

Duration: 3 Hrs.

Marks: 100

Kindly check whether you have received the right question paper

- N.B.
- 1) All questions are compulsory.
 - 2) Q.1 and Q.6 carry 20 marks each.
 - 3) Q.2, Q.3, Q.4 and Q.5 carry 15 marks each.
 - 4) Use of simple calculator is allowed.

Q.1.A. State whether the following statement is true or false (Any 10)

10

1. The partners must conduct lawful business.
2. Drawing appears on debit side of capital account.
3. General reserve is credited to partners' capital account.
4. Unpaid salaries of employees are preferential liabilities.
5. Goodwill requires special treatment on amalgamation.
6. On amalgamation fictitious assets are transferred to capital account.
7. Partners' capital accounts are closed on settlement of purchase consideration among the partners.
8. Profit or loss on realization is transferred to partners' capital account in capital ratio.
9. Provision for discount on debtors shows debit balance.
10. Outstanding wages is a nominal account.
11. Closing stock is valued at market price only.
12. Assets taken over by partner is credited to his capital account.

B. Fill in the blanks (Any 10)

10

1. Fictitious assets are distributed among the partners in their _____ ratio.
(Profit Sharing/ Capital Sharing)
2. Assets and liabilities are transferred to realization account at _____.
(Book Value/ Market Value)
3. Unproductive wages are debited to _____.
(Trading Account/ Profit and Loss Account)
4. Expenses payable are shown on _____ side in the balance sheet.
(Assets/ Liabilities)
5. Current account showing debit balance is shown in the balance sheet on _____ side.
(Liabilities/ Assets)
6. Excess capital method is known as _____ method.
(Highest Relative method/ Maximum Loss method)
7. Profit on realization is _____ to partners' capital account.
(Credited/ Debited)
8. A partnership firm has _____ liability.
(Limited/ Unlimited)
9. Government dues are _____ liabilities.
(Preferential/ Unsecured)

10. Amount agreed to be paid by the new firm to old firm is called _____
(Purchase Consideration/ agreed liability)
11. Bad debts is a _____
(Loss/ Profit)
12. Employee's dues are _____ liabilities.
(Preferential/ Secured)

Q.2. Rajaram, Tukaram and Sakharam were in partnership, sharing profits and losses in the ratio of 3:2:1 respectively. On 31st March 2018, their balance sheet was as under: 15

Liabilities		Rs.	Assets		Rs.
Capital Account:			Cash at Bank		25,000
Rajaram	1,22,500		Sundry Assets		2,25,000
Tukaram	52,500		Drawings:		
Sakharam	<u>25,000</u>	2,00,000	Rajaram	25,000	
General Reserve		30,000	Tukaram	25,000	
Loan from BOI (Secured)		45,000	Sakharam	<u>12,500</u>	62,500
Bills Payable		25,000			
Sundry creditors		12,500			
		<u>3,12,500</u>			<u>3,12,500</u>

Additional information:

- Rs. 10,000 has to be provided for realization expenses.
- The following net realization were made:

15.04.2018	Rs.50,000
30.04.2018	Rs. 10,000
10.05.2018	Rs.67,500
19.05.2018	Rs.65,000
- The actual realization expenses were Rs.12,500.

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

OR

Q.2. Hum, Tum and Sub were in partnership sharing profits and losses in the ratio of 3:2:1. They dissolve the firm on 31st March 2018. 15

Liabilities		Rs	Assets		Rs
Capital Account:			Cash		25,000
Hum	50,000		Fixed Assets		2,00,000
Tum	62,500		Stocks		67,500
Sub	<u>25,000</u>	1,37,500			
Reserves		30,000			
Creditors		1,00,000			
Loan from Hum		25,000			
		<u>2,92,500</u>			<u>2,92,500</u>

The following are the realization and expenses:

	Fixed Assets	Stock	Expenses
April 2018	30,000	15,000	2,500
May 2018	55,000	2,500	3,750
June 2018	15,000	25,000	3,000
July 2018	83,750	20,000	6,000

Prepare a statement showing Piecemeal distribution of cash by using Proportionate Capital Method.

Q.3. M/s PM and M/s AV decided to amalgamate on the following terms and conditions on 1st April 2018 when their Balance sheets were as under: 15

Liabilities	M/s PM	M/s AV	Assets	M/s PM	M/s AV
Capital Account:			Land and Building	1,50,000	-
Prashant	2,59,200	-	Plant	94,800	1,45,800
Manesh	1,90,800	-	Investments	75,000	-
Amit	-	3,36,900	Inventories	1,02,300	1,48,500
Vijay	-	1,26,600	Debtors	1,20,000	1,50,000
Creditors	82,500	46,500	Cash at Bank	27,900	65,700
Bank Loan	37,500	-			
	<u>5,70,000</u>	<u>5,10,000</u>		<u>5,70,000</u>	<u>5,10,000</u>

Following are the terms and conditions of amalgamation:

1. In case of M/s PM

- Goodwill was taken at Rs.1,80,000.
- Prashant took over the Bank Loan.
- Investments were taken over by the new firm at an agreed value of Rs.90,000.
- Land and building was taken over at Rs.2,70,000.
- Inventories to be valued at Rs.97,800.
- 5% provision to be created on Debtors.

2. In case of M/s AV

- Goodwill was taken at Rs. 1,50,000.
- Inventories to be valued at Rs.1,26,000.
- 4% provision to be created on Debtors.

Other assets and liabilities of both the firms were taken at book values.

