

TY BMS - V sem

NOV-2018

**UNIVERSITY PAPER**

**TYBMS**

**SEM-V**

**NOV.-2018**

TYBMS E

(Marking and HR)

No

(Duration: 2 ½ Hours)

(Maximum Marks: 75)

- N.B.** 1. Answer **all** the questions.  
2. The Marks are assigned on the R.H.S.  
3. Draw Illustrations, **diagrams** and **Schedules** wherever necessary.  
4. Use of **simple calculator** is allowed.

Q.1 A) Choose Correct Alternative. (Attempt Any 8 questions)

(8)

1. ...., Production Control and physical distribution are the three major operations of logistics.  
a. Supply Chain Management      b. Materials Management  
c. Logistics Management      d. All of these
2. Which of the following is not an area of responsibility for a logistics manager?  
a. Inventory      b. marketing  
c. Warehousing      d. purchasing
3. Which of the following is not a part of Supply chain Management system?  
a. Funds Flow      b. Manufacturer      c. Information Flow      d. Competitor
4. \_\_\_\_\_ is concerned with a firm's ability to satisfy customer's requirement in timely manner.  
a. Minimum Inventory      b. Rapid Response      c. Price stabilization      d. Quality
5. Following is not type of Piggy – Back  
a. LASH      b. TTFC      c. COFC      d. TOFC
6. Special purpose material handling equipments are used in \_\_\_\_\_.  
a. line layout      b. process layout  
c. both 'a' and 'b'      d. None of the above
7. RO-RO concept means:  
a. Roll On-Ride Off      b. Ride On-Ride Off      c. Roll Off-Roll On      d. Roll On - Roll Off
8. \_\_\_\_\_ refers to supply chain practices that strive to reduce energy and environmental footprints in terms of freight distribution.  
a. Inbound Logistics      b. Green Logistics      c. Outbound Logistics      d. SCM
9. Which of the following is not a component of 4PL?  
a. Control Room (Intelligence)  
b. Resource Providers  
c. Information  
d. Recycling
10. \_\_\_\_\_ Involves streamlining the distribution process in terms of physical and information efficiency.  
a. Technical Integration      b. channel Integration      c. channel hierarchy      d. vertical marketing System

Q.1 B) Match the right and closely related answer from Column Y with the terms given in Column X. ( Attempt Any 7 questions ) (7)

Column X	Column Y
1) Piggyback	a) Downstream logistics
2) Measurement of Logistical Customer Service with reference to Operational Performance	b) Selective criteria criticality of the part to operations
3) Measurement of Logistical Customer Service with reference to Availability	c) Selective criteria Seasonality
4) Inbound Logistics	d) Truck
5) Fixed Path Variable Destination Material Handling Equipment	e) Productivity
6) SOS	f) use of Road and Rail mode of transport
7) Internal Performance Measure	g) Supply Chain Integrator
8) VED	h) Logistics Park
9) 4 PL	i) Speed, Consistency, Flexibility
10) Warehousing facilities with efficient Transportation connectivity	j) Upstream Logistics
	k) Stock out Frequency and Fill rates
	l) Auto Guided Vehicle

Q.2) A) What is Performance Management System? Explain the importance and objectives of developing and implementing Performance Systems in Logistics? (8)

B) What is Bullwhip Effect? Explain causes and impacts of Bullwhip Effects? (7)

OR

C) From the following data, calculate a 3 period weighted moving averages from 4 th Month to 8 th Month, with weights as 3, 2 and 1. The largest weight is being assigned to most recent period and current Demand Value. (10)

Period ( Month )	1	2	3	4	5	6	7	8
Demand in Units	100	120	130	145	160	170	200	?

D) Explain Primary, secondary, Tertiary Packaging and unit load? (5)

Q.3) A) What is Logistical Outsourcing? Differentiate between 3PL and 4PL Logistics. (8)

B) Explain the concept of DRP. What are its Logistics and Marketing Benefits? (7)

OR

C) What is Transportation? Explain the various factors that have to be taken into consideration before selecting a carrier? (8)

D) Discuss in detail Global Logistics trends. (7)

Q.4) A) The annual demand for a particular item is 9000 units, unit cost is Rs. 10/- Carrying cost on an average inventory is 20% and the ordering cost per order Rs. 150/-.

Find 1) EOQ (3)

2) Total Inventory Cost. (3)

3) If purchase manager has decided to place purchase order with minimum order quantity of 3000 units to get unit cost discount of 10 % per unit. State Purchase Manager is justified in his decision? (4)

B) Discuss Role of Information Technology in Today's Modern Logistics. (5)

OR

- C) Explain Guidelines or Principles of Material handling (8)  
D) Explain what Logistical competency is and how it can be achieved? (7)

Q.5) A) Read the Case and answer the following:

Starbucks is pretty much a household name. But like many of the most successful worldwide brands, the coffee shop giant has been through its periods of supply chain pain. In fact, during 2007 and 2008, Starbucks leadership began to have serious doubts about the company's ability to supply its 16,700 outlets. As in most commercial sectors at that time, sales were falling. At the same time though, supply chain costs rose by more than \$75 million.

