

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14

Sub. Code :

1	0	1	8	8
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Exam. Code :

5	0	0	1
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NEP U.G. Common-Skill Enhancement Course 1st Semester
(2125)

COMMERCE

Paper : Digital Marketing COMSEC1

Time Allowed : Three Hours]

[Maximum Marks : 50

Note :— Attempt 4 short answer type questions from Section A.

Attempt 2 questions each from Sections B and C respectively.

SECTION—A

1. How is digital marketing different from traditional marketing?
2. What is the impact of artificial intelligence on digital marketing?
3. Discuss organic traffic and inorganic traffic in SEO.
4. What is social media marketing?
5. Compare Blogs with a Website.
6. How can business optimize their campaign for mobile devices?

2.5×4=10

SECTION—B

7. Define digital marketing. Discuss its importance and channels.
8. Write a note on online micro and macro environment.
9. Discuss the impact of personalization and Voice Search on Digital marketing.
10. What is competitive analysis? How is online marketplace analysis done? $10 \times 2 = 20$

SECTION—C

11. Write a detailed note on SEO and discuss its major elements.
12. What are the major benefits of using Google Ads? Discuss its extensions.
13. What are the current trends in email marketing?
14. 'Social networking platforms have become increasingly popular for video creation and sharing.' Comment. $10 \times 2 = 20$

(i) Printed Pages: 2 Roll No.

(ii) Questions : 9 Sub. Code :

1	7	8	0	5
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Exam. Code :

0	0	1	1
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**Bachelor of Commerce 1st Semester
(2125)**

BUSINESS ECONOMICS-I

Paper : BCM-104

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— Attempt any **four** questions from Section A and attempt **two** questions each from Sections B and C respectively.

SECTION—A

1. Attempt any **four** of the following :
 - (a) Mention exceptions to the Law of Demand.
 - (b) Define Income Elasticity of Demand.
 - (c) Explain Budget line.
 - (d) Distinguish between short run and long run production function.
 - (e) What is Dumping?
 - (f) Explain the relationship between Total Revenue, Average Revenue and Marginal Revenue. 4×5=20

SECTION—B

2. Define Demand Function. Discuss the determinants of demand in detail.
3. Explain the factors which determine the elasticity of demand. Also explain the importance of elasticity of demand.

4. State and explain the law of diminishing marginal utility. Discuss the importance and limitations of this law.
5. Explain the consumer's equilibrium with the help of indifference curve analysis. Explain the effect of change in price on this equilibrium. $2 \times 15 = 30$

SECTION—C

6. What is meant by Returns to Scale? Why does it apply?
7. Explain in detail the various cost concepts. Also explain the relationship between AC and MC.
8. Discuss the equilibrium of the firm and industry under perfect competition.
9. Define Discriminating Monopoly. Determine equilibrium under discriminating Monopoly. $2 \times 15 = 30$

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14 Sub. Code :

1	0	0	7	7
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Exam. Code :

5	0	0	1
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NEP U.G. Common-Inter Disciplinary Course 1st Semester
(2125)

COMMERCIAL LAW

Paper : Commercial Law COMIDC

(Common with B.Com. 1st Semester)

Time Allowed : Three Hours] [Maximum Marks : 60

Note :— Instructions to the candidates: The question paper is divided into **THREE** sections.

- (1) Attempt any **FOUR** questions from Section-A. Each question carries **5** marks.
- (2) Attempt any **TWO** questions from Section-B. Each question carries **10** marks.
- (3) Attempt any **TWO** questions from Section-C. Each question carries **10** marks.

SECTION—A

1. "Mere silence is not a fraud." Explain.
2. Differentiate between offer and invitation to offer.
3. Contingent Contracts

4. Right of Subrogation
5. Define Public Authority w.r.t RTI Act.
6. Difference between Substituted agent and Sub-agent.

SECTION—B

7. "All Contracts are agreements but all agreements are not contracts." Discuss this statement.
8. "Ex Nudo Pacto Non Oritur Actio." Discuss. Explain the exceptions to the General Rule of Section 25.
9. What is Breach of Contract? What are the various remedies available to a party in case of Breach of Contract?
10. Explain the meaning of Discharge of Contract. Discuss the various modes by which a contract may be discharged under the Indian Contract Act, 1872.

SECTION—C

11. What are the rights of the Surety? How is the Surety discharged?
12. What is a Contract of Bailment? Explain the duties and rights of the Bailee under the Indian Contract Act, 1872.
13. What do you mean by Agency? How can the Agency be created and terminated?
14. "Right to Information is a powerful tool to ensure transparency in governance." Elaborate. Discuss the procedure to obtain information under the RTI Act.

(i) Printed Pages : 2 Roll No.

(ii) Questions : 9 Sub. Code :

1	2	5	0	4
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Exam. Code :

5	0	2	1
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**Bachelor of Commerce (FYUP) 1st Semester
(2125)**

BUSINESS ECONOMICS-I

**Paper : NBCM103N [Common with B.A. (FYUP) 1st Sem. &
B.Com. Tax Planning & Management & B.Com.
Accounting & Finance & B.Com. Financial Markets
(FYUP) 1st Sem.]**

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— (1) Question 1 is compulsory.

(2) Attempt **TWO** questions from Sections B & C, each question carries **15** marks.

SECTION—A

1. Attempt any **four** questions from the following :

- Exceptions to the law of demand.
- Briefly explain the factors affecting Price elasticity of demand.
- Properties of Indifference Curve.
- Features of Monopoly.
- Brief note on Returns to Scale.
- Why is average cost curve 'U'-shaped? 4×5=20

SECTION—B

2. What is elasticity of demand? Discuss any three methods for measuring Price elasticity of demand. 15
3. Discuss Consumer Equilibrium with the help of Utility Analysis. 15
4. Differentiate between Individual Demand and Market Demand with the help of table and diagram. 15
5. Explain the Law of diminishing Marginal Utility. Discuss its importance. 15

SECTION—C

6. Explain in detail various stages of Law of Variable Proportions. 15
7. Explain traditional theory of Cost with suitable tables and diagrams. 15
8. Explain the equilibrium of a firm under Perfect Competition. 15
9. Explain various concepts of Revenue. Discuss the behaviour of AR and MR Curve under Perfect Competition, monopoly and monopolistic competition. 15

(i) Printed Pages : 2 Roll No.

