



SAVITRIBAI PHULE PUNE UNIVERSITY  
DEPARTMENT OF COMMERCE

**M. Com.(E-Commerce) Entrance Test 2016-2017**

Instructions:

- Please fill in all the necessary information
- All questions are compulsory.
- Each question carries one mark.(Total: 60 marks)
- Please write the correct option number only in the answer sheet provided.
- Use only capital letters to write the answer (A/B/C/D).
- Use either blue or black ink.(pencil not allowed)
- Only one cancellation is allowed.
- Use of calculator or any electronic gadget is not allowed.
- Please make the necessary calculations and other rough work only in the extra sheet provided.
- Do not carry any paper outside the examination hall.(Question booklet, answer sheet, rough sheet)
- Do not indulge in any malpractices. If found, the candidate shall be disqualified from the examination

Name: \_\_\_\_\_

Seat. No. \_\_\_\_\_

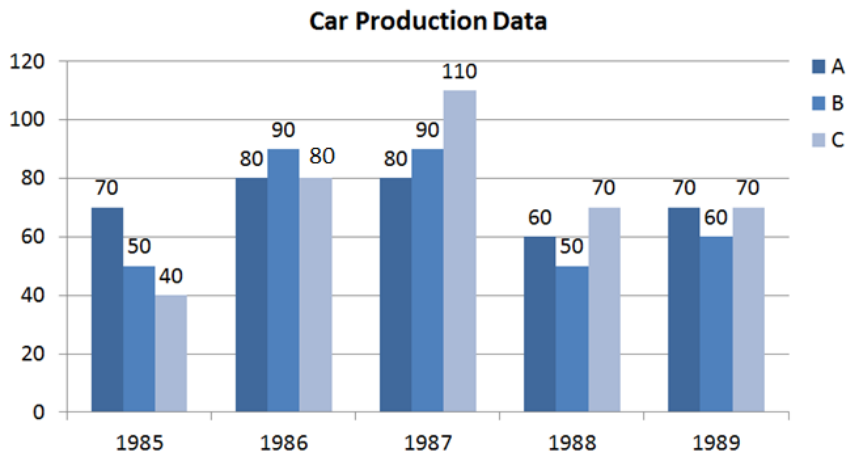
Date: \_\_\_\_\_

Signature of the Supervisor: \_\_\_\_\_

Time: \_\_\_\_\_

**Section 1 (Logical Reasoning)**

Direction: Refer to the bar graph and answer the following question. ( Q.1.to Q.5.)



The bar graphs shown represents the production of cars by three companies A,B and C Ltd. over different years (All figures are in '00s)

Q.1. Total production of C over the entire period exceeds that of B by

- 30
- 450
- 303
- 3000

Q.2. During which years was the production of C as a percentage of total production of the three companies the maximum?

- a) 1986
- b) 1987
- c) 1988
- d) 1989

Q.3. During which year was the production of A as a percentage of total production of the three companies the minimum?

- a) 1985
- b) 1986
- c) 1988
- d) 1987

Q.4. The total production of all the companies over the entire period was ('00s)

- a) 1030
- b) 1045
- c) 1070
- d) 1010

Q.5. During how many years was the total production of the three companies greater than the overall average production for all the five years?

- a) 1
- b) 3
- c) 2
- d) None

Q.6. In a certain code 15789 is written as AXBTC, 2346 is written as MPDU. How is 23549 written in that code?

- a) MPXDC
- b) MPDXC
- c) MCXDP
- d) MXDCP

Q.7. If bat is racket, racket is football, football is shuttle, shuttle is ludo, ludo is caarrum, what is cricket played with?

