

SYASC-101 22170

RIZVI COLLEGE OF A/S/C
FOUNDATION COURSE -Paper III (SEM III)
Nov-2022

Duration: 2 1/2 Hrs

Total Marks :75

Note:1. All questions are compulsory.

2. Figures to the right indicate full marks.

Q.1(A). Explain the following concepts (Any Five) 15 Marks

- a. Minorities in India
- b. Child Abuse
- c. Disaster Mitigation
- d. Earthquake
- e. Superstition
- f. Cyber crimes
- g. Effective Listening
- h. Verbal Communication

OR

(B) Write a comprehensive note on the Foundation Course (Semester III) project submitted by you.

Q.2.(A) What are the constitutional rights of women in India? How are they violated by society? 15 Marks

OR

(B) How do Scheduled Caste people suffer in the society? Discuss the laws implemented in favour of this vulnerable group.

Q.3.(A) Describe the categories of disasters. How do they affect human life? 15 Marks

OR

(B) Discuss in detail about National Disaster Management Act 2006 and National Policy on Disaster Management 2009.

Q.4.(A) Write a detailed note on Science. 15 Marks

OR

(B) What is technology? State the characteristics and application of technology in modern human living.

Q.5.(A) What are different types of non-verbal communication? Discuss the barriers to effective communication. 15 Marks

OR

(B) Describe the styles of leadership and advantages of team building.

ACCOUNTANCY AND FINANCIAL MANAGEMENT III

Time : 3 Hours

Total Marks : 100

N.B (1) ALL THE QUESTIONS ARE COMPULSORY

(2) ALL QUESTIONS CARRY EQUAL MARKS

(3) USE OF SIMPLE CALCULATOR IS ALLOWED

Q1 (A) State whether the following statements are True or False(any ten):

(10)

- 1) The capital account always shows credit balance.
- 2) Partners Current account should always show a credit balance.
- 3) Salary to partners can be paid only if he has contributed more capital than other partners.
- 4) In piecemeal distribution of cash, cash is paid to partners in their capital ratio.
- 5) Government Dues is not a preferential liability.
- 6) Piecemeal distribution means division of physical assets in piece among partners.
- 7) Unpaid salaries of employees are shown on liability side of Balance sheet.
- 8) In absence of information, interest at 6%p.a. is allowed on partners loan
- 9) On conversion or sale of firm, realisation expenses paid by limited company is debited to , Realisation account.
- 10) AS 13 deals with amalgamation.
- 11) Closing Stock is valued at market price only.
- 12) On Amalgamation fictitious assets are transferred to capital account.

Q1 (b) Fill in the blanks (any 10)

(10)

- 1) Bank loan taken by hypothecation of asset is treated as _____ creditors.
- 2) Payment in advance is shown on the _____ side of Balance Sheet.
- 3) When the assets of the firm are sold, _____ account is credited.
- 4) Return outward is deducted from _____.
- 5) Trade Mark is a _____ asset.
- 6) The credit balance of revaluation account shows _____
- 7) In equitable approach _____ shares are divided in profit sharing ratio.
- 8) Bad debts is a _____.
- 9) Unproductive wages are debited to _____ account.
- 10) Assets and Liabilities are transferred to realisation account at _____.

11) Profit on realisation is _____ to partners capital account.

12) Return inward is deducted from _____

Q2. Ajit and Bishansingh were in partnership in a retail business sharing profit in the proportions of 3:2. As from 1st January, 2011; they admitted Chandu into partnership giving him one-fifth of the profits. Chandu brought in Rs. 20,000 in cash of Rs. 6,000 were considered as being in payment for his share of goodwill and remainder as his capital. The following Trial Balance was extracted from the books as on 31st December, 2011. (20)

Particulars	Dr. Rs.	Cr Rs.
Purchase and Sales	1,71,625	2,62,650
Returns	5,250	4,125
Reserve for doubtful debts		5200
Sundry Debtors and Creditors	40,200	25,525
Bills Receivable and Bills Payable	20,070	11,950
Carriage inward	15,000	
Carriage outward	2127	
Stock (1 st January 2011)	39,725	
Salaries	9,795	
Furniture	5,000	
Alterations to shop	15,500	
Postage, Insurance and Stationery	3,240	
Trade Expenses	2,690	
Rent, Rates and Taxes	4,200	
Bad Debts	400	
Loan at 5% to Dilip made on 1.2.2011	6,000	
Prepaid Insurance	240	
Outstanding Wages		1,200
Rent accrued but not paid		900
Capital Accounts		
Ajit		15,000
Bishansingh		10,000
Cash paid by Chandu		20,000
Current Account :		
Ajit	5,000	
Bishansingh	4,000	
Chandu	2,000	
Cash in hand	4440	
Computer	30,000	
professional fees	4450	
loan from ICICI bank		34,450
	3,91,000	3,91,000

You are required to prepare the firm's Trading and Profit & Loss Account for the year ending 31st December, 2011 and Balance Sheet as on that date having regard to the following information:

- Stock at the end was Rs.20,000 .
- Sundry Debtors include item of Rs.300 for goods supplied to Bishansingh & item of Rs. 1,000 due from customer for account of sales, who has become insolvent.

