

SYBCOM-III-REG/ATKT-OCT-2024-ADVERTISING

Seat no:

Time: 03 hrs

Max. Marks. 100

- Note: 1) **ALL** questions are **COMPULSORY**.
2) Figures to the right indicate full marks.
3) Do not write anything except seat no. on the question paper.

- Q.1 A) **Select the most appropriate answer from the options given below: (ANY TEN)** [10]
- i) Advertising is _____ process.
A) communication B) production
C) cultural D) visual
- ii) In IMC, 'M' stands for _____.
A) mass B) media
C) marketing D) money
- iii) Exaggeration is a form of _____ advertising.
A) ethical B) commercial
C) unethical D) informal
- iv) _____ agency if formed after merger of two or more large agencies.
A) Inhouse B) Outhouse
C) Full house D) Mega
- v) _____ brand enjoys high brand equity.
A) Colgate B) Monginis
C) 501 soap D) wheel
- vi) In the concept of AIDA, 'I' stands for _____.
A) interest B) information
C) intellect D) India
- vii) Brand comparison in ads is a form of _____ advertising.
A) surrogate B) reminder
C) competitive D) pioneer
- viii) _____ is the encoder of ad message.
A) Customer B) Media
C) Recipient D) Advertiser
- ix) _____ is the decoder of ad message.
A) Recipient B) Advertising
C) Customers D) Ad agency
- x) A popular form of advertising in rural areas all over India: _____.
A) opinion leaders B) digital ads
C) electronic boards D) magazine ads
- xi) _____ advertising is also called as Corporate or Image advertising.
A) Institutional B) Advocacy
C) Genetic D) Green
- xii) _____ brand enjoys global brand equity.
A) Jio B) Fabindia
C) Neem toothpaste D) Coco-Cola

(P.T.O)

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- Q.1 B) **State whether the following statements are TRUE or FALSE: (ANY TEN)** [10]
- i) Graphic designing in ads means communication through images.
 - ii) Advertising agency is a creative organisation.
 - iii) Advertising increases the value of a brand in the market.
 - iv) Advertising can lead to economies of large scale.
 - v) 'Don't use plastic bag' is an example of social advertising.
 - vi) Use of similar names like Lux and Lex, Bata and Balais are ethical in marketing.
 - vii) Critics of advertising point out that advertising promotes cultural values.
 - viii) In AIDA, the alphabet D stands for dramatization.
 - ix) Propoganda advertising is argumentative and controversial in nature.
 - x) Political advertising promotes election campaigns.
 - xi) Self regulation in advertising means government regulating ads.
 - xii) Brand image reflects repetitive purchase of same brand.
- Q.2 **Answer ANY TWO of the following:** [15]
- A) Explain the features of IMC.
 - B) Discuss the various forms of internet advertising.
 - C) Write a brief note on evolution of advertising.
- Q.3 **Answer ANY TWO of the following:** [15]
- A) What factors influence the selection of an ad agency?
 - B) Explain the various types of ad agency.
 - C) Write a note on creative pitch.
- Q.4 **Answer ANY TWO of the following:** [15]
- A) Explain with suitable examples, misleading and untruthful forms of advertising.
 - B) Discuss Pro-bono advertising with various examples.
 - C) Discuss the role of ASCI in promoting ethical advertising.
- Q.5 **Answer ANY TWO of the following:** [15]
- A) Briefly explain: 1) Rural advertising 2) Advocacy advertising
 - B) Explain various forms of green advertising.
 - C) Discuss the concept of brand equity.
- Q.6 **Write short notes: (ANY FOUR)** [20]
- A) Benefits of advertising
 - B) Active participants in advertising
 - C) Advertising classified by media
 - D) Causes of client turnover
 - E) DAVP Advertising
 - F) Brand crisis

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Q.1 A) **Choose the correct alternative and rewrite the sentence: (ANY TEN)** [10]

