

Class: S.Y.BMS

Semester: III

Subject: Accounting for Managerial Decisions

Time: 2.5 hours

Total: 75 marks

Date: 20th Oct , 23

Time: 8:00 am to 10:30 am

Instructions for the candidate:

1. This question paper contains 6 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.
5. Use of simple calculator is allowed.

Q1A) Multiple Choice Questions (any 8 out of 10)

8 marks

1. Debt equity ratio is a relationship between _____
a) Short-term debt and equity b) Long-term debt and equity c) Current liability and share capital d) Preference share capital and equity share capital
2. The transportation cost for bringing the goods is _____
a) Travelling expenses b) Carriage outwards c) Carriage Inwards
d) Carriage on Purchase
3. Staff salary is _____
a) operating expenditure b) non-operating expenditure c) revenue expenditure
d) capital expenditure
4. Depreciation is _____
a) deducted from book profits to determine the cash from operations
b) is added back to book profits to determine the cash from operations
c) is treated as cash outflow for investing activities
d) is treated as cash inflow from financing activities
5. New Bank Loan will be shown in the Cash Flow Statement as _____
a) Operating activities b) Investing activity c) Financing activities
d) Cash and cash equivalents
6. Which of the following is not a factor that affects the composition of the working capital?
a) Nature of business b) Nature of raw materials used c) Tax structure of the company
d) Process technology used
7. _____ of customers is based on 5C's.
a) Modern Analysis b) Traditional Analysis c) Numerical Credit Scoring
Analysis d) Test Analysis

8. _____ refers to asset given by the firm against credit.
 a) Condition b) Consolidation c) Collateral d) Collection
9. Administrative expense ratio is a
 a) Balance sheet ratio b) Combined ratio c) Revenue statement Ratio
 d) Capital Employed Ratio
10. The assessment of financial statements by a shareholder is an example of
 a) Vertical Analysis b) Horizontal Analysis c) Internal Analysis d) External Analysis

Q1B) State whether True or False (any 7 out of 10)

7 marks

1. Goodwill is shown under fictitious assets.
2. Capital employed is equal to working capital.
3. Public deposits is a secured loan.
4. Stock is liquid Exit asset
5. Prepaid expenses are included into quick assets
6. Issue of debentures is cash from financing activities
7. Cash flow statement provides information that supplements profit and loss account and balance sheet
8. A business organisation need not have working capital
9. Trade credit is the source of working capital
10. Temporary working capital is known as poor working capital

Q2A Following is the Balance Sheet of JBL Ltd. as on 31st March, 2020. Prepare common size vertical statement from the same 15 Marks

Equity Share Capital	2,00,000	Goodwill	70,000
8% Preference Share Capital	2,00,000	Land and Buildings	4,40,000
16% Debentures	80,000	Plant and Machinery	2,00,000
15% Bank Loan	40,000	Furniture	60,000
Reserves	3,00,000	Investments	40,000
Creditors	1,20,000	Debtors	1,40,000
Bank Overdraft	80,000	Prepaid Insurance	20,000
Outstanding Rent	14,000	Stock	60,000
Provision for tax	40,000	Cash in Hand	14,000
Proposed Dividend	20,000	Cash at Bank	70,000
Profit and Loss A/c	40,000	Preliminary Expenses	20,000
	11,34,000		11,34,000

OR

Q2 P Prepare Comparative Balance Sheet as on 31st March, 2014 and comment on it.

8 Marks

Liabilities	2013 (Rs)	2014 (Rs)	Assets	2013 (Rs)	2014 (Rs)
Shares Capital	1,40,000	1,60,000	Buildings	1,10,000	1,60,000
Profit and Loss A/c	40,000	40,000	Machinery	86,000	1,00,000
Debentures	40,000	60,000	Stock	50,000	10,000
Other Second Loans	20,000	40,000	Debtors	30,000	20,000
Creditors	20,000	6,000	Cash	4,000	30,000
Bank Overdraft	16,000	8,000			
Outstanding Expenses	4,000	6,000			
	2,80,000	3,20,000		2,80,000	3,20,000

Q2Q

7 Marks

Prepare Trend Analysis from the Revenue Statements of M/s Xavier's Ltd

	2008	2009	2010	2011
Sales	1,19,000	1,21,400	1,20,000	1,16,600
Cost of sales	72,740	77,420	80,510	80,410
Gross Margin	46,260	43,980	39,490	36,190
Operating Expenses	31,845	30,670	26,040	23,400
Net Profit	14,415	13,310	13,450	12,790

Q3A Following is the summarised Balance Sheet of Mona Ltd. as on 31-3-04.

15 Marks

Particular	Rs.	Particular	Rs.
Equity Shares of Rs. 10 each	10,00,000	Fixed Assets	20,00,000
10% Pref. Sh. of Rs.100 each	4,00,000	Investments	2,00,000
Reserves and Surplus	7,00,000	Closing Stock	2,00,000
15% Debentures	5,00,000	Sundry Debtors	4,60,000
Sundry Creditors	2,40,000	Bills Receivable	60,000
Bank Overdraft	1,60,000	Cash at Bank	60,000
		Preliminary Expenses	<u>20,000</u>
	30,00,000		30,00,000

Summarised Profit and Loss Account is as under for the year ending on 31-3-'04

	Rs.
Sales (25% Cash sales)	80,00,000
Less: Cost of goods sold	<u>-56,00,000</u>
Gross Profit	24,00,000
Net profit (Before interest and tax 50%)	9,00,000

Calculate the following ratios:

- (1) Return on Capital Employed
- (2) Proprietary Ratio
- (3) Debt-Equity
- (4) Capital gearing Ratio
- (5) Debtors Ratio (365 days of the year.)
- (6) Return on Net Worth Fund
- (7) Return on Equity shareholders fund
- (8) Gross profit ratio
- (9) Net Profit Ratio
- (10) Fixed Asset Turn-Over Ratio

OR

Q3P While preparing the financial statements for the year ended 31-3-2009 of XYZ Ltd., it was discovered that a substantial portion of the records were missing. However, the account was able to gather the following data: 15 Marks

Liabilities			Assets		
Paid-up Share Capital (Shares of 10 each)		6,00,000	Land		3,60,000
<u>Reserves and Surplus:</u>			Plant & Machinery:		
Balance on 1-4-2008	1,80,000		Cost	9,00,000	
Add: Transfer during the year	1,20,000	3,00,000	Less: Depreciation	3,60,000	5,40,000
10% Loan		6,00,000	<u>Current Assets:</u>		
<u>Current Liabilities:</u>			Stock	?	
Proposed Dividend	?		Debtors	4,80,000	
Provision for Tax	?		Cash and Bank	?	
Creditors	?	6,00,000			
		?			?

