



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

8/5/2023

Date:

Max Marks: 40

Time: 90 minutes

Instructions: (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1) Multiple Choice Questions (Any 10 out of 12)

10 marks

- Advertising is _____ form of presentation and promotion of goods and services.
a) Non-Personal
b) Non paid
c) Personal
d) Ineffective
- Kiosk is _____ form of advertising.
a) Indoor
b) Outdoor
c) Transit
d) International
- _____ is not a type of Direct Marketing.
a) Mailers
b) Fliers
c) Catalogue
d) Publicity
- The AIDA model was further developed by adding the concept of _____.
a) Action
b) Desire
c) Conviction
d) Interest
- POP indicates _____.
a) Point of Purchase
b) Point of People
c) Point of Publicity
d) Power of People
- _____ indicates the number of times the advertisement will be presented to the reached population.
a) Reach
b) TRP
c) GRP
d) Frequency
- _____ is a type of agency that provides entire range of marketing communication and promotion.
a) Full service Agency
b) Creative Boutique
c) In-house Agency
d) Media Buying Agencies
- Creative services in an agency has _____.
a) Visualizers
b) Sales people
c) Tax Consultants
d) Software Engineers
- _____ is first element of copy that reader is going to see in the print advertisements.
a) White space
b) Subhead
c) Headline
d) Body Copy
- _____ is a quantitative method of pre-testing.
a) Checklist Method
b) Order of Merit List
c) Focus Group
d) In-depth Interview
- Under _____ test, advertising copies are shown to prospects and they are asked to reproduce them
a) Readability Test
b) Checklist Method
c) Recall Test
d) Sales Area Test

12. _____ refers to pattern of advertisements in a media schedule.

- a) Continuity
- b) Reach
- c) Frequency
- d) TRP

Q.2) Explain the terms (Any 5 out of 8)

10 marks

- A) Advertising Copy
- B) Percentage sales Method of ad budgeting
- C) Digital Media
- D) Creative Boutique
- E) Indoor Advertising
- F) Marketing Mix
- G) New Media Options
- H) Mechanical /Laboratory methods of pre-testing advertisement

Q.3) Answer the following (Any 2 out of 3)

20 marks

- A) Explain the concept of AIDA model in detail.
 - B) What are different elements of IMC?
 - C) Elaborate on Post testing methods to judge the effectiveness of the advertisement.
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9/5/2023

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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: Corporate Financial Accounting

Date: _____

Max Marks: 40

Time: 90 minutes

Instructions: (1) All questions are compulsory.
(2) Figures to the right indicate full marks.

Q.1) Multiple Choice Questions (Any 10 out of 12)

10 marks

1. Super profit is _____
 - a) Normal profit
 - b) Actual Profit
 - c) Future Profit
 - d) Excess of average profit over normal profit
2. Goodwill is valued when _____
 - a) goods are sold
 - b) Ownership of business is changed
 - c) goods are purchased
 - d) organisation earns huge profit
3. Net Tangible Asset = Fixed Assets plus Current Assets less _____
 - a) Share Capital
 - b) Reserves and Surplus
 - c) external Liabilities
 - d) Goodwill
4. Capitalised value of Super profit = Super profit * 100 / _____
 - a) rate of return on capital employed
 - b) rate of dividend
 - c) Normal rate of return
 - d) rate of gross profit
5. Fair value of share = (Net asset method value plus yield method value) / _____
 - a) 100
 - b) 2
 - c) Normal rate of return
 - d) return on investment
6. Net Assets available to equity share holders is Rs. 1,63,13,000; Equity share capital of Rs.5,00,000 of Rs.10 each. Intrinsic Value of Equity Shares is Rs. _____
 - a) 32.63
 - b) 326.26
 - c) 3.26
 - d) 16,31,300
7. Consolidation of financial statement is done as per the provisions of _____
 - a) AS21
 - b) AS23
 - c) AS33
 - d) AS108
8. _____ is not the content of Consolidated Financial Statement
 - a) Consolidated balance sheet
 - b) Consolidated Revenue statement
 - c) Consolidated Cash Flow statement
 - d) Consolidated Journal entries
9. Value Cost of Investment greater than the value of share of carrying amount of equity of subsidiary, results into _____
 - a) Security Premium
 - b) Capital Reserve
 - c) Goodwill
 - d) fictitious assets
10. Minority Interest in the consolidated balance sheet is _____ to the shareholders of the holding company
 - a) Goodwill
 - b) Capital Reserve
 - c) asset
 - d) Liability