**Supply Chain Cost Reduction Challenges:** When the supply chain executive team began investigating the rising costs and supply chain performance issues, they found that service was indeed falling short of expectations. Findings included the following problems

- Fewer than 50% of outlet deliveries were arriving on time
- A number of poor outsourcing decisions had led to excessive 3PL expenses
- The supply chain had, (like those of many global organisations) evolved, rather than grown by design, and had hence become unnecessarily complex

**The Path to Cost Reduction:** Starbucks' leadership had three main objectives in mind to achieve improved performance and supply chain cost reduction. These were to:

- Reorganize the supply chain
- Reduce cost to serve
- Lay the groundwork for future capability in the supply chain

In order to meet these objectives, Starbucks divided all its supply chain functions into three key groups, known as "plan" "make" and "deliver". It also opened a new production facility, bringing the total number of U.S. plants to four.

Next, the company set about terminating partnerships with all but its most ineffective 3PLs. The remaining partners were then managed via a weekly scorecard system, which was aligned with renewed service level agreements.

**Supply Chain Cost Management Results:** By the time Starbucks' supply chain transformation program was completed, the company had made savings of more than \$500 million over the course of 2009 and 2010, of which a large proportion came out of the supply chain, according to Peter Gibbons, then Executive Vice President of Global Supply Chain Operations.

- 1) State the facts & analyse the case. (8)  
2) Explain how Effective Supply chain management helped starbucks to improve their performance? (7)

OR

- B) Write short notes on: (Any 3) (15)
1. Customer Service Strategy
  2. Contract Warehousing
  3. Perfect Order Principle
  4. Cold Chain Logistics
  5. Activity Based Costing.

TYBMS - V

Paper / Subject Code: 46006 / Finance:Commodity & Derivatives Market

Duration : 2 ½ Hrs

Marks : 75

- Note:** 1) All Questions are compulsory subject to internal choice  
 2) Figures to right indicate full marks

**Q.1 (A)** State weather the following statement are True or False. (Any 8) (08)

1. It is very difficult to take long or short position in the derivatives s compared to other assets.
2. Forwards are over the counter instrument.
3. Expiration day is the last trading day of the contract.
4. The spot price is the future market price of the underlying asset.
5. Contract price =  $\frac{\text{(Price of each security} \times \text{contract)}}{\text{Lot size}}$
6. Payoff on a position is likely profit/ loss that would accrue to a market participant with change in the price of the underlying asset at expiry.
7. Speculators take large, calculated risks as they trade based on anticipated future price movements.
8. In options, execution of contract can be done any time before the expiry of the agreed date.
9. An option premium is the income received by an investor who holds the option contract.
10. The strike price is specified in the option contract and does change over time.

**B) Match the following (Any 7)** (07)

	Column A		Column B
1	No margin requirement	a	Unlimited profit
2	Contract size	b	Highly risky
3	Settlement of forward contract	c	Lot size
4	Speculation	d	Higher option premium
5	Arbitrage	e	Cash or delivery
6	Option writer	f	Forwards
7	Option holder	g	Directly proportional to spot price
8	Deep in the money	h	Short position
9	Futures contract	i	Operating leverage
10	Financial risk	j	Symmetrical payoffs

**Q.2 (A)** Discuss the Participants in derivative market? (08)

**Q.2 (B)** Distinguish between Forward & Future (07)

**OR**

**Q.2(C)** Write note on different types of derivative traded in India. (08)

**Q.2(D)** Define Commodity Market. Explain its history & growth in India (07)

**Q.3(A)** Explain the following Terminologies: (08)

1. Initial Margin
2. Contract Size
3. Settlement Price
4. Option Premium

**Q.3(B)** What is imperfect hedge ? what are the reasons for imperfect hedge? (07)

**OR**

**Q.3 (C)** The spot price of gold is Rs 31,000/- the locker rent is Rs500 and the insurance charges are Rs 750. The interest rate on the borrowed funds is 14% p.a. compounded on monthly basis. What will be the fair value of futures after 3 months? (08)

**Q.3(D)** Naman shorts a call option of VST Ltd at an exercise price of Rs 1020 with a premium of Rs 50. Calculate the profit or loss for Naman if the spot price on expiry is as follows: Rs. 970, Rs. 980, Rs. 990, Rs. 1000, Rs. 1010, Rs. 1020, Rs. 1030, Rs. 1040, Rs. 1050. Also draw the payoff diagram for the same. (07)

**Q.4 (A)** Explain what is meant by intrinsic value or moneyness of an option contract (07)

**Q.4 (B)** Distinguish between Binomial Option Pricing Model & Black Scholes Option Pricing Model (08)

**OR**

**Q.4 (C)** The spot price of copper is Rs 4,600 per kg, the store room rent is Rs6,000 paid semi-annually. The interest rate on the borrowed funds is 12% p.a. compounded on monthly basis. What will be the fair value of futures after 3 months? (07)

