

SYBMS/Paper/Subject Code: Subject : Business planning & Entrepreneurial Management

Q.P. Code:

N.B. 1. All the questions are compulsory.

19/10/23

Marks: 75

2. Figures to the right indicate full marks.

Q1.A) Fill in the blanks with correct option from the bracket: (Any 8)

(8)

1. Everett Hagen developed the ' Theory of _____.
(Social change, uncertainty, Achievement)
2. Entrepreneurship requires _____ decision.
(Proactive, Reactive ,Neutral)
3. _____ was established at New Delhi in 1992.
(National Commission for Women, Mahila Mandals , Integrated Rural Development Programme)
4. _____ are famous for charity , human touch and dedication.
(NGOs, SHGs, Social entrepreneurship)
5. _____ is a contract between two parties, especially in different countries involving transfer of rights and resources.
(BPO, Acquisition , Franchise)
6. In _____ stage ,the subconscious mind is given enough time to assimilate information collected from various sources.
(Preparation, Incubation, Illumination)
7. In case of _____ , ideas may be generated and discussed through video conferencing.
(Nominal group Technique ,Delphi Technique, Gordon model)
8. _____ is an indirect form of financing.
(Trade Credit ,Commercial Paper ,LC)
9. _____ are intermediaries between manufacturer and the buyer in the distribution process.
(Merchants, Suppliers, Government)
10. _____ conducts entrepreneurship development programmes.
(NIESBUD ,RBI ,CARE)

Q1.B) State whether the following statements are 'True' or 'False' . (Any 7)

(7)

1. Entrepreneur fears taking risks.
2. Social Entrepreneur is driven by profit objective.
3. SHGs improve the accounting and decision- making skills of Women entrepreneurs.
4. A promising business idea needs not be profitable.
5. In case of partnership firms , the partners are jointly and severally responsible.
6. Contingent plans help the entrepreneur to cope with risks.
7. Commercial papers are long term form of financing.
8. LIC provides financial support to corporate sectors.
9. Letter of credit is the most popular method of payment in foreign trade.
10. Entrepreneurship is not influenced by political factors.

Q2.A) Explain in brief Theory of High Achievement by David McClelland. (8)

Q2.B) Discuss the role entrepreneurial culture on entrepreneurship development. (7)

OR

Q2.C) Explain the characteristics and Qualities of Successful entrepreneur. (8)

Q2.D) Explain Joseph Schumpeter's Theory of Innovation. (7)

Q3.A) Explain the process of development of intrapreneurs. (8)

Q3.B) Bring out the comparison between Entrepreneur and Intrapreneur. (7)

OR

Q3.C) What do u mean by Social entrepreneurship ? Explain the development of Social entrepreneurship. (8)

Q3.D) What are the advantages of and disadvantages of BPO for an entrepreneur? (7)

Q4.A) Discuss the role of creativity and innovation in enterprises. (8)

Q4.B) Explain the step involved in business planning process. (7)

OR

Q4.C) What are the Factors influencing ownership type of a business enterprise? (8)

Q4.D) What are the steps involves in new product/ idea development? (7)

Q5.A) What are factors influencing working capital? (8)

Q5.B) Discuss the method of marketing available to an entrepreneur. (7)

OR

Q5.C) Write Short notes on (Any 3) (15)

1.SWOT analysis

2.Environmental Scanning

3.Women entrepreneurship

4.NGOs

5.Milestones

Time: 2 ½ Hours

20.10.2023

Marks : 75

- N.B. :** 1. All questions are compulsory.
 2. Figures to right indicate full marks.
 3. Working notes are part of your answer.

Q.1 (A) Multiple Choice Questions

[7]

1. Gross Profit is _____.
 - a. Excess of sales over purchase
 - b. Excess of sales over total cost
 - c. Excess of sales over cost of Raw Material
 - d. Excess of sales over cost of goods sold
2. An asset which does not have physical identity is called as _____.
 - a. Current assets
 - b. Intangible assets
 - c. Fixed assets
 - d. Non current assets
3. Current Ratio indicates _____.
 - a. Long term Solvency
 - b. Operational Efficiency
 - c. Collection efficiency
 - d. Short term financial position
4. Borrowed funds does not include _____.
 - a. Debentures
 - b. Public Deposits
 - c. Bank Overdraft
 - d. Bonds
5. In cash flow statement, goodwill written off is _____.
 - a. Added to Book Profit
 - b. Deducted from Book Profit
 - c. Treated as Cash Flow
 - d. Treated as cash outflow
6. The excess current assets over current liabilities is called _____.
 - a. Gross Working Capital
 - b. Net Working Capital
 - c. Permanent working capital
 - d. Temporary working capital
7. Shortage of working capital may result _____.
 - a. Poor credit standing
 - b. Excess working capital
 - c. Higher cash discount
 - d. Higher trade discount

Q.1 (B) State whether the following statements are True or False

[8]

1. Borrowed fund consist of short-term borrowings.
2. Depreciation is a non cash item.
3. Trend analysis is also termed as trend as trend percentage.
4. Standard quick ratio should be 1:1
5. Ratio analysis helps in inter firm as well as intra firm performance comparisons.

