



PARLE TILAK VIDYALAYA ASSOCIATION'S

M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI-400 057.

CLASS TEST

Class : M.Com.: Part II-Semester IV

Sub.: ADVERTISING AND SALES MANAGEMENT

DATE : 29.3.2019

Max Marks : 40

Time : _____

Supervisor's

~~Seat No. in Figures~~

Sign. & Date

Seat No. in
Figures

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in words _____

Q.1.	Q.2	Q.3	Total	Total (in Words)	Signature

Time: $1\frac{1}{2}$ hr

Marks: 40

- Note: 1. All questions are compulsory
2. Figures to right indicate full marks
3. Answer Q No. 1 and 2 on the question paper.

Q. 1 State whether the following statements are True or False (any 10)

10

Sr. No.	Statements	Answers
1.	The American Marketing Association (AMA) has adopted a definition of advertising basically given by Henry Fayol	
2.	Advertising can clearly be distinguished from publicity which is not paid for by the sponsor	
3.	Advertising message may give the impression of a personal appeal.	
4.	The advertisement builds up a competition in which new entrants find it difficult to enter	
5.	Smart identity is one of the biggest functions and effects of advertisement.	
6.	Advertising's purpose is to attract buyers through a call-to-action statement	
7.	Advertising serves as a form of consumer education	
8.	F. G. Coolsen Lewis developed his model by introducing one more step in AIDA i.e. Conviction	

9.	There are five key media objectives that an advertiser or media planner has to consider	
10.	The relative cost is one of the factors which influence the selection of media.	
11.	Competitive advertising is creating awareness about the social issues in the consumers	
12.	Kiosk ads are glittering ads and can observe at night	
13.	Email marketing is indirect marketing a commercial message to a group of people using email	
14.	An advertising budget is estimate of a company's production expenditures over a certain period of time.	
15.	Yellow pages is one of the forms of digital media advertising	

OR

Q1. A) Fill in the blanks with the help of appropriate word (any five)

05

1. Advertising is a -----medium of communication
2. Selling of the scope of advertising is ----- and designed to sell also ideas.
3. The sponsor for publicity or -----can remain anonymous
4. The -----mix is one of the important feature in advertising.
5. Advertisement can give strength to face market competition and helps to build up -----
6. -----module is important in Radio ad
7. In ----- advertising a plane is fully painted by the product illustration that it has to advertise
8. A ----- is found near, on, or next to a checkout counter

B) Fill in the blanks with the help of appropriate word (any five)

05

1. Objective and -----is an accurate method of advertising budget
2. AIDA stands for Attention, Interest, Desire and-----.
3. A major contribution of -----was Colley's specification of what constitutes a good objective
4. The -----services team consists of visualizers, copywriters
5. Digital Signage is also called -----
6. A -----is an exciting format of advertising, but interrupts the user frequently.
7. -----is actually total number of exposure also we can say it is the weight of the media schedule.
8. Most -----are highly competitive cluttered media vehicles.

Q. 2 Explain the following concept any five

10

1. Regional ads

2. Hot air balloons ad

3. Selective demand Ad

4. Point of purchase (POP)

5. DAGMAR

6. Interactive agencies

7. Web page media

8. GRP.

Q. 3 Answer any two of the following

20

1. Explain the behavioural model of E. K. Strong of advertising
2. Describe the Measures for gaining clients in the advertising agency
3. Elaborate Percentage of sales method with the help of merits, demerits and illustration

Internal Exam

March 2019



PARLE TILAK VIDYALAYA ASSOCIATION'S
M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI-400 057.
CLASS TEST

Class : M.Com.: Part II-Semester IV

Sub.: FINANCIAL MANAGEMENT

DATE : 28.3.2019

Max Marks : 40

Time : 6.00 P.M. TO 7.30 P.M

Supervisor's
Sign. & Date

Seat No. in Figures

in words _____

Q.1.	Q.2	Q.3	Total	Total (in Words)	Signature

Instructions : (1) All questions are compulsory.

(2) Working Notes should form part of your answer.

(3) Use of simple Calculator is allowed.

(4) Question No.1 and 2 to be solved on the Question Paper and Q.3 on supplement

Q. 1) State whether the following statements are True or False (Any 10):

10

1. Outstanding expenses bring down the requirements of working capital.

2. Working capital is excess of current assets over current liabilities.

3. Capital budgeting decisions are long term investment decisions.

4. Depreciation is a non cash cost.

5. Rate of dividend on Preference shares is fixed.

6. Debenture holders have right of control in the business activities of the company.

7. If we pay creditors late, we require more working capital.

8. One way to improve a company's cash conversion cycle is to increase its day's sales outstanding.
9. Capital budgeting is done to evaluate short term investment proposals.
10. Decision Tree is a tree with branches and leaves.
11. Equity share capital represents the owner's equity.
12. The Long Term finance generally exceeds 5 years period.
13. Initial working capital is the amount of working capital required at the inception of an organization.
14. Retained earnings is surplus cash that has not been needed for operating costs.
15. Cash flow for capital budgeting has to be net of taxes.

