S.Y.B.Com. Sem-III (NEP) A.T.K.T. Exam. March-2026

SY B.com Sem III NEP- 2020 Minor

Marks 30 Basics of Copywriting Time 1 hour

Answer ~~any 2 out of~~ all 3 Qs .

1. Read the case study and answer the following questions 10 marks

Case study: McDonald's – "I'm Lovin' It"

The slogan in McDonald's copy focused on happiness and emotion, not food features.it was short, catchy and musical.

This resulted in Universal appeal across ages and countries.

1. Why did McDonald's avoid talking about food directly? (3)
2. What makes it stay in memory? (3)
3. How did McDonald's create universal appeal (4)

2. Answer the following 10 marks

a) Explain slogans and identify the product or company from the slogans below

1. Jaago Re 2. Just do it 3. Aaj kuch toofani karte hain (5)

b) Write a direct mailer announcing a Dance class's new offers (5)

3. Answer the following 10 marks

a) Make the outline of a banner for cookery classes (5)

b) Make a newspaper classified advertisement for Sales Assistant's position in a departmental store (5)

SEM-III NEP ATKT Exam march-2026

REGULAR EXAM OCTOBER, 2025

Class: SYBCOM **Semester: III** **Date:-**
Subject: Microeconomics of Factor Pricing
Marks: 30 Marks **Time: 1 hr.**

Note-

1. **All questions are compulsory.**
2. **Each questions have internal options.**
3. **Figures to the right indicate full marks.**

Q.1. Answer the following. (Any 2) **(15 marks)**

A. Explain the Modern Theory of Rent.

B. Discuss the characteristics of Labour.

C. What is shift in Demand and Supply Curve? Explain the Supply-Side Influence.

Q.2. Answer the following. (Any 2) **(15 marks)**

A. Explain the Nominal Interest Rate and Real Interest Rate.

B. Discuss Meaning and Role of Profit.

C. Explain the Modern Theory of Interest.

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SEM-III NEP ATKT Exam Mar-26

Class: **SYBCOM** Marks: 30
Subject: Vocational skills in accounting V (**Auditing**) Time: 1 hour
Note:1. All questions are compulsory. Semester: III
2. Figures to right indicate full marks.
3. Answer to each question must be written on new page.

Set C

ATTEMPT ANY TWO QUESTIONS OUT OF THREE.

Q. 1 Answer the following:

A. Explain the objectives of auditing. 8
B. Explain the principles of audit. 7

Q. 2 Answer the following:

A. Distinction between Accounting and auditing 8
B. Distinction between Audit procedures and Audit techniques 7

Q. 3 Answer the following:

A. Write a short note on audit procedure 8
B. What are essentials of Good Audit Evidence. 7

SEM-III SYBCom ATKT EXAM MARCH-2026

Date: 25/03/2026

MALINI KISHOR SANGHVI COLLEGE OF COMMERCE & ECONOMICS

Time : 60 Minutes | Total Marks : 30

SUBJECT : ACCOUNTING & AUDITING – I | MANAGEMENT ACCOUNTING- I | NEP SEM III

N.B.

1. Answer Any 02 Questions out of 03 Questions.
2. All Questions carry 15 Marks.
3. Working Notes must form part of Answers.
4. Use of Simple Calculator Allowed.

Q.1. (15)

Following are the balances as on 31-03-2025 in the books of accounts of Ratnagiri Mango Products Ltd. You are required to prepare a Vertical Balance Sheet from the same.

Particulars	₹
T.D.S. – (Staff Salaries)	25,000
Share Issue Expenses	20,000
Land and Building	5,00,000
10% Debentures	3,00,000
Trade Investment	2,00,000
Creditors	8,80,000
Plant and Machinery	3,70,000
Calls-in-arrears	10,000
Profit and Loss A/c (Cr. Balance)	3,85,000
Patents	50,000
Stock	4,35,000
Debtors	9,25,000
Equity Share Capital	5,00,000
Bank Overdraft	4,20,000

Q.2. (15)

Following are the Balance Sheets of N Ltd. as on 31st March, 2021 and 2022.

Balance Sheets as on 31st March

Equity & Liabilities	2021 ₹	2022 ₹	Assets	2021 ₹	2022 ₹
Equity Share Capital	70,000	70,000	Fixed Assets	80,000	90,000
11% Preference Share Capital	50,000	60,000	Investments	50,000	40,000
			Current Assets	57,000	32,000
General Reserve	22,000	24,000	Preliminary Expenses	10,000	8,000
10% Debentures	30,000				
Current Liabilities	25,000	16,000			
Total	1,97,000	1,70,000	Total	1,97,000	1,70,000

Prepare a comparative Balance Sheet from the above in vertical form.

Q.3. (15)

Following is the information extracted from the books of M Ltd.

Particulars		31/03/2025
I. Sources of Funds		
Equity Share Capital		4,00,000
Bank loan		1,00,000
Capital Employed		5,00,000
II. Application of Funds		
Fixed Assets		2,00,000
Investments		1,50,000
Current Assets		
Inventories	5,00,000	
Cash	20,000	
Total Current Assets	5,20,000	
Trade payables	3,70,000	
Working Capital		1,50,000
Capital Employed		5,00,000

Particulars	31/3/22
Sales	30,00,000
Less : Cost of Goods Sold	15,00,000
Gross Profit	15,00,000
Less : Interest Expenses	2,00,000
Net Profit before Tax	13,00,000
Less : Tax	6,50,000
Net Profit after Tax	6,50,000

Calculate the following Ratios :

1. Debt – Equity Ratio
2. Current Ratio
3. Gross Profit Ratio
4. Liquid Ratio
5. Net Profit Ratio
6. Stock Turnover Ratio
7. Return on Equity

Preparing Vertical Balance Sheet is not expected.