Q4A From the following information given by M/s. Q & Co. Pvt. Ltd., prepare an estimate of Working capital for the year ended 31st March, 2011. 15 Marks

Estimated level of activity - 1,04,000 units for the year 52 weeks.

Cost of raw Material per unit - Rs 5.

Cost of labour per unit - 40% of Raw Material

Cost of Overheads per unit - 50% of the labour cost

Profit per unit is 200% of overheads.

Stock of Raw materials - 4 weeks.

Processing period - 4 weeks.

Stock of Finished Goods - 4 weeks

Credit to the Debtors - 6 weeks

Credit by the Creditors - 4 weeks

Time lag in payment of wages - 4 weeks

Time lag in payment of overheads - 2 weeks

Cash and Bank Balance required - 40,000

Debtors are calculated on sales basis. 70% Sales on credit basis

Purchases against cash - 20%

All the activities are spread evenly throughout the year.

During processing, Labour and Overhead accrue evenly.

OR

Q4P Prepare a statement of working capital requirement for a level of activity of 1,80,000 units of production. The following information is available. (per unit): 8 Marks

Raw Materials Rs 120

Direct Labour Rs 60

Overheads Rs 45

Selling Price Rs 300

Raw materials are in stock on average of 3 weeks.

Materials are in process on average of 2 weeks.

Finished goods are in stock, on average of 5 weeks.

Credit allowed by supplier for 4 weeks.

Time lag in payment from debtors for 8 weeks.

Lag in payment of wages for 1½ weeks.

Lag in payment of overheads for 3 weeks.

20% of output is sold against cash.

Cash in hand and Bank is expected to be 40,000.

Wages and overheads accrue evenly and a time period of 50 weeks to be considered for a year.

- Q4Q A company currently has an annual turnover of 50 lakhs and an average collection period of 30 days. The company wants to experiment with a more liberal credit Policy on the ground that increase in collection period will get additional sales. From the following information, kindly indicate which policy the company should adopt 7 Marks

Proposed Credit Policy	Average Collection Period(Days)	Expected Annual Sales
A	45	56
B	60	60
C	75	62
D	90	63

Costs: Variable cost 80% of sales

Fixed Cost Rs 6 lakhs per annum

Required pre tax return on investment 20%

A year may be taken to comprise of 360 days

- Q5A Madagascar Co. Ltd. made a profit of Rs. 50,000 after considering the following items: 8 Marks

- (1) Depreciation on fixed assets Rs. 10,000;
- (2) Writing off preliminary Expenses Rs. 5,000;
- (3) Loss on sale of furniture Rs. 500;
- (4) Provision for taxation Rs. 80,000;
- (5) Transfer to general reserve Rs. 7,000;
- (6) Profit on sale of machinery Rs. 3,000.

The following additional information is also supplied to you

	March 31 2005	March 31 2006
Debtors	12,000	15,000
Creditors	10,000	15,000
Bills receivable	10,000	8,500
Bills payable	8,000	6,000
Outstanding expenses	5,000	4,000
Prepaid expenses	200	300

Q5 B Giving reason, classify the following into cash flows from:

7 Marks

1. Operating Activities;
 2. Investing Activities and
 3. Financing Activities;
-
- (i) Cash sales of goods-in-trade;
 - (ii) Cash paid to suppliers of raw materials;
 - (iii) Cash payments of salaries and wages to employees;
 - (iv) Cash payments to acquire a fixed asset, say, machinery;
 - (v) Cash proceeds from issuing shares at a premium;
 - (vi) Payment of dividends;
 - (vii) Interest received on investment;
 - (viii) Interest paid on debentures;
 - (ix) Payment of income tax; and
 - (x) Cash repayment of a long-term loan.

OR

Q5 Write Short Notes On (any 3)

15 Marks

- 1 Turnover Ratios
- 2 Traditional Method of Debtors Management
- 3 Disadvantages of ratio analysis
- 4 Cash from operating activities
- 5 Significance of financial analysis

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: S.Y.BMS

Semester: III

Subject: Strategic Management

Time: 2.5 hours

Total: 75 marks

Date: 21st Oct 23

Time: 8:00 am to 10:30 am

Instructions for the candidate:

1. This question paper contains 3 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.
5. Use of simple calculator is allowed.

Q 1.A.	Choose the correct alternative (Any 8 out of 10)	8 marks
1.	Strategic Management has _____ implications as it deals with vision, mission, objectives. a) Long Term b) short Term c) Medium Term d) Routine	
2.	_____ is the final step in the strategic management process. a) Environmental Scanning b) Strategic Planning c) Strategic Implementation d) Strategic Evaluation	
3.	_____ level strategy determines which business the organization should be in, a) Corporate b) Middle c) Functional d) Operational	
4.	Poor website features and customer complaints are _____ for a bank. a) Strengths b) Weakness c) Opportunities d) Threats	
5.	Customs, traditions, attitude and family are all a part of _____ environment. a) Social b) Economic c) Political d) Ecological	
6.	_____ is an expansion strategy. a) No change b) Turnaround c) Diversification d) Liquidation	
7.	Dog Product on the BCG may be considered for _____. a) Disinvestment b) Cash Generation c) Growing Prospects d) Investments	