3. It was further decided that the total capital of the new firm shall be Rs. 13,77,000, in the equal ratio.

You are required to :

- Calculate the Purchase Consideration.
- Prepare Balance Sheet after Amalgamation of the Firms.

OR

Q.3. Julie and Lilly are partners who share profits and losses in the ratio of 2:3 in the business. In the similar type of business Sona and Mona are partners who share profits and losses in the ratio of 3:2. It was agreed on 1st April 2018, the firms are to be amalgamated into M/s JL SM & Co. as on 31st March 2018, the Balance Sheets of their firms were as under:

15

Liabilities	M/s JL	M/s SM	Assets	M/s JL	M/s SM
Capital Account:			Land	1,95,000	2,52,000
Julie	2,40,000	-	Furniture	1,14,000	91,500
Lily	3,60,000	-	Vehicle	75,000	81,750
Sona	-	2,10,000	Stocks	1,49,700	1,98,000
Mona	-	2,10,000	Investments	42,000	-
Creditors	1,50,000	2,50,500	Debtors	1,57,500	1,56,750
Bills Payable	-	1,09,500	Banks	16,800	-
	<u>7,50,000</u>	<u>7,80,000</u>		<u>7,50,000</u>	<u>7,80,000</u>

The new firm take over the old firm's assets as under:

Particulars	M/s JL	M/s SM
Stocks	1,35,000	1,95,000
Vehicles	60,000	60,000
Furniture	1,05,000	84,000
Land	3,75,000	4,95,000
Goodwill	1,20,000	90,000

Julie to take over Investments for Rs. 36,000. Other Assets and liabilities at book values.

You are required to :

- Calculate the Purchase Consideration.
- Prepare necessary ledger Accounts in the books of M/s JL.

Q.4. Me and Too were in the partnership sharing profits and losses in the ratio of 2/3 and 1/3. Their Balance Sheet as on 31st March 2018 was as under:

15

Liabilities	Rs.	Assets	Rs.
Creditors	1,80,000	Bank	42,000
Secured Loan (Secured against Property)	60,000	Debtors	1,56,000
Capital Account:		Stock	96,000
Me	1,20,000	Machinery	30,000
Too	<u>60,000</u>	Property	96,000
	<u>4,20,000</u>		<u>4,20,000</u>

The partners decided to convert their business into Private Limited Company. The company took over all the assets and liabilities except property. The purchase consideration was Rs.3,60,000, payable as under:

Rs. 72,000 In cash
 Rs. 1,44,000 in Debentures and
 Rs. 1,44,000 in Equity shares of Rs. 10 each.

Secured loan has been paid and partners agreed to share the debentures and shares in the proportion to their final capital.

You are required to prepare Realisation A/c, Private Limited Company A/c, Equity Shares In Pvt. Ltd A/c, Debentures in Pvt. Ltd. A/c, Cash A/c and Partners Capital A/c in the books of firm.

OR

Q.4. Mohini and Aditya were in partnership sharing profits and losses in the ratio of 3:2. The following is the Balance Sheet of the firm as on 31st March 2018. 15

Liabilities	Rs.	Assets	Rs.
Partner's Capital A/c:		Land and Building	3,00,000
Mohini	7,20,000	Plant and Machinery	6,30,000
Aditya	6,54,000	Furniture	3,00,000
Bills Payable	1,05,000	Stocks	1,95,000
Creditors	75,000	Debtors	75,000
Loan from Aditya	1,20,000	Cash	84,000
		Goodwill	90,000
	16,74,000		16,74,000

On 1st April 2018, a new company Chai Ltd., was formed to take over the business of the firm on the following conditions:

1. The company will take over loan from Aditya to the extent of Rs.96,000.
2. Assets are taken over at: Goodwill Rs. 1,50,000; Land and Building Rs.5,04,000; Plant and machinery Rs.7,80,000; Furniture at 10% depreciated value; Rs.15,000 of the debtors to be treated as bad and on the balance 5% provision is to be created as doubtful.; cash balance to be taken over in full, after settlement of balance Aditya's loan.
3. The purchase consideration is to be satisfied by issuing 60,000 equity shares of Rs.10 each at a premium of Rs.2 per share. Rs.4,50,000 by issuing 9% Preference shares of Rs.100 each at par and the balance in the form of 7% Debentures of Rs. 100 each at par.

You are require to:

- a) Calculate Purchase Consideration.
- b) Prepare the Balance Sheet after conversion in the books of Chai ltd.

Q.5. From the following trial balance of Dharmendra and Hema, you are require to prepare Trading and Profit and Loss Account for the year ended 31st March 2018 and Balance Sheet as on that date after adjustments given below: 15

Trial Balance as on 31st March 2018

Particulars	Rs.	Particulars	Rs.
Stock (01.04.2017)	1,05,000	Sales	9,90,000
Salaries and wages	27,600	Discount	14,400
Cash	30,000	Creditors	60,000
Purchases	6,75,600	Bank overdraft	30,000
Sundry expenses	25,800	Interest on Investments	21,600
Productive wages	42,000	Capital Account:	
Bills Receivable	24,000	Dharmendra	1,80,000
Law Charges	9,000	Hema	1,20,000
Bad debts	3,000		
Works expenses	18,000		
Commission	9,000		
Investments	60,000		
Debtors	1,20,000		
Trade Mark	24,000		
Tools and Equipment	18,000		
Furniture	36,000		
Goodwill	39,000		
Building	1,50,000		
	14,16,000		14,16,000

Adjustments:

1. The closing stock Rs.1,20,000
2. Depreciate Building at 10% p.a. and Furniture at 10% p.a.
3. Unpaid salaries and wages Rs.2,400 and printing bill Rs.3,600.
4. Uninsured goods worth Rs. 30,000 were loss by fire.
5. Partners share profits and losses in their capital ratio.

