

CODE:

Duration: 3 hours

Marks: 100

- Instructions :-** (1) All questions are compulsory having internal Options.
(2) Figures to the right indicate full marks.
(3) Use of simple calculator is allowed.
(4) Working notes are forming part of answers

- Q:1** A) **Choose the correct answer from the options given below (Any 10)** 10
- 1) Under Fluctuating Capital Method, profit and losses are shared by the partners in _____.
a) Capital Ratio
b) Agreed Ratio
c) Equal Ratio
d) Nominal Ratio
 - 2) Contingent Liabilities are the liabilities which are _____.
a) Liquid liabilities
b) Contingent on happening of certain event in future
c) Fixed liabilities
d) Current liabilities
 - 3) Excess of credit over debit side of Realisation Account is _____.
a) Goodwill
b) Capital Reserve
c) Profit on Realisation
d) Loss on Realisation
 - 4) General Reserve is distributed among the partners in the ratio of _____.
a) Capital
b) Final Claims
c) Profit Sharing
d) Sacrifice
 - 5) Goodwill written off is debited to _____.
a) Drawings A/c
b) Goodwill A/c
c) All partner's capital A/c
d) Realisation A/c
 - 6) Goods distributed as free sample is _____.
a) Debited to Partner's Capital A/c
b) Debited to Debtors A/c
c) Credited to Profit & Loss A/c and debited to Trading A/c
d) Credited to Trading A/c and debited to Profit & Loss A/c
 - 7) After payment of outside liabilities _____ should be paid.
a) Partner's loan
b) Partner's Capital
c) Expenses
d) Government dues
 - 8) A partnership firm is _____ on conversion into a limited company.
a) Formed
b) Dissolved
c) Modified
d) Shifted
 - 9) Current Account showing debit balance is shown in the Balance Sheet on _____ side.
a) Debit
b) Credit
c) Liabilities
d) Assets
 - 10) On amalgamation fictitious assets are transferred to _____ Account.
a) Realisation
b) Partner's Capital
c) Bank
d) New Firm's
 - 11) Employee's dues are _____ liabilities
a) Other
b) Preferential
c) Non-Current
d) Contingent
 - 12) Unearned Income is shown in the Balance Sheet on _____ Side.
a) Credit
b) Debit
c) Assets
d) Liabilities

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- Q:1 B) State whether following statements are True or False (Any 10)** 10
- 1) A partnership firm has limited managerial skill.
 - 2) On amalgamation, Realisation Account is prepared to close the books of the firm.
 - 3) Asset taken over by a partner is debited to his capital account.
 - 4) Each partner has a right to take part in the conduct of the business of a firm.
 - 5) Purchase of machinery is shown in Trading Account on debit side.
 - 6) Takeover of liability by a partner should be deducted from capital account balance.
 - 7) Interest on drawings is an income of the firm.
 - 8) In Amalgamation of firms, the old firms are called as Amalgamating Firms.
 - 9) In a partnership firm, every partner is entitled to get salary.
 - 10) The adjustment regarding interest on capital is made in Profit & Loss Appropriation Account.
 - 11) While paying third party liabilities, Secured creditors should be paid first.
 - 12) Realisation Expenses are debited to partner's capital account in their profit sharing ratio.

Q:2 Answer (a) or (b) of the following: 20

- a) Shiva Gold and Parekh Gold decided to amalgamate and form a new firm called SP Gold on the following terms and conditions on 31st March 2023 when their Balance Sheet were as follows:

Liabilities	Shiva Gold Rs.	Parekh Gold Rs.	Assets	Shiva Gold Rs.	Parekh Gold Rs.
Capital A/c:			Building	60,000	1,23,000
Ganesh	1,80,000	-	Furniture	18,000	-
Ramesh	90,000	-	Investments	90,000	36,000
Niraj	-	1,20,000	Stock	1,02,000	1,39,800
Dhiraj	-	1,95,000	Debtors	60,000	2,25,000
Creditors	60,000	1,38,000	Bank	30,000	31,200
Bank Loan	30,000	1,02,000			
	3,60,000	5,55,000		3,60,000	5,55,000

Terms of Amalgamation:

In case of Shiva Gold:

- a) Goodwill is valued at Rs 60,000.
- b) Building was taken to be worth Rs 1,80,000.
- c) Stock to be valued at Rs 90,000.
- d) Provision for doubtful debts to be created at 5% on debtors.
- e) All liabilities and remaining assets are taken over at book values.

In Case of Parekh Gold

- a) Goodwill is valued at Rs 30,000.
- b) Building was taken to be worth Rs 2,40,000.
- c) Provision for doubtful debts to be created at 5% on debtors.
- d) All liabilities and remaining assets are taken over at book values.

You are required to show Realisation A/c and Partner's Capital A/c in the books of Shiva Gold and Parekh Gold.

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- b) Raman and Aman are in partnership as RA & Co. In the similar type of business Ajay and Zubin are in partnership as AZ & Co. It was agreed that on 1st April 2023 the partnership be amalgamated into one firm, as RAAZ & Co. Raman and Aman were sharing profits and losses in the ratio of 3:2 & Ajay and Zubin as 1:1.

