

Rizvi College of Arts, Science & Commerce

FOUNDATION COURSE

PAPER-III

(2 ½ Hours)

[Total Marks : 75]

N.B : (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

(3) All questions have internal choice.

1) A. Briefly describe the following (any five) :

15

- a) Forms of violation
- b) Minorities
- c) Floods
- d) Pure Science
- e) Cyber Crimes
- f) Oral Communication
- g) Technology
- h) Soft Skills

OR

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

2) Describe the problems faced by Scheduled caste people. Analyse the provisions of the Prevention of Atrocities (Against SC/ST)Act 1989.

15

OR

What are the different forms of violation? Discuss the legal rights of women in India.

3) How can various disastrous situations be tackled?

15

OR

What are different types of natural disaster? Discuss any two case studies of environmental disasters .

4) How far technology is useful in day today life ? Discuss.

15

OR

Write a detailed note on Science, superstition and blind beliefs?

5) Define the term verbal communication .How it can be categorised?

15

OR

What is effective listening? Why it is important ? What are the characteristics of a good listener?

S.Y. B.Com.

B. Law - I.

SC302

14/10/2019

[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. What is meant by Contract ? What are the essentials of a Valid Contract ? (10)
- b. What is meant by acceptance ? What are the rules of valid acceptance ? (10)
- c. What is meant by Consideration ? What are the legal rules of Consideration ? (10)
- d. Explain the concept of Communication and Revocation of an Offer. (10)

Q.2. Answer any two of the following :

- a. What are Void Agreements under Indian Contract Act 1872 ? (10)
- b. What are the modes of Discharge of Contract ? (10)
- c. What are the agreements in which consent is not free ? (10)
- d. What are the agreements against public policy ? (10)

Q.3. Answer any two of the following :

- a. What is meant by Indemnity ? What are the essentials elements of Indemnity ? (10)
- b. What are the modes of Discharge of Surety ? (10)
- c. What are the rights and duties of Bailor ? (10)
- d. What is meant by Pledge ? What is meant by Lien ? What are the different kinds of Lien ? (10)

Q.4. Answer any two of the following :

- a. Distinguish between Sale and Hire Purchase Agreement. (10)
- b. What is the Doctrine of Caveat Emptor ? What are the exceptions to the Doctrine of Caveat Emptor ? (10)
- c. What are the rights of an unpaid seller. (10)
- d. What are the remedies for Breach of contract of Sale. (10)

Q.5. Answer any two of the following :

- a. Write a note on Maturity of Negotiable Instruments. (10)
- b. What is meant by Promissory Note ? What are the essentials of Promissory Note ? (10)
- c. What are the different kinds of Bill of exchange ? (10)
- d. What is meant by Cheque ? What are the essential features of a Cheque ? (10)

SC 303/ 15/x/2019

Introduction to Management Accounting

SY.Bcom Semester –III September 2019

Time- 3Hours

Total Marks – 100

- N.B 1]Strictly avoid resorting to any unfair means during examination.
2]Figures in bracket to the right indicate full marks allotted to the questions.
3]Working notes should form part of your answers.
4]All six questions are compulsory,although there are internal options in case of questions 2 to 6.
5]Use of simple calculator is allowed.

Q.1 [A] State whether the following statements are True or False and rewrite. [Any 10] [10]

1. Financial statement plans contains plans of management.
2. Management accounting is known as corporate accounting.
3. Gross Working Capital is the sum of the total currents assets.
4. The term net working capital refers to the Liquid assets.
5. Liquidity means the firm's ability to pay its debts in the long run.
6. Trend income statement recast each statement item as a percent of sales.
7. Owed fund is an internal source of finance.
8. Management accounting report must follow the accounting standard.
9. A Current ratio lower than 2:1 shows under trading.
10. For an oil company, stock of oil is liquid
11. High stock turnover ratio indicates high cost of goods sold.
12. Depreciation is added back to annual income while computing Average rate of return.

