POA I Semester II Accountary

Paper / Subject Code: N59373 / Accounting of Housing Society & Charitable Trust

Time: 2 hours Total Marks: 50

NB:

1) All questions are compulsory.

- 2) Working notes from part of answer.
- 3) Figures to the right indicate full marks.
- 4) Use of simple calculators is permitted.

Q.1.(a)(14)

Following is the trial balance of Ravi Consumers Co-operative Society as on 31.3.2024.

#### Trial Balance As on 31.3.2024

Particular	Amt	Amt	
Share Capital		80,000	
Deposits from members		50,000	
sales		12,50,000	
Purchase return		5000	
Suppliers		10000	
Interest on investment		12,000	
Rebate received		3,000	
Common good fund		4,000	
Price Fluctuation fund		8,000	
Reserve Fund		20,000	
Cash in hand	400	20,000	
Cash at bank	86,000		
Furniture	6,000		
Purchases	10,05,000		
Customers	30,000		
Carriage inward	5,000		
Sales return	2,000		
Rent	10,000		
Audit fees	2,000		
Sales Tax	3,000		
Staff salary	50,000		
Printing & stationery	10,000		
Investment	2,00,000		
Stock in trade	30,000		
Interest paid	2,600		
	14,42,000	11 12 000	
Adjustment	14,42,000	14,42,000	

#### Adjustment:

- 1) Value of closing stock on 31.3.2024 was Rs. 60,000
- 2) Depreciation on furniture @10 % p.a.
- 3) Interest accrued on deposits Rs. 1,500 & interest accrued on investment Rs. 6,000.
- 4) Outstanding salary of Rs. 3,000.
- 5) Outstanding sales tax of Rs.1000.
- 6) Contribute to education fund Rs. 100.

You are required to prepare Trading & P & L Account and balance sheet as on 31.3.2024.

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Or

Q.1.(b) Following is the Trial balance of Surya co-operative housing society ltd. As on 31<sup>st</sup> March 2024.

Following is the Irial balan	Amt	Credit	Amt
Debit	500	Member's contribution for maintenance	2,47,000
Cash in hand		Int. on saving bank account	2,500
Cash at bank	11,000	Repaid fund (opening balance)	1,10,000
Debtors	51,000		3,30,000
Building	15,00,000	Reserve fund (opening balance)	5,000
Electricity charges	8,000	Entrance fees	15.5
Repaid expenses	4,200	Members contribution towards repair fund	10,000
Furniture	6,500	Members contribution towards Sinking	25,000
Turmture		Fund	
Printing	1,500	Income & Expenditures Account	6,03.200
Accounting charges	10,000	Sinking Fund (Open. Bal.)	2,50,000
Conveyance expenses	3,200	Subscribed Capital	
Depreciation	18,800	1000 shares of Rs. 50 each	50,000
Property tax	11,000		
Insurance premium	6,100		
Miscellaneous expenses	900		1.200 =0.
	16,32,700		16,32,700

## Additional information:

- 1. 25% of the surplus of the current year should be transferred to reserve fund.
- 2. Expenses payable was as follows:
  - a. Printing and stationary Rs. 5000/-
  - b. Audit Fees Rs. 3,000/-
  - c. Salary Rs.1,300/-
  - d. Electricity Charges Rs. 700/-

Prepare Income and expenditures account for the year ended March 31, 2024

Q.No.2) a) (12)

The Secretary Avdooth co-operative housing society approach GK Associates CA Firm for auditing of accounts and give audit report. You are working as intern in that CA Firm. What points you should keep in the mind while auding Avdooth co-operative housing society accounts?

Or

Q.No.2) b)

(12)

Background:

The Pooja Co-operative Housing Society, established in 2010, has a reputation for orderly management and transparent financial practices. Each year, the society's committee conducts an audit of its books of accounts to ensure financial integrity. For the fiscal year 2022-23, CA Siddesh Gadgil was appointed as the auditor. Siddesh, a qualified Chartered Accountant, is the brother-in-law of Mr. Sukant Desai, the society's president.

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#### **Key Players:**

Mr. Sukant Desai - President of the Pooja Co-operative Housing Society.

CA Siddesh Gadgil - Chartered Accountant responsible for auditing the society's accounts for the fiscal year 2022-23.

#### Incident:

During the audit for the fiscal year 2022-23, CA Siddesh Gadgil discovered significant manipulation and misappropriation of cash and records. His investigation revealed that several committee members, including President Sukant Desai, were involved in these financial irregularities. This discovery placed Siddesh in a challenging position, given his familial relationship with the president.

- Q.1) What ethical principles should guide Siddesh's actions as a Chartered Accountant? (04)
- Q.2) What role should the housing society's residents play in ensuring financial transparency and accountability? (04)
- Q.3) If you were in Siddesh's position, what actions would you take upon discovering the financial misconduct? (04)

Q.3) a) The following is the receipt and payment account of the Sachin Club in the respect of the year ending March 31. 2024.

