<table>
<thead>
<tr>
<th>TERM</th>
<th>PROGRAMME</th>
<th>HOURS/WEEK</th>
<th>TOTAL HOURS</th>
</tr>
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<tbody>
<tr>
<td>IV</td>
<td>DIPLOMA IN MODERN OFFICE PRACTICE</td>
<td>4</td>
<td>64</td>
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</table>

**COURSE CODE**

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE</th>
<th>MAXIMUM MARKS</th>
<th>MIN. MARKS FOR PASS</th>
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<tbody>
<tr>
<td>M7MP 202</td>
<td>ENGLISH - II</td>
<td>75</td>
<td>30</td>
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**Topics**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Section</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>PROSE</td>
</tr>
<tr>
<td>2</td>
<td>POETRY</td>
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<td>3</td>
<td>ONE-ACT PLAYS</td>
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<td>4</td>
<td>GRAMMAR</td>
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<tr>
<td>5</td>
<td>COMPOSITION &amp; TESTS</td>
</tr>
</tbody>
</table>

**TEXTBOOKS FOR ENGLISH**

As per the syllabus prescribed by the University of Madras for I year B.A., B.Com, two detailed Textbooks and one Non-detailed Textbook have been prescribed for the Second Year Diploma in Modern Office Practice.

**Detailed Textbooks:**

1. **PORTRAITS IN PROSE** -- An Anthology of Biographical Sketches--
   - Ed. S. Jagadisan
   - Published by Orient BlackSwan

2. **VERSE**-- An Anthology of Poems--- Macmillan Publishers India Limited

**Non-detailed Textbook:**

1. **SIX ONE – ACT PLAYS**--- An Anthology of Modern Plays --Ed. Dr. Nafeesa Kaleem-
   - Anu Chithra Publications

**PORTRAITS IN PROSE**-- An Anthology of biographical sketches-- Ed. S. Jagadisan

**CONTENTS**

1. Socrates - Sir Richard Livingstone
2. Sir Isaac Newton - Nathaniel Hawthorne
3. Leo Tolstoy - Ronald Seth
4. Alexander Fleming - Philip Cane
5. Mother Teresa - John Frazer
6. Martin Luther King - R.N. Roy
VERSE-- An Anthology of Poems --- Edited by a Board of Editors
## CONTENTS

1. Written in Early Spring  
   William Wordsworth

2. When I Have Fears  
   John Keats

3. Ulysses  
   Alfred Tennyson

4. Obituary  
   A.K. Ramanujan

5. The Unknown Citizen  
   W.H. Auden

6. For Elkana  
   Nissim Ezekiel

7. Leave This Chanting…  
   Rabindranath Tagore

8. The Stone  
   W.W. Gibson

9. Mending Wall  
   Robert Frost

10. The Ballad of Father Gilligan  
    William Butler Yeats

11. Hawk Roosting  
    Ted Hughes

12. The Listeners  
    Walter de la Mare

---

### SIX ONE – ACT PLAYS

--- An Anthology of Modern Plays ---  
Ed. Dr. Nafees Kaleem

## CONTENTS

1. The Dear Departed  
   Stanley Houghton

2. The Boy Comes Home  
   A.A.Milne

3. The Discovery  
   Herman Ould

4. The Shirt  
   Francis Dillon

5. The Pie And The Tar  
   Hugh Chesterman

6. Refund  
   Fritz Karinthy

---

### Objectives:

#### Prose:

At the end of the course the student is able to:

1. Comprehend a prose text.
2. Answer small questions from the texts.
3. Annotate the selective passages.
4. Improve his/her vocabulary.

#### Poetry:

The student is able to:

1. Enjoy reading a poem.
2. Answer small questions from the poems.
3. Annotate the selective passages.

#### Play:

The student is able to:

1. Read and understand a one-Act Play.
2. Answer essay question on the Play.
3. Understand and use the conversational style.
Grammar:
The student is able to:
1. Understand the function of the grammatical units:
2. Use the relevant grammatical units.
3. Answer questions on the relevant grammatical units.

Composition:
The student is able to:
1. Make a Precis of the given passage

SYLLABUS-CONTENT

Detailed Study:

a) PORTRAITS IN PROSE (Lessons 4,5 & 6)
   1. Alexander Fleming Philip Cane
   2. Mother Teresa John Frazer
   3. Martin Luther King R.N. Roy

b) VERSE (poems 7 to 12)
   7. Leave This Chanting… Rabindranath Tagore
   8. The Stone W.W. Gibson
   9. Mending Wall Robert Frost
  10. The Ballad of Fath Gilligan William Butler Yeats
  11. Hawk Roosting Ted Hughes
  12. The Listeners Walter de la Mare

Non-detailed study:

c) SIX ONE – ACT PLAYS (4 to 6)
   4. The Shirt Francis Dillon
   5. The Pie and The Tart Hugh Chesterman
   6. Refund Fritz Karinthy

GRAMMAR:
1. Sentence Patterns—SV, SVO, SVC, SVOC et.c.,
2. Question Tag
3. Dummy Subjects --It / there
4. Conditional clause—‘If’ three types
5. Degrees of comparison
6. Tense forms
7. Infinitive
8. Gerund
9. Confusing pairs of words (from the Bank)

**Confusing pairs of words--Bank**
1. alternate / alternative
2. birth / berth
3. canvas / canvass
4. cheque / check
5. choir / quire
6. confident / confidant
7. council / counsel
8. depository / depositary
9. draft / draught
10. President / precedent
11. Principal / principle
12. stationary / stationery
13. trail / trial
14. emigrant / immigrant
15. destiny / destination

**Composition:**
Précis writing

**ENGLISH -- II (QUESTION PAPER PATTERN)**

**Major divisions:**
1. Essay
2. Short Question
3. Annotation
4. Grammar
5. Composition

1. **Essay:**
   Answer in about 200 words any **ONE** out of **THREE** questions from the prescribed **Non-detailed** study.

2. **Short Question:** (from the prescribed **Detailed study**)
   Answer the short questions, **FIVE** out of **SIX**, in not more than two or three sentences each.
   **TWO** questions from each Prose lesson to be given.
   **FIVE** out of **Six** questions (one from each Poem) to be given.

3. **Annotation:**
   Annotate any **FOUR** out of **Eight** passages taken from the prescribed prose and poetry. Four from prose and Four from poetry to be given. (**not omitting any section**). Answer with reference to the Questions on the context, and the explanations on the passage type. This is adopted for testing the depth of one’s knowledge in detailed studies.