- c) Depreciation on Furniture and Computer is to be charged at 10% per annum.
- d) Reserve for doubtful debts is to be maintained at 5% on the sundry debtors.
- e) Goods to the value of Rs.800 have been destroyed by fire and the Insurance Co. has admitted the claim for Rs.600 only.
- f) Bills Receivable includes only a dishonoured bill for Rs. 1,100.
- g) One-fifth of the alterations to the shop are to be written off.

OR

Q2. L, M, and N are partners sharing profits and losses in the ratio of 2:2:1. They decide to dissolve the partnership as on 31st March, 2018 when their Balance Sheet was as follows:

(20)

Liabilities	Rs.	Assets	Rs.
Creditors	15,000	Cash in hand	9,000
Income tax payable	4,000	Stock	40,000
Loan from bank (secured against stock)	30,000	Debtors	60,000
Loan from S	11,000	Furniture	36,000
Capital:		Motor Car	25,000
L	40,000		
M	40,000		
N	30,000		
	1,70,000		1,70,000

- 1) Bank could realise only 25,000 on disposal of stock.
- 2) A sum of Rs.3,000 was spent on repairing of furniture to get better price
- 3) Other assets realised as follows:

First Instalment Rs.12,000

Second Instalment Rs. 15,000

Third Instalment Rs.10,000

Fourth Instalment Rs.30,000

Fifth Instalment Rs. 35,000

Prepare a statement showing piecemeal distribution of cash by adopting Excess Capital Method.

Q3. The Balance Sheet of two firms M/s A & CO and M/s C & Co were as follows. (20)

Liabilities	M/s A & Co Rs.	M/s C & Co Rs.	Assets	M/s A & Co Rs.	M/s C & Co Rs.
Capital:			Goodwill	9,000	--
A	35,000		Investments	10,000	8,000
B	22,000		Debtor	9,000	4,000
C		36,000	Furniture	12,000	6,000
D		20,000	Premises	30,000	--

Loans	8,000		Land		50,000
A		10,000	Machinery	15,000	
C			Cash	15,000	12,000
General reserve	10,000	4,000			
Bills Payable	5,000				
Creditors	20,000	10,000			
	1,00,000	80,000		1,00,000	80,000

Terms of amalgamation were as follows:

- (1) The new firm AC & Co to consider goodwill of both the firms at Rs. 12,000 each
- (2) The new firm to take over investments at 10% depreciation, Debtors and Furniture at book value, Premises at Rs. 53,000; Machinery at Rs 9,000 and such cash as would remain after discharge of partners loans of respective firms before amalgamation.
- (3) The new firm also assumed other liabilities of the old firm.

Prepare :

Realisation account, Partners capital account and New Firm account in the books of old Firms and Balance Sheet in the books of New firm after amalgamation.

OR

Q3. A, B and C were in partnership sharing profits as 4:3:1 respectively. On 31-12-18, they decided to convert their firm into limited company, when their position was as follows:

Balance Sheet as on 31st March , 2012 (20)

Liabilities	Rs.	Assets	Rs.
Mortgage Loan	16,000	Furniture	42,000
Creditors	18,000	Machinery	48,000
Capital:		Debtors	15,000
A	40,000	Stock	23,000
B	30,000	Cash	2,000
C	26,000		
	<u>1,30,000</u>		<u>1,30,000</u>

The Company agreed to take over the following assets at the values stated below:

Machinery Rs.61,000

Stock Rs.22,000

Furniture Rs.31,800

Debtors Rs.14,000

Goodwill Rs.10,000

The Company also agreed to pay Rs,17,700 to Creditors in full settlement of their claims.

Out of purchase price Rs. 67,000 was paid in fully paid shares of Rs. 10 each and the balance was paid in cash

The expenses amounted to Rs.1,500. Shares were distributed in the ratio of final capital balances.

Pass necessary necessary ledgers in the books of the firm.