OR

Q. 1) A) Fill in the blanks (Any 5):

05

1. Capital Rationing helps to get higher _____.
2. Working Capital is the funds required for financing day to day _____ of the enterprise.
3. Certificate of Deposit is similar to _____ deposit receipt issued by bank.
4. Net Present Value method considers _____.
5. Temporary working capital is _____ working capital.
6. Zero Interest Bonds are issued at a _____.
7. _____ refers to loans taken by a company normally from commercial banks for a short period because of pending disbursement of loans sanctioned by financial institutions.
8. Service organization requires _____ working capital.

Q. 1) B) Fill in the blanks (Any 5):

05

1. Credit purchase can be a good source of _____ finance.
2. The issuer of _____ bonds has the right to call in and pay off at a price stipulated in the contract.
3. Inflows from salvage and recovery of working capital in the last year are known as _____.
4. Training cost of employees is considered as _____ in capital budgeting.
5. _____ is the cost incurred for collecting dues from the customers.

6. Stores and Supplies is that part of inventory which does not become a part of final product but required for _____ process.

7. Outstanding expenses bring _____ the requirements of working capital.

8. The project with _____ payback period should be selected

Q. 2) Attempt any five out of eight:

10

1. Bonus Shares

2. State two merits of Net Present Value Method

3. Operating Cycle

4. State two merits of Internal Rate of Return

5. Gross Working Capital

6. Expansion Decisions

7. Commercial Paper

8. Advances from Customers

Library

Internal Test

March 2019,



PARLE TILAK VIDYALAYA ASSOCIATION'S

M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI-400 057.

CLASS TEST

Class : M.Com.: Part II-Semester IV

Sub.: INDIRECT TAX & INTRODUCTION TO GST

DATE : 27.3.2019

Max Marks : 40

Time : 6.00 P.M. TO 7.30 P.M.

Supervisor's
Sign. & Date

Seat No. in Figure

in words _____

Q.1.	Q.2	Q.3	Total	Total (in Words)	Signature

Instructions: (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

(3) Question No.1 and 2 to be solved on the Question Paper itself.

Q 1. State whether the following statements are true or false: (any 10)(10 marks)

1. Goods and Service Tax is applicable in India from 01/07/2017

2. Meghalaya is a special category state under GST

3. GST is a destination based tax

4. Article 366(26A) of the Constitution of India defines Service as anything done by hand

5. Any transfer of title in goods is a supply of service
6. If any goods, which were a part of business assets, are transferred or disposed off, then it is a supply of goods
7. A supplier from Pune makes a taxable supply to Special Economic Zone located in Mihan, Nagpur. This transaction will be considered as local sale and hence CGST and SGST will be applicable
8. Central Government has powers to levy IGST and CGST
9. IGST gets deposited with Reserve Bank of India
10. As per Article 279A of the amended Constitution, the GST Council will be a joint forum of the Centre and the States
11. If the recipient of service is located in India, it is not considered as export of service under IGST Act 2017
12. If the goods are imported into India, then Import Goods and Service tax will be applicable
13. The Government may on demand from any political party, exempt all from payment of tax on any goods or services or both
14. The place of supply of services provided by amusement park shall be the place where the park is located
15. Conveyance includes a vessel, aircraft and vehicle

OR

Q 1.A. Fill in the blanks: (any 5)

(05 marks)

1. GST is a tax on _____ of goods or services
2. The IGST is a tax on all _____ supplies of goods or services
3. Taxes or levies to be subsumed should be primarily in the nature of _____ taxes
4. The threshold for registration in GST is Rs _____
5. A list of exempted goods is recommended by _____
6. As per IGST Act 2017, IGST shall not exceed _____ %
7. The Address of the recipient of goods or services or both indicated on the _____

8. If the goods are assembled or installed at site, the place of supply shall be the place of _____

Q 1.B. Fill in the blanks: (any 5)

(05 marks)

1. _____ is the chairperson of GST Council
2. Every decision of the GST Council shall be taken at its meeting by a majority of not less than _____ of the weighted votes of the members present
3. SGST gets deposited with the _____
4. The place of supply of services where services are provided by interior decorator shall be the location at which the _____ is located
5. GST is a national level tax based on _____ principle
6. HSN Code _____ stands _____ for _____
7. Indian GST is similar to GST in _____
8. _____ of goods means bringing goods into India from a place outside India