4. **Grammar:**
5. Composition:
   Precis writing
I. Answer any ONE of the following in about 200 words. \( 1 \times 10 = 10 \)

(a) Narrate the story of ‘The Shirt’.
(b) Compare the characters of Jean and Pierre.
(c) How did the masters frustrate Wasserkopf’s to get refund?

II. Answer any Five short questions, in not more than two or three sentences each: \( 5 \times 2 = 10 \)

a) What were the two qualities that led Fleming to discover penicillin?
b) What did the bacteriologists discover about the microbes and bacteria?
c) What do you learn from this lesson about the slums in Kolkata?
d) ‘Her real wealth is Himalayan in size’. What does this sentence mean?
e) How did the blacks help in building America?
f) What was Martin Luther King’s dream?

III. Answer any Five short questions, in not more than two or three sentences each: \( 5 \times 2 = 10 \)

a) Who does Tagore respect more—holy men or common people?
b) How did she take the news of death? Why did she not weep?
c) What kind of wall is described in the poem?
d) What made Father Gilligan nod in his chair? What was happening in the parish?
e) What does the hawk ‘rehearse’? Explain in your own words.
f) Who do you think might be the listeners?
IV. Annotate any **FOUR** out of Eight passages, not omitting any section:  4 x 4 =16

**SECTION-A**

a) ‘An antiseptic is a substance which has the power to destroy bacteria.’
   I. Name the lesson.
   II. Name the author.
   III. Who researched on antiseptic in this context?
   IV. Did the researcher support the use of chemical antiseptic?

b) ‘She sees in the poor, what others often fail to see.’
   I. Name the lesson.
   II. Name the author.
   III. Who is ‘she’?
   IV. What does see in the poor?

c) ‘They had done hard work, dirty work and dangerous work in the mines, on the docks…’
   I. Name the lesson.
   II. Name the author.
   III. Who are they?
   IV. Were they recognized by the White?

d) ‘O God! that maddest this beautiful earth, when will it be ready to receive Thy saints?’
   I. Name the lesson.
   II. Name the author.
   III. From where is this passage quoted?
   IV. Name any two saints mentioned in this context.

**SECTION-B**

a) ‘Open thine eyes and see, thy God is not before thee!’
   I. Name the poem.
   II. Name the poet.
   III. Explain the passage.

b) ‘And will you cut a stone for him?’
   I. Name the poem.
   II. Name the poet.
   III. Who spoke this passage?
   IV. Why did she want a stone cut for him?

c) ‘Good fences make good neighbours.’
   I. Name the poem.
II. Name the poet.

III. Explain the passage.

d)'And after cried he, ‘ God forgive!
My body spake, not I!’

I. Name the poem.
II. Name the poet.
III. What did his body speak?
IV. Why does he ask God to forgive him?

V. Answer the following as directed:- (19 Marks)
a) Identify the sentence into elements such as SVOCA and label the pattern :- 2
   Human right represents individual and group demands.

b) Complete the following sentence with a suitable question tag:- 2
   They are meant to preserve human dignity.

c) Rewrite the following using the dummy “it” as subject in the initial position:- 2
   The audience left the theatre cleansed.

d) Rewrite the following using “there” in the initial position:- 2
   A man is crossing the road.

e) Rewrite, correcting the error in the ‘If’ clause sentence:- 2
   If you worked hard you will pass with good marks.

f) Rewrite the following sentence changing the infinitive into gerund:- 2
   We create specialists to help citizens.

g) Rewrite the following sentence changing the gerund into infinitive:- 2
   Working with children is a pleasure.

h) Fill in the blanks with correct tense form of the verbs given in brackets:- 1
   The Ganges-----(have) its sources in the Himalayas and------(fall) into the Bay of Bengal.

i) Change the following sentence into positive degree: 2
   Some birds fly faster than airplanes.

j) Rewrite the following sentences filling with appropriate words avoiding confusion: 2
   For me lower ------(birth / berth) is confirmed in Bengaluru Express.
   He gave me a -------(check / cheque) on the Bank of India.
VI. Make a precis of the following passage:-

Information technology has changed the paradigms used in our everyday lives. It is an essential part of the way we do business, learn and the list goes on. With IT and WWW the scene of education is taking a new landscape. Attending a class is not restricted to a physical classroom. You do not have to go to a college to earn a genuine degree. The process of meeting the requirements for a degree has evolved from a campus to cyber space. It provides the capability to anyone with a laptop computer to attend a class from anywhere; home, office, park, airplane, mars or anywhere else. This technology enables one to participate in a discussion with peers without being present at a specific location.

Educational opportunities through internet remove the barriers of age and space. It would be difficult for adult students to attend a traditional school or college. However internet allows a 40 or 60 years old to complete the requirements for a high school or university diploma.
I. Answer any ONE of the following in about 200 words. 1 x 10 = 10

(a) Bring out the elements of satire in the play “The Shirt”
(b) Describe briefly the joke that was played upon Gaultier and Marion.
(c) Explain how the masters frustrate Wasserkopf’s attempt to get refund of tuition fees?

II. Answer any Five short questions, in not more than two or three sentences each: 5 x 2 = 10

a) Why was Fleming convinced of the effect of Penicillin?
b) How did Wright settle the controversy about killing bacteria?
c) Why did Mother Teresa want to become a nun?
d) “Service to the poor is service to God” - Substantiate.
e) In what way was Martin Luther King’s army special?
f) Violence of the fist, tongue or heart – What does this sentence mean?

