

Time: 2-Hours

Marks: 50

- Note: 1) All Questions are compulsory.  
2) Figures to the right indicate full marks.

Q1. Analyse the following case.

10 marks

Ms. Priya is a businesswoman who owned a jewellery brand for 20 years. She started this business out of passion in her early 20's. She had an offline store and participated in several exhibitions and trade fairs to attract customers. Since most of her designs were unique, she always believed that customers would be pulled to her shop due to the brand name and trust. However, COVID lockdown created a serious impact on her business and her sales fell drastically. Post COVID, she tried to revive her business, but she felt she lacked something. She approached her brother who was a marketing manager with an MNC. He convinced her the importance of going online and to use social media as a platform to revive her business.

- a. Will online presence help Ms. Priya to revive her business? What are the strategies which she will have to use here?
- b. What would be the advantages and disadvantages of using social media platform for her business?

Q2. Answer the following. (Any One)

10 marks

A. Explain the significance of consumer behaviour.

OR

B. Briefly explain the application of Maslow's Need Hierarchy Theory in marketing.

Q3. Answer the following. (Any One)

10 marks

A. Elucidate the stages in organisational buying behaviour process.

OR

B. Briefly explain the external factors affecting consumer behaviour.

Q4. Answer the following. (Any One)

10 marks

A. Explain the implications of classical conditioning on marketers.

OR

B. Discuss the concept of operant or instrumental conditioning.

Q5. Answer the following. (Any One)

10 marks

A. Explain the features of the Consumer Protection Act, 2019.

OR

B. Explain the stages of Online Buying Process.

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(2 Hours)

[Total Marks: 50]

**Instructions:**

- i. All questions are compulsory and subject to internal choice.
- ii. Figures to the right indicate full marks.
- iii. Use of simple calculator is allowed.

**Q1.**

A. The results of a company for the last two years are as follows:

Years	Sales in Rs.	Profit in Rs.
2022	15000	17000
2023	2000	2500

You are required to calculate:

- (i) P/V Ratio
- (ii) Fixed Cost
- (iii) B.E.P
- (iv) The sales required to earn a profit of Rs. 4,000
- (v) Profit when sales are Rs. 25,000
- (vi) Margin of safety at a profit of Rs. 5,000 and
- (vii) Variable costs of the two periods.

[14 Marks]

OR

B. Present the following information to show to management:

- (i) The marginal product cost and the contribution p u.
- (ii) The total contribution and profits resulting from each of the following sales mix results.

Particulars	Product	Per Unit (Rs.)
Direct Material	A	20
Direct Material	B	18
Direct wage	A	6
Direct wage	B	4

Fixed Expenses - Rs. 1600

Variable expenses are allotted to products at 100% of direct wages

Sales Price - A Rs. 40

Sales Price - B Rs. 30

Sales Mixtures:

- (a) 200 units of Product A and 100 units of Product B.
- (b) 150 units of Product A and 150 units of Product B.
- (c) 100 units of Product A and 200 units of Product B.
- (d) 250 units of Product A and 50 units of Product B.

[14 Marks]

**Q2.**

A. The standard mix of product A2 is as follows:

Kg	Material	Price per Kg (Rs.)
3,600	X	6
2,000	Y	4.5
2,400	Z	9.5

The standard loss in production is 10% of input. There is no scrap value. Actual production for a month was 7,425 Kgs. Actual consumption and purchases of material during the month were:

Kg	Material	Price per Kg (Rs.)
4,200	X	6.50
1,700	Y	4.25
2,600	Z	9.75

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You are required to calculate the following variances.

- i. Material Cost Variance
- ii. Material Price Variance
- iii. Material Mix Variance
- iv. Material Yield Variance

[12 Marks]

OR

B. A gang of workers normally consists of 30 men, 15 women and 10 boys. They are paid at standard rates per hour as man Rs.80, woman Rs.60 and boy Rs.40. In a normal working of a week of 40 hours, the gang is expected to produce 2,000 units of output.

During the week ended 31<sup>st</sup> December, 2023, the gang consisted of 40 men, 10 women and 5 boys. The actual wages paid per hour were man Rs.70, woman Rs. 65 and boy Rs.30. Actual units produced by the Gang 1,600 units.

Calculate:

1. Labour Cost Variance
2. Labour Rate Variance
3. Labour Efficiency Variance

[12 Marks]

Q3.

A. The cost of an article at capacity level of 5,000 units is given below.

Particulars	Rs.	variable cost
Material Cost	25,000	100%
Labour Cost	15,000	100%
Power	1,250	80%
Repairs and Maintenance	2,000	75%
Stores	1,000	100%
Inspection	500	20%
Depreciation (Fixed)	10,000	
Administration overheads	5,000	25%
Selling overheads	3,000	50%
Total	62,750	
Cost per unit	12.55	

Find the unit cost of the product under each individual expenses at production levels of 4,000 units and 6,000 units.

[12 Marks]

OR

B. Prepare cash budget of a Company for April, May and June 2023 in a columnar form using the following information:

Months	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)	Expenses (Rs.)
January	80,000	45,000	20,000	5,000
February	80,000	40,000	18,000	6,000
March	75,000	42,000	22,000	6,000
April	90,000	50,000	24,000	6,000
May	85,000	45,000	20,000	6,000
June	80,000	35,000	18,000	5,000

You are further informed that:

- a. 10% of the purchases and 20% of the sales are for cash
- b. The average collection period of the company is ½ month and the credit purchases are paid off regularly after one month.
- c. Wages are paid half monthly and rent of Rs.500 is paid monthly.

