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B.Voc. Retail Management and I.T. (Part - II) (Semester -IV)

Examination, December - 2016

RETAIL MARCHANDISING MANAGEMENT - II (Paper - XXX)

Sub. Code : 66193

Day and Date : Thursday, 08 - 12 - 2016

Total Marks : 50

Time : 03.00 p.m to 05.00 p.m.

- Instructions :**
- 1) Solve any five questions.
 - 2) All questions carry equal marks.
 - 3) Figures to the right indicate full marks.

Q1) Write short answers. (any two) [10]

- a) Explain every day low pricing (EDLP).
- b) Write role of private labels.
- c) What is electronic data interchange (EDI)

Q2) Explain in detail pricing strategy. [10]

Q3) Write evolution of private labels. [10]

Q4) Explain in detail Integrated supply chain management. [10]

Q5) What is traffic drivers and profit drivers? [10]

Q6) Explain global and Indian scenario of private labels. [10]

Q7) Write short notes (any two) [10]

- a) Online pricing.
- b) Value chain.
- c) Loyalty Builders.

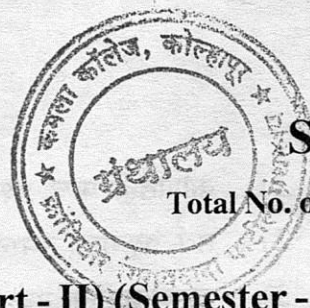
P.T.O.

मराठी रूपांतर

- सूचना : 1) कोणतेही पाच पश्न सोडवा.
 2) सर्व प्रश्नांना समान गुण आहेत.
 3) उजवीकडील अंक समान गुण दर्शवितात.

- प्र.1) थोडक्यात उत्तरे लिहा. (कोणतेही दोन) [10]
 अ) प्रत्येक दिवसाची कमी किंमत (इ.डी.एल.पी.) स्पष्ट करा.
 ब) खाजगी लेबलची भूमिका लिहा.
 क) इलेक्ट्रॉनिक डेटा इन्टरचेंज (इ.डी.आय) काय आहे.
- प्र.2) किंमतीचे धोरण सविस्तर स्पष्ट करा. [10]
- प्र.3) खाजगी लेबलची उत्क्रांती लिहा. [10]
- प्र.4) एकीकृत साखळी व्यवस्थापन सविस्तर स्पष्ट करा. [10]
- प्र.5) ट्रॉफिक ड्रायव्हर्स आणि प्रॉफिट ड्रायव्हर्स काय आहेत. [10]
- प्र.6) खाजगी लेबलचे जागतिक आणि भारतीय परिक्षेत्र स्पष्ट करा. [10]
- प्र.7) टीपा लिहा. (कोणतेही दोन) [10]
 अ) ऑनलाईन प्रायझिंग
 ब) किंमत साखळी
 क) लॉयल्टी बिल्डर्स





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B.voc. Retail Management & I-T (Part - II) (Semester - IV)

Examination, December - 2016

MARKETING MANAGEMENT - II (Paper - XXIX)

Sub. Code : 66192

Day and Date : Wednesday, 07 - 12 - 2016

Total Marks : 40

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :**
- 1) Solve any five questions.
 - 2) All questions carry equal marks.
 - 3) Figures to the right indicate full marks.

- Q1) Write short answers (any two) [8]**
- a) Distinguish between salesmanship and advertising.
 - b) What is product life cycle.
 - c) Describe AIDA approach and want satisfaction approach.
- Q2) What is service marketing? what are the problems in service marketing? [8]**
- Q3) Write in detail about personal selling and personal selling process. [8]**
- Q4) What is pricing? Explain the importance of pricing in marketing mix. [8]**
- Q5) Write about sales promotion techniques in detail. [8]**
- Q6) What is service marketing? What are the problems in service marketing? [8]**
- Q7) Write short notes (any two) [8]**
- a) Product line
 - b) Pricing objectives
 - c) Direct marketing

P.T.O.

