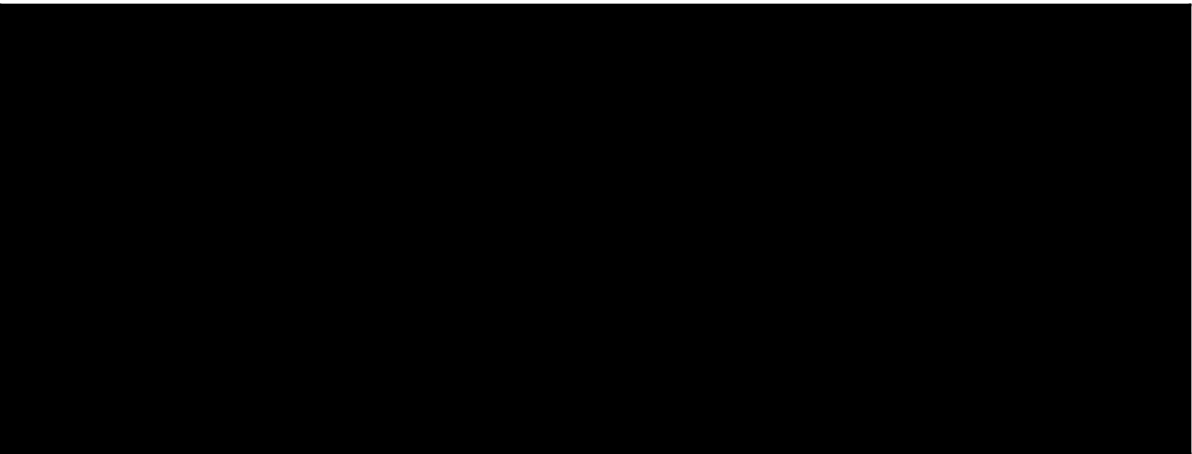


| Trim: Jan – Mar 24 | | | | | | |
|--|---|--|---|--|---|---|
| Maximum Marks: 25 | Examination: ETE Exam | Date: 21st April 2024 | | | | |
| Duration: 1.5 hrs | | | | | | |
| Programme code: Programme: MBA PT MM Sem 9 | Class: TY | Semester/Trimester: IX | | | | |
| College: K. J. Somaiya Institute of Management | Name of the department/Section/Center: Marketing | | | | | |
| Course Code: | Name of the Course: Marketing Finance | | | | | |
| Instructions: Answer any five (5) questions from the options given below. All questions carry equal marks | | | | | | |
| Question No. | Questions | Max. Marks | | | | |
| 1 | ‘Making good judgements when one has complete data, facts and knowledge is not leadership. It’s Bookkeeping.’ Substantiate the statement with the ten point programme in Bookkeeping. | 5 | | | | |
| 2 | What is the importance of understanding Liquidity ratios. Explain in detail Current ratio and Liquid ratio. | 5 | | | | |
| 3 | Why is evaluation of Financial feasibility required for deciding on Projects? Discuss any two techniques with examples that can enable a decision making process. | 5 | | | | |
| 4 | Explain the below given matrix on financial control over the product life cycle with the help of an example <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center;">Growth FCM: DCF evaluation of investments in growth in market and market share</td> <td style="text-align: center;">Launch FCM: R&D milestones, decision focused reviews, probability assessments</td> </tr> <tr> <td style="text-align: center;">Maturity FCM: accounting return on investment or residual income</td> <td style="text-align: center;">Decline FCM: free cash flow from operations</td> </tr> </table> | Growth FCM: DCF evaluation of investments in growth in market and market share | Launch FCM: R&D milestones, decision focused reviews, probability assessments | Maturity FCM: accounting return on investment or residual income | Decline FCM: free cash flow from operations | 5 |
| Growth FCM: DCF evaluation of investments in growth in market and market share | Launch FCM: R&D milestones, decision focused reviews, probability assessments | | | | | |
| Maturity FCM: accounting return on investment or residual income | Decline FCM: free cash flow from operations | | | | | |
| 5 | What is the importance of Working Capital for a manufacturing unit? Discuss any 4 determinants of Working Capital? | 5 | | | | |
| 6 | Axiom Ltd is a new entrant (3 yrs) in the Services industry. Over the past one year they have experienced 100 Cr Sales. The industry is growing at a 3 yrs CAGR of 8%, whereas Axiom Ltd is growing at a CAGR of 11.5%. They have a receivable of approx. 20 Cr. What is your opinion on the working of Axiom Ltd. If you are the CEO of the firm, what plan will you implement to reduce the | 5 | | | | |

| | | |
|---|---|---|
| | receivables? | |
| 7 | <p>You are required to calculate the following from the data given to you for ABC Ltd</p> <ol style="list-style-type: none"> 1. ROI 2. Marginal Ratio 3. Capital Turnover 4. C/S Ratio 5. Margin of Safety | 5 |

| ABC Ltd | Rs Lakhs | Rs Lakhs |
|---------|----------|----------|
| | | |

| | | |
|---|---------------------------------------|---|
| 8 | Fill in the values in the table below | 5 |
|---|---------------------------------------|---|

| | |
|---|--|
| F |  |
| S | |
| M | |
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