- d. Cash and Bank balance as on 1<sup>st</sup> April is Rs.15,000 and the Company wants to keep it on the end of every month at this figure, the excess cash being put in fixed deposits.

[12 Marks]

Q4.

- A. Pankaj Automobiles distributes its goods to regional dealer using a single lorry. The dealer's premises are 80 km away by road. The lorry has a capacity of 10 tonnes and makes the journey twice a day fully loaded on the outward journeys and empty on return journey. The following information is available for a Four Weekly period during the year 2023:

Petrol Consumption	16 km per litre
Petrol Cost	Rs. 26 per litre
Oil	Rs. 200 per week
Driver's Wages	Rs. 800 per week
Repairs	Rs. 200 per week
Garage Rent	Rs. 300 per week
Cost of lorry (excluding tyres)	Rs. 9,00,000
Life of lorry	1,60,000 km.
Estimated sale value of lorry at the end of its life	Rs. 1,00,000
Cost of tyres	Rs. 12,500
Life of tyres	50,000 km.
Insurance	Rs. 13,000 per annum
Vehicle license cost	Rs. 2,600 per annum
Other overhead cost	Rs. 83,200 per annum

The lorry operates on a five day week.

Required:

1. A statement to show the total cost of operating the vehicle for the four weekly periods analyzed into running costs and fixed costs.
2. Calculate vehicle cost per kilometers and per tonne kilometers.

[12 Marks]

OR

B. Write short notes: (answer any three)

[12 Marks]

- a. Operating costing of Hospital
- b. Application of operating costing
- c. Log book under operating costing
- d. Operating costing of Hotel
- e. Cost units under operating costing

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Time: 2 Hours

Total Marks 50

NB:

1. All questions are compulsory.
2. Working notes form part of answer.
3. Figures to the right indicate full marks.
4. Use of simple calculator is permitted.

Q.1 (A) Professor Raju Chouhan, a UK citizen (not a person of Indian origin) is a visiting faculty at AHY University, provides you the details of his visit to India during the last 7 years.

(14)

Previous Year	No. of Days stay in India	Previous Year	No. of Days stay in India
2016-17	125	2017-18	100
2018-19	190	2019-20	130
2020-21	15	2021-22	195
2022-23	181		

Prior to 01-04-2016 he did not visit India.

Find out his Residential Status for the Assessment Year 2023-24.

OR

Q.1 (B) Mr. Kishor has earned the following incomes during the financial year ended on 31<sup>st</sup> March, 2023.

(14)

Compute his Gross Total Income for the Assessment Year 2023-24 assuming that he is:

- i) Resident and Ordinary Resident
- ii) Resident but not Ordinary Resident
- iii) Non Resident

Sr. No.	Particulars	Rs.
1.	Past untaxed profit earned outside India, brought to India	5,00,000
2.	Income from agriculture in Singapore	2,00,000
3.	Income received in USA for services rendered in India	3,00,000
4.	Interest from deposits with Bank in India	1,00,000
5.	Rent from a property in Pune, received in USA	1,30,121
6.	Income from a business in Dubai, controlled from India	2,60,242
7.	Rent from a property in Germany received there but later remitted to India	1,51,366
8.	Royalty from Indian companies	2,00,001

Q.2 (A) Mr. Rajesh is the Sales Manager of M/S RK Pvt. Ltd. He provides you the following information for the previous year ending 31<sup>st</sup> March, 2023.

(12)

- a) Basic Salary @ Rs.15,500 per month
- b) Bonus received Rs.50,000/-
- c) Dearness Allowance Rs.2,000 per month.
- d) Perquisite value of Rent free accommodation Rs. 30,000.
- e) Education Allowance @ Rs.1,500 per month (Exempt u/s 10 (14) Rs.1,200 per month)

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- f) Received Entertainment allowance @ Rs.1,950/- per month since 1<sup>st</sup> January, 2022.  
 g) Employer deducted profession tax Rs.2,500/- for the year 2022-23.  
 h) He was abroad on company's work during the month of October, 2022. Expenses incurred by him abroad Rs.95,000 was reimbursed to him.  
 i) Motor car is provided for both official and personal purposes with drivers. Perquisite value of car used for personal purpose is Rs.15,000.

Compute Net Taxable salary 2023-24  
 OR

Q.2 (B) Mr. Karan sold on 21-08-2022 his residential house in Mumbai for Rs.30,00,000. It was purchased on 01-05-2003 for Rs.8,00,000. Expenses on sale amounted to Rs.1,50,000. (12)

Mr. Karan incurred expenses on improvement on old house in financial year 2005-06 of Rs.1,60,000. He invested Rs.30,00,000 for purchase of new residential house on 01-11-2022.

You are required to compute Net Taxable Long-Term Capital Gain for the assessment year 2023-24.

Relevant Cost Inflation Indices are as under:

Financial Year	CII
2003-04	109
2005-06	117
2022-23	331

Q.3 (A) From the following particulars related to the financial year ended 31<sup>st</sup> March, 2023, compute Total Income of Mr. X who is employed with ABC Ltd. for the assessment year 2023-24 : (12)

Particulars	Rs.
Basic Salary per-month	65,700
Dearness Allowance received @ 30% of Basic Salary	
Medical Allowance per month	5,000
Transport Allowance per month	3,000
Bonus received	1,08,000
Commission	63,000
Arrears of Salary for (2019-20 to 2021-22) received	81,000
Perquisite Value of Rent free Residential Accommodation	72,000
Professional Tax deducted from Salary	2,500
Contribution to Recognised Provident Fund by both Employer and Employee per month	4,000 each
Medical Insurance Premium for self, wife and only child paid during the year	27,000