मराठी रूपांतर

- सूचना : 1) कोणतेही पाच प्रश्न सोडवा.
 2) सर्व प्रश्नांना समान गुण आहेत.
 3) उजवीकडील अंक पूर्ण गुण दर्शवितात.

प्र.1) थोडक्यात उत्तरे लिहा. (कोणतेही दोन)

[8]

- अ) वेयक्तीक विक्रीकसच आणि जाहीरात यातील फरक स्पष्ट करा.
 ब) वस्तु जीवन चक्र म्हणजे काय?
 क) ए आय डी ए दृष्टीकोन व गरज समाधान दृष्टीकोन स्पष्ट करा.

प्र.2) सेवा विपणन म्हणजे काय? सेवा विपणनातील अडचणी काय आहेत?

[8]

प्र.3) वैयक्तिक विक्री आणि वेयक्तीक विक्री प्रक्रीया सविस्तर लिहा.

[8]

प्र.4) मूल्य निर्धारणा म्हणजे काय? मूल्य निर्धारणेचे विपणन मिश्रणातील महत्व स्पष्ट करा.

[8]

प्र.5) विक्री संबंधन तंत्राची सविस्तर माहिती लिहा.

[8]

प्र.6) सेवा विपणन म्हणजे काय? सेवा विपणनामध्ये उद्भवणाऱ्या समस्या कोणत्या?

[8]

प्र.7) टीपा लिहा. (कोणतेही दोन)

[8]

- अ) उत्पादन रेषा
 ब) मूल्यनिर्धारणेची उद्दिष्टे
 क) प्रत्यक्ष विपणन



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B.voc. Retail Management & I-T (Part - II) (Semester - IV)

Examination, December - 2016

MARKETING MANAGEMENT - II (Paper - XXIX)

Sub. Code : 66192

Day and Date : Wednesday, 07 - 12 - 2016

Total Marks : 40

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :
- 1) Solve any five questions.
 - 2) All questions carry equal marks.
 - 3) Figures to the right indicate full marks.

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- Q6)** What is service marketing? What are the problems in service marketing? [8]
- Q7)** Write short notes (any two) [8]
a) Product line
b) Pricing objectives
c) Direct marketing

P.T.O.

मराठी रूपांतर

- सूचना : 1) कोणतेही पाच प्रश्न सोडवा.
 2) सर्व प्रश्नांना समान गुण आहेत.
 3) उजवीकडील अंक पूर्ण गुण दर्शवितात.

प्र.1) थोडक्यात उत्तरे लिहा. (कोणतेही दोन) [8]

- अ) वेयक्तीक विक्रीकसच आणि जाहीरात यातील फरक स्पष्ट करा.
 ब) वस्तु जीवन चक्र म्हणजे काय?
 क) ए आय डी ए दृष्टीकोन व गरज समाधान दृष्टीकोन स्पष्ट करा.

प्र.2) सेवा विपणन म्हणजे काय? सेवा विपणनातील अडचणी काय आहेत? [8]

प्र.3) वैयक्तिक विक्री आणि वेयक्तीक विक्री प्रक्रीया सविस्तर लिहा. [8]

प्र.4) मूल्य निर्धारणा म्हणजे काय? मूल्य निर्धारणेचे विपणन मिश्रणातील महत्व स्पष्ट करा. [8]

प्र.5) विक्री संवंधन तंत्राची सविस्तर माहिती लिहा. [8]

प्र.6) सेवा विपणन म्हणजे काय? सेवा विपणनामध्ये उद्भवणाऱ्या समस्या कोणत्या? [8]

प्र.7) टीपा लिहा. (कोणतेही दोन) [8]

- अ) उत्पादन रेषा
 ब) मूल्यनिर्धारणेची उद्दिष्टे
 क) प्रत्यक्ष विपणन





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Total No. of Pages : 3

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**B.Voc. Retail Management and I.T. (Part - II) (Semester - IV)
Examination, December - 2016**

MARKETING AND VISUAL MERCHANDISING - II

(Paper - XXXI)

Sub. Code : 66194

Day and Date : Friday, 09 - 12 - 2016

Total Marks : 50

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :**
- 1) All questions carry equal marks.
 - 2) Solve any five questions out of seven.
 - 3) Figures to the right indicate full marks.