(ii) Questions : 7 Sub. Code :

1	7	8	0	1
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Exam. Code :

0	0	1	1
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Bachelor of Commerce 1st Semester

(2125)

PUNJABI

Paper : BCM-101-A

Time Allowed : Three Hours] [Maximum Marks : 45

1. 'ਨਵੇਂ ਲੋਕ ਨਵੇਂ ਕਜ਼ੀਏ' ਕਾਂਡ ਵਿਚ ਲੇਖਕ ਵਲੋਂ ਪ੍ਰਗਟਾਏ ਵਿਚਾਰਾਂ ਨੂੰ ਆਪਣੇ ਸ਼ਬਦਾਂ ਵਿਚ ਲਿਖੋ।

ਜਾਂ
'ਪੂੰਏਂ ਦਾ ਜੰਗਲ' ਕਾਂਡ ਦਾ ਸਾਰ ਲਿਖੋ। 6

2. 'ਵਿਹਲਾ ਚੱਕਰ' ਕਾਂਡ ਵਿੱਚ ਲੇਖਕ ਨੇ ਦਿੱਲੀ ਵਿਚ ਨੌਕਰੀ ਲਈ ਥਾਂ-ਥਾਂ ਟੱਕਰਾਂ ਮਾਰਨ ਦਾ ਜੋ ਹਾਲ ਬਿਆਨ ਕੀਤਾ ਹੈ, ਉਸ ਨੂੰ ਆਪਣੇ ਸ਼ਬਦਾਂ ਵਿਚ ਲਿਖੋ।

ਜਾਂ
'ਸੂਰਜ ਗੋਡੇ ਗੋਡੇ' ਕਾਂਡ ਵਿਚ ਲੇਖਕ ਨੇ ਫਿਰਕੂ ਜਨੂੰਨੀਆਂ ਦੁਆਰਾ ਪਟਿਆਲਾ ਵਿਚ ਕੀਤੇ ਮੁਸਲਮਾਨਾਂ ਦੇ ਕਤਲੇਆਮ, ਇਸਤਰੀਆਂ ਦੀ ਦੁਰਗਤ ਤੇ ਲੁੱਟ-ਮਾਰ ਦਾ ਜੋ ਚਿਤਰ ਪੇਸ਼ ਕੀਤਾ ਹੈ, ਉਸ ਨੂੰ ਆਪਣੇ ਸ਼ਬਦਾਂ ਵਿਚ ਲਿਖੋ। 6

3. ਕਿਸੇ ਇੱਕ ਵਿਸ਼ੇ ਉੱਤੇ ਲੇਖ ਲਿਖੋ :

(ੳ) ਕਰੋਨਾ ਦਾ ਕਹਿਰ

(ਅ) ਵਿਦਿਆਰਥੀ ਅਤੇ ਰਾਜਨੀਤੀ

(ੲ) ਨੌਜਵਾਨਾਂ ਦੀ ਵਿਦੇਸ਼ਾਂ ਵਲ ਦੌੜ

(ਸ) ਬਿਰਧ ਆਸ਼ਰਮ। 10

4. ਹੇਠਾਂ ਦਿੱਤੇ ਸ਼ਬਦਾਂ ਵਿਚੋਂ ਕਿਸੇ ਪੰਜ ਦੇ ਸ਼ਬਦ-ਜੋੜ ਨੂੰ ਸੁੱਧ ਕਰਕੇ ਲਿਖੋ :
ਆਇਤਬਾਰ, ਪਯਾਰ, ਕੰਮਪੂਟਰ, ਦੁਪੈਹਰ, ਸੌਹਰਾ, ਭਾਭੀ, ਗੰਨਡਾ, ਭੜਾਈ 5

5. ਹੇਠ ਲਿਖੇ ਇਸ਼ਤਿਹਾਰ ਦਾ ਪੰਜਾਬੀ ਵਿਚ ਅਨੁਵਾਦ ਕਰੋ :
Ten Marla, Near Subhash Market, Butala, Papers with us,
Contact : J.B.S. Properties, 5 Model Town, Gurdaspur (Pb.)
5

6. ਕਿਸੇ ਪੰਜ ਸ਼ਬਦਾਂ ਦੇ ਪੰਜਾਬੀ ਰੂਪ ਲਿਖੋ :
Advance, Assets, Audit, Average income, Broker, Deduct,
Commodity, Human Capital. 5

7. 'ਗਲੀਏ ਚਿਕੜ ਦੂਰਿ ਘਰੁ' ਪੁਸਤਕ ਦੇ ਆਧਾਰ ਤੇ ਹੇਠ ਲਿਖੇ ਪ੍ਰਸ਼ਨਾਂ ਵਿਚੋਂ
ਕਿਸੇ ਚਾਰ ਦੇ ਉੱਤਰ ਦਿਉ :

(ੳ) ਲੇਖਕ ਹੋਰਾਂ ਨੇ ਥਾਣੇਦਾਰ ਨੂੰ ਆਪਣੇ ਘਰ ਵੱਲ ਝਾਤੀ ਪਾਉਣ ਤੋਂ ਕਿਸ
ਤਰ੍ਹਾਂ ਰੋਕਿਆ ?

(ਅ) ਲੇਖਕ ਨੇ ਸਿਆਲਕੋਟ ਵਿੱਚ ਕਿਸ ਲੀਡਰ ਦੇ ਦਰਸ਼ਨ ਕੀਤੇ ਸਨ ?

(ੲ) ਜਦੋਂ ਲੇਖਕ ਮੇਜਰ ਸਾਹਿਬ ਨੂੰ ਸਲੂਟ ਨਾ ਮਾਰ ਸਕਿਆ, ਤਾਂ ਉਸ ਨੇ
ਇਸਦੀ ਥਾਂ ਕੀ ਕੀਤਾ ?

(ਸ) ਇਕ ਕਲਰਕ ਆਪਣੀ ਹੇਰਾ-ਫੇਰੀ ਦੀ ਕਮਾਈ ਬਾਰੇ ਕੀ ਕਹਿੰਦਾ
ਸੀ ?