OR

Q. 3 (B) Mr. A owns two properties, the details of which for the Financial Year 2022-23 are as follows : (12)

Particulars	Property I	Property II
Nature of occupation	Self occupied for residential purpose	Let out for residential purpose
Gross Municipal Valuation	Rs. 1,20,000 p.a.	Rs. 7,20,000 p.a.
Fair Rent	Rs. 1,50,000 p.a.	Rs. 8,10,000 p.a.
Standard Rent	Rs. 1,32,000 p.a.	Rs. 7,92,000 p.a.
Actual Rent	Nil	Rs. 1,20,000 per month
Actual let out period	Not applicable	11 months
Unrealised Rent	Not applicable	Rs. 90,000
Municipal Tax paid	Rs. 12,000	Rs. 60,000
Interest on borrowings for 2022-23	Rs. 1,80,000	Rs. 1,53,000
Insurance premium paid	Rs. 15,600	Rs. 18,900

You are required to calculate Total Income of Mr. A for the Assessment Year 2023-24 after considering the following information :

- Property II remained vacant for ONE month.
- Municipal Tax is paid @ 10% of Municipal Valuation. Actual tax paid above 10% of Municipal Valuation is for clearing outstanding tax of the previous year.
- Date of borrowing for construction of the property I was 1<sup>st</sup> January, 2019, however the construction was completed on 30<sup>th</sup> April, 2021. He had borrowed Rs. 20,00,000 @ 10% interest from State Bank of India.
- During the year he paid interest of Rs. 60,000 on the loan borrowed for the purpose of higher education for self.
- He expended Rs. 78,900 for medical treatment of his dependent brother who is physically handicapped. The disability is 55% as certified by medical authority.

Q. 4.(A) The following is the Profit and Loss Account of M/S. VFX, a partnership firm for the Financial Year 2022-23. They request to compute the Net Taxable Income and also Income Tax payable for the Assessment Year 2023-24 (12)

Particulars	Rs.	Particulars	Rs.
To Office Salaries	1,53,600	By Gross Profit	12,50,000
To Advertisement (-)	1,23,600	By Commission	1,20,000
To Reserve for bad debts (-)	8,400	By Bad Debts Recovery	9,300
To Printing & Stationery (-)	21,000	By Miscellaneous Income	21,600
To Interest on Capitals @ 15%	1,20,000	By Interest on Investments (Net of TDS @ 5%)	15,200
To Repairs to building	15,900		
To Depreciation on Machinery	38,400		
To Personal Expenses	32,700		
To Salaries to Partners	2,79,900		
To Rates and Taxes	48,000		
To Interest on borrowings	30,000		
To Municipal Tax	52,500		
To Net Profit	4,92,100		
	14,16,100		14,16,100

Additional information :

- a) Half of the borrowings on which interest has been paid, were applied for purchase of investments.
- b) The bad debts in respect of which recovery is made, were not allowed in the past as a deduction.
- c) Depreciation on machinery allowed as per Income Tax Rules Rs. 43,200.

OR

Q 4 (B) Write Short Notes (ANY THREE)

(12)

- 1. Provisions of Section 40B
- 2. Provisions of Section 80DD
- 3. Indexed Cost of Acquisition
- 4. Loss Return u/s 139 (3)
- 5. Rebate from tax u/s 87A

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Time: 2 hours

Total Marks :50

N.B.

1. All Questions are Compulsory.
2. Workings to form part of the solutions and necessary assumptions to be made and stated clearly.
3. Figures to the right indicate full marks.

Q.1. From the following balances of Universal Bank Ltd., on 31-03-2023, prepare Profit and Loss Account for the year ended 31-03-2023 and Balance Sheet as on that date. (14)

Particulars	Dr. (Rs.)	Cr. (Rs.)
Equity Share Capital of Rs. 100 each (1)	---	8,00,000
Profit and Loss Account on 01-04-2022	---	3,20,000
Current Deposit Account	---	27,28,000
Fixed Deposit Account	---	31,20,000
Savings Account	---	20,52,000
Director's Fees	36,000	---
Audit Fees	8,000	---
Furniture (Cost Rs. 8,00,000)	6,96,000	---
Interest and discount received	---	16,80,000
Commission and Exchange	---	8,00,000
Reserve Fund	---	2,80,000
Printing and Stationery	32,000	---
Rent and Taxes	68,000	---
Salary	5,60,000	---
Building (Cost Rs. 24,00,000)	18,00,000	---
Law charges	12,000	---
Cash-in-hand	1,28,000	---
Cash with RBI	28,00,000	---
Cash with Other Bank	26,00,000	---
Investment at Cost	9,60,000	---
Loans Cash Credit and Overdraft	24,00,000	---
Bills discounted and purchased	11,20,000	---
Interest Paid	12,00,000	---
Borrowings from Bank	---	16,00,000
Branch Adjustment Account	---	10,40,000
<b>Total</b>	<b>1,44,20,000</b>	<b>1,44,20,000</b>

Following additional information is available:

1. The bank has accepted on behalf of the customers, bills worth Rs. 12,00,000.
2. Rebate on bills discounted Rs. 44,000
3. Provide depreciation on Building 10% and Furniture 5% on cost.
4. Transfer 25% of the net profit to Statutory Reserves.

