

**SRI VENKATESWARA UNIVERSITY****W.E.F. 2016-17****B.Com (ASM) - SEMESTER – II**

| <b>Sl. No.</b> | <b>Course</b>        | <b>Name of the subject</b>                     | <b>Total Marks</b> | <b>Mid. Sem. Exam</b> | <b>Sem. End Exam</b> | <b>Teaching Hours**</b> | <b>Credits</b> |
|----------------|----------------------|--|--------------------|-----------------------|----------------------|-------------------------|----------------|
| 1.             | First Language       | English  | 100                | 25                    | 75                   | 4                       | 3              |
| 2.             | Second Language      | (Tel/Hindi/Urdu/Sans)                          | 100                | 25                    | 75                   | 4                       | 3              |
| 3.             | Foundation Course -3 | ICT-1 (Information & communication Technology) | 50                 | ---                   | 50                   | 2                       | 2              |
| 4.             | Foundation Course-4  | Communication & Soft Skills-1                  | 50                 | ---                   | 50                   | 2                       | 2              |
| 5.             | DSC 1 B              | Fundamentals of Accounting-II                  | 100                | 25                    | 75                   | 6                       | 4              |
| 6.             | DSC 2 B              | Business Environment                           | 100                | 25                    | 75                   | 6                       | 4              |
| 7.             | DSC 3 B              | Advertising - II                               | 100                | 25                    | 75                   | 6                       | 4              |
| <b>Total</b>   |                      |  | <b>600</b>         | <b>125</b>            | <b>475</b>           | <b>30</b>               | <b>22</b>      |

**SRI VENKATESWARA UNIVERSITY; TIRUPATI**

**I B.Com/ B.Com(CA)/B.Com(Tax)/B.Com(ASM)/B.A (Accountancy) SEMESTER - II**

**DSC 1B – FUNDAMENTALS OF ACCOUNTING-II**

**Unit-I: DEPRECIATION**

Methods of Depreciation - Straight line method - Diminishing balancing method - Annuity method - Depreciation fund method - Problems.

**Unit-II: PROVISIONS AND RESERVES**

Meaning – Provision Vs Reserve – Preparation of Bad debts A/c – RBDD A/c – Provision for Discount on Debtors A/c’.

**Unit-III: BILLS OF EXCHANGE**

Meaning of Bill –Features of bill – Parties in the Bill – Discounting of Bill – Renewal of Bill – Entries in the books of Drawer and Drawee (Problems).

**Unit-IV: CONSIGNMENT ACCOUNTS**

Consignment - Features - Proforma invoice - Account sales – Del-credre Commission - Accounting treatment in the books of consigner and consignee - Valuation of closing stock - Abnormal loss – Problems.

**Unit-V: JOINT VENTURE ACCOUNTS**

Joint venture - Features - Difference between joint venture and consignment – Accounting procedure - methods of keeping records - Problems.

**Reference Books:**

1. Tulsan, Accountancy-I, McGraw Hill Co.
2. R.L. Gupta & V.K. Gupta, Principles and Practice of Accounting, Sultan Chand
3. T. S. Reddy and A. Murthy - Financial Accounting, Margham Publications.
4. S.P. Jain & K.L Narang, Accountancy-I, Kalyani Publishers.
5. V.K. Goyal, Financial Accounting, Excel Books
6. T.S. Grewal, Introduction to Accountancy, Sultan Chand & Co.
7. Haneef and Mukherjee, Accountancy-I, Tata McGraw Hill
8. Arulanandam, Advanced Accountancy, Himalaya Publishers
9. S.N.Maheshwari & V.L.Maheswari, Advanced Accountancy-I, Vikas Publishers.

**I B.Com/ B.Com(CA)/B.Com (ASM)/B.Com (Tax);**

**II Semester DSC 2 B:**

**Business Environment**

**Unit – I: Overview of Business Environment**

Business Environment – Meaning – Macro and Micro Dimensions of Business Environment – Types and Determinants – Changing Scenario and implications – Indian Perspective – Global perspective- Social Responsibilities of Business

**Unit – II: Economic Growth**

Meaning of Economic growth – Factors Influencing Development – Balanced Regional Development.

**Unit – III - Development and Planning**

Rostow's stages of economic development - Meaning – Types of plans – Main objects of planning in India – NITI Ayog and National Development Council – Five year plans.

**Unit – IV : Economic Policies**

Economic Reforms and New Economic Policy – New Industrial Policy – Fiscal Policy – Objectives and Limitations – Union budget – Structure and importance of Union budget – Monetary policy.

**Unit – V -Social, Political and Legal Environment**

Concept of Social Justice - Schemes - Political Stability - Leal Changes.

