

A/C.

Time : 3 hours

Marks: 100

1. All questions are compulsory
2. Q. no. 1 & Q.6 carries 20 marks.
3. Q.2, 3, 4 & 5 carries 15 marks
4. Use of simple calculator is allowed.

Q.1 A) MULTIPLE CHOICE QUESTIONS. (any 10)

10

1. RBI is a _____.
 - a) Statutory company
 - b) Registered company
 - c) Listed company
 - d) Chartered company
2. Discounted bill of exchange is a _____.
 - a) Contingent Liability
 - b) Current liability
 - c) Non-Current Liability
 - d) Fixed Liability
3. Partly paid shares can be made fully paid by capitalizing _____.
 - a) General reserve
 - b) Capital Redemption Reserve
 - c) Securities Premium
 - d) All of the above
4. Bonus shares cannot be issued by capitalizing _____.
 - a) Revaluation reserve
 - b) Securities premium
 - c) Capital Reserve
 - d) General Reserve
5. Discount on issue of Debentures is a _____.
 - a) Capital loss
 - b) Capital profit
 - c) Revenue loss
 - d) Revenue profit
6. The Companies Act 2013 _____.
 - a) Prescribes restrictions on issue of debentures at discount
 - b) Does not prescribe any restrictions on issue of debentures at discount
 - c) Provides no issue of debentures at discount
 - d) All of the above
7. The reserve which cannot be transferred to Capital Redemption Reserve _____.
 - a) Securities premium A/c
 - b) Profit prior to incorporation
 - c) Revaluation Reserve
 - d) All of the above
8. A company can issue _____.
 - a) Only redeemable preference shares
 - b) Only irredeemable preference shares
 - c) Only Deferred shares
 - d) All of the above
9. Debentures may be redeemed out of _____.
 - a) Capital
 - b) Profit
 - c) Conversion into shares
 - d) All of the above
10. Capital Reserve is _____.
 - a) Current year's profit
 - b) Past accumulated profits
 - c) Capital profit
 - d) Divisible profit

11. For computation of pre-incorporation profit carriage on purchases is _____.
 a) Allocated in sales ratio b) Allocated in purchase ratio
 c) Debited to pre-incorporation period d) Debited to post-incorporation period
12. For computation of pre-incorporation profit travelling expenses are allocated in _____.
 a) Pre-incorporation period b) post incorporation period
 c) In sales ratio d) In time ratio

10

Q.1 B) TRUE OR FALSE (any 10)

- Loose tools are shown under current liabilities.
- Short term loan is the loan due for more than 5 years.
- Calls in arrears is added to subscribed capital.
- The document inviting offer from public for subscription is share certificate.
- Rate of underwriting commission in case of debentures cannot exceed 10%.
- Issue of debentures must be sanctioned by state government.
- Capital redemption reserve is used for payment of dividend.
- Capital reserve is a divisible profit.
- Preference shareholders have voting rights.
- Preference shares may be convertible into equity shares.
- For computation of pre-incorporation profit advertisement expenses are allocated in time ratio.
- Profit prior to incorporation is available for payment of dividend.

Q.2 The Balance Sheet of Straight Ltd. As on 31st March, 2017 was as under:

| Liabilities | ₹ | Assets | ₹ |
|---|------------------|-------------------------------|------------------|
| Share Capital: | | Fixed Assets | 15,00,000 |
| 25,000 Equity Shares of ₹ 100 each fully paid | 25,00,000 | Investment (M.V. ₹ 10,10,000) | 10,00,000 |
| 10,000 9% Redeemable Preference shares of ₹ 100 each ₹ 90 per share paid up | 9,00,000 | Bank Balance | 50,000 |
| General Reserve | 3,00,000 | Other current assets | 20,20,000 |
| Profit & Loss A/c | 3,19,000 | | |
| Dividend Equalization Reserve | 2,00,000 | | |
| Sundry Creditors | 3,51,000 | | |
| | <u>45,70,000</u> | | <u>45,70,000</u> |

On 1st April, 2017; the company made a call of ₹ 10 each on its preference shares and call money was duly received. All preference shares were redeemed at a premium of 2%. The company sold all its investment at market value. For the purpose of redemption, the company issued minimum number of equity shares at a premium of

10% after utilising available resources to the maximum extent, keeping in view the provisions of the Companies Act, 2013. All preference shareholders were paid off, except one shareholder holding 150 preference shares.