**Q.4 (D)** An investor takes position in the futures market through the following transactions

- a. Buys 6 contracts of Tata Steel Ltd at Rs 3125 with a lot size of 200 , which expires at a final settlement price of Rs 3150
- b. Sells 7 contracts of Canara Bank at Rs 675 with a lot size of 100 which expires at 665

Determine the net profit or loss for the investor from both the positions draw payoff diagram for respective positions

**Q.5 (A)** What are the types of Order?

**(B)** What are objectives of NSCCL

**Q.5 Write short notes on any three of the following**

1. Backwardation
2. Reverse Cash & Carry Arbitrage
3. Types of Underlying Assets.
4. MCX
5. Cost of Carry Model

(15)

TVBMS II

Time: 2:30 hours

Marks: 75

Note:

- 1) All questions are compulsory subject to internal choice.
- 2) Figures to the right indicate full marks.
- 3) Use of simple calculator is allowed

Q1(A) Choose the correct alternative and rewrite the sentence. (Any 8) (8)

1. \_\_\_\_\_ is Defined as a relationship between an advisor and individual or a household.
  - A) Wealth Management
  - B) Investment Management
  - C) Financial Advisory
  - D) None of the above
2. Wealth management include \_\_\_\_\_
  - A) Wealth accumulation and Development
  - B) Wealth Protection
  - C) Tax minimization Strategies
  - D) All of the above
3. \_\_\_\_\_ of the financial plans often requires discipline and perseverance.
  - A) Execution
  - B) Monitoring
  - C) Demonstrating
  - D) None of the above
4. Yield curve refers to \_\_\_\_\_
  - A) Demand curve
  - B) Upward Sloping curve
  - C) Downward sloping curve
  - D) Lined at plots invest area.
5. \_\_\_\_\_ applies to debt investment such as bonds.
  - A) Credit risk
  - B) Debit risk
  - C) Planned risk
  - D) None of the above
6. Health Insurance premium provide tax exemption Under section \_\_\_\_\_
  - A) 80D Income Tax
  - B) 80C Income Tax
  - C) 80G Income Tax
  - D) 80A Income Tax
7. SIP stands for \_\_\_\_\_
  - A) Systematic Interest plan
  - B) Systematic innovation plan
  - C) Systematic Investment Plan
  - D) None of the above.
8. \_\_\_\_\_ is the difference between assets and liabilities of an individual or a company.
  - A) financial ratios
  - B) Fixed assets
  - C) Net worth
  - D) Goodwill



TVBMS II

Time: 2:30 hours

Marks: 75

Note:

- 1) All questions are compulsory subject to internal choice.
- 2) Figures to the right indicate full marks.
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Q1(A) Choose the correct alternative and rewrite the sentence. (Any 8) (8)

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  - A) financial ratios
  - B) Fixed assets
  - C) Net worth
  - D) Goodwill

9. TDS stands for \_\_\_\_\_.
- Tax deducted at source
  - Tax deducted at statute
  - Tax deducted at system
  - Tax deducted at strategy
10. A \_\_\_\_\_ is one used to invest and disburse money in tax favour retirement plan.
- Pure lifetime annuity
  - Non-qualified annuity
  - Qualified annuity
  - Lifetime annuity

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

- Wealth manager usually in fiduciary position when managing monies of their clients especially in portfolio management service.
- An interest rate is often expressed as an annual percentage of the principle.
- Money back policy offers the payment of partial survival benefits.
- Life insurers are also known as health insurers.
- Bonds are sometimes called fixed saving investments.
- Assets allocation overtime is called as rebalancing.
- CAGR return is same as Holding period return.
- TDS is based on the principle "pay as you earn".
- Total income is arrived after making various deduction from gross total income.
- Any pension system comprises a two-pillar system.

Q2. Mr. Soham submits the following details of his income for the Assessment Year 2018-19.

Particulars	Amount.
Income from salary	3,00,000
Loss from Let Out House Property	(40,000)
Income from Sugar Business	50,000
Loss from Iron ore business b/f from 2013-14	(1,20,000)
Short term Capital loss	(70,000)
Long term Capital Gain	40,000
Dividend from foreign company.	5,000
Income received from lottery winning(gross)	50,000
Winnings in Card Games	6,000
Agricultural income	20,000
Bank interest	5,000

Calculate Gross total income and losses to be carried forward. (15)

OR

Q2(A) Explain the steps in building a financial plan. (8)

Q2(B) Briefly describe the challenges of Wealth Management. (7)

Q3. (A) Dr. Dinesh sold on 20.06.2017 his residential house in Jaipur for Rs.75,00,000. It was purchased on 10.08.2003 for Rs.6,00,000. Expenses on transfer amounted to Rs. 1,00,000. Dr. Dinesh incurred expenses on improvement of old house in financial year 2005-06 of Rs 2,00,000. He invested Rs.25,00,000 for purchase of new residential house on 31.10.2017. You are required to compute Net Capital Gain for the assessment year 2018-19. Relevant cost inflation indices are as under.