Q1 [B] Mach the columns.[Any 10]

[10]

Group A	Group B
1. Preliminary Expenses	a. PV of cash inflows / PV of cash outflows
2. Trend Analysis	b. current assets less current liabilities
3.High Stock Turnover Ratio	c. Indicates High Geared /Low Geared Capital Structure.
4.Leverage ratio	d. Capital gearing & debt equity ratio
5.External analysis	e. total cash inflow less cost of investment
6. Line Management	f. capital gearing ratio
7. Net working capital	g. Investors
8. Capital Gearing Ratio	h. More Working Capital Requirement
9. Pay back Profitability	i. Fictitious Assets
10.Tactical information	j. Middle Management
11. Solvency Ratio	k. Day to day policies
12. Profitability Index	l. Earliest Year as Base

1

Q2.[A] M/s Sun and Moon Co. Ltd is considering to select one project out of two alternative project both with life of 5 years and following particulars are given [20]

Particulars	Years	Project X	Project Y
Capital Investment	Year 0	2,00,000	1,00,000
Cash Flows	Year I	60,000	50,000
	Year II	40,000	45,000
	Year III	40,000	30,000
	Year IV	35,000	30,000
	Year V	40,000	20,000

The expected rate of return is @ 14% p.a. The present value of ₹ 1 at @ 14 % p.a from year 1 to 5 is as under:

Particulars	1	2	3	4	5
Present Value factor	0.88	0.77	0.68	0.59	0.52

You are required to calculate the comparative profitability of the two projects by using Net Present Value method and advise the management suitable

OR

Q2 [B] The following balances appear in the books of M/s laddu & Bro.at 31st March,2017.You are required to prepare vertical balance sheet ,in a form of financial analysis. [20]

Particulars	₹
Cash & Bank	6,000
Land & Building at cost less depreciation	40,000
Prepaid expenses	10,000
Stock	30,000
Trade Creditors	8,000
General Reserve	14,000
Debtors	18,000
Preliminary Expenditure	3,000
Plant & machinery at cost less depreciation	52,000
Term Loan from bank	35,000
Bank overdraft	18,000
Capital	80,000
Profit & loss – Cr Bal.	16,000
Marketable Investment	10,000
Advance payment of tax	18,000
Provision for tax	16,000

2

Q3 [A]] Following are the Trading and Profit & Loss accounts of Pramila Ltd for the year end 31st March,2016 and 31st March 2017:

[20]

Particulars	2016	2017	Particulars	2016	2017
To Cost of Sales	2,00,000	3,00,000	By Sales	3,00,000	4,00,000
To Salaries	20,000	20,000	By Interest	10,000	20,000
To Office Rent	10,000	15,000			
To Advertisement Exp	30,000	12,000			
To Travelling Expenses	15,000	30,000			
To Income Tax	5,000	10,000			
To Net Profit c/d	30,000	33,000			
Total	3,10,000	4,20,000	Total	3,10,000	4,20,000

Prepare Comparative Income statement from the above in vertical form.

OR

Q3[B] Following is the Balance Sheet of Pratikraj Ltd.as on 31st March, 2017

[20]

Liabilities	₹	Assets	₹
Equity Share Capital	3,00,000	Fixed assets	4,00,000
8 % Preference Shares	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 Expenses	5,000
Outstanding Expenses	3,000		
	7,00,000		7,00,000

Prepare Common Size Balance Sheet form the above in Vertical Form.

Q4[A] From the following data provided by M/s Alpha Ltd. estimate Working Capital requirement for the year end 31st March 2017.

[20]

- Estimate activity operations/operations for the year 2,60,000 units (52 weeks).
- Raw material remain in stock for 2 weeks and production cycle takes 2 weeks.
- Finished goods remain in stock for 2 weeks.
- 2 weeks credit allowed by supplier.
- 4 weeks credit allowed to Debtors.

3

SC 304
15/X/2019
Semester III
SyBenn

Class:SYB.Com

Subject: Business Management-Marketing Management

Note: All the questions are compulsory with internal choice.