11. All reserves of subsidiary company up-to the date of acquisition are _____ for holding company
 a) Minority interest b) Capital profit
 c) Revenue Profit d) Liability

12. Bonus shares issued by subsidiary company from revenue profits to be declared is deducted from the _____

- a) Preference Shares b) Capital profit
 c) Revenue Profit d) minority interest

Q.2) Explain the terms (Any 5 out of 8)

10 marks

- I. Intrinsic method of Valuation of shares
- II. Future Maintainable Profit
- III. Trading Profit for valuation of Goodwill
- IV. Normal rate of return
- V. Subsidiary Company
- VI. Minority Interest
- VII. Bonus shares out of Pre-acquisition profits
- VIII. Capital profit in Consolidated financial statement

Q.3) Answer the following (Any 2 out of 3)

20 marks

I) The Balance sheet of RR Ltd as on 31st March, 2023 was as follows:

Liabilities	Rs.	Assets	Rs.
Equity Shares of Rs.10 each	8,00,000	Equipments	4,25,000
9% Preference shares of Rs.10 each	2,50,000	Building	8,00,000
General Reserve	5,25,000	Machinery	5,65,000
Profit & Loss Account	2,30,000	Stock	3,15,500
Loans	7,50,000	Debtor	3,36,000
Creditors	1,25,000	Banks	3,18,500
Provision for Tax	80,000		
	27,60,000		27,60,000

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

- 2020-21 Rs.2,49,000
 2021-22 Rs.2,20,000
 2022-23 Rs.2,21,000

On 31st March, 2023 Building was valued at Rs.10,00,000 and Machinery Rs.7,00,000. The Other assets and liabilities have been valued at book value. Similar type of companies earn at 10% of the value of investments. Consider closing capital as average capital employed and simple average for computing average profit.

You are required to determine:

- (i) Value of goodwill on the basis of three years' purchase of super profit.
- (ii) Intrinsic Value of Equity Shares

- II) John Ltd. Acquired 75% of equity shares of Rs.10 each in Mona Ltd on 31st July, 2022. The summarized balance sheet of the two companies as on 31st March, 2023 were as follows:

Liabilities	John Ltd	Mona Ltd	Assets	John Ltd	Mona Ltd
Equity Share Capital (of Rs.10 each)	12,00,000	3,00,000	Fixed Assets	8,25,000	1,50,000
General Reserve	2,25,000	90,000	Investment(equity shares in Mona Ltd)	4,20,000	--
Profit & Loss A/c	1,35,000	97,500	Current Assets	4,95,000	4,57,500
Trade Payables	1,80,000	1,20,000			
	17,40,000	6,07,500		17,40,000	6,07,500

Mona Ltd earned a profit of Rs.90, 000 for the year ended 31st March ~~2022~~ 2022
Calculate following data required to prepare consolidated Balance sheet

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

- III) Write short note on Super Profit method of valuation of Goodwill



CLASS TEST

Class: M.Com. Part II – Semester IV

Sub: Financial Management

8/5/2023

Date:

Max Marks: 40

Time: 90 minutes

Instructions: (1) All questions are compulsory.
(2) Figures to the right indicate full marks.

