

# SYBCOM-III-ATKT-FEB/MAR-2023-ADVERTISING

Time : 03 hrs

Max. Marks. 100

- Note : 1) **ALL** questions are **COMPULSORY**.  
2) Figures to the right indicate full marks.

- Q.1 A) **Fill in the blanks: (ANY TEN)** [10]
- 1) \_\_\_\_\_ advertising is undertaken for raw material and spare parts.  
A) Consumer                      B) Trade  
C) Industrial                      D) Professional
  - 2) Brand Image is the \_\_\_\_\_ of the brand in the mind of customers.  
A) Vision                              B) Perception  
C) Proposition                      D) Association
  - 3) \_\_\_\_\_ invented television.  
A) John Miller                      B) John Baird  
C) John Thomson                      D) John Smith
  - 4) \_\_\_\_\_ agency formed after merger of two or more ad agencies.  
A) Specialist                      B) Mega  
C) In-house                      D) Full service
  - 5) Creative pitch is prepared by\_\_\_\_\_.  
A) Ad agency                      B) Media  
C) Advertiser                      D) Audience
  - 6) Surrogate advertising is undertaken for \_\_\_\_\_ products.  
A) Restricted                      B) Prohibited  
C) Ethical                              D) Canalized
  - 7) ASCI ensures\_\_\_\_\_ in advertising.  
A) Honesty                              B) Dishonesty  
C) Unfairness                      D) Advocacy
  - 8) AIDA model was developed by\_\_\_\_\_.  
A) E.K. Strong                      B) D.K. Strong  
C) S.K. Strong                      D) P.K. Strong
  - 9) Brand\_\_\_\_\_ is the incremental value of the brand over and above physical assets values of the firm.  
A) Loyalty                              B) Equity  
C) Image                              D) Personality
  - 10) \_\_\_\_\_ advertising is also known as corporate image advertising.  
A) Advocacy                              B) Generic  
C) Institutional                      D) Digital
  - 11) \_\_\_\_\_ is a nodal agency of GOI for advertising.  
A) DAVP                              B) ASCI  
C) ABC                              D) AAI

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## SYBCOM-III-ATKT-FEB/MAR-2023-ADVERTISING

12) \_\_\_\_\_ advertising is also known as pro bono advertising.

- A) Social
- B) Political
- C) Advocacy
- D) Institutional

B) **State whether following statements are TRUE or FALSE: (ANY TEN)**

[10]

- 1) Brand loyalty leads to Brand equity.
- 2) Yellow advertising promotes eco-friendly products.
- 3) Pokémon Go is an example of virtual reality.
- 4) Headline is the bottom line of the advertising.
- 5) Readership test was developed by Gallup and Robinson.
- 6) Car cards are placed inside the vehicles.
- 7) Zipping refers to changing the TV channel to avoid commercials.
- 8) Window displays attract the attention of passerby.
- 9) Advertising and Propaganda are synonymous.
- 10) Local advertising is also known as retail advertising.
- 11) IMC is one time activity.
- 12) A specialist agency provides in-house services.

Q.2 **Answer ANY TWO of the following:**

[15]

- A) Describe the evolution of advertising
- B) Discuss the active participants in advertising
- C) Explain the elements of IMC

Q.3 **Answer ANY TWO of the following:**

[15]

- A) Discuss the types of ad agencies
- B) Enumerates the steps in creative pitch
- C) Elucidates the reasons for client turnover

Q.4 **Answer ANY TWO of the following:**

[15]

- A) Explain the forms of unethical advertising
- B) Elaborate the economic impact of advertising
- C) What are the positive and negative impact of advertising on Indian values and culture.

Q.5 **Answer ANY TWO of the following:**

[15]

- A) What are the techniques of managing brand crisis?
- B) Write a note on political advertising
- C) Explain the factors influencing brand equity.

