

G.P. Code - 92836

M.COM.-BUSINESS MANAGEMENT

SEMESTER IV

SUBJECT: ADVERTISING AND SALES MANAGEMENT

Date & Time - 21/06/2022 [3:00 To 5:30 PM]

MARKS: 60

Important Instructions:

- Questions Paper contains two sections.
- Section A contains 30 Multiple Choice Questions with one mark each.
- Section B contains 4 Descriptive Type questions with 7.5 marks each.
- Numbers in bracket indicate marks.

SECTION A

ANSWER THE FOLLOWING MULTIPLE CHOICE QUESTIONS (30 Marks)

1. Advertising is a ----- form of communication.
i) paid ii) unpaid iii) expensive iv) cheap
2. Advertising is a ----- element of marketing mix.
i) Price ii) Promotion iii) Product iv) Place
3. ----- is not an indoor media of advertising.
i) Internet ii) Magazine iii) Radio iv) Hoarding
4. ----- is an ad agency owned and operated by the advertiser.
i) Creative Boutique ii) Virtual Agency iii) Full Service Agency iv) In-House Agency
5. In ----- advertising, the advertising cost is shared by two or more parties.
i) cooperative ii) digital iii) internet iv) global
6. Under ----- method, the companies advertise at any time whenever they have money to spend.
i) Affordability ii) Objective and Task-based iii) Best Guess iv) The Maximum Amount

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7. Giving financial help to support an event is an example of-----

- i) Telecommunication ii) Sales Promotion iii) Sponsorship iv) Digital

8. ----- advertising is also known as airborne advertising.

- i) Aerial Media ii) Social Media iii) Digital Media iv) Radio

9. ----- is done while the advertising campaign is running.

- i) Pre-testing ii) Concurrent Testing iii) Post-Testing iv) Future Testing

10. When the advertiser is creating an ad, the consumer is his

- i) consumer ii) seller iii) supplier iv) audience

11. ----- is an important element of copy writing for radio.

- i) Music ii) Headline iii) Illustration iv) Logo

12. _____ type of advertising is aimed at creating awareness about the social concerns in society

- i) economic ii) social iii) political iv) cultural

13. Which is the team consists of the Board of Governors, the Consumer Complaints Council (CCC) and its Secretariat.

- i) ASCI's ii) IBD's iii) MDA's iv) IFS's

14. _____ test is a recognition test.

- i) Readability ii) Believability iii) Attitude iv) Starch

15. For making advertisements more effective, the manufacturers improve _____ and launch new products

- i) Existing products ii) Advertisement style iii) Marketing channel iv) Sponsors

16. Colgate is offering scholarships worth one lakh rupees to Indian students. This highlights _____

- i) Advertising clutter ii) Corporate Social Responsibility iii) Advertising Revolution iv) Mass advertising

17) _____ involves activities and functions related to the distribution of goods and services.

- a) Allocation of resources
b) Raising finance
c) Sales Management
d) Human Resource Management

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- 18) Sales Management is a component of _____
- a) Production Management
 - b) Marketing Management
 - c) Financial Management
 - d) Quality Management
- 19) The process of selling starts with _____
- a) Presentation
 - b) Closing Sales Presentation
 - c) Follow up
 - d) Prospecting
- 20) At _____ stage of selling process, the sales person resolves the questions or concerns of the prospects.
- a) Planning
 - b) Qualifying prospect
 - c) Organizing
 - d) Overcoming objections
- 21) _____ is one of the qualities required to be effective sales manager.
- a) Passive listening
 - b) Time Management
 - c) Delayed services
 - d) Aggressive
- 22) Sales force selection procedure involves _____ step.
- a) Quality control
 - b) Allocation of financial resources
 - c) Job offer
 - d) Distribution
- 23) Sales force compensation method includes _____
- a) Work overload
 - b) Job offer letter
 - c) Commission
 - d) Lack of opportunities
- 24) The objective of sales organization is _____
- a) Misrepresentation
 - b) Sell inferior quality goods
 - c) To allocate sales territories
 - d) Create artificial shortage of goods
- 25) _____ Contains setting up objectives of selling activities, determining and scheduling the steps to achieve these objectives.
- a) Sales control
 - b) Sales Coordination
 - c) Sales Planning
 - d) Sales Audit
- 26) _____ Method is useful for forecasting of new product which has no previous sales / historical data.