- a) Racket
- b) Bat
- c) Shuttle
- d) Ludo

Q.8. find out the wrong term in the given series: 380, 188, 92, 48, 20, 8, 2

- a) 92
- b) 20
- c) 48
- d) 8

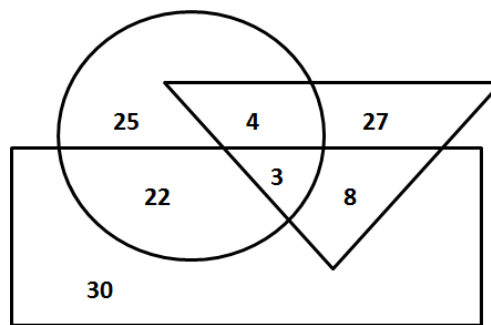
Q.9. Find out the odd one out

- a) Doe
- b) Drone
- c) Bitch
- d) Mare

Q.10. A girl introduced a boy as the son of the only daughter (D) of the father of her uncle. How is the boy related to the girl?

- a) Uncle
- b) Father
- c) Brother
- d) Grand father

**Direction: Study the following figure carefully and answer the questions given below it. The rectangle represents artists, the circle represents players and the triangle represents doctors.(Q.11.to Q.15.)**



Q.11. How many players are neither artists nor doctors?

- a) 22
- b) 27
- c) 30
- d) 25

Q.12. How many artists are players?

- a) 30
- b) 29
- c) 25
- d) 22

Q.13. How many doctors are both players and artists?

- a) 3
- b) 4
- c) 8
- d) 11

Q.14. How many doctors are neither players nor artists?

- a) 30
- b) 27
- c) 22
- d) 8

Q.15. How many artists are neither players nor doctor?

- a) 22
- b) 24
- c) 30
- d) 29

## Section 2 (English)

**Direction :**

**Sentences are given with blanks to be filled with an appropriate word (s). four alternatives are suggested for each question choose the correct alternative out of the four (Q.1 to Q.5)**

Q.1. He tried to \_\_\_\_\_ himself against a horde of ruffians

- a) collect
- b) save
- c) support
- d) defend

Q.2. Find the \_\_\_\_\_ that accompany these cartoons

- a) topics
- b) titles
- c) captions
- d) headings

Q.3. During Diwali the shops are \_\_\_\_\_ of people

- a) busy
- b) full
- c) crowded
- d) bubbling

Q.4. My uncle decided to take \_\_\_\_\_ and my sister to the market.

- a) I
- b) mine
- c) me
- d) myself

Q.5. Hardly had he arrived \_\_\_\_\_ it started raining.

- a) before
- b) when
- c) then
- d) after

**Direction: Comprehension(Q.6 to Q.10)**

**Read the passage and answer the following questions**

It is difficult to reconcile the ideas of different schools of thought on the question of education. Some people maintain that pupils at school should concentrate on a narrow range of subjects which will benefit them directly in their subsequent careers.

Others contend that they should study a wide range of subjects so that they have not only the specialised knowledge necessary for their chosen careers but also sound general knowledge about the world they will have to work and live in.

Supporters of the first theory state that the greatest contributions to civilisation are made by those who are most expert in their trade or profession. Those on the other side say that, unless they have a broad general education, the experts will be too narrow in their outlook to have sympathy with their fellows or a proper sense of responsibility toward humanity as a whole.

Q.6. Broad general knowledge is necessary because

- a) It broadens one's outlook
- b) It teaches us about different things
- c) Without it no one would get a job
- d) Specialisation is incomplete without it

Q.7. Supporters of the first theory say that

- a) Experts have contributed most to progress in the modern world
- b) Experts have done nothing to help mankind
- c) People with general knowledge are more useful than experts
- d) People with general knowledge have contributed to civilisation

Q.8. "Schools of thought" can be explained as –

- a) Groups of people who are schooled to think
- b) Groups of people whose job is to think
- c) Groups of people having the same ideas but with different perception on a particular subject
- d) Groups of people who study in a particular school thoughtfully

Q.9. The idea of the first school of thought in the passage is that

- a) Students should study a few subjects that will help them in their profession
- b) Students should study all the subjects they want to
- c) Students should not undertake any specialised work
- d) Students should concentrate on studies

Q.10. According to the second school of thought education will not be very effective if pupils

- a) Have nothing but general knowledge
- b) Ignore the study of fine arts
- c) Do not have a wide general education
- d) Have inadequate knowledge of their own work