(ਹ) ਡਰਾਈਵਰ ਕਿਸ ਤਰ੍ਹਾਂ ਆਪਣੀ ਜੇਬ ਗਰਮ ਕਰਦੇ ਸਨ ?

(ਕ) ਲਾਭ ਸਿੰਘ ਲਾਂਗਰੀ ਕਿਹੜੀ ਚੀਜ਼ ਬਹੁਤ ਸੁਆਦ ਬਣਾਉਂਦਾ ਸੀ ?

4×2=8

(i) Printed Pages : 4 Roll No.

(ii) Questions : 9 Sub. Code :

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Exam. Code :

0	0	1	1
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**Bachelor of Commerce 1st Semester
(2125)**

HISTORY & CULTURE OF PUNJAB (In English/Hindi Mediums)
**Paper : History & Culture of Punjab from the Earliest Times
to 1849) (BCM-101-B) (Common with BBA 1st/BCA 3rd Sem.)**

Time Allowed : Three Hours] [Maximum Marks : 45

Note :— Attempt **five** questions in all, including Question No. 1 which is compulsory and selecting **one** question from each Unit.

1. Answer any **five** questions of the following in about **25-30** words each :

- (i) What was Lothal famous for?
- (ii) How was the head of the family being addressed in the Vedic age?
- (iii) Which important events of the life of Lord Buddha fall on Buddha Purnima?
- (iv) Name the new province added by Ashoka and its capital.
- (v) Who was Fahien?
- (vi) Who led the Bhakti Movement in Punjab?
- (vii) Who established the Manji system?
- (viii) What do you know about Pothi Sahib?
- (ix) Name the important reform introduced by Banda Bahadur.
- (x) Who wrote Zafar Nama? 1×5=5

17802/PF-7365(T)
(Outline Map of Punjab)

1

[Turn over

UNIT—I

2. What do you know about the town planning of Harappan Civilization? 10

OR

3. Discuss in detail the life and teachings of Lord Mahavir. 10

UNIT—II

4. Briefly explain the socio-economic life of the Mauryas. 10

OR

5. Give an account of the origin and main principles of the Bhakti Movement. 10

UNIT—III

6. Explain in detail the life and teachings of Guru Nanak Dev Ji. 10

OR

7. What were the circumstances leading to the martyrdom of Guru Tegh Bahadur? What was its impact? 10

UNIT—IV

8. What were the circumstances which led to the social unrest among Sikhs after the martyrdom of Guru Gobind Singh? 10

OR

9. On the outline map of Punjab, show the following places and write explanatory notes on any **two** :
Mohenjodaro, Ropar, Amritsar, Anandpur Sahib, Kiratpur, Goindwal. 6+4=10

(हिन्दी माध्यम)

नोट :- कुल पाँच प्रश्नों के उत्तर दीजिए, साथ ही प्रश्न नं. 1 जो कि अनिवार्य है और प्रत्येक यूनिट में से एक प्रश्न चुनिए।

1. निम्नलिखित में से किन्हीं पाँच प्रश्नों के उत्तर लगभग 25-30 शब्दों में दीजिए :

- (i) लोथल किस लिए प्रसिद्ध था?
- (ii) वैदिक युग में परिवार के मुखिया को किस प्रकार संबोधित किया जाता था?
- (iii) भगवान बुद्ध के जीवन की कौन-सी महत्वपूर्ण घटनाएँ बुद्ध पूर्णिमा पर पड़ती हैं?
- (iv) अशोक द्वारा जोड़े गए नए प्रांत और उसकी राजधानी का नाम बताइए।
- (v) फाहियान कौन था?
- (vi) पंजाब में भक्ति आंदोलन का नेतृत्व किसने किया?
- (vii) मंजी प्रथा की स्थापना किसने की?
- (viii) पोथी साहिब के बारे में आप क्या जानते हैं?
- (ix) बंदा बहादुर द्वारा शुरू किए गए महत्वपूर्ण सुधारों का नाम बताइए।
- (x) जफरनामा किसने लिखा था? 1×5=5

यूनिट-I

2. हड़प्पा सभ्यता की नगर योजना के बारे में आप क्या जानते हैं? 10

अथवा

3. भगवान महावीर के जीवन और शिक्षाओं पर विस्तार से चर्चा कीजिए। 10

यूनिट-II

4. मौर्यों के सामाजिक-आर्थिक जीवन की संक्षेप में व्याख्या कीजिए। 10

अथवा

5. भक्ति आंदोलन की उत्पत्ति और मुख्य सिद्धांतों का विवरण दीजिए। 10

यूनिट-III

6. गुरु नानक देव जी के जीवन और शिक्षाओं की विस्तार से व्याख्या कीजिए। 10

अथवा

7. गुरु तेग बहादुर की शहादत के पीछे कौन-सी परिस्थितियाँ थीं? इसका क्या प्रभाव पड़ा? 10

यूनिट-IV

8. गुरु गोबिंद सिंह की शहादत के बाद सिखों में सामाजिक अशांति किन परिस्थितियों के कारण पैदा हुई? 10

अथवा

9. पंजाब के रेखा मानचित्र पर निम्नलिखित स्थानों को दर्शाएँ और किन्हीं दो पर व्याख्यात्मक टिप्पणियाँ लिखिए :

मोहनजोदड़ो, रोपड़, अमृतसर, आनंदपुर साहिब, कीरतपुर, गोइंदवाल। 6+4=10

(i) Printed Pages : 2

Roll No.

(ii) Questions : 9

Sub. Code :

1	0	3	8	1
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Exam. Code :

5	0	0	1
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Other Than B.A. (FYUP) 1st Semester
(2125)

HISTORY AND CULTURE OF PUNJAB

Paper : History and Culture of Punjab (Upto C. 18th Century)

Time Allowed : Three Hours]

[Maximum Marks : 45

Note :—(1) Question number 1 is compulsory. Attempt any five questions. Each question carries 1 mark.

(2) Attempt two questions from each of the two units. Each question carries 10 marks.