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- a) Past Sales
b) Performance Appraisal
c) Standard Product Method
d) Test Marketing Method
- 27) Cost of Goods Sold means
- a) Manufacturing Cost
b) Manufacturing Cost + Profit
c) Manufacturing Cost + Selling Cost
d) Total Cost - Fixed Cost
- 28) _____ techniques are subjective / judgemental based on the personal assessment of sales managers, Industry experts, consultants etc.
- a) Qualitative
b) Quantitative
c) Past Sales
d) Sales Ratio
- 29) Sales planning does not involve _____
- a) Sales Forecasting
b) Analysing the organizational situation
c) Setting objectives
d) Sales Audit
- 30) The objectives of sales plan should be SMART, where 'M' stands for _____
- a) Meaningless
b) Measurable
c) Misrepresentation
d) Management

SECTION B

Q.1 ANSWER ANY ONE OF THE FOLLOWING

(7.5 Marks)

- i) Discuss the meaning and features of Advertising
ii) State and explain the various functional departments of an advertising agency.
iii) Describe the behavioural model of advertising.

Q.2 ANSWER ANY ONE OF THE FOLLOWING:

(7.5 Marks)

- i) Explain the elements considering by the ad agencies while developing Print Advertising.
ii) Explain the Careers in the field of Advertising.
iii) Explain the role of Information and Broadcasting Ministry (IBM).

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Q.3 ANSWER ANY ONE OF THE FOLLOWING

(7.5 Marks)

- Explain the features of sales management.
- Highlight the motivational factors to motivate sales force.
- Elaborate the different structures of sales organization.

Q.4. ANSWER ANY ONE OF THE FOLLOWING

(7.5 Marks)

- What is sales planning? Explain the process of sales planning.
- Briefly explain the types of sales quota.
- Explain the role of Information Technology.

मराठी भाषांतर

भाग अ

खालील बहुपर्यायी प्रश्न सोडावा

(३० गुण)

1. जाहिरातहा संवादाचा एक ----- प्रकार आहे.

- i)सशुल्क ii)निःशुल्क iii)महाग iv)स्वस्त

2. जाहिरातविपणन मिश्रणाचा ----- घटक आहे.

- i)किंमत ii)प्रसार iii)उत्पादन iv)जागा

3. ----- हा अंतर्गत प्रसारमाध्यम जाहिरातीचा भाग नाही.

- i)इंटरनेट ii)मासिक iii)रेडिओ iv)होर्डिंग्ज

4. ----- जाहिरात संस्थेची मालकी आणि कामकाज जाहिरातदाराद्वारे होते

- i)क्रिएटिव्हबुटीक ii)आभासी संस्था iii)पूर्ण सेवासंस्था iv)अंतर्गतसंस्था

5. ----- जाहिरातीमध्ये, जाहिरात किंमत दोन किंवा अधिकजणांनी मिळून विभागून घेतलेली असते

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M.Com Sem-IV

Sub : Corporate Financial Accounting (Set B)

Paper code: 67501

May 2022

SECTION A

Q.1 Choose the correct alternate and rewrite the sentence (30)

1] A Ltd with 60% Shares in Subsidiary B Ltd, supplied goods to B Ltd for Rs 60,000 [Cost plus 25%], all goods are held in stock, the unrealized profit in stock is

- a. Rs 9,000
- b. Rs 12,000
- c. Rs 15,000
- d. Rs 7,200

2] Any extra amount over and above the saleable values of the identifiable assets that could be fetched by selling an existing firm as a going concern is _____.

- a. Super profit
- b. Bonus
- c. Goodwill
- d. Revaluation surplus

3] Minority Interest consists of

- a. Face Value of Shares, Proportional Revenue and Capital Profits
- b. Proportional Revenue Profit only
- c. Proportional Capital Profit only
- d. Face value of Shares only

4] _____ are those accounting principles which are recommended by authority or enforced by law.

- a. Accounting Standards
- b. Auditing Standards
- c. Accounting Rules
- d. Financial Reporting Standards

5] Yield value per share = Expected Rate of Dividend/Normal Rate of Dividend x _____ of share.

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- a. Face value
- b. Agree value
- c. Called up
- d. Paid up value

6] SK Ltd acquired 70,000 Shares of Rs 10 each of DK Ltd [Total shares 1,00,000] on 1st April 2022 at a cost of Rs 9,25,000, the share of Capital and Revenue profit are ascertained at Rs 1,90,000 and 2,70,000 respectively. The minority interest is amounted to

- a. Rs 4,60,000
- b. Rs 6,22,000
- c. Rs 4,38,000
- d. Rs 1,38,000

7] Accounting standards are _____

- a. Recommendatory
- b. Optional
- c. Profit oriented
- d. Mandatory

8] Principles regarding _____ are included in Indian Accounting Standard 33.