III. Answer any Five short questions, in not more than two or three sentences each: 5 x 2 = 10

a) What does Tagore urge the religious-minded?
b) How did the woman’s lover meet his death?
c) Why do hunters break walls? Find the reason from the poem ‘Mending Wall’.
d) Why did Father Gilligan cry ‘God forgive’? What did he ask forgiveness for?
e) Write a few lines on the hawk?
f) What is the mood of the traveller?
IV. Annotate any **FOUR** out of Eight passages, not omitting any section: \[ 4 \times 4 = 16 \]

**SECTION-A**

a) Lysozyme is a widely distributed antibacterial ferment which is probably inherent in all animal cells and constitutes a primary method of destroying bacteria.
   i. Name the lesson.
   ii. Name the author.
   iii. Is Lysozyme inherent in all animal cells?
   iv. What does Lysozyme constitute?

b) She travels by third-class train, gets down on her hands and knees to scrub floors cherishes and wears a shawl more darned than knitted.
   i. Name the lesson.
   ii. Name the author.
   iii. Who is `She’
   iv. How does she travel?

c) A crippled youth needs artificial legs: She will ask a diplomat in Calcutta to help send him overseas.
   i. Name the lesson.
   ii. Name the author.
   iii. What does a crippled youth need?
   iv. From where does she receive help?

d) His creed of non-violence was criticized and challenged by `black power’ militants who would not renounce the use of violence to achieve their goals.
   i. Name the lesson.
   ii. Name the author.
   iii. Whose creed of non-violence was criticized?
   iv. What is the opinion of the ‘black power’?
SECTION-B

a) He is with them in sun and in shower, and his garment is covered with dust.
   i. Name the poem.
   ii. Name the poet.
   iii. Who is ‘He’ referred to?
   iv. Where is ‘He’?

b) ‘To cut her name upon the stone’.
   i. Name the poem.
   ii. Name the poet.
   iii. Who is the speaker of the passage?
   iv. What happens to her?

c) ‘Stay where you are until our backs are turned!’
   i. Name the poem.
   ii. Name the poet.
   iii. Who is the speaker of the passage?
   iv. To whom it is spoken to?

d) The sick man’s wife opened the door:
   ‘Father! You come again!’
   i. Name the poem.
   ii. Name the poet.
   iii. Who did open the door?
   iv. What did she say?

V. Answer the following as directed:-- (19 Marks)
a) Identify the sentence into elements such as SVOCA and label the pattern :- 2
   The police used fire hoses.
b) Complete the following sentence with a suitable question tag:- 2
   She went to Municipal authorities.
c) Rewrite the following using the dummy “it” as subject in the initial position:- 2
   Penicillin saved countless lives.
d) Rewrite the following using “there” in the initial position:-
A father is living on the pavements.

e) Rewrite, correcting the error in the ‘If’ clause sentence
If you ate too much, you will suffer.

f) Rewrite the following sentence changing the infinitive into gerund:-
   To serve the poor is to serve the God.

g) Rewrite the following sentence changing the gerund into infinitive:-
   Working for the poor is a pleasure.

h) Fill in the blanks with correct tense form of the verbs given in brackets:-
   Martin Luther king ---- (come) to national attention in 1956 when he ---- (be) a boy.

i) Change the following sentence into positive degree:
   Chennai is as big as Mumbai.

j) Rewrite the following sentences filling with appropriate words
   avoiding confusion:
   1. They often ----- their hair. (die/dye)
   2. You look ----- to-day. (fair/fare)

VI. Make a precis of the following passage:-

One great defect of our civilization is that it does not know what to do with its knowledge. Science, as we have seen, has given us powers fit for the gods, yet we use them like small children.

For example, we do not know how to manage our machines. Machines were made to be man’s servants; yet he has grown so dependent on them that they are in a fair way to become his masters. Already most men spend most of their lives looking after and waiting upon machines. And the machines are very stern masters. They must be fed with coal, and given petrol to drink, and oil to wash with, and must be kept at the right temperature. And if they do not get their meals when they expect them, they grow sulky and refuse to work, or burst with rage, and blow up, and spread ruin and destruction all round them. So we have to wait upon them very attentively and do all that we can to keep them in good temper. Already we find it difficult either to work or play without the machines, and a time may come when they will rule us altogether, just as rule the animals.
### Major Units

**I** PARTNERSHIP ACCOUNTS I - FUNDAMENTALS  

**II** PARTNERSHIP ACCOUNTS II – ADMISSION OF A PARTNER  

**III** PARTNERSHIP ACCOUNTS III – RETIREMENT AND DEATH OF A PARTNER  

**IV** PARTNERSHIP ACCOUNTS IV – DISSOLUTION OF PARTNERSHIP (SIMPLE DISSOLUTION ONLY)  
UNIT – V HIRE PURCHASE & INSTALMENT SYSTEM

Definition – Features of hire purchase system – Important terms used in HP system – Calculation of interest – Types of problems – simple problems – when cash price not given – when rate of interest not given – Default and Repossession – Complete repossession and Partial repossession – Accounting treatment in the books of hire purchaser and hire vendor – Comprehensive problems – Instalment System.

RECOMMENDED TEXT & REFERENCE BOOKS

<table>
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<tr>
<th>S.NO.</th>
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<th>EDITION</th>
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<th>TITLE</th>
<th>PUBLISHER</th>
<th>EDITION</th>
<th>YEAR</th>
</tr>
</thead>
</table>
Answer any THREE questions only

(Marks 3x5=15)

(a) What is Profit and Loss Appropriation Account?

(b) Mention the adjustments to be made at the time of admission of new partner.

(c) What is gaining ratio? How is it calculated?

(d) State the rules regarding (i) the order of Distribution of firm’s assets
    (ii) Payment of firm’s debts, in the event of dissolution of a Partnership Firm.

(e) Write short notes on a) Down Payment  b) Cash Price

PART B

Answer any FOUR questions only

(Marks: 4x15=60)

I. Ram and Ravi are partners in a firm sharing profit and losses as to 3/4 th to Ram and 1/4th to Ravi. Their Capitals on 1st January 1996 amounted to Rs.18,000 and Rs.12,000 respectively. During the year ended 31st December 1996 they lost Rs.10,608 without taking into account interest on capital and drawings. According to partnership deed, interest on capital is to be allowed at 5% p.a. and charged on drawings at an average rate of 2%. The drawings of Ram and Ravi during the year were Rs.3,000 and Rs.2,400 respectively and interest on them worked out to be Rs.60 and Rs.48 respectively.

   Drawn up the Profit and Loss Appropriation Account and the Capital accounts of the Partners as on 31st December 1996.
II. Sankar and Saleem are partners in a firm sharing Profits and Losses in the ratio of 3:2 as on 31st March 2005. Their Balance Sheet was as under:-

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Rs.</th>
<th>Assets</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creditors</td>
<td>90,000</td>
<td>Cash</td>
<td>5,000</td>
</tr>
<tr>
<td>Bills Payable</td>
<td>25,000</td>
<td>Bank</td>
<td>40,000</td>
</tr>
<tr>
<td>Capital Accounts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sankar</td>
<td>1,50,000</td>
<td>Furniture</td>
<td>20,000</td>
</tr>
<tr>
<td>Saleem</td>
<td>1,20,000</td>
<td>Land and Building</td>
<td>2,00,000</td>
</tr>
<tr>
<td></td>
<td>2,70,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Debitors</td>
<td>62,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>LESS Provision for Bad debts</td>
<td>2,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>60,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>3,85,000</td>
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<td></td>
<td></td>
<td></td>
<td>3,85,000</td>
</tr>
</tbody>
</table>

On 1st April 2005, they admit Solomon into partnership on the following conditions:-

1. Solomon has brought Rs. 1,00,000 as capital.
2. The value of land and building was to be increased by Rs. 20,000
3. Stock and Furniture were to be depreciated by Rs. 10,000 and Rs. 5,000 respectively.
4. Rs. 15,000 to be written off from sundry creditors as it is no longer liability.
   Provision for doubtful debts is to be increased by Rs. 1,000.