1. Answer any five questions of the following in about 25-30 words :

1. What do you know about town planning in the Harappan civilization?
2. Name two Gods worshipped in the Later-Vedic period.
3. What is the core ideology of Bhakti?
4. Define Langar.
5. When and by whom was the Khalsa created?
6. When and where was Guru Tegh Bahadur martyred?
7. What is Miri-Piri?
8. What do you know about the Masand system? 5×1=5

10381/PF-11268

1

[Turn over

UNIT—I

Attempt any **two** questions :

2. Throw light on the socio-economic life of the Vedic age. 10
3. Trace the growth of Jainism and Buddhism in Punjab. 10
4. Examine the socio-economic aspects of the Harappan civilization. 10
5. Evaluate the contributions of the Bhakti saints. 10

UNIT—II

Attempt any **two** questions :

6. Analyse the ideology of Guru Nanak in the contemporary socio-religious context. 10
7. Highlight the causes responsible for the martyrdom of Guru Tegh Bahadur. 10
8. Throw light on the transformation in Sikhism under Guru Hargobind. 10
9. What was the impact of the creation of Khalsa on polity and society? 10

(i) Printed Pages : 2 Roll No.

(ii) Questions : 14 Sub. Code :

1	2	5	0	2
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Exam. Code :

5	0	2	1
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Bachelor of Commerce (FYUP) 1st Semester
(2125)

PSYCHOLOGY FOR MANAGERS

Paper : NBCM102 [Common with B.A. (FYUP) 1st Sem. &
B.Com. Tax Planning & Management & B.Com.
Accounting & Finance & B.Com. Financial Markets
(FYUP) 1st Sem.]

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— Attempt any **FOUR** short answer type questions from
Section-A. Each question carries **5** marks. Attempt
any **TWO** questions each from Section-B and Section-C.
Each question carries **15** marks.

SECTION—A

1. Describe perceptual errors.
2. Describe the factors affecting individual behavior.
3. Differentiate between motivation and morale.
4. Explain the modern view of conflict.
5. Define Transactional Analysis.
6. Explain the importance of interpersonal relationship.

SECTION—B

7. What are the need and importance of organizational behavior for managers?
8. Explain in detail the theories of personality.
9. What are the sources and measurements of attitude?
10. Define values. What are the sources of values?

SECTION—C

11. Explain in detail the theories of motivation.
12. Explain the important concepts in Transactional analysis.
13. Define leadership and its styles.
14. What is organizational conflict? How can conflicts be managed?

(i) Printed Pages : 8

Roll No.

(ii) Questions : 14

Sub. Code :

1	7	8	0	6
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Exam. Code :

0	0	1	1
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Bachelor of Commerce 1st Semester
(2125)

PRINCIPLES OF FINANCIAL ACCOUNTING

Paper : BCM-105

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt any *four* questions from Section-A, each question carries 5 Marks. Attempt two questions each from Section B and C respectively, each question carries 15 marks.

SECTION—A

1. Explain the procedure of accounting treatment for Bad Debts and Provision for Bad Debts.
2. Differentiate between Joint Venture and Partnership Firm.
3. Write a short note on Accounting Software Tally.
4. Bihar Coal Ltd. leased a colliery from Himalaya Coal Ltd. on 1st January, 2009 at a minimum rent of Rs. 30,000 merging into a royalty of Rs. 1.50 per ton with power to recoup shortworkings during the first three years of the lease. The output of the colliery for the five years of the lease was 9,000, 15,000, 27,000, 17,000 and 28,000 respectively.

Prepare an Analytical Table for passing required journal entries.

5. Shri Gangaram sells two products manufactured in his own factory. The goods are made in two Departments A and B for which separate sets of accounts are maintained. Some of the manufactured goods of Department A are used as raw materials by Department B and vice versa.

From the particulars, you are required to ascertain the total cost of goods manufactured in Department A and B :

	Dept. A	Dept. B
Total units manufactured	10,00,000	5,00,000
Total cost of manufacture	Rs. 10,000	Rs. 5,000

Department A transferred 2,50,000 units to Department B and the latter transferred 1,00,000 units to the former.

6. On 15-6-2014, A Amritsar consigned to his agent B at Batala goods costing Rs. 20,000 paying carriage Rs. 150, freight Rs. 200 and insurance Rs. 100.

B sold 3/4th of the consignment for Rs. 21,500 and had to bear the following expenses: Octroi duty Rs. 120; Carriage Rs. 50; Godown rent Rs. 250; Commission to salesman Rs. 260. He was entitled to 10% commission. On 30-6-2014, the closing date, the market price was 20% more than cost price. Find out the value of closing stock.

SECTION—B

7. Define GAAP. Discuss Accounting Concepts and Conventions with suitable examples.
8. Why is there a need for Departmental Accounting and explain the accounting treatment of common departmental expenses and departmental transfers with examples.
9. From the following ledger balances extracted at the close of the trading year ended 31st March, 2014, prepare a Trading Account, Profit and Loss Account and Balance Sheet at that date, after giving effect to the undermentioned adjustments :

	Rs.		Rs.
Capital on 1-4-2013	50,000	Business premises	55,000
Stock on 1-4-2013	8,000	Furniture and fixtures	2,500
Purchases	20,000	Bills receivable	3,500
Sales	80,000	Bills payable	2,500
Returns Inward	1,500	Sundry debtors	20,000
Returns outward	400	Sundry creditors	15,800
Wages	6,900	Packing Machinery	4,500
Advertisement	5,500	Smith's loan (Dr) @	
Apprenticeship premium	1,200	10% on 1-4-2013	5,000
Interest on Smith's Loan	300	Investment	3,000
Proprietor's withdrawals	3,000	Cash in hand	250
Office expenses	8,050	Cash at bank	3,500

Adjustments to be made for the current period are :

1. Stock in hand at 31st March, 2014 Rs. 7,000.
2. Apprenticeship premium is for three years, paid in advance on 1st April, 2013.
3. Interest on capital to be allowed at 5% for the year.
4. Interest on drawing to be charged to him as ascertained for the year Rs. 80.
5. Rs. 5,000 out of the Advertisement expenses are to be carried forward.
6. Stock value at Rs. 3,000 destroyed by the fire on 25-3-2014 but the insurance Co. admitted a claim of Rs. 2,000 only and paid in April, 2014.
7. The manager is entitled to a commission of 10% of the net profit calculated after charging such commission.
8. Included in sales is an amount of Rs. 10,000 representing goods on "sales or return", the customer still has the right to return the goods. Goods were invoiced charging a profit 20% on sales.
9. Stock included materials worth Rs. 1,000 for which bills had not been received and therefore, not yet accounted for.
10. Hari Traders invoices goods to its branch at Delhi at cost. Goods are generally sold by the branch at a profit of 10% of cost. From the following information, prepare Branch Account to find out

profit/loss of the branch and also give necessary working notes.