Q.6 **Write short notes: (ANY FOUR)**

[20]

- A) Trends in Advertising Media
- B) Green Marketing
- C) Advertising Standard council of India
- D) Freelancing
- E) Classification of Advertising
- F) Directorate of Advertising and Visual Publicity



# SYBCOM-III-ATKT-FEB-MAR-2023-B.ECO-III

Time : 03 hrs

Max. Marks. 100

- Note: 1) **ALL** questions are **COMPULSORY**.  
2) Figures to the right indicate full marks.  
3) Use of simple calculator is allowed.  
4) Draw diagrams and give examples wherever necessary.

- Q.1 A) **Explain the following terms: (ANY FIVE)** [10]  
1) NNP  
2) Trade cycle  
3) Investment Function  
4) Aggregate demand  
5) Deflation  
6) MEC  
7) Stagflation  
8) Inflation targetting
- B) **Choose the right answer from the given options and rewrite the statements:** [10]  
1) \_\_\_\_\_ is an adjustment factor used to convert nominal GNP into real GNP.  
A) GNP converter                      B) Inflation rate  
C) GNP deflator                        D) Green GNP
- 2) \_\_\_\_\_ is the lowest point of the trade cycle.  
A) Peak                                    B) Recession  
C) Trough                                D) Recovery
- 3) 'The General Theory of Employment, interest and Money', was written by \_\_\_\_\_.  
A) J.B. Say                                B) Adam Smith  
C) J.M. Keynes                         D) Paul Samuelson
- 4) After reaching full employment, the aggregate supply curve becomes \_\_\_\_\_.  
A) Upward sloping                      B) Downward sloping  
C) Vertical straight line                D) Horizontal straight line
- 5) When  $MEC > I$ , the effect will be \_\_\_\_\_.  
A) Neutral                                B) Unfavourable  
C) Favourable                            D) Adverse
- 6) The IS curve represents equilibrium in the \_\_\_\_\_ market.  
A) Money                                 B) Goods  
C) Labour                                 D) Foreign
- 7) \_\_\_\_\_ curve explains relationship between unemployment rate and inflation rate.  
A) Engel                                 B) Phillips  
C) Laffer                                 D) Offer
- 8) Fisher's equation of exchange is given by:  
A)  $M = KPY$                             B)  $MV = PT$   
C)  $C = a + bY$                          D)  $I = S$

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## SYBCOM-III-ATKT-FEB-MAR-2023-B.ECO-III

- 9) If  $M = \text{Rs. } 1000$  and  $V = 10$ , the total money supply will be \_\_\_\_\_.
- A) 1000    B) 10000  
C) 100    D) 0
- 10) If the inflation rate is less than 10% per annum, it is known as \_\_\_\_\_.
- A) Hyper inflation                                    B) Walking / moderate inflation  
C) Running inflation                                D) Galloping inflation

**Q.2                    Answer ANY TWO of the following:** [20]

- A) Describe the features and scope of macro economics.
- B) Explain the concept of circular flow of income and expenditure in a closed economy.
- C) "Supply creates its own demand" Discuss in detail.

**Q.3                    Answer ANY TWO of the following:** [20]

- A) Explain the consumption and savings functions.
- B) Illustrate and explain the working of the investment multiplier.
- C) i) Calculate the savings, APC, APS, MPC & MPS based on the information given below:

Income	Consumption	S	APC	APS	MPC	MPS
0	50	_____	___	___	___	___
100	80	_____	___	___	___	___
180	110	_____	___	___	___	___
260	140	_____	___	___	___	___
340	220	_____	___	___	___	___

- ii) Given  $a = 10000$ ,  $b = 0.7$  and  $Y = 50000$ , find C (consumption).

**Q.4                    Answer ANY TWO of the following:** [20]

- A) Explain the derivation of the LM curve and bring out its properties.
- B) Examine the short run and long run Phillips curve with the help of suitable diagrams.
- C) Bring out the relationship between tax rates and tax revenue with the help of the Laffer curve.

**Q.5                    Answer ANY TWO of the following:** [20]

- A) What are the various determinants of money supply?
- B) Explain Friedman's theory of money demand?
- C) Examine demand pull and cost push inflation with suitable diagrams.