Q4. Sujata ,Sarita and Suman are partners ,sharing profits and losses in the ratio of 3:2:1 Suman is guaranteed profit of Rs.16,000 p.a. as her minimum share. Any deficiency will be borne by the other partners in the profit sharing ratio. Interest at the rate of 6% is to be allowed on fixed capital account. On 31st March 2018 Trial Balance was as under: (20)

Debit	Rs.	Credit	Rs.
Building	64,000	Fixed Capital:	
Machinery	50,000	Sujata	80,000
Vehicle	20,000	Sarita	60,000
Purchases	2,90,000	Suman	40,000
Stock	68,000	Current A/c:	
Wages	65,000	Sujata	16,000
Trade expenses	25,000	Sarita	9,000
Salaries	30,000	Sales	6,72,000
Repairs	28,000	Creditors	48,000
Commission	2,500	Provision for doubtful debts	3,000
Office expenses	33,200	Commission	4,000
Rates & Taxes	22,900	Discount	6,400
Bank Balance	1,42,400		
Debtors	84,000		
Suman's Current A/c	13,400		
	<u>9,38,400</u>		<u>9,38,400</u>

Additional information

- 1) Closing Stock Rs.70,000
- 2) Sujata has taken goods worth Rs. 3,000 from stock for which no entry is made in the books.
- 3) Sarita is to be paid Rs. 24,000 for travelling expenses of business trips.
- 4) Wages outstanding are Rs.5,000 and commission received in advance Rs. 1,000.
- 5) Depreciation on Machinery and Building is to be provided @ 10% p.a and on vehicles @ 15% p.a.
- 6) Provision for doubtful debts is to be increased to Rs. 6,000.
- 7) Goods worth Rs. 10,000 were destroyed by fire, the same were not insured.

You are required to prepare the firm's Trading and Profit & Loss Account for the year ending 31st March, 2018 and Balance Sheet as on that date .

OR

Q4.A, B, C are partners sharing profits and losses in the ratio of 4:2:1. They decided to dissolve the partnership as on March 31,2014 when their Balance Sheet was as follows.

Liabilities	Rs	Assets	Rs
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Creditors	11,400	Cash	140
General Reserve	18,900	Investment	30,000
Bank overdraft	32,500	Stock	1,28,300
Capital		Debtors	45,400
-A	80,000	Machinery	32,600
-B	160,000	Furniture	4,900
-C	1,30,000	Building	1,91,460
	4,32,800		4,32,800

All creditors have to be paid off. Rs 2,400 have to be provide for realisation expenses.

Thereafter all cash received should be distributed among partners

The amounts were realised as follows:

1st Instalment : Rs 30,720

2nd Instalment : Rs.36,800

3rd Instalment : Rs.2,12,840

4th instalment: Rs 92,600

The actual realisation expenses were Rs.1,200. Prepare a statement showing distribution of cash as per Excess Capital method

Q5.(A)What is Profit and Loss Appropriation account? Discuss the items to be considered in Profit and Loss Appropriation account (10)

(B) Explain the benefits of conversion of firm into company (10)

OR

Q5. Write a short note on (any four) (20)

(a) Excess Capital Method

(b) Fixed Capital Method and Fluctuating Capital method

(c) Admission of Partners

(d) Net Asset Method of Purchase consideration

(e) Order of Payment of External liabilities in Piecemeal distribution

(f)Realisation Method for Amalgamation of the firms

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SYC-103

SEM III

Sub: Advertising

Marks 100

Time: 3 hours

Q-1 Select suitable word from the following statements (Any Ten).

10

- i) _____ is not an element of IMC.
(Packaging ,Pricing ,Telemarketing ,Personal selling)
- ii) _____ is a nodal agency of government of India
(AAAI,ASCI ,DPAV ,DAVP)
- iii) _____ advertising is done for the social welfare of the society.
(Public service ,Pro bono ,Social ,Generic)
- iv) Under brand crises _____ event centers create around a particular brand.
(positive ,negative ,neutral , none)
- v) Promotion of Bio- degradable packaging can be done through _____ advertising
(product ,rural ,competitive ,green)
- vi) _____ is a term used to described an advertising agency losing its clients to competitors
(Competitive ,client turnover ,creative pitch
Ad agency)
- vii) Advertising _____ prices of the products in the long terms.
(increases ,decreases ,stabilizes
no change)
- viii) _____ advertising helped Pepsi to regain its market share after the crises
(Product ,Political Advocacy ,Green)
- ix) _____ department in an ad agency coordinates with advertiser.
(Media ,Traffic ,Client service ,Accounts)
- x) Advertising is an elements of _____
(Product mix , price mix , promotion mix , place mix)
- xi) The main objective of the advertising is to create _____
(awareness , information , brand loyalty , all)
- xii) Generally, the accreditation agency gets a commission from media is _____ percent.
(10 ,12 ,15 ,20)