6. A cash flow statement is prepared in order to analyze the past movement of cash in an organization.
7. Purchase of fixed asset is an investing activity.
8. Peak working capital is the highest amount of the working capital required by a business organization.

Q.2 Following is the summary balance sheet of Mishra Ltd as on 31st March 2018

[15]

Liabilities	Amount	Assets	Amount
Equity Share Capital	3,90,000	Cash in Hand	15,000
10% Preference Share Capital	2,00,000	Cash at Bank	90,000
9% Debenture	2,50,000	Preliminary Expenses	20,000
General Reserve	60,000	Goodwill	1,00,000
Capital Reserve	50,000	Building	3,00,000
11% Bank Loan	1,80,000	Investment	2,00,000
Creditors	1,25,000	Furniture	2,50,000
Bank Overdraft	1,35,000	Plant and Machinery	3,00,000
Provision for Tax	1,40,000	Debtors	1,50,000
Proposed Dividend	30,000	Prepaid Expenses	50,000
Profit and Loss A/c	1,40,000	Stock	2,00,000
		Discount on issue of shares	25,000
	17,00,000		17,00,000
	0		

Prepare the above Balances sheet in vertical form and calculate the following:

1. Net worth
2. Borrowed fund
3. Capital Employed
4. Working Capital
5. Fictitious Assets

OR

Q.2 B Prepare comparative income in vertical form

(15)

Profit and Loss A/c for the year ended 31st March

Particular	2017	2018	Particular	2017	2018
To Opening Stock	44,000	40,000	By Sales	1,90,000	2,00,000
To Purchase	84,000	72,000	By Closing Stock	46,000	44,000
To Wages	40,000	36,000	By Interest Received	20,000	
To Factory Expenses	32,000	28,000			
To Establishment	8,000	6,000			

Expenses					
To Management Expenses	2,000	2,000			
To Selling Expenses	6,000	10,000			
To Interest	6,000	8,000			
To Loss on Sale of Assets	2,000	2,000			
To Provision for Taxation	22,000	24,000			
To Transfer to Reserves	10,000	16,000			
	2,56,000	2,44,000		2,56,000	2,44,000
	0				

Q.3 Following are the trading, Profit and Loss Account of Aakash Ltd, for the year ended 31st March 2023 and a balance sheet as on the date (15)

Trading and Profit Loss Account for the year ended 31/03/2023

Particulars	Rs	Particulars	Rs
To Opening	15,500	By Sales	75,000
To Purchase	61,000	By Closing Stock	16,500
To Gross Profit	15,000		
	91,500		91,500
To Administrative Exp	5,000	By Gross Profit	15,000
To Selling and Distribution Exp	2,000		
To Interest	1,000		
To Net Profit	7,000		
	15,000		15,000

Balance Sheet as on 31/03/2023

Liabilities	Amount	Assets	Amount
1200 Equity Shares of Rs50 each	60,000	Fixed assets	55,000
10% Debentures	10,000	Debtors	10,000
Reserves and Surplus	5,000	Bills Receivable	8,000
Profit and Loss for the year	7,000	Stock	16,500

Bank Overdraft	3,500	Cash	12,000
Creditors	16,000		
	1,01,500		1,01,500

Calculate following ratios and offer your comments:

1. Current Ratio
2. Quick Ratio
3. Capital Gearing Ratio
4. Gross Profit Ratio
5. Net Profit Ratio
6. Proprietary Ratio

OR

B) Q.3 Following is the summarized Balance Sheet and Revenue Statement Amol Ltd for the Year ended 2016, 2017 and 2018: (15m)

Liability	2016	2017	2018	Assets	2016	2017	2018
Equity Share Capital	3,00,000	3,00,000	4,00,000	Fixed Assets	3,00,000	3,00,000	4,00,000
Preference Share Capital	2,00,000	2,00,000	2,50,000	Investment	1,00,000	1,00,000	1,00,000
General Reserve	50,000	1,00,000	1,00,000	Debtors	1,00,000	1,50,000	2,00,000
Secured Loan	1,00,000	1,00,000	50,000	Stock	50,000	1,00,000	50,000
Sundry Creditors	40,000	80,000	80,000	Advance Paid	50,000	50,000	50,000
Bills Payable	10,000	20,000	20,000	Cash	50,000	50,000	50,000
				Bank	25,000	40,000	45,000
				Discount on issue of shares	25,000	10,000	5,000
	7,00,000	8,00,000	9,00,000		7,00,000	8,00,000	9,00,000
	0				0		

Prepare vertical trend balance sheet and offer your comment on net worth and working capital

Q.4 You are required to prepare a statement showing the estimate of working capital required to finance the level of activity of 18,000 units per year from the following information, obtained from the basic Bajaj Auto Ltd.