FINANCIAL YEAR	COST INFLATION INDICES
2001-02	100
2003-04	109
2005-06	117
2017-18	272

(7)

Q3(b) Following is the summarized Balance Sheet of Star Products Ltd as on 31-03-2014.

Liabilities	Rs.	Assets	Rs.
Equity Share Capital	5,00,000	Fixed Assets	13,00,000
9 % Preference Share Capital	3,00,000	Investments	4,00,000
Securities Premium	25,000	Stock	8,50,000
10% Debentures	7,50,000	Sundry Debtors	5,00,000
Profit & Loss A/c	7,40,000	Prepaid Expenses	40,000
Sundry Creditors	2,30,000	Advance Income Tax	78,000
Bank Overdraft	3,95,000	Cash & Bank Balances	62,000
Provision for Taxation	1,80,000	Shares Issue Expenses	10,000
Proposed Equity Dividend	1,50,000	Preliminary Expenses	30,000
	<b>32,70,000</b>		<b>32,70,000</b>

You are required to compute the following ratios –

- (i) Current Ratio
- (ii) Liquid Ratio
- (iii) Debt Equity Ratio
- (iv) Capital Gearing Ratio

OR

Q3 (P) What are the rights of an Insurer? (8)

Q3 (Q) What are the factors affecting risk profile of a client? (7)

Q4 (A) Discuss the requirement of a valid will? (8)

(B) What is TDS and When is it payable? (7)

OR

Q4(P) Assuming the Total Tax Liability of Mr. Mohanji is Rs.50,000 And TDS is Rs.2,000. Calculate the Advance Tax payable on Respective Due Dates. (8)

Q4(Q) Mr. Nitin aged 41 years furnishes the following information:

- 1) Income from Capital gain Rs 5,00,000.
- 2) Income from textile business Rs 8,00,000.
- 3) LIC premium of self-Rs.70,000 P.A (sum assured Rs.3,00,000)

- 4) Mediciam premium on self policy Rs.20,000 and for dependant parent Rs.16,000.
- 5) Contribution to recognised provident fund Rs. 45,000.

Compute the Net taxable income of Mr. Nitin for the assessment year 2018-19.

- Q5(A) What is New pension scheme (NPS)? Explain the features of NPS. (8)
- (B) Explain Pre and Post Retirement Strategies. (7)

OR

- Q5. Write short Notes (Any 3) (15)
- a) Scope of Wealth Management
  - b) Health Insurance Mediciam
  - c) Active Investment Management
  - d) Long term Capital gain Tax
  - e) Sukanya Samridhi Scheme

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TYBMS

Time: 2.30 Hours

Marks: 75

NOTE: 1. Q1 is compulsory

2. Q2 to Q5 having internal options
3. Figures to the right indicate full marks.
4. State your assumptions clearly

**Q1.A State True or False (any 8).**

(08)

1. Risk Measurement involves tactical and Strategic decisions to control risk
2. Credit Risk is alternatively called as Default Risk
3. Beta less than 1 indicates that the security is theoretically more volatile than the market
4. Basis= Future price – Spot Price
5. In the money Option leads to negative cash flows to the holder if it were exercised immediately
6. Markowitz Risk Return Model is also called as Modern Portfolio Theory
7. Value at risk measures the potential loss in value of a risky asset or a portfolio
8. Option Premium is paid by Option seller to the Option buyer
9. Actuaries are professionals who apply mathematics to financial problems
10. Translation exposure in Exchange rate risk impacts the future cash flows of a firm.

**Q1.B Match the column (any 7)**

(07)

	Column A		Column B
i	Risk Register	a	Call and Put
ii	Arbitrage	b	Futures
iii	Options	c	Pure risk
iv	Standardized exchange traded contracts	d	Exchange of cash flows between two parties
v	Forwards	e	Higher risk higher returns
vi	Swaps	f	Master document that captures all the possible risk in a project
vii	Modern Portfolio Theory	g	More Risky project
viii	Systematic Risk	h	Profit from price difference in two markets
ix	Beta $\geq 1$	i	Risk of failure of systems, processes and people in the organization
x	Operational Risk	j	No standardized contract

- Q.2) a) Distinguish between Risk Measurement and Risk Management. (08)  
 Q.2) b) Explain Diversification? State the techniques used for Diversification. (07)

OR

- Q.2) c) What is Derivatives? Explain the types of Derivatives. (08)  
 Q.2) d) Explain Arbitrage? State the techniques of Arbitrage. (07)