- 1) In case of Fluctuating Capital Method, Interest on drawing & share of loss is Debited to _____ Account.
 A) Partners' capital B) Partners' current
 C) Profit & Loss appropriation D) Trading
- 2) In Piecemeal distribution of cash first order of payment is given to _____.
 A) Partner's loan B) Realisation Expenses
 C) Creditors D) Partner's capital
- 3) In conversion of partnership firm into company, legal actions of the company is governed by _____.
 A) Article of association B) Memorandum of association
 C) Companies Act, 2013 D) Partnership deed
- 4) Purchase Consideration = Agreed value of Assets Less Agreed value of _____.
 A) Internal liabilities B) Contingent liabilities
 C) Total liabilities D) External liabilities
- 5) Sonal and Priyal were in partnership business sharing profit and loss in the ratio of 2:1. As Pooja is admitted into partnership giving 1/4 shares, find out New Profit-sharing Ratio will be _____.
 A) 2:1:1 B) 3:2:1
 C) 2:2:1 D) 1:1:1
- 6) P, Q & R were in partnership sharing profit & loss 3:2:1. Their capitals are Rs. 90,000, Rs. 60,000 & Rs. 30,000. Their General Reserve is Rs. 15,000 and Drawing is Rs. 9,000 each find out adjusted capital of each partner.
 A) Rs. 90,000, Rs. 60,000, Rs. 30,000 B) Rs. 88,500, Rs. 56,000, Rs. 23,500
 C) Rs. 93,000, Rs. 62,000, Rs. 31,000 D) Rs. 97,500, Rs. 65,000, Rs. 32,500
- 7) On amalgamation, fictitious assets of the vendor firm are transferred to _____.
 A) Realization Account B) Purchasing Firm's Account
 C) Partners' Capital Account D) Cash Account
- 8) Purchase consideration of Rs. 6,50,000 discharged by Issue 45,000 Equity shares of Rs. 10 each at 10% Premium and balance in cash, The Amount of cash will be _____.
 A) Rs. 1,75,000 B) Rs. 1,25,000
 C) Rs. 1,45,000 D) Rs. 1,55,000
- 9) In case of Admission of a partner, Old Ratio minus New Ratio = _____ Ratio
 A) Sacrifice B) Gain
 C) Capital Contribution, D) Equal
- 10) Employees' dues are _____ Liabilities.
 A) Contingent B) Preferential
 C) External D) Secured

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- 11) Liabilities taken over by a partner is credited to _____ Account.
- A) Realization B) New Firm
- C) Partners capital D) Assets
- 12) Balance sheet of a Limited company is prepared under the Schedule ____ of companies Act 2013.
- A) I B) IV
- C) II D) III

Q.1 B) State the following statements are TRUE or FALSE: (ANY TEN)

[10]

- 1) Goodwill brought in by incoming partner in cash for joining in a partnership firm is taken away by the old partners in their old profit-sharing ratio.
- 2) Excess Capital method is also known as Quotient Method.
- 3) In Amalgamation of firms, disposal of Assets is Debited to Realization Account.
- 4) Patents are Intangible Assets.
- 5) In Statement of Piecemeal distribution of cash, Negative balance at the end represents Loss on Realisation.
- 6) In case of Amalgamation of partnership firm General reserve is credited to partner's capital Account as per profit sharing ratio.
- 7) In Conversion of partnership, if purchase consideration is more than net assets taken over, then the difference is transferred to Capital Reserve A/c
- 8) In the case of death of a partner, the deceased partner's dues are transferred to deceased partner's legal heir's Account.
- 9) In the case of Piecemeal distribution of cash Government dues are not paid on preference basis.
- 10) As per Partnership Act, Interest at 6% p.a. is allowed on Partners' loans.
- 11) In Conversion of partnership into Limited company, the partnership business is purchased by limited company.
- 12) Purchase Consideration is the amount payable by the vendor firm to the Purchasing Firm.

Q.2 A) Rahul, Raj, Reshma are partners sharing profits & losses in the ratio 4 :2: 1. They decided to dissolve the partnership as on 31st March 2024, when their Balance sheet was as under. [20]

Balance sheet as on 31st March 2024.

Liabilities	Rs.	Assets	Rs.
<u>Partner's capital</u>		Land & Building	50,000
Rahul	1,00,000	Machinery	1,50,000
Raj	60,000	Debtors	45,000
Reshma	20,000	Stock	34,000
General Reserve	21,000	Cash and Bank	1,000
Bank Loan	19,000		
Bills Payable	30,000		
Creditors	30,000		
Total	2,80,000	Total	2,80,000

The following information is available:

Rs. 800 to be provided for Realisation Expenses.

Thereafter all cash received should be distributed among the partners. The amount was realized as follows:

- | | |
|-----------------------------|------------|
| 1 st Realisation | Rs. 60,000 |
| 2 nd Realisation | Rs. 50,000 |
| 3 rd Realisation | Rs. 79,000 |
| 4 th Realisation | Rs. 27,700 |

The actual Realisation expenses were Rs. 500.

Prepare a statement showing piecemeal distribution of cash as per Excess Capital Method.