Marks:100

Duration: 3 hours

Q.1] A] Choose the correct option from the following: [Any 10]

[10]

1. _____ 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
2. The _____ refers to markets that serve some of the economically backward group of consumers.
(a) Bottom of the pyramid (b) Geographical market
(c) Demographic market. (d) Marketing opportunity.
3. The phrase ' Bottom of the Pyramid ' was first used by _____ in his radio address in 1932.
(a) Philip Kotler. (b) C.K. Prahalad. (c) Stuart Hart. (d) Franklin Roosevelt.
4. If the entry barriers are _____ then , the potential entrants may find it difficult to enter the market .
(a) High. (b) Low. (c) Moderate. (d) Less.
5. _____ refers to number of competitors , their size and diversity.
(a) Competitive advantage (b) Competitive forces (c). Competitive analysis. (d) Competitive structure.
6. The first step in strategic marketing , planning is to define the business _____ of the firm.
(a) Objectives. (b) Goals. (c) Mission. (d) Alternatives.
7. If the results of test marketing are positive, the marketer can go ahead for _____.
(a) Product development. (b) Concept testing. (c) Idea screening. (d) Commercialization .
8. Life Insurance policy is a good example _____ product.
(a) Convenience. (b) Shopping. (c) Unsought. (d) Specialty.
9. Mostly the price of industrial goods is _____.
(a) Fixed. (b) Variable. (c) Reasonable. (d) Affordable.
10. Services firm often adopt _____ pricing, consisting of a fixed fee and a variable usage fee.
(a) Differentiated (b) Marginal cost (c) Two part (d) Demand backward
11. _____ is a strategy where high prices are charged with heavy promotional expenditure.
(a) Skimming pricing (b) Rapid Skimming (c) Slow skimming. (d) Rapid penetration
12. In case of _____ pricing , higher price is fixed to find out the reaction of the buyers towards the price.
(a) Probe (b) Trail. (c) Value. (d)Standard.

B]State whether the following statements are True or False:[Any 10]

[10]

1. An evangelist is a consumer that promotes the product through word of mouth.
2. International marketing environment involves a lot of documentation formalities.
3. Saturation of developed markets contributes to the growth of marketing to the BOP.
4. Marketing strategy is game plan to achieve marketing objectives.
5. Marketing strategy focuses on the present position of the organization.
6. Marketing strategy is an action plan to achieve short term objectives only.
7. The Distribution channel of industrial goods involves more levels.
8. The industrial goods are more complex in nature as compared to consumer goods.

9. Services are tangible and separable and noticeable items .
10. The main objective of penetration pricing strategy is to earn high profits during product introduction.
11. Price can be set only for achieving the objectives of maximum profit.
12. Low prices and poor quality of the products get higher position in the market.

Q.2] Explain various component of marketing environment. [15]

Or

Q.2] Explain Features and importance of marketing. [15]

Q.3] Explain strategic marketing planning process. [15]

Or

Q.3] Explain meaning and importance of SWOT Analysis. [15]

Q.4] Briefly explain marketing strategies during product life cycle. [15]

Or

Q.4] Write stages of new product development. [15]

Q.5] Explain various pricing strategies. [15]

Or

Q.5] Explain various methods of pricing. [15]

Q.6] A] Distinguish between skimming pricing and penetration pricing. [10]

B] Briefly explain the functions of marketing. [10]

Or

Q.6] Write short notes on the followings. (Any 4) [20]

1] Marketing research.

2] Economic Environment.

3] Marketing consideration for Industrial goods.

4] Negative implications of WTO agreement.

5] International marketing environment

6] Speciality Goods

16/10/19

Com III Regular paper 100 marks

NOTE:

1. All Questions are compulsory
2. Figures to right indicate maximum marks

Q1. (A) Choose the right answer from the options given below (Any 10) for 10 marks

- 1) _____ is also known as father of scientific management. (*Henry Fayol, Taylor, Peter Drucker*)
- 2) _____ means social justice. (*Preference, Equity, Debiture*)
- 3) _____ leads to specialization. (*division of work, division of religion, division of nation*)
- 4) _____ means that there should be a place for everything. (*Cupboard, Seat, Order*)
- 5) _____ one of the components of MIS (*Procedure, Planet, Planning*)
- 6) Standing plans are meant for _____ use. (*Repeated, single use, obsolete*)
- 7) _____ defines purpose and philosophy. (*Friends, Mission, Managers*)
- 8) _____ is established way of performing work. (*Procedure, Nature, Feature*)
- 9) _____ organization has few levels. (*Flat, Tall, Medium*)
- 10) _____ style of leadership is dictatorial in nature. (*Autocratic, Bureaucratic, Neurocratic*)
- 11) The top level managers require more of _____ skills. (*technical, human, conceptual*)
- 12) Dharma in Sanskrit means _____ in life (*Karma, Sharma, Purpose*)

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

- 1) Management process is a onetime activity.
- 2) Indian ethos are applicable to management of business as well as non business organizations.
- 3) Technology is the back bone of span of control in 21st century.
- 4) Staff officers are advisors or planners.
- 5) Project is a single use plan.
- 6) Motivation is a psychological process.
- 7) Project is a single use plan.
- 8) Managers need to frame flexible plans.
- 9) Coordination is integration/ synchronization of group efforts in an organization.
- 10) Autocratic style of leadership is dictatorial in nature.
- 11) Lack of Unity of command leads to confusion
- 12) Brainstorming is a technique of Decision making.