- a. Income Taxes
- b. Property and Plant
- c. Borrowing Cost
- d. Earning per Share

9] Company's taxable income for the year 2020 is Rs. 8,00,000. The tax rate applicable to the company is 30%. For 2020, the company has provided Rs.2,00,000 for income tax. The actual liability for 2020 was decided at Rs.2,15,000. What is paid in 2021?

- a. Rs. 2,55,000
- b. Rs. 2,15,000
- c. Rs.2,40,000
- d. Nil

10] In which of the following enterprise, not mandated to apply accounting standards by Law?

- a. Corporate
- b. Co-operative
- c. Partnership Firm
- d. Government

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11] Pre acquisition profit and reserve is

- a. Revenue Profit
- b. Capital Profit
- c. Goodwill
- d. Capital Redemption Reserve

12] MKS Ltd acquired 60% shares in KMS Ltd on 1st October 2021 at a price of Rs 18,00,000, the profit and Loss account of KMS Ltd showed a credit balance of Rs 1,00,000 on 1st April 2021 and Credit balance of Rs 3,00,000 on 31st March 2022. the Capital profit is

- a. Rs 2,00,000
- b. Rs 3,00,000
- c. Rs 1,00,000
- d. Rs 1,80,000

13] If the amount of investment of holding company in subsidiary company is less than the nominal value of share capital acquired by the holding company, the difference represents,

- a. General Reserve
- b. Capital Reserve
- c. Goodwill
- d. Securities Premium

14] Consider the following information relating to PMC Ltd. Profit available for dividend Rs.6,56,000, Share capital Rs.1,00,000 shares @Rs.100per share, Normal rate of return – 10%, The share value of the company is

- a. Rs. 60
- b. Rs. 656.60
- c. Rs. 6,566.00
- d. Rs. 65.60

15] Intrinsic value = _____

- a. Equity share capital / No of equity share
- b. Capital employed / No of equity share
- c. Asset available to equity shareholder / No of equity share
- d. Fixed Assets / Equity share capital

SECTION B

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Q.2 The Balance Sheet of MTech Ltd. as on 31st March, 2021 was as follow: (10)

Liabilities	Rs.	Assets	Rs.
Equity Shares Capital of Rs. 10 each	10,00,000	Building	4,40,000
Profit and Loss A/c	2,06,000	Furniture	1,90,000
Bank overdraft	40,000	Stocks	7,00,000
Creditors	1,54,000	Debtors	3,10,000
Provision for Tax	90,000		
Proposed Dividend	1,50,000		
Total	16,40,000		16,40,000

The net profit of the company after deducting all working charges and providing depreciation and taxation were as under:

Year Ending	Rs.
31/03/2017	
31/03/2018	1,70,000
31/03/2019	1,92,000
31/03/2020	1,80,000
31/03/2021	2,00,000
	1,90,000

On 31st March, 2021 Building was valued at Rs.5,00,000 and Furniture at Rs.3,00,000. The other assets and liabilities have been correctly valued. In view of the nature of business, it is assumed that 10% is a reasonable return on tangible capital. Consider closing capital as average capital employed and simple average for computing average profit.

You are required to determine the value of Goodwill on the basis of 5 years' purchase of super profits.

OR

Q.2 The following is the Balance Sheet of M/s. Telsa Ltd. as at 31-3-2021. (10)

Liabilities	Rs.	Assets	Rs.
Issued and Fully paid-up:		Fixed Assets :	
1,60,000 8% Cumulative Preference Shares of Rs.10 each	16,00,000	Land and Building	8,80,000
1,20,000 Equity Shares of Rs.10 each	12,00,000	Plant and Machinery	17,60,000
General Reserve	4,40,000	Furniture	3,20,000
Profit and Loss A/c	4,00,000	Current Assets:	
Current Liabilities and Provisions :		Stock in Trade	12,40,000
Current Liabilities	4,00,000	Debtors	14,00,000
Provision for Depreciation	18,20,000	Cash and Bank Balance	6,80,000
		Miscellaneous Expenses:	

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Provision for Taxation	3,60,000	Deferred Advertising	2,80,000
Proposed Dividend	3,40,000	Expenses	
Total	65,60,000		65,60,000

The Net Profit after Tax for the last 3 years ended 31st March, 2021 is as given below:

Year	Net Profit (Rs)
2018-2019	12,20,000
2019-2020	18,00,000
2020-2021	22,40,000

Calculate the Intrinsic Value and Yield Value of Equity Share of the Company, assuming that the fair return on investment in the company doing similar business is 12%.