8.	_____ is not a part of Michael Poters Five Forces Model. a) Rivalry among shareholders b) Rivalry among competitors c) Bargaining power of suppliers d) Bargaining power of buyers.	
9.	Which of this is not a comparative technique for evaluation of strategy a) Industry Norms b) Historical Analysis c) MBO d) Benchmarking	
10.	Strategic Evaluation is done at _____ levels a) Business and Operational b) Strategic and Operational c) Middle and Lower Level d) Functional and Operational level	
Q 1.B.	State whether True or False (any 7 out of 10)	7 marks
1.	Strategic Management does not add to the efficiency of the firm.	
2.	Functional Level strategy is industry oriented.	
3.	Mission statement represents the business philosophy.	
4.	Environmental Analysis is a AD HOC Process	
5.	Market Penetration is a type of growth strategy.	
6.	Retrenchment aims to increase product size, markets and diversity.	
7.	BCG Matrix is applicable to a single business firm.	
8.	Mc Kinsley framework includes signal as one of its components.	
9.	Resistance to change is mostly physical.	
10.	Return on investment measures marketing performance.	
Q 2.A.	Bring out the benefits of strategic management	8 marks
Q 2.B.	Explain process of strategic management	7 marks
	OR	
Q 2.P.	Bring out the features of Strategic Business Units	8 marks
Q 2.Q.	What are the requirements of an effective Vision statement	7 marks
Q 3.A.	Explain the different internal and external growth strategies	8 marks
Q 3.B.	Explain the concept of SWOT analysis with relevant examples	7 marks
	OR	
Q 3.P.	Explain the advantages and limitations of internationalization strategy	8 marks
Q 3.Q.	Why does a firm use divestment strategy?	7 marks

Q 4.A.	Explain the Boston Consulting Group Matrix with a relevant example	8 marks
Q 4.B.	Bring out the components of Mc Kinsey 7-S Framework	7 marks
OR		
Q 4.P.	Explain the different types of organization structure.	8 marks
Q 4.Q.	What factors affect strategic choice?	7 marks
OR		
Q 5.A.	Bring out the causes for resistance to change	8 marks
Q 5.B.	Explain the features strategic evaluation	7 marks
OR		
Q 5.P	Write Short Notes on (Any 3)	15 marks
1.	Levels of Strategy	
2.	Human Resource Strategy	
3.	Models of Strategic Management	
4.	Synergy	
5.	Stability Strategy	

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: S.Y.BMS

Semester: III

Subject: Business Planning and Entrepreneurial Management

Time: 2.5 hours

Total: 75 marks

Date: 23rd Oct 2023

Time: 8:00 am to 10:30 am

Instructions for the candidate:

1. This question paper contains 2 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.
5. Use of simple calculator is allowed.

Q 1.A. Match the Column (any 8 out of 10)				8 marks
1.	Locus of control	A	Julian Rotter	
2.	Peter Drucker	B	Sole proprietorship	
3.	Welfare Facilities	C	1954	
4.	NSIC	D	1950	
5.	Limited Capital	E	1962	
6.	Ancillary Unit	F	Entrepreneur is seeker of change	
7.	Alex Osborn	G	Non - monetary incentive	
8.	SIDO	H	1955	
9.	SISIs elements	I	Manufacturing parts	
10.	MSSIDC	J	Brain Storming	
Q 1.B. State whether True or False (any 7 out of 10)				7 marks
1.	Entrepreneurship involve future oriented activities			
2.	Entrepreneurship does not focus on results			
3.	NGO play important role in environment protection			
4.	Intrapreneurial culture focuses following instruction from top management			
5.	SHG improve accounting and decision making in women entrepreneur			
6.	Process innovation focuses on discovering new markets			
7.	In Big dream approach, an idea is developed through chain of word association			
8.	Working capital depends on duration of operating cycle			

9.	Letter of credit is most popular method of payment in foreign trade	
10.	X - efficiency theory was given by F. W Taylor	
Q 2.A.	Discuss in brief Innovation Theory by Joseph Schumpeter	8 marks
Q 2.B.	Describe in brief few qualities of entrepreneur	7 marks
OR		
Q 2.P.	Discuss few roles of entrepreneurial culture that influences entrepreneurial development	8 marks
Q 2.Q.	Explain in brief few initiatives to develop women entrepreneur	7 marks
Q 3.A.	Describe in brief the opportunities through change	8 marks
Q 3.B.	Discuss in brief the types feasibility study?	7 marks
OR		
Q 3.P.	What are the steps involved in product development	8 marks
Q 3.Q.	Explain the guidelines for setting milestone	7 marks
Q 4.A.	What are the factors influencing working capital?	8 marks
Q 4.B.	Explain the research related problems of venture set - up	7 marks
OR		
Q 4.P.	Explain few marketing institutions that assist in entrepreneurs in marketing their products.	8 marks
Q 4.Q.	Describe in brief few factors that influence ownership types	7 marks
Q 5.A.	Discuss few prospects for entrepreneurs in India	8 marks
Q 5.B.	Discuss about the multi - purpose institutions that support entrepreneur	7 marks
OR		
Q 5.C.	Short Notes (any 3 out of 5)	15 marks
1.	Invention	
2.	Advantages of BPO	
3.	Development of Social entrepreneur	
4.	Demerits of Joint stock company	
5.	New trends of entrepreneurship	

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: S.Y.BMS

Semester: III

Subject: IT in Business Management - I

Time: 2.5 hours

Total: 75 marks

Date: 25th Oct, 23

Time: 8:00 am to 10:30 am

Instructions for the candidate:

1. This question paper contains 3 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.
5. Use of simple calculator is allowed.