OR

Q.5. Central and western were in partnership sharing profits and losses in the ratio of 3:2. From 1st April 2017, they admitted Harbour into partnership giving him 1/5 share in profits. He brought Rs.1,20,000 of which Rs.15,000 was considered as share of goodwill and the balance as his share of capital. You are given:

15

Trial balance as on 31st March 2018

Particulars	Rs.	Particulars	Rs.
Drawings:		Rent payable	11,100
Central	48,000	Outstanding wages	32,400
Western	42,000	Sales	31,68,000
Harbour	30,000	Purchase return	31,800
Purchases	19,95,000	Reserve for Doubtful Debts	14,400
Sales return	48,000	Creditors	3,61,200

Debtors	4,83,000	Bills payable	90,750
Opening stock	3,26,700	Dividend	9,900
Wages	2,41,800	Capital:	
Salaries	1,05,000	Central	1,80,000
Buildings	90,000	Western	1,00,500
Patents	84,000	Cash paid by Harbour	1,20,000
Postage and telegram	38,700	(as on 01.04.2017)	
Power and Fuel	22,500		
General Expenses	39,750		
Rent, rates and Taxes	42,000		
Bad Debts	6,300		
Investments	1,95,000		
Prepaid Insurance	6,000		
Cash and Bank	70,800		
Bills Receivable	2,05,500		
	<u>41,20,050</u>		<u>41,20,050</u>

Adjustments:

1. Closing stock was valued at Rs.1,95,000
2. Goods costing Rs. 12,000 have been stolen but not entered in the books.
3. Write off 20% of Patents.
4. Create provision for doubtful debts @5% of the debtors.
5. Depreciate building @10% p.a.

Prepare Trading and Profit and Loss Account and Balance Sheet as on 31st March 2018.

- Q.6. A) Explain the meaning of Purchase Consideration and its different types. 10
 B) Explain the benefits of conversion of firm into company. 10

OR

- Q.6. Write Short note (Any 4) 20
- a) Excess Capital Statement.
 - b) Admission of Partner.
 - c) Conversion of firm into company.
 - d) Net Assets method of Purchase Consideration.
 - e) Amalgamation of firms.
 - f) Preferential creditors.

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

1. (A) Select the most appropriate answer from the options given below (Any Ten) (10)

- 1) _____ is not a part of advertising
 - a) Posters
 - b) Commercials
 - c) Propaganda
 - d) none of these
- 2) _____ advertising is used by Flipkart.
 - a) Competitive
 - b) Primary
 - c) Local
 - d) International
- 3) _____ is the most important benefit of advertising to consumers.
 - a) Builds brand image
 - b) Increases market share
 - c) Maintains standard quality of brand
 - d) None of these
- 4) _____ agency offers services on a piecemeal basis.
 - a) In-house
 - b) Creative boutique
 - c) Modular
 - d) Mega
- 5) _____ system of agency compensation includes out of pocket expenses.
 - a) Bonus
 - b) Incentive
 - c) Commission
 - d) Cost-Plus
- 6) Advertising _____ the price of the product in the long run.
 - a) Increases
 - b) Decreases
 - c) Stabilizes
 - d) None of these
- 7) Pro Bono advertising deals with _____ issues.
 - a) Social
 - b) Political
 - c) Religious
 - d) Technical
- 8) Brand _____ refers to customers' ability to recall and recognize the brand under different conditions.
 - a) Awareness
 - b) Loyalty
 - c) Fatigue
 - d) Personality
- 9) Promotion of biodegradable packaging can be done through _____ advertising.
 - a) Product
 - b) Institutional
 - c) Rural
 - d) Green
- 10) _____ is a famous Global advertising agency.
 - a) McCann
 - b) B. Dattaram
 - c) Royal
 - d) Unilever
- 11) _____ department links all the work done at an advertising agency.
 - a) Client Servicing
 - b) Production
 - c) Artworks
 - d) Traffic
- 12) _____ is a term used to describe an advertising agency losing its clients to competitors.
 - a) Competitive Pitching
 - b) Client Turnover
 - c) Creative Pitching
 - d) All of these

(B) State whether the following statements are true OR false: (Any Ten) (10)

- 1) IMC includes sponsorships.
- 2) Advertising is a form of person to person communication.
- 3) National advertising promotes branded products.
- 4) Interactive advertising agencies specialize in social media campaigns on Twitter and YouTube.
- 5) Only accredited agencies get credit facility from media.
- 6) Generic advertising is also called as primary advertising.
- 7) All advertisements directed at children are unethical.
- 8) Computer literacy is essential for a career in animations used in advertising.
- 9) Brand loyalty is a consumer's commitment to repurchase or continue use of the particular brand.
- 10) An automobile company advertising green fuel for supporting environmental issues can be called advocacy advertisement.
- 11) Advertising campaign using brand ambassador Amitabh Bachchan helped Cadbury's brand crisis during the worm controversy.
- 12) Government authorities do not use advertising.

2. Answer ANY TWO of the following: (15)

- a) What is Integrated Marketing Communication (IMC)? Examine its features.
- b) Explain the concept of advertising. What are the benefits of advertising to consumers?
- c) Discuss the classification of advertising based on media.

