Savitribai Phule Pune University

Centre for Distance & Online Education

M.Com.-I SEM-I (Semester System – 2026 - 27)

Savitribai Phule Pune University Centre for Distance & Online Education

Home Assignment for Internal Assessment

Name of Study Centre: -_____

Name of Student: - _____

PRN: - _____

SUBJECT: _____

Class: - _____

SEM: - _____

Year: - _____

Teacher Signature Student Signature

Savitribai Phule Pune University

Centre for Distance & Online Education

M.Com.-I SEM-I (Semester System – 2026 - 27)

Home Assignment for Internal Assessment

Semester I

GENERAL INSTURCTION:

1. **Handwritten assignments** are compulsory (for ODL mode students). Typed or printed assignments are generally **not accepted**,
2. Do not copy the points, matter from the text while writing home Assignment mention your own point/Opinions whenever necessary.
3. Your answer should include how you would apply the knowledge in real life situations.
4. Home assignment is useful for self-analysis of your preparation of the final examination and Progress.

सूचना :

१. हस्तलिखित गृहपाठ अनिवार्य आहे .टाईप केलेले किंवा छापील गृहपाठ स्वीकारले जाणार नाहीत.

२. गृहपाठ लिहिताना पाठ्यपुस्तकातील मुद्दे जशाच्या तसे कॉपी करू नयेत. आवश्यकतेनुसार स्वतःचे विचार व मतं मांडावीत .

३. तुमच्या उत्तरामध्ये संबंधित ज्ञान प्रत्यक्ष जीवनात कसे वापरता येईल याचा समावेश असावा.

४. गृहपाठ अंतिम परीक्षेच्या तयारीचे व प्रगतीचे स्वयंमूल्यांकन करण्यासाठी उपयुक्त ठरतो.

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101 - I : MANAGEMENT ACCOUNTING

- **Write Any 6 Questions from the following. (06*05=30)**

1. Explain the scope of Management Accounting.
2. State the objectives of Budgetary Control.
3. From the following information calculate BEP & P/V Ratio

   Sales Rs. 2, 00,000; Variable Cost Rs. 1,20,000; Fixed Cost Rs, 30,000.
4. Explain types of budgets.
5. State the difference between Cost Accounting and Management Accounting.
6. Explain the features of Marginal Costing.
7. Prepare a cash budget for the first 4 months from the following estimated revenues and expenses.

Month	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)	Administrative Overheads (Rs.)	Distribution Overheads (Rs.)
April	60,000	60,000	12,000	2,000	1,200
May	66,000	42,000	14,000	2,200	1,400
June	72,000	40,000	16,000	2,200	1,400
July	78,000	36,000	18,000	2,400	1,600
August	84,000	34,000	20,000	2,000	1,600

Additional Information:

a. Cash balances on 1st April was Rs.35,000.
b. 50% of sales are on credit basis, which are realised in the subsequent month.
c. Suppliers are paid in the month following the month of supply.
d. Delay in payment of wages and overheads is 30 days.
e. Dividend on investments amounting Rs. 10,000 may be received in April & July.
f. Company plans to purchase a machine for Rs. 60,000 for which it has to pay the consideration in three equal instalments in the month of April June & July.

8. Explain the tools and techniques of inventory management.

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102A / B - I: STRATEGIC MANAGEMENT

- **Write Any 6 Questions from the following. (06*05=30)**

1. Explain evaluation of strategy.

   व्यूहरचनात्मक मूल्यांकनाचे स्पष्टीकरण करा.

2. Explain the role of the company's mission?

   कंपनीच्या मिशनची भूमिका स्पष्ट करा.

3. Explain the characteristics of strategic Management.

   व्यूहरचनात्मक व्यवस्थापनाची वैशिष्ट्ये स्पष्ट करा.

4. Explain the importance of the business environment.

   व्यवसाय पर्यावरणाचे महत्त्व स्पष्ट करा.

5. Describe the Adaptive approach in strategic Management Process.

   व्यूहरचनात्मक व्यवस्थापन प्रक्रियेत अनुकूलनात्मक)Adaptive) दृष्टिकोनाचे वर्णन करा.

6. Explain the role of the Board of Directors in Strategic Management.

   व्यूहरचनात्मक व्यवस्थापनात संचालक मंडळाची भूमिका स्पष्ट करा.

7. What is strategic planning? Explain its advantages and disadvantages.

   व्यूहरचनात्मक नियोजन म्हणजे काय? त्याचे फायदे आणि तोटे स्पष्ट करा.