- Q.3) a) Explain the challenges of Risk assurance in an organization. (08)  
 Q.3) b) Define Stakeholder? How stakeholders can be managed. (07)

OR

- Q.3) c) The following is the information of Stock A and Stock B under the possible states of nature: (15)

State of nature	Probability	Returns A (%)	Returns B (%)
1	0.10	5%	0%
2	0.30	10%	8%
3	0.50	15%	18%
4	0.10	20%	26%

- (i) Calculate the expected return of A and B  
 (ii) Calculate the Standard deviation of Stock A and B  
 (iii) If you want to invest in any one stock, which stock would you prefer

- Q.4) a) Explain the powers, functions and duties of IRDA (08)  
 Q.4) b) what is Actuaries? Explain the role of Actuaries (07)

OR

- Q.4) c) From the following information, calculate Beta ( $\beta$ ) of a security (08)

Year	Return on security (%)	Return on Market Portfolio (%)
1	18	11
2	19	13
3	17	12
4	20	14
5	21	15

- Q.4) d) Expected losses are given in the table below: (07)

Loss Value (in Rs.)	Probability
50,000	0.30
10,000	0.60
0	0.10

Find the fair premium if:

- (a) Policy provides full coverage  
 (b) Underwriting cost = 12% of pure premium  
 (c) Claims are paid at the end of the year  
 (d) Interest rate = 8%  
 (e) Expected claim cost = Rs.900  
 (f) Fair profit = 10% of pure premium

Q.5) a) Explain Risk and the three lines of Defense. (08)

Q.5) b) Explain Enterprise Risk Management Matrix. (07)

OR

Q.5) c) Write Short notes on (Any Three) (15)

- i) Reinsurance
- ii) Bancassurance
- iii) Expected Claim cost
- iv) Enterprise Risk Management
- v) Quantitative Risk Measurement

T/13ms - V

Duration : 2.30 Hours

Marks : 75

- NB: (1) All questions are compulsory having internal option.  
 (2) Figures to the right indicate marks allotted to each question.  
 (3) Simple calculator allowed.

1. (A) Match the following columns. (Any 8)

(08 Marks)

	Column A		Column B
1	PPF	A	Liquidity ratio
2	NIFTY	B	Uncertain & high return
3	Unsystematic Risk	C	William sharpe
4	Standard deviation	D	Elliot wave theory
5	Net Profit ratio	E	Technical Analysis
6	Study of Charts & pattern	F	Profitability ratio
7	Dow Theory	G	Measure of Risk
8	Capital Assets Pricing model	H	Controllable
9	Gambling	I	NSE
10	Current ratio	J	Highly illiquid

1.(B) Give True or False: (Any 7)

(07 Marks)

- 1) Investments are made with primary objective of deriving returns.
- 2) Capital gain refers to increase in value of investments over a period of time.
- 3) Non - Marketable financial assets can be sold in capital market.
- 4) Public Provident Fund is a savings cum tax saving instrument in India.
- 5) Treasury Bills are one of the riskiest Money market instruments issued by Central Government.
- 6) Commercial Paper is a short term unsecured promissory note issued by Corporate and Financial Institutions.
- 7) Equity shareholders does not carry right of dividend.
- 8) Secondary Market is a market where existing securities are purchased and sold.
- 9) Merger and Acquisitions are major functions of Investment Bankers.
- 10) NSDL is the largest central security depository based in Mumbai.

2. (A) Explain the Non- marketable Financial Assets.

(08 Marks)

2. (B) Explain in brief the objectives of Investment.

(07 Marks)

OR

2. As Portfolio Management Consultant, you are approached by Mr. Wagh, aged 35 with investible funds of Rs. 10 lakhs. He wants to know from you the following:

(i) What are the investment avenues available to him which will give a suitable return with maximum return?

(ii) What are the various types of risks?

(15 Marks)



3. (A) Calculation of Beta of each of the following two companies with the help of given information.

(08 Marks)

Year	Rudra Ltd	Hethvi Ltd	Market return
1	20	19	20
2	18	16	17
3	17	13	14
4	21	19	20
5	24	23	24

3. (B) The rate of return of stock Mocktail and Cocktail under different status of economy are given below :

Particular	Boom	Normal	Recession
Probability	0.30	0.45	0.25
Return of stock Mocktail (%)	35	55	70
Return of stock Cocktail (%)	70	55	35

a) Calculate the expected return and standard deviation of return on both the stock.

b) If you could invest in either stock Mocktail or stock Cocktail, but not in both. Which stock would you prefer?

(07 Marks)

OR

3. Following is information about shares of Modi Ltd. and Gandhi Ltd. Under in various economic conditions. At present both the shares are traded at Rs. 100.

Situation	Probability	Expected Price of the shares (Rs.)	
		Modi Ltd.	Gandhi Ltd.
High Growth	0.30	140	150
Low Growth	0.40	110	100
Stagnation	0.20	120	120
Recession	0.10	100	80

(i) Which company has more risk to invest?