Receipt	Amount	Payment	Amount
To opening balance	2,050	By salaries	4,160
To subscription:		By printing & Stationery	800
2023 80		By Rates and taxes	1,200
2024 4,220		By telephone	200
2025 160	4460	By purchase of 4% Govt Sec. at par on 31/3/2024	2,500
To sports meeting surplus	3100	By Sundry Expenses	1,850
To int. on investment	2,000	By balance at close	900
	11,610		11610

In addition to the information contained in the above account the following additional facts are ascertained:

- 1. There are 450 members each paying an annual subscription of Rs. 10, Rs. 90 being in arrears for 2023 at the beginning of 2024.
- 2. Stock of stationery at 31/3/2024 was Rs.100/- and on 31st March, 2024 Rs. 180/-
- 3. In March 2024; the rates were prepaid up to the following 30<sup>th</sup> June, the yearly charge being 31/3/2023 were Rs. 140/-
- 4. On March 31,2023; the building stood in the books at Rs.20000 and it is required to write off depreciation at 5% p.a... investment on 31<sup>st</sup> March were Rs.40000/-

You are required to prepare an Income and expenditure account for the year ended March 31<sup>st</sup> March 2024 and balance sheet at the date.

Or

Q.3)b). from the following particulars relating to NAMO charitable Hospital, prepare Income and expenditure account for year ended March 31,2024 and balance sheet as on that date. (12)

Receipt	Amount	Payment	Amount
			30,500
To Cash opening balance		By doctor's honorarium	9,000
To subscription:	47,996		27,500
To Donation	14,500	By salaries	14,801
To interest on Investment 7%	7,000	By petty expenses	14,001
p.a.	An a		750
To proceed from charity show	10,450	By equipment	1.5
		By charity show	750
	a a	By balance at close	3,775
	87,076		87,076

Particular	1/4/2023	31/3/2024
Subscription due	240	260
Subscription received in advance	64	100
Stock of medicine	8810	9740
Value of equipment	21,200	31600
Building (cost less depreciation	40,000	38,000

Q.No.4) (12)

i) Don Sun Charitable Trust was established in 2020 with the primary objective of protecting the interests of religious institutions. The trust furnishes to you receipts and payment accounts for the year ended 31<sup>st</sup> March 2024.

Receipt	Amount	Payment	Amount
To Balance B/d		By charities	8500
Cash in hand	150	By salaries	2500
Cash in deposits	2,500	By rent and taxes	1,300
Cash in current a/c	1,200	By printing	400
To Donation	4,000	By postage	150
To subscription	2,000	By advertisement	350
To Endowment fund	16,000	By purchase of furniture	850
To legacies	8,000	By investment	16000
To interest on investment	8,000	By advances against contract for premises	2,500
To interest on deposits	200	By Balance B/d	
To sale of furniture	50	Cash in hand	1050
		Cash in deposits	6000
		Cash in current a/c	2,500
	42,100		42,100

## Paper / Subject Code: N59373 / Accounting of Housing Society & Charitable Trust

#### Additional information:

- 1) Treat 50% of donation and legacies received as income
- 2) Outstanding rent for the year Rs.300
- 3) Salaries unpaid for the year amounted to Rs. 500
- 4) Interest on investment due but not received Rs.500

Prepare income and expenditure account for the year ended March 31,2024. (08)

Q, No. 4.ii) (04)

In the fiscal year 2023, the Don Bosco trust received a significant donation of INR 50000 from MMK Ltd. This donation was specifically intended for the construction of new buildings for various religious institutions. However, during an audit conducted by CA Siddharth, it was discovered that Mr. Santosh Khote, a key trustee, had misused a substantial portion of these funds for personal purposes. If you were in position of CA Siddharth what measures, you take to avoid incidents of fund misuse?

Or

Q.No.4) b) Answer the following questions in brief (any 3)

(12)

- 1) Elaborated different types of co-operative society
- 2) What are the books of accounts maintained by co-operative housing society?
- 3) Explain the procedure of preparation of income and expenditure a/c and balance sheet
- 4) Enumerate the difference between religious trust and charitable trust
- 5) What item of income are exempted in the case of charitable trust U/S 11(1)(d)?

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University Execum - July 2024 (Regular)

Paper / Subject Code: N59312 / Advanced Cost Accounting

M.Com-I, Sem-II

10/07/2024

Time: 2 hours

Marks: 50

1) All questions are compulsory. N.B.

2) Workings should form part of your answer.

3) Use of simple calculator is allowed.