8. Explain the concept of cost efficiency in an organization. Analyse the major determinants of cost efficiency.

   संघटनेतील खर्च कार्यक्षमतेची संकल्पना स्पष्ट कराखर्च कार्यक्षमतेचे प्रमुख निर्धारक . घटक विशद करा.

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103-I: Advanced Accounting

- **Write Any 6 Questions from the following. (06*05=30)**

1. Explain the need for Valuation of shares.
2. State the Consequences of Winding up of a Company.
3. Sate the objectives of Accounting Standard Board.
4. Explain the methods of valuation of Goodwill.
5. From the following information Calculate the amount of goodwill by capitalizing super profits.
6. Average profit Rs. 2,35,000; Average Capital Employed Rs. 15,00,000 Normal Rate of Return 10%.
7. From the following particulars calculate the value of each category of equity shares of the company based on a deemed liquidation.

   Total Assets Rs. 18,50,000; External Liabilities Rs. 2,50,000

   Share Capital:

   14% Preference Shares of Rs. 10 each, fully paid Rs. 5,00,000

   40,000 Equity Shares of Rs. 10 each, fully paid Rs. 4,00,000 60,000

   Equity Shares of Rs. 10 each, Rs. 7.50 paid Rs. 4,50,000

8. From the following Balance Sheet Prepare a Consolidated Balance Sheet.

Balance Sheet as on 31st March, 2023

Liabilities	H Ltd (Rs)	S Ltd (Rs)	Assets	H Ltd (Rs)	S Ltd (Rs)
Share Capital (in Rs. 10 Shares)	20,000	10,000	Shares in S Ltd. (800 Shares)	8,000	----
Sundry Liabilities	10,000	5,000	Other Assets	22,000	15,000
Total	30,000	15,000	Total	30,000	15,000

H Ltd. acquires shares in S Ltd. on 31st March, 2023.

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104-I: Income Tax

- **Write Any 6 Questions from the following. (06*05=30)**

1. What do you mean income exempt form Income tax? Explain with examples.
2. What are the difference types of Provident Funds?
3. Explain various deductions from income from house property?
4. From the following particulars find out the Gross Annual Value: Fair Rent Rs.5,40,000, Municipal Value Rs.4,32,000, Standard Rent Rs.4,80,000 and Actual Rent Rs.3,00,000.
5. Give any 5 incomes exempted under section 10 of Income Tax Act.
6. Mr. Aman had acquired 100 unlisted debentures of Surya Limited on 1/5/2012 at a price of 400 per debenture. The Commission paid to buy debenture was 2%. The Debentures are sold on 1/01/2020 at Rs. 800 per debenture. The Commission paid to sell debenture is 3%. You are asked to calculate Capital Gain.
7. Mr. Mugal joined star Ltd on 1/4/2024. Details regarding his salary are as follows:

Particulars	Amount
Basic	5,000 p.m.
Dearness Allowance	2,000 p.m.(50% considered for retirement benefit)
Education allowance	1,000 p.m. (he has 1 son and 3 daughters)
Hostel Allowance	2,000 p.m.(none of the children is sent to hostel)
Medical Allowance	1,000 p.m.(Total medical expenditure incurred Rs.3,000)
Transport Allowance	1,800 p.m. (Being used for office to residence & vice versa)
Servant Allowance	1,000 p.m.
City Compensatory Allowance	2,000 p.m.
Entertainment Allowance	1,000 p.m.
Assistant Allowance	3,000 p.m.(Paid to assistant Rs.2,000 p.m.)
Professional Development Allowance	2,000 p.m. (Actual expenses for the purpose Rs. 8,000 p.m.
Bonus	24,000 p.a.
Commission	9,000 p.a.
Fees	5,000 p.a.

Compute his gross taxable salary for the assessment year 2025-2026.

8. Examine the concept of allowances. What are its various Types? Mention suitable examples.

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105-I: Information system and E-Commerce Practices

- **Write Any 6 Questions from the following. (06*05=30)**

1. What are the benefits of e-commerce to businesses?

   व्यवसायांना ईकॉमर्सचे कोणते फायदे आहेत-?

2. Write a difference between Intranet and Extranet.

   इंट्रानेट आणि एक्स्ट्रानेट यांतील फरक लिहा.

3. What are the problems associated with the taxation of e-commerce?

   ई) कॉमर्सच्या कर प्रणालीशी-Taxation) संबंधित कोणत्या अडचणी आहेत?