(ii) Mr. Kapil wants to invest Rs. 10,000.

(iii) Will your decision change if probabilities are 0.4, 0.4, 0.1, 0.1 respectively.

(15 Marks)

4. (A) Give a brief on Technical Analysis.

(B) what are charts? Explain the types of charts.

(08 Marks)

(07 Marks)

OR

TYBMS V

**Paper / Subject Code: 46002 / Corporate Communication & Public Relations**

TIME : 2.5 HOURS

MARKS: 75

- Note – 1. All questions are compulsory  
2. Figures to the right indicate full marks

**Q 1 A) Fill in the blanks (any 8)**

**8 marks**

- 1 .....principles are to be followed by the business in order to survive in the long run  
a. Profit motive b. ethical c. CSR d. none of these
- 2 .....is the main role of corporate communication with respect to brand.  
a. Recognition b. loyalty c. value d. positioning
- 3 .....is not an essential of Public relations.  
a. Human relations b. empathy c. dialogue d. supply of information
- 4 The first rule of crisis management is to .....  
a. Communicate b. avoid media c. never take responsibility d. ignore
- 5 The word .....is a short form for web log  
a. Twitter b. blog c. skype d. internet
- 6 .....is not an audience for financial communication  
a. Financial analysts b. individual stakeholders c. financial institution d. psychologists
- 7 .....theory is another way to look at how people process and accept information  
a. System b. situational c. diffusion d. social exchange
- 8 Spoken defamation is called .....  
a. Insult b. libel c. slander d. grapevine
- 9 .....refers to page on company's website that contains resources for reporters  
a. RSS b. blog c. press kit d. web chat
- 10 .....technological tool is no longer used today  
a. Email b. facebook c. online messages d. telegram

**Q 1 B) Match the following (any 7)**

**7 marks**

1	New economic policy	a	I pod
2	Corporate identity	b	Third party media
3	Good employee communication	c	1991
4	Executive blog	d	PR system
5	Podcast	e	Crisis
6	Media beyond business control	f	Favourable image
7	Online magazines	g	TISCO
8	Formal source of employee communication	h	Two way feedback
9	Introduction of PR in India	i	e-zines
10	Turning point for better or worse	j	Exclusive organizational ends

- Q 2 a. What is corporate communication? Justify its need and relevance **8**  
b. Explain corporate reputation. What are its advantages? **7**
- Or
- Q 2 c. "Ethics is an important part of corporate communication" – discuss **8**  
d. Enumerate on defamation and its types **7**

**Paper / Subject Code: 46002 / Corporate Communication & Public Relations**

- Q 3 a. Define Public relation. What are its essentials? 8  
b. Discuss in brief growth of public relations. 7  
Or
- Q 3 c. How does social and cultural trends influence business environment. 8  
d. Explain systems theory with diagram. 7
- Q 4 a. How to build effective media relations? Explain in brief. 8  
b. Mention the sources of employee communication 7  
Or
- Q 4 c. XYZ Ltd. Provides online financial services. The database of the company was hacked and customer account details were leaked. As a PR manager, how will you handle this crisis? 8  
d. Trace the growth of financial communication in India 7
- Q 5 a. Discuss on technological tools of communication 8  
b. Elaborate on steps of making a business blog 7  
Or
- Q 5 Short notes (any 3) 15  
a. Copywrite Act  
b. RSS  
c. E-media relations  
d. Corporate blogs  
e. Financial advertising

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TY Bms  
A

Time: 2:30 Hours

Marks:75

Note:

1. All questions are compulsory
2. Use of Simple Calculators is allowed

Q.1. Multiple choice Questions:  
(Attempt any 8 /10)

(8m)

1. Residential Status is to be determined for:
  - a) Previous year
  - b) Assessment year
  - c) Accounting Year
  - d) None of these
2. Income which accrue or arise outside India but are received directly into India are taxable in case of
  - a) Resident only
  - b) Both Ordinary Resident and Not Ordinary Resident
  - c) Non-resident
  - d) All the assesses
3. Income received in India.
  - a) Is taxable only for a resident
  - b) Is not taxable only for a non-resident
  - c) Is taxable for a resident, a resident but not ordinarily resident and non-resident
  - d) Is exempted in all cases
4. Salary received by Member of Parliament
  - a) Salary
  - b) Income from other sources
  - c) Income from business
  - d) Exempt income
5. Payment received by a college lecturer from University for setting question papers
  - a) Salary
  - b) Income from other sources
  - c) Income from business
  - d) Exempt income

6. Municipal tax is deducted from
  - a) Net Annual Value
  - b) Gross Annual Value
  - c) Municipal valuation
  - d) None of the above
  
7. A house property with fair rent Rs. 1,20,000 is neither let out nor self-occupied throughout the previous year. The annual value shall be
  - a) Rs. 1,20,000
  - b) Nil
  - c) Rs. 60,000
  - d) None of the above
  