Particulars	Per unit
Raw Material	12
Direct Labour	3
Overheads	9
Total Cost	24
Profit	6
Selling Price	30

1. Raw Material are in Stock on average for two months.
2. Material are in Process on average for half a month.
3. Finished goods are in stock on average for two months.
4. Credit allowed by creditor is two months
5. Credit allowed to debtors is three months
6. Lag in payment of wages and overheads is half months
7. Cash on hand and at bank is expected to be Rs7000

OR

Q,4 B) ABC Ltd. is considering the revision of its credit policy with a view to increasing its sales and profit. Currently all its sales are on credit and the customers are given one months' time to settle the d.es. It has a contribution of 40% on sales and it can raise additional funds at a cost of 20% per annum. The marketing manager of the company has given the following options along with estimates for consideration:

Particulars	Current Position	Option I	Option II	Option III
Sales (Rs in lakhs)	200	210	220	250
Credit period in months	1	1.5	2	3
Bad Debts(% of sales)	2	2.5	3	5
Cost of Credit Administration (Rs in lakhs)	1.20	1.30	1.50	3.00

You are required to Advise the Company for the best option

5

Q. 5 (a) Explain receivable Management.

[8]

(b) Explain with example: common size statement

[7]

OR

Q.5 Write short notes on : (Any 3)

[15]

a. Types of Working Capital

b. Income Statement ratios

c. Capital employed

d. Working capital cycle

e. Limitation of ratio Analysis

***** ALL THE BEST *****

SYBMS/Paper/Subject Code:

Subject: Strategic Management

Q. P. Code:

- N.B.** 1. All the questions are compulsory
2. Figures to the right indicate full marks

75 Marks

21/10/23

Q.1. A. Fill in the blanks (Any 8)

8 Marks

1. Business _____ are statements that guide managers and employees in decision making and action. (Strategies, Policies, Intent)
2. Policies provide _____ in decision making, especially under repetitive conditions. (Consistency, Inconsistency, Vagueness)
3. In large organizations, there is a _____ of policies. (Rigidity, Hierarchy, Vagueness)
4. _____ management philosophy relies on outdated techniques or practices. (Traditional, Personal, Professional)
5. The _____ environment consists of all those factors in the firm's immediate environment. (Internal, Micro, Macro)
6. _____ listed three models of strategy making. (Henry Mintzberg, James Quinn, Thompson & Strickland)
7. James Quinn stated _____ model of strategy making. (Entrepreneurial, Logical incrementalism, Pyramid)
8. In case of _____ model, the dominant goal is growth of the corporation. (Planning, Adaptive, Entrepreneurial)
9. _____ is a systematic process to evaluate and control the organizational activities. (Strategic formulation, Strategic implementation, Strategic evaluation)
10. When the organizations operate strategic control technique in a stable environment, it is called as _____. (Strategic momentum control, Leap control technique, Comprehensive analysis)

Q.1. B. State whether the following statements are True or False (Any 7)

7 Marks

1. The policy statements guide managers in taking right decisions and actions.
2. Policies flow logically from the organisation's philosophy.
3. Each SBU may compete with the other SBU of the same organization.
4. An analysis of financial resources would reveal the level of financial soundness.
5. The socio-cultural elements influence the buying behaviour of the members of a society.
6. Threat of new entrants is possible especially in a profitable and growing industry.
7. Acceptance of strategy is important for implementing the strategy effectively.

- 8. Paternalistic leadership style aims at creating a family atmosphere.
- 9. Strategic control excludes strategic evaluation.
- 10. All the innovation is change, and every change is innovation.