4. Write difference between Decision support systems and Executive support systems.

   निर्णय सहाय्य प्रणाली(Decision Support Systems) आणि कार्यकारी सहाय्य प्रणाली (Executive Support Systems) यांतील फरक लिहा.

5. What are the limitations of E-commerce?

   ईकॉमर्सच्या मर्यादा कोणत्या आहेत-?

6. Define E-commerce. Explain the features of E-commerce.

   ई.कॉमर्सची वैशिष्ट्ये स्पष्ट करा-ई .कॉमर्सची व्याख्या करा-

7. What is Intranet? What are the advantages and disadvantages of Intranet?

   इंट्रानेट म्हणजे काय? इंट्रानेटचे फायदे आणि तोटे कोणते?

8. What is system? What are the major types of system?

   प्रणाली)System) म्हणजे काय? प्रणालीचे प्रमुख प्रकार कोणते?

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106-I: Intellectual Property Laws

- **Write Any 6 Questions from the following. (06*05=30)**

1. What are the factors of infringement?
   उल्लंघनाचे (Infringement) घटक कोणते आहेत?
2. Explain the types of IPR.
   बौद्धिक संपदा हक्कांचे(IPR) प्रकार स्पष्ट करा.
3. Explain the concept of state Biodiversity Board.
   राज्य जैवविविधता मंडळाची संकल्पना स्पष्ट करा.
4. Explain the types of trade marks.
   ट्रेडमार्कचे प्रकार स्पष्ट करा.
5. What are the features and Biological Biodiversity act 2002?
   जैविक विविधता अधिनियम २००२ ची वैशिष्ट्ये कोणती आहेत?
6. Explain in details procedure for obtaining patent.
   पेटंट मिळविण्याची प्रक्रिया सविस्तर स्पष्ट करा.
7. Explain the objectives and functions of WTO.
   WTO चे उद्देश आणि कार्ये स्पष्ट करा.
8. Explain in details procedure of registration of trade marks.
   ट्रेडमार्क नोंदणीची प्रक्रिया सविस्तर स्पष्ट करा.

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107-I: Advanced Cost Accounting

- **Write Any 6 Questions from the following. (06*05=30)**

1. State the Meaning and Objectives of cost accounting.
2. What are the Essential Characteristics of Process Costing?
3. What are the Objectives of Departmentalization of overheads?
4. Material CBZ are used as follows: Minimum usage 50 units per week Maximum usage 150 units per week Normal usage 100 units per week Re-order quantity = 600 units Delivery period = 4 to 6 weeks
   Calculate Reorder level, Minimum level, Maximum level.
5. From the following data given by the Personnel Department, calculate the labour turnover rate by applying:
   i) Separation method,
   ii) Replacement method,
   iii) Flux method
   No. of workers on the payroll:
   - At the beginning of the year 1700
   - At the end of the year 2300

   During the year, 20 workers left, 80 persons were discharged and 250 workers were recruited. Of these, 50 workers are recruited in the vacancies of those leaving, while the rest were engaged for an expansion scheme.
6. What are the features of Halsey Plan?
7. What are the principals of apportionment?
8. The following is the expenditure on a contract for Rs. 24,00,000 commenced in January 2020.

Materials	Rs. 4,80,000
Wages	Rs. 6,56,000
Plant	Rs. 80,000
Overheads	Rs. 34,400
Work Uncertified	Rs. 16,000

Cash received on a account of the contract on 31st December 2020 was Rs. 9,60,000, being 80% of the work certified. The value of materials in hand was Rs. 24,000. The plant had undergone 20% depreciation. Prepare Contract Account.

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108-I: Costing Techniques and Responsibility Accounting

- **Write Any 6 Questions from the following. (06*05=30)**

1. What are the prerequisites for Responsibility Accounting?
2. State the Advantages of Inter-firm comparison.
3. From the following information calculate
   - Material cost variance
   - Material price variance
   - Material usage variance

Particular	Standard	Actual
Quantity of Material units	5,000	5,500
Price per unit ₹	2	3

Verify your result.

4. The standard and Actual cost information of Prashant Electronics, Pune is summarised as follows:

   Standard time for a job Hours 1000
   Standard Rate per Hour ₹ 5
   Actual time taken on the job Hours 950
   Total wages paid ₹ 4,560

   Calculate:
   i. Labour cost variance.
   ii. Labour Rate variance.
   iii. Labour efficiency variance also verify your result.
5. Explain advantages and limitations of standard costing.
6. Explain the types of Responsibility centres.
7. What is Inter firm comparison state Advantages and Disadvantages of Inter firm comparison.
8. Explain the types of Budgets in details.