**Direction: Choose the meaning from the four alternatives given below (Q.11 to Q.15)**

Q.11. de FACTO

- a) actual
- b) stop-gap
- c) unfounded
- d) dated

Q.12. ADMONITION

- a) Warning
- b) Pardon
- c) Award
- d) Amazement

Q.13. IMPERTINENT

- a) Irritable
- b) Thoughtless
- c) Sceptical
- d) Impudent

Q.14. ARTIFACT

- a) Natural
- b) Exact copy
- c) Man-made
- d) Synthetic

Q.15. EXORBITANT

- a) Threatening
- b) Excessive
- c) Ridiculous
- d) Odd

**Section 3 (Numerical Ability)**

Q.1.  $356 \times 936 - 356 \times 836 = ?$

- a) 35600
- b) 34500
- c) 49630
- d) 93600

Q.2. Let  $\frac{17.28 \div X}{3.6 \times 0.2} = 200$

- a) 120
- b) 1.20
- c) 12
- d) 0.12

Q.3. If  $\sqrt{\frac{X}{169}} = \frac{54}{39}$ , Then X is equal to

- a) 108
- b) 324
- c) 2916
- d) 4800

Q.4. When the price of a gun was increased by 20% the number of guns sold decreased by 15%. What was the effect on sales?

- a) 4% increase
- b) 4% decrease
- c) 2% increase
- d) 2% decrease

Q.5. The average weight of a class of 30 students is 45kg. If weight of a teacher is included the average becomes 46 kg. The weight of the teacher is

- a) 65 kg
- b) 66 kg
- c) 75 kg
- d) 76 kg

Q.6. A vendor brought toffees at 6 for a rupee. How many toffees for a rupee must he sell to gain 20%.

- a) 5
- b) 6
- c) 7
- d) 8

Q.7. 8 Men can dig a tank in 9 days. If a man works twice as much as a boy, then 4 men and 4 boys can dig a similar tank in

- a) 10 days
- b) 12 days
- c) 15 days
- d) 16 days

Q.8. The difference between simple interest and compound interest at the same rate for Rs.5000 for 2 years is Rs 72. The rate of interest is

- a) 10%
- b) 12%
- c) 6%
- d) 8%

Q.9. The length and breadth of a square are increased by 40% and 30% respectively. The area of the resulting rectangle exceeds the area of the square by –

- a) 42%
- b) 62%
- c) 82%
- d) 72%

Q.10. The capacity of a cylindrical tank is 6160 cubic metres. If the radius of its base is 14m, find the depth of the tank

- a) 10m
- b) 12m
- c) 8m
- d) 14m

Q.11. 5 years ago Vinay's age was one-third of the age of Vikas and now Vinay's age is 17 years what is the present age of Vikas?

- a) 9 years
- b) 36 years
- c) 41 years
- d) 51 years

Q.12. In a mixture of 60 litres the ratio of milk and water is 2:1 if ratio of milk and water is to be 1:2, then amount of water to be further added is –

- a) 20 litres
- b) 30 litres
- c) 40 litres
- d) 60 litres

Q.13. If 12 boys can earn Rs.240 in 5 days. How many boys can earn Rs.420 in 21 days?

- a) 15 boys
- b) 5 boys
- c) 17 boys
- d) 19 boys

Q.14. A train 50 metres long, passes a platform 100 metres long in 10 sec. The speed of the train is –

- a) 10 km/hr
- b) 15 km/hr
- c) 54 km/hr
- d) 100 km/hr

Q.15.  $2\frac{3}{5}$  of 1430 + ? = 200% of 1900

- a) 62
- b) 82
- c) 182
- d) 162

#### Section 4 (Commercial Ability)

Q.1. The challenges of macro-economic management cannot be met by -

- a) Flexibility in policy formulation
- b) Managing the system property
- c) Improving the information system
- d) By flattering the bureaucracy

Q.2. A farm has incurred various expenses for its “plant”. Which one of the following is a capital expenditure?

