

**Question Paper Set of**

**T.Y.B.COM – Sem-V**

**A.T.K.T. Exam**

**University of Mumbai**

**November, 2018**

८) सूट्टीच्या पगाराची विभागणी \_\_\_\_\_ आधारावर केली जाते.

- कामगार संख्या
- प्रत्यक्ष मजुरी
- कामगार संख्या आणि प्रत्यक्ष मजुरी
- यापैकी कोणतेही नाही

९) बँकेतील ठेवीवरील व्याज \_\_\_\_\_ घेतले जाते.

- वित्तीय नफा आणि तोटा पत्रकाच्या जमा बाजूस
- परिव्यय नफा आणि तोटा पत्रकाच्या जमा बाजूस
- वित्तीय नफा आणि तोटा पत्रकाच्या नावे बाजूस
- परिव्यय नफा आणि तोटा पत्रकाच्या नावे बाजूस

१०) प्रशासकीय परिव्ययान \_\_\_\_\_ चा समावेश होत नाही.

- कार्यालयीन कर्मचाऱ्याचा पगार
- दूरध्वनी खर्च
- कार्यालय खर्च
- मुकादमाचा पगार

११) समयोजन पत्रकात वित्तीय लेखात अखेरचा साठा अधिमूल्यांकीत असल्यास \_\_\_\_\_

- वित्तीय नफ्यात जमा होतो
- वित्तीय तोट्यातून कमी होतो.
- परिव्यय नफा जमा होतो
- परिव्यय नफ्यातून कमी होतो

१२) उत्पादन व्यवस्थापक \_\_\_\_\_ चे उद्धारण आहे.

- उत्पादन परिव्यय केंद्र
- वैयक्तिक परिव्यय केंद्र
- अवैयक्तिक परिव्यय केंद्र
- सेवा परिव्यय केंद्र

१. (ब) खालील विधाने सत्य किंवा असत्य ते सांग (कोणतेही दहा)

१०

- १) परिव्यय लेखाकर्माचा वापर फक्त निर्माणी उद्योगात केला जातो.
- २) हॅल्से आणि रोवन लॅपन खाली मिळणारी मिळकत सारखी असते.
- ३) शास्वत साठा नियंत्रणात साठ्याचे सत्यापन ठराविक कोळानंतर केले जाते.
- ४) भांडवलावरील व्याज गृहीत धरलेल परिव्यय (Imputed cost) आहे.
- ५) फीफो पद्धत सामान्यतः नाशवंत मालासाठी योग्य आहेत.
- ६) बिज खंडीत झाल्यानंतर गेलेला वेळ असामान्य निष्क्रीय वेळ आहे.
- ७) आरेखन कार्यालयाचा पगार कारखाना उपरिपरिव्ययान येतो.
- ८) माल स्विकृती पत्र गुदाय व्यवस्थापक तयार करतो.
- ९) अधिआकारीत उपरिपरिव्यया मुळे परिव्यायन नफा वाढतो.
- १०) सामान्य संचिती हस्तांतरीत केली ही बाब परिव्यय लेखात येते.
- ११) बीन कार्ड भांडार खतावणी सारखे आहे.
- १२) स्थिर मालमत्तेच्या विक्रीवर झालेला तोट्याचा समावेश करण्याचा परिव्ययात होतो.



T.Y. B.Com, Sem: -V

A.T.K.T. / Oct. 18

[2½ Hours]

[Total Marks: 75]

Please check whether you have got the right question paper.

- N.B:**
1. All questions are compulsory and carry 15 marks each.
  2. Questions no. 2 to 5 have internal option.
  3. Working note should form part of your answer.
  4. Use of simple calculator is allowed.
  5. Figures to the right indicate full marks.

Q 1) A) Match the columns with most appropriate choice and rewrite. (Any Eight) (08)

Column A	Column B
1) Cash Received from Debtors	a) Financing Activity
2) Bank Overdraft	b) Efficiency in collection from debtors
3) Trend Analysis	c) Intangible Assets
4) Gross Working Capital	d) Investing Activity
5) Buyback of shares	e) Operating Activity
6) Debtors Turnover Ratio	f) Non quick Liability
7) Patents	g) Total Current Assets
8) Dividend Received	h) Percentage of Difference
9) Comparative statements	i) Top management
10) Strategic information	j) Direction of Data
	k) Quick Assets
	l) Middle Management

Q 1) B) State Whether the following statements are true or false and rewrite. (Any Seven) (07)

- 1) Capital gearing ratio compares own fund with owed fund.
- 2) Increase in the balance of sundry debtors results in cash inflow.
- 3) Fictitious Assets are shown under tangible fixed assets.
- 4) Amortisation of share issue expenses is considering under operating expenses.
- 5) Long term loans given by a bank is financing activity in cash flow statement of bank.
- 6) Interest paid on loans reduces the cash flow for operating activity.
- 7) Common size analysis is used for comparing performance of a company in one year with that of another year.
- 8) Only the balance sheet is used to prepare the statement of cash flows.
- 9) The cash conversion cycle cannot be negative.
- 10) The traditional financial statements give all the relevant and required information to show the strength and weakness of the company.