Q 1.A.	Multiple Choice Questions (any 8 out of 10)	8 marks
1.	_____ provide highly structured information that allows managers to evaluate an organization's performance by comparing current with previous output. a) TPS b) MIS c) DSS d) OSS	
2.	A _____ contain tables which are basically description of types of data. a) Network b) Application c) Database d) Knowledge	
3.	_____ is an umbrella term used to describe markets that focus on digital technologies. a) Digital Organization b) Digital Economy c) Operating System d) Database	
4.	The Shortcut key for Replace is _____. a) Ctrl + a b) Ctrl + f c) Ctrl + d d) Ctrl + h	
5.	_____ allow you to present information contained in the worksheet in a graphic format. a) Chart b) If() c) Pivot Table d) Freeze Panes	
6.	An _____ is a computer network that allows controlled access from the outside for specific business or educational purpose. a) ISDN b) Intranet c) Extranet d) Internet	
7.	An _____ is a set of rules that govern Internet activity and facilitate completion of a variety of actions on the world wide web. a) HTML b) IP Address c) Web Site d) Bulk Email	
8.	In the _____ topology, instead of being connected to each other, the systems are now connected to some central device. a) Ring b) Bus c) Star d) Mesh	

9.	_____ occurs when someone forcefully taken control of a website. a) Web Jacking b) Cyber Defamation c) Data diddling d) Spam	
10.	SSL Stands for _____ a) Secure Safe Learning b) Secure Socket Layer c) Secure Surfing Layer d) Socket Same Layer	
Q 1.B. State whether True or False (any 7 out of 10)		7 marks
1.	Information is dependent on the data that is gathered.	
2.	Process control system is a category of OSS in which decision about a physical production process are automatically made by computer.	
3.	Digital Organization refers to an economy that is based on digital computing technologies.	
4.	Ctrl + A is used to align all text in a document.	
5.	Slide sorter view gives you a view of your sides in thumbnail form.	
6.	B2C E-Commerce generally refers to the collection of taxes or statutory payment made to the Government by the Business community	
7.	Electronic mail(email) is a method of exchanging message between people using electronics.	
8.	Extranet refers to network within an organization, using internet to connect to the outsiders in controlled manner.	
9.	Real time systems are those which must produce the correct response within the specified or defined time limit.67	
10.	Non-repudiation prevents either the sender or the receiver from denying that the message was sent to eliminate the possibility of fraud.	
Q 2.A. Explain Management Support System?		8 marks
Q 2.B. Explain Application Program, DBMS, Network?		7 marks
OR		

Q 2.P.	How Information Technology helpful in Education, Governance, Business and Commerce and Medicine area?	8 marks
Q 2.Q.	What is Digital Organization? Advantages of Digital Organization?	7 marks
Q 3.A.	Write steps to 1) Check spelling and grammar 2) Find and replace text 3) Using Format Painter 4) Change margins	8 marks
Q 3.B.	Explain VLOOKUP() and HLOOKUP()? Explain with Syntax and example?	7 marks
	OR	
Q 3.P.	Explain Cross-reference, Hyperlink and Bookmark?	8 marks
Q 3.Q.	Explain steps to add transition and Animation?	7 marks
Q 4.A.	Explain the steps to configure MS-Outlook?	8 marks
Q 4.B.	What is E-Commerce? Advantages and disadvantages of E-Commerce?	7 marks
	OR	
Q 4.P.	Explain LAN, WAN, MAN, CAN with suitable examples?	8 marks
Q 4.Q.	Explain categories of E-Commerce business models?	7 marks
Q 5.A.	What is Risk Mitigation? Explain its Strategies?	8 marks
Q 5.B.	Explain five types of threat to the computer system and measures to control them?	7 marks
	OR	
Q 5.P.	Short Notes (any 3 out of 5)	15 marks
1.	Open Source Software	
2.	Expert System	
3.	SmartArt	
4.	Bulk email software	
5.	Firewall	

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: S.Y.BMS

Semester: III

Subject: Foundation Course III

Time: 2.5 hours

Total: 75 marks

Date: 26th Oct ,23

Time: 8:00 am to 10:30 am

Instructions for the candidate:

1. This question paper contains 2 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.
5. Use of simple calculator is allowed.

Q 1.A. State whether True or False (any 8 out of 10)

8 marks

1. Mitigation means recovering from the disaster occurred.
2. The ozone layer captures the UV rays from sun to enter the earth.
3. Sustainable development means meeting present needs without compromising on future needs.
4. One carbon credit is equivalent to 1 ton of carbon emission.
5. Global warming could lead to rise in sea level worldwide.
6. Precious gems and diamonds are non-conventional sources.
7. Bhutan is a carbon negative country.
8. Nuclear energy is derived from hot springs beneath the Earth.
9. Sun is the predominant source of energy on earth.
10. Vermicomposting is done by birds.

Q 1.B. Match the Column (any 7 out of 10)

7 marks

A	B
1) Non-conventional energy	a) Hearing defaults
2) Conventional energy	b) Medical waste
3) Sustainable development	c) Renewable source of energy
4) Afforestation	d) Non-renewable source of energy
5) Noise pollution	e) Resources conservation
6) Infectious	f) Second tropical level
7) Waste management	g) Water conservation
8) Herbivores	h) Forest conservation
9) Rain water Harvesting	i) Energy conservation
10) Hydel energy	j) Reuse, Reduce, Recycle

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- Q 2.A. Explain any 4 forms of Non-Conventional energy sources in detail. 8 marks
Q 2.B. Explain Abiotic components of the environment. 7 marks

OR

- Q 2.P. Differentiate between degradable and bio-degradable waste 8 marks
Q 2.Q. Explain the term ecosystem. Discuss various trophic levels of an ecosystem 7 marks

- Q 3.A. What measures can be initiated for sustainable system for forestry associated with environmental management plans? 8 marks

- Q 3.B. What is disaster? What are the adversities caused due to disaster? 7 marks

OR

- Q 3.P. 'Bio-medical waste should be treated with great care' – Explain. 8 marks

- Q 3.Q. Elaborate the problems and possible solutions associated with Air Pollution. 7 marks

- Q 4.A. Discuss the effect of Bhopal gas tragedy on environment and human health. 8 marks

- Q 4.B. What is noise pollution. Elaborate the effect of noise pollution. 7 marks

OR

- Q 4.P. What is flood? What are the effects of flood? Discuss any 2 recent examples. 8 marks

- Q 4.Q. What is solid waste? Explain its types. 7 marks

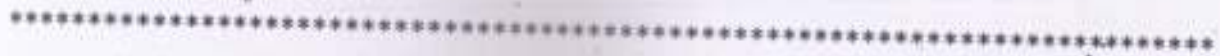
- Q 5.A. What is nuclear energy? State its advantages and disadvantages 8 marks

- Q 5.B. What is eco-friendly packaging? State its importance with reference to waste management. 7 marks

OR

- Q 5.P. Short Notes (any 3 out of 5) 15 marks

1. Conventional energy sources
2. Disaster management cycle
3. Acid rains
4. Green Building
5. ISO 14001



PTVA's ML DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-34

Semester End Examination

Class: S.Y.BMS

Semester: III

Subject: Organizational Behavior & Human resource management.

