SYBCOM-III-REG/ATKT-NOV-2022-ADVERTISING-I

Time : 03 hrs   Max. Marks. 100

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

Q.1   A)   **Choose the appropriate option given: (ANY TEN)**   [10]
1)   Advertising is an element of _____ mix.
A)   promotion   B)   place
C)   product   D)   market

2)   _____ is the oldest form of advertising.
A)   poster ads   B)   internet ads
C)   radio ads   D)   sign boards

3)   _____ advertising is very deceptive.
A)   public relations   B)   surrogate
C)   Social   D)   image

4)   Horlicks ads are mostly _____ in nature.
A)   competitive   B)   reminder
C)   informative   D)   provoking

5)   Corporate ads are also called _____ ads.
A)   political   B)   reminder
C)   pop-ups   D)   institutional

6)   _____ advertising deals with social issues.
A)   moral   B)   product
C)   propaganda   D)   image

7)   Repeated purchase of a brand shows _____.
A)   loyalty   B)   awareness
C)   equity   D)   personality

8)   Client turnover refers to clients _____ an agency.
A)   joining   B)   closing
C)   leaving   D)   merging

9)   Charges paid by clients to agency is called _____.
A)   cess   B)   salary
C)   compensation   D)   wages

10)   _____ is the nodal agency of government for advertising.
A)   AIDA   B)   DAVP
C)   ASCI   D)   CFBP

11)   _____ advertising is used to counter adversity.
A)   advocacy   B)   image
C)   social   D)   political

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12)   _____ is negative for a company.
   A)   brand image   B)   brand mark
   C)   brand crisis   D)   brand equity

B)   **State true or false: (ANY TEN)**   [10]
1)   Government cannot participate in advertising.
2)   Radio is still a powerful tool for advertising as media vehicle.
3)   Computer literacy is necessary for a career in web designing and graphic ads.
4)   Brand awareness indicates customer's ability to recall brands.
5)   Freelancers work independently for the media.
6)   Creative pitch is a presentation made by an ad agency.
7)   Accurate information in ads is unethical advertising.
8)   Celebrities are used in ads to enhance brand crisis.
9)   ASCI is a government-regulated institution.
10) Solar energy ads are an example of green advertising.
11) Colgate and Pepsodent use competitive advertising.
12) Emails and SMS ads are examples of Direct Marketing.

Q.2   **Answer ANY TWO of the following:**   [15]
   A)   Discuss the elements of IMC.
   B)   Give the importance of advertising to business firms.
   C)   Explain with examples the classification of ads based on media.

Q.3   **Answer ANY TWO of the following:**   [15]
   A)   Describe the various types of ad agencies.
   B)   What are the causes of client turnover?
   C)   Advertising offers various career opportunities.Discuss.

Q.4   **Answer ANY TWO of the following:**   [15]
   A)   Explain unethical advertising with suitable examples.
   B)   Discuss pro-bano advertising.
   C)   Explain the role of DAVP in advertising.

Q.5   **Answer ANY TWO of the following:**   [15]
   A)   Discuss advertising as a communication process.
   B)   Discuss with examples the different forms of rural advertising.
   C)   Explain the various green advertising claims.

Q.6   **Write short notes on: (ANY FOUR)**   [20]
   A)   Functions of advertising
   B)   Creative pitch
   C)   Corporate advertising
   D)   Brand Equity
   E)   AIDA Model
   F)   Brand crisis

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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.

Q.1   A)   **Choose the correct Alternatives: (ANY TEN)**   [10]
       1)   A partner acts as an_____.
              A)   Agent of the firm   B)   Employee of the firm
              C)   Third party   D)   Servant

       2)   Current A/c is credited with_____.
              A)   Interest on Capital   B)   Interest on loan
              C)   Salary of employees   D)   Commission to salesman

       3)   Outstanding salary is shown in Balance sheet on _____.
              A)   Liability side   B)   Asset side
              C)   Debit side Trading Account   D)   Credit side Trading Account

       4)   Purchase consideration is the amount_____.
              A)   Payable by new firm to old firm   B)   Payable by new firm to partners of New Firm
              C)   Receivable by New firm from old firm   D)   Payable by old firm to new firm

       5)   After payment of outside liabilities_____.
              A)   Partner's capital should be paid   B)   Partner's loan should be paid
              C)   Expenses should be paid   D)   Govt. dues should be paid

       6)   A partnership firm is _____ on conversion into a Ltd. Company.
              A)   Valued   B)   Dissolved
              C)   Conversion   D)   Destroyed