Their respective Balance Sheet of the firm were as follows:

Liabilities	RA & Co Rs.	AZ & Co Rs.	Assets	RA & Co Rs.	AZ & Co Rs.
<u>Capital A/c:</u>			Land	2,10,000	3,90,000
Raman	2,85,000	-	Plant	1,95,000	4,20,000
Aman	2,25,000	-	Furniture	36,000	54,000
Ajay	-	5,40,000	Motor Car	1,29,000	1,56,000
Zubin	-	4,50,000	Investments	72,000	-
General Reserve	1,35,000	1,62,000	Stock	1,06,200	1,63,200
Bills Payable	1,16,100	1,36,000	Debtors	2,04,600	1,81,200
Creditors	2,66,400	1,74,000	Bills Receivable	59,400	81,600
Loan	22,500	38,000	Cash	37,800	54,000
	10,50,000	15,00,000		10,50,000	15,00,000

The following was the scheme of amalgamation:

- All the Assets (except investment) and Liabilities will be taken over by the new firm.
- The new profit sharing ratio of the new firm should be 5:3:8:4 respectively.
- The Assets and Liabilities were valued as under:

Particulars	RA & Co Rs.	AZ & Co Rs.
Goodwill	1,20,000	2,40,000
Land	2,85,000	4,80,000
Furniture	30,000	45,000
Plant	1,80,000	4,02,000
Stock	1,14,000	1,68,000
Motor Car	1,05,000	1,35,000
Debtors	1,95,000	1,74,000
Creditors	2,40,000	1,62,000
Loan	20,100	32,400

You are required to show

- Statement of Purchase Consideration for both the firms.
- Realisation A/c and Partner's Capital A/c in the books of RA & Co.

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Q:3 Answer (a) or (b) of the following:

20

- a) Reena and Meena were the partners in a firm sharing profits and losses in the ratio of 2:3 respectively. The Balance Sheet of their firm as on 31st March 2023 was as under:

Liabilities	Rs.	Assets	Rs.
Capital A/c:		Building	4,80,000
Reena	4,00,000	Machinery	80,000
Meena	4,00,000	Furniture	1,00,000
Profit & Loss Account	40,000	Investment	60,000
Bank Loan	2,00,000	Debtors	2,80,000
Creditors	2,40,000	Stock	1,40,000
		Cash	1,40,000
	12,80,000		12,80,000

On 1st April 2023 the firm was converted into "UPL Ltd.". Conditions of conversion and other information are as under:

1. The company has to take all the assets (except cash balance) and liabilities of the firm.
2. The Goodwill of the firm is to be valued at Rs 1,60,000.
3. The Building and Machinery are to be valued at Rs 6,00,000 and Rs 1,00,000 respectively. The investments are to be valued at Rs 80,000.
4. Debtors are to be taken subject to 10% bad debts reserve.
5. The remaining assets and liabilities are to be taken as per book value.
6. For settlement of purchase consideration the company has to give 80,000 equity shares of Rs 10 each equally to each partner and the remaining amount in cash.

From the above information prepare in the books of the firm

- I. Realisation Account
- II. Partner's Capital Account
- III. Cash Account

OR

- b) Following is the Trial Balance as on 31st March, 2023.

Particulars	Dr.(Rs)	Cr.(Rs)	Particulars	Dr.(Rs)	Cr. (Rs)
Capital Q		200,000	Cash in Hand	2,000	
R		40,000			
Bills Receivable	28,000		Creditors		68,000
Land & Building	1,50,000		Salaries to Staff	2,000	
Furniture	24,000		Gross Profit		2,08,000
Stock(31/03/2023)	1,40,000		Rent, Rates & Taxes	28,000	
Debtors	60,000		Depreciation	2,000	
Cash at Bank	40,000		Bad Debts	4,000	
Investments	26,000		Prepaid expenses	10,000	

Additional Information:

- 1)'P' retired on 30/09/2022. His Capital was paid off but the amounts due to him were profit of the year, goodwill of Rs 40,000 and Interest on his capital Rs 3,500.
- 2)The Old Profit Sharing Ratio is 2:2:1
- 3)Allow Interest on Capital @ 10 % p.a. on capital.

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4) Reserve for doubtful debts is to be @ 5% on Debtors.

You are asked to prepare Profit & Loss A/c, Profit & Loss Appropriation A/c for the year ended 31/03/2023, Partner's Capital A/c and a Balance Sheet as on 31/03/2023.

Q:4 Answer (a) or (b) of the following:

a) A partnership firm was dissolved on 30/06/2023. Its Balance Sheet on the date of dissolution was as follows:

Liabilities		Amount (Rs)	Assets		Amount (Rs)
<u>Capital:</u>			Cash		10,800
Ram	76,000		Debtors		94,600
Shyam	48,000		Stock		30,000
Bharat	<u>36,000</u>	1,60,000	Premises		64,600
Shyam's Loan		10,000			
Creditors		30,000			
		<u>2,00,000</u>			<u>2,00,000</u>

The assets were realized in instalments and the payments were made on the proportionate capital basis. Creditors were paid Rs 29,000 in full settlement of their claim. Realisation expenses were estimated to be Rs 5,400, Prepare distribution of cash which was realized as follows by applying 'excess capital method':

July'23 Rs 25,200

Aug'23 Rs 60,000

Sept'23 Rs 80,000

Actual amount spent on account of realization expenses was Rs 4,000.

The partners shared profits and losses in the ratio of 2:2:1 Provide working notes forming part of answer.