Q1) Write short answers (any two) : [10]

- a) Describe visual merchandising and displays in fashion retailing.
- b) What are the functions of sales personnel?
- c) What is stimulus response model?

Q2) Write on visual merchandising as : [10]

- a) an enhancer of shopping.
- b) a communication tool
- c) an enabler of purchase decision.

Q3) Elaborate steps in selling process in retailing. [10]

Q4) Briefly describe the types of displays in retail store. [10]

Q5) Explain mediums of visual communication. [10]

Q6) What are the types of circulation & its impact? [10]

P.T.O.

Q7) Write short notes (any two) :

- AIDA model
- In store display
- Need satisfaction sales approach

मराठी रूपांतर

- सूचना : 1) कोणतेही पाच प्रश्न सोडवा.
2) सर्व प्रश्नांना समान गुण आहेत.
3) उजवीकडील अंक पूर्ण गुण दर्शवितात.

प्र.1) थोडक्यात उत्तरे लिहा. (कोणतेही दोन)

[10]

- फॅशन क्षेत्रातील व्हीज्युअल मर्चंडायजिंग आणि प्रदर्शन यांचे वर्णन करा.
- विक्री कर्मचाऱ्याची कार्ये काय आहेत?
- प्रेरणा प्रतिसाद पध्दती म्हणजे काय?

प्र.2) थोडक्यात उत्तरे लिहा. 'व्हीज्युअल मर्चंडायजिंग' जसे-

[10]

- खरेदीचा अनुभव वृद्धींगत करते
- संवादाचे साधन
- खरेदीच्या निर्णयात मदत करते

प्र.3) किरकोळ विक्रीतील विक्री प्रक्रीयेच्या अवस्थांचे विवेचन करा.

[10]

प्र.4) किरकोळ भांडारातील प्रदर्शनाचे प्रकार सविस्तर लिहा.

[10]



प्र.5) दृष्यसंवादाची माध्यमे स्पष्ट करा.

[10]

प्र.6) अभिसरणाचे प्रकार आणि त्याचे प्रभाव सविस्तर लिहा.

[10]

प्र.7) टिपा लिहा. (कोणत्याही दोन)

[10]

- अ) ए. आय. डी. ए. मॉडेल
- ब) दुकानाच्या आतील प्रदर्शन
- क) गरज व समाधान विक्री दृष्टीकोन

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Total No. of Pages : 1



B.Voc. (Part - II) (Semester - IV)
Examination, December - 2016
RETAIL MANAGEMENT AND I.T. (Paper - XXXII)
Computerised Accounting Practices for Retail - II
Sub. Code : 66195

Day and Date : Saturday, 10-12-2016

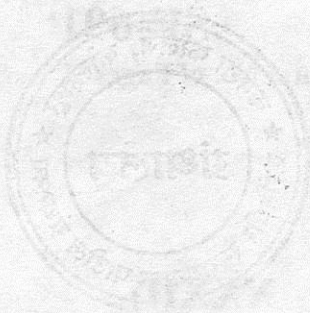
Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

- Instructions :
- 1) Attempt any five questions.
 - 2) All questions carry equal marks.
 - 3) Figures to the right indicate full marks.

- Q1) Write short answers (Any Two): [10]
a) Explain Credit Note.
b) What is printing parameters?
c) Explain Cash payment.
- Q2) Discuss the various advantages of subsidiary books. [10]
- Q3) Explain various source documents used in Computerized Accounting. [10]
- Q4) Explain in detail journal paper. [10]
- Q5) Explain the various types of printers used for preparation of report. [10]
- Q6) Explain in detail valuation of taxable services. [10]
- Q7) Write short notes (Any two): [10]
a) Debit Note.
b) Payment by cheque.
c) Scope for input tax credit under VAT.