Sem-III ATKT EXAM MARCH-2022 Date: 25/03/2022

SY B.com Sem III NEP- 2020 Major

Marks 30 Commerce III (Management: Principles & Functions) Time 1 hour

Answer any 2 out of 3

1. Answer the following 15 marks
   a) What are the features of management?
   b) Discuss significance of Indian ethos to management

2. Answer the following 15 marks
   a) Discuss steps in planning process
   b) Explain line organization

3. Answer the following 15 marks
   a) Discuss importance of motivation
   b) Explain any 5 leadership styles

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S.Y.B.Com. Sem-III (NEP) A.T.K.T Exam. March-2026

SY B.com Sem III NEP- 2020 VSC

Marks 30 Advertising I Time 1 hour

Answer any 2 out of 3:

1. Answer the following 15 marks

   a) What are the benefits of advertising to business

   b) Give real life advertisements for the following:
      a. radio advertising b. political ads
      c. green advertising d. reminder advertising

2. Answer the following 15 marks

   a) Discuss negative influence of advertising on Indian culture

   b) Explain any 5 types of advertising agencies

3. Answer the following 15 marks

   a) "There are various career options in advertising." Explain.

   b) Write a note on role of advertising in developing brand equity

SEM-III ATKT Exam MARCH-2026

Dated: 24/03/2026

Malini Kishor Sanghvi College of Commerce and Economics

Subject: ACCOUNTANCY AND FINANCIAL MANAGEMENT

Class: SYBCOM Sem: III

Time: 1 hours Marks: 30

Note: 1) Attempt any 2 questions from 3 questions.

2) Figures to the right indicate marks

Q.1] Revati co. Ltd was incorporated on 1/5/24 to take over the business of M/S Cherry, as going concern from 1/1/24. The Profit and Loss Account for the year ending 31/12/24 was as follows: [15]

PARTICULARS	AMOUNT	PARTICULARS	AMOUNT
To Rent and Rates	8500	By Gross Profit	3,10,000
To Administrative Salaries	25000		
To Selling Expenses	6000		
To Directors Fees	10000		
To Carriage Outwards	11000		
To Advertisement	16000		
To Depreciation	3000		
To Audit Fees	5000		
To Electricity Charges	1300		
To Interest on Debentures	20000		
To Net Profit	204200		
	310000		310000

Additional Information:

1] Sales for each month from September'24 to December'24 were double the monthly Sales from January'24 to August'24.

2] Audit fees are for the entire period.

3] Rent was increased from 500 p.m. to 1000 p.m. with effect from 1/8/24.

You are required to prepare statement of Profit and Loss, allocating the income and expenses on suitable basis between pre and post incorporation period.

Q.2] The following balances have been extracted from the following records of P.C. Sugar Ltd.as at 31/3/25. [15]

PARTICULARS	AMOUNT
Sale of Sugar (Net of Excise Duty)	70,50,000
Other Operating Income (Power Generation)	2,00,000
Other Income	1,35,000
Cost of Material Consumed	31,00,000
Increase in inventories of Finished Goods, WIP etc.	7,00,000
Salaries and Wages	5,00,000
Contribution to PF and Gratuity Fund	2,50,000
Depreciation	3,30,000
Amortization Expenses	1,00,000
Power and Fuel	15,00,000
Rent, Rates and Taxes	13,25,000
Finance Cost	1,90,000

Tax expenses	2,00,000
Paid up Equity Saher Capital of 10 each	2,80,000

You are required to prepare a statement of Profit and Loss for the year ended 31/3/25.

Q.3] Write Short Notes (Any 3) [15]

1] Capital Reserves
2] Time Ratio in PPI
3] Types of Company
4] Classification of Share Capital
5] Statutory Books

SEM-III ATKT Exam MARCH-2024
S.Y.B.Com.

Date: 24/03/2024

विषय: हिंदी भाषा : व्यावहारिक प्रयोग सेट - अ

मार्क्स : ३० समय : १ घंटा

प्र १. निम्नलिखित तीन मे से किन्ही दो प्रश्नो के उत्तर लिखिए: (१५ अंक)

१) मौखिक, लिखित और सांकेतिक भाषा में क्या भेद है? तीनों का विस्तारपूर्वक वर्णन कीजिए।

२) राजभाषा आयोग के कार्य और दायित्व संक्षिप्त में बताइए।

३) विशेषण के भेद स्पष्ट कीजिए।

प्र २. निम्नलिखित तीन मे से किन्ही दो प्रश्नो के उत्तर लिखिए: (१५ अंक)

१) रचना के आधार पर वाक्य के तीन भेद बताइए। या सरल, मिश्रित और संयुक्त वाक्य में क्या अंतर होता है? प्रत्येक के दो-दो उदाहरण दीजिए।

२) हिंदी भाषा में वर्तनी शुद्धता की आवश्यक सावधानियाँ और वर्तनी सुधार के उपाय बताइए।

३) अपने महाविद्यालय के पुस्तकालय में नई पुस्तकों की मांग हेतु प्रधानाचार्य को पत्र लिखिए।