Q.2. A. What is Strategic Management? Explain its natures and characteristics. **8 Marks**
Q.2. B. What is Business Policy? Explain its natures and characteristics. **7 Marks**

OR

Q.2. C. What is SBU? What are the guidelines for forming SBU? **8 Marks**
Q.2. D. What are the guidelines in setting Business Objectives? **7 Marks**

Q.3. A. Explain Internal Environment Analysis. **8 Marks**
Q.3. B. Discuss External Environment Analysis. **7 Marks**

OR

Q.3. C. Discuss the reasons for adopting Stability Strategy. **8 Marks**
Q.3. D. Discuss the reasons for adopting Growth Strategy. **7 Marks**

Q.4. A Explain BCG Matrix as a Portfolio Analysis. **8 Marks**
Q.4. B. Discuss General Electric's 9 Cell Matrix. **7 Marks**

OR

Q.4. C. Explain Michael Porter's 5 Forces Model. **8 Marks**
Q.4. D. Write a note on McKinsey 7S Framework. **7 Marks**

Q.5. A. Discuss the steps in Strategic Evaluation Process. **8 Marks**
Q.5. B. Bring out the importance of Strategic Evaluation. **7 Marks**

OR

Q. 5. C. Short Notes (Any 3) **15 Marks**

1. Types of Synergy
2. Leadership Styles
3. Organizational Culture
4. Vision
5. Mission

23/10/23

Q1) (A) Multiple Choice Questions (Any 8)

1. A _____ monitors all of the traffic entering your computer networks.

a) Firewall	c) Phishing
b) Antivirus	d) None of these

2. A _____ is defined as a "group of computers connected together to share the resources"

a) NIC	c) Network
b) Modem	d) None of these

3. _____ is a type of internet fraud that seeks to acquire a user's credentials by deception.

a) Phishing	c) virus
b) Spam	d) worm

4. _____ function returns the interest rate for an annuity.

a) IPMT	c) Rate
b) Sum	d) None of these

5. _____ refers to the application of computers and communication technology to office functions.

a) Office automation system	c) Executive Information system
b) Processing system	d) None of these

6. _____ is a collection of web pages maintained by a single person or organisation that are linked with each other to form a single body of information.

a) Web page	c) Website
b) Web server	d) Web client

7. _____ are the policies that govern the operation of a computer system.

a) Procedure	c) people
b) Hardware	d) software

8. _____ is a generic term for a collection of private computer network within an organisation.

a) Intranet	c) Ultra net
b) Extranet	d) None of these

9. _____ are styles that are applied to create a visual effect

a) Alignment	c) Indent
b) Word art	d) None of these

10. _____ is basically a journal that is available on the web.

- a) Web blog
- b) Website
- c) M- Commerce
- d) Web page

(B) State whether the following statements are True or False (Any 7)

- 1) A business expert system is a basic information system based on data input
- 2) A bridge helps to join two separates computer networks together.
- 3) Gmail is Google's paid e-mail service.
- 4) Facebook, simply a blog, is basically a journal that is available on the web.
- 5) URL stands for Universal Resource Locator.
- 6) A pivot table is way to present information in a report format.
- 7) Word press id world's most popular platform used by websites.
- 8) EPS is a electronic payment system.
- 9) Artificial intelligence is the area of computer science.
- 10) The term open source refers to something people can modify and share because its design is publicly accessible.

Q2) A. Compare management system with executive information system. (8marks)

B. What is operating system? Explain different operating system in detail? (7marks)

OR

Q2) A. Explain the concept of Database in detail. (8marks)

B. What is information technology? Discuss any 5 reasons why IT is successful in India. (7marks)

Q3) A. Explain RATE, PPMT and PV financial functions. (8marks)

B. Explain the difference between VLOOKUP and HLOOKUP. (7marks)

OR

Q3) A. What is IP address? How is it assigned? (8marks)

B. Difference between B2B and B2C E-commerce with example (7marks)

Q4) A. Explain in brief Business Model based on Revenue? (8marks)

B. What are the benefits and drawback of M-Commerce? (7marks)

OR

Q4) A. Explain the different types of E-Commerce? (8marks)

B. Explain the concept of E-mail and steps to write professional email (7marks)

Q5) A. What is Risk Mitigation? Explain its strategies. (8marks)

B. What is Hosting? What are types of Hosting? (7marks)

OR

Q5) Write short notes (Any 3)

- 1. SUMIF Function
- 2. Electronic Payment System (EPS)
- 3. Hub
- 4. Extranet
- 5. LAN

- N.B. 1. All the questions are compulsory.
2. Figures to the right indicate full marks.