Q2. Answer any two of the following. (Any two) For 15 marks

- a) Explain five to six functions of management.
- b) Discuss F W Taylors contributions to management.
- c) Highlight the origin and significance of Indian Ethos to management.

Q3. Answer any two of the following. (Any two) For 15 marks

- a) Draw chart showing steps involved in planning
- b) What is coordination? Discuss its importance.
- c) What is MBO? Explain its advantage's.

Q4. Answer any two of the following. (Any two) For 15 marks

- a) Distinguish between Formal and Informal organization.
- b) Discuss various barriers to delegation of authority.
- c) Define and discuss features of Matrix organization and Virtual organization.

Q5. Answer any two of the following. (Any two) For 15 marks

- a) Define Motivation & discuss factors influencing motivation.
- b) Explain functions and qualities of a good leader
- c) What is management Audit?

Q6. Answer any four of the short notes for 20 marks

- a) Managerial Skills
- b) Bases of Departmentation
- c) Component of plan
- d) MIS
- e) Formal & Informal organization
- f) Factors affecting Span of management

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. Interest on drawing is an income to the partnership firm.
2. Prepaid expense is a liability.
3. Goodwill brought by new partners is credited to all partners capital account in their capital ratio.
4. A deceased partner is not entitled to goodwill.
5. Income tax dues is a preferential liability.
6. Excess Capital Method is also known as Quotient Method.
7. In Amalgamation of firms ,old firms are called as Amalgamating Firms.
8. Goodwill brought by the incoming partner is shared by all the partners.
9. Retirement of partners results in to gain of continuing partners.
10. Bill discounted is a contingent liability.
11. In case of sale of firms to a company,all the present partners may not become directors of the company.
12. Loan taken from spouse is an internal liability of the firm.

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

(10)

1. The balance of capital account remains constant under _____ capital method
2. Assets taken by partner are debited to _____ account
3. The balance due to retiring partner is transferred to his _____ account until final settlement.
4. If the asset is appreciated ,realisation account is _____
5. New Ratio – Old Ratio = _____ Ratio.
6. Partnership firm has _____ liability.
7. On amalgamation ,assets and liabilities of vendor firm are transferred to _____ account.
8. On amalgamation, fictitious assets of vendor firm are transferred to _____ account
9. Government dues are _____ liability.
10. Unproductive wages are debited to _____ account.
11. Fictitious assets are distributed among the partners in their _____ ratio.
12. Profit on realisation is _____ to partners capital account.

Q2. A and B were sharing profits and losses in the ratio of 3:2. With effect from 1/10/2012 C joins as third partner. The new profit sharing ratio was 2:2:1. (20)

The following is their trial balance as on 31/3/13

Particulars	Dr .Rs	Cr .Rs.
Drawings and Capital:		
A	15,000	3,00,000
B	10,000	2,00,000
C	5,000	1,50,000
Opening stock	30,000	-----
Purchases and Sales	9,00,000	14,00,000
Wages	1,40,000	-----
Furniture	2,00,000	-----
General expenses	60,000	-----
Selling expenses	14,000	-----
Debtor and Creditor	626,000	2,50,000
Cash and Bank	3,50,000	-----
Amount brought by C for his share of goodwill		50,000
	23,50,000	23,50,000

Adjustments to be made are:

