  
(c) Dragging (d) All of the above
- (4) As population increases, human use more and more land for \_\_\_\_\_.  
(a) industries (b) urbanization  
(c) agriculture (d) mining
- (5) Due to \_\_\_\_\_, floods have become more frequent and severe.  
(a) overgrazing (b) deforestation  
(c) afforestation (d) all three

**Q.3 Write in brief : (Any TWO)** [10]

- (1) Discuss different crimes against children.
- (2) What is elder abuse?
- (3) Explain any two effects of degradation of environment.
- (4) What are the sources of water pollution?