Time: 2.5 hours

Total: 75 marks

Date: 27th Oct 23

Time: 8:00 am to 10:30 am

Instructions:

1. This question paper contains 2 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.
5. Use of simple calculator is allowed.

Q 1 A)	State whether True or False (any 8 out of 10)	8 marks
1.	Robert Owen is called the father of personnel management.	
2.	Formal communication leads to mistakes.	
3.	Delegation of responsibility helps in time management.	
4.	Team building organization provides opportunities to its people.	
5.	Performance based rewards are represented by the use of commission.	
6.	Placement is a functional objective of HRM.	
7.	Talent management use key results areas to measure employee performance.	
8.	Money wage is also called statutory wage.	
9.	Matching with market rate is a collective objective of wage and salary administration.	
10.	In career counselling employees are assisted by the manager.	
Q 1 B)	Match the Column (any 7 out of 10)	7 marks
1.	Intrapersonal	A. Self-discipline
2.	Organizational barrier	B. High formalities
3.	Time management	C. Authorized deduction
4.	Traditional organization	D. Motivation
5.	Intrinsic rewards	E. Seminar
6.	HR demand forecast	F. Job satisfaction
7.	Traditional appraisal	G. Vision provided by top management.
8.	Modern appraisal	H. Facilitative leadership

9.	Take home salary	I. Quantity and quality	
10.	Career workshop	J. Rules and regulations	
Q 2 A)	Explain features and types of groups.		8 marks
Q 2 B)	How can OB be applied in the management of business.		7 marks
	OR		
Q 2 P)	Explain in detail about organizational culture and climate.		8 marks
Q 2 Q)	Explain the traditional and modern organizational design.		7 marks
Q 3 A)	Write down the difference between downward and upward communication.		8 marks
Q 3 B)	What are the strategies to manage time?		7 marks
	OR		
Q 3 P)	What can be the reasons behind layoffs?		8 marks
Q 3 Q)	What are the factors affecting HRP?		7 marks
Q 4 A)	How can an organization benefit from HRD?		8 marks
Q 4 B)	What are the essentials of an effective performance appraisal system?		7 marks
	OR		
Q 4 P)	Explain the objectives of HRD?		8 marks
Q 4 Q)	What are the limitations of performance appraisal?		7 marks
Q 5 A)	What are the pre-requisites of an effective incentive plans?		8 marks
Q 5 B)	Explain limitations and importance of career planning.		7 marks
	OR		
Q 5 C)	Short Notes (any 3 out of 5)		15 marks
1.	Human relations with respect to OB		
2.	Physical barrier in communication		
3.	HR demand forecast		
4.	Components of compensation system		
5.	Need for career planning		

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: S.Y.BMS

Semester: III

Subject: Advertising

Time: 2.5 hours

Total: 75 marks

Date: 27th Oct 23

Time: 8:00 am to 10:30 am

Instructions for the candidate:

1. This question paper contains 2 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.
5. Use of simple calculator is allowed.

Q1.A.	Match the Column (any 8 out of 10)	8 marks																						
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Q 1.B.	State the Following Statements are True or False (any 7 out of 10)	7 marks																						
1.	In weasel advertising, the brand promotes another product of the same brand.																							
2.	Wall painting is effective method for Rural advertising . .																							
3.	DDB Mudra is a type of advertising agency.																							
4.	Creativity in an advertising is an art.																							
5.	Post testing is the done before an ad is put into media.																							
6.	Hierarchy effects model starts with attention.																							
7.	Pupillometric is an instrument designed to measure dilation and constriction of the pupils of the eyes in response to stimuli.																							
8.	Cartoon appeal is popular in advertisement target towards kids.																							
9.	P&G is an example of national advertising.																							
10.	Corporate advertising creates a positive image for the firm.																							

Q 2.A.	What is Advertising? Explain the features of Advertising.	8 marks
Q 2.B.	Elaborate different types of Advertisements.	7 marks
	OR	
Q 2.P.	Explain stimulus response theory.	8 marks
Q 2.Q.	Write a detailed note on ASCI	7 marks
Q 3.A.	Elaborate ways in which agency receives compensation.	8 marks
Q 3.B.	Explain the difference between advertising and sales promotion.	7 marks
	OR	
Q 3.P.	What are the steps used in advertisement plan?	8 marks
Q 3.Q.	Explain the role of advertising in marketing mix.	7 marks
Q 4.A.	What is creativity? Explain Young's model of creative process.	8 marks
Q 4.B.	Different types of advertisement appeal.	7 marks
	OR	
Q 4.P.,	Explain the following ways of presenting an advertisement: i. Slice of life ii. Testimonials iii. Animation iv. Dramatization	8 marks
Q 4.Q.	What is OOH advertising? Explain limitations of OOH advertising.	7 marks
Q 5.A.	Explain the factors influencing advertisement budget.	8 marks
Q 5.B.	Explain the needs of measuring advertisement effectiveness .	7 marks
	OR	
Q 5.P.	Short Notes (any 3 out of 5)	15 marks
1.	Women and advertisement	
2.	Creative boutique	
3.	Role of celebrities as source in advertisement	
4.	Benefits of digital advertising	
5.	Careers in advertising	

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: S.Y.BMS

Semester: III

Subject: Motivation & Leadership

Time: 2.5 hours

Total: 75 marks

Date: 28th Oct, 23

Time: 8:00 am to 10:30 am

Instructions for the candidate:

1. This question paper contains 2 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.
5. Use of simple calculator is allowed.