**Suggested Readings:**

- |                                 |   |                                     |
|---------------------------------|---|-------------------------------------|
| 1. Rosy Joshi and Sangam Kapoor | : | Business Environment.               |
| 2. Francis Cherunilam           | : | Business Environment.               |
| 3. S.K. Mishra and V.K. Puri    | : | Economic Environment of Business.   |
| 4. K. Aswathappa                | : | Essentials of Business Environment. |

**SRI VENKATESWARA UNIVERSITY**  
**Model Question Paper**  
**I B.Com Semester – II**  
**DSC 1B – Fundamentals of Accounting-II**  
**(common to B.Com (CA); B.A (Accountancy))**

Time: 3 Hours

Max. Marks: 75

**Section A**

Answer any **Five** of the following Questions

**(5 x 3= 15 Marks)**

1. (a) Define Depreciation-  
(b) Provision for Bad debts - Journal entry  
(c) Account Sales  
(d) Features of Joint Venture  
(e) Write any three causes for depreciation?  
(f) Write any three differences between Provision and Reserve?  
(g) Delcredre Commission  
(h) Find annual Depreciation – Cost of the Machine Rs.9,500  
Installation Charges Rs.500; Estimated Scrape Value Rs.1000  
Estimated Life of the Machine 5 years  
(i) Parties in the bill of exchange  
(j) Characteristic features of a bill

**Section - B**

Answer any **ONE** Question from each unit.

**(5 ×12 =60 Marks)**

**UNIT – I**

2. On 1<sup>st</sup> January, 2007, machinery was purchased by X for Rs.60,000. On 1<sup>st</sup> July, 2008 additions were made to the extent of Rs.30,000. On 1<sup>st</sup> April, 2009, further additions were made to the extent of Rs.16,000.  
On 30<sup>th</sup> June, 2009 machinery, the original value of which was Rs.10,000 on 1<sup>st</sup> January, 2007, was sold for Rs.8,000. Depreciation is charged at 10% p.a. on original cost. So the machinery Account for the years from 2007 to 2010 in the books of X. X Closes his books on 31<sup>st</sup> December of every year.
3. A firm purchases a 5 years' lease for Rs.40,000 on 1<sup>st</sup> January. It decides to write off depreciation on the Annuity Method, presuming the rate of interest to be 5% per annum. The annuity tables show that a sum of Rs.9,239 should be written off every year. Show the Lease Account for five years. Calculations are to be made to the nearest-rupee.

## UNIT – II

4. A firm desires to debit its Profit and Loss Account with a uniform figure every year in respect of repairs and renewals. It expects that considering the life of the asset in question Rs.10,000 will be the average amount to be spent per year. Actual repairs are Rs.1,000 in the first year, Rs.2,300 in the second year and Rs.3,700 in the third year. Show the Provision for Repairs and Renewals Account.
5. From the following figures you are required to prepare:
- |                               |                                     |           |
|-------------------------------|-------------------------------------|-----------|
| i) Bad Debts Account          | ii) Provision for Bad Debts Account |           |
| iii) Profit and Loss Account. |                                     |           |
| April 1, 2012                 | Provision for Bad Debts             | Rs.2,500  |
| March 31, 2013                | Bad Debts                           | Rs.3,600  |
|                               | Debtors                             | Rs.40,000 |
- Make provision for bad debts at 5% on debtors.

## UNIT - III

6. On 1<sup>st</sup> January 2015 Venkatesh sold goods worth Rs.5,000 to Nagarjuna and drew a bill on Nagarjuna for 3 months for the same amount. Nagarjuna accepted the bill and returned it to Venkatesh. On 1<sup>st</sup> February 2015, Venkatesh endorsed the bill in favour of his creditor Prabhakar in settlement of his debt. The bill was honoured on due date. Pass the necessary journal entries in the books of Venkatesh, Nagarjuna and Prabhakar.
7. Narayana purchased goods for Rs.20,000 from Ravindra on 1<sup>st</sup> March 2015. Ravindra drew upon Narayana a bill of exchange for the same amount payable after four months. The bill was immediately discounted by Ravindra with his bank @ 6% p.a. On the due date the bill was dishonoured and Bank paid Rs.250 as noting charges. Pass the necessary journal entries in the books of Ravindra and Narayana.