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109 - I: CO-OPERATIVE MOVEMENT IN INDIA

- **Write Any 6 Questions from the following. (06*05=30)**

1. Explain the functions of District Cooperative Board.
   जिल्हा सहकारी मंडळाची कार्ये स्पष्ट करा.
2. Explain the economic benefits of co-operative movement.
   सहकारी चळवळीचे आर्थिक लाभ स्पष्ट करा.
3. What are the major problems of rural credit institutions?
   ग्रामीण पत संस्थांच्या प्रमुख समस्या कोणत्या आहेत?
4. Explain the purpose of Vaidya Nathan Committee.
   वैद्यनाथन समितीच्या उद्देशांचे स्पष्टीकरण करा.
5. Explain the structure of co-operative society.
   सहकारी संस्थेची रचना स्पष्ट करा.
6. What are the important issues raised by the Standing Committee?
   स्थायी समितीने उपस्थित केलेले महत्त्वाचे मुद्दे कोणते आहेत?
7. Explain the role of NABARD.
   नाबार्डची भूमिका स्पष्ट करा.
8. Explain the progress of Maharashtra State Cooperative Movement.
   महाराष्ट्र राज्य सहकारी चळवळीची प्रगती स्पष्ट करा.

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110- I : RURAL DEVELOPMENT

- **Write Any 6 Questions from the following. (06*05=30)**

1. Explain the advantages for rural development in Maharashtra.
   महाराष्ट्रातील ग्रामीण विकासासाठीचे फायदे स्पष्ट करा.
2. Explain the advantages of SHGs.

   स्वयं सहाय्यता बचत गटाचे फायदे स्पष्ट करा.
3. Describe the role of management function for rural development.
   ग्रामीण विकासासाठी व्यवस्थापन कार्यांची भूमिका वर्णन करा.
4. Describe the approaches to rural development programs.

   ग्रामीण विकास कार्यक्रमांच्या विविध पद्धतींचे वर्णन करा.
5. Describe the techniques of planning in districts and block.

   जिल्हा आणि तालुका स्तरावरील नियोजन तंत्रांची माहिती द्या.
6. Describe the major rural development policies developed and implemented in India.

   भारतात विकसित आणि अंमलात आणलेल्या प्रमुख ग्रामीण विकास धोरणांचे वर्णन करा.
7. Discuss the major centrally sponsored rural development programs in Maharashtra.

   महाराष्ट्रातील केंद्र पुरस्कृत प्रमुख ग्रामीण विकास कार्यक्रमांवर चर्चा करा.
8. State the salient features and measures to strength Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA).

   महात्मा गांधी राष्ट्रीय ग्रामीण रोजगार हमी कायदा (MGNREGA) ची वैशिष्ट्ये आणि बळकटीकरणासाठीच्या उपायांचा उल्लेख करा.

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111-I: Organized Trades and Markets

- **Write Any 6 Questions from the following. (06*05=30)**

1. Explain the Nature and Scope of Business.
   व्यवसायाचे स्वरूप आणि कार्यक्षेत्र स्पष्ट करा.
2. Explain the Types of E-Commerce.
   ई.कॉमर्सचे प्रकार स्पष्ट करा-
3. Explain the Objectives of Service Sector.
   सेवा क्षेत्राचे उद्देश स्पष्ट करा.
4. Explain the Role of FDI.
   एफडीआयची (FDI) भूमिका स्पष्ट करा.
5. Explain the Features of Co-operative Marketing.
   सहकारी विपणनाची वैशिष्ट्ये स्पष्ट करा.
6. Explain in detail types of Service Sector.
   सेवा क्षेत्राचे प्रकार सविस्तर स्पष्ट करा.
7. Explain in details Innovative Marketing Practices or Methods.
   नवोन्मेषी विपणन पद्धती किंवा प्रथांचे सविस्तर स्पष्टीकरण करा.
8. Explain in detail Administration of Mall.
   मॉलच्या प्रशासनाचे सविस्तर स्पष्टीकरण करा.

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112 - I: BUSINESS ENVIRONMENT & POLICY

- **Write Any 6 Questions from the following. (06*05=30)**

1. State the economic factors of Indian business environment.

   भारतीय व्यावसायिक पर्यावरणातील आर्थिक घटक नमूद करा.

2. Distinguish between seasonal unemployment and long term unemployment.

   हंगामी बेरोजगारी आणि दीर्घकालीन बेरोजगारी यांतील फरक स्पष्ट करा.