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# SYBCOM-III-ATKT-FEB/MAR-2023-B.LAW

Time : 03 hrs

Max. Marks. 100

- Note : 1) **ALL** questions are **COMPULSORY**.  
2) Figures to the right indicate full marks.

- Q.1 **Attempt ANY TWO from the following:** [20]  
A) Explain in brief the various kinds of contracts under the Indian Contract Act, 1872.  
B) Define proposal. What are the different modes of revocation of an offer?  
C) What are the legal rules for valid Acceptance with case laws?  
D) A stranger to a contract cannot sue or be sued with exceptions and case laws-Discuss.
- Q.2 **Attempt ANY TWO from the following:** [20]  
A) What is ad idem? Explain unilateral and bilateral mistake of fact.  
B) What do you understand by void agreements? What are the agreements which have been expressly declared void?  
C) Distinguish between a 'Contingent Contract' and a 'Wagering Agreement'.  
D) Explain the concept of performance of contract and Modes of Discharge of contract by performance.
- Q.3 **Attempt ANY TWO from the following:** [20]  
A) Is the definition in a contract of indemnity exhaustive? Explain the Rights of an Indemnity holder.  
B) Define Tripartite contract and explain different types of guarantees?  
C) What is Contract of Bailment and the accretion to the goods bailed? Who has a right over the accretion?  
D) Define Agency and What happens when an agent exceeds the authority?
- Q.4 **Attempt ANY TWO from the following:** [20]  
A) Define Sale and distinguish sale and Higher purchase agreement under the Sale of Goods Act, 1930?  
B) What is meant by 'Caveat Emptor'? Explain with exceptions and case law.  
C) Briefly explain the legal rules relating to passing of property.  
D) Who is an unpaid seller? What are his rights?
- Q.5 **Attempt ANY TWO from the following:** [20]  
A) Define a negotiable instrument. What are the essential element negotiable Instruments.  
B) Distinguish between a 'Promissory Note' and a 'Bill of Exchange'.  
C) Define Cheque. Can a drawer and payee be one and the same person in case of a cheque?  
D) Explain Noting and Protest and Holder in due course.

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# SYBCOM-III-ATKT-FEB/MAR-2023-COMMERCE-III

Time : 03 hrs

Max. Marks. 100

- Note : 1) **ALL** questions are **COMPULSORY**.  
2) Figures to the right indicate full marks.

- Q.1 A) **Fill in the blanks: (ANY TEN)** [10]
- 1) The law of \_\_\_\_\_ follows the phrase 'what you sow is what you reap'.  
A) Karma                                      B) Dharma  
C) Vishwa                                      D) Kartik
  - 2) Lower level managers require more of \_\_\_\_\_ Skills.  
A) Conceptual                                      B) Human  
C) Technical                                      D) Design
  - 3) Fatigue and motion study were undertaken by \_\_\_\_\_ under scientific management.  
A) Henry Fayol                                      B) Peter Drucker  
C) Adam Smith                                      D) Frank & Lillian Gilberth
  - 4) \_\_\_\_\_ is an extension of payoff matrix.  
A) Game theory                                      B) Simulation  
C) Decision tree                                      D) PERT
  - 5) External Environment includes \_\_\_\_\_.  
A) Employees                                      B) Capital  
C) Machinery                                      D) Customer
  - 6) \_\_\_\_\_ is a system of identification and communication that signals the manager when his attention is needed.  
A) Management by Objectives                      B) Management by Exception  
C) Management by Design                      D) Management by Policies
  - 7) Centralisation put lot of burden on \_\_\_\_\_ executives.  
A) Top    B) Middle  
C) Lower    D) External
  - 8) In textile mill, departmentation is usually done on the basis of \_\_\_\_\_.  
A) Number    B) Time  
C) Process    D) Function
  - 9) \_\_\_\_\_ is the oldest form of structure of organisation.  
A) Line organisation                                      B) Line & Staff organisation  
C) Matrix Organisation                                      D) Virtual Organisation
  - 10) Use of jargons is \_\_\_\_\_ barrier of communication.  
A) Physical    B) Language  
C) Psychological    D) Organizational
  - 11) \_\_\_\_\_ leader acts as a father figure for his subordinates in the organisation.  
A) Paternalistic    B) Autocratic  
C) Situational    D) Consultative
  - 12) CPM refers to \_\_\_\_\_.  
A) Critical Process Method                                      B) Critical Path Method  
C) Critical Payment Method                                      D) Central Position Method

