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I Semester B.B.A. 3/B.C.A 3/B.C.A 4 Degree Examination, Nov./Dec. - 2019

KANNADA (Basic)

(Regular)

ಸಾಹಿತ್ಯ ಸಿಂಚನ - 1, ಪ್ರೊ. ಬಿ.ಬಿ.ಕಡ್ಲೆ, ಡಾ. ಡಿ.ಎಸ್.ತಿಪ್ಪೆಸ್ವಾಮಿ,
ಡಾ. ಸಾಹುಕಾರ ಎಸ್.ಕಾಂಬಳೆ

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

ಭಾಷೆ ಮತ್ತು ಬರಹದ ಶುದ್ಧಿಗೆ ಗಮನ ಕೊಡಲಾಗುವುದು.

1. ಪುರಂದರದಾಸರು ಹೇಳುವ ರೊಕ್ಕದ ಮಹಿಮೆ ಹೇಗೆ ವ್ಯಕ್ತಗೊಂಡಿದೆ ? ಚರ್ಚಿಸಿರಿ. (15)

(ಅಥವಾ)

ಶಿಶುನಾಳ ಶರೀಫರ ತತ್ವಪದಗಳನ್ನು ಕುರಿತು ಬರೆಯಿರಿ.

2. ಗಾರೆ ಸೀನಪ್ಪನ ಅವಾಂತರದ ಸ್ವಾರಸ್ಯವನ್ನು ಚರ್ಚಿಸಿರಿ. (15)

(ಅಥವಾ)

'ವಾಟರ್ ಮಾಸ್ತರ ವಾಟರ್' ಕಥೆಯಲ್ಲಿ ಬರುವ ಚಿಂಪಾಂಜಿಯ ಧಾರುಣತೆ ಕುರಿತು ಬರೆಯಿರಿ.

3. ಬೇಕಾದ ನಾಲ್ಕಕ್ಕೆ ಟಿಪ್ಪಣಿ ಬರೆಯಿರಿ. (4×5=20)

- ಅಕ್ಕಮಹಾದೇವಿ
- ಸರ್ವಜ್ಞ
- ಈಶ್ವರ ಸಣಕಲ್ಲ
- ಅಗ್ನಿಭೂತಿ
- ಗಾರೆ ಸೀನಪ್ಪ
- ಸಾಬುದರ್ಗಾ

4. ಬೇಕಾದ ಮೂರಕ್ಕೆ ಸಂದರ್ಭದೊಡನೆ ಸ್ವಷ್ಟೀಕರಣ ನೀಡಿರಿ. (3×5=15)

- ಬರು ಸೆಲೆಗನ ಭಕ್ತಿ ದಿಟವೆಂದು ನಚ್ಚಲು ಬೇಡ
- ಪುಂಡರಾಗಿ ತಿರುಗುತಾರಣ್ಣ - ಬಂಡಾಟ ಮಾಡುತ
- ನನ್ನ ಗಾರೆ ಸಾಮಾನೆಲ್ಲ ನಿಮ್ಮ ಶೆಡ್ಡಿನಲ್ಲೆ ಇಟ್ಟಿದ್ದೀನಲ್ಲ
- ಯಾಕ, ಎದ್ದು ಕುಳಿತಿ ? ಏನ್ ಬೇಕಾಗಿತ್ತು ?
- ಮಾಮಿ. ಮಾಮಿ ಇದನ್ನ ನಂಗೇ ಕೊಡಿಸ್ತಿರಾ

P.T.O.



5. ಒಂದೇ ವಾಕ್ಯದಲ್ಲಿ ಉತ್ತರಿಸಿರಿ.