## UNIT – IV

8. Ram & Co. of Calcutta consigned 150 cases of goods at Rs.500 each to Raghava of Bombay. The consignor pays Rs.1,200 for insurance and for freight Rs.1,500. Raghava sent an advance for Rs.40,000 through cheque and sent an account sales showing the gross proceeds at Rs. 1,16,000. The expenses paid by Raghava were dock dues Rs.2,000, carriage Rs.3,000, warehousing expenses Rs.4,000. He sent the amount due to the consignor after deducting 4 per cent commission. Show necessary A/c's in the books of both.
9. 300 bicycles were consigned by Ramanujam Bicycle Co., Delhi to Superior Bros., Chennai Rs.800 each. Ramanujam Co. paid freight Rs.10,000 and insurance in transit Rs 3,500. During transit 30 bicycles were totally damaged by fire. Superior Bros.took delivery of the remaining bicycles and paid Rs.3,500 for octroi.
- Superior Bros. sent a bank draft to Ramanujam Co. for Rs.1,50,000 as advance payment and later sent an Account Sales showing that 250 bicycles were sold at Rs.1000 each. Expenses incurred by Superior Bros. is entitled to commission of 5%. Prepare the

consignment Account, Accidental Loss Account and Superior Bros. Account in the books of Ramanujam Bicycle Co., Delhi assuming that a claim from insurance company was settled for Rs.18,000.

#### UNIT – V

10. A and B enter into joint venture sharing profit  $\frac{3}{5}$ ths and  $\frac{2}{5}$ ths. A is to purchase timber in Madhya Pradesh and forward it to B in Delhi. A purchases timber worth Rs.10,000 and pays Rs.1,000 as expenses. B received the consignment and immediately accepted A/s draft for Rs.8,000. A got it discounted for Rs.7,850. B sold the timber for Rs.16,000. He had to spend Rs.350 for fire insurance and Rs.300 for rent. Under the agreement he is entitled to a commission of 5% on sales.

Give ledger accounts in the books of A and B.

11. Ramesh and Naresh undertook the construction of a building for Ideal Engineering Co. Ltd. for a contract price of Rs.3,00,000 payable as to Rs.2,00,000 by installments in cash and Rs.1,00,000 in fully paid debentures of a company. Ramesh put Rs.75,000 and Naresh Rs.45,000 in a joint banking account opened for the purpose. They are to share profits and losses equally. The following amounts were spent.  
On wages Rs.75,000; On Materials Rs.1,58,000 and On plant Rs.20,000.

The contract was completed and the price duly received. The joint venture was closed by Ramesh taking up all the debentures at an agreed valuation of Rs.95,000. Half of the plant was taken over by Naresh and the other half was sold for Rs.12,000. Naresh also took over unused stock of materials at a mutually agreed price of Rs.8,000. Prepare necessary ledger accounts.

**Sri Venkateswara University**  
**Model Paper**

**I I B.Com - Semester – II**  
**DSC 2 B - Business Environment**

**Time : 3 Hours**

**Max. Marks : 75**

**Section A**

Answer any **Five** of the following Questions

**(5 x 3 = 15 Marks)**

1. (a) Business Environment  
(b) Global Perspective  
(c) Economic Growth  
(d) National Development Council  
(e) Five year plans  
(f) Union Budget  
(g) Economic Reforms  
(h) Political Stability  
(i) Legal Environment  
(j) Economic Development

**Section - B**

Answer any **ONE** Question from each unit.

**(5 x 12 = 60 Marks)**

**UNIT I**

2. What are Micro and Macro Dimensions of Business Environment?
3. What are Social Responsibilities of Business?

**UNIT – II**

4. What are the factors influencing Economic Development?
5. What is Balanced Regional Development?

**UNIT – III**

6. Explain the Rostow's stages of Economic Development.
7. What are the objectives of Planning in India?

**UNIT – IV**

8. Write note on New Industrial Policy?
9. Explain the structure and importance of Union Budget.

**UNIT – V**

10. Explains the concepts of Social Justice?
11. Write a note on Legal Environment?

I B. Com (ASM)  
 P.No : 106 Advertising – II (w.e.f. 2015-2016)

## Semester – II – Syllabus

### Unit – I

Economics aspects of Advertising – effects of advertising – Is advertising productive – Social aspects of Advertising – Advertising influence the consumer prices – Is advertising too much persuasive.

### Unit – II

Advertising appeals – Essentials of good appeal – classification of advertising appeals – product of service related appeals – consumer related appeals – Non-consumer and non-product related appeals.

### Unit – III

Advertising department – Organization – Functions of advertising department – Functions of the advertising manager – Inter-departmental relations.

### Unit – IV

Testing of Advertising effectiveness – why to test advertising effectiveness – Methods of measuring advertising effectiveness.

### Unit – V

Advertising Agency – Features – Functions of Advertising agency – Selection of an advertising agency – methods of paying the agency services.

### Suggested Readings

Wright, Winters and Advertising Management (Mc. Graw Hill, Zeiglas).

1. Duns and Durban Advertising: Its role in Modern Marketing (the Drydon press).
2. Mahendra Mohan – Advertising (Tata Mc. Graw Hill) .
3. Philing Kotler – Marketing Management(Printice Hall of India).