8. Export incentives received by an assessee is
  - a) Exempt
  - b) Taxable as business income
  - c) Exempt up to certain limits
  - d) None of the above
  
9. To be a long-term capital asset, a residential house property should be held for more than
  - a) 12 months
  - b) 24 months
  - c) 36 months
  - d) 60 months
  
10. Deduction u/s 80 C is allowed to the maximum of
  - a) Rs. 50,000
  - b) Rs. 1,50,000
  - c) Rs. 1,00,000
  - d) None of the above

Q.1. b. State whether the following statement is True or False:  
(Attempt any 7 / 10)

(7m)

1. The premium u/s 80 D can be paid by an individual, for his dependent brother.
2. The payment for insurance premium u/s 80 C can be made in cash.
3. Income under the head Income from Other Sources is taxable on due basis.
4. There will be long term capital gain. If Plant and Machinery is transferred after it is held for more than 12 months.
5. Dividend declared by an Indian Company is fully exempt in the hands of shareholders.
6. An assessee has borrowed money for purchase of a house and interest is payable outside India. Such interest shall be allowed as deduction, without any further conditions.
7. Gratuity shall be fully exempt in the case of employees of Central Govt. State Govt. and local authorities.
8. Pension received by government employee is exempt.

9. Goods and Service Tax paid is allowable expenses, under Income from Business and Profession.
10. Shares of listed company held for more than 36 months are termed as long term capital assets.

Q.2. a. Mr. Shahrulkh gives particulars of his Income earned during the P.Y. 2017-18. He is working with a private company Red chillies Ltd. The income earned as follows: (15m)

- |  |  |
|--|--|
| 1. Basic Salary  | -Rs. 70,000 p.m.                           |
| 2. Dearness Allowances   | -Rs. 50,000 p.m.                           |
| 3. Travelling Allowances   | -Rs. 15,000 p.a. (Rs. 9,600 exempt)        |
| 4. Contribution to recognised provident fund both by employer and employee | - Rs. 20,000 p.m. (exempt Rs. 14,400 p.m.) |
| 5. Entertainment allowance   | - Rs. 50,000 p.a.                          |
| 6. Professional tax paid   | - Rs. 2,500 p.a.                           |
| 7. Taxable amount of perquisite  | - Rs. 25,000p.a.                           |

He has earned following other income also:

1. Interest on debentures received from TELCO Ltd. Rs. 15,000 p.a.
2. Interest from Public Provident fund Rs. 30,000 p.a.
3. Dividend from RIL Rs. 5,00,000
4. Winning from lottery Rs. 1,00,000

He has made contribution t :

1. Taken National Saving Certificate Rs. 20,000
2. Purchase mediclaim Insurance, Premium Rs. 15,000

Calculate the Taxable Income of Mr. Shahrulkh.

OR

Q.2. b. Ms Pari is a Government employee retired on 1/1/2018 after 35 years of service. She gives the following information of his income. (15m)

- |  |   |
|--|---|
| 1. Basic Salary  | -Rs. 50,000 p.m.                        |
| 2. Dearness Allowances   | -Rs. 55,000 p.m.                        |
| 3. Travelling Allowances   | -Rs. 10,000 p.a. (Exempt Rs. 8,000)     |
| 4. House Rent Allowance  | -Rs. 7,000 p.m. (Exempt Rs. 5,500 p.m.) |
| 5. Taxable other allowance   | - Rs. 6,000 p.m.                        |
| 6. Gratuity received on Retirement   | - Rs. 8,00,000 (Exempt)                 |
| 7. Pension per month   | - Rs. 15,000                            |
| 8. Amount Received on Recognised Provident Fund Maturity due to Retirement | - Rs. 12,00,000 (amount Exempt)         |
| 9. Amount spent on Books for employment                                    | -Rs. 5,000                              |
| 10. Profession Tax   | - Rs. 1,800                             |

She owns a house in Delhi which has been rented on a monthly rent of Rs. 25,000.

The said property has a Municipal value Rs. 2,50,000

Fair Rent Rs, 2,80,000

Standard Rent Rs. 2,75,000

She has paid an interest of Rs. 30,000 on Loan taken for the property let out.

She has also paid Rs. 50,000 as principle amount for the loan taken.

She has paid Rs. 40,000 for his brother who is disabled @ 55% whom she takes care of.

Calculate Taxable Income for A.Y. 2018-19.

