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FOR AP CLASS 11 EXAM PREPARATION

# AP Class 11 2027 Model Paper · Banking, Retail Management

| EXAM | YEAR | TYPE | SUBJECT |
| --- | --- | --- | --- |
| AP Class 11 | 2027 | Model Paper | Banking, Retail Management |

# BANKING AND RETAIL MANAGEMENT
# 1st YEAR PAPER – I
# BANKING AND INSURANCE - I (THEORY)
# MODEL QUESTION PAPER

**Time: 3Hrs** **Max Marks: 50**

## SECTION - A

Answer **All** the Questions Each Question Carries **Two** Marks. 10×2=20

1. Define Bank.
2. What is a RRB?
3. What is Nationalization of Banks?
4. Who is Bank Ombudsman?
5. What are Negotiable Instruments?
6. What is Demonetization?
7. What is Insurance?
8. What is Surrender Value?
9. What is Health Insurance?
10. What is Marine Insurance?

## SECTION – B

Answer any **Five** of the following. Each Question Carries **Six** Marks. 5×6=30

11. Write briefly about Banking Structure in India?
12. What are the Objectives of Mergers of Banks?
13. Write the procedure to file complaint with Ombudsman?
14. What are characteristics of the Bill?
15. What are the Objectives of the Demonetization?
16. What are the Principles of Insurance?
17. What is the significance of Health Insurance?
18. What are the advantages of Fire Insurance?

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# BANKING AND RETAIL MANAGEMENT
## 1st YEAR PAPER – II
## BUSINESS ACCOUNTANCY - I (THEORY)
## MODEL QUESTION PAPER

**Time: 3Hrs** **Max Marks: 50**

### SECTION – A

Answer **All** the Questions Each Question Carries **Two** Marks. 10×2=20

1. Define Business?
2. What is Accountancy?
3. What is Double Entry System?
4. What is Journal?
5. What Ledger?
6. How many types of Subsidiary Books? What are they?
7. What is Debit Note?
8. What is Contra Entry?
9. What BRS?
10. What are the components of computerised accounting system?

### SECTION – B

Answer any **Five** of the following. Each Question Carries **Six** Marks. 5×6=30

11. Classify and Explain Various types of Industry?
12. What are the advantages of Double Entry System?
13. Write the Journal Entries from the following:

| | | |
|---|---|---|
| 2020 Jan 1 | Business Commenced with Cash | ₹ 100000. |
| | Jan 2 Cash Sales | ₹ 50000. |
| | Jan 4 Cash Purchases | ₹ 25000. |
| | Jan 6 Rent Paid | ₹ 15000. |
| | Jan 9 Interest Received | ₹ 1000. |
| | Jan 10 Machinery Purchased | ₹ 20000. |

14. Prepare Raama a/c from the following:

| | | |
|---|---|---|
| 2020 | Feb 1 purchases from Raama | ₹ 100000. |
| | Jan 2 sales to Raama | ₹ 50000. |
| | Jan 4 bought goods from Raama | ₹ 25000. |
| | Jan 6 cash paid to Raama | ₹ 15000. |
| | Jan 9 sold goods to Raama | ₹ 1000. |
| | Jan 10 Returns to Raama | ₹ 20000. |

15. Explain briefly various types of Subsidiary Books?

16. Prepare Simple Cash Book from the following:

| | | |
|---|---|---|
| 2020 | Jan1 cash balance | ₹ 15000. |
| | Jan 2 sales | ₹ 50000. |
| | Jan 4 bought goods for cash | ₹ 25000. |
| | Jan 6 cash paid to Manoj | ₹ 1500. |
| | Jan 9 sold goods for cash | ₹ 1000. |
| | Jan 10 salaries paid | ₹ 2000. |

17. Prepare Bank Reconciliation Statement from the following:

a) Balance as per Pass Book ₹ 9000.
b) Cheques deposited but not collected ₹ 1500
c) Cheques issued but not presented for payment ₹ 1000
d) One our customer directly deposited into our account ₹ 500.
e) Bank charges debited only in Pass book ₹ 100.
f) Interest credited only in Pass book ₹ 50.

18. Prepare Trading a/c from the following:

| | |
|---|---|
| Stock as on 1.1.2020 | ₹ 12000 |
| Purchases | ₹ 5000 |
| Sales | ₹ 25000 |
| Purchase returns | ₹ 500 |
| Sales returns | ₹ 1000 |
| Wages | ₹ 1000 |
| Factory rent | ₹ 1500 |
| Import duty | ₹ 200 |
| Stock as on 31.12.2020 | ₹ 5000. |

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Paper - III Retail Marketing

# MODEL QUESTION PAPER

RETAIL MARKETING

QUESTION PAPER (THEORY)

RETAIL MARKETING (FIRST YEAR)

PAPER – III

Time:3 Hours Maximum Marks:50

## SECTION – A

Note: (i) Answer all the questions

(ii) Each question carries two marks 10x2=20

1. Define Marketing.
2. What is Digital Marketing?
3. What is CRM?
4. Mention the Types of Retail Layouts?
5. Define Buyers Behaviour?
6. What is Buying Motives?
7. What are Barriers to Communication?
8. What is Personal Selling?
9. What is Sales Training?
10. What is a Product?

## SECTION – B

Note: (i) Answer any five questions

(ii) Each question carries six marks 5x6=30

11. Explain the Importance of Marketing?
12. Write about the Modern Retail Formats?
13. Elucidate the Process of Store Design?

14. Write the Buyers Shopping Behaviour?

15. Write the Importance of Salesmanship?

17. Write the Sources of Recruitment of a Salesman?

18. Write the Importance of Product Information?