Q.1 a- Following details are related to the work done in Process I by AMCO company during the [14] month of March:

f March:	Rs.
Opening work -in-process (2,000 units)	80,000
- Materials	80,000 15,000
- Labour	45,000
- Overheads	14,80,000
Materials introduced in Process I (38,000 units)	3,59,000
Direct labour	10,77,000
Overheads	

Units scrapped: 3,000 units

Materials

Degree of completion:

100%

Materials Labour and overheads

80%

Closing work-in-process: 2,000 units

Degree of completion:

100%

Labour and overheads

80%

Units finished and transferred to Process II: 35,000 units

Normal Loss:

5% of total input including opening work-in-process.

Scrapped units fetch Rs. 20 per unit.

You are required to prepare using average method:

- Statement of equivalent production. i)
- Statement showing cost for each element. ii)
- Statement of apportionment of cost. iii)
- Process cost account for Process I and Abnormal Loss Account. iv)

Following information is available regarding Process II for the month of April:

Opening Stock:

800 units @ Rs. 6 per unit

Rs. 4,800

[14]

(Degree of completion: Material I - 100%,

Material II - 60%, Labour and Overheads - 40%)

Transfer from Process I:

12,000 units costing

Rs. 16,350

Transfer to next process:

9,700 units 10% of production

Normal loss:

1.800 units

Closing stock:

(Degree of completion: Material I - 100%,

Material II - 60%, Labour and Overheads - 50%)

For units scrapped: Scrap realised Rs. 1.00 per unit

(Degree of completion: Material - 100%, Labour and Overheads - 50%)

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Other information:

Material Rs. 10,500; Labour Rs. 20,760; Overheads Rs. 16,670

You are required to prepare using FIFO method:

- Statement of equivalent production. i)
- Statement showing cost for each element. ii)
- Statement of apportionment of cost. iii)
- Process II Account. iv)

 $O_2$ 

Activity	Cost Driver	Cost Driver Volume/ year	Cost Pool (Rs.)
Purchasing	Purchase orders	1,500	75,000
Setting	Batches produced	2,800	1,12,000
Material handling	Material movements	8,000	96,000
Inspection	Batches produced	2,800	70,000
Machine cost	Machine hours	50,000	1,50,000

Purchase orders	25
Output	15,000 units
Production batch size	100 units
Material movement per batch	6
Machine hours per unit	0.1

Required:

- 1- Calculate this budgeted overhead cost using activity based costing principles.
- Calculate the budgeted overheads cost using absorption costing (absorb overhead using machine hours).

### OR

(12)

b- Cell Ltd. manufactures mouse devices for computers. They make 12 different models of mouse device as well as several other types of computer components. They use activity based costing to assign manufacturing overheads to products. The data relating to one of their products wireless remote mouse and the ABC cost pool are given below:

(a) Wireless remote mouse: Annual production, 20000 units, Direct material per unit Rs. 310, Direct labour per unit Rs. 60

(b) Manufacturing overheads cost pools

Manufacturing overneads co	ost pools	
Cost pool	Cost (Rs.)	Cost Driver
Material ordering	80,00,000	Number of purchase order
Material inspection	40,00,0000	Number of receiving reports
Equipment setup	2,00,00,000	Number of setup
Quality control	90,00,000	Number of inspection
Others	15,00,00,000	Direct labour cost

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(C) Activity information related to cost drivers

Cost pool	Annual Activity		
Cost poor	All products	Remote mouse	
	10,000 orders	10,000 orders	
Material ordering	20,000 receiving reports	3,000 report	
Material inspection		10 set up	
Equipment set up	1,000 set up	4,000 inspection	
Quality control	40,000 inspection	1,20,000 direct labour hours	
Others	10,00,000 direct labour hours	1,20,000 direct labour fields	

Required:

- 1- Calculate overhead rate per unit of activity for each of the 5 cost pool.
- 2- Calculate the total overhead assigned to the production of the remote mouse
- 3- Calculate the overhead cost per unit for the remote mouse.
- 4- Calculate the total unit cost for the remote mouse.

a- From the following information of Queta Ltd, compute (a), (b), (c), (d), (e) and (f): Q3

(12)

(12)

Particulars	Division S	Division R	Division M
	Rs. 1,20,000	Rs. 1,50,000	Rs. 2,00,000
Sales Income	(a)	Rs. 50,000	(e)
Operating Income	Rs. 60,000	(c)	Rs. 1,00,000
Operating Assets Return on Investments (ROI)	15%	10%	20%
Minimum Required Rate of	10%	(d)	(f)
Return	3	7 10 000	Rs. 0
Residual Income (RI)	(b)	Rs. 10,000	KS. U

OR

b-RRR Company ltd. is engaged in manufacturing of electronics. The following particulars for the year are available from the records:

Particulars	Rs.
Sales	50,00,000
Less: Variable Cost	(33,25,000)
Contribution	16,75,000
Less: Fixed Cost	(9,00,000)
Net Income	7,75,000
Tyet moone	Commence of 2 den

Following additional information concerning the performance of 3 departments has been given below:

Departments			
P (Rs.)	Q (Rs.)	R (Rs.)	
	17,90,000	10,70,000	
	11,90,000	1,75,000	
	2,45,000	1,75,000	
	P (Rs.) 21,40,000 14,23,000 2,80,000	P (Rs.) Q (Rs.) 21,40,000 17,90,000 14,23,000 11,90,000	

1. Rank the three departments on the basis of their proportionate measure of relative profitability.

2. Marketing department of the company proposes to increase advertisement expenses by Rs.

1,25,000 with an expectation of 10% increase in sales in all three departments.

Analyse the effect of this proposal on the company as a whole and on each department and give your suitable recommendation.

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# Paper / Subject Code: N59312 / Advanced Cost Accounting

Q4 a- A company has two profit centres, S and H. Centre S sells half of its output on the open market and transfers the other half to H. Costs and external revenues in an accounting year are as follows:

4,000	H Rs. 42,000	56,000
	42.000	30,000
1,000	17,500	38,500
1,000	- 1	17,500
	1,000	1,000

You are required to calculate Transfer Price:

- a) At market price
- b) At full cost plus 25% margin
- c) At full cost.

OR

- b- Write short notes (any three)
- 1- Advantage of transfer price
- 2- Cost based transfer price
- 3- Objective of target costing
- 4- Features of inflation accounting
- 5- Negotiated transfer pricing

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		University Fram July - 2024 Paper / Subject Code: N59342 / Advanced Trends in Accounting - II	
		M. com (Part-I) sem-II Regular For	am
			* /=
[Tim	e:1.00	Date - 15/07/2024, 10:30 AM TO 11:30AM	[ Marks:25]
	: 1. A	ck whether you have got the right question paper. All Questions are Compulsory. Figures to the right indicate full marks.	
Q.1	th	or the following transactions specify the Voucher and short cut key to be selected for transactions in Tally?  I. Sale of Goods to Ramesh for Rs.10,000  II. Purchase of goods from Haresh Rs.5,000	or entering 07
	Ι	<ul><li>II. Salary paid Rs. 50,000</li><li>V. Cash Deposited into Bank Rs. 11,000</li><li>V. Rent received Rs.15,000</li></ul>	er e
0.1	V V	VI. Commission Received from Sunil Rs.5,000  TI. Purchased Machinery from Surendra Rs.75,000  Explain various registers created/generated under Tally?	06
Q.1	Б) Е		- 00
		OR	
Q.1	C) V	What are Day Book, Cash Book and Bank Book in Tally?	07
Q.1	D) In	n Tally how to generate and view the following  I. Sales Register	06
		II. Trial Balance III. Balance Sheet	
Q.2		How to create following ledgers under Tally. I. CGST II. SGST	06
0.2		Explain features of GST.	0.6
Q.2	Б) Г	explain features of GS1.	06
		OR	
Q.2	C) V	Vrite a steps to record the following transactions in tally.	06
		i. Sold Goods to RK Accessories on 10/12/2023 for Rs. 10,500 including SGS7 and CGST Rs.250.	Γ Rs.250
		<ol> <li>Purchased material from KK Enterprises on 15/12/2023 for Rs. 21,000 included Rs. 1,000.</li> </ol>	ling IGST
Q.2	D) E	Explain the benefits of GST.	. 06

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Paper / Subject Code: N59122 / Brand Management

Max Marks: 50 Time: 2 Hours

N.B: 1) All questions are compulsory

2) Figures to the right indicate full marks

#### Q1) Read the following case carefully & answer the questions given below: (10)

Vanashree Products Ltd. is a rural entrepreneurial venture and is an upcoming enterprise manufacturing a wide variety of product lines especially known for its natural products processed from mother nature. Since the enterprise is at the elementary stage the product reach is very limited with a small group of loyal customers. They have been manufacturing health care products, toiletries, natural beverages etc. with limited orders. Since the venture has its baseline from the rural populace the enterprise has thought to rope a popular celebrity who is a farmer & a celebrity to endorse the products manufactured by Vanashree. This will enable the enterprise to gain a competitive edge by helping to capitalize on its originality & bringing home the essence of nature.

- a) Discuss any two challenges faced by Vanashree Products Ltd. (01)
- b) What combination of marketing mix elements will you suggest to the owners of Vanashree Products Ltd. to improve their sales? Justify (04)
- c) Do you feel celebrities will play a positive role to increase the sale of products? Give reasons to support your answer. (05)

#### Q2.) Answer the following (Any one) (10)

A) Comment on the Customer Based Brand Equity Model with appropriate examples.