OR

b) X, Y & Z were partners sharing in the ratio of 4:3:1. Their balance sheet as on 31st March 2023 was as follows:

Liabilities		Amount (Rs)	Assets		Amount (Rs)
Creditors		56,000	Fixed Assets		2,00,000
Bank Loans (secured)		14,000	Current Assets		1,90,000
Loan from A		20,000			
<u>Capital:</u>					
X	1,40,000				
Y	60,000				
Z	<u>1,00,000</u>	3,00,000			
		<u>3,90,000</u>			<u>3,90,000</u>

They decided to dissolve the business. The assets were realized gradually and the net amount were distributed immediately as given below:

Month	Amount realized
May'23	Rs 19,000 (after meeting bank loan)
June'23	Rs 59,000
Sept'23	Rs 46,000
Nov'23	Rs 90,000
Dec'23	Rs 1,44,000

Show the distribution of cash and the loss to be borne by the partners.

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Q:5 Answer (a) or (b) of the following:

(a) Answer the following:(Ten marks each)

- I) Explain Amalgamation of firms and its objectives.
- II) Explain Purchase consideration and its different methods.

OR

(b) Answer the following:(any four) (Five marks each)

- I) Realisation Account
- II) Order of payment of Outside liabilities in Piecemeal distribution of Cash
- III) Advantages of Conversion of a Partnership firm into a Limited Company
- IV) Statement of Excess Capital Method
- V) Adjusted Capital Balance
- VI) Sacrifice ratio and Gain ratio

-----X-----X-----X-----

CODE: Advertising Duration: 3 Hours

Marks: 100

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

- Q:1** A) Choose the correct answer from the options given below (Any 10) 10
- 1) _____ is one of the important sales promotion techniques.
 - a) CALL
 - b) BOFO
 - c) BOG
 - d) BOGOF
 - 2) In the 3rd century Egyptian "Book of the Dead" written on _____ is one form of advertising.
 - a) Papyrus
 - b) Papon
 - c) Paper
 - d) Leaf
 - 3) _____ (1926) shown the Latin root of advertising that is "Adverter".
 - a) Rober Oven
 - b) Daniel Starch
 - c) E. K. Strong
 - d) C. K. Pralhad
 - 4) Lakme advertisement on bus is an example of _____ advertising.
 - a) Ariel
 - b) Audience
 - c) Transit
 - d) Geographical
 - 5) According to Advertising Age the first ad agency was started by Volney Palmer in _____.
 - a) Philadelphia
 - b) Washington
 - c) India
 - d) New York
 - 6) "Graphic design" first coined by _____ in 1922.
 - a) William Caxton
 - b) William Addison Dwiggins
 - c) Peter Drucker
 - d) Volney Palmer
 - 7) The advertising of Coca-Cola makes it very difficult for new firms to enter in the market due to its _____.
 - a) Size of the Bottles
 - b) Wide coverage
 - c) Differentiation
 - d) No competition
 - 8) "Shanti Aawala is number one brand in India" is an example of _____ advertising.
 - a) Deceptive
 - b) Bait
 - c) Untruthful
 - d) Puffery
 - 9) The full form of DAVP is Directorate of Advertising and Visual _____.
 - a) Publicity
 - b) Publico
 - c) Profit
 - d) Place
 - 10) In the acronym _____ F. C. Coolsen included "C" means conviction.
 - a) AIDD
 - b) AIDA
 - c) DAGMAR
 - d) LATIN
 - 11) KFC brand imitates as KFG is an example of brand _____.
 - a) Equality
 - b) Parity
 - c) Piracy
 - d) Attitude
 - 12) R. K. Swamy from Maharashtra is a joint venture with _____ advertising agency.
 - a) DDB
 - b) JWT
 - c) TBWA
 - d) BBDO

CODE:

Duration:3 Hours

Marks: 100

- Q:1** B) State whether following statements are True or False (Any 10) 10
- 1) In IMC one of the 4Cs is complementary.
 - 2) In 1477, William Caxton, printed handbills to advertise his religious books "Pyes of Salisbury."
 - 3) Advertising on inflatable is one of the examples of Ariel advertising.
 - 4) Creative pitch is a formal presentation also known in the industry as a "shootout!"
 - 5) Vice president of management and finance is handling record activity in the structure of advertising agency.
 - 6) Ford Models is one of the first and most prestigious modeling agencies in the world.
 - 7) Advertising new wed couple of Asian paints is an example of new attitude towards women.
 - 8) Under the family ties, ad of Ambuja cement is one example of positive influence on Indian values.
 - 9) ASCI is a self-regulatory organization for advertising control.
 - 10) Brand fatigue is the perception of the customers that all brands are equivalent.
 - 11) Amul Utterly Butterly Delicious girl is an example of graphical execution style.
 - 12) Full form of O & M is Omen & McCann.
- Q:2** Answer any two of the following: 15
- a) Elaborate the various features of IMC.
 - b) Discuss the active participants of advertising.
 - c) Explain the media based outdoor advertising.
- Q:3** Answer any two of the following: 15
- a) Elaborate the selection criteria for advertising agency.
 - b) Describe the reasons of avoiding client turnover.
 - c) What are the career options available in the area of advertising?
- Q:4** Answer any two of the following: 15
- a) What is production cost in consumer product price in advertising? Explain with the help of illustration.
 - b) Explain the various social issues in advertising with the help of examples.
 - c) Elucidate the DAVP as social advertising agency by Indian government.
- Q:5** Answer any two of the following: 15
- a) What is brand image? Explain the role of advertising in developing brand image.
 - b) Elucidate the concept of green advertising. Explain the types of green advertising.
 - c) Elaborate the new media trends in advertising.
- Q:6** Write Short Notes on (Any 4) 20
- a) Features of advertising.
 - b) Steps in creativity pitch.
 - c) Animation & Dubbing.
 - d) ASCI.
 - e) Communication process in advertising.
 - f) Features of rural advertising.
- X-----X-----X-----

with
Synopsis
CODE:

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

- Q:1 A) Choose the correct answer from the options given below. (Any 10) Marks
10
- 1) SWOT involves analysis of Environment.

a) Internal	b) External
c) Both	d) None
 - 2) The phrase "Bottom of the Pyramid" was used by on 1932 in his radio address, The Forgotten Man.

a) Philip Kotler	b) Franklin D. Roosevelt
c) C.K. Prahalad	d) Stuart Hart
 - 3) Maintain and Monitor the position of the product is one of the steps in

a) PLC	b) New Product Development
c) Product Positioning	d) None of these
 - 4) Service firms often adopt pricing, consisting of a fixed fee and a variable usage fee.

a) differentiated	b) marginal cost
c) two- part	d) demand- backward
 - 5) There are qualities that help to make a successful position.

a) Seven	b) Five
c) Six	d) Nine
 - 6) is the study of human population.

a) Regulatory	b) Demography
c) Environmental	d) Cultural
 - 7) Marketing management is helping to reduce overall of product.

a) Sale	b) Cost
c) Promotion	d) All of these
 - 8) product means the product which exceeds customer satisfaction.

a) Augmented	b) Potential
c) Expected	d) Generic
 - 9) method of pricing is mostly used by market leaders or monopolist in the markets.

a) Perceived- Value Pricing	b) Value Pricing
c) Mark- up Pricing	d) Target- Return Pricing
 - 10) Five forces model was developed by

a) Michael Porter	b) Nathan Porter
c) Peter Porter	d) Bob Porter
 - 11) Government control over fixation is an factor affecting the price of a product.

a) Internal	b) Negligible
c) External	d) Influential
 - 12) Durable goods are goods that normally carried many uses.

a) Tangible	b) Noticeable
c) Touchable	d) All of these

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- Q:1** **B)** State whether following statements are True or False. (Any 10) 10
- 1) Marketing strategy is an action plan to achieve short term objectives.
 - 2) International marketing environment involves a lot of documentation formalities.
 - 3) A stable political environment is very much necessary for business growth.
 - 4) During the decline stage of PLC, the company may increase product pricing to earn more profits.
 - 5) A strategic group is a group of firms that follow more or less the same strategy.
 - 6) The core product is the primary level of a product.
 - 7) Sales objectives can be expressed as market share growth and sales growth.
 - 8) Perceived value pricing is not used by marketers.
 - 9) Economic and Political environment are separate from each other.
 - 10) Prices can be set only for achieving the objectives of maximum profit.
 - 11) Non- durable goods are tangible or noticeable goods, generally consumed in one or a few uses.
 - 12) External environment analysis involves finding out opportunities and weaknesses.
- Q:2** Answer any two of the following. 15
- a) Explain the International Marketing Environment.
 - b) Define marketing management and explain its need and importance.
 - c) What are the functions of Marketing Management?
- Q:3** Answer any two of the following. 15
- a) Explain the steps involved in strategic marketing planning process.
 - b) Define Marketing Strategy and explain its key features.
 - c) What are the areas that the company should carefully study while analysing competition?
- Q:4** Answer any two of the following. 15
- a) Give a Product classification based on durability and tangibility.
 - b) Explain the concept of Product Positioning and its importance.
 - c) Describe the Product Life Cycle and its Stages.
- Q:5** Answer any two of the following. 15
- a) Discuss the factors affecting pricing decisions.
 - b) What are the different methods of pricing?
 - c) Explain various steps involved in the process of Pricing.
- Q:6** Write Short Notes on.(Any 4) 20
- a) Micro Environment Factors
 - b) Michael Porter's Five Forces Model
 - c) Macro Environment Factors
 - d) SWOT analysis and its importance
 - e) Steps in Product Positioning
 - f) New Product Development Process
- X-----X-----X-----

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Marks: 100

- Instructions :- (1) All questions are compulsory with internal choice.
(2) Support your answers with relevant case laws or illustrations.
(3) Figures to the right indicate marks.

- Q:1 Attempt any two of the following: 20
a) Explain the concept of agreement and contract and further explain the classification of contract on the basis of enforceability. 10
b) Explain the meaning of proposal and legal rules of valid proposal. 10
c) Explain the meaning of consideration and legal rules of valid consideration. 10
d) Discuss briefly the position of a minor with regard to the contracts entered into by him. 10
- Q:2 Attempt any two of the following: 20
a) When is consent said to be free? Explain in detail coercion and essentials of coercion. 10
b) Explain recession of contract and different types of damages that can be claimed as a remedy for breach of contract. 10
c) Discuss the meaning and types of quasi contracts under Indian Contract Act. 10
d) Explain discharge of contract by impossibility of performance. 10
- Q:3 Attempt any two of the following: 20
a) Explain agency by ratification and conditions of valid ratification. 10
b) Explain the meaning and essentials of pledge and further distinguish between pledge and lien. 10
c) Explain rights and duties of bailor. 10
d) Explain the meaning and essentials of contract of guarantee. 10
- Q:4 Attempt any two of the following: 20
a) Write a short note on document of title of goods and further distinguish between sale and hire and purchase agreement. 10
b) Discuss the doctrine of caveat emptor under the Sale of Goods Act, 1930. 10
c) Who is an unpaid seller? Explain unpaid seller's right of stoppage in transit and further distinguish between right of lien and right of stoppage in transit. 10
d) Explain the rules for transfer of property in case of sale of unascertained goods and in case of sale on approval basis. 10
- Q:5 Attempt any two of the following: 20
a) Distinguish between cheque and Bill of Exchange. 10
b) Explain when banker is justified in dishonouring the cheque. 10
c) Write a detailed note on holder and holder in due course. 10
d) Write short note on Bill in sets, ambiguous instrument and inchoate instrument. 10
- X-----X-----X-----