       7)   In absence of any provision in Partnership Deed, profits & losses are shared by partners_____.
              A)   Equally   B)   In Capital Ratio
              C)   In Current Ratio   D)   In Liquid Ratio

       8)   For finding unit value capital is divided by _____.
              A)   Current Ratio   B)   Liquid Ratio
              C)   Gain Ratio   D)   Profit Sharing Ratio

       9)   Contingent liabilities are the liabilities which are_____.
              A)   Fixed liabilities   B)   Current liabilities
              C)   Liquid liabilities   D)   Contingent on happening of certain event in future

       10) Employees dues are_____.
              A)   Preferential liabilities   B)   Contingent liabilities
              C)   External liabilities   D)   Secured liabilities

       11) Bank loan obtained by hypothecation of machinery is treated as _____creditors.
              A)   Secured   B)   Unsecured
              C)   Confidential   D)   Secret

       12) Assets are transferred to Realisation A/c at_____.
              A)   Book value   B)   Market value
              C)   Cost   D)   Standard value

Q.1 B) **State whether followings statements are TRUE OR FALSE: (ANY TEN)** [10]
1) A retiring partner is not entitled to receive share in the goodwill valued.
2) Closing stock is always valued at cost price.
3) A firm is getting dissolved when all partners give consent to it.
4) It is compulsory for a partner to contribute capital.
5) The capital account of retiring partner always shows a debit balance.
6) On dissolution of firm, Revaluation Account is to be opened.
7) If an asset is taken over by a partner, no entry is passed in the books.
8) Partners always share profits equally.
9) Goodwill is a liability of a firm.
10) The sacrifice ratio is always different from the old profit sharing ratio.
11) An amalgamation of firms resulting into decrease in production capacity.
12) General reserve is to be allocated among the partners in PSR.

Q.2 A) MN partnership firm and XY partnership firm amalgamated with effect from 01-01-2021. [20]
Their balance sheet as on 31-12-2021 as under:

Liabilities	MN (Rs.)	XY (Rs.)	Assets	MN (Rs.)	XY (Rs.)
M's Capital	2,00,000	--	Land and Building	2,00,000	300,000
N's Capital	2,00,000	--	Plant and Machinery	--	3,00,000
X's Capital	--	3,10,000	Stocks	3,00,000	5,00,000
Y's Capital	--	2,90,000	Debtors	2,00,000	3,00,000
General Reserve	1,00,000	---	Cash and Bank	2,00,000	1,40,000
Creditors	6,50,000	14,00,000	Investments	3,00,000	4,00,000
Profit and loss a/c	50,000	--	Profit and loss a/c	--	60,000
	12,00,000	**20,00,000**		**12,00,000**	**20,00,000**

The assets and liabilities taken over by new firm are follows:
1. Land and Building shall be appreciated by 40% for both the firms and Plant and Machinery shall be depreciated by 20%.

Other assets and liabilities as under:

Particulars	MN (Rs.)	XY (Rs.)
Stock	2,50,000	4,30,000
R.D.D. on Debtors (%)	6%	4%
Goodwill	1,60,000	2,50,000
Investment	2,80,000	4,30,000
Creditors	6,00 000	11,50 000

Capital of New firm: Rs.18,00,000. Any excess or shortage is to be adjusted by opening Current Account.

PSR	M	N	X	Y
Old	2	3	1	2
New	3	3	2	2

Prepare purchase consideration statement of both the firms and close the books of MN partnership firm.

OR

Q.2 B) A and B were partners sharing profit and losses equally. Their Balance Sheet as on 31st December [20]
2021.

Liabilities		Rs.	Assets	Rs.
Creditors		50,000	Cash	10,500
Bills Payable		20,000	Debtors	40,000
Capital: A	40,000		Stock	29,500
B	20,000	60,000	Fixed Assets	80,000
Loan from partner: A		30,000		
		1,60,000		**1,60,000**

The firm was dissolved w.e.f 1st January 2022. Provide for dissolution expenses Rs.3500
Assets realised : January 2022: Rs.28,000, February 2022: Rs.35,000 . March 2022: Rs.1,10,000.
You are required to prepare:
1.Statement showing Excess Capital Method.
2.Statement showing Distribution of Cash.