III. Lalitha, Jothi and Kanaga were partners of a firm sharing Profits and Losses in the Ratio of 3:2:3. Set out below was their Balance Sheet as on 31st December 2003:-

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Rs.</th>
<th>Assets</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bills Payable</td>
<td>32,000</td>
<td>Cash in hand</td>
<td>750</td>
</tr>
<tr>
<td>Sundry Creditors</td>
<td>62,500</td>
<td>Cash at Bank</td>
<td>2,04,500</td>
</tr>
<tr>
<td>Capitals:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lalitha</td>
<td>2,00,000</td>
<td>Stock</td>
<td>1,11,500</td>
</tr>
<tr>
<td>Jothi</td>
<td>1,25,000</td>
<td>Furniture</td>
<td>17,500</td>
</tr>
<tr>
<td>Kanaga</td>
<td>1,50,000</td>
<td>Plant and Machinery</td>
<td>48,750</td>
</tr>
<tr>
<td></td>
<td>-------</td>
<td></td>
<td>-------</td>
</tr>
<tr>
<td></td>
<td>4,75,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Profit and Loss</td>
<td>22,000</td>
<td>Building</td>
<td>1,20,000</td>
</tr>
<tr>
<td>Account Outstanding</td>
<td>500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expense</td>
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<td>-------</td>
</tr>
<tr>
<td></td>
<td>5,92,000</td>
<td></td>
<td>5,92,000</td>
</tr>
</tbody>
</table>

Lalitha retired from the firm on 1st January 2004 on the following conditions:-

1. Goodwill to the firm was to be valued at Rs. 30,000.
2. The assets are to be valued as under:
   - Stock Rs.1,00,000;
   - Furniture Rs.15,000;
   - Plant and Machinery Rs.45,000
   - Buildings Rs. 1,00,000.
3. A provision for doubtful debts be created at Rs.4,250.
4. Lalitha was to be paid off at once.

Prepare Revaluation Account, Capital Accounts, Bank Account and Balance Sheet of the reconstituted firm.
IV. A, B and C were three partners in a business sharing Profit & Losses in the ratio of 2:2:1. The following was their balance sheet as on 31st December 1998.

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Rs.</th>
<th>Assets</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creditors</td>
<td>30,000</td>
<td>Bank</td>
<td>20,000</td>
</tr>
<tr>
<td>Capita A/cs.:</td>
<td></td>
<td>Current Assets</td>
<td>30,000</td>
</tr>
<tr>
<td>A 40,000</td>
<td></td>
<td>Fixed Assets</td>
<td>70,000</td>
</tr>
<tr>
<td>B 30,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C 20,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>90,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1,20,000</td>
<td></td>
<td>1,20,000</td>
</tr>
</tbody>
</table>

It was decided to dissolve the firm w.e.f. 31st December 1998 and C was appointed in-charge of realization. He was to receive 5% commission on the amounts realized from fixed and current assets. He was also to bear all expenses of realization.

The fixed assets realized Rs. 80,000 and the current assets Rs. 20,000. The realization expenses amounted to Rs. 2,000.

You are required to pass necessary journal entries and to prepare the necessary ledger accounts and close the books of the firm.

V. On 1st February 1989 Delhi Motors Co. sold on hire purchase basis to Mrs. Satya, a Car whose cash price was Rs. 100000. The terms of the contract were as follows:
   a. Rs. 40,000 to be paid immediately on the signing of the contract.
   b. The balance in three annual instalments (Payable on 31st January) of Rs.20,000 plus yearly interest due at 18% per annum on outstanding balances remaining after each payment.

On 31st January 1991. Mrs. Satya failed to pay the instalment and hence Delhi Motors Co. took possession of the car, which was valued at Rs.44,480. In February, 1991, the company spent Rs.1,300 in cash for materials and Rs.680 worth of factory labour was used to make the car ready for resale. On 12th March, 1991, the car was sold for Rs.50,000.

Delhi Motors Co. Closes its books of account every year on 31st March. Prepare the following accounts in its ledger.
   a. The account of Mrs. Satya, the customer.
PART A

Answer any THREE Questions (3 x 5 = 15)

1. What is meant by fixed capital and fluctuating capital?
2. What is meant by sacrificing ratio?
3. What is meant by Revaluation account?
4. What are the differences between Hire purchase systems and Installment system?
5. Explain the decision in Garner Vs Murray.

PART B

Answer any FOUR Questions: (4 x 15 = 60)

1) A, B and C are in partnership and during the year 1984 earn Rs.83,000. A and B are entitled to 5% per annum interest on their capitals of Rs.60,000 and Rs.1,00,000 respectively while C, who has no capital in the firm, is entitled to a salary of Rs.12,000 per annum. C is also entitled to a commission of 5% on the profits after charging interest, salary and commission.

It is further agreed that the residue of profits should be appropriated as to 20% for charity Fund and the balance shared equally between A and B.

Prepare the Profit and Loss Appropriation Account and the Partners Capital and Current Accounts for the year 1984 if the drawings of the partners during the year were A Rs.10,000; B Rs.9,000; C 13,000.