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

- Q:1** **A) Choose the correct answer from the options given below (Any 10)** **10**
- 1) _____ principles states that a subordinate should receive orders only from one superior.

a) Unity of command	b) Unity of demand
c) Unity of order	d) Unity of director
 - 2) _____ boss was responsible to assemble machines and tools under Taylor's scientific management.

a) Gang	b) Repair
c) Speed	d) Production
 - 3) _____ developed a theory of bureaucratic management.

a) Max Weber	b) Karl Marx
c) Peter Drucker	d) F.W Taylor
 - 4) Under _____ manager intervenes only when employees fail to meet performance standards.

a) MBO	b) MBE
c) MSA	d) MOB
 - 5) Analysis of external environment includes analysis of _____.

a) Manpower	b) Competitors
c) Machine	d) Material
 - 6) _____ plans are meant for repeated use as and when the situation demands.

a) Single -use	b) Standing
c) General	d) Normal
 - 7) There is lack of _____ in line organization.

a) Decision making	b) Coordination
c) Specialization	d) Authority
 - 8) _____ organization is referred as scalar organization.

a) Line	b) Line and staff
c) Matrix	d) virtual
 - 9) _____ refers to dispersal of authority throughout the organization.

a) Delegation	b) Centralization
c) Decentralisation	d) Unity
 - 10) _____ is an act of stimulating someone or oneself to get a desired course of action.

a) Leadership	b) Planning
c) Communication	d) Motivation
 - 11) Under _____ style of leadership , a leader often follows rules and regulations to make decisions.

a) Consultative	b) Participative
c) Autocratic	d) Bureaucratic
 - 12) Oral communication facilitates _____ feedback by the listener to the speaker.

a) Limited	b) Slower
c) Delayed	d) Instant

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- Q:1 B) State whether following statements are True or False (Any 10)** 10
- 1) The principle of management have only theoretical significance .
 - 2) Division of work only leads to specialization.
 - 3) The top management requires more of technical skills as compared to conceptual skill.
 - 4) Coordination is the essence of management.
 - 5) Peter Drucker popularized the concept of MBO.
 - 6) MIS is continuous activity.
 - 7) Line organization is more suitable for small organization.
 - 8) The informal organization makes use of grapevine.
 - 9) The nature of work is one of the factor influencing span of control.
 - 10) Motivation is one time activity.
 - 11) Body Language is a form of non -verbal communication.
 - 12) Bonus is monetary incentive in motivation.
- Q:2 Answer any two of the following:** 15
- a) Discuss the skill and competencies required for professional managers.
 - b) What are the contributions of F.W.Taylor under scientific management?
 - c) Explain the significance of Indian ethos to management.
- Q:3 Answer any two of the following:** 15
- a) Describe components of planning.
 - b) Explain the components of MIS.
 - c) Explain in brief techniques of decision-making.
- Q:4 Answer any two of the following:** 15
- a) Discuss the features of Line and Staff organization.
 - b) Elaborate the bases of departmentation.
 - c) What are the factors influencing decentralization of authority?
- Q:5 Answer any two of the following:** 15
- a) What are the factors influencing motivation of employees?
 - b) Briefly explain different styles of leadership.
 - c) Describe the steps in the process of controlling.
- Q:6 Write Short Notes on (Any 4)** 20
- a) Functions of management
 - b) MBE
 - c) Informal organization
 - d) Importance of oral communication
 - e) Management audit
 - f) Henri Fayol's principles

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CODE:

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

- Q:1 A) Explain the following concepts (Any Five) 10**
- 1) Macroeconomics
 - 2) Money flow
 - 3) Paradox of thrift
 - 4) Marginal efficiency of capital
 - 5) Supply side Economics
 - 6) Phillips Curve
 - 7) Transaction motive of demand for money
 - 8) Demand Pull Inflation
- Q:1 B) Choose the correct answer from the given options and rewrite the statements. 10**
- 1) Which of the following economic activity not performed by a closed economy?

a) Imports	b) Production
c) Consumption	d) Saving
 - 2) Which of the following formula is used to calculate Green Gross Domestic product (GGDP)?

a) $GDP + \text{Net Factor Income from abroad}$	b) $GDP + C + I + G$
c) $GDP - \text{Cost of Net Natural Capital Consumption}$	d) $GDP - \text{Depreciation}$
 - 3) Trade cycle is also known ascycle.

a) Price	b) Credit
c) Business	d) Saving
 - 4) The aggregate supply curve is a.....sloping.

a) Upward	b) Negative
c) Downward	d) None of the above
 - 5) If MPC is equal to 0.75, multiplier (k) is equal to.....

a) 5	b) 10
c) 4	d) 1
 - 6) $MPC + MPS$ is equal to.....

a) 0	b) -1
c) 1	d) 2
 - 7) Which of the following curve shows the goods market equilibrium?