Q.3 A) A, B and C were in partnership sharing profits and losses as 4:3:1 respectively. On 31/12/2021, they decided to convert their firm into a limited company, when their position was as under: [20]

Balance sheet as on 31/12/2021

Liabilities	Rs.	Assets	Rs.
Capital Accounts		Freehold property	40,000
A	40,000	Machinery	30,000
B	30,000	Debtors	24,000
C	20,000	Stock	28,000
Mortgage Loan	16,000	Cash	20,000
Sundry Creditors	36,000		
	1,42,000		**1,42,000**

The company agreed to take over the following assets at the values stated below:
1.Freehold Property Rs.48,000
2.Stock Rs.26,000
3.Goodwill Rs.10,000
4.Machinery Rs.28,000
5.Debtors Rs.22,000
The company also agreed to pay Rs.35,000 to sundry creditors in full settlement of their claim. Out of Purchase consideration Rs.70,000 was paid by issue of fully paid shares of Rs.10each and balance in cash. The expenses amounted to Rs.1,000. Shares were distributed in the ratio of final capital balances. Pass necessary Journal entries in the books of the Firm.

OR

Q.3 B) PA and PR were in partnership business sharing profits and losses in the ratio of 3:2. As from the 1/10/2021 they admitted SU into partnership giving one-sixth of the profits. SU brought in Rs.5,00,000 in cash of which Rs1,00,000 were considered as being payments from his share of Goodwill and remainder as his capital. The following trial balance was extracted from the books as on 31/03/2022. [20]

Trial Balance as on 31st March 2022

Particulars	Dr. (Rs.)	Particulars	Cr. (Rs.)
Plant and Equipment	3,20,000	PA Capital	6,31,200
Computer	2,92,000	PR Capital	4,84,800
Office Premises	5,30,000	Cash paid by SU on 1/10/2021	5,00,000
Sales Returns	5,120	Sales	9,70,520
Purchases	6,90,240	Creditors	1,18,000
Stock (01/04/2021)	3,28,400	Purchase returns	10,240
Salaries	70,840	R.D.D	4,260
Sundry expenses	1,08,520	Loan from AR at 10% p.a. (taken on 01/01/2022)	1,10,000
Insurance	72,000		
Wages	24,000		
Cash on hand	25,760		
Debtors	82,500		
Drawings:			
PA	39,000		
PR	25,000		
SU	29,000		
Copyrights	72,000		
Travelling Expenses	24,920		
	28,92,020		**28,92,020**

Additional Information:

1.Stock on 31/03/2022 was valued at Rs.4,12,600.

2.A debt of Rs.2,500 is to be written off and provision against the remaining debtors should be made at 5%.

3.Insurance prepaid as on 31/03/2022 Rs.5,000.

4.Depreciate Plant and Machinery by 20%, computer by 25% and Office premises by 5%.

5.Interest on capital is to be provided @8% p.a.

Q.4 A) XYZ & Co. is a partnership firm consisting of Mr. X., Mr. Y and Mr. Z who share profits and losses in the ratio of 2:2:1.   [20]

Following is the Balance sheet of the firm as at 31/03/2022.

Liabilities	Rs.	Assets	Rs.
Capital		Plant and Machinery	10,00,000
X	4,00,000	Furniture and Fixture	1,00,000
Y	6,00,000	Stock	4,00,000
Z	2,00,000	Debtors	4,00,000
General Reserve	2,00,000	Cash and Bank	1,00,000
Sundry creditors	6,00,000		
	20,00,000		**20,00,000**

It was decided that the firm XYZ & Co.be dissolved and all the assets and all the liabilities of the firm to be taken over by ABC Ltd.by issuing 1,00,000 shares of Rs. 10 each at a premium of Rs.2 per share.

You are required to Pass Journal Entries in the books of ABC Ltd. For acquisition of XYZ & Co. And draw the Balance sheet.

OR

Q.4 B) X and Y shared profits and losses equally. Their Trial Balances as on 31/12/2021 was as under: [20]

Particulars	Dr. (Rs.)	Cr. (Rs.)
X capital		1,50,000
Y capital		1,50,000
X Current Account	15,000	
Y Current Account	15,000	
Fixed Assets	1,50,000	
Debtors	50,000	
Bank	50,000	
Opening Stock	25,000	
Purchases	1,25,000	
Wages	12,500	
Office and Administrative Expenses	25,000	
Selling and Distribution Expenses	20,000	
Creditors		25,000
Sales		2,25,000
Advances	62,500	
	5,50,000	**5,50,000**

Additional Information:

1.Z retired on 30/06/2021. His capital was paid off but the amount due to him for (i) profit of the year (ii) share of Goodwill Rs.20,000 (iii) Interest on his capital Rs.2,500 were to be paid.