OR

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- Q.2 B) P, Q and R shared profits & Losses in the ratio of 3:2:1, Their Trial Balance as on 31st March 2024 is [20]
as below:

Trial Balance as on 31st March 2024

Particulars	Rs.	Particulars	Rs.
Drawings:		Capitals:	
P	1,28,000	P	3,84,000
Q	1,28,000	Q	3,84,000
R	1,28,000	R	3,84,000
Purchases	16,64,000	Sales	29,44,000
Sales Returns	25,600	Purchase Returns	19,200
Opening Stock	2,56,000	R.D. D.	96,000
Salary	2,88,000	Bank of India Loan	2,40,000
General Expenses	1,76,000	Creditors	8,32,000
Bad Debts	22,400	Bills Payable	28,800
Carriage Inwards	48,000	Loan from Relatives	56,000
Debtors	10,72,000		
Bills Receivable	40,000		
Bank Balance	97,600		
Cash	30,400		
Investments	1,68,000		
Buildings	6,40,000		
Machinery	3,84,000		
Carriage Outwards	72,000		
Total	53,68,000	Total	53,68,000

On 1st October 2023, Mr. P died. Below is additional Information for the same:

- Goodwill to be valued at Rs. 9,60,000.
- Amount due to Mr. P should be transferred to his Legal heir's account at 20% p.a. interest.
- Closing Stock Rs. 4,48,000.
- R.D.D. should be kept at Rs. 48,000.
- Depreciate Machinery by 10% & Building by 15% p.a.
- Interest is allowed on capitals 10% p.a. & Salary allowed to each partner Rs. 16,000 p.a.

You are required to prepare Trading A/c, Profit & Loss A/c, Profit & Loss Appropriation A/c, Partners capital A/c's & Balance sheet as on 31st March 2024.

- Q.3 A) RR Bros & KK Bros decided to amalgamate into new firm called RK Bros on the following terms and conditions on 1st April 2024 their Balance sheet were as follows: [20]

Liabilities	RR Bros (Rs.)	KK Bros (Rs.)	Assets	RR Bros (Rs.)	KK Bros (Rs.)
Raj Capital	52,800	-----	Building	50,000	-----
Roshan Capital	67,200	-----	Furniture	23,000	54,000
Kayaan Capital	-----	1,44,600	Investments	-----	45,000
Keshav Capital	-----	84,400	Stocks	27,200	65,200
Creditors	43,000	1,03,000	Debtors	64,000	1,24,000
Bank Loan	24,000	-----	Bank	22,800	43,800
Total	1,87,000	3,32,000	Total	1,87,000	3,32,000

Terms of Amalgamation: In case of RR Bros:

- Goodwill was valued at Rs. 40,000.
- Roshan took over bank Loan.
- Building was taken to be worth of Rs. 1,20,000.
- Stock to be valued at Rs. 25,200.
- Provision for doubtful debts to be created at 5% on debtors.

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Terms of Amalgamation: In case of KK Bros:

- 1) Goodwill was valued at Rs. 60,000
- 2) Investments were taken over by the new firm at Rs. 60,000.
- 3) Stock was valued at Rs. 64,000.
- 4) Provision for doubtful debts to be created at 5% on debtors.

Remaining Assets & Liabilities taken over at book values by the new firm. The profit-sharing ratio of old firms was in equal proportion.

You are required to Prepare statement of Purchase consideration, Realisation A/c, Partners' Capital A/c's, New firm A/c accounts in the books of RR Bros & KK Bros as on 31/03/2024.

OR

- Q.3 B) Anku & Banku were the partners in a firm sharing profits and losses in the ratio of 2:3 respectively. [20]
The Balance sheet of their firm as on 31st March 2024 was as under:

Liabilities	Rs.	Assets	Rs.
Capitals:		Building	4,80,000
Anku	4,00,000	Machinery	80,000
Banku	4,00,000	Furniture	1,00,000
Profit & Loss A/c	40,000	Investment	60,000
Bank Loan	2,00,000	Debtors	2,80,000
Creditors	2,40,000	Stock	1,40,000
		Cash & Bank Balance	1,40,000
Total	12,80,000	Total	12,80,000

on 01/04/2024 the firm was converted in to "A & B Co Ltd". Conditions of Conversion & other information are as under:

- 1) The company to take over all the assets (except Cash & Bank balance) & Liabilities of the Firm.
- 2) The Goodwill of the firm is to be valued at Rs. 1,60,000.
- 3) The Building & Machinery are to be valued at Rs. 6,00,000 & Rs. 1,00,000 respectively. The Investment is to be valued at Rs. 80,000.
- 4) Debtors are to be taken subjects to 10 % bad debts reserve.
- 5) The remaining assets are to be taken as per book values.
- 6) For settlement of purchase consideration, the company has to give 70,000 Equity shares of Rs. 10 each, and remaining amount in cash.

From above all information close the Books of old Firms and you are required to prepare Realisation A/c, Partners capital A/c's, A & B co Ltd A/c, & Cash A/c, Equity Shares in A & B Co Ltd A/c as on 31/03/2024.