a) LM curve	b) IS curve
c) Aggregate demand curve	d) Aggregate supply curve
 - 8) At the point where the IS curve and LM curve intersect to each other, following markets are in equilibrium?

a) Goods market and capital market	b) Money market and Goods market
c) Money market and Foreign exchange market	d) Capital market and Foreign exchange market
 - 9) According to cash balance equation of quantity theory of money _____

a) $Md = kPY$	b) $My = dkp$
c) $Mk = dPY$	d) $MP = kdy$

CODE:

Duration:3 Hours

Marks: 100

- 10) Out of the three motives for holding money suggested by Keynes's, which did he believe to be the most sensitive to interest rates?
- | | |
|-----------------------|----------------------|
| a) Speculative Motive | b) Inflation Motive |
| c) Transaction motive | d) Precaution Motive |
- Q:2 Answer any two of the following: 20
- Discuss the importance of the study of macroeconomics.
 - Define National Income and explain circular flow of income in an open economy.
 - "Supply creates its own demand" Discuss in detail.
- Q:3 Answer any two of the following: 20
- What is effective demand? Discuss Keynes equilibrium level of output and employment.
 - Explain the principle of multiplier with an example and a diagram.
 - Discuss the relevance of Keynesian theory tools to the developing countries.
- Q:4 Answer any two of the following: 20
- Define the term 'IS Curve'. Explain derivation of IS Curve.
 - Explain the meaning and consequences of stagflation.
 - Explain Laffer curve with the help of diagram.
- Q:5 Answer any two of the following: 20
- Explain the components of money supply.
 - Describe Fisher's cash transaction approach of quantity theory of money.
 - Examine the Monetary measures to control inflation.
- X-----X-----X-----

CODE:

Duration 2 Hrs.30 min

Marks: 75

Instructions :- (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

SYB.GM

- Q:1 A. Explain the following concepts :(Any Five) 15
1) Schedule Tribe
2) Legal rights
3) Flood
4) Prevention before disaster
5) Scientific temper
6) Science in ancient culture
7) Effective listening
8) Oral communication
- OR
- B. Write a detailed note on the Foundation Course (Semester III) project submitted By you.
- Q:2 A. Elaborate the problems faced by Schedule caste and explain their constitutional rights. 15
- OR
- B. Discuss the constitutional and legal rights of children in India.
- Q:3 A. Explain the concept and types of disasters. Quote at least one local relevant case study for one of the disasters. 15
- OR
- B. What is man-made disaster? Explain the social and Physical impact of disaster.
- Q:4 A. Write a note on scientific development in the age of reason and enlightenment. 15
- OR
- B. What is technology? Explain its role in our day to day life with example.
- Q:5 A. Write a note on various barriers to effective communication. 15
- OR
- B. What is public speaking? Discuss the guidelines to improve public speaking.

-----X-----X-----X-----

CODE:

Duration: 3 hours

Marks: 100

- Instructions :- (1) All questions are compulsory having internal Options.
 (2) Figures to the right indicate full marks.
 (3) Use of simple calculator is allowed.
 (4) Working notes should form part of answers.

Q:1 A) Match the column (any Ten)

10

Column-A	Column-B
a) Bank Loan	i) Contingent Liabilities
b) Pay Back Profitability	ii) Short Term Investment
c) Uncertain liabilities	iii) Internal Sources of Fund
d) Abnormal Bad debts	iv) Finance charges
e) Underwriter's Commission	v) Advance Income
f) Expenses due but not paid	vi) Accrued Income
g) Prepaid Expenses	vii) Fictitious Assets
h) Trade Investment	viii) Administrative Expenses
i) Income received but not due	ix) External Sources of Fund
j) Bad debts	x) Selling & Distribution Expense
k) Marketable Securities	xi) Non Quick Assets
l) Income due but not received	xii) Long Term Investment
	xiii) Outstanding Expenses
	xiv) Capital budgeting

Q:1 B) State whether following statements are True or False (Any Ten)

10

- 1) Management Accounting information generally prepared for Outsider.
- 2) Capital Budgeting decisions base on only Cash Inflow.
- 3) Current Assets less Current Liabilities = Working Capital.
- 4) The Financial statement includes Ratio Analysis.
- 5) Preliminary expenses are included in Tangible Assets.
- 6) If Dividend paid is Rs. 40,000/- on 8% Preference Share then Preference share Capital must be of Rs 6,00,000/-
- 7) Capital Expenditure decision does include Short term Decision.
- 8) An Decrease in Stock by 1,00,000/- and also increase in Bills Payable of Rs. 2,00,000/- would result in Increase in Working Capital by Rs 1,00,000/-
- 9) If Gross Profit is 25% of Sales then Cost of Goods sold must be 75% of Sales.
- 10) In Common size income statement, Gross Profit is assumed to be 100.
- 11) 2:1 is standard ratio of Quick Ratio.
- 12) To test liquidity of the concern, Debt Equity Ratio is applicable.

Q:2 Answer (a) and (b) OR (c) of the following:

- a) From the following figures JK Limited, Find out missing figures, complete Revenue statement and common size analysis.

Particulars	Rs.	% Common Size
Net Sales	?	?
Cost Of Goods Sold	?	?
Gross Profit 20% on Sales	7,50,000	?
Operating Expenses	?	?
Operating Profit	?	?
Non Operative Income	20,000	?
Non Operative Expenses	15,000	?
Net Profit Before Tax	30,000	?
Tax 50 %	?	?
Net Profit after Tax	?	?