Q.3. a. Mr. Joginder who is 85% Handicapped gives you the information of his income for A.Y. 2018-19. (15m)

Profit & Loss A/c for the year ended 31<sup>st</sup> March, 2018

Particulars	Rs.	Particulars	Rs.
To Salaries	1,20,000	By Gross Profit	6,25,000
To Rent	75,000	By Interest on Debentures	25,000
To Interest on Capital	1,00,000	By Dividend from foreign Co.	15,000
To Depreciation	70,000	By Gift from father	51,000
To Drawings	60,000	By Income from Agriculture	10,000
To Life Insurance Premium of Self	50,000		
To Insurance of Stock	40,000		
To Reserves for Doubtful Debts	10,000		
To Sundry Expenses	1,50,000		
To Net Profit c/d	51,000		
	7,26,000		7,26,000

- Salaries include Rs. 10,000 paid to son who is in 5<sup>th</sup> standard.
- Rent includes Rs. 5,000 for Rent of his own house property.
- Depreciation allowed as per Income Tax Rules is Rs. 60,000.
- Sundry expenses include Rs. 15,000 paid for donation to political party.
- Spent Rs. 30,000 as Tuition fees for school fees of his child.

Calculate the Taxable Income of Mr. Joginder for A.Y. 2018-19.

OR

Q.3. b. From the following profit & Loss A/c of Mr. Jignesh, is severely disabled. Compute his total taxable income for the Assessment Year 2018-19. (15m)

Profit & Loss A/c for the year ended 31<sup>st</sup> March, 2018.

Particulars	Rs.	Particulars	Rs.
To Opening Stock	1,67,000	By Sales	5,20,000
To Purchases	4,50,000	By Closing Stock	1,52,500
To Office Salaries	35,500	By Income Tax Refund (Including Interest Rs. 1,000)	7,500
To Bad debts written off	12,500	By Dividend from U.T.I.	25,000
To Advertisement	5,250	By Lottery Price Received	55,000
To Fire Insurance Premium	2,250		
To Conveyance	3,000		
To Interest on proprietor's Capital	12,500		
To General Expenses	27,500		
To Donation to NGO	2,500		
To GST penalty	2,000		
To Depreciation	15,000		
To Net profit	25,000		
	7,60,000		7,60,000

Additional information:

1. General Expenses include Advance Income Tax Rs. 5,000 and Rs. 250 for purchase of lottery tickets.
2. Depreciation allowable as per Income Tax Rule Rs. 12,500.
3. Purchases include Rs. 40,000 paid for cash purchases which is disallowed by the income tax department Under Section 40 A (3) of Income Tax Act, 1961.
4. Office Salaries include Bonus due but not paid Rs. 8250.
5. He paid an amount of Rs. 15,000 as tuition fees for his son who studies in college.

Q.4. a. Mr. Sumeet who has 3 properties in Mumbai gives you the following particulars of his Income:

a) Particulars	H1	H2	H3
	LOP	LOP	SOP
1. Municipal Value	8,00,000	10,00,000	7,00,000
2. Fair Rent	7,50,000	9,00,000	7,50,000
3. Standard Rent	8,00,000	9,50,000	6,00,000
4. Actual Rent Received	12,00,000	15,00,000	-
5. Municipal Tax paid by owner	1,20,000	2,00,000	50,000
6. Interest on Loan: Paid	80,000	1,20,000	1,00,000
Outstanding	80,000	80,000	50,000
7. Repairs of House Property	50,000	-	-

b) Mr. Sumeet also had an urban land which he sold for Rs. 80,00,000 on 15/4/2017 which he had purchased for Rs. 15,00,000, on 15/4/2003. He has spent Rs. 4,00,000 in the year 2014-15 for levelling the ground.

c) i. He has contributed Rs. 40,000 for depositing in 5 years Fixed Deposit with State Bank of India.

ii. He has paid Rs. 2,00,000 as principle amount to Bank for the loan taken for the property.

Cost Inflation Index:	2017-18	272
	2003-04	109
	2014-15	240

Calculate the net taxable income for A. Y. 2018-19.

OR

Q.4. b. Compute the Income of Mr. Kaushik for the assessment year 2018-19, assuming that he is Resident and Ordinary resident or Resident but not Ordinary resident or Non – resident in India for the previous year 2017-18.

	Rs.
1. Interest on company deposits in India	1,40,000
2. Income deemed to be earned in India	62,000
3. Income from business, situated in Japan and controlled in India	1,68,000
4. Salary received in India for services rendered outside India	1,84,000
5. Interest received from the Government of India (received Outside India)	3,20,000
6. Interest received from a foreign company outside India	1,40,000
7. Past untaxed profit of the year 2013-14 brought into India in May, 2017	2,20,000
8. Royalty received in India from a non-resident in respect of technology used by such person outside India	1,00,000
9. Pension from a former employer in India, received in Nepal	4,60,000



- Q.5. a. Give list of Allowances under the head Income from Salaries.
- Q.5. b. Enumerate the allowable savings under section 80 C.

(8m)  
(7m)

OR

- Q.5. c. Write Short Notes on: (Attempt any 3 out of 5)
- 1. Deductions under section 24 on Income from House Property
- 2. Deductions under section 80D
- 3. Long Term Capital Assets under Income from Capital Gains
- 4. Exempt Incomes under the head Income from Other Sources
- 5. Disallowable expenses under the head Income from Business.

(15m)

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