Q2) From the following information of Manoj Ltd. for the year ended 31<sup>st</sup> March, 2017 and 31<sup>st</sup> March 2018, Prepare comparative statements after rearranging in vertical form suitable for analysis. (15)

Particulars	2017 (Rs.)	2018 (Rs.)
Sales	17,00,000	25,00,000
Return Inward	23,000	32,600
Opening Stock – Raw material	8,200	8,100
Purchase of Raw Material	3,93,500	5,91,200
Work in progress - Opening	12,500	13,500
Work in progress - Closing	13,900	11,800
Closing stock – Raw material	8,200	12,600
Power	58,400	73,400
Administrative expenses	75,500	76,300
Finance Expenses (Operating)	75,200	68,200



Selling & distribution expenses	1,07,800	1,65,200
Direct Labour	2,52,600	3,78,800
Repairs factory - Building	43,000	68,000
Depreciation on Machinery	75,600	1,12,500

OR

Q 2) Calculate Trend Percentage from the following information extracted from the financial statements of different years. Give your comments. (15)

Particulars	2015	2016	2017	2018
<b>Assets :</b>				
Fixed Assets	2,11,696	2,08,694	2,04,580	1,84,122
Investments	20,000	15,000	10,000	9,000
Cash in Hand	41,680	30,472	20,346	18,312
Sundry Debtors	1,85,040	1,31,346	85,750	77,175
Stock	1,31,474	1,34,684	1,45,172	1,30,655
Prepaid Expenses	1,690	3,236	2,440	2,196
	<b>5,91,580</b>	<b>5,23,432</b>	<b>4,68,288</b>	<b>4,21,460</b>
<b>Liabilities :</b>				
Sundry Creditors	1,40,712	1,32,684	1,17,410	1,05,669
Liability for expenses	5,640	4,094	2,490	2,240
Share capital	4,45,228	3,86,654	3,48,388	3,13,551
	<b>5,91,580</b>	<b>5,23,432</b>	<b>4,68,288</b>	<b>4,21,460</b>
Particulars	2015	2016	2017	2018
Sales	9,880	13,640	16,400	18,040
Cost of Sales	8,810	12,490	14,970	16,460
Expenses	50	130	80	100
Interest expenses	200	370	500	540
Tax	450	190	390	450

Q 3) Prepare following Balance sheet in vertical form. (15)  
( Figures in '000)

Liabilities	Rs.	Assets	Rs.
Equity Share Capital	1,000	Trade Investments	400
Dividend Equalisation Reserve	140	Patents	60
General Reserve	220	Land & Building (Cost)	640
Profit & Loss A/c	380	Plant & Machinery (Cost)	1,300
6% Debenture	500	Cash & bank Balance	176
Bank Overdraft	300	Closing stock	620
Sundry creditors	420	Sundry Debtors	444
Unpaid Dividend	20	Bills Receivable	60
Proposed Dividend	120	Short term Deposits with customers	60
Provision for tax	340	Underwriting commission	120
Provision for depreciation		Preliminary Expenses	60
- Land & Building	100		
- Plant & Machinery	400		
	<b>3,940</b>		<b>3,940</b>

OR



Q 3) Prepare a statement showing a working capital required to finance the level of activity of 18,000 units per year from the following information.

(15)

Particulars	Cost per unit (Rs.)
Raw materials	24
Direct Labour	6
Overheads	18
Total cost	48
Profit	12
Selling price	60

- 1) Raw materials are in stock on an average for two months.
- 2) Materials are in process on an average for half a month.
- 3) Finished goods are in stock on an average for two months.
- 4) Credit allowed by creditors is two months of raw materials supplied.
- 5) Credit allowed to debtors is three months.
- 6) Lag in payment of wages is half month.
- 7) Cash on hand and at bank expected to be Rs.27,000
- 8) All activities are evenly spread out during the year.

Q 4) Following are Balance Sheets of M Ltd. As on 31<sup>st</sup> March 2017 & 2018

(15)

Liabilities	2017	2018	Assets	2017	2018
Share Capital	30,000	55,000	Plant & Machinery	40,000	40,000
Security Premium		1,000	Property	20,000	25,000
Profit & loss A/c	10,000	10,000	Share in subsidiary company	2,000	2,000
Provision for depreciation	14,000	15,000	Debtors	10,000	15,000
Debenture	15,000	10,000	Stock	14,000	15,000
Profit on redemption of debenture	-----	200	Bank balance	3,500	17,200
Creditors	14,000	11,000			
Provision for taxation	5,000	10,000			
Proposed Dividend	1,500	2,000			
	<b>89,500</b>	<b>1,14,200</b>		<b>89,500</b>	<b>1,14,200</b>

Additional Information :

- 1) Plant Costing Rs. 5,000 accumulated depreciation thereon being Rs.3,000 was sold for Rs.1,000. The loss on the sale has been charged to Profit & loss A/c.
  - 2) Tax paid for the year amounts to Rs. 6,000.
  - 3) An interim dividend of Rs.1,000 had been paid during the year 2018.
- Prepare a cash flow statement from the above information.