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10. Transformational leader	j. Strength of an individual preference																							
Q 1.B.	State whether the following statement is True or False (any 7 out of 10)	7 marks																						
1.	Motivation helps to change the attitude of the employees.																							
2.	Eastern world people are open and outgoing.																							
3.	Servant leaders are healers																							
4.	Carrot and stick approach is a type of fear motivation																							
5.	The transactional leader values structure and order within each relationship																							
6.	Under job rotation, task assigned to do jobs are increased by adding similar task																							
7.	Transformational leaders are reactive in their approach																							

8.	Laissez faire leader downplays the role of the leader on the team	
9.	Valence is equal to zero then motivation is also zero	
10.	Delegation of authority is concerned with the granting of authority to the subordinates	
Q 2.A.	What is motivation? Explain the importance of motivation.	8 marks
Q 2.B.	Elaborate the William Ouchi's theory Z	7 marks
	OR	
Q 2.P.	What are the tricks to motivate employees	8 marks
Q 2.Q.	Explain the following types of motivation: i. positive motivation ii. negative motivation iii. power motivation iv. social motivation	7 marks
Q 3.A.	Explain the benefits of work life balance.	8 marks
Q 3.B.	Write a note on east and West motivation.	7 marks
	OR	
Q 3.P.	Explain tips for work life balance.	8 marks
Q 3.Q.	Explain how each generation is different from one another.	7 marks
Q 4.A.	Explain qualities of charismatic leaders .	8 marks
Q 4.B.	Explain trait theory of leadership .	7 marks
	OR	
Q 4.P.	Explain characteristics of transformational leaders.	8 marks
Q 4.Q.	Write a note on servant leaders.	7 marks
Q 5.A.	Explain the importance of self-leadership.	8 marks
Q 5.B.	Elaborate the methods to enhance creativity in organization.	7 marks
	OR	
Q 5.P.	Short Notes (any 3 out of 5)	15 marks
1.	Equity theory	
2.	Advantages of democratic leadership style	
3.	Generation Z	
4.	Mentoring	
5.	Leadership Qualities of Mark Zuckerberg	

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: S.Y.BMS

Semester: III

Subject: Consumer Behaviour

Time: 2.5 hours

Total: 75 marks

Date: 28th Oct , 23

Time: 8:00 am to 10:30 am

Instructions for the candidate:

1. This question paper contains 2 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.
5. Use of simple calculator is allowed.

Q 1.A.	Multiple Choice Questions (any 8 out of 10)	8 marks
1.	Howard-Sheth Model of consumer behavior suggests _____ levels of decision making. a) One b) Two c) Three d) Four	
2.	At the top of Maslow's need hierarchy, _____ is at the highest level. a) Esteem b) Self-Actualization c) Physiological d) psychological	
3.	Amazon is an example of _____. a) Departmental store b) Brick and mortar c) Dollar store d) Online store	
4.	Online stores enable _____ reach. a) Global b) Restricted c) Limited d) National	
5.	Laggards contribute about _____ in adoption category. a) 16% b) 17% c) 15% d) 18%	
6.	_____ readily accepts risks and highly price insensitive. a) Laggards b) Innovators c) Early Adopters d) Late Majority	
7.	Purchase decision in Nicosia Model falls under _____. a) Field 1 b) Field 2 c) Field 3 d) Field 4	
8.	Exogenous Variables includes _____. a) pressure of time b) Symbolic stimuli c) Perceptual Contract d) Learning Contract	
9.	_____ class is visibly poverty- stricken and unemployed people/doing odd jobs and depend upon government subsidies and charity. a) upper-lower class b) Lower- middle class c) Upper middle class d) Lower-lower class	
10.	In family life cycle stages, couple with youngest child below 6 years' age are considered as _____. a) Full Nest I b) Full Nest II c) Full Nest III d) Full Nest IV	
Q 1.B.	Match the Column (any 7 out of 10)	7 marks

A	B
1) Field 2	a) Post-purchase decision
2) High Involvement Product	b) Always prefer discounts and offers
3) Last stage of purchase decision	c) Compulsive buying
4) Bargain hunters	d) Hierarchy of needs
5) Shopaholic customers	e) Luxury cars, bikes, house
6) Abraham Maslow	f) 25%
7) David McClelland	g) Search and Evaluation
8) Sigmund Freud	h) Human motivation theory
9) Innovator	i) Opinion leaders
10) Early Adopters	j) Psychoanalytic theory of personality

Q 2.A. What is consumer behavior? State its features. 8 marks

Q 2.B. What is retail buyers? Describe its features. 7 marks

OR

Q 2.P. What is consumer profiling? How it helps marketer to understand customer needs? 8 marks

Q 2.Q. State the difference between high involvement product and low involvement product. 7 marks

Q 3.A. 'Marketers design marketing strategies based on consumer's personality traits'. - explain 8 marks

Q 3.B. What is brand? State the importance of brand personality. 7 marks

OR

Q 3.P. Write a brief note on 'McClelland's Human Motivation Theory'. 8 marks

Q 3.Q. What is personality? What are the distinct characteristics of personality? 7 marks

Q 4.A. Explain the concept of family. Discuss the features of family. 8 marks

Q 4.B. What is group? Explain different types of groups. 7 marks

OR

Q 4.P. Explain the role of cultural norms in consumer behavior. 8 marks

Q 4.Q. Explain the role of opinion leader in diffusion of innovation and purchase process. 7 marks

Q 5.A. Explain Howard-Sheth model of consumer decision making. 8 marks

Q 5.B. State advantages and limitations of E-buying. 7 marks

OR

Q 5.P. **Short Notes (any 3 out of 5)** 15

1. Diffusion of innovation
2. Brick and mortar buyers
3. Customs and traditions
4. Psychological factors of consumer Behaviour
5. Types of social influences

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: S.Y.BMS

Semester: III

Subject: Equity and Debt Market

Time: 2.5 hours

Total: 75 marks

Date: 28th Oct 23

Time: 8:00 am to 10:30 am

Instructions for the candidate:

1. This question paper contains . pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.
5. Use of simple calculator is allowed.