3. Explain the causes of inflation.

   महागाईची कारणे स्पष्ट करा.

4. Explain the limitations of environmental analysis.

   पर्यावरणीय विश्लेषणाच्या मर्यादा स्पष्ट करा.

5. Explain the types of Unemployment in India.

   भारतातील बेरोजगारीचे प्रकार स्पष्ट करा.

6. Define Thermal pollution. Explain the causes and remedies of thermal pollution.

   उष्ण प्रदूषणाची व्याख्या करा.उष्ण प्रदूषणाची कारणे आणि उपाय स्पष्ट करा .

7. Explain in detail the nature and characteristics of business environment.

   व्यावसायिक पर्यावरणातील स्वरूप आणि वैशिष्ट्ये सविस्तर स्पष्ट करा.

8. State the importance and disadvantages of globalization.

   जागतिकीकरणाचे महत्त्व आणि तोटे नमूद करा.

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113-I: PRODUCTION AND OPERATION MANAGEMENT

- **Write Any 6 Questions from the following. (06*05=30)**

1. Explain the advantages and disadvantages of plant layout.

   यंत्रकूल रचनेचे फायदे तोटे स्पष्ट करा.

2. Explain the process of supply chain management.

   पुरवठा साखळी व्यवस्थापनाची प्रक्रिया स्पष्ट करा.

3. Explain the objectives and importance of production control.

   उत्पादन नियंत्रणाचे उद्देश आणि महत्त्व स्पष्ट करा.

4. Explain in detail the atomization of the total quality management process.

   सकल गुणवत्ता व्यवस्थापन प्रक्रियेच्या स्वयंचलनाचे)Automation) सविस्तर स्पष्टीकरण करा.

5. Explain the components of supply chain management.

   पुरवठा साखळी व्यवस्थापनाचे घटक स्पष्ट करा.

6. Explain the importance of total quality management.

   सकल गुणवत्ता व्यवस्थापनाचे (Total Quality Management) महत्त्व स्पष्ट करा.

7. Explain recent trends in service system.

   सेवा प्रणालीतील आधुनिक प्रवाह)Recent Trends) स्पष्ट करा.

8. Explain the importance of process management.

   प्रक्रिया व्यवस्थापनाचे महत्त्व स्पष्ट करा.

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M.Com.-I SEM-I (Semester System – 2026 - 27)

114-I: FINANCIAL MANAGEMENT

- **Write Any 6 Questions from the following. (06*05=30)**

1. Explain the varies technique of capital budgeting.
2. What are the functions of Securities & Exchange Board of India (SEBI)?
3. What is the different classification of ratio?
4. What are the objectives of Financial Management?
5. What are the regulatory functions of Reserve Bank of India (RBI)?
6. What are the factors affecting the Credit Policy?
7. A company is considering the following Investment.

Projects	**Cash flow**		
	C0	**C1**	**C3**
A	-10000	+17500	+7500
B	+10000		

Calculate 1) Payback Period 2) Accounting Rate of Return (ARR) for both projects. Assume projects are independent, which should be accepted.

8. Analysis recent trends and issues in financial management.

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M.Com.-I SEM-I (Semester System – 2026 - 27)

115-I: LEGAL FRAMEWORK OF BANKING

- **Write Any 6 Questions from the following. (06*05=30)**

1. State the characteristics of a promissory note.

   वचनचिठ्ठीची (Promissory Note) वैशिष्ट्ये नमूद करा.

2. Explain the types of Endorsement.

   पृष्ठांकनाचे प्रकार स्पष्ट करा.

3. Explain the parties to the bill of exchange.

   विनिमय पत्रातील पक्ष स्पष्ट करा.

4. Explain the functions of Reserve Bank?

   रिझर्व्ह बँकेची कार्ये स्पष्ट करा.

5. What is financial maturity? Explain various clauses of financial opinion.

   वित्तीय मत्ता म्हणजे काय? वित्तीय मत्तेतील विविध कलमे स्पष्ट करा.

6. What is a banking company? Explain in detail the functions of a banking company.

   बँकिंग कंपनी म्हणजे काय? बँकिंग कंपनीची कार्ये सविस्तर स्पष्ट करा.

7. What is the Endorsement? Explain the Methods of Endorsement.

   पृष्ठांकन म्हणजे काय? पृष्ठांकनाच्या पद्धती स्पष्ट करा.