- Q.4 A) PQ Bros & RS Bros decided to amalgamate and form a new firm called PQRS & Co. on the following [20]
terms & conditions. The Profit & Loss Sharing Ratio of old firm is equal.

Balance Sheet as on 31st March 2024

Liabilities	PQ Bros Rs.	RS Bros Rs.	Assets	PQ Bros Rs.	RS Bros Rs.
Capital A/c			Building	80,000	1,64,000
P	2,40,000	-----	Furniture	24,000	-----
Q	1,20,000	-----	Investment	1,20,000	48,000
R	-----	1,60,000	Stock	1,36,000	1,86,400
S	-----	2,60,000	Debtors	80,000	3,00,000
Creditors	80,000	1,84,000	Cash at Bank	40,000	41,600
Bank Loan	40,000	1,36,000			
Total	4,80,000	7,40,000	Total	4,80,000	7,40,000

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Terms of Amalgamation- New firm take over following Assets & Liabilities in following ways

Particulars	A) In case of PQ Bros. (Rs.)	B) In case of RS Bros. (Rs.)
Goodwill valued	80,000	40,000
Building Taken over at	2,40,000	2,40,000
Stock at	1,20,000	Book Value
Provision for Doubtful Debts	5% Debtors	5% Debtors

Bank Loan taken over by partners in Profit Sharing Ratio.

All Remaining Assets & Liabilities are taken over at Book Values.

You are required to close the old books of firm and Prepare statement of Purchase consideration, Realisation A/c, Partners' Capital A/c's, New firm A/c accounts in the books of PQ Bros & RS Bros as on 31/03/2024.

OR

Q.4 B)

The following is the Trial Balance of the M/S MNL as on 31st March 2024

[20]

Particulars	Rs.	Particulars	Rs.
Cash	59,000	Creditors	81,000
Debtors	1,86,000	Sales	10,80,000
Rent & Rates	35,400	Capitals:	
Salary	72,000	M	1,44,000
Sundry Expenses	31,600	N	72,000
Stock	1,50,000	L (Including Goodwill)	24,000
Purchases	6,60,000		
Sundry Assets	63,000		
Drawings:			
M	90,000		
N	45,000		
L	9,000		
Total	14,01,000	Total	14,01,000

Following are the adjustments to be considered:

- 1) M & N were partners sharing profits & losses equally.
- 2) L was admitted to the partnership on 01/04/2023, he brought Rs. 24,000 out of which his share of Goodwill was Rs. 4,000 and Remaining amount was his capital. The New PSR after admission was 1:1:1 between M, N & L respectively.
- 3) on 31/03/2024 stock was valued at Rs. 1,41,000.
- 4) Rent & Rates paid in advance Rs. 1,400.
- 5) Sundry Expenses were Outstanding Rs. 800.
- 6) Depreciation Sundry Assets by 20% p.a. to be provided.
- 7) Interest on capital to be charged at the Rate of 10 % p.a.

You are required to prepare Trading, P & L A/c, P & L Appropriations A/c, Partners' Capital A/c's & Balance Sheet as on 31/03/2024.

Q.5 A)

Explain in detail "Partnership Final Accounts".

[10]

B)

Explain the meaning of Purchase Consideration & different methods of calculation of Purchase consideration.

[10]

OR

C) **Write short notes on: (ANY FOUR)**

[20]

- 1) Conversion of firm into company
- 2) Realisation Account
- 3) Preferential Creditors
- 4) Sacrifice Ratio and Gain Ratio
- 5) Fixed Capital Method & Fluctuating Capital Method
- 6) Objectives of Amalgamation of Partnership Firms

Seat no:	
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Q.1 Attempt ANY TWO of the following:

- A) "All agreements are not contracts but all contracts are agreements." Discuss the statement explaining the essentials of contract. [10]
- B) Discuss the meaning of 'offer' in a contract and the legal rules regarding offer. [10]
- C) Who is a stranger to a contract? Explain with case laws. [10]
- D) Who is competent to enter into a contract? Explain every element with case laws. [10]

Q.2 Attempt ANY TWO of the following:

- A) What is coercion? With essentials and case laws. [10]
- B) What is a void agreement? Explain any five void agreements with examples. [10]
- C) What is E-contract? Discuss the legal issues in the formation of E-contracts. [10]
- D) Discuss the various modes of discharge of a contract by agreement. [10]

Q.3 Attempt ANY TWO of the following:

- A) What are the rights of an indemnity holder? Give illustrations. [10]
- B) Define contract of guarantee. Explain the essentials. [10]
- C) What is bailment? Explain its essential elements and kinds. [10]
- D) Explain various ways by which an agency may rise. [10]