Q1) A Match the Columns (any 8 out of 10) (08)

Column A	Column B
1. Norman yield curve	a. Upward.
2. not owners	b. Debenture holders
3. Buys government securities.	c. Tax exemption
4. PSU bonds	d. Primary dealers
5. NYSE	e. For creation of new ideas and technology
6. Sweat equity	f. Largest stock exchange in the world
7. Merchant banker	g. Preliminary prospectus
8. Red Herring prospectus	h. Underwriter
9. STCI finance limited	i. NBFC
10. Junk Bonds	j. Speculative bonds

Q1) B State whether True or False (any 7 out of 10) (07)

- 1 OTCEI was established in 1992
- 2 SEBI is the regulator of Indian Capital Market
- 3 Commercial papers have a maturity of 7 to 365 days
- 4 The method of zoom shares by giving up price range is known as book building
- 5 Rights issue is way in which a company can sell new shares in order to raise capital
- 6 NASDAQ is the second largest stock exchange in the world by market capitalization and trade value.
- 7 Index of NSE is called as Sensex
- 8 The customer needs to open a D-mat account in order to trade in the stock market
- 9 Government securities are issued at face value
- 10 Credit rating is an expression through the use of alphanumeric symbols

Q2) A State the detailed difference between equity shares and preference shares (08)

Q2) B Explain the various types of equity share capital (07)

OR

Q2) P State the various features of debt market instruments (08)

Q2	Q	Explain the statement "Divorce between ownership and management in companies"	(07)												
Q3	A	What is a book building process? Explain	(08)												
Q3	B	What is sweat equity? Explain in detail	(07)												
OR															
Q3	P	Explain the trading and settlement mechanism of stock exchanges in India	(08)												
Q3	Q	What is OTCEI? Bring out its benefits	(07)												
Q4	A	What is credit rating? What are benefits of credit rating?	(08)												
Q4	B	Explain the major players in government securities market	(07)												
OR															
Q4	P	A company paid a dividend of Rs. 20 in the first year and they have promised for the growth as 10% for first 3 years, 12% growth for another 3 years; 15% growth for indefinite future. If the required rate of return is 20% what will be the value of share? If the share is quoted at Rs. 850 in the market, also suggest whether share should be bought?	(08)												
Q4	Q	Allen Investments Ltd. had invested in Reliance Retail Ventures Ltd. The capitalization rate of the company is 25% and the current dividend is Rs 4 per share Calculate the value of the equity of the company, if the company is slowly sinking with an annual decline rate of 5% in dividend. If the company grows at an average rate which is taken to be an average annual increase in dividend of 9%. Compute the value of equity	(07)												
Q5	A	A debenture of Rs. 100 face value carries an interest rate of 15% redeemable after 6 years at a premium of 15%. If the required rate of return is 16%, what is the present value of debenture?	(08)												
Q5	B	Rajesh is considering investment in one of the following Bonds: <table border="1" style="margin-left: 20px;"> <thead> <tr> <th>Bond</th> <th>Coupon Rate</th> <th>Maturity</th> <th>Price / Rs. 100 Par Value</th> </tr> </thead> <tbody> <tr> <td>Bond X</td> <td>11%</td> <td>10 years</td> <td>Rs. 76</td> </tr> <tr> <td>Bond Y</td> <td>12%</td> <td>7 years</td> <td>Rs. 69</td> </tr> </tbody> </table> <p>Recommend which bond should be purchased. Will your answer change if the required rate of return is 21%</p>	Bond	Coupon Rate	Maturity	Price / Rs. 100 Par Value	Bond X	11%	10 years	Rs. 76	Bond Y	12%	7 years	Rs. 69	(07)
Bond	Coupon Rate	Maturity	Price / Rs. 100 Par Value												
Bond X	11%	10 years	Rs. 76												
Bond Y	12%	7 years	Rs. 69												
OR															
Q5	P	Write Short Notes (any 3)	(15)												
	1	Redeemable and Irredeemable preparations													
	2	Equity culture and its issues													
	3	Role of stock exchange													
	4	BSE													
	5	Dematerialization													

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: S.Y.BMS

Semester: III

Subject: Corporate Finance

Time: 2.5 hours

Total: 75 marks

Date: 27th Oct 23

Time: 8:00 am to 10:30 am

Instructions for the candidate:

1. This question paper contains 4 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.
5. Use of simple calculator is allowed.

Q 1. A.	Multiple Choice Questions (any 8 out of 10)	8 marks
1.	_____ bonds are issued by central government. a) High yield b) Treasury c) Zero Coupon d) Corporate	
2.	Which of the following is not true in case of private placement of securities? a) Speeds up Financing b) Economical c) Lack of Confidentiality d) Helps to raise small amount of capital.	
3.	If interest rate is 5 % as per rule 72 the doubling period will be _____ a) 14.4 years b) 1.44 years c) 144 days. D) 1.44 months	
4.	A firm which has no debt, will have _____. a) Operating Leverage is zero b) Financial Leverage is zero c) Combined Leverage is zero d) None of the above	
5.	Which of the following does not require capital budgeting decision? a) Opening New Branch b) R & D Programme c) Inventory Management d) Management of Fixed Capital	
6.	_____ represents the ratio of present value of cash inflow to present value of cash outflow. a) Profitability Index b) Net Present Value c) IRR d) Combined Leverage	
7.	Foreign Direct Investment is prohibited for _____. a) Business of Chit Funds b) Nidhi Company c) Lottery Business d) All of the above	
8.	Factoring involves _____ number of parties a) One b) Two c) Three d) Four	
9.	Bank Overdraft is a _____ term source of finance. a) Short term b) Long Term c) Medium Term d) None of the above	
10.	Scrap Value _____ the cash flow of last year. a) Increases b) Decreases c) Multiplied d) No impact	