Q-1 B State whether the following statements. are True or False.(Any ten). 10

- a) Jio does not has effective integrated marketing communications strategy to fight competition
- b) Encoding uses signs and symbols to communicate the advertising message
- c) The audience in communication process involves only buyers
- d) Professional firms are only proactive in managing brand crisis.
- e) Client turnover is negative sign of growth for an advertising agency.
- f) IMC is continuous activity
- g) Advertising is not applicable to service sector
- h) Agency is compensated by commission only.

- l) All advertisement directed to children are unethical
- j) Brand loyalty is consumer's commitment to repurchase use of particular brand
- k) Advertising campaign using brand ambassador Amitabh Bachhan helped Cadbury's brand crisis during controversy.
- l) Generic advertising also called as primary advertising.

Q-2 Attempt any two from the following. 15

- (a) Explain the elements of Integrated Marketing Communication.
- (b) Discuss the active participant in advertising
- (c) Explain the classification of advertising on the basis of functions and media

Q-3 Attempt any two from the following. 15

- (a) Discuss the types of ad agency.
- (b) What are the reasons for clients turnover in ad agency.
- (c) Explain in brief the various career options available in ad agency.

Q-4 Attempt any two from the following. 15

- (a) "Advertising is one of the factor responsible for creation of monopoly and competition in the market" Discuss
- (b) Discuss the social and cultural issues of advertising.
- (c) Write a detail note on pro bono advertising.

Q-5-Attempt any two from the following. 15

- (a) Discuss the elements of AIDA Model
- (b) Describe the various aspects of rural advertising.
- (c) Explain the features of Rural advertising.

Q-6 Write Short note on (Any Four). 20

- (a) Political advertising
- (b) Agency structure
- (c) Advertising V/S Publicity
- (d) Managing brand crises
- (e) Creative pitch
- (f) Role of ASCI

The End

12/11/22

TIME :- 3 Hours

SYC 104

Total Marks :- 100

Subject :- Business Economics III

- (1) All questions are compulsory
- (2) All questions carry equal marks
- (3) Use of simple calculator is allowed
- (4) Draw neat diagram wherever necessary

Q1. (a) Explain the following concepts (Any 5) 10

- | | |
|----------------------------------|---------------------------|
| 1) Gross National Product | 5) IS curve |
| 2) Disposable Income | 6) Laffer curve |
| 3) Aggregate Demand | 7) Double digit Inflation |
| 4) Average Propensity to consume | 8) Broad Money |

Q1. (b) Choose the right answer from the given options & rewrite the statement 10

- 1) _____ are the owners of the factors of production
a) Business firm b) Household
c) Household and Business firm both d) Government

- 2) GGDGP =
a) Gross green domestic product
b) Green gross domestic product
c) Gross gross domestic product
d) Gross globe domestic product

- 3) In which of the following phase the economy registers on upward trend in output, income and employment
a) Recovery b) Depression
c) Prosperity d) Recession

- 4) According to which law the supply creates its own demand?
a) Keynes b) Say's law of market
c) Pigou's d) Samuelson's

- 5) As output and employment increase, aggregate demand price rises
a) At a Diminishing b) At an increasing
c) At a constant d) Faster than Income

- 6) _____ is that part of Income which is not spent on Consumption
a) interest b) Profit
c) Saving d) Tax

- 7) The value of money is inversely related to _____
a) Price b) Saving
c) Tax d) Interest

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- 8) In the long run, the Phillips curve will be
- a) Upward rising
 - b) Downward sloping
 - c) Horizontal
 - d) Vertical
- 9) Transaction demand for money depends upon
- a) Interest level
 - b) Income level
 - c) Money value
 - d) Saving rate
- 10) Which of the following statement is true for core inflation?
- a) It includes food and fuel prices
 - b) It excludes foods and fuel prices
 - c) It is the current inflation in the economy
 - d) It is affected by sudden changes in food and energy prices

Q2. Answer any two of the following (20)

1. Explain with the help of diagram Circular flow in three sector economy.
2. Define Trade cycle. Explain its features with the help of diagram.
3. Examine Say's Law of Market.