OR

Q 4) Trading & Profit & Loss Account for the year ended 31<sup>st</sup> March 2018 :

(15)

Particulars	Rs.	Particulars	Rs.
To Opening stock	10,000	By Sales	1,50,000
To Purchases	55,000	By closing stock	15,000
To wages	20,000		
To Power & fuel	10,000		
To Gross Profit c/d	70,000		



	<b>1,65,000</b>		<b>1,65,000</b>
To Administrative expenses	15,000	By Gross profit b/d	70,000
To Interest	3,000	By rent received	1,500
To Depreciation on machinery	5,000		
To selling expenses	12,000		
To loss by fire	2,000		
To provision for tax	14,500		
To net profit	20,000		
	<b>71,500</b>		<b>71,500</b>
To interim dividend	10,000	By Opening Balance	15,000
To closing balance	25,000	By Net profit	20,000
	<b>35,000</b>		<b>35,000</b>

Balance Sheet as on 31<sup>st</sup> March, 2018

Liabilities	Rs	Assets	Rs
Equity Share capital	1,00,000	Land & Building	50,000
Profit & loss A/c	25,000	Plant & machinery	30,000
Creditors	15,000	Furniture	20,000
Secured Loans	10,000	Stock	15,000
Bank overdraft	25,000	Debtors	15,000
Provision for tax	5,000	Investments	12,500
Outstanding expenses	5,000	Cash	17,500
		Goodwill	20,000
		Miscellaneous expenditure	5,000
	<b>1,85,000</b>		<b>1,85,000</b>

Rearrange above in vertical form.

Q 5. A) Distinguish between comparative &amp; common size statement ?

(08)

B) State the different types of working capital?

(07)

OR

Q 5) Write short notes on (any three) :

(15)

- 1) Functions of management accounting
- 2) Working capital cycle
- 3) Cash flow from financing activities
- 4) Own funds
- 5) Cash and cash equivalent



[2½ Hours]

[Total Marks: 75]

Please check whether you have got the right question paper.

N.B:

1. All questions are compulsory.
2. Figures to the right indicate full marks allotted to the question.
3. Working note wherever necessary should form part of your answer.
4. Calculate figures up to two decimal points wherever required.

1. (A) Select the most appropriate option and rewrite the full sentence (Any Eight)

08

- 1) \_\_\_\_\_ is not major elements of product cost.
  - Direct material
  - Direct Labour
  - Factory overheads
  - Indirect Labour
- 2) \_\_\_\_\_ cost are ascertained after they have been incurred.
  - Imputed
  - Historical
  - Sunk
  - Opportunity
- 3) The supplier will delivers the goods along with \_\_\_\_\_.
  - Purchase order
  - Bin card
  - Dispatch advice
  - All the above
- 4) \_\_\_\_\_ is a document which is used to authorize and record the issue of material from stores.
  - Goods received note
  - Material Requisition
  - Sales invoice
  - Payment slip
- 5) \_\_\_\_\_ attendance system is one of the most popular time clock attendance system.
  - Bio metric
  - Mechanical
  - Register
  - Punch card
- 6) \_\_\_\_\_ was enacted to safeguard the interests of workers, mostly in the unorganized sector.
  - The Payment of Bonus Act 1956
  - The Minimum Wages Act 1948
  - The Payment of Wage Act 1936
  - None of above
- 7) \_\_\_\_\_ expenses is an example of distribution overheads.
  - Warehouse
  - Bad debts
  - Commission paid
  - None of above
- 8) \_\_\_\_\_ item is not excluded in preparation of cost sheet.
  - Goodwill written off
  - Depreciation on Factory Building
  - Provision for Tax
  - Transfer to reserve
- 9) Cost of sales ₹ 5,00,000 profit 20% on sales is \_\_\_\_\_.
  - ₹ 1,25,000
  - ₹ 6,00,000
  - ₹ 4,20,000
  - ₹ 6,25,000
- 10) Dividend paid appears in \_\_\_\_\_ account.
  - Financial
  - Cost
  - Trading
  - All the above



07

1. (B) State Whether the following statements are true or false (Any Seven)

- 1) The term cost and expenses are synonyms but are not identical.
- 2) Depreciation is an example of fixed cost.
- 3) Costing means the process of ascertainment of cost.
- 4) Research cost is the cost of searching new or improved product.
- 5) The cost of raw material represents a high proportion of the total cost of production.
- 6) The supplier will deliver the goods along with purchase order.
- 7) Time keeping is important for computation of salary due to the staff.
- 8) ESI fund is maintained by SEBI.
- 9) Interest paid is included in preparation of cost sheet.
- 10) Codification helps in easy identification of different items of overheads.