2. X, Y and Z were sharing profits and loses 2:2:1.

3. Closing stock was Rs.1,2500 on 30/06/2021 and Rs.15,000 31/12/2021.

4.

Items	Up to 30/06/2021	After 01/07/2021
Purchases	75,000	50,000
Wages	7,500	5,000
Sales	1,50,000	75,000

5. Other expenses were to be equally distributed between the two periods.

6.Depreciate Fixed Assets by 10% p.a.

7.Allow interest at 10% on capital.

Prepare Final Accounts.

Q.5 A) What is Amalgamation of Partnership firm? Explain in detail the Objectives behind it and its Steps? [20]

B) Write in detail the Steps in Piecemeal Distribution.

OR

Q.5 **Write a short note on: (ANY FOUR)** [20]

A) Retirement of partner

B) Net Assets Method of purchase consideration

C) Preferential creditors

D) External Liabilities

E) Steps in calculation of new ratio

F) Benefits of a conversion into a limited company.

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SYBCOM-III-REG/ATKT-NOV-2022-B.LAW-I

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)   State the Distinguish between an 'agreement' and a 'contract'.

B)   Explain the legal rules of acceptance with case laws.

C)   "A contract without considerations void"-Discuss with exceptions.

D)   Who is a Minor? What are the effects of Minor's agreement?

Q.2   **Attempt ANY TWO from the following:**   [20]
A)   What is fraud? Explain essential elements of Fraud.

B)   Write different kinds of Quasi Contract.

C)   Write a note on E Contracts. Explain the essentials of e-contract.

D)   What are the remedies for breach of contracts? Explain different kinds of damages.

Q.3   **Attempt ANY TWO from the following:**   [20]
A)   Define Contract of Indemnity, What are the essential elements of contract of Indemnity?

B)   Define contract of guarantee, what are the different modes of discharge of surety?

C)   What is the contract of pledge and state the rights and duties of pledger and pledgee.

D)   Who is an agent? What are the different modes of Creation of Agency?

Q.4   **Attempt ANY TWO from the following:**   [20]
A)   Define contract of sale, What are the essentials of sale?

B)   Define warranties, What are the different types of warranty?

C)   "Risk prima facie passes with property". Comment with exception.

D)   Who is unpaid seller? state the difference between Right of lien and right of stoppage in transit.

Q.5   **Attempt ANY TWO from the following:**   [20]
A)   What are the distinguish between the promissory notes and Bills of exchange

B)   Explain in brief the various types of Bills of Exchange.

C)   Who are the parties to a Cheque and what is the criminal liability for dishonored   cheque?

D)   Explain the meaning of 'Payment in due Course', 'Noting' and 'Protest under the negotiable instruments.

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)   _____skills is also known as interpersonal skills.
   A)   Conceptual   C)   Technical
   B)   Human   D)   Design

2)   _____arranges and assembles the necessary machines and tools.
   A)   Inspector   C)   Gang Boss
   B)   Repair Boss   D)   Speed Boss

3)   Ethos is a Greek Word which means_____.
   A)   Collaboration   C)   character
   B)   correction   D)   cancellation

4)   PERT & CPM are_____techniques.
   A)   notional   C)   queuing
   B)   network   D)   lateral

5)   Planning helps to_____risks.
   A)   notional   C)   enhance
   B)   eliminate   D)   maximize

6)   _____reflects the purpose and philosophy of the organisation.
   A)   Mission   C)   Strategy
   B)   Vision   D)   Policy

7)   Matrix organisation was first established in_____.
   A)   UK   C)   USSR
   B)   USA   D)   UAE

8)   Informal organisation makes use of_____communication.
   A)   formal   C)   balance
   B)   circular   D)   grapevine

9)   _____is the tendency to disperse decision making authority in an organisation
   structure.
   A)   Delegation   C)   Decentralisation
   B)   Centralisation   D)   Departmentation

10) _____is a financial factor influencing motivation.
   A)   Working condition   C)   Job security
   B)   Bonus   D)   Participation

11) Physical barrier to effective communication includes_____.
   A)   noise   C)   slanting
   B)   jargon   D)   proxemics

(P.T.O)

12) _____leadership style aims at creating a family atmosphere within the organisation.
- A) Autocratic
- C) Paternalistic
- B) Situational
- D) Consultative

Q.1 B) **State whether the following statements are True/False: (ANY TEN)** [10]
1) Management process is a one time activity.
2) Division of work leads to specialization.
3) F.W. Taylor was regarded as father of scientific management.
4) Managers need to frame rigid plans.
5) Decision tree is an extension of payoff matrix.
6) A schedule is a single use plan.
7) In line & staff organisation, the line executives are the advisors or planners.
8) Virtual organisation does not create any separate entity.
9) No organisation can be completely centralized or decentralized.
10) Motivation can be only positive in nature.
11) Budgets are statements of anticipated result.
12) Rambling refers to talk or write aimlessly without connection of ideas.