Pass Journal Entries in the books of the company assuming that redemption is duly carried out.

OR

Q. 2 Following is the Balance sheet of Moonlight Ltd. as on 31st March, 2017.

| Liabilities | ₹ | Assets | ₹ |
|---|------------------|---------------------------|------------------|
| 2,000 – 8% Redeemable Preference shares of ₹ 100 each, fully paid | 2,00,000 | Fixed Assets | 15,75,000 |
| 1,00,000 Equity Shares of ₹ 10 each, fully paid | 10,00,000 | Bank | 2,18,000 |
| Securities Premium | 35,000 | Investments | 1,50,000 |
| Profit & Loss Account | 4,50,000 | (Market value ₹ 1,90,000) | |
| Sundry Creditors | 2,58,000 | | |
| | <u>19,43,000</u> | | <u>19,43,000</u> |

On the above date the Directors of the company took following steps to redeem 8% Preference shares at a premium of 5%:

- The company issued 4,000 Equity shares of ₹ 10, at a premium of ₹ 2 per share for the purpose of redemption of preference shares.
- Investment were sold at market price.
- All the payments were made to the preference shareholders except those holding 100 shares who could not be traced.

You are required to pass necessary journal entries in the books of Moonlight Ltd. Complying with requirements of Companies Act 2013.

Q.3 Roshan Ltd. gave notice of its intention to redeem its outstanding ₹ 4, 00,000, 8% debenture at ₹ 105 (nominal value ₹ 100) and offered the following options to the holders:

- 11% preference share of ₹ 40/- each at ₹ 50 per share.
 - 10% debenture at ₹ 100 (at par).
 - To have their holdings redeemed for cash. Assume redemption out profit only.
- The holders of ₹ 1, 40,000 debenture accepted option (a).
 - The holders of ₹ 1, 60,000 debentures accepted option (b).
 - The remaining debenture holders accepted option (c).

Pass the necessary journal entries in the books of Roshan Ltd.

OR

Q.3 The following balance appeared in the books of Paradise Ltd. on 1-4-2012:

- 12% Debentures ₹ 7,50,000
- Balance of Sinking Fund ₹ 6,00,000
- Sinking Fund investment ₹ 6, 00,000 represented by 10% ₹ 6, 50,000 secured bonds of Government of India.

Annual contribution to the sinking funds was ₹ 1, 20,000 made on 31st March each year. On 31-03-2013, balance at bank was ₹ 3, 00,000 before receipt of interest. The company sold the investment at 90% for redemption of debenture at a premium of 10% on the above date.

You are required to prepare the following accounts for the year ended 31st March, 2013.

1. Debentures Account
2. Sinking Fund Account
3. Sinking Fund Investment Account
4. Bank Account
5. Debentureholders Account

Q.4 A limited, a trading company decided that the value of its building could be used to provide additional working capital. The Balance Sheet of the company as on 31st March, 2018 was as under:

| Liabilities | ₹ | Assets | ₹ |
|---|-----------------|---|-----------------|
| Paid up Capital: | | Fixed Assets: | |
| 10,000 Equity Shares of ₹ 10 each | 1,00,000 | Building at cost | 2,00,000 |
| 5,000 12% Redeemable Preference Shares of ₹ 10 each | 50,000 | Less: Depreciation | <u>40,000</u> |
| Reserves & Provisions: | | Furniture at cost | 90,000 |
| Profit & loss Account | 1,35,000 | Less: Depreciation | <u>30,000</u> |
| Secured Loans: | | Current Assets, Loans and Advances | |
| 12% Debentures | 70,000 | Stock | 58,000 |
| Unsecured loans: | Nil | Debtors | 52,000 |
| Current Liabilities & Provisions: | | Bank | 65,000 |
| Creditors | 40,000 | | |
| | <u>3,95,000</u> | | <u>3,95,000</u> |

Depreciation on building has been provided @ 2% per annum on cost. The following action was taken

- The building was sold for ₹ 2, 20,000 to another company, who leased it back to A Limited for 21 Years at annual rent of ₹ 16,000.
- 12% Debentures were discharged at a premium of 10%.
- Preference Shares were redeemed at a premium of 10%.