(15×1=15)

- a. 'ಗುಹೇಶ್ವರಾ' ಇದು ಯಾರ ವಚನಾಂಕಿತ ?
- b. ಸಿದ್ದರಾಮ ಜನಿಸಿದ ಊರು ಯಾವುದು ?
- c. ಪುರಂದರ ದಾಸರ ತಂದೆಯ ಹೆಸರೇನು ?
- d. ಶಿಶುನಾಳ ಯಾವ ಜಿಲ್ಲೆಯಲ್ಲಿದೆ ?
- e. ಚೆನ್ನವೀರ ಕಣವಿ ಅವರ ಆತ್ಮ ಕಥನದ ಹೆಸರೇನು ?
- f. ಅಗ್ನಿಭೂತಿ - ವಾಯುಭೂತಿಯರ ಸೋದರ ಮಾವನ ಹೆಸರೇನು ?
- g. ವಿಚಾರ ಕ್ರಾಂತಿಗೆ ಆಹ್ವಾನ ಲೇಖನದ ಕೃತೃ ಯಾರು ?
- h. ಪೂರ್ಣಚಂದ್ರ ತೇಜಸ್ವಿ ಅವರ 'ತಬರನ ಕಥೆ' ಚಲನ ಚಿತ್ರಕ್ಕೆ ಯಾವ ಪ್ರಶಸ್ತಿ ದೊರೆತಿದೆ ?
- i. ಕರಡಿ ಮಾಸ್ತರರು ಏನನ್ನು ಸಾಕಿದರು ?
- j. ನಾಗೇಶ ಹೆಗಡೆ ಯಾವ ಜಿಲ್ಲೆಯವರು ?
- k. 'ನಗು' ಹಾಸ್ಯ ಪ್ರಬಂಧವನ್ನು ಯಾವ ಪ್ರಬಂಧ ಸಂಕಲನದಿಂದ ಆರಿಸಿಕೊಳ್ಳಲಾಗಿದೆ ?
- l. 'ತಾಜಮಹಲ್' ಯಾವ ಪಟ್ಟಣದಲ್ಲಿದೆ ?
- m. ಈಶ್ವರ ಸಣಕಲ್ಲ ಅವರ ಹುಟ್ಟೂರು ಯಾವುದು ?
- n. ಕರಡಿ ಮಾಸ್ತರರು ಚಿಂಪಾಂಜಿಗೆ ಯಾವ ಭಾಷೆ ಕಲಿಸಲು ಮುಂದಾದರು ?
- o. ತಾಜಮಹಲ್‌ನ್ನು ಕಟ್ಟಿಸಿದವರು ಯಾರು ?

(15×1=15)

(15×1=15)

P.T.O.



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I Semester B.Com./B.B.A. Degree Examination, Nov./Dec. - 2019

HINDI BASIC

(Regular)

(१) गद्य ज्योति, वाणिज्य पत्रलेखन (२) अनुवाद

Time : 3 Hours

Maximum Marks : 80

१. किन्हीं दस प्रश्नों के उत्तर लिखिए ।

1 x 10 = 10

१. 'डायरी से' किसकी रचना है ?
(१) अज्ञेय (२) डॉ राजेन्द्र प्रसाद (३) यशपाल
२. 'कुटज' किसे कहा गया है ?
(१) वृक्ष (२) मकान (३) मैदान
३. महादेवी वर्मा का जन्म कब हुआ ?
(१) १८९९ (२) १९०२ (३) १९०४
४. गौरा के बछड़े का क्या नाम था ?
(१) पारस (२) लालमणि (३) नंदी
५. रामवृक्ष बेनीपूरी का जन्म कब हुआ ?
(१) १९०१ (२) १९०२ (३) १९०९
६. इन में से रामवृक्ष बेनीपूरी द्वारा लिखित रचना कौन सी है ?
(१) माँ भारती (२) अशोक वृक्ष (३) अमृतसर आ गया
७. 'पाण्डेय बेचन शर्मा उग्र' का जन्म कहाँ हुआ ?
(१) कलकत्ता (२) उदयपुर (३) मिर्जापुर
८. माखनलाल चतुर्वेदी का कौन सा संस्मरण पाठ्यक्रम में है ?
(१) क्या भूलूँ क्या याद करु (२) राजर्षि का जीवन दर्शन (३) पथ के साथी

[P.T.O.]