OR

Q.1. From the following particulars, prepare the final accounts of Emerald Bank Ltd. (14)  
**Trial Balance as on 31<sup>st</sup> March, 2023**

Particulars	Dr. (Rs.)	Cr. (Rs.)
Share Capital: Equity Shares of Rs. 10 each		5,00,000
Reserve Fund		10,00,000
Fixed Deposits		20,00,000
Savings Bank Deposits		30,00,000
Current Accounts		70,00,000
Borrowed From Bank		2,00,000
Investments	30,00,000	
Premises	12,00,000	
Cash in Hand	60,000	
Cash with RBI	28,00,000	
Money at Call and Short notice	3,00,000	
Interest Accrued and paid	2,00,000	
Salaries	80,000	
Rent	30,000	
Profit and Loss Account (01-04-2022)		6,10,000
Bills Discounted	5,00,000	
Interest and Discount received		5,00,000
Bills Payable		3,00,000
Loans, Advance, Overdrafts and Cash Credits	70,00,000	
Unclaimed Dividend		30,000
Sundry Creditors		30,000
<b>Total</b>	<b>1,51,70,000</b>	<b>1,51,70,000</b>

The Emerald Bank has the bills for Rs. 14,00,000 as a collection for its constituents and also acceptances and endorsements for them amounting to Rs. 4,00,000.

Q.2 Bob Insurance Company's Fire Insurance division provides you the following information. Calculate the amount of claim for the year ended 31<sup>st</sup> March, 2023. (12)

Particulars	Direct Business (Rs.)	Re-Insurance (Rs.)
Claims paid during the year	40,00,000	5,00,000
Claims received	-	2,50,000
<b>Claims Payable:</b>		
-On 1 <sup>st</sup> April, 2022	9,00,000	75,000
-On 31 <sup>st</sup> March, 2023 (+)	10,50,000	80,000
<b>Claims Receivable</b>		
-On 1 <sup>st</sup> April, 2022 -		1,10,000
-On 31 <sup>st</sup> March, 2023 (+)		1,25,000
<b>Management Expenses</b> (Including Rs. 40,000 Surveyor's fee and Rs. 30,000 legal expenses for settlement of claims)	6,00,000	

OR

Q.2. From the following information, as on 31st March, 2023, prepare the Revenue Accounts of Jal Sagar Co. Ltd. Engaged in Marine Insurance Business: (12)

Particulars	Direct Business (Rs.)	Re-Insurance (Rs.)
<b>Premiums</b>		
Received	24,00,000	3,60,000
Receivable on 01-04-2022	1,20,000	21,000
on 31-03-2023	1,80,000	28,000
Premium Paid	----	2,40,000
Payable on 01-04-2022	----	20,000
on 31-03-2023	----	42,000
<b>(II) Claims</b>		
Paid	16,50,000	1,25,000
Payable on 01-04-2022	95,000	13,000
on 31-03-2023	1,75,000	22,000
Received	-----	1,00,000
Receivable on 01-04-2022	-----	9,000
on 31-03-2023	-----	12,000
<b>(III) Commission</b>		
On Insurance accepted	1,50,000	11,000
On Insurance ceded		14,000
Salaries		2,60,000
Rates and taxes		18,000
Printing and stationery		23,000
Indian Income Tax Paid		2,40,000
Interest Dividend and Rent received (Net)		1,15,500
Income tax deducted at source		24,500
Legal Expenses (Inclusive of Rs. 20,000 in connection with settlement of claims)		60,000
Bad debts		5,000
Double income tax refund		12,000
Profit on sale of motor car		5,000

Balance of fund on 1st April, 2022 was Rs. 26,50,000, including additional reserve of Rs.3,25,000. Additional reserve has to be maintained at 5% of the net premium of the year.

Q.3. Tissa Limited had a branch at New York. It's Trial Balance as at 31st March, 2023 was as follows (12)

Particulars	Dr US \$	Cr US \$
Head office account	--	17,000
Sales	--	1,22,000
Goods from head office	88,000	--
Stock as on 1 <sup>st</sup> April, 2022	17,000	--
Furniture	18,000	--
Cash in Hand	500	--
Bank balance	2,500	--
Salaries	5,600	--
Rent	2,700	--
Outstanding Expenses	--	1,600
Sundry Debtors	6,300	--
<b>Total</b>	<b>1,40,600</b>	<b>1,40,600</b>

Adjustments:

1. The Branch account in the books of Head Office showed a debit balance of Rs. 8,50,000 and goods sent to branch account showed a credit balance of Rs. 26,24,000
2. Depreciation on Furniture @10% p.a.
3. Stock on 31<sup>st</sup> March, 2023 was \$ 15,000.

Exchange rates:

Fixed assets	1\$ = Rs. 70	Opening Rate	1\$ = Rs. 75
Closing Rate	1\$ = Rs. 80	Average Rate	1\$ = Rs. 76

OR

Q.3. From the following Trial Balance of Nasik Consumer Co-operative Society Limited, Prepare Final Accounts for the year ended 31-03-2023. (12)

Particulars	Dr.Rs.	Cr Rs.
Share Capital	---	8,60,000
Calls in arrears	60,000	---
Reserve Fund	---	90,000
Consumer Goods Fund	---	30,000
Opening Stock of Consumer Goods	5,60,000	---
Furniture	2,88,000	---
Education Fund	---	72,000
Sundry Creditors	---	2,20,000
Sundry Debtors	1,80,000	---
Salaries	4,20,000	---
Commission	1,00,000	---
Rent, Rates & Taxes	1,20,000	---
Postage and Stationery	72,600	---
Land	54,000	---
Interest on Investment	---	60,000
Equipment	1,20,000	---
Purchases	95,87,400	---
Investments	6,00,000	---
Sales	---	1,20,00,000
Cash in Hand	1,50,000	---
Cash at Bank	10,20,000	---
<b>Total</b>	<b>1,33,32,000</b>	<b>1,33,32,000</b>

Adjustments:

1. Authorized Capital 1,20,000 shares of Rs. 10 each.
2. Outstanding rent payable Rs.6,000 and Outstanding salaries Rs. 12,000.
3. Salaries paid in advance Rs. 18,000.
4. Interest accrued on investment Rs. 12,000.
5. Transfer to Education Fund Rs. 600.
6. Closing stock of consumer goods valued at a cost of Rs. 8,40,000
7. Depreciate furniture by 10%
8. Transfer 25% of the current year's net profit.