OR

B) Highlight the importance of brand positioning to marketers in the volatile business environment.

#### Q3.) Answer the following (Any one) (10)

A) What is Strategic Brand Management. Explain its process in detail.

OR

B) What is brand management. Discuss the techniques of effective brand management.

# Q4.) Answer the following

(10)

A) Elucidate the concept & importance of brand research with appropriate examples.

OR

B) State & explain the cons of brand fatigue.

# Q5.) Answer the following

(10)

A) Discuss the features of monochromatic branding with relevant examples.

OR

B) Bring out the role of brand management in digital marketing.

University Fream - July 2024 (Regular)

Paper / Subject Code: N59322 / Corporate Finance

M. com (Part-I) Sem-I

Date - 11/07/2024

(2 Hours) 10.30AM TO 12:30PM [Total Marks: 50]

## Instructions:

- i. All questions are compulsory and subject to internal choice.
- ii. Figures to the right indicate full marks.
- iii. Use of simple calculator is allowed.

Q1.

A) The following information is available of a concern, calculate EVA.

[07 Marks]

Particulars	Amount (in crores)
12% Debentures	2000
Equity Share capital	500
Reserves and Surplus	7500
Capital Employed	10000
Risk-free Rate	9%
Beta factor	1.05
Market rate of return	19%
Market risk premium	10%
NOPAT	2100
Tax Rate	30%

B) What is Financial Management? Explain the objectives of financial management.

[07 Marks]

#### OR

- C) Explain the significance of Environmental, Social, and Governance (ESG). [07 Marks]
- D) Explain the process of Venture Capital.

[07 Marks]

Q2.

A) A company has to select one of the two alternative projects, the particulars in respect of which are given below.

[12 Marks]

Particulars	Proposal A	Proposal B
Initial outflow Rs,	2,40,000	2,20,000
Net cash flow at the end of the year:		
1	1,40,000	40,000
. 2	1,00,000	80,000
3	60,000	1,00,000
* 4	40,000	80,000
5	20,000	40,000
6	NIL	20,000

Company can arrange funds at 15%.

Compute the Net present value and discounted payback period of each project and comment on the result.

OR

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B) Following information is extracted about a Bond.

[12 Marks]

Nominal Value Rs. 1,000

Coupon rate 15% p.a.

Years 5 years

Redemption price Rs. 1,000

Market Price Rs. 935.05

What is YTM and Calculate Duration of the Bond?

Q3.

A) Following are the Trading and Profit and Loss Account of Samrat Ltd. for the year ending 31<sup>st</sup> March 2024 and Balance Sheet on the date: [12 Marks]

Trading and Profit and Loss Account for the year ended 31/3/2024

Particulars	Rs.	Particulars	Rs.
To Opening stock	290000	By Sales	1500000
To Purchases	1220000	By Closing Stock	310000
To Gross Profit	300000		
	1810000		1810000
	150000	2 C 2 C	300000
To sundry Expenses	160000	By Gross Profit	300000
To Net Profit	140000		
	300000		300000

Balance Sheet as on 31/03/2024

Liabilities	Rs.	Assets	Rs.
Share Capital	1400000	Net Block	1100000
Reserves & Surplus	100000	Closing stock	310000
Profit & Loss Account	140000		360000
Bank Overdraft	70000	Cash	240000
Creditors	300000		
	2010000		2010000

You are required to calculate the following ratios: Current Ratio, Quick Ratio, Gross Profit to Sales, Stock Turnover Ratio, Debtor Turnover Ratio, Net Profit to paid up Capital.

#### OR

- B) From the following information of M/s Deepali Co. Ltd. Prepare Balance Sheet with as many details as possible: [12 Marks]
  - 1. Current Ratio 2.5:1
  - 2. Liquid Ratio 1.5: 1
  - 3. Working capital Rs.240000
  - 4. Bank overdraft Rs.40000
  - 5. Reserves & Surplus Rs.160000
  - 6. Fixed Assets to proprietor's fund 0.75:1
  - 7. There is no long term Loans and Investment and Fictitious Assets.
  - 8. Current Assets include only Stock, Debtors and Gash Balance in the ratio of 11:5:4 respectively

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Q4.

A) Bikaji Foods Limited has the following capital structure.

[06 Marks]

Particulars	Book Value (Rs)	Market Value (Rs)
Equity Capital (25,000 shares of Rs 10 each)	2,50,000	4,50,000
13% Preference Capital (500 shares of Rss 100 each)	50,000	45,000
Reserve and Surplus	1,50,000	
12% Debentures (1,500 debentures of Rs 100 each)	1,50,000	1,45,000
Total	6,00,000	6,40,000

The expected dividend per share is Rs 1.40 and the dividend per share is expected to grow at a rate of 8% forever. 13% Preference shares are redeemable after 5 years at par whereas 12% debentures are redeemable after 6 years at par. The tax rate for the company is 40%.