CODE:

Duration: 3 hours

Marks: 100

- b) From the following figures MMK Limited, Find out missing figures, complete the Balance sheet & Comparative analysis. 10

Particulars	Rs.2021-22	Rs.2022-23	Absolute Increase/ Decrease	% Increase/ Decrease
Sources of Fund				
Share Capital	6,00,000	?	?	10
Reserves & Surplus	?	?	-5,000	?
Net worth	7,00,000	?	?	?
Borrowed Fund	?	?	?	-20
Total Fund	?	?	?	?
Application of Fund				
Fixed Assets	6,00,000	?	?	?
Current Assets	7,00,000	?	?	-12
Current liabilities	?	?	25,000	?
working capital	?	?	?	?
Total Fund	10,00,000	?	?	?

OR

- c) Following are the profit and loss account and balance sheet of XYZ Ltd. 20

	Rs.		Rs.
To Cost of sales		By Sales	
Opening stock	30,000	Cash	50,000
Add: Purchases	3,00,000	Credit	3,50,000
3,30,000			4,00,000
Less: Closing stock	50,000		
Less: Gross profit c/d	2,80,000		
	1,20,000		
	4,00,000		4,00,000
" Expenses	20,000	By gross profit b/d	1,20,000
" Net profit c/d	1,00,000		
	1,20,000		1,20,000
" Provision for tax	40,000	By Net profit b/d	1,00,000
" Dividend	20,000		
" Net profit	40,000		
	Rs. 1,00,000		Rs. 1,00,000

Balances Sheet as on 31st December, 2001

Liabilities	Rs.	Assets	Rs.
Equity Share capital (Rs. 10each)	1,00,000	Plant and machinery	80,000
Reserve	10,000	Land and building	20,000
8% Preference share Capital (Rs.10 each)	1,00,000	Stock	50,000
Profit and loss a/c	30,000	Debtors	80,000
Creditors	20,000	Bank	60,000
8% Debentures	30,000		
	Rs. 2,90,000		Rs. 2,90,000

You are required to Compute following accounting ratios.

CODE:**Duration: 3 hours****Marks: 100**

- | | | |
|----------------------------|-------------------------------|--------------------------------|
| 1. Current Ratio | 2. Proprietary Ratio | 3. Debt Equity ratio |
| 4. Capital Gearing Ratio | 5. Gross Profit Ratio | 6. Net profit Ratio |
| 7. Stock Turnover ratio | 8. Return on Capital employed | 9. Return on Proprietors' Fund |
| 10. Debtors Turnover ratio | | |

Note: Vertical statements are not required to prepared.

Q:3 Answer (a) or (b) of the following:**20**

- a) RK Ltd. had an annual sale of 25,000 units, at 100 per unit. The Company works for 50 weeks in the year.

The cost details of the company are as given below: -

Cost elements:	Cost per Unit(Rs.)
Raw Materials	30
Labour	10
Overheads	20
	60
Profit per unit	40
Selling price per unit	100

The company has the practice of storing raw materials for 4 weeks' requirements. Wages and other expenses are paid after a lag of 2 weeks. 25% of sales are on cash basis. Further, the debtors enjoy a credit of 10 weeks and company gets a credit 4 weeks from suppliers.

The processing time is 2 weeks and finished goods inventory is maintained for 4 weeks. From the above information prepare a Working Capital Estimate, allowing for a 15% contingency. Debtors are valued at selling price.

You are required to prepare statement showing requirement of estimated working capital.

OR

- b) Swagat Enterprises considering the purchase of Machine. Machine Costing Rs 6,00,000. **20**
Estimated life of Machine is 5 years. Tax on Profit @ 40 %

Cash inflow before Depreciation & Tax expected as follows

Year	Inflow in Rs.
1	1,80,000
2	1,75,000
3	1,84,000
4	1,76,000
5	1,78,000

At Discounted factor @ 10%, value of Rs 1 is as follow

Year	Present Value
1	0.909
2	0.826
3	0.751
4	0.683
5	0.621

Calculate the results by applying following methods

- 1) Payback Period
- 2) Average Rate of Return
- 3) Pay back Profitability
- 4) Discounted Payback Period
- 5) Net present Value
- 6) profitably Index

CODE:

Duration: 3 hours

Marks: 100

Q:4 Answer (a) or (b) of the following:

20

From the following figures Alfa Bros., Find out missing figures, complete Revenue statement and Trend analysis

a)

Particulars	1 St Year Rs	2 nd Year Rs	3 rd Year Rs	1 year %	2 nd year %	3 rd year %
Net Sales	2,10,000	?	?	?	120	140
Opening stock	10,000	?	?	?	?	?
Purchases	1,83,000	1,90,000	?	?	?	120
Closing Stock	?	?	?	?	?	130
Cost Of Goods Sold	?	?	?	?	110	?
Gross Profit	42,000	?	?	?	?	?
Operating Expenses	25,200	?	44,100	?	125	?
Operating Profit	16,800	?	32,600	?	?	?
Non Operative Income	3,000	?	?	?	120	140
Non Operative Expenses	1,800	?	?	?	100	200
Net Non Operative Income	?	?	?	?	?	?
Net Profit	?	?	?	?	?	?
Tax 40% Net Profit	?	?	?	?	?	?
Net Profit after Tax	?	?	?	?	?	?

OR

b) Parag Enterprises considering the purchase of Machine. Machine P and Machine Q are available and each costing Rs 3,80,000. Estimated life of Machine is 4 years.