Q.4 Attempt ANY TWO of the following:

- A) Distinguish between 'Sale' and 'Hire Purchase Agreement'. [10]
- B) Explain the meaning of 'condition' and the 'implied condition' under the Sale of Goods Act. [10]
- C) "Risk prima facie passes with property." Comment. [10]
- D) Explain the rights available to the both seller and buyer for breach of a contract of sale. [10]

Q.5 Attempt ANY TWO of the following:

- A) When is an instrument payable when it becomes payable on a government declared holiday which is not a listed holiday? [10]
- B) Explain in brief the various types of Bills of Exchange. [10]
- C) Explain the characteristics of a Cheque. Discuss the types of crossing of cheque. [10]
- D) Explain the meaning of 'Payment in due Course', 'Noting' and 'Protest under the negotiable instruments.' [10]

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Seat no:

Time: 03 hrs

Max. Marks. 100

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 3) Draw neat diagrams wherever necessary.
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- Q.1 A) **Briefly explain the following concepts: (ANY FIVE)** [10]
 i) Open Economy
 ii) Disposable income
 iii) Aggregate demand
 iv) Marginal Propensity to Consume
 v) Stagflation
 vi) High powered money
 vii) Transaction velocity of money
 viii) Inflation targeting
- B) **Choose the right answer from the given options and rewrite the statement:** [10]
 i) _____ is an adjustment factor used to convert nominal GNP into real GNP.
 A) GNP deflator B) GDP deflator
 C) GNP D) Green NNP
- ii) Which of the following is true for two sector economy?
 A) $Y=C+I$ B) $Y=C+I+G$
 C) $Y=S+I+NX$ D) $Y=C+I+G+(X-M)$
- iii) 'The General Theory of Employment, Interest and Money', was written by _____.
 A) J.B. Say B) J.M. Keynes
 C) Paul Samuelson D) David Ricardo
- iv) After reaching full employment, the aggregate supply curve becomes _____.
 A) Upward sloping B) Downward sloping
 C) Vertical straight line D) Horizontal straight line
- v) The LM curve represents equilibrium in the _____ market.
 A) Money B) Goods
 C) Labour D) Foreign
- vi) Which of the following is not a cause of stagflation?
 A) Higher taxes B) Supply shock
 C) High productivity D) Monetary shock
- vii) The _____ curve explains the relationship between tax rate and tax revenue.
 A) Engel B) Offer
 C) Laffer D) Philips
- viii) _____ equation of exchange explains the transaction demand for money.
 A) J.M. Keynes B) Milton Friedman's
 C) Irving Fisher's D) Adam Smith's

(P.T.O)

SYBCOM-III-REG/ATKT-OCT-2024-BUS. ECO-III

- ix) Inflation due to excess demand for goods and services is called _____ inflation.
- A) Fuel based B) Cost push
C) Wages based D) Demand pull

- x) Which of the following is not qualitative tool of the monetary policy?
- A) Rationing of credit B) Moral suasion
C) Repo rate D) Margin requirements

- Q.2 **Attempt ANY TWO of the following:** [20]
- A) Define macroeconomics and explain its scope.
B) Discuss the circular flow of national income with the help of suitable diagrams.
C) Discuss the Say's law of market.

- Q.3 **Attempt ANY TWO of the following:** [20]
- A) "The point of effective demand is determined by the intersection of aggregate demand and aggregate supply functions" Discuss.
B) Illustrate and explain the working of the investment multiplier.
C) Discuss the various factors affecting consumption function.

- Q.4 **Attempt ANY TWO of the following:** [20]
- A) Explain the derivation of IS curve along with its properties.
B) Examine the Phillips curve with suitable diagram.
C) Describe the consequences of stagflation.

- Q.5 **Attempt ANY TWO of the following:** [20]
- A) Explain the constituents of money supply.
B) Discuss the liquidity preference theory of demand for money.
C) What are the causes of demand pull and cost push inflation?

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- Q.1 A) **Fill in the blanks: (ANY TEN)** [10]
- 1) _____ is one of the dimensions of management stated by Peter Drucker.
A) Space B) Motion
C) Time D) Place
 - 2) The law of _____ follows the phrase 'what you sow is what you reap'.
A) Karma B) Dharma
C) Vishwa D) Kartik
 - 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) System software include _____.
A) Whatsapp B) You Tube
C) Windows D) CRM
 - 6) Standing plans include _____.
A) Mission B) Budget
C) Schedule D) Projects
 - 7) _____ refers to the number of subordinate that can be managed effectively by one superior.
A) Unity of command B) Management by Objectives
C) Span of Control D) Unity of Direction
 - 8) In advertising agency, departmentation is usually done on the basis of _____.
A) number B) time
C) process D) task force
 - 9) In line & staff organisation, the staff executives are the _____.
A) doers B) decision makers
C) advisors D) creators
 - 10) CPM refers to _____.
A) Critical Process Method B) Critical Path Method
C) Critical Payment Method D) Central Position Method
 - 11) _____ leader acts as a father figure for his subordinates in the organisation.
A) Paternalistic B) Autocratic
C) Situational D) Consultative
 - 12) _____ is the act of stimulating someone or oneself to get desired course of action, to push the right button to get desired reaction.
A) controlling B) motivation
C) appreciation D) delegation