- 1) Stock on 31-3-13 was Rs. 1,80,000
 - 2) Purchases from 1-4-12 to 30-9-12 were Rs.4,00,000.
 - 3) Sales from 1-4-12 to 30-9-12 were Rs. 6,00,000.
 - 4) Wages from 1-4-12 to 30-9-12 were Rs.60,000.
 - 5) Stock on 30-9-12 was Rs.80,000
 - 6) Furniture worth Rs. 1,00,000 was purchased on 1-1-13. Write off depreciation on furniture at 20% p.a.
 - 7) Interest on Partners Capital to be provided at 12% p.a.
- You are required to prepare:
1. Trading a/c containing the columns for : 1-4-12 to 30-9-12 and 1-10-12 to 31-3-13.
 2. Profit and Loss a/c containing the columns for : 1-4-12 to 30-9-12 and 1-10-12 to 31-3-13
 3. Profit and Loss Appropriation a/c containing the columns for:1-4-12 to 30-9-12 and 1-10-12 to 31-3-13
 4. Balance Sheet as on 31-3-13

OR

Q2. Following is the Balance Sheet of M/s Ideal Stores with Sunil ,Anil and Neel as partners sharing profits and losses in the ratio of 5:3:2. (20)

Liabilities	Rs.	Assets	Rs
Partners Capital:		Fixed asset	80,000
Sunil	38,800	Current Asset	60,000
Anil	20,400	Cash in hand	9,600
Neel	26,000		
General Reserve	19,200		

(2)

Sunil's loan	21,200		
Sundry Creditors	24,000		
	1,49,600		1,49,600

Their firm was dissolved and it was agreed that the realisation should be distributed in due order as follows.

1. Realisation Expenses were estimated at Rs.4,000

2. The assets were realised as under:

First Instalment Rs.61280

Second Instalment Rs. 28,720

Third Instalment Rs. 20,000

3. Actual realisation expenses were Rs.3000. Prepare a statement showing piecemeal distribution of cash by adopting Excess Capital Method

Q3. Following is the Balance Sheet of two firms as at 31st March ,2018: (20)

Liabilities	Prem & Co Rs.	Raj & Co Rs.	Assets	Prem & Co Rs.	Raj & Co Rs.
Capital:			Premises		5,000
Prem	11,500		Computers	10,000	---
Anil	11,500		Furniture	5,000	7,000
Raj		18,000	Inventory	9,000	8,000
Shyam		12,000	Debtor	6,000	14,000
General reserve		3,000	Bank	2,000	4,000
Creditors	5,000	4,000	Cash	1,000	2,000
Bills Payable	5,000	3,000			
	33,000	40,000		33,000	40,000

It was mutually agreed to amalgamate the business from 1st April ,2018. Terms of amalgamation were as follows:

- a) Premises were valued at Rs.10,000 and Computers were valued at Rs. 12,000
- b) Furniture was not taken over by new firm.
- c) A reserve of 5% to be created on debtors
- d) Goodwill was valued as RS.10,000 and Rs. 15,000 respectively.
- e) The new firm also assumed other assets and liabilities of the old firm at book value.

(3)

P.T.O

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,C are partners sharing profits and losses in the ratio of 4:2:1.They decide to dissolve the partnership as on 31st March ,2018 when their Balance Sheet was as follows (20)

Liabilities	Rs.	Assets	Rs .
Creditors	11,400	Cash in hand	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	1,60,000	Furniture	4,900
C	1,30,000	Building	1,91,460
	<u>4,32,800</u>		<u>4,32,800</u>

All Creditors have to be paid off. Rs. 2,400 have to be provided for realisation expenses. Thereafter all cash received should be distributed among the partners. The amounts were realised as follows:

First Instalment Rs.30,720

Second Instalment Rs. 36,800

Third Instalment Rs.2,12,840

Fourth Instalment Rs.92,600. Actual realisation expenses were Rs.1,200. Prepare a statement showing piecemeal distribution of cash by adopting Excess Capital Method.

Q4. Anelka ,Eliza and Jinal are partners sharing profits and losses equally. They decided to convert their partnership firm into a joint stock company by the name of AEJ Ltd. Following is their Balance Sheet on the date of Conversion. (20)

Liabilities	Rs.	Assets	Rs .
Creditors	96,000	Bank	2,00,000
General reserve	24,000	Investment	43,000
Bills Payable	8,000	Stock	1,20,000
Capital:		Debtors	1,65,000
Anelka	3,00,000	Plant and Machinery	1,52,000
Eliza	3,00,000	Furniture	84,000
Jinal	3,00,000	Motor Van	66,000
		Building	1,98,000
	<u>10,28,000</u>		<u>10,28,000</u>

AEJ Ltd took over the following assets and liabilities.