९. माखनलाल चतुर्वेदी का जन्म कब हुआ ?
(१) १८८७ (२) १८८९ (३) १८९१
१०. 'जहाँ आकाश नहीं दिखाई देता' क्या है ?
(१) रिपोर्टाज (२) निबंध (३) कहानी
११. विष्णु प्रभाकर का जन्म कब हुआ ?
(१) १९०६ (२) १९१० (३) १९१२
१२. 'तट के साथी' उपन्यास के लेखक कौन है ?
(१) हरिशंकर परसाई (२) अज्ञेय (३) कमलेश्वर
१३. सीनियर पुलिस इंस्पेक्टर मातादीन को डिपार्टमेंट में क्या कह कर बुलाया जाता था ?
(१) एस.पी.साहब (२) एम.डी.साहब (३) बाबू साहब
१४. प्रेमचंद का जन्म कहाँ हुआ ?
(१) लमहीगाँव (२) इलाहाबाद (३) वाराणसी

२. किन्हीं दो की सप्रसंग व्याख्या कीजिए ।

2 x 5 = 10

१. तुम इतने पशु-पक्षी पाला करती हो - एक गाय कयों नहीं पाल लेती ।
२. और तबीयत ऐसी आजाद कि कभी किसी का पिछलगुआ बन कर रह नहीं सका, ना राजनीति में न साहित्य में ।
३. समाज सुधार का आन्दोलन कला और संगीत का आन्दोलन साहित्य और स्वाधीनता का आन्दोलन भूख और भाषा का आन्दोलन और आन्दोलन के लिए आन्दोलन ।
४. मालूम है, हमारे जयंत मामा सिर्फ इंगलिश बोलते हैं । वो इंगलैण्ड गये थे पूरे दस साल के लिए इंगलैण्ड मालूम है, विलायत ।

३. किन्हीं दो प्रश्नों के उत्तर लिखिए ।

2 x 10 = 20

१. 'डायरीसे' में डॉ. राजेन्द्र प्रसाद ने अपने जीवन अनुभवों को व्यक्त किया है । स्पष्ट कीजिए ?
२. गौरा गाय में लघुमानव की विवशता, अभाव तथा पीडा की गहरी संवेदना को व्यक्त किया गया है । स्पष्ट कीजिए ?
३. माँ भारती में व्यक्त राजनीतिक व्यवस्था के विडंबनात्मक यथार्थ को स्पष्ट कीजिए ?
४. 'जहाँ आकाश नहीं दिखाई देता' के आधार पर कलकत्ता महानगर का वर्णन कीजिए ?



४. किन्ही दो पर टिप्पणी लिखिए :

2 x 5 = 10

१. कुटज
२. धरती और धान
३. इंसपेक्टर माता दीन चाँद पर
४. खेल

५. किन्ही दो विषय पर पत्र लिखिए ।

2 x 10 = 20

१. बैंक में खाता खोलने हेतु बैंक शाखा प्रबंधक को पत्र लिखिए ।
२. सौम्य प्रकाशन विजयपूर से पुस्तकों की सूची प्राप्त करने हेतु प्रकाशक को पत्र लिखिए ।
३. उच्च शिक्षा हेतु बैंक से ऋण प्राप्त करने हेतु बैंक शाखा प्रबंधक को पत्र लिखिए ।
४. विशाल इलेक्ट्रॉनिक्स से प्राप्त वस्तु में त्रुटी की शिकायत करते हुए प्रबंधक को पत्र लिखिए ।

६. हिन्दी में अनुवाद कीजिए ।

1 x 10 = 10

There are three things which are necessary for our body. Out of them first is air, second is water and food comes next. Among them air is very important. But now-a-days even to get it we have to pay money.

नम्मु शरीरकें बेंकाद मूरु विधवाद अवश्यकेंगिवें. अवुगळल्लि मूरुदलनैयदु गळी, एरडनैयदु न्नीरु हागु मूरुनैयदु अहार. इवुगळल्लि गळी बहक मुुबु. अदरें ए दिनगळल्लि इदनु पडैयलु सह हण तैरबेंकागिदें.



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I Semester B.B.A. Degree Examination, Nov./Dec. - 2019

MANAGERIAL ECONOMICS

(Regular)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

Part 'D' is compulsory.