2) A and B share profits in the proportions of three-fourths and one-fourth. Their Balance sheet on March 31, 1990 was as follows:

<table>
<thead>
<tr>
<th></th>
<th>Rs.</th>
<th></th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sundry Creditors</td>
<td>41,500</td>
<td>Cash at Bank</td>
<td>12,500</td>
</tr>
<tr>
<td>Capital Accounts:</td>
<td>80,000</td>
<td>Bills Receivable</td>
<td>13,000</td>
</tr>
<tr>
<td>B</td>
<td>66,000</td>
<td>Debtors</td>
<td>16,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Stock</td>
<td>60,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fixtures</td>
<td>11,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Land and Buildings</td>
<td>75,000</td>
</tr>
<tr>
<td>Total</td>
<td>1,87,500</td>
<td>Total</td>
<td>1,87,500</td>
</tr>
</tbody>
</table>
On April 1, 1990 C was admitted into partnership on the following terms:

1) That C pays Rs.40,000 as his capital for a fifth share.
2) That C pays Rs.20,000 for goodwill. Half of this sum is to be withdrawn by A and B
3) The stock and Fixtures be reduced by 10% and a Provision for Doubtful Debts amounting Rs.950 be created on Sundry Debtors and Bills Receivable.
4) That the value of Land and Buildings be appreciated by 20%
5) There being a claim against the firm for damages, a liability to the extent of Rs.1,000 should be created.
6) An item of Rs.650 included in Sundry Creditors is not likely to be claimed and hence should be written off.

Pass Journal entries for the above mentioned transactions.

3) Below is the Balance sheet of M/s A, B and C as on March 31, 1990:

<table>
<thead>
<tr>
<th></th>
<th>Rs.</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sundry Creditors</td>
<td>40,000</td>
<td></td>
</tr>
<tr>
<td>A’s Loan</td>
<td>10,000</td>
<td>Stock</td>
</tr>
<tr>
<td>Capital Accounts</td>
<td>5,000</td>
<td>Debtors</td>
</tr>
<tr>
<td>B</td>
<td>3,000</td>
<td>Furniture</td>
</tr>
<tr>
<td>C’s Capital over-</td>
<td>10,000</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>58,000</td>
<td>Total</td>
</tr>
</tbody>
</table>

Due to inability to pay the creditors, the firm is dissolved. B and C cannot pay anything. A can contribute only Rs.1,500 from his private estate. Stock realizes Rs.15,000. Debtors realize Rs.16,000 and Furniture is sold for Rs.1,000. Expenses amount to Rs.3,000.

Prepare accounts to close the book of the firm.
4) Arun, Tarun and Varun were carrying on a business in partnership sharing profits in the ratio of 5:3:2 respectively. On 31st March, 1991, their balance sheet stood as follows:

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rs.</td>
</tr>
<tr>
<td>Arun</td>
<td>100000</td>
</tr>
<tr>
<td>Tarun</td>
<td>60000</td>
</tr>
<tr>
<td>Varun</td>
<td>35000</td>
</tr>
<tr>
<td>Trade creditors</td>
<td>31180</td>
</tr>
<tr>
<td>Outstanding</td>
<td>2745</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Varun retired on the above mentioned date on the following terms.
I. Freehold Premises be appreciated by 20%
II. Furniture and Fittings be depreciated by 10%
III. Provision for Doubtful Debts at 5% of Trade Debtors be created
IV. Goodwill Account be raised with Rs.60000, the agreed value of firm’s goodwill
V. The amount finally due to Varun be paid immediately. Arun and Tarun bringing in Rs.20000 each.

5) Coconut growers purchase machinery on installment basis from Y machinery Co. Ltd.
On the following items.
Cash down payment at time of signing agreement Rs.12,000
Five annual installments of Rs.7,700, the first to commence at the end of twelve months from the date of cash down payment. Interest at 10% p.a. is charged by the seller.
Depreciation at 20% p.a. on W.D.V basis is written off from the machinery. Machinery is sold for Rs.15,000 on the completion of payments of installments. Show The machinery account and Y machinery Co. Ltd. Account for the entire period.
TERM PROGRAMME HOURS/WEEK TOTAL HOURS
IV DIPLOMA IN MODERN OFFICE PRACTICE 5 80

COURSE CODE
M7MP 206

COMPANY LAW 75 30

MAJOR UNITS

I FORMATION OF A COMPANY
II SHARES AND DEBENTURES
III MANAGEMENT OF A COMPANY
IV COMPANY MEETINGS
V WINDING UP OF A COMPANY

UNIT – I FORMATION OF A COMPANY


UNIT – II SHARES AND DEBENTURES


UNIT – III MANAGEMENT OF A COMPANY

UNIT – IV COMPANY MEETINGS

Meaning - Importance – Kinds – Statutory Meeting – Annual general meeting –
Extraordinary general meeting – Meetings of Board of Directors – Meetings of Debenture
holders – Meetings of Creditors – Requisites of a valid meeting – Notice – Agenda – Minutes –
Quorum – Chairman – Proxy – Resolution – Kinds.

UNIT – V WINDING UP OF A COMPANY

Meaning – Modes of winding up – Liquidators in winding up – Official liquidator –
Duties – Powers – Contributories – Persons liable as Contributories.

Reference Books:

MERCANTILE LAW BY N.D. KAPOOR,
COMPANY LAW BY S.C. KUCHAL,
COMPANY LAW BY ASHOK K. BAGRIAL,
COMPANY LAW BY P.P.S. GOGNA.
MODEL QUESTION PAPER – I

TERM : IV 
TIME : 3 HRS
PROGRAMME : DIPLOMA IN M.O.P 
MAX. MARKS : 75
COURSE : COMPANY LAW 
COURSE CODE : M7MP 206

Note: 1. Answer all questions, choosing any TWO from (A) and any ONE from (B).
2. Each question in (A) carries 3 marks and in (B) carries 9 marks.

***

I  
A 1. What are the functions of the Promoter of a Company?
2. Define Articles of Association.
3. What do you mean by statement in lieu of Prospectus?

2. Define Prospectus. What are the contents of Prospectus?

II  
A 1. Name the Different type of Shares, which can be issued by a Public Limited Company.
2. Define Debenture. Write the Rules regarding the Public Deposits.
3. Define Debenture.

2. Distinguish between Shares and Debentures.

III  
A 1. Write the rules regarding the Number of Directors.
2. Who is a Managing Director?
3. Who can be appointed as a Company Secretary?

B 1. Who is a Director? What are the rules regarding the appointment of Directors.
2. What are the Duties and Rights of a Company Secretary?

IV  
A 1. Draw a chart showing the Different kinds of Company Meeting.
2. What are the Requisites of a Valid Meeting?
3. Explain Ordinary Resolution and Special Resolution?

2. Explain the Provisions of the Companies Act, 1956 regarding the conduct of Board Meetings.

V  
A 1. What do you mean by Winding Up of a Company?
2. Who is a Liquidator?
3. What do you mean by Contributories?