3. Answer ANY TWO of the following: (15)

- a) Define advertising agency and explain its features.
- b) Explain the ways in which advertising agencies are compensated for their services.
- c) Describe the skills required for a career in advertising.

4. Answer ANY TWO of the following: (15)

- a) Write in brief about the economic aspects of advertising.
- b) Explain the impact of advertising on Indian culture.
- c) Describe the role of ASCI in regulating advertising in India.

5. Answer ANY TWO of the following: (15)

- a) Explain the communication process of advertising.
- b) Discuss the features of rural advertising.
- c) Describe the recent trends of advertising spend.

6. Write short notes on ANY FOUR of the following: (20)

- a) Features of advertising
- b) DAVP
- c) Five unethical practices in advertising
- d) Creative Pitch
- e) Managing brand crisis
- f) Features of Green advertising

Duration: 3 hours

Total Marks: 100

1. All questions are compulsory.
2. All questions carry equal marks.
3. Draw neat diagrams wherever necessary.
4. Use of simple calculator is allowed.

Q1A) Explain the following concepts. (Any Five)

(10)

1. Gross National Product
2. Development Economics
3. Aggregate supply function
4. Marginal propensity to consume
5. Supply side Economics
6. Phillip's curve
7. Cost push inflation
8. Liquidity trap

Q1B) Choose the right answer from the given options and rewrite the statements. (10)

1. Macro Economics is not concerned with -----
a) National income accounting b) International trade c) Inflation d) Equilibrium of an Individual firm
2. Full employment is a normal situation according to -----
a) Multiplier theory b) IS-LM Model c) Say's Law of Markets d) none of the above
3. When income increases consumption will increase in a ----- proportion.
a) Greater b) Lesser c) Constant d) None of the above
4. Higher the value of -----, higher will be the value of multiplier.
a) Average propensity to consume b) Marginal propensity to consume
c) Average propensity to save d) Marginal propensity to save
5. Laffer Curve explains the relationship between -----.
a) Tax rate and tax revenue b) Inflation and wage rate c) Interest rate and investment
d) Income and saving
6. Stagflation arises due to -----.
a) Rise in the price of crude oil b) Rise in cost of production
c) Provision of more subsidies d) all of the above
7. Money supply will increase when there is -----.
a) Increase in CRR and SLR b) Decrease in CRR and SLR c) A surplus budget
d) Rise in public debt.
8. Demand for transactionary motive and precautionary motive mainly depends upon -----
a) Level of income b) Rate of interest c) Investment d) Tax rate

9. Cash Balance Approach is based on ----- function/functions of money.
a) Medium of exchange b) Measure of value c) Medium of exchange and store of value d) standard of deferred payments.

10. Level of investment in an economy depends upon -----.
a) Price level b) Rate of inflation c) MEC and Rate of interest d) Fiscal deficit.

Q2) Answer any two of the following:

- a) Define national income and explain circular flow of income in a two sector model with saving. (20)
b) Explain the features and phases of a trade cycle with a suitable diagram.
c) "Supply creates its own demand" Discuss in detail.

Q3) Answer any two of the following:

- a) Explain the principle of multiplier with an example and a diagram. (20)
b) Explain how rate of interest is determined by demand for and supply of money.
c) What is meant by marginal efficiency of capital? What factors determine it?

Q4) Answer any two of the following:

- a) Explain general equilibrium with IS-LM model (20)
b) Define stagflation. What are its causes and effects?
c) How is supply side economics different from Keynesian economics? Explain.

Q5) Answer any two of the following:

- a) What is meant by velocity of circulation of money? What factors determine it? (20)
b) Critically examine the cash transaction approach to Quantity theory of money.
c) Examine the monetary and fiscal measures to control inflation.

-----XXXX-----

[3 Hours]

[Total Marks: 100]

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory subject to internal choice.

1. Attempt **Any Two** from the following:

- | | |
|---|----|
| a) Discuss the classification of contracts. | 10 |
| b) Explain the rules relating to communication of revocation of offer and acceptance. | 10 |
| c) Discuss the effects of a minor's agreement. | 10 |
| d) Explain the exceptions to the rule regarding consideration in a contract. | 10 |

2. Attempt **Any Two** from the following:

- | | |
|---|----|
| a) Explain the meaning of free consent in a contract and discuss agreements entered into by coercion. | 10 |
| b) Discuss the Void Agreements given under the Indian Contract Act. | 10 |
| c) Discuss E contracts and legal issues in the formation of an E contract. | 10 |
| d) Explain the meaning of discharge by breach of contract and discharge by operation of law. | 10 |

3. Attempt **Any Two** from the following:

- | | |
|--|----|
| a) Discuss the duties and right of a bailor. | 10 |
| b) Explain the duties and rights of the Pawnor and Pawnee. | 10 |
| c) Explain the various methods of Creation of an Agency. | 10 |
| d) Explain the various methods of discharge of surety under the contract of guarantee. | 10 |

4. Attempt **Any Two** from the following:

- | | |
|---|----|
| a) Distinguish between Sale and Agreement to Sell. | 10 |
| b) Discuss the Implied conditions in a Contract of Sale. | 10 |
| c) Briefly explain the legal rules relating to passing of property. | 10 |
| d) Explain the unpaid seller's right of Lien and Right of Stoppage of goods in transit. | 10 |

5. Attempt **Any Two** from the following:

- | | |
|--|----|
| a) Explain the essentials of a Negotiable Instrument and give the classification of Negotiable Instruments. | 10 |
| b) Explain the concepts of holder, holder in due course and rights and privileges of a holder in due course. | 10 |
| c) Distinguish between Bill of Exchange and Cheque. | 10 |
| d) Explain the essential characteristics of promissory notes and kinds of promissory notes. | 10 |

SYBcom sem III Oct / Nov

Paper / Subject Code: 79310 / Commerce III

Com - III

2011/18
2018

Q. P. Code: 23779

Time: 3 Hours

Marks: 100

Please check whether you have got the right question paper.