PART - A

Answer any Ten of the following :

(10×2=20)

- Define managerial economics.
- State the law of demand.
- What is Monopolistic competition?
- What do you mean by Third degree price discrimination?
- What is cartel?
- What is form utility? Give examples.
- What do you mean by diseconomies of large scale production.
- What is opportunity V/S. outlay costs?
- What is oligopoly? Give example.
- What do you mean by micro economics?
- What is capital?
- What is substitution effect?

PART - B

Answer any Four of the following. Each carries five marks.

(4×5=20)

- Explain in brief the determinants of elasticity of demand.
- What is Macro economics? Explain in brief the utility of Macro - Economics.

P.T.O.



3. Explain the exceptions to the law of demand.
4. What is labour? Brief explain the peculiarities of labour.
5. What is internal economies? What are different types of internal economies.
6. Calculate price Elasticity of Demand when

$Q_1 = 4000$	$P_1 = \text{Rs. } 10$
$Q_2 = 5000$	$P_2 = \text{Rs. } 8$

PART - C

Answer any **Three** of the following. Each carries **ten** marks.

(3×10=30)

1. What is monopoly? Explain in detail the types of monopoly.
2. What is imperfect competition? Explain in detail the factors affecting imperfect competition.
3. What is efficiency of labour? Analyse the factors determining the efficiency of labour.
4. Calculate BEP in terms of physical units and value from the following data.

a) Variable cost/unit	80% of sales price
b) Sales price/unit	Rs. 200/-
c) Total fixed cost	Rs. 50,000/-
5. Write short notes on :-
 - a) Managerial economics and other related science.
 - b) Business cycles.

PART - D

Compulsory

Answer the following :

(1×10=10)

1. Find AC, MC, VC, AFC and AVC

Output.	0	1	2	3	4	5
Total cost	Rs.250	Rs.350	Rs. 500	Rs. 700	Rs. 850	Rs. 1000.



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I Semester B.B.A. 3 Degree Examination, Nov./Dec. - 2019

MANAGEMENT CONCEPTS

(Regular)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

1. Section 'D' is compulsory.
2. Write correct question numbers.

SECTION -A

I. Answer any Ten questions.

(10×2=20)

1. What is Management?
2. What is planning premises?
3. What is departmentation?
4. What is direction?
5. What is Co - ordination?
6. What is unity of command?
7. Mention any two limitations of planning.
8. What is formal organization?
9. What is Recruitment?
10. What is budget?
11. Mention any two functions of top level management.
12. Mention any two good qualities of a leader.

SECTION - B

II. Answer any Four of the following :

(4×5=20)

13. Explain the nature of management.
14. Explain any five objectives of planning.
15. What is Line organization. What are its advantages and disadvantages?

P.T.O.



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16. Explain Mc Gregor's Theory.
17. Explain the principles of coordination.
18. What is the difference between centralization and decentralization.

SECTION - C

III. Answer any **Three** of the following :

(3×10=30)

19. Explain any 10 principles put forth by Henry Fayol.
20. Explain the planning process.
21. What is organization? Explain the principles of organization.
22. What is leadership? Explain the various leadership styles.
23. What are the various controlling techniques? Explain.

SECTION - D

(Compulsory)

Case Study

(1×10=10)

24. Rohit joined Apex computers (Apex) in November 2018 after a successful stint at Zen computers (Zen), where he had worked as an Assistant programmer. Rohit felt that Apex offered good career prospects. He joined Aparna Mehta's 5 member team while she was efficient at what she did but she neither had time nor the inclination to groom her subordinates.

Time and again, Rohit found himself thinking of Suresh, his old boss and how he had been such a positive influence. His motivational level was at the lowest ebb.

1. What according to you, were the reasons for Rohit's disappointment?
2. What could Aparna Mehta do to resolve Rohit's situations?

SECTION - B

(4×5=20)

P.T.O.



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I Semester B.B.A. 3 Degree Examination, Nov./Dec. - 2019

PRINCIPLES OF MARKETING

(Regular)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

1. Write question numbers correctly.
2. Give suitable examples wherever necessary.
3. Part D is Compulsory.

SECTION - A

A. Answer any **Ten** questions. Each carries **two** marks.

(10×2=20)

1. What are Needs and wants? Give example.
2. What do you mean by Production concept?
3. What do you mean by societal marketing concept?
4. What do you mean by marketing environments? Give example.
5. What are the MACRO environments? Give example.
6. What is positioning?
7. Define the concept of value proposition.
8. Mention the three layers or levels of a product.
9. What is optional product pricing?
10. What is Advertising?
11. What do you mean by multi channel or Hybrid distribution channel?
12. What do you mean by Executive summary.