20

Cash inflow in Rs after Tax expected as follows

Year	Machine P	Machine Q
1	55,000	60,000
2	57,000	65,000
3	60,000	64,000
4	54,000	60,000

At Discounted factor @ 15%, value of Rs 1 is as follow

Year	Present Value
1	0.8695
2	0.7561
3	0.6575
4	0.5717

CODE:**Duration: 3 hours****Marks: 100**

Calculate the results by applying following methods and suggest most suitable machine for the business

- 1) Pay back Period
- 2) Average Rate of Return
- 3) Net present Value
- 4) profitably Index

Q:5 Answer (a) or (b) of the following:

20

(a) Answer the following:(Ten marks each)

- i) What is use of Ratio Analysis ? Explain Composite Ratios.
- ii) What is the Working Capital? What are the various types of Working Capital?

OR

(b) Write short notes:(any four)(Five marks each)

- i) Users of Financial statement
- ii) Steps involved in Decision making
- iii) Operating Expenses
- iv) Pay back period
- v) Balance sheet Ratios
- vi) Common Size Analysis

-----X-----X-----X-----

CODE:

Duration: 3 Hours

Marks: 100

Instructions :- (1) All Questions are Compulsory
(2) Figures to the right indicate marks.

- Q:1 A) Choose the correct answer from the options given below (Any 10)** 10
- 1) Generally, existence of company is terminated by _____ process.

a) Incorporation	b) Registration
c) Winding Up	d) Revaluation
 - 2) A Public Limited Company shall have minimum _____ members.

a) One	b) Two
c) Five	d) Seven
 - 3) _____ is a quality of heart necessary for a Company Secretary.

a) Loyalty	b) Accuracy
c) Punctuality	d) Concentration
 - 4) Secretarial Standard _____ is for Passing Resolution by Circulation.

a) 1	b) 5
c) 7	d) 9
 - 5) Quorum for a General Meeting of Public Limited Company with membership up to one thousand members is _____.

a) Two Members	b) Five Members
c) Seven Members	d) Ten Members
 - 6) A person whose shares have been _____ ceases to be a member of the company in respect of those shares.

a) Listed	b) Allotted
c) Subscribed	d) Forfeited
 - 7) Alteration of Memorandum of Association is permitted through _____.

a) A Board Resolution	b) A Special Resolution
c) An Ordinary Resolution	d) Resolution by Circulation
 - 8) Secretarial Audit is to ensure _____.

a) Compliance with Legislations	b) Non-Compliance with Legislations
c) Frauds	d) Mistakes
 - 9) _____ regulates the internal management of the affairs of the company by way of defining the powers of its officers.

a) Articles of Association	b) Memorandum of Association
c) Prospectus	d) Statement in Lieu of Prospectus
 - 10) Bonus Shares are issued _____ to existing shareholders.

a) At Discount	b) At Premium
c) Free of Cost	d) At Par
 - 11) _____ is borrowed capital.

a) Equity Share Capital	b) Preference Share Capital
c) General Reserve	d) Debenture Capital
 - 12) Technology increases _____ of secretarial correspondence.

a) Speed and Accuracy	b) Mistakes
c) Popularity	d) Cost
- Q:1 B) State whether following statements are True or False (Any 10)** 10
- 1) Right issue is issue of shares to the public in general.
 - 2) Conversion of company from Public Limited Company to Private Limited Company is possible.
 - 3) Memorandum is subordinate to Articles.
 - 4) Prospectus is described as misleading if it contains untrue information.

CODE:

Duration: 3 Hours

Marks: 100

- 5) Bank overdraft is a long term loan.
- 6) Secretarial correspondence should be prompt.
- 7) Minute books shall be preserved permanently in physical or in electronic form with timestamp.
- 8) Notice of General Meeting should be given at least seven days in advance of the meeting.
- 9) Secretarial Audit is conducted by Company Secretary in Practice.
- 10) Company Secretary shall not hold office in more than one company except at its subsidiary company.
- 11) Dormant Company is an active company.
- 12) Position of a Company Secretary is included in the definition of Key Managerial Personnel.

Q:2 Answer Any Two of the following 15

- a) Define 'Company'. Elaborate on various types of companies.
- b) Explain meaning of 'Company Secretary'. Elucidate procedure for removal of a Company Secretary.
- c) Explain in detail, statutory duties of a Company Secretary. (Under Company Law)

Q:3 Answer Any Two of the following 15

- a) Elaborate role of a Company Secretary as an advisor to Chairman of a company.
- b) Describe various provisions for declaration and payment of dividend under Secretarial Standard – 3.
- c) What is Secretarial Audit? Explain benefits of Secretarial Audit.

Q:4 Answer Any Two of the following 15

- a) Define 'Articles of Association'. Explain the procedure for alteration of Articles of Association.
- b) Elaborate on procedure for incorporation of Public Limited Company having share capital.
- c) Explain in detail secretarial procedure for conversion of Public Limited Company into Private Limited Company.

Q:5 Answer Any Two of the following 15

- a) What is the status of debenture holder in a company? What points should be considered in correspondence with debenture holder?
- b) Describe the protective and regulatory functions of SEBI.
- c) Draft a letter of offer for right issue to the members of company.

Q:6 Write short notes on Any Four of the following 20

- a) Foreign Company
- b) Doctrine of Ultra Vires
- c) Forfeiture of shares
- d) Secretarial Correspondence with Stock Exchange
- e) Transmission of Shares
- f) Statement in Lieu of Prospectus

-----X-----X-----X-----