Q3. Answer any two of the following (20)

1. What is effective demand? Show that it is determined by aggregate demand and aggregate supply curves.
2. What do you mean by Consumption Function? State the factors affecting it.
3. Discuss the concept of multiplier and bring out the various leakages in the working of multiplier.

Q4. Answer any two of the following (20)

1. What do you mean by stagflation? State its causes.
2. Analyse Philips curve with the help of diagram.
3. Derive LM curve and bring out its properties.

Q5. Answer any two of the following (20)

1. Explain the determinants of Money supply.
2. Examine Liquidity trap with the help of a graph.
3. Define Inflation. Explain with the help of suitable diagram the demand pull inflation.

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54C 105

[Time : Three Hours]

[Marks : 100]

- NB :
1. All questions are compulsory subject to internal choice.
 2. All questions carry equal marks.
 3. Figures to the right indicate maximum marks.

Q.1. Answer any two of the following :

- a. Define Consideration. What are the essential elements of Consideration ? (10)
- b. Write a note on contract with a person of Unsound Mind and Disqualified Persons. (10)
- c. Explain the different kinds of Contract in detail. (10)
- d. Explain the Concept of Communication and Revocation of acceptance. (10)

Q.2. Answer any two of the following :

- a. Explain the different kinds of void agreements. (10)
- b. What are the remedies for breach of Contract ? (10)
- c. Write a note on Mistake under the Indian Contract Act 1872. (10)
- d. Explain the concept of Coercion and Undue Influence under the Indian Contract Act 1872. (10)

Q.3. Answer any two of the following :

- a. What is meant by Indemnity ? What is meant by Guarantee ? What are the essentials of contract of Guarantee ? (10)
- b. What is meant by Bailment ? What are the different kinds of Bailment ? (10)
- c. What is meant by Pledge ? What are the essentials of a valid Pledge ? (10)
- d. What are the different modes of creation of Agency ? (10)

Q.4. Answer any two of the following :

- a. What is meant by Sale ? What are the essential elements of Contract of Sale ? (10)
- b. What are the different types of Goods ? What are the effects of Destruction of Goods ? (10)
- c. Define Condition and Warranty. What are the different Implied Conditions ? (10)
- d. What are the rights of an Unpaid Seller ? (10)

Q.5. Answer any two of the following :

- a. What are the characteristics of Negotiable Instruments ? (10)
- b. What is meant by Promissory Note ? What are the different kinds Promissory note ? (10)
- c. Distinguish between Bill of Exchange & Cheque. (10)
- d. Write a note on Dishonor of Cheque. (10)

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SYC 106

Introduction to Mgmt Accounting – Sem III

Time : 3Hours

Total marks 100

Note:

- 1) Strictly avoid any unfair means during the examinations.
- 2) Figures in brackets to the right indicate full marks allotted to the questions.
- 3) Working notes should form part of your answers.
- 4) All 5 questions are compulsory, although it contains internal options.
- 5) Use of simple calculator is allowed.

Q.1.(a) State whether the following statements are True or False (10Marks)

1. Call in arrears is call in advance.
2. Capital Budgeting decisions are very easy to take.
3. Stock turnover ratio indicate the speed of collection of debt.
4. Focus of management accounting is on external reporting.
5. In Comparative income statement capital employed is considered equal to 100.
6. Depreciation is a non cash cost.
7. Publication of management accounting is not compulsory.
8. Patents and copy rights are intangible assets.
9. Analysis is a must for interpretation.
10. Current ratio also known as working capital ratio.

Q.1 (b) Fill in the blanks choosing correct options (10Marks)

1. Management Accounting relates to
- a) Recording of accounting data b) Presentation of accounting data
c) Recording of cost data d) working capital.
2. Current Ratio shows.....
- a) Financial stability b) Short term financial positions
c) Collection Efficiency d) Higher Profitability
3. Balance Sheet is the statement of
- a) Working Capital b) Assets & Liabilities c) Operating Results d) Non-operating results
4. Working Capital is the capital required to finance.....
- a) Loan b) Day to day operations c) Purchase of Investment d) Purchase of fixed assets
5. General reserve is created out of
- a) Dividend b) Profit c) Expenses d) Income
6. Net Profit ratio indicates
- a) Status of Assets & Liabilities b) Trading Efficiency c) Profitability d) Liquidity

7. Earlier year is considered as base year, the values of which are taken as 100 in

a) Balance sheet b) Common Size c) Trend Analysis d) Comparative.