You are required to compute the weighted average cost of capital for the existing capital structure using market value as weights.

B) IPL Ltd. needs Rs 12 lakhs for the installation of a new factory which would yield an annual EBIT of Rs 2,00,000. The company has the objective of maximizing the earning per share. It is considering the possibility of issuing equity shares plus raising a debt of Rs 2,00,000, Rs 6,00,000 or Rs 10,00,000. The current market price per share is Rs 40 which is expected to drop to Rs 25 per share if the market borrowing were to exceed Rs 7,50,000.

Cost of borrowings are indicated as under:

Up to Rs 2,50,000	10% p.a
Between Rs 2,50,001 and Rs 6,25,000	14% p.a
Between Rs 6,25,001 and Rs 10,00,000	16% p.a

Assuming a tax rate of 50%, work out the EPS and the scheme which would meet the objective of the management. [06 Marks]

OR

C) Write short notes: (4 Marks each)(answer any three)

[12 Marks]

- a) Types of Leverages
- b) Modigliani Miller's Model
- c) Stable Dividend Policy
- d) Pecking Order Theory
- e) Cost of debt

Paper / Subject Code: N59112 / Customer Relationship Management (CRM)

Time: 2 Hours (10:30 AM TO 12:30 PM).

Total Marks: 50

N.B: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

# Q. 1) Analyse the following case study and answer the questions given below:

Ms. Kapila completed her hotel management course 6 months back. She is working in a reputed hotel as a trainee to gain understanding about hotel business. She takes active part in learning about kitchen management as well as front office service from her seniors. Due to availability of finance under government schemes for women entrepreneurs and strong family support, Ms. Kapila decided to set up her own Restaurant in Mumbai after a years' time.

# Questions (5 Marks each)

- 1) Suggest the things which Ms. Kapila should learn during her work period related to customer relationship management in hotel industry?
- 2) Before setting up own restaurant how study of consumer behaviour can help Ms. Kapila?.
- Q.2) (A) What is CRM? Explain the objective of CRM. (10)

<u>OR</u>

- (B) Explain the components to measure Customer Relationship Management. (10)
- Q.3) (A) Write a note on Customer Needs.

(10)

(B) Discuss the nature of customer service.

(10)

Q.4) (A) Discuss the role of social media in changing of customer loyalty.

(10)

(B) Write a note on Customer Engagement.

(10)

Q.5) (A) Describe various internet tools as interactive public relation tools.

(10)

(B) Explain the Customer Data Security Systems in detail.

(10)

Uniview 51ty Erram - July 2024 (Regular).
Paper / Subject Code: N59332 / Direct and Indirect Taxation (Goods and Services Tax)

M. com (Part-I) Sem-II Date - 12/07/2024.

Time: 2 Hrs: 10:30AM) TO 12:30 PM (Total Marks: 50)

- 1. All questions are compulsory.
- 2. Working notes form part of answer.
- 3. Figures to the right indicate full marks.
- 4. Use of simple calculator is permitted.
- Q1.A Rudra Ltd. is a manufacturing company located in Chennai. During the financial year 2023-24 provides breakup of supplies:
  - 1. Intra state supplies to goods chargeable to nil rate of GST Rs 20,00,000
  - 2. Intra state supplies made under forward charge Rs 80,00,000
  - 3. Intra state supplies of goods exempted under section II of CGST act Rs 10,00,000
  - 4. Inward supplies of goods on which tax is payable under RCM Rs 1,25,00,000

Explain whether Rudra is eligible to opt for composition scheme in financial year 2023-24 (07)

Q1.B) From the following information given to you of Mr. Shreyash compute the value of taxable service & the goods and services tax payable for the month of May,2023. All amounts given are excluding Goods and services tax. GST rate for all the supplies may be assumed to be 18%.

(07)

- 1. Renting of vacant land for horticulture Rs. 2,00,000
- 2. Job works of Agriculture Rs.6,00,000
- 3. Professional advice to one of his friends Rs. 6,00,000
- 4. Royalty from authorship of Books Rs.55,000
- 5. A building was let out to RBI Rs. 8,00,000.
- 6. Services of transport of passengers by metered cabs Rs.2,60,000

OR

- Q1.C) Explain the following in accordance with the provisions of GST act, pertaining to composite scheme:
- a) Can a registered person, who purchases goods from a taxable person paying tax under the composition scheme, avail credit of tax paid on purchases made from the composition dealer? (2)
- b) Can a person paying tax under the composition scheme issue a tax invoice under GST? (1)
- c) Are monthly returns required to field by the person opting to pay tax under the composition scheme?

d) Can a person who has opted to pay tax under the composition scheme avail the input tax credit on his

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inward supplies? (2)

Q1D) Classify the following activities as taxable supply or nontaxable supply: (7)

- 1. Residential house is rented to a tuition class which provides free classes to the underprivileged. Rs.2,40,000.
- 2. Amount received for performing acting in a movie. Rs.5,85,000
- 3. Rent received from open land let out for circus Rs.2,40,000.
- 4. Soil testing charges received Rs.45,000.
- 5. Hotel Room Rent received @ Rs. 1,200 per day Rs.54,000.
- 6. Amount received for providing services as a brand ambassador Rs.50,000.
- 7. Coaching provided to students Rs.75,000.