The directors expect that the profit of the company will further increase by ₹ 20,000 for the coming year due to change in working capital.

You are required to draft the necessary journal entries to record the above transactions.

OR

Q.4 On 1st January, 2013 XYZ Limited issued 10,000 fifteen years debentures of ₹ 100 each bearing interest at 10% p.a. One of the conditions of issue was that the company could redeem the debentures by giving six month's notice at any time after 5 years, at a premium of 4%, either by payment in cash or by allotment of preference shares and / or other debenture at the option of the debentureholders.

On 1st April, 2018 the company gave notice to the debentureholders of its intention to redeem the debentures on 1st October, 2018 either by payment in cash or by allotment of 11% preference shares of ₹ 100 each at ₹ 130 per share or 11% second Debentures of ₹ 100 at ₹ 96 per debenture.

Holders of 4,000 debentures accepted the offer of the preference shares; holders of 4,800 debentures accepted the offer of the 11% second debentures and the rest demanded cash on 1st, October, 2018.

Required:

Give the journal entries to give effect to the above as of 1st October, 2018. Suggest how discount on issue of debentures can be dealt in the accounts. Ignore interest.

Q.5 ABC Ltd. was incorporated to take over the running business of BC and CI brothers with effect from 1st April, 2017. The Company was incorporated on 1st August, 2017.

The following information was available from the books of accounts, which were closed on 31st March, 2018.

| | | ₹ |
|-------------------------------|---------------|----------|
| Gross profit | 7,00,000 | |
| Shares transfer fees received | <u>10,000</u> | 7,10,000 |
| Expenses: | | |
| Office Salaries | | 2,10,000 |
| Partner's Salaries | | 60,000 |
| Advertising | | 63,000 |
| Printing Stationery | | 15,000 |
| Travelling Expenses | | 40,000 |
| Office Rent | | 96,000 |
| Auditor's Remuneration | | 6,000 |
| Directors' Fees | | 10,000 |
| Bad Debts | | 12,000 |
| Sales Commission | | 49,000 |
| Preliminary Expenses | | 7,000 |
| Debenture Interest | | 16,000 |
| Interest on capital | | 18,000 |
| Depreciation | | 21,000 |

Additional Information:

1. Monthly sales were ₹ 5, 00,000 for pre-incorporation period, while total sales for the year were ₹ 70, 00,000.
The sales were arose evenly throughout the concerned periods.
2. Office rent was ₹ 84,000 p.a. upto 30th September, 2017.
It became ₹ 1, 08,000 p.a. thereafter.
3. Travelling expenses included ₹ 7,000 towards sales promotion.
4. Auditor's Remuneration was payable for the whole year.
5. Bad debts written off included a debt of ₹ 4,000 taken over from the vendor, while the remaining were in respect of goods sold in September, 2017.
6. Depreciation includes ₹ 6,000 for asset acquired in the post incorporation period.

Prepare profit & Loss account for the year ended 31st March, 2018 in the columnar form showing profit/ loss for the pre and post incorporation period.

OR

Q.5 Nishan Ltd. was incorporated on 1st August, 2017 to acquire a business as on 1st April, 2017. The first accounts were closed on 31st March, 2018.

The following items appeared in the Profit and Loss Account.