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Date	

By: (For:) (Signature)

Examination (December - 2014)

RETAIL MANAGEMENT PART - II

Computerized Accounting Practices in Retail - II

Time: 2 hours

[Handwritten signature]

The total marks for this paper are 100.

Each question carries 10 marks.

Instructions: (i) Answer any five questions.

(ii) All questions carry equal marks.

(iii) Figures to be given in the margin.

[10]

(1) Write short notes on any two:

(a) Retail management

(b) Retail accounting

(c) Retail inventory control

[10]

(2) Discuss the various advantages of computerized retail.

[10]

(3) Explain the various steps involved in computerized retail.

[10]

(4) Write short notes on any two:

[10]

(5) Explain the various steps involved in computerized retail.

[10]

(6) Explain the various steps involved in computerized retail.

[10]

(7) Write short notes on any two:

(a) Retail management

(b) Retail accounting

(c) Retail inventory control

END



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Total No. of Pages : 2

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B.Voc. Retail Management and I.T. (Part - II) (Semester -IV)

Examination, December - 2016

RETAIL MARCHANDISING MANAGEMENT - II (Paper - XXX)

Sub. Code : 66193

Day and Date : Thursday, 08 - 12 - 2016

Total Marks : 50

Time : 03.00 p.m to 05.00 p.m.

- Instructions :**
- 1) Solve any five questions.
 - 2) All questions carry equal marks.
 - 3) Figures to the right indicate full marks.

Q1) Write short answers. (any two) [10]

- a) Explain every day low pricing (EDLP).
- b) Write role of private labels.
- c) What is electronic data interchange (EDI)

Q2) Explain in detail pricing strategy. [10]

Q3) Write evolution of private labels. [10]

Q4) Explain in detail Integrated supply chain management. [10]

Q5) What is traffic drivers and profit drivers? [10]

Q6) Explain global and Indian scenario of private labels. [10]

Q7) Write short notes (any two) [10]

- a) Online pricing.
- b) Value chain.
- c) Loyalty Builders.

P.T.O.

मराठी रूपांतर

- सूचना : 1) कोणतेही पाच पश्न सोडवा.
 2) सर्व प्रश्नांना समान गुण आहेत.
 3) उजवीकडील अंक समान गुण दर्शवितात.

- प्र.1) थोडक्यात उत्तरे लिहा. (कोणतेही दोन) [10]
 अ) प्रत्येक दिवसाची कमी किंमत (इ.डी.एल.पी.) स्पष्ट करा.
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- प्र.6) खाजगी लेबलचे जागतिक आणि भारतीय परिक्षेत्र स्पष्ट करा. [10]
- प्र.7) टीपा लिहा. (कोणतेही दोन) [10]
 अ) ऑनलाईन प्रायझिंग
 ब) किंमत साखळी
 क) लॉयल्टी बिल्डर्स



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B.Voc. (Part - II) (Semester - IV)
Examination, December - 2016
RETAIL MANAGEMENT AND I.T. (Paper - XXXII)
Computerised Accounting Practices for Retail - II
Sub. Code : 66195

Day and Date : Saturday, 10-12-2016
Time : 3.00 p.m. to 5.00 p.m.

Total Marks : 50

- Instructions :**
- 1) Attempt any five questions.
 - 2) All questions carry equal marks.
 - 3) Figures to the right indicate full marks.

- Q1) Write short answers (Any Two):** [10]
a) Explain Credit Note.
b) What is printing parameters?
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- Q2) Discuss the various advantages of subsidiary books.** [10]
- Q3) Explain various source documents used in Computerized Accounting.** [10]
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- Q6) Explain in detail valuation of taxable services.** [10]
- Q7) Write short notes (Any two):** [10]
a) Debit Note.
b) Payment by cheque.
c) Scope for input tax credit under VAT.





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Total Marks	50

B.Voc (Part - II) (Semester - IV)
 Examination - December 2016
RETAIL MANAGEMENT AND I.T. (Paper - XXV)
 Computerised Accounting Practices for Retail - II
 500 Marks

Total Marks: 500
 Duration: 3 hours
 The questions are to be attempted in the order given.
 All questions carry equal marks.
 The figures in the brackets against the questions indicate the marks to be allotted.