2. Omkar Ltd. has five departments. P, Q, R and S are production departments and T is a service department. The actual cost for the period are as follows: 15

	₹
Rent and Taxes	12,500
Repairs and Maintenance	17,500
Depreciation	21,000
Supervision	20,000
Motive power	16,200
Labour welfare expenses	30,000
Insurance	8,000
Lighting	9,000
Employer's Liability of Employees' Insurance	12,000

The following information is also available in respect of the five departments:

Particulars		Production Departments				Service Dept.
		P	Q	R	S	T
Area	(Sq. ft)	140	120	110	90	40
No. of Workers		125	250	50	50	25
Total Wages	(₹)	50,000	40,000	25,000	25,000	10,000
Value of Plant	(₹)	4,00,000	3,60,000	3,20,000	2,00,000	1,20,000
No. of Light Points		10	8	7	6	5
Value of Stock	(₹)	1,50,000	1,00,000	50,000	20,000	-
H.P. of Machines		60	40	30	15	5

Prepare a Statement showing Primary Distribution of Overheads.

OR

2. (A) Calculate the comprehensive Machine Hour Rate from the following. 08

Cost of machinery	₹ 50,000
Installation charges	₹ 10,000
Estimated Life of machinery	6 years
Working Hours per year	3000



Estimated repairs and maintenance charges throughout the working life of machine	₹ 6,000
Electric power consumed	8 units per Hour @ 10 paise per unit
Lubricant oil	₹ 5 per day
Consumable store	@ ₹ 15 per Day
Wages of machine operator	@ ₹ 12 per Day
Working Hours per Day	8
Insurance charges	₹ 1500 p.a.
Supervision	₹ 1500 p.m.

2. (b) From the following details, calculate:

- 1. Economic Order Quantity (by Formula Method)
- 2. No. of orders to be placed.
- Consumption of material p.a. 1350kg
- Cost of placing order ₹ 26/-
- Cost of inspection ₹ 10/-
- Cost of material per kg ₹ 30/-
- Storage and carrying cost per kg 10% of inventory

3. From the books of Deepesh Enterprises, the following details have been extracted for the year ended 31<sup>st</sup> March 2018.

Particulars	₹
Opening stock of Raw Materials	37,500
Closing stock of Raw Materials	22,500
Direct wages	2,20,000
Factory Rent	52,500
Machinery Purchased	2,40,000
Commission on sales	31,350
Audit fees	11,500
Direct Expenses	1,80,000
Purchase of Raw Materials	3,60,000
Materials handling charges	22,000
Cost of Catalogues	51,300
Store keeper's salary	27,000
Interest on loans	25,400
Office salaries	55,000
Depreciation on Plant & Machinery	38,000
Indirect Materials	39,000
Sundry expenses	46,250
Repairs to office furniture	31,250
Demonstration Expenses	19,950
Furniture loss by fire	56,500
Carriage outwards	38,475
Depreciation on office Equipments	25,000
Distribution of free samples	27,550

Other Information:  
1) Stock of finished goods at the end 500 units to be valued at cost of production.  
2) Number of units sold during the year 9,500



3) Profit desired on sales is 20%  
Prepare Cost sheet showing cost and profit in total as well as per unit.

OR

3. (a) With the help of the following information, prepare the Store Ledger Account as per **08**  
Weighted Average Method.

Date	Transactions
<u>April 2018</u>	
1	Purchase 40,000 kgs @ ₹ 7,000 per tonne
5	Issue 10,000 kgs
10	Purchase 20,000 kgs @ ₹ 8,000 per tonne
15	Issue 30,000 kgs
20	Refund of surplus from work order 10 tonne
25	Issue 30,000 kgs
30	Excess found in stock 1 tonne.

Opening stock at the beginning of the month 10 tonne @ ₹ 6,000 per tonne.

- (b) From the following information calculate the Inventory Turnover Ratio of two types **07**  
of Material and put forward your comments on them.