(P.T.O)

SYBCOM-III-REG/ATKT-OCT-2024-COMMERCE-III

- Q.1 B) **State whether the following statements are TRUE/FALSE: (ANY TEN)** [10]
- 1) F.W.Taylor is considered as the father of scientific management.
 - 2) Managers need not encourage initiative on the part of employees.
 - 3) Management is intangible.
 - 4) In brainstorming techniques, the group members think independently.
 - 5) Managers need to frame rigid plans.
 - 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) Virtual organisation is a temporary network of independent organisation that come together to exploit opportunities.
 - 10) A good control system should be complex.
 - 11) Oral communication does not permit instant feedback.
 - 12) Recognition is non monetary factor influencing motivation.
- Q.2 **Answer ANY TWO of the following:** [15]
- A) Explain the significance of Indian Ethos to management.
 - B) Discuss Henry Fayol's Principles of management.
 - C) What is management? What are the features of management?
- Q.3 **Answer ANY TWO of the following:** [15]
- A) Describe the steps in planning.
 - B) Explain the essentials of a sound decision making.
 - C) Discuss the advantages of MBO.
- Q.4 **Answer ANY TWO of the following:** [15]
- A) Discuss the bases of departmentation.
 - B) Distinguish between Formal & Informal Organisation.
 - C) Explain the barriers to effective delegation.
- Q.5 **Answer ANY TWO of the following:** [15]
- A) Describe the steps in the process of controlling.
 - B) Explain the importance of motivating the employees.
 - C) Discuss the traits of a good leader.
- Q.6 **Write Short Notes: (ANY FOUR)** [20]
- A) Line Organisation
 - B) Management Skills
 - C) Physical Barriers to Communication
 - D) Coordination
 - E) Decentralisation
 - F) MBE

Seat no:

Max. Marks. 75

Q.1 A) State whether the following statements are TRUE or FALSE: (ANY EIGHT) [08]

- Q.1 B) Select the appropriate option from the following: (ANY SEVEN) [07]**

- (P.T.O)**

SYBCOM-III-REG/ATKT-OCT-2024-COMPUTER PROG.

- Q.2 **Answer the following questions:**
- A) Write short note on: [08]
i) word length of a computer ii) fifth generation of computer
- B) Define decimal number system and convert the decimal number 35 to binary system [07]
- OR**
- Q.2 **Answer the following questions:**
- C) Explain the binary number system. [08]
Also Convert the following binary number system into decimal number system
i) 1000 ii) 1000.01
- D) Explain the different components of a computer. [07]
- Q.3 **Answer the following questions:**
- A) Explain the characteristics of Interpreter and compiler. [08]
- B) Define the term Algorithm. Explain the qualities of an good algorithm. [07]
- OR**
- Q.3 **Answer the following questions:**
- C) Explain the symbols used in a flowchart. Also draw a flowchart to find and display area and perimeter of a rectangle. [08]
- D) Discuss the applications of computer in relation with advertising, Project Management, budgeting and forecasting. [07]
- Q.4 **Answer the following questions:**
- A) Explain the terms with examples : [08]
i) keywords ii) logical operators
- B) Write a program in C to input total sales and calculate and display commission as 17% of sales. Also display total sales. [07]
- OR**
- Q.4 **Answer the following questions:**
- C) What is the output of the following 'C' program? [08]

```
#include<stdio.h>
main( )
{ int x=10, y=15, z=30, t;
  z+=x;
  y= x+4*z;
  t= x +z-y;
  printf("%d \n %d\n \n %d \n %d ", x, y, z, t ); }
```
- D) What is the output of the following 'C' program? [07]

```
#include<stdio.h>
main( )
{ float a=11, b= 12, c=23.45;
  printf("%6.3f %8.1f \n", a, b);
  printf("%9.2f \n", c); }
```
- Q.5 **Answer the following questions:**
- A) Write a program in C to calculate and display the product $1 \times 3 \times 5 \dots \times 15$ [08]
- B) Write a program in C to accept any three numbers and find and display the largest. [07]
- OR**
- Q.5 C) **Write short note on the following giving suitable example: (ANY THREE)** [15]
- i) while() loop
- ii) for () loop
- iii) switch... case
- iv) if ...else
- v) continue statement

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Seat no:	
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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) Do not write anything except seat no. on the question paper.

