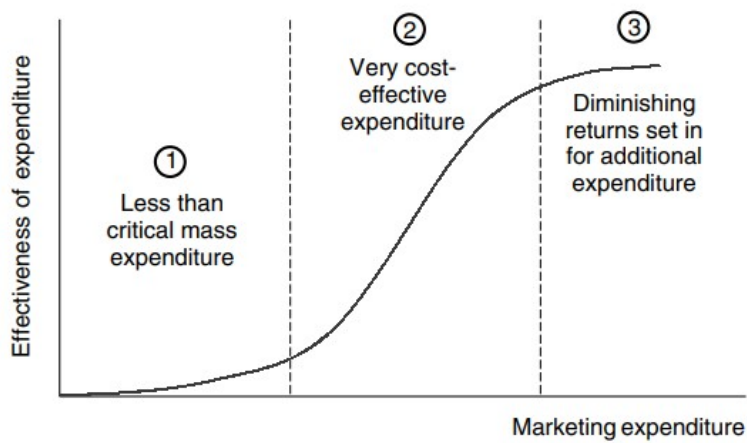


Trim: Sept - Dec 24		
Maximum Marks: 50	Examination: ETE Exam	Date: 4th Jan 2025
Duration: 2:30 pm to 5:30 pm		
Programme code: 10 Programme: MBA PT MM	Class: TY	Semester/Trimester: VIII
College: K. J. Somaiya Institute of Management	Name of the department/Section/Center: Marketing	
Course Code:	Name 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	Why is evaluation of Financial feasibility required for deciding on Projects? Discuss any two techniques with examples that can enable a decision making process.	10
2	<p>Explain the below given graph with help of an example from the BFSI industry</p> <div><p style="text-align: center;">Figure 8.4 Relationship of marketing expenditure and effectiveness</p></div>	10
3	What is the importance of Working Capital for a manufacturing unit? Discuss any 4 determinants of Working Capital?	10
4	Explain the below given matrix on financial control over the product life cycle with the help of an example	10

	<table><tr><td>Growth FCM: DCF evaluation of investments in growth in market and market share</td><td>Launch FCM: R&D milestones, decision focused reviews, probability assessments</td></tr><tr><td>Maturity FCM: accounting return on investment or residual income</td><td>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	
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	Why is Budgetary control important? What are the parameters that have an impact on it .	10				
6	You are required to calculate the following from the data given to you for ABC Ltd 1. ROI 2. Marginal Ratio 3. Capital Turnover 4. C/S Ratio 5. Margin of Safety	10				

	ABC Ltd	Rs Lakhs	Rs Lakhs
1	Capital Employed		
	Net Block	200	
	Working Capital	100	
	Total Capital Employed		300
2	Sales		600
3	Marginal Cost of Sales		300
4	Contribution (2-3)		300
5	Fixed Cost		
	Operational	100	
	Finance Charges	50	
	Total Fixed Cost		150
6	Net Profit (4-5)		150

7	Fill in the values in the table below	10
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Products	A	B	C
Sales Price	200	100	350
Marginal Cost	40	65	150
Contribution			
C/S Ratio			
Order of Preference when contribution is considered			
Order of Preference when C/S ratio is a considered			

8	Fill in the text in the table below and substantiate your answers	10
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Stages of PLC	I	II	III	IV
Characteristics				
Sales	Low Sales	Rising Sales	Peak Sales	Declining Sales
Cost / Customer				
Profit				
Customer	Innovators	Early	Middle adopters	Laggards
Competitors	Few	Growing	Stable	Declining
Marketing objectives				