Profit & Loss A/c**For the year ended 31st March, 2018**

| | ₹ | | ₹ |
|-----------------------|-----------------|-----------------|-----------------|
| Director's Fees | 49,000 | By Gross Profit | 9,60,000 |
| Rent | 85,500 | | |
| Bad Debts | 12,000 | | |
| Salaries | 1,83,000 | | |
| Interest on Debenture | 24,000 | | |
| Depreciation | 66,000 | | |
| Preliminary Expenses | 42,000 | | |
| General Expenses | 49,200 | | |
| Commission on sales | 36,000 | | |
| Printing & stationary | 93,000 | | |
| Advertising | 1,20,500 | | |
| Audit Fees | 58,600 | | |
| Carriage Outwards | 72,800 | | |
| Electricity Charges | 44,400 | | |
| Insurance Premium | 24,000 | | |
| | <u>9,60,000</u> | | <u>9,60,000</u> |

Additional Information:

1. Rent is paid on the basis of floor space occupied . The floor space occupied was doubled in the post incorporation period.

2. Sales for each month of December, 2017 to March, 2018 were double the monthly sales of April to November, 2017.
3. Bad debts ₹ 500 were in respect of sales effected two years ago.
4. Mr. Amit was working partner in the firm entitled to a remuneration @ ₹ 12,000 p.m. from 1st August, 2017 he was managing directors of a company entitled to salary @ ₹ 15,000 p.m. The remaining salary is to two Clerks employed during the period 1st July to 30th November, 2017.

You are required to prepare Profit & Loss Account for the year ended 31st March, 2018 and show 'pre' and 'post' incorporation profit or loss.

Q.6 a) Explain different types of debentures (10)

b) What rules must be complied for issue of Bonus shares ? (10)

OR

Q.6 Write short notes (any 4)

1. Sources of Bonus issue.
2. Sweat Equity shares.
3. Issue of Debentures as collateral security.
4. Divisible Profit.
5. Profit prior to incorporation.
6. Writing off discount on issue of debentures.

S.Y. B. Com: Sem: IV
Regular Exam: April 2018
Auditing

Q. P. Code : 36250

(3 Hours)

(Total Marks: 100)

Please check whether you have the right question paper.

- N.B.: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

1. A) State whether the following statements are True or False (Any Ten) : (10)
- 1) A voucher decides authenticity of the transaction.
 - 2) Internal audit is compulsory for listed companies.
 - 3) There is no risk involved in audit sampling.
 - 4) Frauds do not affect financial statements.
 - 5) Copy Right is Current Asset.
 - 6) Secret reserve means part of profits secretly reserved for future use.
 - 7) Aim of Internal Audit Report is to suggest remedial action.
 - 8) Inventory is valued at cost or Net Realisable Value whichever is less.
 - 9) Routine checking saves time of the auditor.
 - 10) Repairs to building is debited to Building Account is an error of Principle.
 - 11) Audit programme must be in writing.
 - 12) Concurrent Audit is done with the occurrence of the transactions.

1. B) Match the Columns (Any Ten) : (10)

| Column 'A' | Column 'B' |
|-----------------------------------|----------------------------------|
| 1) Statutory Auditors | a) Delivery Challan |
| 2) An Auditor | b) Principle of Auditing |
| 3) Manipulation of Accounts | c) Memorandum of Association |
| 4) Audit Note Book | d) Random Number Table |
| 5) Fraud | e) Error of Commission |
| 6) Audit Sampling | f) Report to shareholders |
| 7) Final Audit | g) Audit working papers |
| 8) Permanent Audit File | h) Done at the end of the year |
| 9) Confirmation | i) Should be Independent |
| 10) Document for Goods dispatched | j) Intentional mistake |
| 11) Income recorded twice | k) Management fraud |
| 12) Confidentiality | l) Used for debtors verification |

2. A) Distinguish between Accounting and Auditing. (08)
B) Explain the term 'Window Dressing'. What are the objections against it? (07)
OR
2. C) What are the advantages of Interim Audit? (08)
D) What are the drawbacks of Continuous Audit? (07)

TURN OVER

3. A) Give meaning and objectives of Audit Planning. (08)
 B) Discuss the sources of obtaining information about client's business by the auditor. (07)