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

Q1. Objective Questions:

A) Choose the correct answer from the options given below (any ten): (10 Marks)

1. Time study is propounded by _____
(F.W. Taylor , Peter Drucker, Luther Gulick)
2. _____ refers to team spirit.
(Equity , Discipline , Esprit De Corps)
3. Indian ethos in management means the application of principles of management according to our _____ wisdom.
(modern , ancient , global)
4. Planning premises are assumptions and _____
(goals, predictions, policies)
5. _____ is a modern programmed technique of decision-making.
(Brainstorming , Simulation , Attribute Listing)
6. _____ predicts that certain things would happen in certain way.
(Probability Theory, Game Theory, Linear Programming)
7. Line and staff organisation is suitable for _____ business firms.
(large , small , tiny)
8. _____ delegation gives clarity to subordinates about the work expected.
(Oral , Written , General)
9. Under _____ structure employees' work under dual authority.
(Line , Informal , Matrix)
10. The first step in controlling process is _____.
(identifying deviation, establishment of standards, measurement of performance)
11. _____ is financial factor influencing motivation.
(Job security, Bonus , Participation)
12. _____ is a quality of a good leader.
(Optimism, Planning, Controlling)

B) State whether the following statements are True or False (any ten): (10 Marks)

1. Professional management approach is required for success in business.
2. Human Relation Approach places higher importance to industrial productivity.
3. Indian Ethos focuses more on process oriented work culture.
4. Planning is the primary function of management.
5. Management Information System helps in decision-making.
6. Decision-making is occasional in nature.
7. Good organisation structure facilitates efficient management.
8. Virtual Organisation is possible without Information Technology.
9. Ideal span of management ensures good team spirit.
10. In Management Audit, only financial aspects are reviewed.
11. A leader acts as a link between top management and employees.
12. Motivation is a predictable task.

Q 2. Answer any two of the following:

(15 Marks)

- a) Define Management. Briefly discuss management skills and competencies in 21st century.
- b) Discuss briefly any eight Principles of Management by Henry Fayol.
- c) Describe Peter Drucker's Modern Management Approach.

Q3. Answer any two of the following:

(15 Marks)

- a) Explain the components of Planning.
- b) What are the advantages of Management By Exception?
- c) Explain the techniques of Decision-Making.

Q4. Answer any two of the following:

(15 Marks)

- a) Distinguish between Formal and Informal Organisation Structure.
- b) Explain the Bases of Departmentation.
- c) Discuss the Barriers to Delegation of Authority.

Q.5 Answer any Two of the following:

(15 Marks)

- a) Explain the factors influencing Motivation.
- b) Define Leadership. Explain its functions.
- c) What is Controlling? Discuss its features.

Q6. Answer any four Short Notes:

(20 Marks)

- i) Functions of Management.
- ii) Steps in Planning Process.
- iii) Management Information System.
- iv) De-Centralization.
- v) Autocratic Style of Leadership.
- vi) PERT as a Controlling Technique.

(2 ½ hours)

Total marks: 75

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

- 1) A. Explain the following concepts: (any five) (15)
1. Legal Rights
 2. Religious Minority
 3. Amendment
 4. Disaster Preparedness
 5. Age of Reason
 6. Theoretical knowledge
 7. Soft skills
 8. Team building

OR

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

- 2) A. Discuss the important constitutional and legal provisions for women in India. (15)

OR

B. Population ageing will emerge as major social challenge in the future; and vast resources will be required towards the support, service, care and treatment of the elderly persons. In view of this, comment on the current programmes and policies for the elderly in India.

- 3) A. Comment on the types of disasters. Discuss the social and economic impact of disasters. (15)

OR

B. Discuss the various Human Rights issues in addressing disasters. Give relevant examples.

- 4) A. 'Science is a knowledge of natural regularities, explained by rational causes'. Explain the principles and characteristic of Science. (15)

OR

B. Discuss the positive and negative impact of technology on human life.

- 5) A. Comment on the purpose and types of formal and informal communication. (15)

OR

B. Comment on the various styles and characteristics of effective leadership.

[Time: Three Hours]

[Marks:100]

- N.B:
1. All questions are compulsory.
 2. Figures to right indicate full marks.
 3. Working should form part of the answer.
 4. Simple calculator is allowed.

Q.1 A) Match the columns (Any ten).