	Opening Balance	Closing Balance
	Rs.	Rs.
Branch Stock	5,000	?
Branch Debtors	7,500	?
Branch Furniture	4,000	—
Branch salary outstanding	2,500	—
Branch Cost	—	250

Transactions during the year :

	Rs.		Rs.
Goods sent to Branch	50,000	Credit Sales	30,000
Goods received by Branch	47,500	Cash received from Debtors	27,500
Cash sent to branch for expenses	12,500	Discount	3,000
Actual branch expenses (including branch salary outstanding)	14,500	Cash sent to branch for direct purchases from local market	10,000
Cash sales	25,000	Cost of direct purchases	12,500

Cash remitted by branch to H.O., Rs. 2,750 was not received till close of the accounting period by H.O. Provide 10% depreciation on furniture.

SECTION—C

11. Explain the accounting procedure for Royalty Account with suitable example.
12. Explain the accounting procedure for Consignment Account with suitable example.
13. Bini, Mini and Tini are partners sharing profit and losses in the ratio of 4:3:2. Their Balance Sheet as on 31st March, 2014 stood as follows :

Liabilities	Rs.	Assets	Rs.
Creditors	20,000	Cash	2,000
Bank overdraft (secured against stock)	15,000	Debtors 18,000 Less provision 1,000	17,000
Loan (secured against machinery)	25,000	Stock	25,000
Capitals:		Machinery	40,000
Bini	20,000	Profit and Loss A/c	9,000
Mini	10,000		
Tini	3,000		
	93,000		93,000

The firm was dissolved. Stock was taken over by the Banker and it realised Rs. 20,000. Bank paid back Rs. 4,000 after recovering the overdraft and interest due thereon. Machinery was disposed off for Rs. 24,000 and debtor realised Rs. 14,000 only. Loan was fully paid off along with interest due Rs. 1,000. There was an unrecorded Asset valuing Rs. 5,000 which was taken over by creditors at Rs. 2,000. Expenses amount to Rs. 300 which was paid by Bini. Tini became insolvent. Tini's private liabilities amount Rs. 1,000 while his private estate realised Rs. 1,950.

Prepare necessary ledger Accounts to close the books of the firm.

14. Hari, an architect and Ram a real estate dealer enter into an agreement for the purpose of purchasing a large land and converting it into plots. The purchase price Rs. 1,60,000 and the legal expenses Rs. 11,000 are paid by Hari who borrowed the money from the bank.

Ram provides the material costing Rs. 50,000 for leveling of land and the developments of plots. 10 plots of 200 sq. Mts. each and 5 plots of 400 sq. Mts. each are sold respectively @ Rs. 75 per sq. Mt. and Rs. 70 per Sq. Mt. The sale proceeds of 5 plots of 200 sq. Mts. each are received by Ram. The balance is received by Hari, who paid Rs. 15,000 for selling expenses. Hari repaid the loan and interest thereon amounting to Rs. 9,600.

The agreement provides that after crediting Hari with interest charged on borrowed funds and allowing 15% on the cost of leveling to cover overhead expenses, Hari is to receive two-thirds of the profit and Ram one-third.

Each party's ledger contains record of its own receipts and payment on the joint account. You are required to prepare :

- (a) Statement showing the results of the venture, and
- (b) The account of venture in each party's ledger as it will finally appear.

(i) Printed Pages : 2 ³ Roll No.

(ii) Questions : 14 Sub. Code :

1	0	1	8	8
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Exam. Code :

5	0	0	1
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NEP U.G. Common-Skill Enhancement Course 1st Semester
(2125)

COMMERCE

Paper : Digital Marketing COMSEC1

Time Allowed : Three Hours] [Maximum Marks : 50

Note :— Attempt 4 short answer type questions from Section A.

Attempt 2 questions each from Sections B and C respectively.

SECTION—A

1. How is digital marketing different from traditional marketing?
2. What is the impact of artificial intelligence on digital marketing?
3. Discuss organic traffic and inorganic traffic in SEO.
4. What is social media marketing?
5. Compare Blogs with a Website.
6. How can business optimize their campaign for mobile devices?

2.5×4=10

SECTION—B

7. Define digital marketing. Discuss its importance and channels.
8. Write a note on online micro and macro environment.
9. Discuss the impact of personalization and Voice Search on Digital marketing.
10. What is competitive analysis? How is online marketplace analysis done? 10×2=20

SECTION—C

11. Write a detailed note on SEO and discuss its major elements.
12. What are the major benefits of using Google Ads? Discuss its extensions.
13. What are the current trends in email marketing?
14. 'Social networking platforms have become increasingly popular for video creation and sharing.' Comment. 10×2=20

(i) Printed Pages: 2

Roll No.

(ii) Questions : 9

Sub. Code :

1	7	8	0	7
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Exam. Code :

0	0	1	1
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Bachelor of Commerce 1st Semester
(2125)

COMMERCIAL LAW

Paper : BCM-106

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— Attempt any four short answer type questions from Section A. Attempt two questions each from Section B and Section C respectively.

SECTION—A

1. (a) What is a voidable contract?
- (b) Distinguish between fraud and misrepresentation.
- (c) Define damages as a remedy for breach of contract.
- (d) Define the contract of bailment. What are its essentials?
- (e) What is agency by ratification?
- (f) Write a note on the scope of the Consumer Protection Act 2019. 4×5=20

SECTION—B

2. "All contracts are agreements but all agreements are not contracts." Comment.
3. State the various ways in which a contract may be said to be discharged.

4. What are the various remedies available to a party in case of breach of a contract?
5. What is the meaning of tender of performance? Explain the essentials of a valid tender. 2×15=30

SECTION—C

6. Define a contract of indemnity. What are the rights of an indemnity holder when sued?
7. What is a pledge? What are the rights and duties of a bailor?
8. Discuss the main objectives and provisions of the Right to Information Act 2005.
9. Define consumer. Discuss the problems and rights of consumers. 2×15=30

(i) Printed Pages : 2 Roll No.