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Q.4. (a) The following balances appeared in the books of Mumbai branch of London Associates, a firm in UK on 31-12-2023

Particulars	Dr Rs.	Cr Rs.
Stock on 01-01-2023	30,000	--
Purchase	2,25,012	--
Sales	--	3,37,416
Debtors	1,17,075	--
Creditors	--	78,015
Bills receivables	30,975	--
Bills payables	--	27,300
Wages and salaries	14,484	--
Rent, rates & taxes	10,098	--
Miscellaneous expenses	4,590	--
Furniture	16,316	--
Cash at bank	93,450	--
Head office A/c	--	99,269
	<b>5,42,000</b>	<b>5,42,000</b>

1. Stock on 31-12-2023 was Rs. 65,100.
  2. Mumbai branch A/c in the books of head office showed a debit balance of £ 2,000 on 31-12-2023.
  3. Furniture and fitting were purchased from a remittance of £ 250 received from head office.
  4. The average of exchanges were:
 

31-12-2022	Rs. 100 per £
31-12-2023	Rs. 105 per £
  5. The average rate of year 2023 may be taken at Rs. 102 per £.
- You are required to convert the branch Trial Balance, in UK £.

Q.4. (b) Following is the Trial Balance of Kamdar Credit Co-operative Society, Pune. Prepare Profit and Loss accounts for the year ended 31-03-2023.

Trial Balance

Particulars	Dr Rs.	Particulars	Cr Rs.
Loans to Members	7,00,000	Share Capital	2,00,000
Contribution to Provident Fund	480	Reserve Fund	18,000
Insurance	1,040	Members' Deposits	5,40,000
Conveyance	3,420	Unpaid Dividend	400
Printing and Stationery	960	Staff Provident Fund	4,800
Salary to M.D.	12,000	Profit and Loss for 2021-22	7,000
Staff Salary	27,200	Interest	86,000
Interest on Loans	1,920	Renewal Fees	800
Interest on Deposits	19,200	Sundry Income	640
Furniture	1,680	Development Fund	4,000
Fixed Deposits with other banks	60,000	Education Fund	1,200
Cash and Bank	34,940		
	<b>8,62,840</b>		<b>8,62,840</b>

Adjustments:

1. Interest due on members' deposits Rs. 2,000.
2. Interest due but not received Rs. 4,800.
3. Salary due Rs. 1,200.

4. Audit Fees Rs. 800.
5. Depreciate furniture by 5%.
6. Transfer Rs. 100 to Education Fund.
7. Transfer to reserve fund 25% of current year's net profit.

You are required to prepare Profit and Loss Account for the year ending 31<sup>st</sup> March, 2023

OR

Q.4. Write short notes: (Any 3)

(12)

1. Integral Foreign Operations
2. Non-performing Assets (NPA)
3. Reserve Fund and other funds of Co-operative Society
4. Types of Insurance
5. Money at Call and Short notice

[Time:1.00 Hr.]

[ Marks:25]

Please check whether you have got the right question paper.

- N.B: 1. All Questions are Compulsory.  
2. Figures to the right indicate full marks.

- Q.1 A) What is Security Control & how to set it up in Tally ERP 9? 07  
Q.1 B) Write down short cut keys and the usability for the following buttons in Tally ERP 9? 06  
i) Company info.  
ii) Shut Company  
iii) Support centre  
iv) Period  
v) Calculator  
vi) Configure

OR

- Q.1 C) Enumerate the Accounting features available with the F11 function. 07  
Q.1 D) Explain the Balance Sheet & Profit & Loss A/c groups (Accounting) in Tally ERP 9. 06  
Q.2 A) Write down the steps of entering the vouchers in Tally ERP 9 for the following transactions 12  
related to Sonam Ltd.  
i) on 11th December, 2023 Paid for cash Purchases of goods Rs. 3,000/-  
ii) On 18th December, 2023 Sold goods on credit basis to Mr Mahesh for Rs. 2,00,000/-  
iii) On 22nd December, 2023 Cash deposited into Bank Rs.20,000/-  
iv) Depreciate Plant and Machinery by Rs.20,000/-

OR

- Q.2 B) Explain Bank Reconciliation in Tally ERP 9. 06  
Q.2 C) Explain the term Debit Note and Credit Note and state the procedure for accounting of Debit & Credit Note.? 06

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Duration: 2 hours

Marks: 50

Instructions :- (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1 Read the following case carefully and answers the questions.

Mr. Sushant has recently been appointed as a manager in a gymnasium in a metropolis. He is asked by his management to research to understand the market potential of this unit. He plans to study the customer profile to start the work. To accomplish this, he needs to create an ideal questionnaire and formulate hypotheses to gain the right insights and create the right strategies for a successful business.

- a) Suggest five questions (open and close ended) to make up a good questionnaire. 05
- b) Identify the research gap and frame the hypothesis for the above study. 05

Q.2 Answer the following (Any One) 10

A) What is Research? Explain different types of Research.

OR

B) Explain the concept of Sampling and elaborate various factors determining Sampling size

Q.3 Answer the following (Any One) 10

A) What are the advantages and disadvantages of Primary Data?

OR

B) Elaborate essentials of a Good Questionnaire in detail.

Q.4 Answer the following (Any One) 10

A) Discuss various stages in Data Processing.