SECTION - B

B. Answer any **Four** questions. Each carries **Five** marks.

(4×5=20)

1. What do you mean by Partially controllable environments? Describe briefly.
2. Explain briefly the various basis for effective segmentation of consumer goods.

P.T.O.



3. What is consumer product? Explain briefly its types.
4. Explain the New product pricing methods or strategies with example.
5. What is value based pricing? Describe its methods briefly.
6. What are different trade promotion tools?
7. What do you mean by Indirect distribution channel? Mention different methods of it.

SECTION - C

C. Answer any **Three** questions. Each carries **ten** marks. (3×10=30)

1. What is Marketing? Explain the different approaches or concepts of marketing.
2. Explain with a neat diagram the various stages of product life cycle.
3. What is personal selling? Discuss the process of personal selling with an example.
4. What are the different steps in developing a marketing plan? Explain briefly.

SECTION - D

D. Give the basis of segmentation for the following. Justify with reason. (1×10=10)

- i. Woolen Winter Wear.
 - ii. Chocolate.
 - iii. Hospital.
 - iv. Education loan.
 - v. A laptop.
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I Semester B.B.A.3 Degree Examination, Nov./Dec. - 2019

BASICS OF ACCOUNTANCY

(Regular)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

1. Show calculations whenever necessary.
2. Section D is compulsory.
3. Simple calculator is allowed.
4. Write the question number correctly.

Section -A

Answer any **Ten** of the following.

(10×2=20)

1. What is Accountancy?
2. What is capital?
3. What is journal?
4. What is subsidiary book?
5. What are contra entries?
6. What is the rule of nominal account?
7. What is depreciation.
8. What is cashbook?
9. What is Bank Reconciliation system?
10. What is posting?

P.T.O.



11. What is Balance sheet?
12. Who is solvent person?

Section - B

Answer any **Four** of the following :

(4×5=20)

13. Explain any 5 accounting concepts.
14. Prepare simple petty cashbook

Jan 1	Received cash from chief cashier	Rs. 150
Jan 2	Paid travelling expenses	Rs.8
Jan 3	Bought postage stamps	Rs. 22
Jan 4	Purchased stationery	Rs. 19
Jan 5	Paid for office expenses	Rs. 18
Jan 6	Paid tea expenses	Rs. 6
Jan 7	Paid telephone bill	Rs. 21
Jan 8	Paid advance to clerk	Rs. 10
Jan 9	Paid for refreshments	Rs. 3
Jan 10	Paid for printing charges	Rs. 24

15. From the following transactions prepare the personal account of Shri. Swamy.

2019		Rs.
Feb 1	Sold goods to swamy	2000
Feb 8	He paid us cash	1500
Feb 12	He returned goods to us	200
Feb 14	Purchased goods from Him	800
Feb 16	Returned goods to him	50



Feb 20	Sent him cash	300
Feb 28	Sold him goods	1200

16. ABC Co. Ltd., Purchased a machinery costing Rs. 1,00,000 on 1/1/2014 the rate of depreciation to be charged was at 20% pa. Write up the machinery account for 3 years ending 31/12/2016 under straight line method.

17. Prepare the trial balance from the following :

Capital	80,000
Drawings	12000
Opening stock	30,000
Cash at bank	48,000
Cash in hand	1000
Loan from Badelal	40,000
Machinery	60,000
Furniture	25,000
Sundry Debtors	90,000
Sundry Creditors	1,00,000
Purchases	70,000
Discount allowed	2,000
Returns inwards	6,000
Returns outwards	4,000
Sales	1,36,000
Carriage	800
Printing and stationery	1,200
Rent and taxes	1,600
Salaries	10,000