P.T.O

Building	Rs.2,00,000
Plant and Machinery	Rs.2,00,000
Furniture	Rs.14,000
Stock	Rs.1,50,000
Goodwill	Rs.66,200

Create 10% Reserve for doubtful debts

The company has agreed to take over Sundry Creditors at Rs.82,000

The purchase consideration was discharged by issue of sufficient number of Equity Shares of Rs.100 each fully paid up at par.

The firm sold investment for Rs. 50,000 and bills payable were fully paid.

Motor van was taken by Anelka at book value .The firm paid realisation expenses Rs.20,000.

Purchase consideration was distributed amongst the partners as per their proportionate capital at the end .You are required to :

Calculate the Purchase consideration

Close the books of Old Partnership firm

Prepare Balance Sheet of the new company as per the Schedule III

OR

Q4.The following is the Trial Balance as on 31st December ,2018.

(20)

Debit	Rs.	Credit	Rs.
Cash	29,700	Creditors	40,500
Debtor	93,000	Sales	5,40,000
Rent and Rates	17,700	Capital:	
Salary	36,000	D	72,000
Sundry Expenses	15,600	E	36,000
Stock	75,000	F	12,000
Purchases	3,30,000		
Sundry Assets	31,500		
Drawings:			
D	45,000		
E	22,500		
F	4,500		
	<u>700,500</u>		<u>700,500</u>

Adjustments:

1) D and E were partners sharing profits and losses equally.

P.T.O

(5)

- 2) Mr. F was admitted to the partnership on 1st July ,2018
- 3) On 31st December ,2018. Stock was valued at 70,500.
- 4) Rent and Rates paid in advance Rs. 700
- 5) Sundry expenses were outstanding Rs.400.
- 6) Depreciate sundry assets by 20%.
- 7) Goodwill of the firm was valued at Rs. 6,000 on 1st July ,2018 and not to appear in the Balance Sheet
- 8) Interest on capital to be charged at the rate of 10%

You are required to prepare Trading and Profit and Loss Account for the year ended 31st December , 2018, and Balance Sheet as on that date.

Q5 (A) Explain the methods of calculation Purchase Consideration. (10)

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

OR

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

- (a) Excess Capital Method
- (b) Admission of Partners
- (c) Sale of Firm to Company
- (d) Fixed Capital Method and Fluctuating Capital method
- (e) Preferential Creditors
- (f) Partnership Deed

————— X —————

Note: All questions are compulsory.

Figures to the right indicate full marks

Q.1 (A) Select the most appropriate answer from the following option given below (Any Ten) 10 Mrk

1. _____ is not a part of advertising.

(a) Poster (b) Commercial (c) Propaganda (d) None of these

2. _____ advertising creates generic demand for product.

(a) Selective (b) Primary (c) Social (d) Trade

3. The main objective of advertising is to create _____.

(a) Awareness (b) brand image (c) brand loyalty (d) brand equity

4. In India Agency gets accreditation from _____

(a) INS (b) AAAI (c) IMRB

_____ agency provides all services to the client.

(a) Specialist (b) Full service (c) Creative boutique

6. Advertising has _____ effect on the society.

(a) Positive (b) Negative (c) Positive and Negative

7. ASCI code is applicable to misleading ads on _____

(a) TV and print (b) TV and magazines (c) All media

8. _____ advertising is also known as pro bono advertising.

(a) Political (b) Advocacy (c) Social

9. _____ is the encoder of ad messages.

(a) Customer (b) Advertiser (c) Media

10. _____ advertising promotes eco friendly products.

(a) Generic (b) Green (c) Advocacy

11. _____ is a nodal agency Of Government of India for advertising.

(a) DAVP (B) AAAI (C) ASCI

12. _____ department looks after scheduling of advertising production in an agency.

(a) Media (b) Traffic (c) Production

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

10 Marks

1. Mega agencies provide full services to the clients .
2. Retentive advertising is undertaken to remind the customers of company's products.
3. IMC is continues activity.
4. An In-house ad agency provides all services to clients.
5. Ad agency compensated only by way of media commission.
6. A specialist ad agency provides special services to its client.
7. The audience in communication process involves only the buyers.
8. Marketers need to focus on brand image also.
9. In 2018 Auto sectors was number one in terms of ad expenditure .
10. AIDA model places emphasis only on attracting attention.
11. Local advertising also known as retail advertising.
12. Advertising is responsible to increase the costs of production.