B 1. Explain the Different modes of Winding up of a Company.
2. Explain the Powers and Duties of a Liquidator.
MODEL QUESTION PAPER – II

TERM : IV  TIME : 3 HRS
PROGRAMME : DIPLOMA IN M.O.P  MAX. MARKS : 75
COURSE : COMPANY LAW  COURSE CODE : M7MP 206

Note: 1. Answer all questions, choosing any TWO from (A) and any ONE from (B).
2. Each question in (A) carries 3 marks and in (B) carries 9 marks.

***

I A 1. Who are Promotors?
2. Explain Articles of Association.
3. Explain statement in lieu of prospectus.

B 1. What are the contents of memorandum of association?
2. What are the contents of prospectus?

II A 1. What is share?
2. What is debenture?
3. What is public deposit?

B 1. Explain the different kinds of shares.
2. What are the differences between shareholders and debenture holders?

III A 1. Define the term “Director”
2. Who is called Managing Director?
3. Define Company Secretary.

B 1. What are the powers of directors?
2. What are the duties of a company secretary?

IV A 1. Explain meetings.
2. What is agenda?
3. What is Proxy?

B 1. Explain the company law provisions relating to statutory meeting.
2. Explain resolution and its kinds.

V A 1. What is winding up?
2. Who is called official liquidator?
3. Who are called as contributories?

B 1. What are the different modes of winding up?
2. What are the powers of official liquidator?
## TERM PROGRAMME HOURS/WEEK TOTAL HOURS

<table>
<thead>
<tr>
<th>TERM</th>
<th>PROGRAMME</th>
<th>HOURS/WEEK</th>
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<tr>
<td>I, II, III, IV</td>
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<td>6</td>
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<th>MAXIMUM MARKS</th>
<th>MIN. MARKS FOR PASS</th>
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</thead>
<tbody>
<tr>
<td>M7MP 312</td>
<td>TYPEWRITING ENGLISH JUNIOR PAPER I (GTE)</td>
<td>IAM -</td>
<td>EEM 30</td>
</tr>
</tbody>
</table>

## DETAILED SYLLABUS

### CONTENTS

<table>
<thead>
<tr>
<th>NAME OF TOPICS</th>
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**SPEED (10 minutes)**

To Type on one side of the paper an ordinary printed passage without heading and few figures if necessary and not exceeding three paragraphs, consisting of 1500 strokes, with the minimum capital letters, in double line spacing, with ten degrees margin on the left.

Special attention must be paid to accuracy and neatness of execution.

**Note:**

- Five strokes will be counted as a word.
- Each depression of character key or the space bar will be counted as a stroke.
- No stroke is counted for paragraph indentation or depression of shift key.
- Two strokes are counted after every full stop, interrogation sign or exclamation mark.
- 7.5 marks will be awarded to all the candidates who are able to keep the rate of speed and have completed the passage in the stipulated time of 10 minutes.

IAM – INTERNAL ASSESSMENT MARK
EEM – END EXAMINATION MARK
There is no need to say what a cow is like for even a child knows it. In the villages in our country it is often the children who look after the cow, for they are quite gentle animals though the bulls are often fierce. It is pleasant to see a herd of cows quietly feeding in the fields or slowly coming home to the village in the evening to be milked. As we know, there are many kinds of cows. The ordinary Indian cow is a small animal with a hump on its neck; we are aware that as a rule, it is not fed well and so, is very thin and gives but little milk. But in England cows have been carefully bred and some give ten times as much milk as the ordinary Indian cow.

The cow is a useful animal chiefly, because it gives us what is a perfect food, namely, milk. It is true that milk is such a good food that babies and young children live altogether on it and grown-up people cannot do without it. Of course, there are other animals too that give milk like the goat and the buffalo, but except the buffalo milk which is rice and good, the milk of these other animals is thin and sometimes bitter in taste. It is known to all of us that we also make butter and cheese out of milk. Good butter is made from the rich cream which rises to the top when milk is allowed to stand. Butter is a very good food and is the only form of fat which some people can eat. Ghee is melted butter and is used in Indian dishes. Cheese is nice to taste. So, from the cow we get three kinds of wholesome food.
Typewrite the following in double line spacing with a left margin of ten degrees (Special attention must be paid to accuracy and neatness):

Hobbies can be very paying. In its widest sense, it means some occupation, mental or physical, or a combination of both, that can be the principal employment of our non-working hours. For instance, the first Car was a product of the spare time discovery of Henry Ford. One does not have to look far to find among friends and neighbours, busy bees who are applying their intelligence and imagination to making their time gainful. It may be art and craft work, gardening, making pickles or collecting rare things.

We never really have time for a hobby and we have to plan our daily programme suitably. It is amazing how much duration can be preserved and put to good use once we are determined to do so. The first thing that has to be done is to stop wasting our precious hours. We have to keep ourselves away for a while from telephone calls and visitors by delegating the duties in advance. Teenagers are most co-operative if they are approached in the right manner. They will be able to understand and willingly cope with crisis, leaving you undisturbed. You should keep your priorities in mind all day and work systematically. You can never be too tired and it saves time and mental energy. Even if, as an executive, you are called upon to make decisions, to give orders and to plan, there will still be some unused faculties which will need exercising. If your hobby is to be successfully lucrative, it must be chosen with great care and it should also prove compatible with your livelihood.
<table>
<thead>
<tr>
<th>TERM</th>
<th>PROGRAMME</th>
<th>HOURS/WEEK</th>
<th>TOTAL HOURS</th>
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</thead>
<tbody>
<tr>
<td>IV</td>
<td>DIPLOMA IN MODERN OFFICE PRACTICE</td>
<td>8</td>
<td>128</td>
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<th>COURSE</th>
<th>MAXIMUM MARKS</th>
<th>MIN. MARKS FOR PASS</th>
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</thead>
<tbody>
<tr>
<td>M7MP 305</td>
<td>VISUAL BASIC PRACTICAL</td>
<td>75</td>
<td>35</td>
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**Topics:**