26/10/23

Q1 {A} Choose the correct alternatives. [ANY 8]

[8]

1. Biotic environment includes _____.
[Producers, Consumers, Decomposers, All of the above]
2. In our country the Van Mahotsav Day is observed on _____.
[Second of October, First of December, Tenth of August, First of July]
3. Noise is measured using sound metre and the unit is _____.
[Hertz, Decibel, Joule, Sound]
4. One of the best solutions to get rid of non biodegradable waste is _____.
[Burning, Dumping, Land filling, Recycling]
5. All are particulate pollutants except _____.
[Dust, ozone, Soot, Smoke]
6. Environmental Protection Act was enacted in the year _____.
[1986, 1989, 1994, 1998]
7. Which of the following animals is endangered species of India?
[Blackbuck, Elephant, Fox, Giraffe]
8. The predominant source of energy on Earth is _____.
[Electricity, Natural gas, The Sun, Plants]
9. What kind of energy does a wind turbine use?
[Kinetic energy, Potential energy, Chemical energy, Thermal energy]
10. An anemometer is an instrument used for measurement of _____.
[Solar radiation, Wind speed, Temperature gradient, Depth in ocean]

Q1.B) State whether the following statements True or false: [Any 7]

[7]

1. Flow of energy in the ecosystem takes place through food chain.
2. Smog is the combination of smoke, fog, and sulphur.
3. The water (prevention and control of pollution) was enacted in 1981.
4. CFL and LED are the examples of soft technology.
5. Geothermal is the non-conventional source of energy.
6. Natural resources are evenly distributed on the earth.
7. Over Ninety seven percent of the earth's water is in the oceans.
8. Bhopal gas tragedy took place in the year 1984.
9. Many integrated food chains interweave together to form complex food web.
10. Composting of waste is an anaerobic process of decomposing solid waste.

Q2.A) What do you mean by Ecosystem? What are its features? [8]

Q2.B) Explain the Energy flow Pyramid in Brief. [7]

OR

Q2.C) Explain the mechanism of Water Cycle. [8]

Q2.D) Define Environment and Explain the composition of Environment [7]

Q3.A) What is Global Warming? What are its causes and effects? [8]

Q3.B) Explain Disaster Management Cycle with the help of a diagram. [7]

OR

Q3.C) How can we manage E-Waste in today's time? Discuss. [8]

Q3.D) Define water pollution. Discuss the causes effects and solution to control water pollution. [7]

Q4.A) Define sustainable development what are the dimensions of sustainable development. [8]

Q4.B) What are the salient features of Water Act 1974? [7]

OR

Q4.C) Discuss the process of environmental impact assessment followed in India. [8]

Q4.D) Write a brief note on environmental audit. [7]

Q5.A) What is Green Marketing? How can Green Marketing be useful in reducing carbon footprint. [8]

Q5.B) What is organic farming? What are the advantages and disadvantages of organic farming. [7]

OR

Q5.C) Write Short notes on: (Any 3) [15]

1. Biomass

2. Tsunami

3. Carbon Bank

4. Ecotourism

5. Carbon Emission Reduction (ECR)

Class / Semester: SYBMS/Sem III

Subject: Basics of Financial Services

N.B. 1. All the questions are compulsory
2. Figures to the right indicate full marks

Duration: 2.5 Hours
Maximum Marks: 75

Q. 1 (A) Select Correct Alternative and Rewrite the statement:(Any 8) (8)

1. Which of the following is a function of financial system?
a) Pooling of Funds b) Time Consuming c) Knowledge of Investor
2. _____ Market is a permanent source of Funds for the government.
a) Treasury Bill b) Certificate of Deposit c) Commercial Paper
3. _____ occupies one of the most important positions in the modern economic world.
a) Banking b) Insurance c) SEBI
4. _____ Bank is based on the concept of Pre – Paid Instruments (PPI).
a) Agriculture b) Exchange c) Payment
5. _____ is a form of risk management which is used primarily to hedge against the risk of a contingent, uncertain loss.
a) Insurance b) Commercial Banks c) Agriculture Banks
6. Contribution to Life Insurance is exempt under section _____ of Income Tax Act, 1961.
a) 80D b) 80C c) 80CC
7. _____ policy has the highest premium.
a) Term Insurance b) Endowment c) Money Back Policy
8. Head Quarter of IRDA is located at _____.
a) Chennai b) Mumbai c) Hyderabad
9. _____ is not a feature of Mutual Fund.
a) Professional Management b) Portfolio Diversification c) Huge Capital Appreciation
10. _____ is a type of Mutual Fund which has Lock in Period
a) Open Ended Scheme b) Close Ended Scheme c) Long Ended Scheme

Q. 1 (B) State whether the following statements are True or False:(Any 7) (7)

1. Financial Instruments are not the components of Financial System.
2. Government Security market that specializes in trading long-term and relatively high-risk securities.
3. Money Market is governed by rules laid by Planning Commission.
4. Fixed Bank A/c specially established to encourage thrift among small savers and therefore, they were willing to accept small sums as deposits.
5. LAF in Banking term stands for Liquid Asset Financing.
6. The form to be filled by a person to take an insurance is Called as Prospectus.
7. Whole life policy provides specific payments over the policy.
8. Loss of Baggage is covered under Motor Insurance Policy.
9. The Third phase of Mutual Fund when Private Sector was allowed is from 2005 to 2010.
10. Growth Scheme is a type of Scheme under the Mutual Fund which gives Tax Benefits.