10

Column A	Column B
Management Accounting	Total Current Assets
Trend Analysis	Non Quick Current Asset
Scrap value under capital budgeting techniques	A technique of Capital Budgeting
Gross Working Capital	Used for decision making
Current Assets less Current Liabilities	Fictitious Asset
Prepaid Expenses	Non Quick Current Liability
Securities Premium	Quick Ratio
Payback Period	Earliest year as base year
Preliminary Expenses	Fixed rate of interest
Bank Overdraft	Reserve
Test of liquidity	Added to last year's cash inflow
Debentures	Working Capital

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

10

- 1) Depreciation is a non-cash expenditure.
- 2) Net Profit Ratio is a measure of profitability.
- 3) Unclaimed dividend is a current liability.
- 4) Focus of Management Accounting is only an external reporting.
- 5) While calculating working capital requirement debtors may be valued at cost price or at selling price.
- 6) Higher Gross Profit Ratio shows a higher trading efficiency of an organisation.
- 7) Net Present Value method considers time value of money.
- 8) In Common Size Income statements capital employed is considered equal to 100%.
- 9) Profit & Loss Account shows financial position of an organisation.
- 10) Capital Gearing Ratio is called Capital Structure Ratio.
- 11) Own fund is external fund.
- 12) Average stock is the total of opening and closing stock.

Q.P. Code :22500

Q.2 A) From the following details of M/s AB Ltd., prepare Comparative Revenue Statement in vertical form suitable for analysis.

M/s AB Ltd.

Particulars	Amount (₹)	Amount (₹)	Amount of Change (₹) (+/-) (↑/↓)	% of Change (+/-) (↑/↓)
Net Sales	12,00,000	?	?	25
Gross Profit	4,40,000	4,70,000	?	?
Office & Administrative Expenses	78,800	?	5,000	?
Selling & Distribution Expenses	?	48,400	5,000	?
Finance Expenses	?	12,500	(-)500	?

Q.2 B) Complete the following Vertical Common Size Balance Sheet of M/s BC Ltd.

M/s BC Ltd.

Common Size Balance Sheet as on 31st March 2017.

Particulars	Amount (₹)	%
Funds Employed		
Share Capital	6,00,000	?
Add Reserves & Surplus	1,00,000	?
Shareholder's Fund	7,00,000	?
Borrowed Fund	?	30
Total Fund	?	?
Funds Applied		
Fixed Assets	7,00,000	?
<u>Working Capital</u>		
Current Assets	4,50,000	?
Less: Current Liabilities	?	?
Working Capital	?	?
Total Fund	10,00,000	?

OR

Q.2

The following is financial information of M/s CD Ltd. for three years. You are required to prepare Trend Statement in vertical form suitable for analysis.

Particulars	Amount (₹)		
	31/3/15	31/3/16	31/3/17
Equity Share Capital	4,00,000	5,00,000	5,00,000
Preference Share Capital	2,00,000	2,20,000	2,80,000
Debtors	60,000	65,000	70,000
Creditors	40,000	45,000	50,000

15

Q.P. Code :22500

Cash & Bank Balance	20,000	18,000	16,000
Bills Payable	50,000	60,000	55,000
Provision for Income Tax	20,000	20,000	20,000
Stock	40,000	60,000	80,000
Other Current Assets	50,000	40,000	40,000
Long Term Investments	1,00,000	1,00,000	1,00,000
Reserves & Surplus	65,000	75,000	85,000
Debentures	2,00,000	2,00,000	3,00,000
Fixed Assets	?	?	?

Q.3

Following is the Revenue Statement of X & Co. Ltd., for the year ended 31st March, 2017.

15

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Particulars	₹	Particulars	₹
To Opening Stock	12,00,000	By Sales	60,00,000
To Purchases	33,00,000	By Closing Stock	15,00,000
To Carriage Inward	7,50,000		
To Wages	7,50,000		
To Gross Profit c/d	15,00,000		
	<u>75,00,000</u>		
To Salaries	1,50,000	By Gross Profit b/d	15,00,000
To Interest	60,000	By Profit on Sale of	
To General Expenses	75,000	Investments	7,500
To Sales Promotion Expenses	1,12,500	By Commission	1,05,000
To Rent	15,000		
To Discount allowed	37,500		
To Depreciation	1,80,000		
To Loss on Sale of Fixed Assets	30,000		
To Provision for Income Tax	2,70,000		
To Net Profit	6,82,500		
	<u>16,12,500</u>		<u>16,12,500</u>

From the above calculate:

- i) Gross Profit Ratio
- ii) Office & Administration Expense Ratio
- iii) Selling & Distribution Expense Ratio
- iv) Operating Expense Ratio
- v) Operating Cost Ratio
- vi) Net Profit Before Tax Ratio
- vii) Stock Turnover Ratio

OR

Q.P. Code :22500

Q.3.

Following is the Balance Sheet of M/s XY Ltd. as on 31st March, 2017.

Liabilities	Amount (₹)	Assets	Amount (₹)
Equity Share Capital [Equity shares of ₹ 3 each]	3,00,000	Goodwill	40,000
5% Preference Share Capital	2,00,000	Land & Building	3,60,000
Securities Premium	10,000	Plant & Machinery	88,000
General Reserve	1,20,000	Furniture	6,000
Profit and Loss Account	34,000	Marketable Investments	1,60,000
11% Debentures	1,00,000	Sundry Debtors	1,40,000
Bank Loan	70,000	Inventory	1,20,000
Bank overdraft	40,000	Prepaid Expenses	10,000
Sundry Creditors	1,20,000	Cash at Bank	80,000
Provision for Taxation (Current year)	20,000	Preliminary Expenses	10,000
	10,14,000		10,14,000

Other details for the year ended 31st March 2017 are as under:-

Sales ₹ 13,00,000 (80% on credit)

Net Profit Before Tax ₹ 2,00,000

Purchases ₹ 6,60,000 (80% on credit)