Q.2 **Answer ANY TWO of the following:** [15]
- A) Explain any eight principles of management propounded by Henry Fayol.
- B) Discuss the significance of Indian Ethos to management.
- C) Elaborate the functions of management.

Q.3 **Answer ANY TWO of the following:** [15]
- A) What is MBO? Explain the advantages of MBO.
- B) Discuss the importance of Coordination.
- C) Elaborate the importance of planning.

Q.4 **Answer ANY TWO of the following:** [15]
- A) Explain the bases of departmentation.
- B) Distinguish between Tall & Flat Organisation.
- C) Discuss the barriers to effective delegation.

Q.5 **Answer ANY TWO of the following:** [15]
- A) Explain the importance of communication.
- B) Discuss the traits of a good leader.
- C) Explain the features of motivation.

Q.6 **Write Short Notes: (ANY FOUR)** [20]
- A) Management Skills
- B) Line Organisation
- C) MBE
- D) Management Audit
- E) Virtual Organisation
- F) Standing Plans

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Time : 02 hrs 30 min   Max. Marks. 75

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)   Digital Computers are used for processing data that vary continuously.
2)   In the hexadecimal system there are 2 symbols.
3)   8 Bits = 1 Byte.
4)   In flow chart diamond shape is used for decision making.
5)   \n is an escape sequence which moves the cursor to the next line.
6)   The value of pow (2,3) is 6.
7)   for (c=1; c<5; c=c+1) loop is executed 5 times.
8)   float is an identifier name.
9)   %f defines real constant.
10)   switch( ) can be used when there are inequalities.

B)   **Select the appropriate option from the following: (ANY SEVEN)**   [07]

1)   The speed of third generation computers was measured in ___ seconds.

A)   milli   B)   micro

C)   pico   D)   nano

2)   Which of the following is a system software?

A)   Microsoft Word   B)   Corel Draw

C)   Tally   D)   Microsoft Windows XP

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)   y++ is _____.

A)   post increment   B)   pre increment

C)   pre decrement   D)   post decrement

5)   The logical operator OR is written in C as _____.

A)   &&   B) ||

C)   ==   D)   - -

6)   Which of these is an identifier name?

A)   enjoy   B)   unit-1

C)   int   D)   21qaed

(P.T.O)

7) Which of these is not a programming language?

   A) C   B) C++

   C) Linux   D) PHP

8) C language was developed in_____.

   A) 1971   B) 1972

   C) 1973   D) 1974

9) In the if() loop the condition is written at the _____ of the loop.

   A) end   B) beginning

   C) lower end   D) middle

10) The format "%6.1f" contains _____ decimals.

   A) 6   B) 7

   C) 1   D) 5

Q.2   **Answer the following questions:**
A)   Write short note on 1) Fourth Generation computers and 2) Super computers   [08]
B)   Define decimal number system and convert the decimal number 23 to binary system   [07]
                                          OR
Q.2   C)   Explain Hexadecimal number system.   [08]
        Also Convert the binary number system into decimal system
        i) 1001   ii) 1011.10
        D)   Explain characteristics of a computer.   [07]

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

                                                                                            [08]
        A)   Write short note on:
                1. Assembler
                2. Compiler

        B)   Define the term Algorithm. Also explain the qualities of a good algorithm. [07]
                                          OR
Q.3   C)   Draw a flowchart that reads two numbers and print the highest.   [08]
        D)   Discuss the applications of computer in relation with Accounting, Project Management [07]
                and E-Commerce.

Q.4   **Answer the following questions:**
        A)   Explain the terms with examples:1) header files 2) keywords.   [08]
        B)   Write a program in C to input basic pay and calculate and display da, hra and total pay [07]
                where da is 60% of basic pay , hra is 25% of basic pay and total pay is sum of basic
                pay,da and hra.