Q.3 Following are the Profit & Loss Account of Hindustan Ltd and its subsidiary company Sony Ltd. For the year ended 31st March, 2022. (10)

Particulars	Hindustan Ltd (₹ in lakhs)	Sony Ltd (₹ in lakhs)
Income:		
Sale or other Income	10000	2000
Increase in Stock	2000	400
	12000	2400
Expenses:		
Raw Material Consumed	2000	600
Wages and Salaries	1600	300
Administrative Expenses	400	200
Selling and Distribution Expenses	400	100
Interest	200	100
Depreciation	200	100
	4800	1400
Profit before Tax	7200	1000
Provision for Tax	2400	400
Profit after Tax	4800	600
Proposed Dividend	2400	300
Balance of Profit	2400	300

Other Information:

Hindustan Ltd. sold goods to Sony Ltd. of ₹ 240 lakhs at cost plus 20%. Stock of Sony Ltd. includes such goods valuing ₹ 48 lakhs. Administrative Expenses of Sony Ltd. include ₹ 10 lakhs paid to Hindustan Ltd. as consultancy fees. Selling and Distribution expenses of Hindustan Ltd. includes ₹ 20 lakhs paid to Sony Ltd. as commission.

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Hindustan Ltd. holds 80% of equity shares capital of ₹ 2000 lakhs in Sony Ltd. Hindustan Ltd. took credit to its Profit and Loss Account, the proportionate amount of dividend declared and paid by Sony Ltd. for the year 2020-2021.

Prepare the consolidated Profit & Loss Statement in the books of Hindustan Ltd. for the year ended 31st March, 2022.

OR

Q.3 Sun Ltd acquired 7,500 shares in Moon Ltd for Rs.77,500 on 1st July, 2021. The Balance sheets of the two companies as on 31st March, 2022 were as follows: (10)

Liabilities	Sun Ltd	Moon Ltd	Assets	Sun Ltd	Moon Ltd
Equity Share Capital (of Rs.10 each)	450,000	125,000	Fixed Assets	400,000	110,000
General Reserve	80,000	20,000	Investment(7,500 equity shares in Moon Ltd)	77,500	
Profit & Loss A/c	40,000	12,500	Current Assets	137,500	72,500
Trade Payables	45,000	25,000			
	615,000	182,500		615,000	182,500

The following additional information is provided to you:

1. Profit earned by Moon Ltd for the year ended 31st March, 2022 amounted to Rs.10,000
2. General reserve balance appearing in the balance sheet of Moon Ltd has remained unchanged since 1st April, 2021.

Calculate following data required to prepare consolidated Balance sheet

1. Working of Capital Profit and Revenue profit of Moon ltd
2. Goodwill or Capital reserve
3. Non-controlling Interest (minority interest)
4. Notes to accounts of Share Capital and Reserve & Surplus

Q.4. A) Calculate basic EPS as per IND AS 33 from the following information: (5)
Share Capital as on 1/4/2020, 1 lakh Equity Shares of Rs. 10 each .

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Issue of right shares for cash on 1/7/2020 in the ratio of one share for every 5 shares held.
Issue of Bonus shares (excluding right shares) in the ratio of one share for every five shares held on 1/10/2020.

Net Profit (before tax) for 2020-21, Rs. 4,00,000. Income tax rate is 40%.

B) State whether IND AS 16 is applicable to the following assets:

1. Equipment held for sale
2. Bearer plant
3. Biological assets
4. Mineral rights
5. Property

(5)

OR

Q.4 Write Short Notes on any two

(10)

- a. Financial Reporting
- b. Objectives of IND AS 33
- c. Intrinsic Value method of Valuation of Shares
- d. Treatment of Pre and Post acquisition profits in Consolidated statements

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- 6 Which of the following is not the function of a Budget committee
- Review of general policies
 - Examining budget reports
 - Recommending corrective actions
 - Preventing net operating losses
- 7 Maximum level of stock means
- Maximum quantity to be ordered
 - Minimum quantity to be ordered
 - Maximum consumption in a specified period
 - Not to exceed amount used for inventory
- 8 Which of the following best describes the relationship between ordering cost and holding cost.
- Both have positive relationship
 - Both have negative relationship
 - Both have direct relationship
 - Both have indirect relationship
- 9 Cost of goods sold Rs.4,00,000. Average stock 25,000. Material turnover ratio will be _____ times.
- 12
 - 10
 - 16
 - 8
- 10 Opening stock Rs.70,000. Closing stock Rs.1,10,000. Average stock = _____.
- 120000
 - 70000
 - 80000
 - 90000
- 11 Purchase of Material Rs. 90,000, Opening stock of material Rs.25,000, Closing stock of material Rs. 15,000. Cost of material consumption ?
- 100000
 - 120000
 - 90000
 - 80000