(ii) Questions : 14 Sub. Code :

1	0	3	1	4
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Exam. Code :

5	0	0	1
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NEP U.G. Common-Value Added Course 1st Semester
(2125)

FINANCIAL LITERACY

Paper : COMVAC1

Time Allowed : Two Hours]

[Maximum Marks : 40

- Note :— (1) Attempt **FOUR** short answer type questions from Section A.
(2) Attempt **TWO** questions each from Sections B and C respectively.

SECTION—A

1. What does financial literacy mean?
2. How is budgeting defined, and why is it important?
3. What is meant by a family budget?
4. What is property insurance, and what does it cover?
5. What are the different types of bank accounts?
6. What are NBFCs (Non-Banking Financial Companies)?

2.5×4=10

SECTION—B

7. Discuss in detail the key components of financial literacy.
8. Explain the role of financial institutions in promoting financial literacy.
9. What is the need for financial planning, and why is it important?
10. What is budgeting? Explain its significance in financial planning.

7.5×2=15

SECTION—C

11. Write a detailed note on the various services provided by commercial banks.
12. Define the term 'banking' and explain the different types of banks.
13. Discuss the importance of insurance (life, health, and disability) in financial planning.
14. What is meant by insurance? Explain the different types of insurance policies.

7.5×2=15

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14

Sub. Code :

1	0	3	6	3
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Exam. Code :

5	0	0	1
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NEP U.G. Common-Value Added Course 1st Semester
(2125)

ISSUES IN INDIAN COMMERCE (COMVAC2)

Paper-Issues in Indian Commerce COMVAC2

Time Allowed : Two Hours] [Maximum Marks : 40

Note :— Attempt *four* short answer type questions from Section-A.

Attempt *two* questions each from Section-B and Section-C.

SECTION—A

1. Distinguish between FDI and FPI.
2. What are the functions of stock exchanges in India?
3. Discuss the objectives of 'Make in India' campaign.
4. Discuss the initiatives taken by central government for investor protection in India.
5. Explain automatic route for FDI in India.
6. What are the challenges faced by Public Private Partnership (PPP) framework in India? 4×2.5=10

SECTION—B

7. What are the main roadblocks to the success of the 'Make in India' campaign? Discuss.
8. Why was the Foreign Investment Promotion Board (FIPB) abolished in 2017 and what system replaced it?
9. What types of incentives does the government offer to attract foreign capital in India?
10. "Make in India is a myth or reality"? To what extent the 'Make in India' initiative has succeeded in boosting FDI inflows? Discuss.

2×7.5=15

SECTION—C

11. Define Public Private Partnership. Discuss the various Public-Private-Partnership (PPP) models in detail.
12. What is electronic trading and how does it differ from traditional floor trading?
13. Define commodity exchanges. What are the challenges faced by commodity exchanges in India?
14. Describe the recent growth trends in infrastructure development in India.

2×7.5=15

(i) Printed Pages : 2 Roll No.

(ii) Questions : 14 Sub. Code :

1	0	3	6	3
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Exam. Code :

5	0	0	1
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NEP U.G. Common-Value Added Course 1st Semester

(2125)

ISSUES IN INDIAN COMMERCE (COMVAC2)

Paper-Issues in Indian Commerce COMVAC2

Time Allowed : Two Hours] [Maximum Marks : 40

Note :— Attempt *four* short answer type questions from Section-A.

Attempt *two* questions each from Section-B and Section-C.

SECTION—A

1. Distinguish between FDI and FPI.
2. What are the functions of stock exchanges in India?
3. Discuss the objectives of 'Make in India' campaign.
4. Discuss the initiatives taken by central government for investor protection in India.
5. Explain automatic route for FDI in India.
6. What are the challenges faced by Public Private Partnership (PPP) framework in India? 4×2.5=10

SECTION—B

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2×7.5=15

SECTION—C

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2×7.5=15

(i) Printed Pages : 2 Roll No.

(ii) Questions : 9 Sub. Code :

1	2	5	0	4
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Exam. Code :

5	0	2	1
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Bachelor of Commerce (FYUP) 1st Semester
(2125)

BUSINESS ECONOMICS-I

Paper : NBCM103N [Common with B.A. (FYUP) 1st Sem. &
B.Com. Tax Planning & Management & B.Com.
Accounting & Finance & B.Com. Financial Markets
(FYUP) 1st Sem.]

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— (1) Question 1 is compulsory.

(2) Attempt TWO questions from Sections B & C, each
question carries 15 marks.

SECTION—A

1. Attempt any four questions from the following :
 - (a) Exceptions to the law of demand.
 - (b) Briefly explain the factors affecting Price elasticity of demand.
 - (c) Properties of Indifference Curve.
 - (d) Features of Monopoly.
 - (e) Brief note on Returns to Scale.
 - (f) Why is average cost curve 'U'-shaped? 4×5=20

SECTION—B

2. What is elasticity of demand? Discuss any three methods for measuring Price elasticity of demand. 15
3. Discuss Consumer Equilibrium with the help of Utility Analysis. 15
4. Differentiate between Individual Demand and Market Demand with the help of table and diagram. 15
5. Explain the Law of diminishing Marginal Utility. Discuss its importance. 15

SECTION—C

6. Explain in detail various stages of Law of Variable Proportions. 15
7. Explain traditional theory of Cost with suitable tables and diagrams. 15
8. Explain the equilibrium of a firm under Perfect Competition. 15
9. Explain various concepts of Revenue. Discuss the behaviour of AR and MR Curve under Perfect Competition, monopoly and monopolistic competition. 15

(i) Printed Pages : 2 Roll No.

(ii) Questions : 9 Sub. Code :

1	7	8	0	8
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Exam. Code :

0	0	1	1
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Bachelor of Commerce 1st Semester
(2125)

PRINCIPLES AND PRACTICES OF MANAGEMENT

Paper : BCM-107

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— Attempt any four short answer type questions from Section A. Attempt two questions each from Sections B and C respectively.

SECTION—A

1. (a) Distinguish between administration and management.
- (b) Write a note on divisional role of manager.
- (c) How is the Delphi technique used for decision making in an organization?
- (d) What are the advantages of authoritarian style of leadership?
- (e) Discuss the various elements of directing.
- (f) Define leadership. What is its importance in management? 4×5=20

SECTION—B

2. Describe in detail Fayol's general principles of management.
3. Discuss the various techniques of decision making.
4. State various benefits and limitations of management by objectives.
5. Describe the challenges faced by the modern managers.