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## SYBCOM-III-ATKT-FEB/MAR-2023-COMMERCE-III

- Q.1 B) **State whether the following statements are TRUE/FALSE: (ANY TEN)** [10]
- 1) Authority refers to power to take decision.
  - 2) Management is intangible.
  - 3) Ethos is a Greek word meaning "Character"
  - 4) Professional managers make only reactive decision.
  - 5) In brainstorming techniques, the group members think independently.
  - 6) The analysis of internal environment indicates opportunities and threats.
  - 7) In flat organisation, there are less levels of management.
  - 8) Matrix organisation is suitable for multi-project organisation.
  - 9) 'Lack of ability to direct' is a barrier to the process of delegation on the part of superior.
  - 10) Bonus is a non-monetary incentive.
  - 11) Oral communication does not permit instant feedback.
  - 12) A good control system should be complex.
- Q.2 **Answer ANY TWO of the following:** [15]
- A) What is management? What are the features of management?
  - B) Discuss Henry Fayol's Principles of management.
  - C) Explain techniques of scientific management.
- Q.3 **Answer ANY TWO of the following:** [15]
- A) Describe the steps in MBO process.
  - B) Explain the essentials of sound decision making.
  - C) Discuss any eight components of planning.
- Q.4 **Answer ANY TWO of the following:** [15]
- A) Distinguish between Formal & Informal Organisation.
  - B) Explain the factors influencing span of management.
  - C) What are the main features of virtual organisation?
- Q.5 **Answer ANY TWO of the following:** [15]
- A) Discuss the qualities of a good leader.
  - B) Explain the importance of motivating the employees.
  - C) Describe the steps in the process of controlling.
- Q.6 **Write Short Notes: (ANY FOUR)** [20]
- A) Bases of departmentation
  - B) MIS
  - C) Importance of communication
  - D) Management Skills
  - E) Coordination
  - F) Matrix Organisation

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- Note : 1) **ALL** questions are **COMPULSORY**.  
2) Figures to the right indicate full marks.  
3) Use of Calculator is not allowed.

- Q.1 A) **State whether the following statements are TRUE or FALSE :(ANY EIGHT)** [08]
- 1) Hard disk have no moving parts.
  - 2) In the decimal number system, there are 16 symbols.
  - 3) 8 Bytes = 1 Bit.
  - 4) In flow chart rectangle is used for decision making.
  - 5) Linux is not a programming language.
  - 6) The value of  $\sqrt{4}$  is 16 .
  - 7) for (c=6; c>2; c=c-1) loop is executed 2 times .
  - 8) char is a keyword.
  - 9) Super computers are the largest computers made today.
  - 10) Case statement is used in for () loop.
- B) **Select the appropriate option from the following:(ANY SEVEN)** [07]
- 1) The technology used in first generation computer is \_\_\_\_\_.  
A) integrated circuits      B) transistors  
C) vacuum tubes            D) radios
  - 2) Accumulator is a type of register in \_\_\_\_\_.  
A) input unit                    B) output unit  
C) ALU                            D) control unit
  - 3) Which of these is not a function of an operating system?  
A) File management      B) Memory management  
C) Security                    D) facility to type letters and reports
  - 4) Who is the father of C language?  
A) James Gosling            B) Dr. E. F Codd  
C) Dennis Ritchie            D) Bjarne Stroustrup
  - 5) The logical operator AND is written in C as \_\_\_\_\_.  
A) &&                            B) ||  
C) ==                            D) --
  - 6) The statements float a=4; printf("a"); will print  
A) a                                B) 4  
C) garbage value            D) 4.000000
  - 7) In Analog computers the data is processed in a \_\_\_form.  
A) continuous                B) Discrete  
C) Nano                         D) Pico
  - 8) To assign the value 5 to a , we use\_\_\_\_  
A) 5=a;                         B) a is 5;  
C) a = =5 ;                    D) a=5;
  - 9) In the while () loop the condition is written at the \_\_\_\_\_ of the loop.  
A) end                            B) beginning  
C) lower end                    D) middle



## SYBCOM-III-ATKT-FEB/MAR-2023-C.P.

10) The START and END of a flowchart is represented with \_\_\_\_\_.