8. Explain the powers of RBI to the control of cooperative banks.

   सहकारी बँकांवर नियंत्रण ठेवण्यासाठी RBI चे अधिकार स्पष्ट करा.

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M.Com.-I SEM-I (Semester System – 2026 - 27)

116-I: CENTRAL BANKING

- **Write Any 6 Questions from the following. (06*05=30)**

1. What are the main features of the Market Stabilization Scheme (MSS)?

   बाजार स्थिरीकरण योजनेची)MSS) मुख्य वैशिष्ट्ये कोणती आहेत?

2. Explain the differences between NBFCs and commercial banks?

   NBFC आणि व्यापारी बँका यांतील फरक स्पष्ट करा.

3. Discuss the objectives of the Reserve Bank of India.

   भारतीय रिझर्व्ह बँकेचे उद्देश स्पष्ट करा.

4. What is the role of RBI in licensing of banks?

   बँकांना परवाना देण्यात RBI ची भूमिका काय आहे?

5. Explain the benefits of investing in mutual funds?

   म्युच्युअल फंडमध्ये गुंतवणूक करण्याचे फायदे स्पष्ट करा.

6. What are the major functions performed by a NBFC?

   NBFC द्वारे पार पाडल्या जाणारी प्रमुख कार्ये कोणती आहेत?

7. What are the main reasons for granting the exclusive monopoly of note-issue to the central bank?

   नोटबंदीची विशेष मक्तेदारी मध्यवर्ती बँकेला देण्याची मुख्य कारणे कोणती आहेत?

8. Analyze the regulatory and supervisory functions of RBI over commercial banks.

   व्यापारी बँकांवर RBI चे नियामक आणि पर्यवेक्षकीय कार्यांचे विश्लेषण करा.

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M.Com.-I SEM-I (Semester System – 2026 - 27)

117-I: MARKETING TECHNIQUES

- **Write Any 6 Questions from the following. (06*05=30)**

1. Explain in details tools or techniques of sale promotion.

   विक्री संवर्धनाच्या साधनांचे किंवा तंत्रांचे सविस्तर स्पष्टीकरण करा.

2. What are the advantages of marketing?

   विपणनाचे फायदे कोणते आहेत?

3. Explain the process of personal selling.

   वैयक्तिक विक्रीची प्रक्रिया स्पष्ट करा.

4. Explain the types of distribution channels.

   वितरण साखळीचे प्रकार स्पष्ट करा.

5. Explain the factors influencing marketing environment.

   विपणन वातावरणावर प्रभाव टाकणारे घटक स्पष्ट करा.

6. Explain the role of public relations.

   जनसंपर्काची भूमिका स्पष्ट करा.

7. Explain in detail functions of advertising.

   जाहिरातीची कार्ये सविस्तर स्पष्ट करा.

8. Explain the elements of marketing mix.

   विपणन मिश्रणाचे (Marketing Mix) घटक स्पष्ट करा.

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M.Com.-I SEM-I (Semester System – 2026 - 27)

118 - I: CONSUMER BEHAVIOUR

- **Write Any 6 Questions from the following. (06*05=30)**

1. Explain the Various models of Consumer Behaviour.
   ग्राहक वर्तनाचे विविध प्रारूप स्पष्ट करा.
2. Discuss the Characteristics of Learning.
   शिकण्याच्या वैशिष्ट्यांवर चर्चा करा.
3. Elaborate the Need of Consumer Behaviour.
   ग्राहक वर्तनाची गरज सविस्तर स्पष्ट करा.
4. Elaborate the Scope of Consumer Motivation.
   ग्राहक प्रेरणेचे कार्यक्षेत्र सविस्तर स्पष्ट करा.
5. Explain the Components of learning process.
   शिकण्याच्या प्रक्रियेचे घटक स्पष्ट करा.
6. What do you mean by 'Social Class'? Explain the characteristics of Social Class and effects of Social Class on Lifestyle.
   'सामाजिक वर्गम्हणजे काय '? सामाजिक वर्गाची वैशिष्ट्ये आणि जीवनशैलीवर त्याचे परिणाम स्पष्ट करा.
7. What is 'Consumer Behaviour'. Explain the advantages of Study of Consumer Behaviour.
   'ग्राहक वर्तनम्हणजे काय '? ग्राहक वर्तनाच्या अभ्यासाचे फायदे स्पष्ट करा.
8. Explain the term 'Involvement'. Discuss dimensions of Involvement.
   'सहभाग .या संज्ञेचे स्पष्टीकरण करा 'सहभागच्याच्या परिमाणांवर चर्चा करा.

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