                                          OR

Q.4 [08]

C) What is the output of the following 'C' program?
```
#include<stdio.h>
 main( )
        { int x=10, y=15, z=300, t;
        z++;
        y= x+z;
            t= 2*x +z-y;
printf("%d  %d  %d  %d ", x, y, z, t ); }
```

[07]

D) What is the output of the following 'C' program?
```
#include<stdio.h>
main( )
        { int a=300, b= 22, c=2345;
printf("%6d %8d \n", a, b);
printf("% -5d % -7d \n", b, c); }
```

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

A) Write a program in C to calculate and display the sum 5+10+...+40 [08]

B) Commission on sales is given by: [07]

    Commission= 2% of sales   if sales <5000

               = 4% of sales   if 5000 $\leq$ sales <10000

               = 5% of sales   otherwise

Write a C program to input sales and calculate and display commission.

OR

Q.5 C) **Write short note on the following giving suitable example:** (**ANY THREE**) [15]

1) break statement
2) for ( ) loop
3) do…while ( ) loop
4) if …else
5) switch( )

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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) Circular flow of income
        2) Green GDP
        3) Aggregate demand function
        4) MEC
        5) IS curve
        6) Stagflation
        7) High powered money
        8) Inflation rate

        B) **Choose the right answer from the given options and rewrite the sentences:**   [10]
        1) Keynesian theory is NOT based on which of the following assumptions?
            A) Supply creates its own demand   B) Markets can fail
            C) Government intervention can   D) Aggregate demand determines
                reduce the impact of recession   national income

        2) Which one of the following economy limits to transactions within its boundaries?
            A) Closed   B) Open
            C) Globalised   D) Developed

        3) National income is a_____concept.
            A) Flow   B) Stock
            C) Static   D) Micro

        4) Keynesian economics is_____side economics.
            A) Demand   B) Supply
            C) Demand & supply   D) Technology

        5) MPC is always_____.
            A) Positive but less than one   B) Positive but greater than one
            C) Equal to one   D) Equal to infinity

        6) MEC curve slopes_____.
            A) Upwards   B) Vertical
            C) Horizontal   D) Down wards

        7) Long run Phillips curve is_____line.
            A) Downward sloping   B) Upward sloping
            C) Horizontal   D) Vertical

        8) According to supply side economists, reduction in taxes will act as_____to save and invest.
            A) Disincentive   B) Discouragement
            C) Adversity   D) Incentive   **(P.T.O)**

9) Inflation due to excess demand for goods and services is called_____inflation.
   A) Cost push
   B) Fuel based
   C) Supply side
   D) Demand pull

10) Infinite demand for money at the lowest rate on interest is called_____.
    A) Speculative demand for money
    B) Money demand
    C) Passive cash balance
    D) Liquidity trap

Q.2 **Answer ANY TWO of the following:** [20]
A) Explain the circular flow of income in a z sector model with savings; illustrating the same.

B) Discuss the different phases of trade cycle.

C) State the say's law of market and enlist its implications. Examine the criticisms placed against say's law of market.

Q.3 **Answer ANY TWO of the following:** [20]
A) What is effective demand? Discuss keynes' equilibrium level of output and employment.

B) Represent investment function and its determinants.

C) i) Calculate consumption, APC, APS, MPC & MPS based on the information given below:

Income (In Rs crs)	Savings (In Rs crs)	Consumption	APC	APS	MPC	MPS
2500	500	_____	___	___	___	___
3000	1000	_____	___	___	___	___
4000	1500	_____	___	___	___	___
6000	2500	_____	___	___	___	___

ii) In an economy, national income rises by Rs.10000 crs as a result of increase in investment by Rs.1000 crs. Find the values of K, mpc and mps.

Q.4 **Answer ANY TWO of the following:** [20]
A) Explain the simultaneous equilibrium in the goods and money markets. Discuss the nature of disequilibria in the goods and money market.

B) Discuss the relationship between unemployment and inflation with the help of Phillips curve.

C) Examine the supply side and demand side factors causing stagflation.

Q.5 **Answer ANY TWO of the following:** [20]
A) Discuss the traditional and modern approaches to money supply.

B) Explain Fisher's equation of exchange.

C) What are the various measures to control inflation?