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12 At 80% capacity the variable cost per unit was Rs.5 per unit. So for 100% capacity the variable cost per unit will be ____

- a) Rs.5 per unit
- b) Rs.4 per unit
- c) Rs.6 per unit
- d) Rs.10 per unit

13 Production at 60% activity is Rs 600 units, if flexible budget needs to be calculated at 80% activity what will be units produced?

- a) 600
- b) 800
- c) 1000
- d) 1200

14 Fixed cost Rs.20,00,000, Variable cost Rs.4,00,000. Credit period 3 mths. ROI 20%. The cost of investment in debtors will be Rs. _____

- a) 1,20,000
- b) 4,80,000
- c) 6,00,000
- d) 2,40,000

15 Current assets Rs.6,00,000. Current liabilities Rs.2,00,000. Margin of safety at 10% on Gross current assets. Working capital will be Rs. _____

- a) 6,40,000
- b) 4,40,000
- c) 6,60,000
- d) 4,60,000

SECTION B

Q.2. ABC Company is considering two options soothing to its current credit policy. Currently the company is having credit sales of 50 lakhs and Accounts Receivable Turnover Ratio is 4. Considering the bad debta of 1.5lakh and required rate of return as 25% on investment in Debtors at cost, suggest the better option.

Particulars	Present policy	Option 1	Option2
Sales (70% Variable Cost)	5000000	6000000	6750000
Credit Period	3	4	5
Bad Debts	150000	300000	450000

(10 Marks)

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OR

Q.2 XYZ Ltd is considering the new project.

Initial cost of the project is Rs.500000 and Discount rate 11%

Cash flow for the 6 years are as follows

Year	Cash Flow	P.V.F
1	100000	0.9009
2	110000	0.8116
3	120000	0.7312
4	130000	0.6587
5	140000	0.5934
6	150000	0.5346

Calculate NPV, Profitability index and Discounted Payback period.

(10 Marks)

Q.3 1 unit of X requires 5 units of raw material.

Total production for the year of X is 10000 units.

Purchase price of raw material is 100 per unit.

Holding cost of material is 5% per unit.

Transportation cost per order is Rs 1000.

Company pays Rs 200 commission to the agent per order.

Currently company places an order which is half of the annual requirement at a time.

Company receives 10% discount for its current order size which will not be available, if company reduces the order size.

Whether company shall stick to its current order size or company shall adopt EOQ

(10 Marks)

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OR

Q.3 LMN Ltd have furnished following information.

Production for the current year - 50000 units

Material cost - Rs 30 per unit

Wages - Rs 20 per unit

Production Overheads - Rs 15 per unit

Fixed Administrative Overheads - Rs 10 per unit

Fixed Selling Overheads - Rs 200000

For the upcoming year, following information is available

Estimated production - 60000 units

Due to inflation, there is going to be an increase in the cost as follows

Material by 10%

Wages by 15%

All the overheads by 5%

Calculate the Cost budget for total as well as per unit basis

(10 Marks)

Q.4 Prepare cash budget for the quarter ending on March 2022 from the following information.

Opening cash balance Rs 50000

Actual Sales

November 120000

December 100000

Estimated Sales

January 140000

February 120000

March 130000

April 120000

1) Purchase cost is 60% of sales.

2) Purchases are made to fulfill the demand of next month's sales

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- 3) 50% of the purchases are on cash basis and remaining amount is paid in the next month.
- 4) 20% of sales are on cash basis. 50% of the remaining amount is paid in next month and rest in the following month.
- 5) Rent paid Rs 5000 every month.
- 6) Administrative overheads are 10% of the sales and are paid with 15 days time lag.
- 7) Advance tax Rs 20000 is paid in the month of March 2022.
- 8) 5000 new equity shares with face value Rs 10 were issued with a premium of Rs 2 per share in January 2022.
- 9) Wages amounts to 20% of sales and are paid in the following month.