Q 2. Concept based questions (any 5)

(10 marks)

1. What do you mean by composite supply?

2. What is Goods and Service Tax Network?

3. What are NIL rated goods?

4. Explain IGST with an example.

5. What will be the place of supply in case of beauty treatment?

6. Kohinoor Electronics in Bandra, Mumbai sold washing machines to Mr. Joseph staying in Mira Road, Thane. The invoice value was Rs 23600 comprising of GST. Calculate taxable value and taxes. GST @18%

7. M/s Dinesh Industries supplied 2000 kgs of silk yarn at Rs 250 per kg to M/s Annapoorna Pvt Ltd. CGST 2.5% and SGST 2.5%. You are required to calculate net liability of GST.

8. What is the maximum rate prescribed under CGST Act?

Q 3. Practical Problems / Short Questions (any 2)

(20 marks)

1. What is GST? What are its features?
2. Compute the value of taxable and non-taxable services and goods of Mr. A from the following:

1	Renting of property to a charitable educational body	1,00,000
2	Renting of vacant land for animal husbandry	2,00,000
3	Permitting use of immovable property for placing vending machines	3,00,000
4	Allowing erection of a communication tower on a building for consideration	4,00,000
5	Renting of land for entertainment program	5,00,000
6	Renting of theatres by owners to film distributors	6,00,000
7	A residential house on rent is used only for commercial purpose	7,00,000
8	House given on rent which is used as a lodge	8,00,000

3. Write a note on place of supply of goods.

3

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Stamp
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Library

Internal Test

March 2019



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M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI-400 057.

CLASS TEST

Class : M.Com.: Part II-Semester IV

SUB: TOURISM MANAGEMENT

DATE : 27³ 2019 Max Marks : 40

Time : 6.00 P.M. TO 7.30 P.M.

Supervisor's
Sign. & Date:

Seat No. in Figure

in words _____

Q.1.	Q.2	Q.3	Total	Total (in Words)	Signature

INSTRUCTIONS:

- (1) ALL questions are compulsory
- (2) Figures to the right indicate full marks.
- (3) Question No 1 and 2 to be solved on the question paper and Q 3 on supplement.

Q1 state whether the following statements are True or False (Any 10)

10

1. Domestic Tourism involves residents of the same country making visits in their own country at various places.
2. Ethnic tourism requires direct contacts with hosts.
3. Tourism is labour intensive and interaction with local communities.
4. Tourism products are tangible.
5. Tourism is the short term movement of people to destination outside the

- places.
6. Tourism is a contributor of public revenue of the economy.
 7. International tourism is the best means to spread wealth among countries.
 8. Tourism is not an activity for pass time but it is enriching and energizing activity.
 9. The tourism is organised journey for several places.
 10. Accommodation is one of the important and unavoidable elements of tourism.
 11. Business tourism is conducting business transaction, business meeting, and workshop.
 12. Medical tourism is upcoming kind of tourism in India.
 13. Tourism department is responsible for promotion of India as tourist destinations.
 14. A PR manager manages a brand's reputation
 15. Tourism planning includes economic and social future and the provision of public services.

Q.1 A Fill in the blanks (ANY FIVE)

05

1. _____ is the movement of people for a number of purposes.
2. _____ tourism involves travelling to naturopathy centres and health centres.
3. _____ is to study about tourism product which is produced marketed and
4. _____ type of tourism refers transport of a largenumber of people is short period of time.
5. _____ has emerged as a central pillar of service economy.
6. _____ is the greatest challenges facing Indian tourist industry.
7. _____ tourism is non-resident visiting a country other than their own is termed as.
8. _____ organise any event or conference.

Q.1 B. Fill in the blanks (ANY FIVE)

05

1. A person who changes his location is known as _____.
2. Soil is not associated with _____.
3. Government owned factories are not part of a _____.
4. _____ is in charge of all aspects of running a hotel.
5. _____ will help you in details of planning an event.
6. The success of destination planning depends on _____.
7. Tourism planning provides a common vision, direction, and commitment for _____.
8. _____ refers to planning for specific location.

Q2 Answer any five of the following questions.

10

1. What is meant by sports tourism?

2. Explain any two motives or purposes behind tourism.

3. Describe any two economic importance of tourism.

4. Define tourism industry.

5. State any two functions of hotel manager

6. Explain the impact of tourism industry in India. (Any two)

7. Discuss stages involved in tourism destination planning.

8. Describe characteristics of tourism products.

Q.3 Answer any two of the following

20

1. Explain various forms of tourism.
2. Discuss the career options available in tourism industry.
3. Describe various elements of tourism destination.

3

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