OR

3. C) Explain the importance of Audit Working Papers. (08)
 D) What are the essentials of good Audit Programme? (07)

4. A) Give the internal control for Purchases. (08)
 B) Explain the Internal Audit. (07)

OR

4. C) Explain the points which are generally considered while framing a system of internal control. (15)

5. A) How would you verify "Plant and Machinery"? (08)
 B) How would you vouch "Rent Received"? (07)

OR

5. C) How would you vouch "Sale on Consignment"? (08)
 D) What are the duties of an auditor regarding Stock Verification? (07)

6. A) Explain the points which are to be considered by an auditor in the course of Vouching? (10)

- B) How would you verify "Sundry Debtors"? (10)

OR

6. C) Write short notes (Any Four): (20)
- 1) Audit Evidence.
 - 2) True and Fair View.
 - 3) Error of Commission.
 - 4) Audit Sampling.
 - 5) Test Checking.
 - 6) Financial Statements and its users.

TURN OVER

N.B: 1. All questions are compulsory.

2. Figures to the right indicate maximum marks.

Q.1 (A) Select the correct answer from the options given below (any ten): (10 Marks)

1. _____ refers to internal arrangement of machines, equipments in an orderly manner to facilitate smooth production activity. (Plant location, Plant layout, Product design)
2. _____ is useful quality control step of Production Planning and Control.
(Routing, Follow-up, Scheduling)
3. _____ is balance between all factors of production that gives maximum output for the minimum input. (Production, Productivity, Technology)
1. _____ control is concerned with the end result of quality.
(Inventory, Material, Quality)
2. The International Organisation for Standardisation is located in _____.
(Switzerland, Scotland, England)
3. External failure cost results in customer _____.
(satisfaction, dissatisfaction, delight)
4. _____ is an example of unorganized money market.
(RBI, Commercial Banks, Indigenous Bankers)
5. Capital market deals with _____ term funds.
(long, medium, short)
6. SEBI protects the interests of _____.
(investors, borrowers, speculators)
10. A Self Help Group is an association of _____ people. (poor, rich, both)
11. _____ is India's first mutual fund. (UTI, GIC, LIC)
12. _____ are traded in commodities market. (Bonds, Equity shares, Metals)

(B) State whether the following statements are True or False (any ten): (10 Marks)

1. PERT and CPM are important techniques for improving productivity.
2. Batch production is a form of continuous production system.
3. Improper material handling minimises the wastage in production planning and control.
4. The term internal customers means employees of the organisation.
5. The Japanese term Kaizen stands for change for good.
6. Failure Mode and Effects Analysis (FMEA) is an element of Six Sigma Approach.
7. IPOs are not regulated by SEBI.
8. Commercial Papers are essentially unsecured debt instruments.
9. NSDL is the largest depository in India.
10. Hedging is done to reduce the risk in financial markets.
11. Incubators are one of the sources for funding start-ups.
12. Off-shore mutual funds attract domestic capital.

Q 2. Answer any two of the following: (15 Marks)

- What is Production Management? Explain the scope of Production Management.
- Explain briefly the classification of Intermittent Production System.
- Discuss briefly any six techniques of Inventory Control.

Q.3 Answer any two of the following: (15 Marks)

- What is Quality Circle? Explain its features.
- What is Kaizen? Discuss its process
- Describe the importance of service quality management.

Q.4 Answer any two of the following: (15 Marks)

- Explain the Dematerialisation Process.
- Discuss the functions of Stock Exchange
- Describe the three main Credit Rating Agencies operating in India.

Q.5 Answer any two of the following: (15 Marks)

- What are the factors responsible for growth of mutual funds?
- What are Derivatives? Explain the participants of Derivative Market.
- Explain the importance of Micro-Finance.

Q.6 Write Short Notes on any four: (20 Marks)

- Routing and Scheduling
- Objectives of Production Management
- Dimensions of Quality
- ISO 9000
- SEBI
- Systematic Investment Plan

[Time: Three Hours]

[Marks:]

- N.B:
1. All Questions are compulsory.
 2. All questions carry equal marks.
 3. Use of simple calculator is allowed.
 4. Draw neat diagrams wherever necessary.