- A) a diamond shape    B) a circle  
C) rounded rectangle    D) parallelogram

Q.2    **Answer the following questions:**

- A) Write short note on 1) Desktop computers and 2) Input unit [08]  
B) Define decimal number system and convert the decimal number 33 to binary system. [07]

**OR**

- Q.2    C) Explain different components of a digital computer. [08]  
D) Explain the Hexadecimal number system. [07]  
Also convert the following binary system into decimal system.  
1) 111    2) 101.01

Q.3    **Answer the following questions:**

- A) **Write short note on:** i) Application software ii) Compiler [08]  
B) Define the term Algorithm. Write an algorithm to find and display smallest of any three numbers. [07]

**OR**

- Q.3    C) Define flowchart. Explain guidelines in drawing a flowchart and its limitations [08]  
D) Discuss the applications of computer in relation with Billing, advertising, and E-Commerce. [07]

Q.4    **Answer the following questions:**

- A) Explain the terms with examples: 1) identifiers 2) relational operators [08]  
B) Write a program in C to input principal, rate of interest and period and calculate and display simple interest. [07]

**OR**

- Q.4    C) What is the output of the following 'C' program? [08]  
`#include<stdio.h>`

```
main( )  
  
    { int x=10, y=15, z=30, d;  
  
      d= ++y;  
  
      z+=x ;  
  
      z= x*y ;  
  
      printf("%d %d %d %d ", x, y, z, d ); }
```

- D) What is the output of the following 'C' program? [07]  
`#include<stdio.h>`

```
main( )  
  
    { int a=12, b= 22, c= 25;  
  
      printf("%5d %6d \n\n ", a, b);  
  
      printf("%-4d %-7d \n", b, c); }
```

Q.5    **Answer the following questions:**

- A) Write a program in C to calculate and display the sum 2+4+...+20 [08]  
B) Write a program in C to accept any number and display whether it is positive, negative or zero. [07]

**OR**

- Q.5    C) **Write short note on the following giving suitable example: (ANY THREE)** [15]  
1) continue statement    2) for ( ) loop    3) do...while ( ) loop  
4) if ...else    5) while ( ) loop

## SYBCOM-III-ATKT-FEB/MAR-2023-FC-II

Time : 02 hrs 30 min

Max. Marks. 75

- Note : 1) **ALL** questions are **COMPULSORY**.  
2) Figures to the right indicate full marks.

- Q.1 A) **Explain the following concepts: (ANY FIVE)** [15]  
i) Minorities ii) National Human rights Commission  
iii) mitigation of disaster iv) Blind Beliefs and prejudices  
v) Theoretical science vi) Technology  
vii) written communication viii) Effective listening  
**OR**  
B) Write a detailed note on the foundation course Semester III project submitted by you. [15]
- Q.2 A) Describe the constitutional and legal rights of Schedule Caste in India and explain the forms of violation of rights of the Schedule Caste in India. [15]  
**OR**  
B) Discuss the human rights violations against women. [15]
- Q.3 A) Explain in detail the concept and types of disaster. [15]  
**OR**  
B) Discuss the social, psychological and economic impact of disaster. [15]
- Q.4 A) Discuss the positive and negative impact of technology on human life. [15]  
**OR**  
B) Bring out the differences between science and technology. [15]
- Q.5 A) Comment on the barriers to effective communication. How can one overcome these barriers? [15]  
**OR**  
B) Comment on the various styles and characteristics of effective leadership. [15]

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## SYBCOM-III-ATKT-FEB/MAR-2023-MA

Time : 03 hrs

Max. Marks. 100

- Note :
- 1) **ALL** questions are **COMPULSORY**.
  - 2) Figures to the right indicate full marks.
  - 3) Working notes should be part of the answer.
  - 4) Use simple calculators.