#### Q 2 (A)

Miss. Gauri has received a sum of Rs. 5,00,000 from his employer on premature termination of his contract of employment. Miss Gauri needs your advice as to whether such receipts are liable to GST.

(6)

Q. 2 (B)

Mr. Bhawnar Borana purchased a car for personal use and after a year sold it to a car dealer for Rs. 2,00,000.

Will the transaction be a supply in terms of GST Act?

(6)

OR

Q 2 (C)

Goods sent for a demonstration on returnable basis. Is it supply?

(6)

- Q 2 (D) Mr.Charan Bangar purchased a car for Business use and after 2 years transferred car for personal consumption to use at home. Will the transaction be a supply in terms of GST Act? Note: ITC not availed by Mr.Charan Bangar. (6)
- Q 3) A) Following Input tax credit was available on various transactions for the month of October 2023.
- 1) Purchase of Trucks Rs.11,00,000 for transportation of goods.
- 2) Purchase of gift articles for customers Rs.55,000 during silver jubilee function.
- 3) Goods lost due to natural calamity Rs.80,000.
- 4) Outdoor catering services from M/s Vishal Catering Rs.40,000.
- 5) Repairing of trucks from Sumit Garage Rs.20,000.
- 6) Sales promotion services availed Rs.30,000.

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#### Calculate Input tax available for the month of October, 2023

(12)

OR

Q 3) B) Ms. Urvi, registered in the state of Bihar provides following details for the month of June, 2023. Opening balances in electronic credit ledger as on 1<sup>st</sup> June, 2023

IGST Rs. 80,000

CGST Rs.90,000

SGST Rs.1,00,000

Rs.
13,00,000
17,00,000
14,00,000
20,00,000
16,00,000
12,00,000
8,00,000
7,00,000

### Calculate Net Tax liability for the month of June, 2023.

(12)

- Q.4 a) Mr. Manoj a dealer dealing with Intra State supply of goods and services has place of business in India furnished the following information in the financial year 2023-24: (06)
- 1. Sale of goods acting as agent on behalf of principal for Rs.5,00,000.
- 2. Export of goods and services for Rs.4,00,000.
- 3. Supply of goods exempted from GST Rs. 3,00,000.
- 4. Sale of taxable goods by Head Office located in Delhi for Rs.4,00,000.
- 5. Supply of taxable services by Branch office at Alipur (Delhi) for Rs. 3,00,000.
- Is Mr. Manoj liable to register under GST Law?

Q.4 b) M/S Amar Private Limited incorporated in Manipur on 1-5-2023 has the following details for the year 2023-24:

Sr. No.	Particulars	Rs.
SI. 140.	Sale of Goods acting as agent on behalf of principal	3,00,000
1		3,00,000
2	Non-taxable supplies	2,00,000
3	Exempted supplies of services	2.3
4.	Intra-state supplies of goods	2,00,001
	· CA	3,00,000
5.	State Goods and Services Tax	3,00,0

Is M/S Amar Private Limited required to register under GST Law?

OR

Q.4 Write Short Notes on:

(12)

- a) Persons who are not liable for registration under GST Laws.
- b) Aggregate Turnover.

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M. Com Part I Semester I Management
Paper / Subject Code: N59142 / Hospitality Management
150 H 2024

Time: 1 Hour Marks: 25

Q1. Case study

5mks

Adventure Tours, founded in 2015, has become a notable name in adventure tourism. Offering activities like mountain trekking, deep-sea diving, and paragliding, Adventure Tours attracts thrill-seekers and nature lovers globally.

Safety is a cornerstone of Adventure Tours operations. The company ensures all activities are conducted with the highest safety standards, employing certified guides and providing comprehensive pre-activity training. State-of-the-art equipment and rigorous safety checks are standard, ensuring a secure yet exhilarating experience for all participants.

Adventure Tours excels in creating personalized adventure packages. They tailor experiences to meet the specific interests and fitness levels of their clients, whether they are seasoned adventurers or first-timers. This client-focused approach has earned them high customer satisfaction and repeat business.

Committed to preserving natural environments, Adventure Tours integrates sustainable practices into their operations. They collaborate with local communities and conservation groups to protect wildlife and ecosystems. Initiatives include eco-friendly camping, reducing plastic use, and educating clients on environmental conservation.