Particulars	Material 'A' (₹)	Material 'B' (₹)
Opening Stock	40,000	36,000
Purchases during the year	3,00,000	2,85,000
Closing stock	36,000	66,000

4. The following figures are available from Financial accounts for the year ended 31<sup>st</sup> **15**  
March 2018.

Particulars	₹
Direct material consumed	2,00,000
Direct wages	75,000
Production overheads	2,50,000
Administrative overheads	2,00,000
Selling and Distribution overheads	3,50,000
Bad Debts	15,000
Preliminary Expenses (written off)	10,000
Dividend received	30,000
Interest on Deposit received	5,000
Sales (1,00,000 units)	5,00,000
Closing stock of finished goods (25,000 units)	75,000

The Cost Account reveals:-

- 1) Direct material consumed ₹ 2,20,000
- 2) Production overheads recovered at 30% of prime cost
- 3) Administration overheads at ₹ 2 per unit of production
- 4) Selling and distribution overheads at ₹ 3 per unit sold
- 5) Direct wages recovered at ₹ 80,000

Prepare:-

- a) Financial Profit and Loss Account
- b) Cost sheet
- c) Statement of Reconciliation

OR



4. (a) Avadhoot India Ltd. has fixed the standard time to produce one unit of product 'X' at 20 hours. Standard wages rate fixed is ₹25 per hour. A worker produces 20 units of product 'X' in 260 hours. 08

Calculate his total wages under Halsey Premium Plan and Rowan Premium Plan. Also Calculate works cost under both the plans if direct material cost per unit of product 'X' is ₹ 240 and factory overheads are 250% of prime cost.

- (b) From the following information of a factory, find out the amount of wages payable in cash and also find out the cost of wages per hour of March 2018. 07

Basic wages per month	₹ 45,000
D.A	100% of Basic wages
Employee's own contribution to P.F	12% of Basic wages
Employee's own contribution to ESI	3.5% of Basic wages
Employer's contribution to P.F.	12% of Basic wages
Employer's contribution to ESI	4.5% of Basic wages
No. of working hours per month	2,000 hours

5. A) What are the functions and scope of Cost Accounting? 08  
 B) Explain Fixed, Variable and Semi-Variable Cost. 07

OR

5. Write short notes on (Any Three) of the following:- 15

- Cost Classification by Behaviour
- ABC classification of Inventory
- Need for reconciliation
- Labour turnover
- Direct cost



T.Y.B.Com. Sem. - V

A.T.K.T. / Oct. 18

[Time: 2:30 Hours]

[Marks: 80]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
  2. Figures to the right indicate full marks.
  3. Draw neat diagrams wherever necessary.

Q.1 Attempt any two of the following:

- a) Define the concept of public finance and explain dissimilarities between public and private finances.
- b) Diagrammatically explain the Principle of Maximum Social Advantage.
- c) Explain redistributive and anti-inflationary tax policy of the government.

Q.2 Attempt any two of the following:

- a) Discuss the various sources of public revenue.
- b) Explain the merits and demerits of direct taxes.
- c) Explain the concept of impact, incidence and shifting of taxation with examples.

Q.3 Attempt any two of the following:

- a) Discuss the causes of increase in public expenditure.
- b) Define public budget and explain types of budget.
- c) What is fiscal federalism? What are the key issues of fiscal federalism?

Q.4 Attempt any two of the following:

- a) Explain the organized sector of Indian Money Market.
- b) Write a note on the role of capital market in economic development.
- c) Discuss the reforms taken in the Indian Capital Market since 1991 with special reference to secondary market.

Q.5

- (A) State with reasons, whether the following statements are true or false (any four)
- i) The primary objective of public finance is to maximize profit.
  - ii) Classical economists were strong supporters of government intervention in the economy.
  - iii) Indirect taxes are difficult to evade.
  - iv) When the burden of a tax is borne by final consumers, it is called backward shifting of a tax.
  - v) Under development of a country is one of the causes of increase in public expenditure.
  - vi) Primary deficit indicates the actual position of the government finances.
  - vii) Chit funds are part of organized Indian Money Market.
  - viii) Investment in mutual funds is a major option in the Indian Capital Market.



- B) Choose the correct answer and rewrite the statement (any seven)
- i) Which of the following is not a fiscal tool?  
a) Taxation      b) Repo rate      c) Public expenditure      d) Public debt
- ii) According to the "Principle of Maximum Social Advantage" the government has only \_\_\_\_\_ budget.  
a) Surplus      b) Deficit      c) Balanced      d) unbalanced
- iii) The term functional finance was coined by  
a) A.P. lerner      b) J.M. Keynes      c) David Ricardo      d) Adam Smith
- iv) Which of the following is not a source of non-tax revenue to the government.  
a) Fee      b) Betterment levy      c) GST      d) Grants
- v) GST is an example of \_\_\_\_\_.  
a) Direct tax      b) Indirect tax      c) Both a and b      d) None of the above
- vi) If elasticity of supply is equal to elasticity of demand the incidence of tax will be \_\_\_\_\_.  
a) More on buyer      b) More on seller  
c) equal on both buyer and seller      d) None of the above
- vii) \_\_\_\_\_ is not an example of unproductive expenditure of the government.  
a) Expenditure on Defence      b) Expenditure on Law and Order  
c) Expenditure on interest payment      d) Expenditure on agricultural development
- viii) Loans for which no promise is made by the government regarding the exact date of maturity is \_\_\_\_\_.  
a) Irredeemable debt      b) Redeemable debt      c) Productive debt      d) Voluntary debt
- ix) In India Finance Commission is appointed every \_\_\_\_\_.  
a) 5 years      b) 4 years      c) 3 years      d) 2 years
- x) \_\_\_\_\_ are a part of organized money market.  
a) Finance brokers      b) Loan Companies      c) Commercial Bank      d) Indigenous Bankers
- xi) Which of the following is not a function of Capital Market.  
a) Promoting industrial development      b) Mobilisation of savings  
c) Development of commercial banks      d) None of the above
- xii) Investor Production fund was set up under SEBI Act for \_\_\_\_\_.  
a) Investors education      b) Investors complaints      c) both a and b      d) none of the above