Advertisement 2,400

18. From the following particulars prepare profit and loss account.

Gross profit	Rs. 60,000
Salaries	Rs. 15,000
Discount allowed	Rs. 2,000
Commission earned	Rs. 2,600
Insurance	Rs. 1,700
Carriage outward	Rs. 1,300
Rent	Rs. 4,000
Printing	Rs. 1,200
Discount earned	Rs. 1,400
Interest paid	Rs. 1,800
Travelling Exp	Rs. 1,500
Sundry expenses	Rs. 500

Section - C

Answer any **Three** questions :

(3×10=30)

19. Journalize the following transactions of Shri. Shankar

April 1	Shankar commenced business with cash	Rs. 20,000
April 2	Purchased goods from Ramesh on Credit	Rs. 2,000
April 3	Paid Ramesh on account	Rs. 500
April 4	Sold goods to Rajan on credit	Rs. 900
April 5	Received from Rajan	Rs. 300
April 6	Bought goods for cash	Rs. 600
April 7	Sold goods for cash	Rs. 400



April 8	Received commission	Rs.50
April 9	Paid Advertisement charges	Rs. 100
April 10	With drawn cash for domestic use	Rs. 200

20. Prepare triple column cash book.

January 1	Started business with cash	Rs. 50,000
January 2	Opening balance of bank	Rs. 30,000
January 3	Purchased goods and paid by cheque	Rs. 2,000
January 4	Sold goods to Babu Rs. 2,000 in full settlement of Rs. 2,400 for cash	
January 5	Received cheque from Ashok	Rs. 2,000
January 6	Deposited above cheque into bank	
January 7	Paid rent by cheque Rs. 2000 by cash	Rs. 4,000
January 8	Received rent by cheque	Rs. 10,000
January 9	Opened a bank A/C with canara bank	Rs. 2,000
January 10	Withdrawn cash from Bank	Rs. 1,000

21. Enter the following transactions in the proper subsidiary books.

April 1	Sold goods to M/S Patil & Co.	Rs. 20,000
April 3	Bought goods from Anjali	Rs. 10,000
April 6	Mr Shahid sold goods to us Rs. 7,000 at a trade discount of 10%.	
April 9	Sold goods to Miss. Rashmi	Rs. 2000
April 14	Returned goods by M/S Patil & Co.	Rs. 500
April 19	Returned goods to Anjali	Rs. 750
April 23	Returned goods to Mr Shahid	Rs. 1200
April 25	Goods returned by miss Rashmi	Rs.150
April 27	Sold goods to simran	Rs. 3,000



April 28 Sold goods to Vaishnavi Rs.5000 at a discount of 5%.

22. From the following information prepare Bank Reconciliation statement as on 31/12/2018.

1. Bank balance as per cash book Rs. 12,000
2. Cheques issued in Dec 2018 but presented for payment in Jan 2019 Rs 900
3. Bank charges debited in passbook but not entered in cash book Rs.50.
4. Cheques paid into bank but not yet collected Rs. 1000
5. Interest and dividend credited only in passbook Rs. 250.

23. Write short notes any **two** :

- a. Petty cash book.
- b. Types of subsidiary books.
- c. Classification of Accounts.

Section - D

Compulsory

(1×10=10)

24. From the following trial balance. You are required to prepare trading A/C, profit and Loss A/c and Balance Sheet as on 31/12/2018.

Names of Accounts	Debit.	Credit
Capital	-	50,000
Drawings	10,000	-
Plant and machinery	30,000	-
Furniture and fittings	6,000	-
Stock 1/1/2018	15,000	-
Purchases	96,000	-
Sales	-	1,52,000
Carriage outwards	2,600	-
Sundry debtors	22,000	-



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Sundry creditors	-	16,000
Salaries	18,000	-
Wages	8600	-
Rent and taxes	3400	-
Bills Receivables	8000	-
Bills payable	-	11,000
Insurance	1200	-
Sales return	2000	-
Purchase return	-	1000
Printing and stationery	1800	-
Carriage Inwards	1400	-
Cash in hand	500	-
Cash at bank	3500	-
	<u>2,30,000</u>	<u>2,30,000</u>

Stock on 31/12/2018 was valued at Rs. 20,000.