Q.1) Multiple Choice Questions (Any 10 out of 12)

10 marks

1. The Security which has controlling right is _____.
a) Preference Shares b) Debentures c) Equity Shares d) Public Deposits
2. _____ is convertible into cash.
a) Credit b) Opportunity c) Liquidity d) Appreciation
3. Capital Budgeting Decisions are based on _____.
a) Incremental Profit b) Incremental Cash Flow c) Incremental Assets d) Incremental Capital
4. Cost of new machine is treated as _____.
a) Cash Inflow b) Cash Outflow c) Scrap Value d) Cash Growth
5. A budget that gives a summary of all the functional budget is known as _____.
a) Capital budget b) Flexible budget c) Fixed budget d) Master budget
6. Sales budget shows _____.
a) Estimate of future sales b) Estimate of future production
c) Estimate of inventory d) Quantity flow
7. Interest on Debentures has _____.
a) Tax benefit b) No tax benefit c) Tax liability d) Tax Compute
8. _____ finance is generally required for a period of one year or the business cycle which may be slightly greater than period of one year.
a) Medium Term b) Short Term c) Long Term d) Private
9. _____ is the price of an investment realised at the time of its termination.
a) Prime Value b) Real Value c) Salvage Value d) Target Value
10. In determination of cash outflow, increase in working capital is _____.
a) Added b) Deducted c) Ignored d) Favourable
11. _____ budget is prepared for a long period of time.
a) Production b) Purchase c) Cash d) Capital expenditure
12. The object of budgetary control is _____.
a) Planning b) Organising c) Forecasting d) Recording

Q.2) Explain the terms (Any 5 out of 8)

10 marks

1. Zero Coupon Convertible Note
2. Bill discounted and purchased
3. Opportunity Cost
4. Modernisation Decisions
5. Mention any two essential conditions for Budgetary Control
6. Uses of Flexible Budget
7. Functional Budget

8. Need for Long Term Financing

Q.3) Answer the Following Questions (Any 2 out of 3)

20 marks

1. Surbhi Production Ltd. wants to introduce a new product with estimated life of 5 years. The manufacturing equipment will cost Rs 2,50,000 with the scrap value of Rs 15,000 at the end of 5 years. The working capital requirement is Rs 20,000 which will be released after 5 years.

The annual cash inflow after tax and PV factor @ 10% are:

Year	Cash Inflow (Rs)	PV factor
1	1,25,000	0.9091
2	1,50,000	0.8264
3	1,87,500	0.7513
4	1,80,000	0.6830
5	1,12,500	0.6209

You are required to evaluate the proposal under Net Present Value Method

2. The expenses budgeted for production of 100% capacity in a factory are given below:

Particulars	At 100% Capacity (Rs)
Materials	12,00,000
Labour	2,00,000
Variable Expenses (Direct)	80,000
Variable Overheads	4,00,000
Fixed Overheads	1,60,000
Administrative Expenses (Fixed)	80,000
Selling Expenses (10% Fixed)	2,40,000
Distribution Expenses (20% Fixed)	1,20,000

Prepare a budget for the production of: a) 80% capacity b) 60% capacity.

3. Advantages of Budgetary Control.



CLASS TEST

Class: **M.Com. Part II – Semester IV**

Sub: **Indirect Tax – Introduction to Goods and Service Tax**

Date:

Max Marks: 40

Time: 90 minutes

*Instructions: (1) All questions are compulsory.
(2) Figures to the right indicate full marks.*

Q.1) Multiple Choice Questions (Any 10 out of 12)

10 marks

1. Who is the Chairperson of the GST Council?
 - a. Finance Minister of India
 - b. Prime Minister of India
 - c. President of India
 - d. Chief Minister of Maharashtra
2. Which are the state taxes that are subsumed in GST?
 - a. State VAT
 - b. Central Sales Tax
 - c. Entry tax
 - d. All of the above
3. The sub summation of taxes should result in free flow of
 - a. Tax credit
 - b. Goods and services
 - c. Revenue
 - d. Sales
4. GST would be applicable on _____ of goods or services
 - a. Supply
 - b. Manufacture
 - c. Consumption
 - d. Production
5. Supply of the following is not liable to GST
 - a. Alcoholic liquor for human consumption
 - b. Alcoholic liquor for medicinal consumption
 - c. Alcoholic liquor for industrial consumption
 - d. Alcoholic liquor for animal consumption
6. How many petroleum products have been kept out of GST purview temporarily?
 - a. 2
 - b. 3
 - c. 4
 - d. 5
7. In India, GST structure is _____ in nature
 - a. Single
 - b. Dual
 - c. Triple
 - d. Quadruplicate