- Q.1      A)      **Select the most appropriate answer from the following. (ANY TEN)**      [10]
- 1) The basic function of management accounting is \_\_\_\_\_.
    - a) To serve government
    - b) To serve the management in performing its function effectively
    - c) To serve the public
  - 2) \_\_\_\_\_ shows how many times per period the company pays its average payable amount.
    - a) Creditors turnover ratio
    - b) Debtors turnover ratio
    - c) Stock turnover ratio
  - 3) The current worth of a sum of money to be received at a future date is called \_\_\_\_\_.
    - a) Future value
    - b) Present value
    - c) Salvage value
  - 4) Using profitability index, the preference rule for selection of the machine is \_\_\_\_\_.
    - a) The lower profitability index
    - b) The higher profitability index
    - c) Both a and b
  - 5) Assets which can be converted into cash within one year are \_\_\_\_\_.
    - a) Fixed assets
    - b) Fictitious assets
    - c) Current assets
  - 6) Operating cost ratio is a \_\_\_\_\_.
    - a) Balance sheet ratio
    - b) Revenue statement ratio
    - c) Composite ratio
  - 7) To calculate the cash cost of working capital debtors are \_\_\_\_\_.
    - a) Not considered
    - b) Considered at cost
    - c) Considered at realizable value
  - 8) \_\_\_\_\_ are the techniques of capital budgeting.
    - a) Payback period
    - b) Net present value
    - c) All of the above
  - 9) The function of management accounting includes \_\_\_\_\_.
    - a) Collection of data
    - b) Analysis of data
    - c) All of the above
  - 10) Comparative statement shows \_\_\_\_\_.
    - a) One year's performance
    - b) Financial performance
    - c) Comparative performance

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## SYBCOM-III-ATKT-FEB/MAR-2023-MA

- 11) Management accounting relates to \_\_\_\_\_.
- Recording of accounting data
  - Recording of costing data
  - Presentation of accounting data
- 12) Margin of safety is provided to \_\_\_\_\_.
- Cover possible variations in estimations
  - Ensure safety in estimation of working capital
  - All of the above

Q.1 B) **State whether the following statements are true or false. (ANY TEN)** [10]

- Combined ratios show the relationship between two figures which are taken from the Balance sheet only.
- Profit and Loss Account shows financial position of an organization.
- Capital Budgeting decisions are long term investment decisions.
- When the comparison of financial data is over number of accounting years relating to one company only it is called as inter-company analysis.
- Net profit ratio is measurement of profitability.
- Unclaimed dividend is current liability.
- Net present value method considers time value of money.
- Average stock is the total of opening and closing stock.
- Depreciation is non-cash expenditure.
- Higher gross profit ratio shows a higher trading efficiency of an organization.
- Own fund is external fund.
- Gross working capital is the sum total of the total current assets.

Q.2 A) The Following is Financial Information of Soham Ltd, For the Year ended as on 31<sup>st</sup> December every year. [20]

Particulars	2018	2019	2020
Share Capital	1,50,000	1,80,000	1,90,000
Current Liability	40,000	75,000	60,000
Fixed Assets	2,30,000	2,40,000	2,25,000
Long term loan	1,00,000	75,000	1,20,000
Reserve and Surplus	50,000	40,000	65,000
Current Assets	1,00,000	1,20,000	2,00,000
Investments	10,000	10,000	10,000

You are required to prepare vertical Balance Sheet with trend analysis.