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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]

1)   Schedule Tribes   2)   NCW

3)   Earthquake   4)   Science

5)   Myth   6)   Soft Skills

7)   Team Building   8)   Gesture

OR

Q.1   B)   Write a detailed note on the foundation course Semester III project submitted by you.   [15]

Q.2   A)   Explain the forms of violation of rights of schedule Cast and schedule Tribes.   [15]

OR

Q.2   B)   Describe the constitutional and legal rights of elderly in India and explain the forms of   [15]
violation of rights of the elderly in India.

Q.3   A)   Briefly explain Concept and types of Disaster and Disaster mitigation.   [15]

OR

Q.3   B)   Explain the Government's long - term measure for Disaster.   [15]

Q.4   A)   Define Science and elucidate characteristics of science.   [15]

OR

Q.4   B)   Write a detailed note on Science, superstition and blind belief.   [15]

Q.5   A)   Explain in detail the different methods of communication.   [15]

OR

Q.5   B)   Define leadership and explain characteristics of effective leadership.   [15]

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Time : 03 hrs   Max. Marks. 100

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

Q.1   A)   **Select the most appropriate answer from the following and rewrite the statements:**   [10]
          (Any Ten)

1)   Goodwill is _____.
     A)   an Intangible asset   C)   Tangible asset
     B)   Fixed Liability   D)   Fictitious asset

2)   Underwriting commission is a _____.
     A)   Tangible asset   C)   Fixed asset
     B)   Intangible asset   D)   Fictitious asset

3)   Point out from the following which is not a secured loan _____.

     A)   Public deposit   C)   Bank overdraft on hypothecation of stock
     B)   Mortgage loan   D)   Debenture issued on floating charges

4)   Comparative statement shows _____.
     A)   One year performance   C)   Financial performance
     B)   Comparative performance D)   Profitability performance

5)   Trend shows_____.
     A)   Direction of the changes C)   Upward changes
     B)   Composition of the changes D)   Downward changes

6)   In common size statement the basis is _____.
     A)   Total cost   C)   Gross profit
     B)   Net profit   D)   Sales

7)   Current ratio shows _____.
     A)   Short term financial position C)   Collection efficiency
     B)   Financial stability   D)   Higher profitability

8)   Opening stock 62,000, purchases 4,20,000 sales 6,00,000 Gross Profit ratio 25% on sales.
     Then closing stock will be _____.
     A)   40,000   C)   32,000
     B)   35,000   D)   46,000

9)   Gross profit ratio is a _____.
     A)   Balance sheet ratio   C)   Combined ratio
     B)   Revenue statement ratio D)   Trending ratio

10) Working capital is _____.
     A)   Capital required to finance day   C)   Capital working in organization
          to day operations
     B)   Capital to finance fixed assets   D)   Capital to finance investment

11) Net working capital is _____.
     A)   Current assets less fixed assets   C)   Current assets less current liabilities
     B)   Current liabilities less current assets D)   Current assets less investment   **(P.T.O.)**

12) Payback period is _____.
   A)   The time required to recover the original investment
   C)   The time required to pay credit
   B)   The time required to depreciate assets
   D)   The time required to pay liability

Q.1   B)   **State whether the following statement are true or false: (ANY TEN)**   [10]
   1)   Unclaimed dividend is contingent liability.
   2)   In vertical balance sheet Fictious assets are shown under tangible fixed assets.
   3)   In trend analysis statement of latest year is taken as base year.
   4)   Capital gearing ratio compares own funds with owed funds.
   5)   There is no difference in non-operating expenses and non-cash expenses.
   6)   Analysis is must for interpretation.
   7)   Depreciation is a non-cash cost.
   8)   Patents & copyrights are intangible assets.
   9)   Publication of management accounting record is not compulsory.
   10) Higher gross profit ratio shows a higher trading efficiency of an organization.
   11) Net present vale method considers time value of money.
   12) Own fund is internal fund.

Q.2   A)   Prepare vertical trend analysis from following data: [20]

Particular	2019	2020	2021
Assets:			
Fixed Assets	30,000	25,000	24,000
Investments	2,000	1,000	2,000
Stock	12,000	10,000	8,000
Bills Receivable	18,000	15,000	12,000
Loan & Advances	8,000	8,000	6,000
Cash	1,000	1,000	1,000
	71,000	**60,000**	**53,000**
Liabilities:			
Share Capital	41,000	34,000	29,000
Bank Loans	4,000	3,000	3,000
Debenture	4,000	3,000	3,000
Sundry creditors	22,000	20,000	18.000
	71,000	**60,000**	**53,000**

OR

Q.2   B)   Following are the trading & Profit and loss account of Parin Limited for the year ended on 31st March 2020 and 2021.   [20]