1. How does Adventure Tours ensure the safety of its participants during high-risk activities?

Q2 Answer the following questions (anyone)

10 marks

A Explain the Social etiquette required in hospitality skills?

Or

B Write short note on:

- a. Patience
- b. Tolerance

Q3 Answer the following question (anyone)

10 marks

A. Mention the types and forms of tourism?

Or

B. Explain the accommodation policy at any hotel?

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University Exam, July - 2024.

Paper / Subject Code: N59176 / Indian Business Houses Management Practices

M (om (Part-I) Sem-II Regular Exam. Date - 16/07/2024

Time: 2 Hours [10:30 A) TO 12:30 PM Marks: 50

Note: 1) All Questions are compulsory.

2) Figures to the right indicate full marks.

#### Q.1 CASE STUDY

10 Marks

Urban Grocers started as an online grocery delivery start-up in a Mumbai. The start-up is funded by Angel investors. The company experienced rapid growth in its first two years but began facing operational challenges as it expanded to multiple cities. Unable to cope up with the losses due to declining business Urban Grocers decided to close down its start up.

You have been appointed a manager to analyse the case of Urban grocers.

- a) What according to you what are the major challenges faced by online grocery s tart-ups?

  5 Marks
- b) Suggest appropriate strategies to overcome these challenges.

5 Marks

Q.2 Explain History of Indian Business Houses. Explain Challenges and Opportunities faced by Indian Business Houses.

10 Marks

Q.2 Explain Micro and Macro factors responsible for the growth of Indian Business Houses.

10 Marks

Q.3 Explain role of Indian Business Houses in Agriculture Sector.

10 Marks

#### OR

Q.3 Explain the role of Mahatma Jyotiba Phule and Baba Amte with respect Agriculture and allied sector.

10 Marks

Q.4 Explain role of Indian Business Houses in Service Sector. What are the Challenges and opportunities of Indian Business Houses in Service sector. 10 Marks

#### OR

Q.4 What is women entrepreneurship? Explain importance of Women Entrepreneurship.

10 Marks

Q.5 What is Graphic design in Branding. Explain Features of Monochromatic Branding.

10 Marks

OR

Q.5 Explain Challenges and Problems faced by Indian Business Women in various sectors In India. 10 Marks

M. Com Par I Sem II Management 12-07-2024
Paper / Subject Code: N59132 / Professional Intelligence

Time: 2 Hours Max. Marks: 50

INSTRUCTIONS: 1. All questions are compulsory and carry 10 marks each.

Q1. Case Study (10 Marks)

Ravi Menon, a recent IT graduate, joined a renowned IT firm in Mumbai. Despite his professional success, Ravi felt a persistent sense of dissatisfaction and stress, which impacted his work-life balance. Seeking a solution, Ravi became interested in developing his spiritual intelligence to achieve inner peace and a deeper sense of purpose.

Ravi started exploring various methods to enhance his spiritual intelligence, with a particular focus on meditation. He joined a meditation center that offered different types of meditation practices, including mindfulness, transcendental meditation, and guided visualization. Over time, Ravi noticed significant improvements in his stress levels, decision-making abilities, and overall well-being. He also found himself more empathetic and connected with his colleagues, which positively influenced his professional relationships.

Encouraged by his progress, Ravi shared his experiences with his team and suggested incorporating meditation sessions into their daily routine. The team was initially sceptical, but many eventually participated and reported similar benefits. Ravi's initiative led to a more harmonious and productive work environment, demonstrating the value of integrating spiritual intelligence practices in the workplace.

#### Questions

- 1. What specific meditation techniques can Ravi and his team use to further enhance their
  - spiritual intelligence and maintain a balanced work-life environment? (5 Marks)
- 2. How can Ravi measure the impact of meditation and spiritual intelligence development on his professional performance and personal well-being? (5 Marks)

#### Q2. Answer the following (Anyone)

(10 Marks)

- A. Discuss the factors affecting Professional Intelligence.
- B. Explain the concept of Professional Intelligence. Illustrate the features of Professional Intelligence.

## Q3. Answer the following (Anyone)

(10 Marks)

- A. Examine the reasons for Professional Intelligence in the current organizational setting.
- B. Describe the impact of Professional Intelligence on Organizational Culture and Employees.

## Q4. Answer the following (Anyone)

(10 Marks)

- A. Explain Mayer & Salovey Cognitive model of Emotional Intelligence.
- B. Evaluate the various methods to learn & develop Spiritual Intelligence.

## Q5. Answer the following (Anyone)

(10 Marks)

- A. Define Stress. Explain the various sources of Job Stress.
- B. Distinguish between Professional Intelligence and Artificial Intelligence.

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