**OR**

Q.2 B) Prepare a comparative income statement in vertical form from the following details: [20]

### Income Statement

Particulars	2019	2020	Particulars	2019	2020
To Opening Stock	75,000	1,00,000	By Net Sales	4,00,000	6,00,000
To Purchase	1,67,000	2,25,000	By Closing Stock	1,25,000	2,00,000
To Direct Wages	1,50,000	1,95,000	By Profit on Sale of Shares	25,000	20,000
To Administrative Expenses	65,000	75,000			
To Selling Expenses	35,000	45,000			
To Financial Charges	8,000	20,000			

**SYBCOM-III-ATKT-FEB/MAR-2023-MA**

To Net Profit	50,000	1,60,000			
	<b>5,50,000</b>	<b>8,20,000</b>		<b>5,50,000</b>	<b>8,20,000</b>

- Q.3 A) ABC Ltd gives the following details of Trading and Profit And Loss Account for the year ending on 31<sup>st</sup> March, 2022. [20]

To Opening Stock	65,000	By Sales	32,50,000
To Purchase	27,85,000	By Closing Stock	1,27,500
To Direct Expenses	85,000	By Interest	7,500
To Salaries	89,000		
To Office Expenses	69,000		
To Selling Expenses	59,000		
To Distribution Expenses	49,000		
To Interest	24,000		
To Provision for Income Tax	47,500		
To Net Profit	1,12,500		
	<b>33,85,000</b>		<b>33,85,000</b>

From the above details calculate:

- 1) Gross Profit Ratio
- 2) Office & Administration Expenses Ratio
- 3) Selling & Distribution Expenses Ratio
- 4) Operating Expenses Ratio
- 5) Operating Ratio
- 6) Net Profit Before Tax Ratio
- 7) Stock Turnover Ratio

**OR**

- Q.3 B) Dalal Ltd is considering investment in a project requiring capital outlay of Rs.2,00,000. [20]  
Forecast of annual Incomes before depreciation and tax is as follows:

Year	1	2	3	4	5
Rs	1,00,000	1,00,000	80,000	80,000	50,000

Depreciation may be taken at 20% on original cost and tax rate at 50% of net income.

**You are required to calculate:**

- 1) Payback period.
- 2) Payback profitability.

- Q.4 A) From the following information, you are required to prepare a common size. Balance Sheet of A Ltd. [20]

Balance Sheet as on 31.3.2022

Particulars	Rs	Particulars	Rs
Equity Share Capital	1,25,000	Land & Building	2,50,000
10% Preference Share Capital	50,000	Plant & Machinery	4,00,000
General Reserve	2,00,000	Furniture	1,85,000
Profit and Loss A/C	25,000	Stock	40,000
14% Debentures	5,00,000	Debtors	2,00,000
Creditors	1,50,000	Bills Receivables	50,000
Bank Overdraft	75,000	Bank	35,500
Outstanding Expenses	20,000	Cash	15,000
Bills Payable	50,000	Preliminary Expenses	19,500
	<b>11,95,000</b>		<b>11,95,000</b>

**OR**

**(P.T.O)**

## SYBCOM-III-ATKT-FEB/MAR-2023-MA

- Q.4 B) ABC Manufacturing Ltd, Present the Following Information For Year 2021-22 [20]  
Estimated Yearly Production and Sales 1,20,000 Units.

Estimated Cost Elements Per Unit are:

Particulars	Cost Per Unit
Raw Materials	Rs 10
Wages	Rs 06
Overheads	Rs 04
Selling Price	Rs 24

Further Information:

- 1) The Company extends two months credit to Debtors.
  - 2) The Company maintains one month's stock of Raw Material.
  - 3) The Company maintains one month's stock of Finished Goods.
  - 4) The Processing Period is one month.
  - 5) The company is allowed two months credit by suppliers.
  - 6) The cash and Bank Balance is expected to be Rs 50,000.
  - 7) Wages and Overheads are paid one month in arrears.
  - 8) Debtors to be calculated on sale price.
- You are required to prepare working capital statement.

- Q.5 A) **Answer the Following Questions:**
- 1) Distinguish between Financial Accounting and Management Accounting. [10]
  - 2) Explain the Balance sheet Ratio. [10]

**OR**

- Q.5 B) **Answer the Following Questions: (ANY FOUR)** [20]
- 1) Feature of capital Budgeting Decision.
  - 2) Classification of Current Assets.
  - 3) Estimation of working capital Requirement.
  - 4) Operating Expenses.
  - 5) Functions of Management Accounting.
  - 6) Net Present Value.

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