8. Long term decisions are called as

a) Working Capital decisions b) Future decisions c) Capital Budgeting decisions
d) Profit Volume Analysis

9. Average stock is equal

a) Opening + Closing stock \ 3 b) Opening + Closing stock \ 4
c) Opening + Closing stock \ 2 d) Opening + Closing stock.

10. Pay Back period is the time required to

a) Recovery from debtors b) Depreciate Assets
c) recovery of original investment d) Pay the creditors.

Q 2.(A) From the following information, Prepare Comparative Income Statement (10marks)

Particular's	₹	₹	Particular's	₹	₹
Opening stock	80,000	3,20,000	Sales	10,20,000	15,00,000
Purchases	7,00,000	6,00,000	Closing stock	90,000	4,00,000
Dep on Furniture	15,000	Nil			
Electricity Exp	50,000	2,50,000			
Interest on O/D	Nil	40,000			
Interest on loan	25,000	25,000			
Tax	1,00,000	1,07,500			
Net profit	1,40,000	5,57,500			

Q 2 (B) Following is the Balance sheet of Mehta & Co. as on 31st March 2018

Liabilities	₹	Assets	₹
Equity share capital	3,00,000	Fixed Assets	4,00,000
8% Pref. Share Capital	2,00,000	Investment	1,50,000
General Reserve	20,000	Stock	25,000
Profit & Loss Account	50,000	Debtors	75,000
10% Debentures	1,00,000	Bill receivable	30,000
Creditors	20,000	Cash	15,000
Bills Payable	7,000	Preliminary Exp	5,000
Outstanding expenses	3,000		
	7,00,000		7,00,000

Prepare Common Size Balance sheet

(10 marks)

Q2) Rearrange the following Balance sheet and Profit and Loss Account of Sunny Ltd in a Vertical form
(20 marks)
Balance sheet as on 31-03-2018

Liabilities	₹	Assets	₹
Bills Payable	25,000	Fixed Assets	1,25,000
Sundry creditors	50,000	Sundry Debtors	50,000
Debentures	1,00,000	Bank Balance	25,000
Reserves	50,000	Inventory	1,25,000
Equity share capital	50,000		
Prof.Share Capital	50,000		
	<u>3,25,000</u>		<u>3,25,000</u>

Profit and Loss Account for the year ended 31-03-2018

Particulars	₹	Particulars	₹
To Opening Stock	75,000	By Sales	5,00,000
To Purchases	1,50,000	By Closing Inventories	1,25,000
To manufacturing Exp	50,000	By Profit on sale of shares	25,000
To Direct wages	1,00,000		
To Administration Exp	25,000		
To Selling Exp	25,000		
To Administration Exp	27,500		
To loss on sale of Asset	5,000		
To Net Profit	1,92,500		
	<u>6,50,000</u>		<u>6,50,000</u>

Q 3 (A) From the following given below calculate the following ratios

1.Capital Gearing Ratio 2.Proprietary Ratio 3. Current Ratio 4. Liquid Ratio 5. Stock working capital
(10 marks)

Particulars	₹	Particulars	₹
Cash at Bank	12,500	Land & Building	2,00,000
Expenses paid in Advance	15,500	Stock	68,250
Creditors	1,01,500	Debtors	1,30,750
Bills Receivable	5,250	Plant & Machinery	1,36,000
12% Debentures	62,500	Loan from Director (Repayable after 3 yrs)	1,00,000
Equity share capital	2,50,000		
Profit/loss (Cr)	54,250		

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Q 3 (B) From the following given below calculate the following ratios

1. Gross profit ratio 2. Net profit ratio 3. Operating profit ratio 4. Operating ratio 5. Stock turnover ratio (10 marks)

Particulars	₹	Particulars	₹
To Opening Stock	80,000	By Sales	7,50,000
To Purchases	39,000	By Closing Stock	30,000
To Direct wages	15,000	By Commission	12,000
To Depreciation on Factory building	4,000		
To Electricity Expenses	10,000		
To Rent	22,000		
To Exhibition Exp	7,000		
To Interest on Debentures	12,000		
To loss on sale of Investment	30,000		
To Tax	20,000		
To Net Profit	5,53,000		
	7,92,000		7,92,000

OR

Q3) (A) From the following information given by M/s Q & Co. Pvt Ltd. Prepare an estimate of working capital for the year ended 31-03-2017

1. Estimated level of activity - 1,04,000 units for the year 52 weeks.
2. Cost of Raw material per unit - ₹ 5.
3. Cost of labour per unit - 40% of Raw material
4. Cost of overhead per unit - 50% of labour cost
5. Profit per unit is 200% of overheads.
6. Stock of Raw material - 4 weeks
7. Processing period - 4 weeks
8. Stock of Finished Goods - 4 weeks
9. Credit to Debtors - 6 weeks
10. Credit by the Creditors - 4 weeks
11. Time lag in payment of wages - 4 weeks
12. Time lag in payment of overheads - 2 weeks
13. Cash and Bank Balance required - ₹ 40,000
14. Debtors are calculated on sales basis
15. Purchases against cash - 20%
16. All the activities are spread evenly throughout the year
17. During processing, Labour and Overhead accrue evenly.