8. First 2 digits of GSTIN are
 - a. State Code
 - b. PAN
 - c. Entity Number
 - d. Default Digits
9. What is the validity of registration certificate?
 - a. One year
 - b. No validity
 - c. Valid till it is cancelled
 - d. Five Years
10. Who is authorised under IGST Act to levy tax?
 - a. State
 - b. Centre
 - c. Union Territory
 - d. Both Centre and State
11. Which of the following require compulsory registration irrespective of the threshold limit?
 - a. Casual taxable person
 - b. Non-resident taxable person
 - c. Person liable to pay under Reverse Charge Mechanism
 - d. All of the above
12. Export of goods will be
 - a. Zero rated
 - b. Taxable as per rules
 - c. Taxable at 5%
 - d. Taxable at 1%

Q.2) Explain the terms / Solve the following (Any 5 out of 8)

10 marks

1. Kesariya Tours and Travels offered a package of 5 nights and 6 days at Varanasi for a consolidated sum of Rs 20,000/- which includes stay, pick up and drop and breakfast. Identify whether it is composite or mixed supply. Give reasons.
2. Mr. Shiv from Mumbai purchased goods worth Rs 10,000 from Mr. Razdan from Pune. Goods were taxed at 18%. Calculate the tax with bifurcations, if any.
3. Compute GST at the rate of 12% if the value of goods is Rs 1,12,000 inclusive of GST.
4. Seller, a manufacturer, is under composition scheme. He sold goods worth Rs 100000. Compute GST.
5. What is GST Council?
6. What is the importance of registration under GST?
7. Who is a non-resident taxable person?
8. Explain the concept of advance deposit of tax for casual taxable person.

Q.3) Answer the following (Any 2 out of 3)

20 marks

1. Write a note on GST Network and GST Council.
2. Calculate the amount of taxable and non-taxable supply from the details given below:

Sr. No.	Particulars	Amount
1	Supply of Gandhi Topi	1,00,000
2	Supply of mobile phones	5,00,000
3	Sale of Indian National Flag	4,00,000
4	Charges for cosmetic surgery to improve looks	4,00,000
5	Charges for cosmetic surgery on account of accidents	3,00,000

6	Charges for hotel room on hire (rent of hotel room was Rs 2500 per day per room)	7,00,000
7	Supply of Newspapers	1,00,000
8	Supply of Textiles worth Rs 20,000	20,000

3. Determine the date when Ms. Aniya will be liable to register under GST laws if she is from the state of Karnataka and selling only goods:

Date	Taxable Supply	Tax Exempt Supply
14/02/2023	3,00,000	1,00,000
28/02/2023	2,00,000	1,00,000
14/03/2023	1,00,000	2,00,000
15/03/2023	4,00,000	4,00,000
04/04/2023	2,00,000	4,00,000
15/04/2023	1,00,000	6,00,000
28/04/2023	3,00,000	2,00,000
01/05/2023	4,00,000	3,00,000
03/05/2023	5,00,000	4,00,000
07/06/2023	1,00,000	1,00,000
15/07/2023	6,00,000	5,00,000
31/08/2023	7,00,000	2,00,000
09/09/2023	2,00,000	1,00,000



CLASS TEST

Class: **M.Com. Part II – Semester IV**

Sub: **RETAIL MANAGEMENT**

Date: **09/05/2023**

Max Marks: **40**

Time: **90 minutes**

Instructions: (1) All questions are compulsory.
(2) Figures to the right indicate full marks.