Sheela Sheela  
 T. Noorjahan

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S. R. Manjunath

S. R. Manjunath



THREE YEAR B.Com [Advertising Sales promotion & Sales management]

DEGREE EXAMINATION MAY-2016

CHOICE BASED CREDIT SYSTEM

SECOND SEMESTER

Part - II

ADVERTISING-I

[New Syllabus w.e.f 2015-2016]

Time: 3 Hours

max. marks: 15

SECTION - A

[marks : 5x3=15]

Answer any FIVE of the following questions.  
Each question carries 3 marks.

ವಿತ್ತಿನಾ ವಿವಿ ಪ್ರಶ್ನೆಗಳು ಸಹಿಸುವುದು ಅನುಮತಿಸುವುದು.  
ಪ್ರತಿ ಪ್ರಶ್ನೆಗೆ 3 ಮಾರ್ಕು.

1. a) Effects of advertising  
(ಪ್ರಚಾರದ ಪರಿಣಾಮ)

b) IS Advertising influence the consumer prices  
ಪ್ರಚಾರವು ಸೇವಕರರ ದರವು ಪ್ರಭಾವಿಸುತ್ತದೆ.

c) consumer related appeals  
ಸೇವಕರರ ಸಂಬಂಧಿತ ಪ್ರಚಾರ

d) corporate citizenship appeals  
ಕಾರ್ಪೊರೇಟ್ ನಾಗರಿಕತ್ವದ ಪ್ರಚಾರ

e) Functions of advertising department

f) Organisation of the advertising department

ಪ್ರಚಾರದ ವಿಭಾಗದ ವಿವರ ವ್ಯವಸ್ಥೆ

h) pre testing

ಪೂರ್ವ ಪರೀಕ್ಷೆ

i) features of advertising agency

ಪ್ರಚಾರ ವಿತರಣೆ ಛೇದನ



## SECTION-B

marks: 5x12 = 60

Answer any ONE question from each unit  
ಉತ್ತರಿಸಿ ಯಾವುದೇ ಒಂದು ಒಂದು ಪ್ರಶ್ನೆಗೆ ಒಂದು ಉತ್ತರಿಸಿ

### UNIT-I

2. Is advertising productive - Discuss.  
ಪ್ರಚಾರಣೆ ಉತ್ಪಾದಕವೇ? - ಚರ್ಚಿಸಿ.
3. What is the social responsibility of advertising?  
ಪ್ರಚಾರಣೆಯ ಸಾಮಾಜಿಕ ಜವಾಬ್ದಾರಿ ಏನು?

### UNIT-II

4. What is advertising appeal? Explain the essentials of good appeal?  
ಪ್ರಚಾರಣೆ ಆವೇಶವು ಏನು? ಒಂದು ಉತ್ತಮ ಪ್ರಚಾರಣೆ ಆವೇಶದ ಮುಖ್ಯ ಲಕ್ಷಣಗಳು ಏನು?
5. Discuss the product or service related appeals?  
ಪ್ರದರ್ಶನ ಅಥವಾ ಸೇವಾ ಸಂಬಂಧಿತ ಆವೇಶಗಳನ್ನು ಚರ್ಚಿಸಿ.

### UNIT-III

6. Explain the functions of the advertising manager.  
ಪ್ರಚಾರಣಾ ನಿರ್ವಾಹಕರ ಕಾರ್ಯಗಳು ಏನು?

7. Explain in detail the inter-departmental relations of advertising department.  
ಪ್ರಚಾರಣಾ ನಿರ್ವಾಹಕರ ಇತರ ವಿಭಾಗಗಳೊಂದಿಗೆ ಸಂಬಂಧಗಳನ್ನು ವಿವರಿಸಿ.



#### UNIT-IV

8. why to test the advertising effectiveness?

ವಿಷಯ (ಕೇಂದ್ರ) ಸುಸ್ಥಿರವಾಗಿರುತ್ತದೆ ಎಂದು ಪರೀಕ್ಷಿಸಿ.

9. Explain various techniques involved in post testing.

ಅಂತಿಮ ಪರೀಕ್ಷೆಯಲ್ಲಿ ವಿವಿಧ ವಿಧಗಳಲ್ಲಿ ಪರೀಕ್ಷಿಸುವ ವಿಧಾನಗಳನ್ನು ವಿವರಿಸಿ.

#### UNIT-V

10. Explain the functions of advertising agency.

ಕೇಂದ್ರದ ವಿಷಯವನ್ನು ವಿವರಿಸುವ ವಿಧಾನ.

11. Discuss in detail how to select an advertising agency.

ಕೇಂದ್ರದ ವಿಷಯವನ್ನು ವಿವರಿಸುವ ವಿಧಾನವನ್ನು ವಿವರಿಸಿ.

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