Q.2 (A) Explain the Functions of Financial System. (7)

Q.2 (B) Give the Classification of Financial Markets. (8)

OR

Q.2 (C) Explain the General Utility Services under Banking. (7)

Q.2 (D) Explain Function of Reserve Bank of India. (8)

Q.3 (A) Give the Functions of Commercial (8)

Q.3 (B) Explain IFCI (7)

OR

Q.3 (C) Explain the Characteristics of Insurance. (8)

Q.3 (D) Explain the Features of Fire Insurance. (7)

Q.4 (A) Explain the concept of Reinsurance in India. (8)

Q.4 (B) Explain the different Type of General Insurance. (7)

OR

Q.4 (C) Explain Features of Mutual Fund. (8)

Q.4 (D) Explain the Limitations of Mutual Fund

Q. 5 (A) Explain History of Mutual Fund. (8)

Q. 5 (B) Explain Functions of Security Exchange Board of India. (7)

OR

Q. 5 (C) Write Short Notes: (Any 3) (15)

1. Financial Services
 2. ICICI
 3. Life Insurance
 4. Sharpe Ratio
 5. RBI
-

27/10/23

Q 1 : (a) State whether the following statement are true or false (any 8) (8 marks)

1. Cost accounting is used by investors, creditors etc.
2. Costing is a comprehensive term which includes cost accounting.
3. Normal loss is valued at cost per unit.
4. Prime cost is indirect cost.
5. Cost accounting and financial accounting both are same.
6. EOQ means excess quantity.
7. FIFO means last in first out.
8. In Halsey Premium plan time wages are not guaranteed.
9. Share transfer fees recorded in cost accounting.
10. Goodwill written off recorded in cost accounting.

(b) Match the column (any 7)

(7 Marks)

Column A	Column B
1. Scrap units	a. Cost per unit
2. Abnormal loss unit	b. Direct cost
3. EOQ	c. Selling expenses
4. Direct labour	d. Direct cost
5. Advertisement	e. Add in purchase
6. Goodwill written off	f. Scrape value
7. Normal loss	g. Charge on matreial introduce
8. Carriage inward	h. Material cost
9. Halsey premium plan	i. Indirect cost
10. Overheads	j. Bonus scheme

Q.2. The State Government granted license to Sweet Sugar Ltd. to manufacture and sell sugar with a stipulation that 40% of the output should be sold to the State Government at a controlled price of Rs.3, 000/- per ton and the balance output can be sold in the open market at any price. Following are the details of Sweet Sugar Ltd. for the year ended 31st March, 2006. (15 Marks)

The details of other expenditure are as follows:-

Particulars	Amount Rs.
Direct material	3600,000
Labour	19,80,000
Direct expenses	4,20,000
Telephone charges	3,52,695
Office computer purchased	2,75,350

Factory Rent and Insurance	3,54,760
Machinery purchased	4,25,560
Machinery Repairs	98,847
Commission on sales	3,37,650
Factory Salaries	2,19,588
Carriage Outward	1,54,090
Packing Expenses	1,94,450
Bank Interest	1,65,895
Factory Electricity	2,61,880
Delivery Van Expenses	1,06,850
Coal consumed	3,80,125
Depreciation on Machinery	2,49,600
Depreciation on Computer	2,04,180
Depreciation on Delivery Van	1,57,360
Office Salaries	1,89,325
Printing and Stationery	1,13,000

During the year 2,400 tons of sugar was produced. Prepare cost sheet and find various components of total cost and per unit.

OR

Q.2 (a) Prepare a reconciliation statement from the following data:

(8 marks)

Net loss as per cost accounts.....	Rs.34, 480
Net loss as per financial accounts.....	43,209
Works overheads under-recovered in cost accounts....	624
Depreciation overcharged in cost accounts.....	260
Administration overheads recorded in excess in cost records.....	340
Interest on investments.....	1,750
Goodwill written off in financial books.....	1,140
Income-tax paid.....	8,060
Stores adjustments (credit in financial books).....	95
Depreciation of stock charged in financial books.....	1,350

(7 marks)

(b) The demand for a certain period is random. It has estimated that the monthly demand of the product has a normal distribution with a mean of 390 units. The unit price of product is Rs. 25. Ordering cost is Rs. 40 per order and inventory carrying cost is estimated to be 35% per year. Find EOQ

Q 3: Product X is obtained after it is processed through three distinct processes. The following information is available for the month of March, 2022

(15 Marks)

Particulars	Total Rs.	Process		
		A Rs.	B Rs.	C Rs.