OR

Q.4. Answer any two of the following (10 Marks)

- 1) Calculate EOQ and total ordering and Carrying Cost
Annual Requirement 10000 units
Ordering cost Rs 500 per order
Holding cost Rs 2 per unit
- 2) PQR Ltd gives you following information
Calculate Reorder level, Minimum Level, Maximum Level, Average stock level
Normal usage 200 per week
Maximum Usage 300 per week
Minimum Usage 100 per week
Reorder quantity - 1600 units
Reorder period - 2 to 4 Weeks
- 3) Features of financial management
- 4) Objectives of budgetary control

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OR

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(10 Marks)

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1) Purchase cost is 60% of sales.

2) Purchases are made to fulfill the demand of next month's sales

Mkom part II sem IV

21-06-202

Indirect Taxes.

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- N.B. 1. All questions are compulsory in Section I carrying 2 marks each
2. Options are provided in all questions in Section II carrying 10 marks each.

SECTION - I

Q.I. Select the appropriate alternative and rewrite the statement.

1. Jay is in the state of Sikkim and engaged in supply of goods and services. He will be liable to register under GST if his aggregate Turnover exceeds _____
 - a. 20 Lakhs
 - b. 25 Lakhs
 - c. 30 lakhs
 - d. 40 lakhs
2. Calculate aggregate turnover of Mrs. Jaya based on the following details given by her: Taxable Supplies including GST @ 18% Rs. 4,72,000, Exempt Supplies Rs. 70,000, Export of Goods Rs. 2,50,000/-
 - a. Rs. 7,92,000/-
 - b. Rs. 7,20,000/-
 - c. Rs. 6,50,000/-
 - d. Rs. 7,22,000
3. Inter-State exempt supply is Rs. 54000, Intra-State supply is Rs. 56000 and Inter-State supply is Rs. 10000, amount of aggregate turnover would be ----
 - a. Rs 120000
 - b. Rs 110000
 - c. Rs 66000
 - d. Rs 56000
4. Which of the following countries was the first introduce GST?
 - a. United States
 - b. Britain
 - c. Canada
 - d. France
5. Within how many days a person should apply for registration?
 - a. Within 60 days from the date he becomes liable for registration
 - b. Within 30 days from the date he becomes liable for registration

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- c. Within 90 days from the date he becomes liable for registration
d. No time limit
6. The challan in FORM GST PMT-06 generated at the common portal shall be valid for a period of ___ days.
a. 15
b. 20
c. 45
d. 60
7. Electronic credit ledger is maintained in
a. FORM GST PMT 01
b. FORM GST PMT 03
c. FORM GST PMT 02
d. FORM GST PMT 05
8. In the case of Inter - State transaction registration is _____
a. Mandatory
b. Optional
c. Exempted
d. Partially optional
9. Inter State Outward Supply is Rs 15,00,000 (excluding GSP @ 18%) ; Gross Tax liability on this transaction is Rs. _____
a. 1,35,000
b. 2,70,000
c. 1,50,000
d. 3,00,000
10. _____ is the rate of interest in case of delayed payment of tax
a. 1%
b. 10%
c. 18%
d. 24%
11. S Ltd has provided following information for the month of April: Intra-State Outward supply Rs. 8,00,000; Inter-State Exempt Outward Supply Rs. 5,00,000; Turnover of Exported Goods Rs. 10,00,000; Payment made for availing GTA services Rs. 80,000; Calculate aggregate turnover of S Ltd.
a. 8,00,000
b. 23,00,000
c. 23,80,000
d. 18,00,000
12. Input Tax Credit as credited in Electronic Credit ledger can be used for _____
a. Payment of Interest

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- b. Payment of penalty, fine etc.
- c. Payment of late fees
- d. Payment of taxes

13. GST for Renting of agro machinery will be _____

- a. 5%
- b. 12%
- c. 18%
- d. Exempted from GST

14. Which section deals with TCS provisions in GST?

- a. 51
- b. 52
- c. 53
- d. 54

15. SGST liability on outward supplies is Rs. 6,00,000; Input Tax Credit of SGST is Rs. 2,00,000 and opening Balance of IGST in Electronic credit ledger Rs. 40,000; Net SGST payable is _____.