Q 2 Attempt Any Two From The Following.

15 Marks

- (a) Discuss the features of Integrated Marketing Communication.
- (b) Explain active participants in advertising.
- (c) Explain the benefits of advertising to consumers.

Q 3 Attempt Any Two From The Following.

15 Marks

- (a) Define and explain characteristics of Advertising Agency.
- (b) What are the reasons responsible for client turnover in ad agency?
- (c) Explain in brief various career options available in ad agency.

Q 4 Attempt Any Two From The Following.

15 Marks

- (a) Explain economic impact of advertising.
- (b) Discuss the forms of untruthful advertising.
- (c) Write detail note on Pro bono advertising.

Q 5 Attempt Any Two From The Following.

15 Marks

- (a) Explain the communication process in advertising.
- (b) What are techniques of managing brand crises?
- (c) Explain the features of corporate image advertising.

Q 6 Write short notes on the following (Any Four)

20 Marks

- (a) Classification of advertising on the basis of Area.
- (b) Agency compensation.
- (c) Benefits of DAVP campaign.
- (d) Critics in advertising.
- (e) Advertising V/S Publicity
- (f) Creative pitch.

THE END

03

SC308.

19/10/2019

Class: SYBCOM

Subject: Business. Economics

Semester: III

Marks-100

Time:3hrs

- NOTE-1) Draw diagrams wherever necessary.
2) All questions have internal choice.
3) Use of simple calculator is allowed.
4) All questions are compulsory.
5) Figures to the right indicate full marks.

Q.1 (A) Explain Any Five of the following concepts. (10)

1. Barter Economy
2. Green GDP
3. Effective demand
4. Net Investment
5. Stagflation
6. Laffer curve
7. Broad Money
8. Headline inflation.

(B) Choose the right answer from the given options and rewrite the sentence. (10)

1. Which of the following measurements include income from abroad?

- a) GNP
- b) NDP
- c) Per Capita Income
- d) GDP

2. At Peak, _____ ends.

- a) Depression
- b) Recovery
- c) Prosperity
- d) Recession

3. _____ is a leakage in a Two sector economy.

- a) Taxes
- b) Investment
- c) Savings
- d) Export

4. Higher the value of _____, lower will be the value of multiplier.

- a) Average propensity to consume
- b) Average propensity to save
- c) Marginal propensity to consume
- d) Marginal propensity to save

5. Demand for speculative motive is interest _____
 - a) Elastic
 - b) Unit elastic
 - c) Inelastic
 - d) None of the above

6. The LM curve represents _____ equilibrium.
 - a) Money market
 - b) Goods market
 - c) Factors market
 - d) Foreign market

7. In the long-run, Phillips Curve become _____
 - a) Vertical
 - b) Horizontal
 - c) downward
 - d) upward

8. During inflation, _____ loose.
 - a) Creditors
 - b) Fixed income earners
 - c) Investors
 - d) All of the above

9. A _____ is a situation where interest rates are low and saving rates are high.
 - a) Stagflation
 - b) Liquidity trap
 - c) Supply side inflation
 - d) All of the above

10. Government's budgetary policy during depression should aim at _____
 - a) Increasing expenditure
 - b) Increase in investment
 - c) Lowering taxes
 - d) All of the above

Q.2. Answer Any Two of the following. (20 Marks)

- a. Examine the Circular Flow of Aggregate Income and Expenditure in a closed Economy.
- b. Discuss the measures to control Trade Cycle.
- c. State the features of Say's Law of Market.

Q.3. Answer Any Two of the following. (20 Marks)

- a. Discuss the properties of Consumption Function.
- b. Explain the Marginal Efficiency of Capital with the help of a graph.
- c. Examine the leakages in the working of Investment Multiplier.

Q.4. Answer Any Two of the following. (20 Marks)

- a. Explain the simultaneous determination of Goods and Money Market.
- b. Discuss the relationship between Unemployment and Inflation
- c. Explain Supply side economics. What are its limitation?

Q.5. Answer Any Two of the following. (20 Marks)

- a. Define Money Supply. Explain its determinants.
- b. Discuss the Cambridge approach to quantity theory of money.
- c. Examine the effects of inflation.