Q 1. B.	State whether True or False (any 7 out of 10)	7 marks								
1.	Reorganization of Capital helps to overcome overcapitalization.									
2.	Present value of rupee is always less than the future value.									
3.	Debenture holders have voting rights									
4.	Operating Leverage is called as second stage leverage.									
5.	IRR method does not consider time value of money.									
6.	Annuity refers to series of constant cashflow.									
7.	Bank overdraft is given to current account holders.									
8.	Any amount received as loan from financial institutions cannot be considered as public deposit.									
9.	Systematic risk is uncontrollable.									
10.	Portfolio diversification helps to reduce risk.									
Q 2.A.	<p>From the following information you are required to calculate the WACC on the basis of Book Value weights. The Capital structure of the company comprises of the following</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>Equity shares</td> <td>Rs 8,00,000</td> </tr> <tr> <td>Retained Earnings</td> <td>Rs 2,00,000</td> </tr> <tr> <td>Preference Shares</td> <td>Rs 2,00,000</td> </tr> <tr> <td>Debentures</td> <td>Rs 8,00,000</td> </tr> </table> <p>The following additional information is</p> <ol style="list-style-type: none"> 1) The face value of Redeemable debentures is Rs 100 each, 20 years maturity, interest rate 8%, and floatation cost 4%. 2) Rs 100 Preference shares redeemable at par after 15years. Dividend rate is 10% and floatation cost is 5%. 3) Equity shares are paid a dividend of Rs 2 per share, Market value of the share being Rs 20. The anticipated growth rate is 5% 4) Assume corporate taxation rate to be 50% 	Equity shares	Rs 8,00,000	Retained Earnings	Rs 2,00,000	Preference Shares	Rs 2,00,000	Debentures	Rs 8,00,000	15 marks
Equity shares	Rs 8,00,000									
Retained Earnings	Rs 2,00,000									
Preference Shares	Rs 2,00,000									
Debentures	Rs 8,00,000									
OR										
Q 2.P	<p>ZBB Limited needs Rs 5,00,000 for construction of a new plant. The following three financial plans are feasible.</p> <ol style="list-style-type: none"> 1) The company may issue 50,000 Equity shares at Rs 10 per share 2) The company may issue 25,000 Equity shares at Rs 10 per share and 2500, 8% Debentures of Rs 100. 3) The company may issue 25,000 Equity shares at Rs 10 per share and 2500, 8% Preference Shares of Rs 100. <p>EBIT level is Rs 60,000. Assume corporate rate of Tax to be 50%.</p> <ol style="list-style-type: none"> 1) As a finance manager which of the above plans would you suggest? 2) Also calculate the point of indifference between Plan 1 and Plan 2 	15 marks								
Q 3. A.	<p>Asha Limited is considering two mutually exclusive projects. Both projects require an outlay of Rs 10,000 and have a life of five years. The discounting factor is 10% and corporate rate of taxation is 50%. The projects are depreciated on Straight line basis. The Profit before taxes for both projects are as follows:</p>	15 marks								

Calculate the Pay Back Period, Average rate of return, NPV and Profitability of each project. Also, advice which project should be accepted on the basis of above criterion.

Machine A		Machine B		Df@10%
Year	PBT Rs	Year	PBT Rs	
1	4,000	1	6,000	0.909
2	4,000	2	3,000	0.826
3	4,000	3	2,000	0.751
4	4,000	4	5,000	0.683
5	4,000	5	5,000	0.621

OR

Q 3. A. Vishali engineering company limited is considering purchase of machine. The details are as below.

15 marks

	Machine A	Machine B
Outlay	Rs 30,000	Rs 30,000
Sales	Rs 50,000	Rs 40,000
Cost:		
• Material	Rs 5000	Rs 3,000
• Labour	Rs 4000	Rs 5,000
• Expenses	Rs 9000	Rs 7,000
Expected Life	2 years	3 years
Discounting factor 20%		
1 st Year	0.83	
2 nd Year	0.69	
3 rd Year	0.58	

Assuming the corporate rate of taxation to be 40%. Calculate 1) Payback Period 2) Average rate of return. 3) NPV @20% df 4) Profitability Index. Machine is depreciated on SLM basis.

Q 4. A. Calculate the Operating Leverage, Financial Leverage and Combined Leverage for the following firms:

15 marks

Particulars	A	B	C
Production (in units)	8,750	3,350	15,900
Fixed Cost (Rs.)	4,00,000	2,00,000	2,50,000
Interest on Loan	1,250	73,125	NIL
Selling Price per unit (Rs.)	85.00	130.00	37.00
Variable cost per unit (Rs.)	38.00	42.50	12.00

OR

Q 4. P. From the following calculate the expected rate of return and standard deviation for Meghdoot Limited

7 marks

Return (%)	6%	7%	8%	9%	10%
Probability	10%	25%	30%	25%	10%

Q 4. Q You wish to accumulate Rs. 20,000 by the end of 4 years. If the discounting rate is 12%. How much should you have annually?

3 marks

Q 4. R.	Find out the rate of interest offered if you have an offer of investing Rs 6,000 today and receiving Rs 12,000 after 4 years.	3 marks
Q 4. S.	If rate of interest is 10%. Calculate the Doubling period as per Rule 72 and Rule 69.	2 marks
Q 5. A.	Explain the advantages and limitations of public deposits	8 marks
Q 5. B.	Bring out the causes for overcapitalization	7 marks
OR		
Q 5. C.	Short Notes (any 3 out of 5)	15 marks
1.	Foreign collaboration	
2.	Features of Equity Shares	
3.	Fixed Capital VS working Capital	
4.	Sources of International Finance	
5.	Requisites of effective capital structure	

The following area contains a grid for writing answers. The grid consists of approximately 20 columns and 25 rows of small squares.