

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com. (Hons) Winter 2019 – 20 Examination

Semester: 3

Subject Code: 16101201

Subject Name: Accounting and Finance for Service Industry

Date: 18/12/2019

Time: 10:30 am to 01:00 pm

Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.**A) Multiple choice type questions. (Each of one mark)****(06)**

1. _____ is one of the oldest stock exchanges in the country and in Asia, as old as 1875.
 - a) BSE
 - b) LSE
 - c) NSE
 - d) NYSE
2. What is the full form of NISM?
 - a) National Institute of Securities Markets
 - b) National Institute of Shares Markets
 - c) National Institution of Shareholders' Money
 - d) National Institute of Securities Money
3. _____ refers to the fact that services cannot be saved, stored, resold or returned.
 - a) Perish ability
 - b) Heterogeneity
 - c) Intangibility
 - d) Inseparability
4. _____ trade on behalf of the stock exchange member provided they obtain a registration from SEBI.
 - a) Dealers
 - b) Brokers
 - c) Sub- brokers
 - d) Clients
5. _____ does not provide any type of assistance.
 - a) Advisory Brokers
 - b) Discretionary Management Brokers
 - c) Discount Brokers
 - d) All of the above
6. _____ hospitals refer to the Government hospitals that provide healthcare to the population at large
 - a) Charitable
 - b) Public
 - c) Private
 - d) Corporate

B) Answer the following. (Each of one mark)**(06)**

1. Services are tangible. True or False? Why?
2. Mention the ways through which a broker earns money.
3. What is the full form of SEBI?
4. Which index is used for indicating National Stock Exchange?
5. What do you mean by Mutual Fund?
6. What do you mean by a 'Stock broker'?

Q.2 Answer the following. (Each of 04 mark)**(12)**

1. Mention the books of accounts to be maintained by Stock Broker as per SEBI?
2. Differentiate between Services and Physical goods.
3. Mention the types of Mutual Fund. (Give only names).

Q.3 Answer the following. (Any Three)**(18)**

1. Mention the persons who are eligible to become a broker.
2. Write a short note on the characteristics of service.
3. What are the advantages of Mutual Fund?
4. Write a short note on "Work Ethics for broker".

Q.4 Answer the following. (Any two)**(18)**

1. Write a short note on the key principles of the 2015 year National Health Policy.
2. Write a short note on Broad Business Model of Hospitals in India.
3. Write a short note on the "Application process for stock broker or sub- broker or dealer".