- a. 3,20,000
- b. 3,60,000
- c. 4,00,000
- d. 4,40,000

Section II

Q. 2 Mr. Suresh is owning certain properties which he is given as follows. The said sum includes rent from:

Particulars	Rs.
1. A building was let out to Try Sure Coaching Classes for providing coaching of M Com	Rs. 6,00,000
2. Allowed to use space of building for placing vending machines:	Rs. 10,00,000
3. A building was let out to be used as corporate office:	Rs. 19,00,000
4. Houses are let out to individuals for residential purpose:	Rs. 10,00,000
5. Vacant land used for animal husbandry	Rs. 10,00,000
6. A building was let out to Vidya Prasarak Mandal	Rs. 8,00,000
7. A hall was let out for religious purpose for general public : out of which Rs. 3,00,000 were received in cash where	Rs.9,00,000

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rent per day was Rs. 8,000	
8. A building let out to RBI	Rs. 18,00,000
9. Land used for exhibition	Rs. 15,00,000

Compute the amount of Goods and Service Tax payable by Mr. Suresh assuming the rent is exclusive of GST in each case. Applicable rate of GST is 18%.

OR

Q. 2 Mr. Mohit of Mumbai provides you the following details for the month of January, 2022:

Opening Balance in Electronic Credit Ledger as on 1st January, 2022:

IGST - Rs. 50,000

CGST - Rs. 25,000

SGST - Rs. 25,000

Transactions during January, 2022	Rs.
Sold goods @ 18% GST in Pune	18,60,000
Sold goods @ 12% GST in Delhi	9,00,000
Purchased goods @ 28% GST from Kolhapur	10,50,000
Purchased goods @ 12% GST from Surat	6,60,000
Provided services @ 18% GST in Bangalore	4,50,000
Provided services @ 5% GST in Ahmedabad	9,40,000
Availed services @ 18% GST from Solapur	80,000
Availed services @ 5% GST from Indore	1,20,000

Calculate the net tax liability for the month of January, 2022.

Note : All the figures given above are excluding GST.

Q 3. Indo-Bank has furnished the following information for the month of February, 2022 :

Particulars	Rs.
1. Fees received for Financial Consultancy Services	5,45,000
2. Sale of foreign currency to BPL Bank	3,36,000
3. Interest received on term loans	11,26,000
4. Penal interest received for late payments of installments from borrowers	2,18,000
5. Annual charges on Debit cards	2,81,000
6. Loan processing charges received	3,87,000
7. Interest received on Credit Cards	4,87,000
8. Charges received from Government for collection of Taxes	3,27,000
9. Rent charged on safety lockers	3,54,000

As per provisions of GST Law, determine whether the above are Taxable or Non-Taxable/Exempt. Also state the total value thereof.

Note : All the figures given above are excluding GST.

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Q.3 . Determine place of supply of goods in each of the following cases and also state the nature of supply and the type of tax leviable :

1. ABC Ltd of Delhi (unregistered person) has entered into a contract with SM Training Ltd. of Mumbai for training and performance appraisal of its employees. The services were performed at Karnataka, training centre of SM Training Ltd.
2. Q Mega Events Pvt. Ltd. of Pune organized an award function for its client in Indore.
3. R is a resident from Thane went to Bangalore for a medical treatment; the booking for the same was done by him online from his residence.
4. S Pvt. Ltd. of Surat is hired by T Enterprises from Mumbai for transportation of goods to a customer from Bhuj.
5. Palace on wheels, a train Delhi to Jaipur, provides on board entertainment services to its passengers.

Q.4 Mr. K, a businessman from Mumbai, started supplying services from 5th August, 2021. He gives you the following details of transactions during the financial year 2021-22.

Date	Services	Value of Supply
5/8/21	Taxable supply at Mumbai	5,22,000
12/8/21	Services provided at Nasik	2,11,000
15/9/21	Services provided at Pune	4,01,000
22/9/21	Taxable supply to RBI	4,18,000
12/10/21	Supply at Thane	6,88,000
17/10/21	Taxable supply to Osmanabad	3,78,000
1/11/21	Taxable supply to Ratnagiri	3,56,000
16/11/21	Taxable supply to Nagpur	1,89,000
22/11/21	Taxable supply to Panvel	3,45,000

- i) You are required to determine the date of liability of tax payable as SGST, CGST and IGST.
- ii) Would your answer change, if the supply on 17.10.2021 was made to Ahmedabad instead of Osmanabad ?

OR

Q.4. Write Short notes on (Any Two)

- a. Interest on Delayed Payment
- b. Electronic Cash ledger
- c. Procedure for registration under GST
- d. GST Council

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M.Com.- Part-II

SEM-IV

Retail Management

Marks: 60 Marks

- Note: 1. There are Two Sections carrying 30 Marks each.
 2. Section-I Comprises with MCQ for 30 Marks.
 3. Section-II Comprises with Descriptive questions for 30 Marks.
 4. Both the sections are compulsory.