Q.1 A) **Explain the following concepts: (ANY FIVE)** [15]

- 1) Fundamental Rights
- 2) Minorities
- 3) Scheduled Caste
- 4) Juvenile Justice (care and protection of children) Act 2000
- 5) Disaster Preparedness
- 6) Soft skills
- 7) Team Building
- 8) Leadership

OR

B) Write a comprehensive note on the Foundation Course (Semester III) project submitted by you. [15]

Q.2 A) Explain the concept of human rights and discuss the various forms of rights violations faced by Scheduled Castes. [15]

OR

B) Explain the constitutional and legal rights provided to women in India. [15]

Q.3 A) Explain the physical, psychological, and economic effects of disasters on individuals and communities. [15]

OR

B) Explain the Characteristics of Disasters. [15]

Q.4 A) Describe the role of science in exploding myth, blind beliefs, and prejudices. [15]

OR

B) Explain the difference between science and technology. [15]

Q.5 A) Explain Effective listening and importance of listening in Communication. [15]

OR

B) Explain the characteristics of effective leadership. [15]

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Seat no:	
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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) Do not write anything except seat no. on the question paper.

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

- 1) Current ratio is _____ ratio.
 A) Combine B) Composite
 C) Balance sheet D) Income statement
- 2) _____ is an item of Non-Quick liabilities.
 A) Bank overdraft B) Creditors
 C) Prepaid expenses D) Closing stock
- 3) Payback period is the time required to _____.
 A) Depreciate Assets B) Pay the creditor
 C) Recovery from debtors D) Recover the original investment
- 4) If working capital= Rs.60,000 and current assets= Rs.1,30,000 then current liabilities = _____.
 A) Rs.1,30,000 B) Rs.10,000
 C) Rs. 65,000 D) Rs.70,000
- 5) Goodwill is _____ assets.
 A) an intangible B) a fictitious
 C) a tangible D) a current
- 6) Working capital is the capital required to finance _____.
 A) Purchase of fixed assets B) Settlement of long term liabilities
 C) Day to day operation D) For personal expenses
- 7) Long term decisions are called as _____.
 A) Profit value analysis B) Working capital decision
 C) Current Assets decision D) Capital budgeting decision
- 8) Operating ratio is an indicator of _____.
 A) Operating efficiency B) Production efficiency
 C) Sales efficiency D) Workers efficiency
- 9) Loan fund does not include one of the following
 A) Debenture B) long term financial instruments
 C) provision for taxation D) public deposits
- 10) _____ is an item of current assets.
 A) Unsecured loan B) Cash balance
 C) Bank overdraft D) Creditors
- 11) Satisfactory level of current ratio is _____.
 A) 1:1 B) 3:1
 C) 2:1 D) 1.5:1
- 12) "Total current assets" is known as _____.
 A) Permanent working Capital B) Fixed working capital
 C) Gross working capital D) Net working capital

(P.T.O)

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Q.1 B) **State whether the following statements are TRUE or FALSE: (ANY TEN)**

[10]

- 1) Plant and machinery is part of working capital.
- 2) Debenture holders are the owner of company.
- 3) 'Preliminary expenses' is quick asset.
- 4) Capital budgeting decisions are very easy to take.
- 5) 'Outstanding salaries' is contingent liabilities.
- 6) Equity funds include debentures.
- 7) Net profit ratio is measure of profitability.
- 8) NPV considers time value of money.
- 9) Depreciation is non cash expenses.
- 10) Standard stock working capital ratio is 1:1.
- 11) Operating ratio=COGS + operating expenses/net sales*100
- 12) Proposed dividend is a current liability.

Q.2 A) M/s. Anuraj Ltd. Carrying on business, furnished their position as on 31st March 2022, 2023 and 2024, prepare trend percentage statement in vertical form. [20]

Particulars	2022	2023	2024
Liabilities			
Equity share capital	2,00,000	2,40,000	2,50,000
12% preference share capital	80,000	1,00,000	1,10,000
General reserve	20,000	60,000	90,000
15% debenture	1,00,000	2,00,000	1,50,000
Creditors	1,00,000	1,20,000	2,00,000
Total	5,00,000	7,20,000	8,00,000
Assets			
Land and building	1,20,000	1,80,000	2,40,000
Plant and machinery	1,00,000	1,60,000	2,00,000
Debtors	80,000	1,00,000	1,20,000
Stock	1,00,000	1,20,000	1,40,000
Cash and bank	1,00,000	1,60,000	1,00,000
Total	5,00,000	7,20,000	8,00,000