OR

B) Explain Significance of Interpretation of Data in Research.

Q. 5. Answer the following (Any One) 10

A) What are the essentials of Research Report Writing

OR

B) What is ethics in research? Explain Ethical norms in Research.

\*\*\*\*



(2 Hours)

Total Marks: 50

- Note : 1) All Question are compulsory with Internal Option.  
2) All Working Should form part of your answer

Q 1 A) Explain Equity mutual funds

(07)

B) Explain code of ethics of AMFI in mutual fund.

(07)

OR

Q 1 C) Calculate closing Units & Closing NAV from following data

(07)

Opening NAV	Rs. 78
Outstanding Units	60,000
Units subscribed	8000
Units redeem	5000
Appreciation in Portfolio	Rs. 80,000
Expenses	Rs. 20,000
Dividend	Rs. 30,000

Assume that purchase & sale of units at Rs.80 per unit

Q 1 D) Mr. Mahesh invested Rs. 12,00,000 on January 2018 in Mutual fund the value of each Year is given below in table :

(07)

Year	Value
2019	12,50,000
2020	16,60,000
2021	17,60,000
2022	18,45,000
2023	20,20,000
2024	22,75,000

Calculate CAGR for 4<sup>th</sup> year & 6<sup>th</sup> year

Q2 A Mutual Fund made an issue of 10,00,000 Units of ₹ 10 each on April 1, 2022. The following investment were made:

(12)

Particulars	₹
50,000 Equity Share of Rs 100 each @ 160	80,00,000
9% Debenture (Unlisted)	5,00,000
10% Debentures (Listed)	5,00,000

During the year, dividends of ₹ 12,00,000 were received on equity shares. Interest on all types of debt securities was received as and when due. At the end of the year equity shares are quoted at 175% and 10% debentures at 90% respectively. Other investments are at par. Find out the Net Asset Value (NAV) per unit given that operating expenses paid during the year amounted to ₹ 5,00,000.

OR

- Q2. A) What are the benefits of Systematic Investment Plan (SIP)? (04)  
 B) State any Four type of Hybrid Scheme under Mutual Fund Scheme. (04)  
 C) Explain NAV with respect to Formula (04)

Q3: Following is the balance sheet of RSL Ltd. As on 31<sup>st</sup> March, 2023 (12)

Liabilities	₹	Assets	₹
Equity Share Capital (FV ₹ 10 each)	16,00,000	Fixed Assets	20,00,000
Reserves & Surplus	4,00,000	Current Assets	7,20,000
8% Debentures	4,00,000		
Creditors	3,20,000		
	27,20,000		27,20,000

Additional Information

- a) Operating net profit before tax ₹ 5,60,000.  
 b) Assume Tax Rate at 50%  
 c) Dividend Declared ₹ 2,40,000  
 d) Market Price per share ₹ 25.

You are required to calculate:

- i) Earnings Per share  
 ii) Return on Capital Employed  
 iii) Return of Equity share-holders funds  
 iv) Debt Equity Ratio  
 v) Dividend Yield Ratio.

OR

- A) What are advantages of Financial Ratio? (04)  
 B) Explain the Post tax returns. (04)  
 C) Discuss the concept of net worth. (04)

Q 4 A) Mr. Soham purchased a house property for Rs 1, 50,000 on 1-7-2002. He incurred expenses of Rs 2,00,000 towards cost of improvement on 5-9-2004 on this house. He sold the house on 15-11-2022 for Rs 75,00,000. He purchased the new residential house for Rs 35,00,000 on 25-3-2023 and also invested in NABARD Bonds Rs 10,00,000 on the same date. Transfer expenses are Rs 50,000. The CII for financial year 2002-03 is 105, for financial year 2004-05 is 113 and for financial year 2022-23 is 331. You are required to compute his income from capital gain for the Assessment Year 2023-24. (06)

B) Mr. Mohit submits the following information in relation to Assessment year 2023-24

Income from Salary	2,50,000
Income from House Property	
HP-I - Profit	100,000
HP-II - Loss	1,50,000
Income from Business	
Loss from Business -I (Non-Speculative)	50,000
Profit from Business-II (Non-Speculative)	75,000
Loss from Business-III (Speculative)	25,000
Income from Capital gain	
Short term capital loss	55,000
Long term Capital gain	70,000
Income from other sources	
Winning from horse race	60,000

Compute Gross Total Income of Mr. Mohit & Loss to be carried forward. (06)

GR

Q 4 Write Short Notes (Any 3) (12)

- TDS on Commission
- Loss Under the head Capital gain
- 80D Medical Insurance Premium
- Difference between New and old Tax Regimes
- National Pension System

(2Hours)

[TotalMarks50]

**Instructions:**

- i. All questions are compulsory and subject to internal choice.
- ii. Figures to the right indicate full marks.
- iii. Make suitable assumptions whenever required and state them.
- iv. Use of simple calculator is allowed.

Q.1.A. What is Interest rate? Explain factors affecting the level of interest rates.

[7 Marks]

Q.1.B. Define IIP. Discuss current status of IIP (Base 1993- 94)

[7Marks]

OR

Q.1.C. Summary Balance sheets of XYZ Ltd. as on 31<sup>st</sup> March, 2022 and 2023.