Material consumed	22,500	10,400	8,000	4,100
Direct Labour	29,320	9,000	14,720	5,600
Production overhead	29,320	---	---	---

2,000 units at Rs. 4 per unit were introduced in process A. Production overheads to be distributed as 100% on direct labour. The actual output and normal loss of the respective processes are.

Process	Output in units	Normal loss on inputs	Value of scrap per unit(Rs)
Process A	1800	10%	2.00
Process B	1360	20%	4.00
Process C	1080	25%	5.00

There is no stock or work in progress in any process. You are required to prepare Process Accounts

OR

(8 marks)

Q.3 (a) From the following particulars, work out earnings for the week of a worker under:

- | | |
|-------------------------------|---|
| 1. Straight Piece Rate System | 2. Differential Piece Rate System |
| 3. Halsey Premium System | 4. Rowan Premium System |
| No. of working hours per week | : 48 |
| Wages per hours | : Rs. 3.75 |
| Rate per piece | : Rs. 1.50 |
| Normal output per week | : 120 pieces |
| Actual output per week | : 150 pieces |
| Differential Picce Rate | : 80% of piece rate when output below standard and 120% of piece rate when output above standard. |

(B) Calculate EOQ from the Following Date

(7 Marks)

- Semi Annual Demand 6000 Units
- Ordering Cost Rs. 30
- Carrying Cost Rs. 20

Q 4: Alfa Level Ltd. have 3 production departments and 2 service departments, calculate departmental overheads rate for each of production department assuming the overheads are recovered as a percentage of direct wages: (15 marks)

Particular	Production Department			Service Department	
	A	B	C	X	Y
Direct wages	60,000	90,000	1,20,000	30,000	60,000
Direct Materials	15,000	30,000	30,000	22,500	22,500
Staff Nos.	150	225	225	75	75
Electricity KWH	6,000	4,500	3,000	1,500	1,500
Asset Value	60,000	40,000	30,000	10,000	10,000
Light points	10	16	4	6	4
Area sq. ft.	1,500	2,500	500	500	500

The expenses for the period were:

Power	2,200
lighting	800
Store overhead	1,600
Staff Welfare	3,000
Depreciation	30,000
Repairs	6,000
General	12,000
Overhead Rent & Taxes	550

OR

Q 4: Prepare a Store Ledger A/c from the following transactions assuming that issues of stores have been made on the principal of 'First In First Out'. 2007 (15Marks)

July	1	Received 1000 units at Rs. 20 per unit.
	3	Received 350 units at Rs. 21 per unit.
	5	Issued 700 units
	7	Issued 500 units
	12	Received 550 units at Rs. 22 per unit.
	16	Issued 350 units.
	21	Received 100 units at Rs. 23 per unit
	24	Issued 500 units.
	27	Received 200 units at Rs. 20 per unit.
	31	Issued 180 units.

Q 5: (A)

1. Explain in details direct cost (8 marks)
2. Explain in details various types of cost. (7 marks)

OR

(B) Write Short Notes (Any 3) (5 Marks Each)

1. Prime Cost
2. Indirect Cost
3. EOQ
4. Re- Order Level
5. Halsey Premium Plan

SYB/MS/Paper/Subject Code:

Subject : Consumer Behaviour

Q.P. Code:

Marks: 75

25/10/23

- N.B. 1. All the questions are compulsory.
2. Figures to the right indicate full marks.

Q1.A) CHOOSE THE CORRECT ALTERNATIVES: { ANY 8 }

{8}

1. _____ buying is also known as shopping addiction.
[Compulsive, Routine , Impulsive]
2. _____ involves discounts, exchange offers, free samples, etc.
[Sales promotion, Promotion mix , Publicity]
3. Consumer needs refer to the _____ of a consumer.
[Requirements, Motives, Attitudes]
4. _____ is a tendency to behave in a certain manner.
[Attitude, Personality, Behaviour]
5. The _____ element of personality is, driven by internal and basic drives and needs.
[Id, Ego, Super ego]
6. _____ plays a dominant role in purchase decision related to day-to-day items.
[Mother, Father, Children]
7. _____ are influential members of a society.
[Opinion leaders, Brand ambassadors, Influencers]
8. Nicosia model of decision making identified _____ fields that result into purchase.
[Four, Five, Six]
9. Innovators encourage _____ of box thinking.
[Out, Inside, Top]
10. Online stores enable _____ research.
[Local, Global, National]

Q1.B) MATCH THE COLUMN [ANY 7]

