

ACCOUNTS FOR MANAGERIAL DECISIONS

Sem III

Set 1 Roll No - 2131

Q.1) Draw the Vertical Format of Balance Sheet

Q.2) The following item appear in the financial Statement of Ritu Ltd. As on 31st march 2017

Debit	Balance	Credit	Balance
cash	48600	Debenture	280000
Land & Building at cost	800000	Bank loan	520000
Debtors	62000	Equity Share Capital	1000000
Stock	292800	Profit & loss Account	217000
Creditors	405750	O/s Expenses	86250
Share Premium	100000	Trade Investment	30000
Bills Receivable	523000	Advance Tax	100000
Prepaid Expenses	32600	Provision for Taxation	264000
Plant & Machinery	544000	Bills Payable	28000

You are required to prepare the above balance sheet in the form of Vertical Balancesheet and Determine:

- 1)Current Asset 2)Fixed asset 3)Current liability 4) Fixed liabilities 5)Working Capital
- 6)Proprietors Funds 7)Total Capital Employed 8)Quick Assets 9)Quick liabilities.

Q.3)Explain in brief about AS-3

Q.4) Explain in brief all the combined Ratio.

Q.5)Explain the merits and demerits of Ratio Analysis .

Set 2 Roll No. 2009

Q.1) Explain the concept of working capital.

Q.2) Explain the meaning and importance of Receivable Management.

Q.3) Write all the formulae of the combined Ratio.

Q.4) Explain in brief about AS-3.

Q.5) Merit of Trends Analysis.

BUSINESS PLANNING AND ENTREPRENEURSHIP MANAGEMENT

Sem III

Roll No. 2009

Q 1 What is Invention and innovation?

Q 2 What is intrapreneur?

Q 3 Theory of High Achievement explain.

Q 4 What is Outsourcing.

Q 5 What is business process outsourcing?

SEM III
CONSUMER BEHAVIOUR

Roll No. - 2009

1. Define consumer behaviour. Explain the need of the study of consumer behaviour
2. What is consumer involvement? Explain any one model of consumer involvement
3. What is organizational buying behaviour? Explain its characteristics.
4. Explain the importance of consumer behaviour in buying decision
5. Explain the relevance of needs theory in consumer behaviour

SEMESTER III

ENVIRONMENTAL MANAGEMENT

	ROLL NO - 2006
Q.1	Explain in detail various components of environment.
Q.2	Discuss in detail the concepts of food web and food chain.
Q.3	What is degradation? Write a note on water pollution.
Q.4	What is disaster mitigation cycle? Explain precautions to be taken in case of floods and earthquakes.
Q.5	Explain various non conventional sources of energy.

SEM 3

INTRODUCTION TO INFORMATION TECHNOLOGY IN MANAGEMENT-1

Roll No. 2009

Que. Write short note on the following

- 1 Domain name registration
- 2 Domain name hosting AND Internet.
3. Benefits of EDI
- 4,.LAN,MAN,WAN
5. All types of Business model

Social marketing

Sem III

Roll No. - 2009

Q 1 Difference of Social marketing and commercial marketing.

Q 2 Price as part of social marketing

Q 3 Marketing mix for education in India

Q 4 Discuss role of NGO

Q 5 Discuss macro environment of social marketing.

Roll No. - 2006

Q 1 Factor of social marketing

Q 2 Basis of social marketing speculation

Q 3 Explain marketing mix as healthcare services in India

Q 4 Discuss CSR

Q 5 explain micro environment of social marketing.