Please check whether you have got the right question paper.

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

1. Answer **any two** of the following: 15
  - a) Define Marketing. Explain the features of Marketing.
  - b) What is Customer Relationship Management? Explain techniques of CRM.
  - c) What are the challenges before Marketing Manager in changing business environment.
2. Answer **any two** of the following. 15
  - a) Define Marketing Information System. Explain briefly the essentials of a good MIS.
  - b) Describe the steps involved in consumer buying decision process.
  - c) What is Market Segmentation? Explain the bases of Market Segmentation.
3. Answer **any two** of the following: 15
  - a) Discuss the importance of Marketing Mix.
  - b) What is Branding? Describe the components of a Brand.
  - c) Explain the term Pricing. What are the various methods of Pricing.
4. Answer **any two** of the following: 15
  - a) What is the meaning of Physical Distribution. Explain the factors affecting the selection of distribution channels.
  - b) What is Sales Promotion? Explain the various techniques of Sales Promotion at consumer level.
  - c) What is Integrated Marketing Communication? Explain the components of IMC in brief.
5. (A) Fill in the blanks by choosing the appropriate option given below. 5
  - i) Strategic marketing managers make \_\_\_\_\_ decisions.
 

a) Proactive	b) Reactive
c) Adhoc	d) None of the above
  - ii) Business Ethics deals with \_\_\_\_\_ that help in good conduct of business.
 

a) Principles	b) Values
c) Philosophies	d) All of these
  - iii) \_\_\_\_\_ is a component of Logistics.
 

a) Inventory Management	b) Sales Promotion
c) Product Decisions	d) Market Segmentation
  - iv) \_\_\_\_\_ is a form of Direct Marketing.
 

a) Telemarketing	b) Advertising
c) Branding	d) Horizontal Marketing System.
  - v) \_\_\_\_\_ is an incremental value of a brand.
 

a) Brand Extension	b) Brand Equity
c) Brand Positioning	d) Brand Character

Turn Over



(B) State whether the following statements are True or False.

- i) According to Production Concept customers will prefer products that offer high quality & performance.
- ii) Social Marketing aims at promoting welfare of few sections of the society.
- iii) Positioning creates value to the customers.
- iv) Skimming Pricing is a long term pricing strategy.
- v) The Direct channels are more common in Industrial Products.

(C) Match the following:

- 1) Event Marketing
- 2) Personal factors
- 3) Primary data
- 4) Product width
- 5) Banner

- a) Number of different products of company
- b) Point of Purchase
- c) Sponsored programme
- d) Survey method
- e) Age & lifecycle



QP Code : 50182

(Revised Course - 75/25 Pattern)

[2½ Hours]

[Total Marks : 75]

- N.B :**
1. All questions are compulsory.
  2. Figures to the right indicate maximum marks.
  3. Workings should form part of the main answer.

1. (a) Fill in the blanks with appropriate words (Any Eight) 8
  - (i) Income tax is a tax on \_\_\_\_\_.
  - (ii) If an individual does satisfies the basic conditions of Residential Status he/she will be treated as \_\_\_\_\_.
  - (iii) Foreign agriculture income is \_\_\_\_\_.
  - (iv) There are \_\_\_\_\_ heads of income under Income Tax Act.
  - (v) Leave Salary received during the period of service is \_\_\_\_\_.
  - (vi) Entertainment allowance deduction is not allowed to \_\_\_\_\_.
  - (vii) Municipal tax on let out property is deducted from \_\_\_\_\_.
  - (viii) Income from sub-letting is taxable under the head \_\_\_\_\_.
  - (ix) Assessment year is always of \_\_\_\_\_ months.
  - (x) Deduction under section 80C is allowed to the extent of \_\_\_\_\_.
1. (b) State whether the following statements are True or False, as per the provisions of Income Tax Act, 1961 for Assessment Year : 2018-2019 (Any Seven) 7
  - (i) Income tax Act extend to whole of Maharashtra.
  - (ii) Academic year means previous year.
  - (iii) An foreign company is always resident in India.
  - (iv) Commuted pension is always taxable.
  - (v) Interest on Income tax refund is taxable under income from other sources.
  - (vi) Under capital gain, taxable capital assets include archaeological collection.
  - (vii) Capital gain arises on transfer of any asset.
  - (viii) Expenditure which is personal in nature is allowed as business expenditure.
  - (ix) Total income of a person is determined on the basis of his citizenship in India.
  - (x) Past untaxed profits brought into India is always taxable.