(10Marks)

Q3)(B) Radhe Manufacturing limited presents the following for 2016-17. Estimated Yearly Production and Sales = 60,000 units. Estimated Cost structure per unit:

Raw material ₹ 5

Wages ₹ 3

Overhead. ₹ 2

Selling price ₹12

Further information

1. The company extends two month credit to the debtors
2. The company maintain one month stock of Raw material
3. The company maintain one month stock of Finished Goods
4. The processing period is one month
5. The company is allowed two month credit by suppliers
6. Wages and overheads are paid one month in arrears
7. The Cash and Bank balance is expected to be equal to ₹ 25,000/-
8. There's regular purchase, production and sales cycle
9. During production process wages and overheads accrue evenly
10. Debtors are to be calculated on cost basis
11. 20% of the customers pay one month in advance

Prepare Statement showing as estimate of working capital

(10Marks)

Q4 (A)

Investment

Expected Life

Projected Net Income, after interest & Taxes:

Project A

Project B

20,000

30,000

4 Years

5 Years

Years	Project A	Project B
1.....	2,000	3,000
2.....	1,500	3,000
3.....	1,500	2,000
4.....	1,000	1,000
5.....	Nil	1,000
Total	6,000	10,000

If the required rate of return is 12% which project is to be undertaken on the basis of Average rate of Return On average investment?

(10Marks)

Q4 (B) using the information below, Compute the Pay Back Period under discount pay back method:

(10Marks)

Particulars	₹
Initial Outlay	77,520
Estimated Life	5 Years
Cash Inflow for the year end	
1.....	22,000
2.....	30,000
3.....	40,000

4.....	32,000
5.....	16,000

The cost of capital may be taken at 20% p.a and the present value of ₹ 1 at 20% p.a is given below:

Year	1	2	3	4	5
P.V Factor	0.83	0.69	0.58	0.48	0.40

OR

Q4) Reliance power Ltd provides you the following information

(20Marks)

- | | |
|---|---------------|
| 1. Purchase price of each machine | ₹ 12,00,000 |
| 2. Working capital | ₹ 6,00,000 |
| 3. Life of machine | 5 years |
| 4. estimated Salvage value | ₹ 2,00,000 |
| 5. Actual salvage value realized at the end of the life | ₹ 2,40,000 |
| 6. Method of Depreciation | Straight line |
| 7. Tax Rate | 30% |
| 8. Cost of capital :Earning before Depreciation and tax:10% | |

Year	Machine A (₹)	Machine B(₹)	P.V @ 10%
1	6,00,000	3,00,000	0.909
2	6,00,000	2,00,000	0.826
3	6,00,000	4,00,000	0.751
4	6,00,000	6,00,000	0.683
5	6,00,000	24,00,000	0.621

Q5 (A) Define management Accounting and explain its functions

(10marks)

Q5 (B) What is Working Capital? Explain its types

(10marks)

OR

Q5. Short Notes on (Any 4)

(20Marks)

1. Composite Ratios
2. Balance sheet Ratios
3. Accounting Rate of Return
4. Difference between Financial & Management Accounting
5. Limitations of Financial statements
6. Users of financial statements

15/11/22

SYC-107

Subject: Marketing Management

Class: Sybcom

Time: 3 hours

Marks: 100

Sem: III

Note: 1] All the questions are compulsory.

2] Figures to the right indicate full marks.

Q.1] A] Fill in the blank with correct options.

[Any 10]

1. Professional business firms maintain _____ department to handle complaints, grievances and suggestions from the general public.

- (a) Advertising (b) publicity (c) public relations (d) sales

2. _____ marketing is a process that directs the flow of goods, services and other resources from one country to another.

- (a) Domestic (b) Internal (c) International (d) Relationship

3. _____ environment is one of the type of micro environment factor.

- (a) Economic (b) Regulatory (c) Demographic (d) Media

4. _____ marketing audit is a systematic and objective review and appraisal of an organization's entire marketing effort.