{7}

	COLUMN A		COLUMN B
1.	Online Stores	a.	Brick and Mortar
2.	Direct purchase from store	b.	Traditional Bound
3.	Laggards	c.	24 X 7
4.	Personal Factors	d.	Lifestyle
5.	Person's own living pattern	e.	Self –Concept and Personality
6.	Cultural factors	f.	Customer Delighted
7.	Early stage of decision making	g.	Is acquired by learning
8.	Culture	h.	Social Class
9.	Exceeds customer expectations	i.	EPS
10	Nicosia	j.	Consumer behaviour on the basis of four fields

Q2.A) What is Consumer behaviour? Discuss its features. {8}

Q2.B) Describe the features of retail buyers. {7}

OR

Q2.C) What is consumer profiling? How it helps to understand consumers need? {8}

Q2.D) Distinguish between high involvement products and low involvement products. {7}

Q3.A) What is consumer motivation? Discuss the characteristics of consumer motivation. {8}

Q3.B) Discuss McClelland's theory of human motivation. {7}

OR

Q3.C) Explain the Hierarchy of Needs theory propounded by Abraham Maslow. {8}

Q3.D) What are the reasons for change in the consumer attitude? {7}

Q4.A) What is the concept of family? Explain its features. {8}

Q4. B) What are the roles of different family members in buying decision? {7}

OR

Q4.C) Discuss the influences of social class on consumer behaviour. {8}

Q4.D) Distinguish between in-group and out-group of consumers. {7}

Q5.A) Explain the Harvard Smith- model of consumer decision-making {8}

Q5.B) Discuss e-buying behaviour of e-buyers. {7}

OR

Q5.C) Write short notes on : {Any 3} {15}

1. Innovation

2. Bricks and mortar buyers

3. Brand personality.

4. Self concept.

5. Cultural influence on consumer

External Examination

27/10/23

SYBMS / Semester III

Subject: Advertising

- N.B. 1. All the questions are compulsory
2. Figures to the right indicate full mark

Time: 150 Minutes
[75 Marks]

Q.1. (A) Fill in the blanks choosing appropriate options: (8)

1. _____ includes in 5Ms of advertising. (Media, Metaphor, Motivation)
2. _____ are musical messages written around the brand. (Slogans, Jingles, Taglines)
3. Advertising cost is maximum at _____ stage of PLC. (Growth, Maturity, Introduction)
4. ASCI is the self-regulatory _____ organization. (Mandatory, Voluntary, International)
5. When marketers use nudity, sexual suggestiveness, or other startling images it is termed as _____ advertising. (False, Shock, Puffery)
6. Advertising is a _____ communication. (Non-personal, Personal, Provisional)
7. Advertising budget is an _____ made by the organization for its potential growth. (Lifestyle, Investment, Concept testing)
8. _____ headline tells the customers what to do. (Reason why, News, Command)

Q.1. (B) State whether the following statements are true or false. (7)

1. USP stands for unique selling proposition.
2. In an advertising copy, CTA is an instruction to the audience to provoke an immediate response.
3. Viral marketing is a form of outdoor advertising.
4. During the introduction stage the sales and revenue are highest and therefore no advertising is required.
5. Rational appeal focuses on the customer's emotions.
6. PLC stands for Public Life Cycle.
7. Co-branding is when two companies form an alliance to work together.

Q.2. (A) Explain in detail Hierarchy of Effect model. (8)

(B) Describe the features of advertising. (7)

OR

Q.2. (C) Discuss the 5Ms of Advertising in detail. (8)

(D) Explain AIDA Model in detail. (7)

Q.3. (A) Explain the following concepts: (8)

- I. Digital advertising
- II. Lifestyle advertising
- III. Ambush advertising
- IV. Global advertising

Q.3. (B) Explain in detail the economic and cultural effects of Advertising. (7)

OR

Q.3. (C) With the help of diagrammatic representation explain in detail the Product Life Cycle. (8)

Q.3. (D) Discuss the various types of Ad Agencies. (7)

Q.4. (A) What is creativity? Explain Young's Creative Process in detail. (8)

Q.4. (B) What are the recent trends in Advertising in India? (7)

OR

Q.4. (C) "Evaluating the effectiveness of advertising is very essential". – Justify by explaining various methods of pre-testing and post-testing advertising effectiveness. (8)

Q.4. (D) Explain in detail the elements of copy for copywriting. (7)

Q.5. (A) Explain in detail the evolution of advertising. (8)

Q.5. (B) Discuss any 3 laws an enactment concerning advertising in India. (7)

OR

Q.5. (C) Write short notes on: (Any 3) (15)

- I. Careers in advertising
- II. SMART approach
- III. 3 message strategies
- IV. Elements of an advertisement
- V. Content Marketing