[TURN OVER



2. Ms Parineeta, who is physically disabled to the extent of 49%, works as an Officer in L&T Company. From the following particulars of Income provided for the previous year ended 31st March, 2018, you are required to compute the net taxable Income for Assessment Year: 2018-19.

Sr. No.	Particulars	Amount (₹)
1.	Basic Salary	10,00,000
2.	Dearness Allowance	5,20,000
3.	Bonus due	50,000
4.	Re-imbursment of Medical Expenses	37,000
5.	Perquisite Value of Rent-Free accomodation, provided by Employer	50,000
6.	Transport Allowance (Exempt ₹ 20,200)	25,000
7.	Profession Tax paid	2,500
	Other Information :	
8.	Winnings from Lottery tickets	20,000
9.	Expenses for purchase of lottery tickets	500
10.	Dividend from foreign companies	35,000
11.	Interest on Savings Account with Bank of India	12,500
12.	Interest on Recurring Deposit with Bank	7,000

OR

[TURN OVER



2. Mr. Mahendra provides following particulars of his Income for the previous year ended 31st March, 2018. You are required to compute the net taxable Income for Assessment Year : 2018-19.

Sr. No.	Particulars of owned house	House A (Self-Occupied) (₹)	House B (Let-Out) (₹)
1.	Municipal Valuation (per month)	6,000	16,000
2.	Rent Received (per month)	NIL	30,000
3.	House B was vacant for 1 month		
4.	<b>Municipal Tax :</b>		
	- Paid by owner	11,000	26,000
	- Outstanding on 31/3/18	NIL	6,000
5.	<b>Interest on Borrowed Capital :</b> (Both loans taken after 1.04.1999)		
	- Paid during the year	42,000	90,000
	- Outstanding on 31/3/18	12,000	NIL
6.	Maintenance Charges	30,000	60,000
	<b>Other Information -</b>		
7.	Interest on Bonds		70,000
8.	Gift from father		1,00,000
9.	Interest on National Savings Certificates		15,000
10.	Dividend from Mutual Funds		20,000
11.	Rent from vacant plot of land		80,000
12.	He paid Interest of ₹27,000 on Education Loan taken from Bank of Maharashtra for his son, who is pursuing post-graduation in Management Studies, from Mumbai University (recognized)		

[TURN OVER]



3. Mr. Bansode provides the following information for the previous year ended 31st March, 2018. You are required to compute his net taxable income for the Assessment Year : 2018-2019.

**Profit and Loss Account for the year ended 31st March, 2018**

Particulars	₹	Particulars	₹
To Salaries	2,40,000	By Gross Profit	9,12,000
To Rent	60,000	By Interest on Debentures	18,000
To Entertainment Expenses	48,000	By Sale of Import Licence	20,000
To Purchase of National Savings Certificate (VIII Issue)	26,000	By Dividend from Co-operative Bank	10,000
To Penalty paid for Income Tax	15,000		
To Staff Welfare Expense	40,000		
To Donations	8,000		
To Medical Expenses	16,000		
To Depreciation	30,000		
To Conveyance	24,000		
To Net Profit	4,53,000		
<b>Total</b>	<b>9,60,000</b>	<b>Total</b>	<b>9,60,000</b>

**Additional Information -**

1. Payment for Medical Expenses is for Mr Bansode's dependent sister, who is physically handicapped with 65% disability.
2. Depreciation charged to Profit & Loss Account is found to be in excess of ₹6,000 as per Income Tax Rules.
3. 50% of Rent paid is attributable to business.
4. Entertainment Expenses includes a hotel bill of ₹25,000 which is paid in cash.

**OR**

**[TURN OVER**



3. Mr. Ganesh provides the following information for the previous year ended 31st March, 2018. You are required to compute his net taxable income for the Assessment Year : 2018-19.