Q.1) Multiple Choice Questions (Any 10 out of 12)

10 marks

1. _____ utility involves making products or services available in locations that allow consumers to easily access them.
a) Place b) Time c) Possession d) Form
2. An _____ retailer is the one who owns and operates only one retail outlet.
a) Franchise b) Chain c) Co-operative store d) Independent
3. _____ phase of wheel in retailing starts with offering limited merchandise with low prices and low margins.
a) Trade up phase b) Vulnerable phase c) Entry d) growth
4. The word 'Retail' is derived from the old _____ word *retailier* which means to break bulk.
a) French b) Latin c) Greek d) Japanese
5. _____ are the activities associated with receiving, storing and discriminating inputs to the products.
a) Outbound logistics b) Inbound logistics c) Material handling d) Transportation
6. The theory of natural selection in retailing is based on the famous theory of _____ retailer natural selection in "origin of species".
a) Robert Keith b) Charles Darwin c) Abraham Maslow d) Michael Porter
7. D-mart is an example of _____.
a) Factory outlet b) Supermarket c) Franchise d) Specialty stores
8. _____ is first stage in Buying decision process.
a) Information search b) Buying c) evaluation of alternatives d) Need recognition
9. _____ are associated with transforming inputs into final product form.
a) Operations b) Inbound c) Marketing d) Outbound
10. _____ is an example of non-store based retailing.
a) Chain retailer b) Franchise c) factory outlets d) Vending machine

11 _____ is a challenge faced by HR in retailing.

- a) Incentive b) High turnover c) flexible hours d) Employment

12. The last stage in the product life cycle is _____.

- a) Introduction b) Growth c) Decline d) Maturity

Q.2) Explain the terms (Any 5 out of 8)

10 marks

- | | |
|--|-----------------------|
| 1. Chain Stores | 5. Retail Management |
| 2. Demographic environment | 6. Convenience Stores |
| 3. Ethical Practices towards consumers | 7. Telemarketing |
| 4. Visual Merchandising | 8. Kiosks |

Q.3) Answer the following (Any 2 out of 3)

20 marks

1. State the importance of Retail management.
 2. What are the challenges faced by HR in retailing?
 3. Explain the retail planning process in brief.
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CLASS TEST

Class: M.Com. Part II – Semester IV

Sub: Tourism management

Date: _____

Max Marks: 40

Time: 90 minutes

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

Q.1) Multiple Choice Questions (Any 10 out of 12)

10 marks

1. A person who changes his location is known as _____.
a. Visitor b. tourist c. Traveller d. customer
2. Tourism has been _____ importance.
a. Gaining b. wanting c. losing d. none of these
3. _____ tourist wants to enjoy the loneliness of the environment of such destinations
a. wilderness b. eco c. dark d. gambling
4. _____ encompasses not only tourist activities in space but also visiting earth-based museum such as National Air and Space Museum
a. virtual tourism b. space tourism c. cultural tourism d. spiritual tourism
5. Eco tourism relates to _____.
a. Economic system b. financial system c. nature d. commerce
6. Indian _____ are not part of tourism for attracting foreigners.
a. Places b. Art c. Paintings d. food and taste
7. India needs to change its _____ marketing approach to modern marketing approach for developing tourism.
a. planning b. organising c. Traditional d. Management
8. A tourist residing in Mumbai is going to Singapore for business visit is called _____.
a. National Tourism b. international tourism c. Inbound Tourism d. internal Tourism
9. Tourism and _____ should go together for promoting tourism activities in India
a. service Industry b. Product c. Planning d. Hotel
10. Maharashtra-state level Tourism planning is a _____ level of planning.
a. international b. National c. regional d. local

11. Tourism activity is _____ generating activity.

- a. Income b. Recreation c. Travel d. destination

12. _____ are not Career options in tourism sector.

- a. hotel manager b. airlines c. Tour agents d. sales promotion

Q.2) Explain the terms (Any 5 out of 8)

10 marks

1. Tourism
2. Economic importance of Tourism
3. Inbound Tourism
4. Tour Operators
5. Sports Tourism
6. Site level Tourism Destination Planning
7. Hotel Managers
8. PR managers

Q.3) Answer the following (Any 2 out of 3)

20 marks

1. Discuss different types of Tourism.
 2. Explain basic components of the Tourism Industry.
 3. Describe the concept and stages involved in process of Tourism Destination Planning.
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