Trading & Profit and loss account

Particular	2020	2021	Particular	2020	2021
To Opening Stock	7,00,000	4,00,000	By Sales	22,00,000	24,00,000
To Purchases	14,00,000	18,00,000	By Closing	4,00,000	6,00,000
To Wages	1,00,000	2,00,000	Stock		
To Gross Profit	4,00,000	6,00,000			
	26,00,000	**30,00,000**		**26,00,000**	**30,00,000**
To Office Expenses	2,00,000	2,50,000	By Gross Profit	4,00,000	6,00,000
To Selling Exp.	1,00,000	2,00,000			
To Finance Exp.	40,000	60,000			

To Net Profit	60,000	90,000			
	4,00,000	**6,00,000**		**4,00,000**	**6,00,000**

Prepare comparative income statement from the above in vertical form.

Q.3 A) Following is the balance sheet of XYZ limited as on 31st March 2021   [20]

Balance Sheet as on 31st March 2021

Particular	Amount	Particular	Amount
Equity Capital	6,00,000	Plant & Machinery	3,00,000
Preference Capital	2,00,000	Land & Building	4,00,000
General Reserve	1,70,000	Goodwill	1,60,000
Profit & Loss A/c	1,00,000	Marketable Investment	1,20,000
10% Debenture	2,00,000	Debtors	1,50,000
Provision for tax	80,000	Bank	1,20,000
Creditors	1,20,000	Cash	20,000
Bank Overdraft	60,000	Stock	1,10,000
		Advance Tax	1,00,000
		Preliminary Expenses	50,000
Total	**15,30,000**	Total	**15,30,000**

Credit Sales for the year 600000

You are required to calculate the following ratios:

1. Current ratio
2. Liquid ratio
3. Stock working capital ratio
4. Capital gearing ratio
5. Proprietary ratio
6. Debt equity ratio
7. Debtors turnover ratio

OR

Q.3 B) Paresh Electronic ltd. Is considering the purchase of machine. Two Machines KT and   [20]
MT are available each costing Rs.1,00,000. In comparing profitability of machines, a
Discount rate of 10% is to be used.

Cash inflow after taxation are expected as follows:

Year	1	2	3	4	5
Machine KT	30,000	40,000	50,000	30,000	40,000
Machine MT	10,000	30,000	40,000	60,000	40,000

Indicate Which Machine would be more profitable, investment under various method of
Ranking investment proposal. Find out

1. Payback period
2. Net present value

Discounting Factor @ 10 %

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

Q.4 A) A Proforma cost sheet of a company provides the following particulars: [20]

Elements of cost	Amount per unit
Raw Material	80
Labour	30
Overheads	60
Total Cost	170
Profit	30
Selling Price	200

The following further particulars are available: **(P.T.O)**

1. Raw materials are in stock on average one month
2. Material is in process on average half a month
3. Finished goods are in stock on average one month
4. Credit allowed to debtors is Two Month
5. Credit allowed by supplier is one month
6. Lag in payment of wages is one month
7. Lag in payment of overhead expenses one month
8. 25% of output is sold against cash
9. Cash on hand and bank is expected to be 25,000
10. Create Margin of Safety @ 10%

You are required to prepare a statement showing the working capital needed to finance a level of activity of 60,000 units of production. You may assume that production carried on evenly throughout the year.

OR

Q.4 B) Following is the balance sheet of Arya Limited as on 31st March 2022 [20]

Balance Sheet as on 31.03.22

Liabilities	Amount	Assets	Amount
Equity share capital	3,00,000	Fixed assets	4,00,000
10% preference share capital	2,00,000	Investments	1,50,000
		Stock	25,000
General reserve	20,000	Debtors	75,000
Profit & loss A/c	50,000	Bills receivable	30,000
10% debenture	1,00,000	Cash	15,000
Creditors	20,000	Preliminary expenses	5,000
Bills payable	7,000		
Outstanding expenses	3,000		
	7,00,000		7,00,000

Prepare a common size balance sheet from the above in vertical form.

Q.5 A) Explain the advantages of ratio analysis? [10]
B) What is the need of working capital forecast? [10]

OR

Q.5 C) **Write a short note: (ANY FOUR)** [20]
1) Combined Ratios
2) Gross Working Capital
3) Any five limitations of Accounting Ratios
4) Tools of analysis
5) Types of capital budgeting
6) Current liabilities and quick liabilities

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