**Profit and Loss Account for the year ended 31st March, 2018**

Particulars	₹	Particulars	₹
To Salaries	3,60,000	By Gross Profit	8,80,000
To Rent	90,000	By Bad Debts Recovered	12,000
To Conveyance	26,000	By Rent from House Property	1,20,000
To Municipal Tax Paid for house property	10,000	By Commission Received	28,000
To Interest on Loan for house property	20,000		
To Repair Expenses	18,000		
To Staff Welfare Expenses	40,000		
To Medical Insurance Premium	28,000		
To Depreciation	50,000		
To Life Insurance Premium	25,000		
To Net Profit	3,73,000		
<b>Total</b>	<b>10,40,000</b>	<b>Total</b>	<b>10,40,000</b>

**Additional Information -**

- Repair Expenses include repairs to house property Rs. 6,000.
  - Depreciation allowed as per Income Tax Rules is Rs. 48,000.
  - Medical Insurance Premium is paid for his dependent father, a senior citizen.
  - Life Insurance Premium is paid for his son, who is not dependent on him.
4. (a) Mr. Girish provides the following particulars of assets transferred by him during the previous year ended 31st March, 2018. You are required to compute his Income from Capital Gains chargeable to tax for Assessment Year : 2018-19.
- A residential house in Vikhroli, which was purchased on 28th March, 2005 at a cost of ₹7,00,000 and was sold on 15th February 2018 for ₹98,00,000. He incurred transfer expenses of ₹50,000.
- Mr. Girish made the following investments out of the capital gains arising on sale of his residential house -
- Purchased a residential flat in Thane on 20th March, 2018 for ₹35,00,000.
  - Purchased 3 year bonds issued by National Highway Authority of India (NHAI) for ₹7,00,000 on 30th March, 2018.
- Cost Inflation Index for F.Y. 2004-05= 113; F.Y. 2017-18 = 272

[TURN OVER



4. (b) Mr. Mohan from U.S.A. came to India for the first time on 1st May, 2013. He was in India upto 15th May 2017, on which day he left for France.  
Determine his Residential Status for Assessment Year : 2018-19

OR

4. Mr. Rahul has earned the following incomes during the previous year ended on 31st March, 2018. Compute his Gross Total Income for Assessment Year 2018-19 assuming that he is -

- (a) Resident and Ordinarily Resident  
(b) Resident but Not Ordinarily Resident  
(c) Non-Resident

Sr. No.	Particulars	Amount (₹)
1.	Income from Agriculture in Afghanistan	80,000
2.	Dividend Received from German Company in India	1,00,000
3.	Salary earned and received in Dubai	1,20,000
4.	Income from business in Sri Lanka, controlled from India	1,40,000
5.	Income from Bank Accounts in India	1,60,000
6.	Rent from house in Singapore, received in Delhi	1,80,000
7.	Interest on Bonds issued by Indian Companies	2,00,000
8.	Professional Fees received in Dubai, for services rendered in India	2,20,000

5. (a) Explain any four deductions available under the head 'Income from other sources'.  
5. (b) Write any seven items of Incomes which are exempt under section 10 of the Income Tax Act, 1961.

OR

5. Write short notes (any 3)
- Assessment Year & Previous Year
  - General Expenses U/s 37
  - Taxable Perquisites
  - Long Term Capital Gains
  - Deduction under section 80D.

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[2½ Hours]

[Total Marks: 70]

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

**1. Answer any two of the following :**

- a) Define Export Marketing. Explain the features of Export Marketing.
- b) Explain the challenges of Export Marketing in India.
- c) Discuss the Direction of India's Exports since 2010.

**2. Answer any two of the following :**

- a) What are the negative implications of trading blocs on export marketing?
- b) Explain the steps involved in global marketing research.
- c) Discuss the various components of logistics in export marketing.

**3. Answer any two of the following :**

- a) Explain the highlights of Foreign Trade Policy 2015-20.
- b) Describe the role of DGFT.
- c) Write a note on Negative List of Exports.

**4. Answer any two of the following:**

- a) Write a note on Packaging.
- b) What are the factors determining export pricing?
- c) Calculate minimum FOB price from the following details. Also calculate foreign exchange that can be earned if exchange rate 1 US Dollar = ₹ 70

Particulars	Amount (₹)
Ex-factory cost	2,80,000
Packing cost	60,000
Transportation cost	80,000
Profit contribution	10% of FOB cost
Duty Drawback	10% of FOB cost



5. Answer the following :

(A) State whether the following statements are true or false.

1. TRIPs agreement gives protection to patented products.
2. India is a member nation of ASEAN.
3. Foreign Trade Policy in India is generally prepared for a period of five years.
4. Skimming pricing strategy is adopted by exporters to gain large market share.
5. Product labelling helps the customers to identify the product.

(B) Give full form of the following :

1. SAARC
2. MEIS
3. FAS
4. TRIMs
5. WTO

(C) Match the following :

**Group A**

1. Break even pricing
2. Services export
3. Five Star Export House
4. Human skeleton
5. Direct exporting

**Group B**

- a) Absence of middlemen
- b) 2000 US \$ Million
- c) INCO terms
- d) Telecommunications and Software
- e) Prohibited item
- f) No profit no loss
- g) NAFTA