2×15=30

SECTION—C

6. What do you understand by 'Directing'? Discuss the technique of directing.
7. Define motivation. Discuss McGregor's theory X and theory Y, and Herzberg's Motivation - Hygiene theory.
8. What is the purpose of budgeting? Discuss various types of budgets.
9. "Coordination is essence of Management"—comment. 2×15=30

(i) Printed Pages: 2

Roll No.

(ii) Questions : 9

Sub. Code :

1	7	8	0	4
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Exam. Code :

0	0	1	1
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Bachelor of Commerce 1st Semester
(2125)

INTERDISCIPLINARY PSYCHOLOGY FOR MANAGERS

Paper : BCM-103

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Section A consists of **six** questions. Attempt any **four** questions of **5** marks each. Sections B and C consist of **four** questions each and students are to attempt any **two** questions out of the **four** questions in each Section, each question carrying **15** marks.

SECTION—A

1. Attempt any **four** questions of **5** marks each :

- (a) How are Political Science and Organisational behaviour interrelated?
- (b) What is Stereotyping?
- (c) Explain Big Five Personality Traits.
- (d) What are the types of Role conflict?
- (e) What is a Democratic Style of leadership?
- (f) What is Game Analysis?

SECTION—B

Attempt any **two** questions of **15** marks each :

2. Explain the various Models of Man that influence individual behaviour in an organisation.
3. Explain the various determinants of Personality.
4. Discuss the steps which a manager should take to reduce Perceptual errors while appraising the performance of his subordinates.
5. Define attitude. Explain various methods of measuring attitude of an individual.

SECTION—C

Attempt any **two** questions of **15** marks each :

6. Critically analyse Maslow's Need Hierarchy Theory of motivation.
7. Write short notes on :
 - (a) Suggestions to improve employee morale 8
 - (b) Analysis of Life positions in Transactional analysis 7
8. "Leaders are Born and not made." Explain the statement.
9. What are the causes of Conflict? How can conflicts be prevented? Explain.

2125

Bachelor of Commerce (FYUP)
First Semester

NBCM-103: Micro Economics

(Common with B.A. (FYUP) 1st Semester, B.Com. Tax Planning and Management, B.Com. Accounting and Finance & B.Com. Financial Markets (FYUP) 1st Semester)

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section-A. Attempt two questions each from Section B and C respectively.

x-x-x

Section - A

1. Attempt any four of the following:-
 - a) Discuss the scope of Micro Economics.
 - b) Differentiate between Extension of demand and Contraction of demand.
 - c) Explain the concept of Consumer Equilibrium.
 - d) Differentiate between Returns to scale and Returns to factor.
 - e) Give the features of Monopolistic Competition.
 - f) What are the conditions for pure competition? (4x5)

Section - B

2. Explain Elasticity of demand. Discuss various methods for its measurement. (15)
3. What is Demand Curve? Why does demand curve slope downwards to the right? Are there any exceptions to it? (15)
4. Critically explain the law of equi-marginal utility. (15)
5. Discuss consumer equilibrium with the help of Indifference curve techniques. (15)

Section - C

6. Explain and illustrate the three stages of production with the help of law of variable proportion. (15)
7. Define total revenue, average revenue and marginal revenue. Explain relationship among these. (15)
8. What are the features of perfect competition? Explain the price and output determination under perfect competition. (15)
9. Discuss price and output determination under Monopoly. (15)

x-x-x

(i) Printed Pages : 3

Roll No.

(ii) Questions : 7

Sub. Code :

1	2	5	1	2
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Exam. Code :

5	0	2	1
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Bachelor of Commerce (FYUP) 1st Semester

(2125)

PUNJABI

Paper—Punjabi Natak Ate Viharak Punjabi (BPUN101)
[Common with B.Com. Tax Planning and Management
(FYUP) 1st Semester & B.Com. Accounting & Finance
(FYUP) 1st Sem.]

Time Allowed : Three Hours]

[Maximum Marks : 45

- ਨੋਟ :- (1) ਯੂਨਿਟ ਪਹਿਲਾ ਦੇ ਤਿੰਨ ਪ੍ਰਸ਼ਨ ਹਨ ਅਤੇ 25 ਅੰਕ ਹਨ।
(2) ਯੂਨਿਟ ਦੂਜਾ ਦੇ ਚਾਰ ਪ੍ਰਸ਼ਨ ਅਤੇ ਕੁੱਲ 20 ਅੰਕ ਹਨ।

ਯੂਨਿਟ-ਪਹਿਲਾ

1. ਹੇਠ ਲਿਖਿਆਂ ਵਿਚੋਂ ਕੋਈ ਇੱਕ ਪ੍ਰਸ਼ਨ ਕਰੋ :

- (ੳ) 'ਪਰਿੰਦੇ ਜਾਣ ਹੁਣ ਕਿੱਥੇ' ਨਾਟਕ ਵਿਚ ਦੇਸ਼ ਵੰਡ ਦੇ ਦੁਖਾਂਤ ਨੂੰ ਕਿਵੇਂ ਪੇਸ਼ ਕੀਤਾ ਗਿਆ ਹੈ ?
- (ਅ) 'ਪਰਿੰਦੇ ਜਾਣ ਹੁਣ ਕਿੱਥੇ' ਨਾਟਕ ਦਾ ਸਾਰ ਆਪਣੇ ਸ਼ਬਦਾਂ ਵਿਚ ਬਿਆਨ ਕਰੋ।

10×1=10

2. ਹੇਠ ਲਿਖਿਆਂ ਵਿਚੋਂ ਕੋਈ ਇੱਕ ਪੁਸ਼ਟ ਕਰੋ :

(ੳ) 'ਪਹਿਲੇ ਜਾਣ ਹੁਣ ਕਿੱਥੇ' ਨਾਟਕ ਦੀ ਰੰਗਮੰਚੀ ਸਾਰਥਕਤਾ ਦਰਸਾਉ।

(ਅ) 'ਪਹਿਲੇ ਜਾਣ ਹੁਣ ਕਿੱਥੇ' ਨਾਟਕ ਦੇ ਪਾਤਰ ਕਿਹਰ ਸਿੰਘ ਦੇ ਸੁਭਾ ਦੀਆਂ ਪ੍ਰਮੁੱਖ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ ਦੱਸੋ।
10×1=10