Calculate:- 1) Quick Ratio

2) Debt Equity Ratio

3) Creditors Turnover Ratio

4) Debtors Turnover Ratio

5) Return on Capital Employed Ratio

6) Net Profit After Tax Ratio

7) Debt-Service Ratio

Q.4

Megh Industries Ltd. has an investment proposal of ₹ 40,00,000. The expected cash inflows 15 for ten years are as under:-

Year	Cash Inflow (₹)	Present Value of ₹ 1 at 10% discount factor
1	7,00,000	0.909
2	7,00,000	0.826
3	8,00,000	0.751
4	8,00,000	0.683
5	9,00,000	0.621
6	9,00,000	0.564
7	10,00,000	0.513
8	10,00,000	0.467
9	8,00,000	0.424
10	6,00,000	0.386

You are required to calculate:

Q.P. Code :22500

- 1) Payback Period
- 2) Net Present Value at 10% Discount Factor
- 3) Profitability Index at 10% Discount Factor

OR

Q.4 Pawan Ltd. is considering two projects. Both require an initial cash investment of ₹ 10,00,000 each and have a life of five years with nil scrap value. Estimated Net Profit Before Tax of Machine A and Machine B is as under:-

15

Year	Machine A (₹)	Machine B (₹)
1	4,00,000	6,00,000
2	4,00,000	3,00,000
3	4,00,000	2,00,000
4	4,00,000	5,00,000
5	4,00,000	5,00,000

Tax rate is 30%.

Calculate Average Rate of Return for Machine A and Machine B and suggest which machine should be accepted.

Q.5 The following information is available from the records of SMR Ltd. for the year ending on 31st March, 2017.

Cost Structure	Rate per unit (₹)
Raw materials	90
Direct Labour	40
Overheads	80
Profit	210
	30
Selling Price	240

The following further information is as under:-

- a) Raw materials are in stock on an average of two months.
- b) Materials are in process for one month.
- c) Finished goods remain in stock on an average for one month.
- d) Time lag in payment of wages and overheads is half a month.
- e) Credit allowed to debtors is two months and credit allowed by suppliers is one month. [Debtors are estimated at selling price].
- f) 20% of the output is sold against cash and balance on credit.
- g) The company keeps a cash balance of ₹ 2,00,000.
- h) Margin of safety required is 10%.
- i) Units manufactured 1,50,000 for the year.

Q.P. Code :22500

Prepare a statement showing the working capital requirement of SMR Ltd. for the year ended 31st March, 2017.

Operations are evenly spread through out the year. Expenses accrue similarly.

OR

Q.5 The production and sales of MTK Ltd., during the year 2015-16 was 20,000 units. In the year 2016-17 it is expected to increase by 50%. The estimated cost structure for the year 2016-17 is: 15

	₹
Raw Material	100 per unit
Wages	50 per unit
Overheads	50 per unit

The expected selling price is at 20% profit on cost.

It is also estimated that during the year 2016-17:

- 1) Raw materials will remain in stock for 15 days.
- 2) Finished goods will remain in store for 30 days.
- 3) Credit allowed to the customers will be 45 days.
- 4) Credit allowed by the suppliers will be 30 days.
- 5) Debtors are estimated at selling price.
- 6) Operation and expenses will accrue evenly throughout the year.
- 7) Working days of the company will be 300 days in the year.

You are required to prepare a statement of working capital requirement for the year 2016-17 of MTK Ltd.

Q.6 A) Distinguish between Financial Accounting and Management Accounting. 10

B) Explain the advantages of Ratio Analysis. 10

OR

Q.6 Write short notes on (Any four). 20

- i) Current Liabilities
- ii) Functions of Management Accounting
- iii) Stock Turnover Ratio
- iv) Working Capital Cycle
- v) Capital Budgeting Process
- vi) Proprietary Ratio.

Marketing Management Q. P. Code: 26033

[Time: Three Hours]

[Marks: 100]

- Note: 1. All questions are compulsory
2. Figures to the right indicates full marks

Q1. A. Fill in the blanks with suitable options: (Answer any 10) (10)

- The phrase 'Bottom of pyramid' was first used by _____ in his radio address in 1932.
 - Philip Kotler
 - C.K. Prahalad
 - Franklin Roosevelt
 - Stuart Hart
- Marketing management helps in _____.
 - Facing competition
 - Reduced cost
 - Entry in global market
 - All the above
- Marketing strategy is _____ designed to achieve overall objectives.
 - Decision
 - Action plan
 - Manipulative plan
 - Simple plan
- Good labour- management relations is a _____ for an organisation.
 - Strength
 - Weakness
 - Threat
 - None of the above
- 3C model of product level was given by _____.
 - Kenichi Ohmae
 - Philip Kotler
 - Michael Porter
 - None of the above
- Chocolates and magazines are _____ goods.
 - Impulse
 - Shopping
 - Staple
 - Unsung goods
- Firm usually concentrate on _____ product during the introduction stage.
 - Single
 - Two
 - Large
 - None of the above
- India gate basmati rice is the example of positioning product by _____.
 - Product feature
 - Product class
 - Culture
 - Product use
- During recession, marketer may _____ the prices to influence buying decision of consumers.
 - Stable
 - Increase
 - Reduce
 - None of the above
- A firm may charge _____ price at the launch of product in the market.
 - High
 - Low
 - High or low
 - None of the above

11. _____ is not the element of marketing mix
- a. Product
 - b. Price
 - c. Place
 - d. Profit
12. _____ - environment are close to the company and directly impact the customer experience.
- a. Internal
 - b. Macro
 - c. Micro
 - d. International

Q1 B. State whether the following statements are True or False: (Answer any 10) (10)

1. Marketing is same as selling or just promotion of product.
2. It is not challenging to market the products in bottom of pyramid.
3. Technological environment has no impact on the marketing of the firm.
4. Strategy of competitors affects decision of a firm.
5. SWOT analysis helps in reducing risks in business.
6. Marketing strategy helps in achieving mission and vision of the company.
7. Marketing of industrial goods is more complex in nature as compared to consumer goods.
8. Product positioning is based on application of product.
9. Price is the exchange value of a product or services.
10. Pricing helps in creating a brand for the product.
11. Positive and negative media attention does not affect the marketing of the firm's product.
12. Recovering production cost and profit are the only objectives of marketing of the company.