Balance sheets as on 31<sup>st</sup> March

Liabilities	2022(Rs.)	2023(Rs.)	Assets	2022(Rs.)	2023(Rs.)
Equity share capital	1,30,000	1,30,000	Goodwill	30,500	20,500
10% Preference share capital	1,20,000	1,65,000	Building	85,000	80,700
Capital Reserve	24,000	24,000	Machinery	1,20,000	2,29,000
Profit & Loss A/C	40,000	51,000	Investment	60,000	80,000
10% Debentures	50,000	1,30,000	Short term investment	75,800	47,700
Creditors	30,000	37,000	Debtors	50,000	97,000
Bills payable	60,500	75,000	Stock	30,000	47,400
Tax payable	23,000	35,500	Cash & Bank	26,200	45,000
<b>Total</b>	<b>4,77,500</b>	<b>6,47,500</b>	<b>Total</b>	<b>4,77,500</b>	<b>6,47,500</b>

Prepare a Comparative Balance Sheet from the above in vertical form.

[7Marks]

Q.1.D. Following is the balance sheet of A Ltd. as on 31.3.2023. Prepare common size statement in vertical form.

[7Marks]

Liabilities	Rs.	Assets	Rs.
Equity share capital	2,50,000	Land & building	2,80,000
12% Preference share capital	1,50,000	Plant & machinery	1,20,000
Bank loan	50,000	Furniture	60,000
Reserves	25,000	Debtors	40,000
Profit & loss A/c	75,000	Stock	20,000
Creditors	20,000	Bank	10,000
Bank overdraft	30,000	Cash	20,000
		Bills receivables	50,000
<b>Total</b>	<b>6,00,000</b>	<b>Total</b>	<b>6,00,000</b>

Q.2.A. What are the key dynamics that drive the process of industry analysis, and how do these trends influencing strategic decision making of businesses and investors within a given industry. [6Marks]

Q.2.B. What are the Primary objectives of conducting industry analysis and how it contribute in Business decision making? [6Marks]

OR

Q.2.C. Read the Case Study carefully to conduct comprehensive analyses based on the Porters Five Forces Model.

Tata Steel Limited, a prominent Indian multinational steel-making company within the Tata Group, recently reported a consolidated net loss of Rs 6,511 crore in the second quarter of 2023-24. This set back was attributed to impairment charges and restructuring provisions. However, Managing Director and CEO TV Narendran expressed confidence that there would be no further one-time impact for the remainder of the fiscal year. In a significant development, Tata Steel, under the leadership of Ratan Tata, has announced the merger date with Tinsplate Company of India Limited (TCIL). The merger is scheduled to take place on January 19, marking a substantial deal between the two companies. Tata Steel currently boasts a market cap exceeding Rs 116,000 crore, while TCIL's market cap stands at Rs 4,564 crore. The record date to determine the shareholders of TCIL and allocate its shares in accordance with the amalgamation plan was announced by Tata Steel on January 8. The merger of the companies has been approved by the National Company Law Tribunal (NCLT) Kolkata.

- i. Identify the Industry.
- ii. What are the major opportunities and threats?
- iii. Analyze the case based on Porters Five Forces Model. [12 Marks]

Q.3.A. Why is it important for analysts to thoroughly examine and interpret net profit when evaluating a company's financial position. [6 Marks]

Q.3.B. What are the key components of Balance Sheet analysis? [6 Marks]

OR

Q.3. C. The following information is available relating to Moon Ltd. and Starlet Ltd.

Particulars	Moon Ltd. Rs.	Starlet Ltd. Rs.
Equity Shares of Rs. 10 each	800 Lakhs	1000 Lakhs
12% Preference Share Capital	320 Lakhs	400 Lakhs
Profit after Tax	200 Lakhs	280 Lakhs
Proposed Dividend	140 Lakhs	160 Lakhs
Market Price Per Share	100	120

You are required to calculate

- i. Earnings Per Share
- ii. Price Earnings Ratio
- iii. Dividend Payout Ratio
- iv. Dividend Yield Ratio
- v. Return on Equity

As an analysis advice investor, which company is worth investing?

[12 Marks]

Q.4.A. What are is the Technical Analysis in context of Financial-Market and What are the underlying assumption? [6Marks]

Q.4.B. How does Portfolio Management incorporate Fundamental analysis principles to optimize investment decision? [6Marks]

OR

Q.4.C. Decent Ltd presents to you the following Balance Sheet as on 31<sup>st</sup> March, 2023.  
Balance Sheet as on 31.03.2023

Liabilities	Rs.	Assets	Rs.
Equity Share Capital	8,00,000	Plant and Machinery	4,00,000
Capital Reserve	1,60,000	Land and Building	8,00,000
Profit and Loss-Account	2,40,000	Furniture	3,20,000
8% Debenture	6,40,000	Patent	80,000
Bank Overdraft	80,000	Stock	2,40,000
Creditors	3,20,000	Debtors	2,40,000
Bills Payable	1,60,000	Investment (Short Term)	80,000
		Cash and bank	2,40,000
	24,00,000		24,00,000

You are required to calculate the following

- i. Quick Ratio
- ii. Capital Gearing Ratio
- iii. Proprietary Ratio
- iv. Debt Equity Ratio
- v. Current Ratio
- vi. Stock to Working Capital Ratio

[12 Marks]

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Time : 1 Hour

Max Marks: 25

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

Q1.) Read the following case carefully & answer the questions given below: (05)

A newly appointed women employee in XYZ company observes that despite being equipped with similar qualification and work experience, another employee who joined along with her who is a male is being offered a higher salary. The post offered to them and the role which both must play is also similar in the organization.