- Q1. Write short answers for any three of the following questions. (10)
- Q2. Explain the following terms: (10)
- Q3. Describe the various steps involved in the preparation of a retail statement. (10)
- Q4. Explain the following terms: (10)
- Q5. Describe the various steps involved in the preparation of a retail statement. (10)
- Q6. Explain the following terms: (10)
- Q7. Describe the various steps involved in the preparation of a retail statement. (10)
- Q8. Explain the following terms: (10)
- Q9. Describe the various steps involved in the preparation of a retail statement. (10)
- Q10. Explain the following terms: (10)



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Total No. of Pages :4

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B.Voc. (Retail Management and I.T.) (Part - II) (Semester - IV)
Examination, December - 2016

FUNDAMENTALS OF FINANCIAL ACCOUNTING-II (Paper - XXVIII)
(Common for all)
Sub. Code : 66191

Day and Date : Tuesday, 06-12-2016

Total Marks : 40

Time : 12.00 noon to 2.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) Solve the following:

[16]

- a) Prepare statement of affairs of following.
- b) Prepare statement of Profit or Loss for the year ended 31st March, 2014.
On 1st April, 2014, AB and C started their business in partnership and decided to share Profit and Losses in the ratio of 5:3:2. They introduced capital as A - ₹ 50,000, B- ₹ 30,000 and C - ₹ 20,000
On 31st March, 2014, their Financial position was as follows-
Cash in Hand - ₹ 3,000, Bank overdraft ₹ 20,000,
Sundry creditors ₹ 11,000, Sundry Debtors ₹17,300,
Bills payable ₹ 3,000, Bills Receivable ₹ 4,000, stock ₹ 20,400,
Plant and Machinery ₹ 30,000, Furniture ₹ 9,800,
Loan from Bank ₹ 20,000 Building ₹ 70,000, Outstanding salary ₹ 1,000.
During the year partners have withdrawn cash from the business for personal use as A - ₹ 4,500, B - ₹ 3,500, C - ₹ 6,900.

Additional Information:-

- 1) Bad debts ₹ 300 are to be written off.
- 2) Stock was overvalued by ₹ 400 and furniture was undervalued by ₹ 200
- 3) Interest on Bank loan was ₹ 1000 payable.
- 4) Provide 10% R.D.D. on Debtors.
- 5) Salary ₹ 500 per month payable to C.

P.T.O.

Q2) Solve any Two:

[16]

- a) Mr. Rajesh keeps his books under single entry system. His assets and liabilities were as follows.

Particulars	1 - 4 - 2012	31 - 3 - 2013
Cash in Hand	20,000	18,000
Bills Payable	-	50,000
Sundry Creditors	1,55,000	1,50,000
Plant and Machinery	6,00,000	8,00,000
Sundry Debtors	3,90,000	4,50,000
Stock	3,40,000	3,20,000

During the year 2012 - 13 he brought additional capital ₹ 10,000. and withdraw ₹ 10,000 per month for household expenses. Calculate the profit or loss for the year ended 31st March, 2013.

- b) With the following information of a sports club, show the presentation of Interest on Fixed Deposit Account and rent for sport ground in the Final Account for the year 2012 - 2013.

Balance sheet as on 01/04/2012

Liabilities	Amt ₹	Assets	Amt ₹
Rent for sport ground received for 2012-2013	3,500	Fixed deposit	1,00,000

Receipts and payment Account for the year ending 31.03.2013

Dr.

Cr.

Receipts	Amt ₹	Amt ₹	Payments	Amt ₹	Amt ₹
Rent for sports ground			Fixed Deposits		
2012 - 2013	18,000		Accounts		50,000
2013 - 2014	5,000	23,000			
To Interest on Fixed Deposits		7,500			



Adjustments:-

- a) Rent for sports ground due but not received amount ₹ 2,000
- b) On 31st March, 2013 Interest on Fixed Deposits is outstanding for 1 month on total Fixed Deposit rate of interest is 6% p.a.
- c) Sumit Raj (Pune) give you the following information for the year ended on 31st March, 2014. You are required to prepare-
 - i) Income and Expenditure Account for the year ending on 31st March, 2014.
 - ii) Balance sheet as on 31st March, 2014.