Q2. A. Define marketing management. Explain its function. (08)

B. What are the different internal marketing environments? (07)

OR

Q2. C. Discuss various factors contributing to the growth of bottom of pyramid marketing. (08)

D. Write a note on international marketing environment. (07)

Q3. Elaborate in detail strategic marketing planning process. (15)

OR

Q3. A. Give the meaning of SWOT analysis. State its importance. (08)

B. Explain briefly Michael Porter's five forces model. (07)

Q4. A. What are the different types of industrial products? (08)

B. Explain product life cycle with the help of diagram. (07)

OR

Q4. Discuss in detail various steps involved in new product development process. (15)

Q5. Internal and external factors affect the pricing of a product. Comment. (15)

OR

Q5. A. Explain the various objectives of pricing. (08)

B. Discuss any three pricing methods in detail. (07)

Q6. A. Elucidate the areas that a firm should study while analyzing its competitors. (10)

B. Explain the characteristics of growing middle class in India. (10)

OR

Q6. Write short note on the following: (Answer any 4) (20)

1. Marketing Mix
2. Social- cultural environment
3. Product positioning
4. Customer value hierarchy
5. Consumer goods
6. Marketing strategy

Libhury

3/11/2018

Paper / Subject Code: 79319 / Company Secretarial Practice I

Time: 3 Hrs.

Marks: 100

N.B. 1) All Questions are compulsory.

2) Figures to the right indicate full Marks.

- 1 (A) Fill in the blanks with appropriate word given in the bracket (Any Ten) 10
- (a) Secretary acts as a _____ of the Board of Directors. (assistant and advisor, competitor, an outsider, boss)
 - (b) The procedural steps for appointment of fulltime secretary starts with _____ (selection interview, advertising, the post, board meeting, scrutiny of application)
 - (c) Articles of association is _____ Memorandum of Association. (subordinate to, superior to, a substitute to, on par with)
 - (d) Company documents are for _____ (references, creating confusion, misleading, only for filing)
 - (e) Prospectus is issued by a _____ company. (private, public, one man, government)
 - (f) The refusal to allot shares is intimated by letter of _____ (thanks, regret, allotment, forfeiture)
 - (g) A company secretary can be removed like _____ of the company. (an influential person, any other employee, creditor, debtor)
 - (h) Trading Certificate is issued by _____ (Government, Registrar of Companies, stock exchange, Company Law Board)
 - (i) Prospectus containing false information is called _____ (prospectus proper, misleading prospectus, statement in lieu of prospectus, good prospectus)
 - (j) A company secretary shall not held office in more than _____ company/companies. (one, two, three, four)
 - (k) Overdraft facility is a _____ facility. (short term loan, long term loan, medium term loan, life long loan)
 - (l) ROC is recognized _____ with wide power. (statutory authority, non-statutory authority, illegal authority, nominal authority)
- (B) State whether the following statements are True or False (Any Ten) 10
- (a) Company secretary is not concerned with company employees.
 - (b) Listing of securities is done at SEBI.
 - (c) Ultra vires means within the powers of MOA.
 - (d) Conversion of company for second time is called reconversion.
 - (e) Memorandum acts as a constitution of a company.
 - (f) Technology makes correspondence work fast and economical.

- (g) Career options to qualified company secretary are limited.
- (h) A company incorporated outside India is called foreign company.
- (i) ROC is a subordinate of company secretary.
- (j) A company secretary has right to receive remuneration.
- (k) Consent of shareholders is necessary for conversion of company.
- (l) Bonus shares are issued to debenture holders.

2 Answer any two from the following

- (a) Explain the features of a Company.
- (b) Explain the procedure for appointment of a company secretary.
- (c) Explain in brief statutory liabilities of a company secretary.

15

3 Answer any two from the following

- (a) Explain the role of company secretary as an advisor to Chairman.
- (b) What are the secretarial standards? Explain their advantages.
- (c) What is secretarial audit? Explain its need and importance.

15

4 Answer any two from the following

- (a) Explain in brief the clauses of Memorandum of Association.
- (b) Explain the secretarial duties in company formation.
- (c) Explain the secretarial procedure for re-conversion of public company in to a private company.

15

5 Answer any two from the following

- (a) Explain the secretarial correspondence with shareholders of company.
- (b) Explain the role of technology in secretarial correspondence.
- (c) Write a letter to Stock exchange for Listing of Shares.

15

6 Write short notes (Any four)

- (a) Qualities of company secretary.
- (b) Rights of company secretary.
- (c) Company secretary and Cyber Law compliance.
- (d) Secretarial duties during the incorporation stage of company formation.
- (e) Contents of Articles of Association
- (f) Give a specimen letter of Bank overdraft facility.

20