3. ਹੇਠ ਲਿਖਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇੱਕ ਨਾਟ-ਟੁਕੜੀ ਦੀ ਪ੍ਰਸੰਗ ਸਾਹਿਤ ਵਿਆਖਿਆ ਕਰੋ :

(ੳ) ਰੰਨ ਕੰਜਰ ਦਾ ਪਟਾਰੇ ਅਰਗੀ ਲਿਆਇਆ ... ਬਈ ਪਾ ਪਾ ਦੇ ਤਾਂ ਡੇਲੇ ਜਾਈ ਭਾਵੇਂ ਚੁੱਭੀ ਮਾਰ ਲਉ ਔਯਾਂ 'ਚ ... ਸਰੂ ਅਰਗਾ ਕੱਦ ਆਏ ਜਾਣੀ ਆਗ ਆਪਣਾ ਫੱਤਾ ਝੀਰ ਜੇ ਉਹਦੇ ਨਾਲ ਖੜ੍ਹ ਜੇ ਤਾਂ ਔ ਲੱਭੂ ਜਿਵੇਂ ਉਠਣੀ ਨਾਲ ਕੜ੍ਹਰਾ ਖੜ੍ਹਾ ਹੋਵੇ ... ਨੱਕ ਤਿੱਖਾ ਐਨ ਤਲਵਾਰ ਅਰਗਾ ਜਾਈ ਵੱਢ ਵੂੰ - ਵੱਢ ਵੂੰ ਕਰਦਾ ... ਗੱਲਾਂ ਆਇ ਗਇ ਜਾਣੀ ਸਿਮਲੇ ਦੇ ਜੇਅ ਨੂੰ ਮਾਤ ਪਾਂਦੀਆਂ ... ਤੇ ਠੱਡੀ ਔ ਜਾਈ ...

(ਅ) ਐਥੇ ਮੰਜਾ ਜਾਰਾ ਦਿਨ ਡਿਗਾ ਭਲਾ ਚੰਗਾ ਲੱਗਦਾ ਐ। ਜਦ ਨਹੀਂ ਲੋੜ ਤਾਂ ਚੁੱਕ ਕੇ ਸਬਾਤ 'ਚ ਖੜ੍ਹਾ ਕਰ ਦੇਣਾ ਚਾਹੀਦਾ ... ਬਿਨਾਂ ਲੋੜ ਤੋਂ ਸਾਰੇ ਮੰਜੇ ਘਰ 'ਚ ਡਾਹ ਕੇ ਥੋੜ੍ਹਾ ਨਾ ਰੱਖੀਦੇ ਐ।
5×1=5

ਯੂਨਿਟ-ਦੂਜਾ

4. ਹੇਠ ਲਿਖਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਪੰਜ ਸ਼ਬਦਾਂ ਦਾ ਪੰਜਾਬੀ ਅਰਥ ਲਿਖੋ :

Residual, Accountant, Traditional, Boom, Distortion, Emigration, Inefficient.
5×1=5

5. ਹੇਠ ਲਿਖਿਆਂ ਵਿਚੋਂ ਪੰਜ ਪੁਰਾਵਰਿਆਂ ਦੇ ਅਰਥ ਦੱਸ ਕੇ ਟਾਕ ਬਣਾਉ :
ਡੇਡੇ ਵਜਾਉਣੇ, ਨਸੀਬ ਜਾਗਣੇ, ਬਰ-ਬਰ ਕੰਬਣਾ, ਝੱਖ ਮਾਰਨਾ, ਪਾਣੀ ਪਾਣੀ ਹੋਣਾ, ਝੱਡੀ ਵਾ ਨਾ ਲੱਗਣੀ, ਖੂਨ ਸਫੈਦ ਹੋਣਾ।
5×1=5

6. ਹੇਠ ਲਿਖਿਆਂ ਵਿਚੋਂ ਕਿਸੇ ਇੱਕ ਵਿਸ਼ੇ ਉੱਪਰ ਵਿਸਤਰਿਤਾਰ ਲਿਖੋ :

ਤੁਸੀਂ ਜਲੰਧਰ ਸ਼ਹਿਰ ਵਿਚ ਇਕ ਸਿਫਲ ਸਟੋਰਟਰ ਦੀ ਪੜ੍ਹਾਈ ਤਕ ਦਾ ਸਕੂਲ ਖੋਲ੍ਹਿਆ ਹੈ। ਉਸ ਸਕੂਲ ਲਈ ਤੁਹਾਨੂੰ ਪ੍ਰਿਸ਼ੀਯਲ ਦੀ ਲੋੜ ਹੈ। ਇਸ ਸੰਬੰਧੀ ਅਖਬਾਰ ਵਿਚ ਦੇਣ ਲਈ ਇਸਤਿਹਾਰ ਲਿਖੋ।

ਜਾਂ

ਤੁਹਾਡੀ ਆਪਣੇ ਸ਼ਹਿਰ ਵਿਚ ਕੋਪੜੇ ਦੀ ਮਿੱਲ ਹੈ ਜਿਸਨੂੰ ਤੁਸੀਂ ਵੇਚਣਾ ਚਾਹੁੰਦੇ ਹੋ। ਇਸਦੀ ਵਿਕਰੀ ਲਈ ਅਖਬਾਰ ਵਿਚ ਦੇਣ ਲਈ ਇਸਤਿਹਾਰ ਲਿਖੋ।
5×1=5

7. ਹੇਠ ਲਿਖੇ ਪੈਰ੍ਹੇ ਦਾ ਪੰਜਾਬੀ ਅਨੁਵਾਦ ਕਰੋ :

Commerce is the backbone of economic development, encompassing all activities involved in the exchange of goods and services from producers to consumers. It drives GDP growth, creates jobs, and improves living standards by linking producers with customers through a complex network of trade, transport, banking, insurance, and advertising. By facilitating trade, commerce allows countries to specialize in what they do best and access a wider variety of goods, while competition within it spurs innovation and efficiency.
5×1=5