- a. Do you think that the organization has taken a fair decision here in terms of equal wages? Mention YES/NO and justify the decision. (01)  
b. How should the affected employee address this issue? (02)  
c. How should the organization address this issue? (02)

Q2.) Answer the following. (Any one) (10)

A. Outline the concept & characteristics of business ethics.

OR

B. Briefly explain the guidelines for developing code of ethics in an organization.

Q3.) Answer the following. (Any one) (10)

A. Elucidate the essential aspects of ethics in Human Resource Management.

OR

B. Briefly explain the role of Non-Governmental Organizations (NGO) in Corporate Social Responsibility (CSR).

\*\*\*\*\*

Time: 2 Hours

Max Marks: 50

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

**Q1) Read the following case carefully & answer the questions given below: (10)**

Asma Enterprises designed a recruitment drive in Saraswati Vidyalaya – A well-known management institute located in the interiors of Pune district, hunting for a pool of young & dynamic talent to meet the changing dynamics of HR practices. The company initiated the drive followed by a triggering selection process in the light of job requirements & description by the organization. The organization being a strong business leader has evolved over multiple challenges and believes in hiring promising & dedicated workforce coping up with changing dynamics & philosophy of the organization.

- State & explain the source of recruitment initiated by Asma Enterprises (02)
- If you are a HR Executive; explain the recruitment process you would initiate? (03)
- Explain any five factors with an appropriate explanation governing the recruitment policy of Asma Enterprises. (05)

**Q2.) Answer the following (Any one) (10)**

A) What is Human Resource Management? Elaborate on the New HR strategies to combat the challenges in human resource management.

OR

B) Explain the concept of Human Resource Planning (HRP) & State & explain the benefits & barriers of HRP.

**Q3.) Answer the following (Any one) (10)**

A) Elaborate on the methods of training adopted for human resource development in business organizations.

OR

B) What is Performance Appraisal? Discuss the challenges of performance appraisal in detail.



**Q4.) Answer the following (Any one)**

(10)

A) Elucidate on the role of organization in ensuring physical & mental health of employees.

OR

B) What is succession planning? Explain the problems & issues involved in succession planning.

**Q5.) Answer the following (Any one)**

(10)

A) Comment on the HR strategies in managing disasters like health pandemics overlooking the recent COVID 19 pandemic in an organizational set up.

OR

B) Outline the Jobs & Careers in HRM.

\*\*\*\*\*

Time: 2 Hrs

Marks: 50

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

**Q.1** Read the following case and answer the questions given below: **10**

PTC food division decided to enter the fast growing (20%-30% annually) snacks segment. The wafer snacks market is estimated to be around Rs.250 crores. It had only one national competitor – Trepisco's Frito. After a year, its wafer snack brand – Ringo, fetched 20% market share across the country.

The company could take the advantage of its existing distributing network and also source potatoes from farmers easily. Before entering the market, their team made a customer survey in 14 cities of the country to know about the eating habits of snacks of people. The results showed that the customers within the age group 15-24 years were enthusiastic about experimenting new snack taste. The company came out with 16 flavours with varying tastes suiting to the targeted youngsters on the assumption that it was easier to reach the whole family. Advertising in this category was extremely crowded. Every week, two to three local products in new names were launched. To break through this clutter, the company decided to bang upon humour appeal. The company used all possible media – print and electronic, both including the creation of its own website, with offers of online games, contests, etc. The website was advertised on all dotcom networks along with FM radio channels in about 60 cities with large hoardings at strategic places.

Analysts believe that Ringo's success story owes to a lot of PTC's widespread distribution channels and aggressive advertisements. Humour appeal was a big success. PTC is paying 4% higher margin than Trepisco to retailers. Ringo is racing ahead of Trepisco in capturing market share. Retail tie-ups, regional flavours, humour appeals have helped PTC but PTC still wants a bigger share in the market and in foreign markets also, if possible.

- Q.1 What are the strengths of PTC? (02)  
Q.2 What kind of marketing strategy was formulated and implemented for Ringo? (03)  
Q.3 What else needs to be done for Ringo to enlarge the market? (03)  
Q.4 What should be the action plan of Trepisco's Frito? (02)

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**Q. 2 Answer the following (Any One)**

A) Define Strategic Management. Explain the Process of Strategic Management

OR

B) Discuss internal and external factors affecting corporate renewal strategies.

**Q. 3 Answer the following (Any One)**

A) Write a detail note on Turnaround strategy.

OR

B) What is Strategic Formulation? Explain its importance.

**Q. 4 Answer the following (Any One)**

A) What is strategic alliances? Elaborate the types of strategic alliances.

OR

B) Explain in detail about financial Strategy.

**Q. 5 Answer the Following (Any One)**

A) Write a detail note on Business Process Re-engineering.

OR

B) Bring out the challenges in business start ups.

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Time: 2 Hours

Total Marks: 50

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

**Q 1. Read the following case carefully and answer the questions given at the end. 10**

ABC Manufacturing, a leading player in the automotive industry, faced numerous challenges in managing its extensive supply chain network spread across multiple regions. Manual data entry, paper-based documentation, and disparate communication channels resulted in inefficiencies, delays, and errors in order processing, inventory management, and logistics coordination.

Q.a. What initiatives could ABC implement to manage their data?

Q.b. Explain the advantages of the initiatives to be implemented by the ABC Company to solve their data related issue.

**Q2. Answer the following (Any one) 10**

a. What is E-Commerce? Explain the advantages of e-commerce to the business

OR

b. Describe in detail E-Commerce Sales Product Life Cycle (ESEC) Model.

**Q 3. Answer the following (Any one) 10**

a. Elaborate the various reasons for building own website.

OR

b. What are the related new technologies used in E-Commerce?

**Q4. Answer the following (Any one) 10**

a. Explain the various forms of Web Advertising.

OR

b. Discuss the SET protocol for credit card payment.

**Q 5. Answer the following (Any one) 10**

a. What is cyber-crime? Explain the limitations of Indian cyber-crime laws.

OR

b. Discuss the importance of Electronic Records as Evidence

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