Receipts and Payments for the year ending 31 - 03 - 2014.

Receipts	Amt ₹	Payments	Amt ₹
To Balance b/d		By Stationery	500
Cash in Hand	1,300	By Furniture purchased	5,000
Cash at Bank	9,500	By Investments	10,000
To Locker Rent	500	By Expenses of Drama	3,350
To Enterance Fees	1,900	By Postage and Telegram	250
To sale of old Newspaper	150	By Magazines and Newspapers	400
To Receipts from Drama	7,850	By Salaries	2,200
To Legacies	11,000	By Balance c/d	
To Miscellaneous Receipts	800	Cash in Hand	300
		Cash at Bank	11,000
	<u>33,000</u>		<u>33,000</u>

Additional Information-

- 1) Capital fund on 1 - 4 - 2014 was ₹ 10,800.
- 2) Legacies are to be capitalised.
- 3) Outstanding salary ₹ 300.
- 4) 50% of entrance fees are to be capitalized.

Q3) Short Notes (Any Two):**[8]**

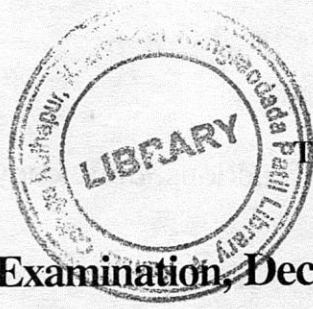
- a) Importance of computerised Accounting system.
- b) Groups of ledgers.
- c) Procedure of company creation.
- d) Features of 'Not for profit' concerns.



ST - 704

Total No. of Pages : 3

Seat No.	
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B.Voc. (Part - II) (Semester - IV) Examination, December - 2016

FOOD PROCESSING AND MANAGEMENT

FUNDAMENTALS OF NUTRITION - II (Paper - XXIX)

Sub. Code : 66637

Day and Date : Wednesday, 7 - 12 - 2016

Total Marks : 40

Time : 03.00 p.m. to 05.00 p.m.

- Instructions :
- 1) Solve any five questions.
 - 2) All questions carry equal marks.
 - 3) Figures to right indicates full marks.
 - 4) Draw the diagram wherever necessary.

Q1) Write short answers (Any two). [8]

- a) Definition and classification of vitamins.
- b) Deficiency and excess of vitamin A.
- c) Thiamine

Q2) Explain functions, deficiency, excess and sources of Vitamin D. [8]

Q3) Write in detail functions, deficiency, excess and sources of Vitamin C. [8]

Q4) Illustrate effects of processing on nutrients. [8]

Q5) Enlist major minerals and explain any two of them. [8]

P.T.O.

Q6) Write in detail functions, deficiency and sources of iron.

[8]

Q7) Write short notes (Any two).

[8]

- Cyanocobalamine
- Functions of water
- Daily loss of body water

मराठी रूपांतर

- सूचना :-
- खालीलपैकी कोणतेही पाच प्रश्न सोडवा.
 - सर्व प्रश्नांना समान गुण आहेत.
 - उजवीकडील आकडे पूर्ण गुण दर्शवितात
 - आवश्यक तेथे आकृती काढा.

प्र.1) थोडक्यात उत्तरे लिहा (कोणतेही दोन)

[8]

- जीवनसत्त्वाची व्याख्या आणि वर्गीकरण.
- जीवनसत्त्व 'अ' ची कमतरता आणि अधिक्त्वाचे परिणाम.
- थायमिन.

प्र.2) जीवनसत्त्व 'ड' ची कार्ये, कमतरता, अधिक्त्व आणि स्रोत स्पष्ट करा.

[8]

107-12



1)

2)

171

3)

181

4)

181

5)

6)

7)

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