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Integrated Design Environment &amp; Application Wizard</td>
</tr>
<tr>
<td>2</td>
<td>Components of VB</td>
</tr>
<tr>
<td>3</td>
<td>Tool Box</td>
</tr>
<tr>
<td>4</td>
<td>Procedures to add controls</td>
</tr>
<tr>
<td>5</td>
<td>Setting Properties</td>
</tr>
<tr>
<td>6</td>
<td>Ex. 1 Interest Calculator</td>
</tr>
<tr>
<td>7</td>
<td>Ex. 2 Temperature Convertor</td>
</tr>
<tr>
<td>8</td>
<td>Ex. 3 Digital Clock</td>
</tr>
<tr>
<td>9</td>
<td>Ex. 4 Biggest of Three Numbers</td>
</tr>
<tr>
<td>10</td>
<td>Ex. 5 Area of Circle</td>
</tr>
<tr>
<td>11</td>
<td>Ex. 6 Calculator</td>
</tr>
<tr>
<td>12</td>
<td>Ex. 7 My Notepad</td>
</tr>
<tr>
<td>13</td>
<td>Ex. 8 Animation</td>
</tr>
<tr>
<td>14</td>
<td>Ex. 9 Picture Viewer</td>
</tr>
<tr>
<td>15</td>
<td>Ex. 10 Colour Palette</td>
</tr>
<tr>
<td>16</td>
<td>Ex. 11 Questionnaire</td>
</tr>
<tr>
<td>17</td>
<td>Ex. 12 Database</td>
</tr>
<tr>
<td>18</td>
<td>Ex. 13 Menu</td>
</tr>
<tr>
<td>19</td>
<td>Ex. 14 Data Control</td>
</tr>
<tr>
<td>20</td>
<td>Ex. 15 Report</td>
</tr>
</tbody>
</table>
## EXERCISES

<table>
<thead>
<tr>
<th>UNIT</th>
<th>NAME OF TOPICS</th>
</tr>
</thead>
</table>
| 1    | 1 – 10 Independent Exercises – For Lab Work as well as for Examination Interest Calculator  
Design a User Interface to:  
- Accept values as Principal, Period and Rate of Interest as Input through Labels and Text Boxes  
- To compute Simple and/or Compound Interest through codes attached to Command Buttons  
- Display Interest and the Amount in a separate frame |
| 2    | Temperature Converter  
Design a form to:  
- Accept a numerical quantity as Input  
- Make selection through Option Buttons as to Centigrade or Fahrenheit  
- Convert to the other using a procedure attached to a Command Button captioned “Convert” |
| 3    | Digital Clock  
Design a form as Digital Clock with labels to display Date, Day and Time using a Timer control |
| 4    | Biggest of Three Numbers  
Design an interface to accept three values as A, B and C respectively and find the biggest of the three through a procedure using the Else If control structure |
| 5    | Area of a Circle  
Design an interface to accept the radius of a given circle through an Input Box and calculate its area through a procedure attached to a Command Button captioned “Calculate” and display the result via a Message Box |
| 6    | Calculator  
Design a calculator with control arrays to simulate the digits and operators and using their index and caption properties respectively write a procedure to carry out simple arithmetic operations |
<table>
<thead>
<tr>
<th>UNIT</th>
<th>NAME OF TOPICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td><strong>My Notepad</strong></td>
</tr>
<tr>
<td></td>
<td>Design a Word Processor named My Notepad with a Rich Text Box with provisions to</td>
</tr>
<tr>
<td></td>
<td>➢ Type text and save it in a new file</td>
</tr>
<tr>
<td></td>
<td>➢ Open an existing text file through Common Dialog Box</td>
</tr>
<tr>
<td></td>
<td>➢ Import and Export selected text from and to the Clipboard</td>
</tr>
<tr>
<td></td>
<td>➢ Open MS Notepad directly from My Notepad</td>
</tr>
<tr>
<td></td>
<td>➢ Set Foreground and Background properties to control the environment</td>
</tr>
<tr>
<td></td>
<td>➢ Redirect the contents to a printer</td>
</tr>
<tr>
<td>8</td>
<td><strong>Animation</strong></td>
</tr>
<tr>
<td></td>
<td>Design a form with two objects placed in image controls and move them around in</td>
</tr>
<tr>
<td></td>
<td>different directions by manipulating their position by placing their top and left</td>
</tr>
<tr>
<td></td>
<td>properties within a loop to produce animation effect</td>
</tr>
<tr>
<td>9</td>
<td><strong>Picture Viewer</strong></td>
</tr>
<tr>
<td></td>
<td>Develop a User Interface to load a picture file from any location using the Drive List</td>
</tr>
<tr>
<td></td>
<td>Box, Directory List Box and File List Box and display the path of the selected file in a</td>
</tr>
<tr>
<td></td>
<td>Text Box</td>
</tr>
<tr>
<td>10</td>
<td><strong>Colour Palette</strong></td>
</tr>
<tr>
<td></td>
<td>Design a form with three vertical Scroll Bars to represent the three basic colours viz.</td>
</tr>
<tr>
<td></td>
<td>Red, Green and Blue and set their Small Change and Large Change properties and by</td>
</tr>
<tr>
<td></td>
<td>permutation and combination of the values of the Scroll Bars by dragging, manipulate</td>
</tr>
<tr>
<td></td>
<td>Back Colour property of a Picture Box via the RGB settings, produce millions of</td>
</tr>
<tr>
<td></td>
<td>colours.</td>
</tr>
<tr>
<td></td>
<td>11 – 15 Progressive Exercises as a Project (Only as Lab Work and NOT for Examination)</td>
</tr>
<tr>
<td>---</td>
<td>-------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>11</td>
<td><strong>Questionnaire</strong>&lt;br&gt;Assuming that an Economic Survey is to be conducted, design a simple e-questionnaire, named Survey Form, to gather personal and professional statistics from general public by placing on form the various controls like Labels, Text Boxes, Option Buttons, Check Boxes, Command Buttons. Segregate data depending on their categories with Frames</td>
</tr>
<tr>
<td>12</td>
<td><strong>Database</strong>&lt;br&gt;Create a database and construct a table in Access through Visual Data Manager with required fields to store the attributes collected through the questionnaire.</td>
</tr>
<tr>
<td>13</td>
<td><strong>Menu</strong>&lt;br&gt;Create a Menu Bar on the Survey Form with the help of the Menu editor classifying the major items as Menu Items in the Menu Bar and list the minor categories as options of the pull down list.</td>
</tr>
<tr>
<td>14</td>
<td><strong>Data Control</strong>&lt;br&gt;Place a Data Control on the Survey Form and set its Name, Database Name, Record Type and Record Source properties to connect to the table in the database and bind the controls to the relevant fields</td>
</tr>
<tr>
<td>15</td>
<td><strong>Reports</strong>&lt;br&gt;Create a second form in the project named Report and place a Data Control and a Data Grid. Bind the Data Grid to the Data Control and set the Record Source property through a SELECT statement restricting the records retrieved with the WHERE clause and arrange the records through the ORDER BY clause for every minor category in the Menu.</td>
</tr>
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</table>
MODEL QUESTION PAPER – I