Q.1 A. Explain the following concepts (ANY FIVE)

1. Financial Administration
2. Net Social Advantage
3. Regressive Taxation
4. Impact of tax
5. Revenue expenditure
6. Concentration effect
7. Zero based budget
8. Goods and services tax

B. Choose the right answer from the given options and rewrite the statement.

1. PP curve is illustrated to explain _____
 - a) Economic efficiency
 - b) Public goods
 - c) Government Policy
 - d) All of these
2. Which goods are characterized by two important features i.e. non-rival and non-excludability _____
 - a) Public goods
 - b) Private goods
 - c) Agricultural goods
 - d) All of these
3. Which is Indirect tax _____
 - a) Corporate Income tax
 - b) Capital gains tax
 - c) Customs Duty
 - d) Gift Tax
4. In case of Forward shifting of a tax burden, it lies on _____
 - a) Producer
 - b) Consumer
 - c) Worker
 - d) All of them
5. An adverse effect on taxation is _____
 - a) Discourage willingness to work
 - b) Discourage ability to work
 - c) Discourage willingness and ability to produce
 - d) All of these
6. Which is not the canon of public expenditure _____
 - a) Surplus
 - b) Sanction
 - c) Economy
 - d) Convenience
7. Which of the following programmes aims at Financial Inclusion _____
 - a) Public Provident Fund
 - b) Atal Pension Yojana
 - c) Mahatma Gandhi National Rural Employment Guarantee Act
 - d) Pradhan Mantri Jan Dhan Yojana
8. Revenue expenditure do not include _____
 - a) Interest payment
 - b) Subsidies
 - c) Debt-repayment
 - d) expenditure on Civil administration.

9. Fiscal Deficit = _____
- Total expenditure – Total Receipt
 - Total expenditure – (Revenue Receipts + Non borrowing Capital Receipts)
 - Total expenditure – Revenue Receipts
 - Total expenditure – Capital Receipts.
10. Deficit financing is resorted to when _____.
- Public expenditure > Public Revenue
 - Public expenditure < Public Revenue
 - Public Revenue = Public expenditure
 - None of these

Q.2 Answer any TWO of the following:

- Explain the meaning and functions of Public Finance.
- Explain the limitations of the principle of Maximum Social Advantage
- Examine the role of government in correcting market failure.

Q.3 Answer any TWO of the following:

- Explain the objectives of taxation.
- How do elasticities of demand and supply affect the incidence of taxation?
- Write a note on Taxation as Anti-inflationary measure.

Q.4 Answer any TWO of the following:

- Explain the effects of public expenditure.
- Examine the causes for increasing Public expenditure.
- Write a note on Public debt-management.

Q.5 Answer any TWO of the following:

- What are the objectives of Fiscal Policy?
- State the features of Functional Finance.
- Explain features of FRBM Act 2003.

[Time: Three Hours]

[Marks: 100]

Please check whether you have got the right question paper.

- N.B: i) All questions are Compulsory subject to Internal Choice.
ii) Figures to the right indicate maximum marks.

Q.1 Attempt **ANY TWO** from the following:

- Who is called as a Promoter of a company? Discuss the role, rights and duties of a Promoter. 10
- Explain the concept of Registration / Incorporation of a Company. Discuss the procedure for Registration of Company. 10
- Write a note on 'Doctrine of Indoor Management'. State the exceptions to the rule. 10
- Explain the concept of 'Private Placement' in detail. 10

Q.2 Attempt **ANY TWO** from the following:

- Who can become a member in a company? Write a note on 'Register of Members'. 10
- Discuss the various types of Directors. 10
- What do you understand by Director Identification Number? Write a note on Termination of Membership. 10
- Explain in detail the concept of Extra Ordinary General Meeting as a type of company meetings. 10

Q.3 Attempt **ANY TWO** from the following:

- Discuss the concept of 'Partnership'. Explain the various features of a partnership as per Indian Partnership Act 1932. 10
- Explain the meaning of Dissolution of a partnership firm. Write the consequences of dissolution of a partnership firm. 10
- Explain the procedure for incorporation of a 'Limited Liability Partnership'. 10
- Distinguish between Limited Liability Partnership and Partnership. 10

Q.4 Attempt **ANY TWO** from the following:

- Give the meaning of the following terms: 10
 - Consumer
 - Defect
 - Complaint
 - Consumer Dispute
- Who is an aggrieved consumer? Discuss the Jurisdiction and procedure of District Forum in Settlement of Consumer Dispute. 10
- Explain in brief various features of Competition Act 2002. 10
- Write a note on 'Anti-Competitive Agreements'. 10

Q.5 Attempt **ANY TWO** from the following:

- Discuss the concept of 'Intellectual Property Rights' in India. 10
- What is Patentable and what is not Patentable in India. Discuss the requisites for Grant of Patent in India. 10
- Discuss the provisions relating to Fair use and Infringements of Copyrights in India. 10
- Write the procedure for registration of Trade Marks in India. Write note on various types of Trademarks. 10

(B) State whether the following statements are True OR False: (ANY TEN) (10)

- a) Magazines as a medium allow more selectivity of target market.
- b) Radio as a medium has the advantage of grabbing attention while the consumer is engaged in other activities.
- c) Television is more interactive than the print media
- d) DAGMAR model regulates advertising
- e) A Selling Point is a quality or feature that can create disinterest in a product or service.
- f) The products which are available near the check-out counter in a mall are called high involvement products.
- g) Divergent thinking is helpful for Visualisation.
- h) Recent Five Star chocolate advertisements are an example of humour appeal.
- i) Story boards are used for creating an advertisement on You Tube.
- j) Photographs are more believable in 'before and after advertisements'.
- k) Descriptive copy is suitable for financial product advertisements.
- l) All advertising campaigns need to be tested.

2. Answer ANY TWO of the following:

- a) Explain the limitations of Print advertising.
- b) Discuss the advantages of internet advertising.
- c) Write in brief about the Doordarshan Code for advertisers.

3. Answer ANY TWO of the following:

- a) What are the steps while planning the advertising campaign?
- b) Discuss briefly the factors affecting an advertising budget.
- c) 'There are several aspects to be considered while selecting media for advertising.' Discuss

4. Answer ANY TWO of the following:

- a) Elaborate on the concept of Creative Brief in advertising with the help of any one practical example.
- b) Describe the various types of buying motives.
- c) Explain the various limitations of celebrity endorsements in advertising.

5. Answer ANY TWO of the following:

- a) Discuss briefly the importance of jingles and music used in advertising
- b) What are the principles of effective layout in print advertisements?
- c) Examine the different methods of pre-testing advertising.

6. Write short notes on ANY FOUR of the following:

- a) Media objectives
- b) Media scheduling strategies
- c) DAGMAR model
- d) Appeals
- e) Any 6 elements of copy
- f) Any 5 types of execution styles used in advertising.

NB: (1) All questions are compulsory

(2) Figures to the right indicate full marks

1(A) Briefly describe the following (any 5)

1. Consumerism
2. PIL
3. Anthropocentrism
4. Ecofeminism
5. GIS
6. ICT
7. Time management
8. Lateral thinking

OR

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

2. Trace the origins of the RTI Act 2005 and critically evaluate its provisions.

OR

Explain the rationale and the origin of Citizens' Charters in India. (15)

3. Describe the three main principles of sustainability

OR

Explain the view points of bio-centrism and ecocentrism. (15)

4. Describe Nanotechnology and its applications.

OR

With regard to the contemporary technology explain

a. Issues of control and misuse ; b. Lack of access (15)

5. Explain in detail Maslow's Theory of Motivation.

OR

Explain the basic details of exams such as GMAT and CAT, conducted for entry into professional courses. (15)