- a) Cost of repairing the plant
- b) Carriage on purchase of plant
- c) Painting of plant
- d) Maintenance of plant

Q.3. \_\_\_\_\_ is the formal way of obtaining information about the markets.

- a) Making analysis
- b) Marketing survey
- c) Marketing decision
- d) Market research



Q.4. Globalisation does not include –

- a) Reduction of trade barriers for free flow of goods across national frontiers.
- b) Creation of an environment for a free flow of capital among nations.
- c) Creation of environment permitting for flow technology.
- d) Maintenance of political stability for all times in the country.

Q.5. Current ratio is mainly used to assess the \_\_\_\_\_

- a) Application of debt
- b) Liquidity position
- c) Level of inventory
- d) Re-payment of short term liabilities

Q.6. Price discrimination is possible only under the condition of \_\_\_\_\_

- a) Perfect competition
- b) Monopoly
- c) Monopolistic competition
- d) Oligopoly

Q.7. Administration is concerned with –

- a) Implementation of policies
- b) Middle and lower level of management
- c) Building technical ability among employees
- d) Controlling of employees

Q.8. Which of the followings is not a variable for determining market segmentation?

- a) Economic variable
- b) Demography variable
- c) Behaviouristic variable
- d) Geographic variable

Q.9. A process of determining an individual's need and readiness for training is \_\_\_\_\_ analysis

- a) person
- b) task
- c) organisation
- d) organisation goal

Q.10. The approach of tax planning is –

- a) Progressive
- b) Futuristic
- c) Democratic
- d) Sensitive

Q.11. . \_\_\_\_\_ are the costs which are highly detailed, scientifically, predetermining the cost of material, labour and overhead chargeable to a product or service.

- a) Estimated cost
- b) Standard cost
- c) Historical cost
- d) Relevant cost

Q.12. leverage arises from existence of \_\_\_\_\_

- a) variable cost
- b) fixed cost
- c) total cost
- d) sunk cost

Q.13. The process of environmental analysis consists of four sequential steps, i.e. \_\_\_\_\_

- a) Budgeting, reporting , controlling and measuring
- b) Organisation, co-ordination, communication and co-operation
- c) Scanning, monitoring, forecasting and assessing
- d) Planning, directing, scheduling and co-operatives

Q.14. EOQ technique is used in \_\_\_\_\_

- a) receivable management
- b) cash management
- c) inventory management
- d) ratio analysis

Q.15. \_\_\_\_\_ is indented to encourage the employee participation and increase the job satisfaction level.

- a) Management by goal
- b) Management by objective
- c) Performance appraisal
- d) Merit rating



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**Answer Sheet:**

Name: \_\_\_\_\_ Seat. No. \_\_\_\_\_

Signature of the Supervisor: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of the Examiner: \_\_\_\_\_ Time: \_\_\_\_\_

Logical Reasoning		English		Numerical Ability		Commercial Knowledge	
1		1		1		1	
2		2		2		2	
3		3		3		3	
4		4		4		4	
5		5		5		5	
6		6		6		6	
7		7		7		7	
8		8		8		8	
9		9		9		9	
10		10		10		10	
11		11		11		11	
12		12		12		12	
13		13		13		13	
14		14		14		14	
15		15		15		15	

## Key to M.Com(E-Comm)Entrance 2016-17

Logical Reasoning		English		Numerical Ability		Commercial Knowledge	
1	D	1	D	1	A	1	D
2	B	2	C	2	D	2	B
3	D	3	B	3	B	3	D
4	C	4	C	4	C	4	D
5	C	5	B	5	D	5	B
6	A	6	A	6	A	6	B
7	A	7	A	7	B	7	A
8	C	8	C	8	B	8	A
9	B	9	A	9	C	9	B
10	C	10	C	10	A	10	B
11	D	11	A	11	C	11	B
12	C	12	A	12	D	12	B
13	A	13	D	13	B	13	C
14	B	14	C	14	C	14	C
15	C	15	B	15	B	15	B