TERM : IV  TIME : 3 HRS
PROGRAMME : DIPLOMA IN M.O.P  MAX. MARKS : 75
COURSE : VISUAL BASIC - PRACTICAL  COURSE CODE : M7MP 305

N.B: - 5 MARKS ALLOTED FOR VIVA VOCE

Answer any Two Questions

Marks

I
1. Write a VB program to find Simple and Compound Interest using Label Boxes, Four text boxes and three command buttons 15
2. Write a Procedure for the above program. 10
3. Take a neat print out. 10

II
1. Write a VB program to find the biggest number among the three numbers 15
2. Write a Procedure for the above program. 10
3. Take a neat print out. 10

III
1. Write a VB program to Multiple Choice Question. 15
2. Write a Procedure for the above program. 10
3. Take a neat print out. 10
Answer any Two Questions

I 1. Write a VB program to convert Centigrade to Fahrenheit  
   2. Write a procedure for the above program.  
   3. Take a neat print out.  
   Marks: 15 10 10

II 1. Write a VB program to demonstrate the animation.  
   2. Write a procedure for the above program.  
   3. Take a neat print out.  
   Marks: 15 10 10

III 1. Write a VB program to display Date and Time.  
   2. Write a procedure for the above program.  
   3. Take a neat print out.  
   Marks: 15 10 10
## TERM PROGRAMME

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<th>HOURS/WEEK</th>
<th>TOTAL HOURS</th>
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<tr>
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<tr>
<td>M7MP 402</td>
<td>ELEMENTS OF SHORTHAND - ENGLISH</td>
<td>IAM - EEM 30</td>
<td>TOTAL 45</td>
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### TOPICS

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### DETAILED SYLLABUS

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Books for Reference: PITMAN SHORTHAND INSTRUCTOR AND KEY – NEW ERA EDITION
1. To transcribe the given Litho into Long hand 25 marks

2 a) Define vowel and explain with examples. 5 marks

b) Define Diphthong and explain with examples. 5 marks

c) State with examples how termination Shun is represented in straight strokes and curve strokes. 5 marks
3. Write in Shorthand. 10 marks

1. Significance 2. Improvement
3. Inspect 4. I have been
5. I can be there 6. At the same time
7. Familiarise 8. Influence
9. Affection 10. Unavoidable

4. Write the following passage in Shorthand by indicating essential vowels. 25 marks

Dear Sir,

Thank you for your prompt reply to my letter regarding the syllabus of the southern institute I am anxious that my nephew should join on the resumption of the classes. He was to have begun last session but was obliged to postpone the matter through sudden illness, which caused us considerable anxiety. Unless I am mistaken I have had the pleasure of meeting professor Lawson, the principal of the Institute and I shall call upon him next week to arrange about text books and to obtain his sanction to the course which I wish my nephew to take. Thank you, also, for the invitation to the opening ceremony. I shall certainly be present at the function if it is at all possible. The programme is very tempting and I presume I may bring a friend. If I am not mistaken on this point, perhaps you will kindly send a postcard to that effect.

Yours truly.
### MAJOR UNITS

**I**  INTRODUCTION TO MARKETING  
**II**  MARKETING FUNCTIONS  
**III**  PRODUCT PLANNING  
**IV**  MARKET SEGMENTATION  
**V**  CONSUMER BEHAVIOUR

#### UNIT-I INTRODUCTION TO MARKETING


#### UNIT – II MARKETING FUNCTIONS


#### UNIT – III PRODUCT PLANNING

UNIT – IV MARKET SEGMENTATION


UNIT – V CONSUMER BEHAVIOUR

MODEL QUESTION PAPER – I

TERM : IV
PROGRAMME : DIPLOMA IN M.O.P
COURSE : MARKETING - I

TIME : 3 HRS
MAX. MARKS : 75
COURSE CODE : M7MP 404

Note: 1. Answer all questions, choosing any TWO from (A) and any ONE from (B).
2. Each question in (A) carries 3 marks and in (B) carries 9 marks.

***

   2. What are the objectives of Marketing?
   3. What is Marketing Mix?

B 1. Describe the evolution of Marketing.
   2. Differentiate between Selling and Marketing.

II A 1. What are various methods of buying?
   2. What is ware house?
   3. What are the factors that influence the selection of particular mode of transport?

B 1. Explain the functions of transportation.
   2. Describe different methods of buying.

III A 1. What is Product Planning?
   2. What is Product line modification?
   3. Write short notes on Product diversification.

B 1. Discuss the different stages of Product life cycle.
   2. Briefly explain the steps involved in development of new product.

IV A 1. What is meant by Market Segmentation?
   2. What are the various kinds of Segmentation?
   3. What are the bases for Market Segmentation?

B 1. Explain the benefits of Segmentation.
   2. Explain Mass marketing and Customized marketing.

V A 1. What is Buyer Behaviour?
   2. What is Buying Motives?
   3. Mention the determinates of buying behaviour.

B 1. Explain the Characteristics of Buyer Behaviour.
   2. Explain the buying decision process.
Note: 1. Answer all questions, choosing any TWO from (A) and any ONE from (B).
2. Each question in (A) carries 3 marks and in (B) carries 9 marks.

I A 1. What do you mean by Modern Marketing?
2. Write a short notes on Selling.
3. What are the kinds of goods?

B 1. What are the classification of Market?
2. What are the approaches in study of Marketing?

II A 1. Write short notes on functions of exchange.
2. What do you mean by selling?
3. What do you mean by Assembling?

B 1. Explain in detail about the modes of transportation.
2. What are the types of warehouses?

III A 1. What do you mean by Product Planning and development?
2. Write short notes on diversification.
3. Write short notes on PLC.

B 1. Explain the steps involved in development of a new product.
2. What are the reasons for new product failure?

2. Write short notes on product variety marketing.
3. What do you mean by Target Marketing.

B 1. What are the classification of Market segmentation?
2. Explain about Micro marketing and Mass Marketing.

V A 1. What do you by consumer buying decision?
2. Write short notes on determinant of buying behavior.
3. Write short notes on buying motives.

B 1. What are the types of buyers?
2. Explain the buying decision process.