OR

B) From the following balances prepare a comparative balance sheet of kanchan Ltd. in vertical form suitable for analysis. [20]

Liabilities	2023	2024	Assets	2023	2024
Equity share capital	2,50,000	3,00,000	Fixed assets	3,00,000	4,50,000
Reserve	60,000	90,000	Debtors	1,00,000	75,000
10% debenture	1,50,000	2,00,000	Cash	75,000	80,000
Creditors	60,000	40,000	Inventories	75,000	50,000
Bill payable	50,000	65,000	Preliminary exp.	6,000	10,000
O/s wages	25,000	15,000	Bills receivable	75,000	60,000
Bank overdraft	1,00,000	80,000	8% Gov. securities	60,000	60,000
			Share issue exp.	4,000	5,000
Total	6,95,000	7,90,000	Total	6,95,000	7,90,000

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Q.3 A) M/s Bajaj Ltd. plan to produce 18,000 units during the year 2024-25 and sell it for Rs.40 per unit. [20]

Cost structure of the production in rupees:

Raw material	Rs.20
Labour	Rs.10
Overheads	Rs.05

Further details are available for the year 2024-25:

- 1) Raw material are in stock on an average for 2 months.
- 2) Production process takes 1 months.
- 3) Finish goods stock maintain for two months.
- 4) Time lags for payment of wages and overhead is 1 month.
- 5) Customers get credit of 2 months and suppliers allow credit for 1 months.
- 6) Cash and bank balance will be maintained at Rs 20,000.
- 7) Operations are evenly spread throughout the year.
- 8) Debtors are estimated at selling price.
- 9) Provide margin of safely at 10%.
- 10) Prepare the statement of working capital requirement for the year 2024-25.

OR

B) Tata Ltd. Is considering purchase of machines. Two models, Model A and Model B, are available costing Rs. 2,50,000 each. [20]

Cash inflows are expected as follows:

Year	Model A Rs.	Model B Rs.
1	33,750	1,12,500
2	45,000	33,750
3	56,250	45,000
4	33,750	67,500
5	45,000	45,000
6	30,000	37,500
7	22,500	22,500

Following are the discounting factors at 12% cost of capital:

Year	1	2	3	4	5	6	7
Present value of Rs.1	0.893	0.797	0.712	0.636	0.567	0.507	0.452

Indicate the selection of machine by applying.

- 1) Payback period
- 2) Net present value at 12% discounting factors
- 3) Profitability index

Q.4 A) Following is the balance sheet of Darsh Ltd. as on 31st March, 2024. [20]

Particulars	Rs.	Particulars	Rs.
To opening Inventories	75,000	By Sales	5,00,000
To Purchases	1,50,000	By Closing Inventories	1,25,000
To Manufacturing Expenses	50,000	By Profit on Sale of Shares	25,000
To Direct wages	1,00,000		
To Administrative Expenses	25,000		
To Selling Expenses	25,000		
To Loss on Sale of Assets	27,500		
To Interest on Debentures	5,000		
To Net Profit	1,92,500		
Total	6,50,000	Total	6,50,000

Prepare vertical Income Statement and calculate the following ratios:

- 1) Gross Profit ratio
- 2) Net Profit ratio
- 3) Operating ratio
- 4) Administration expenses ratio
- 5) Selling and Distribution expenses ratio

OR

(P.T.O)

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- B) Following are the balances in the book of Asha Ltd. for the year ended 31st March 2024.

[20]

Balance sheet as on 31/03/2024

Liabilities	Rs.	Assets	Rs.
Equity share capital	10,00,000	Fixed assets	22,00,000
8% preference share capital	5,00,000	Long term investments	2,75,000
General reserves	1,00,000	Accounts receivable	4,00,000
Profit and loss A/c	1,50,000	Inventories	6,00,000
12% Long term loans	6,00,000	Cash and Bank	2,00,000
13% Public deposits	3,00,000	Expenses paid in advance	50,000
Bills payable	4,00,000	Preliminary expenses	25,000
Outstanding expenses	50,000		
Bank overdraft	3,50,000		
Provision for tax	1,50,000		
Proposed dividend	1,50,000		
Total	37,50,000	Total	37,50,000

Prepare common size balance sheet in vertical format.

- Q.5 A) Distinguish between Financial Accounting and Management Accounting.
 B) Explain the techniques of Capital Budgeting.

[10]

[10]

OR

- Q.5 **Write short notes: (ANY FOUR)**

[20]

- A) Features of capital Budgeting decisions.
 B) Current Liabilities and Quick Liabilities
 C) Proprietary Ratio
 D) Average collection period
 E) Operating expenses
 F) Stock Turnover Ratio

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