SECTION-I

Q1. Choose the correct alternative from the given below alternatives (30 Marks)

- The word Retail is derived from the _____ word
 a. Latin b. French c. English d. German
- Speciality stores have a very clearly defined _____
 a. producers b. competitors c. target market d. Partnership
- Electronic kiosk is one form of _____
 a. Supermarket b. non-store retailing c. discount retailers d. limited line retailers
- According to many retailers what is most important factor in retail success? _____
 a. location b. price c. employee d. service
- _____ sell standard merchandise at lower prices by accepting lower margins and selling higher volume
 a. Full service retailers b. Discount stores c. Factory outlets d. limited service retailers
- _____ includes all the activities involved in selling product or services directly to final consumers for their personal non business use.
 a. Retailing b. Franchising c. wholesaling d. Brokering
- Who is the last link in the chain connecting the producer and customer ?
 a. Wholesaler b. retailer c. agent d. storekeeper
- Ikea is an examples of _____
 a. dollar store b. variety stores c. Category killer d. Super market
- _____ is the example of supermarket
 a. Reliance Jio Mart b. Shopper stop c. West side d. Reliance Trends
- Body Shop is an example of _____
 a. Chain-store b. tele marketing c. mail order marketing d. convenience store
- _____ has identified various elements that go into the composition of a value chain.
 a. Philip Kotler b. Michael Porter c. Darwin d. Herzberg

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12. The _____ is a theory about the change through time of the retailing outlets.
a. Product Life Cycle b. Retail Life Cycle c. Customer Life Cycle d. Promotion Life Cycle
13. _____ are associated with transforming inputs into final product form.
a. Outbound logistics b. Operations c. assortment d. Inbound logistics
14. _____ were particularly popular sales promotion device of 1970s. They were used by the co-operative stores to even out trade over a week.
a. Trading Stamps b. Mass displays c. Green shield stamps d. Free gifts
15. _____ promotion refers to two or more branded products sharing and funding a joint in store promotion.
a. Co-Operative b. Competitive c. Sampling d. Self Liquidating
16. _____ is not the challenge faced by the HR in Retailing.
a. High Turnover b. Job insecurity c. Diversity d. poor advertising
17. Government regulations in HR in Retail industry does not include the _____.
a. equal employment b. opportunities c. safety and health d. licencing
18. Procurement refers to the function of _____.
a. selling b. purchasing c. advertising d. producing
19. _____ analysis is a step involved in choosing location for retail store.
a. Taxes b. Vicinity Competitors c. CRM d. HRM
20. _____ is not the requirement for location planning for retailers.
a. Accessibility b. Vicinity Competitors c. Legality d. Production Process
21. _____ is a not a modern type of retail location.
a. Supermarket b. Hypermarket c. Shopping Mall d. Weekly Market
22. _____ is the place of the store.
a. retail branding b. layout c. Location d. design
23. _____ is a tool for Servicing the Consumer.
a. CRM b. ERP c. SCM d. JIT
24. Digital marketing is often referred to as _____ marketing.
a. Online b. Traditional c. Offline d. Brick and Click
25. What kind of business can be conducted online
a. B2B b. B2C c. C2B d. All of the above
26. Which products are people most likely to be more uncomfortable buying on the Internet?
a. Books b. Furnitures c. Electronics d. Movies
27. In _____ retailing products are place in machine and dispense to consumes

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SECTION-II

Q1. Attempt any one out of following Questions

(7.5)

- I. What is Retailing? Explain the importance of retailing.
- II. Explain various store based retail formats.
- III. Highlights various challenges faced by retailers in India.

Q 2. Attempt any one out of following Questions

(7.5)

- I. Discuss the Retail Planning Process.
- II. Explain the concept of 'Retail Market Segmentation'. Bring out its Significance.
- III. Explain the growing importance of human resources in retailing.

Q 3. Attempt any one out of following Questions

(7.5)

- I. Bring out the Different types of Retail Location.
- II. What is Retail Branding? Discuss the importance of Retail Branding
- III. Bring out the steps for designing store.

Q.4 Attempt any one out of following Questions

(7.5)

- I. Explain the different formats of E-Retailing.
- II. What is Green retailing? Explain the benefits of it.
- III. Explain the responsibilities of store manager.

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a.Vending maching b.Online c.Offline d.Electric machine

28. _____ is largely used in recruiting people in retail industry.

a.News paper b.Agency c.Retired employees d.Employee referrals

29. _____ is one of the challenges of E-retailing

a.Security and fraud b.Social issues c.competition d.Format

30.in M-Commerce M stands for _____

a.Middle b.Mobile c.Macro d.Micro