- (a) External (b) Internal (c) Situational (d) Environmental

5. While analyzing competitors _____ helps to understand the competitors' share, whether increasing or declining.

- (a) share of market (b) share of heart (c) share of mind (d) share of firm

6. _____ refers to the number of competitors, their size and diversity.

- (a) Competitive advantage (b) competitive forces
(c) Competitive analysis (d) Competitive structure

7. The main aim of _____ is to create a distinct image in the minds of target customers.

- (a) PLC (b) branding (c) product positioning (d) marketing

8. Test marketing is considered during the _____ stage of PLC.

- (a) introduction (b) maturity (c) production development (d) growth

9. A _____ is a set of tangible and intangible attributes that leads to customer satisfaction.

- (a) service (b) product (c) product mix (d) product line

10. In case of the _____, the marketer delivers the product that exceeds customer expectations.

c] Explain in brief Michael Porter's five forces model.

Q.4] Answer any two of the following:-

[15]

- a] Explain in brief the marketing considerations for consumer products.
- b] Explain the meaning and importance of product positioning?
- c] Explain the marketing strategies to be adopted during various stages in the PLC.

Q.5] Answer any two of the following:-

[15]

- a] Explain the different methods of pricing.
- b] Explain meaning and objectives of pricing.
- c] Explain skimming and penetration pricing strategies.

Q.6 Write short notes: [Any 4]

[20]

- 1] International marketing environment
- 2] Economic environment
- 3] External situation analysis
- 4] Growth of middle class in India
- 5] Product levels
- 6] Break-even pricing

16/11/22

54C 108

Management: Functions and Challenges Commerce Paper III

Time: 03Hrs

Total Marks: 100

Notes:

- All questions are compulsory with internal choices
- Figures to the right indicate full marks

Q1. (A) Select the most appropriate answer from the options given below (Any 10) 10 marks

- Staffing is concerned with management of _____.
(Product, market, Human resource)
- Management is _____ in nature.
(tangible, universal, rich)
- _____ is deciding in advance – what to do, when to do, how to do. .
(Marketing, Organising, Planning)
- _____ is bringing together physical, financial and human resources and developing productive relationship.
(Planning, Organising, Directing)
- _____ skill is required at all level of management in same ratio.
(Human relation, Soft skill, Computer)
- _____ known as Father of Scientific management.
(F W Taylor, A P J Kalam, Asim Premji)
- _____ is not included in 14 principles of management.
(Order, Zomato, Discipline)
- Everything has got a place and that thing should be on its place is represented by _____ principle of management.
(Systematic, Discipline, Order)
- _____ deals with guiding, motivating and supervising subordinates.
(Directing, Organising, Staffing)
- Management by Objective was propounded by _____ (Peter Drucker, Johnny Lever, John Abraham)
- _____ aims at accomplishment of objectives through participation of all concerned persons.
(MBO, MBA, MOB)
- _____ organization does not require physical presence.
(Line, Staff, Virtual)

(B) State whether following statements are True or False. (Any 10) 10 marks

- Conceptual skills are related with thinking and planning.
- Motivation is the process of stimulating people.
- CPM is project control technique.

4. A leader should be modest in nature
5. Emotions are barrier in communication.
6. Staff executives are concerned with implementing of plans.
7. Formal organization is rigid in nature.
8. Span of control depends on infrastructure facilities in organisation.
9. Accountability cannot be delegated.
10. For smooth functioning of organization authority and responsibility should be matching.
11. Organizing is identifying and grouping work to be performed.
12. Brain storming is a decision making technique.

Q2) Answer any two of the following. 15 marks

- A. Define management and discuss various functions performed by management.
- B. Discuss the contribution of Scientific management thought in management.
- C. Explain Indian approach to management thoughts.

Q3) Answer any two of the following. 15 marks

- A. Define and discuss different types of plans.
- B. Discuss the meaning and importance of coordination.
- C. Explain the role of technology in Decision making.

Q4) Answer any two of the following. 15 marks

- A. Explain the meaning of organization structure and discuss Line and Staff organization.
- B. Give the meaning of Departmentation. And explain on what basis departments can be formed
- C. Define Delegation of Authority and explain its process.

Q5) Answer any two of the following. 15 marks

- A. Define Motivation and discuss influencing factors of motivation.
- B. Discuss various styles or types of leadership.
- C. What is controlling? Discuss steps in controlling.

Q6) Write Short notes on any four of the following. 20 marks

- 1) Tall and Flat organisation
- 2) MBE
- 3) MIS
- 4) PERT
- 5) Budgetary Control
- 6) Centralization