

Question Paper Set of

T.Y.B.M.M. – Sem-VI

Regular Exam

University of Mumbai

April, 2018

Financial mgmt
for marketing &
Adu.

TIME: 2.5 HRS.

MARKS : 75

Note - Attempt all questions subject to internal choice

Figures to the right indicate marks

Use of simple calculator is permitted

(Qn.paper for (R-2017) students)

Qn.1.From the following information calculate: 1. Debt Equity Ratio 2. Current ratio 3. Proprietary ratio 4. Gross profit ratio 5. Net profit ratio 6. Operating ratio 7. Debtors turnover ratio and collection period.

15

Income Statement for the year ended 31-12-17

	Rs.
Sales	5,00,000
Less: Cost of goods Sold	<u>1,40,000</u>
Gross Profit	3,60,000
Less: Operating expenses	<u>1,60,000</u>
Net Profit	2,00,000
Less: Taxation	<u>80,000</u>
Net Profit after taxation	1,20,000
	=====

Position Statement as on 31-12-17

Position Statement as on 31-3-17

Particulars	Rs.	Rs.	Rs.
Sources of Funds			
Equity share capital		2,00,000	
10% preference share Capital		3,00,000	
Reserves		1,00,000	
		-----	6,00,000
10% Debentures			4,00,000
Total sources			10,00,000
			=====
Application of funds			
Fixed Assets			8,00,000
Bank	80,000		
Cash	20,000		
Debtors	3,20,000		
Stock	80,000		

Less Creditors	1,00,000	5,00,000	

M.M.81

Outstanding Expenses	2,00,000		
	-----	(-)3,00,000	
Total Applications			2,00,000
			10,00,000

OR

1. a) State the functions of Finance.
 b) Briefly mention the various sources of borrowed finance.
2. A seller provides the following figures for the first quarter of 2017

Sales month	Product A in units	Product B in units
January	35,000	30,000
February	25,000	20,000
March	30,000	25,000

The selling price of product A Rs.10, Product B Rs.20

Prepare a sales budget based on the above data for the first quarter of 2018 assuming:

- i) Sales Quantity of A increases by 10% and sales quantity of B increases by 20 %
 ii) Sales price of A increases by 20% and sales price of B decreases by 10%

OR

- 2 a) Briefly write about the different types of lease contracts.
 b) Briefly write about the sources of short term finance.

Qn.3. Prepare a cash budget for the period April, May & June from the following, assuming that the opening balance of cash on 1st April was Rs. 3,00,000.

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Month	Sales Rs.	Purchases Rs.	Wages Rs.	Other Expenses Rs.
January	1,60,000	90,000	40,000	10,000
February	1,60,000	80,000	36,000	12,000
March	1,50,000	84,000	44,000	12,000
April	1,80,000	1,00,000	48,000	14,000
May	1,70,000	90,000	40,000	12,000
June	1,60,000	70,000	36,000	10,000

- 50% of the purchases and sales were on cash basis.
- The average collection period of the company is half month and purchases are paid regularly after 1 month.
- Time lag in payment of wages is one month.
- Rent of Rs. 1,000 is payable every month.

5. Dividend receivable in May Rs. 36,000.
6. Professional fees to be paid in June Rs. 1,500.
7. Other expenses are paid the same month

OR

- Qn.3 a) Describe the different types of Preference Shares.
 b) Briefly outline the features and advantages of Term loans.

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Qn.4. The sales and profits during two years are as follows:

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Year	Sales (Rs.)	Profit (Rs.)
2016	15,000	800
2017	18,000	1,400

Calculate: 1) P/V ratio 2) Fixed Cost 3) Break Even Point sales value 4) Profit when sales are Rs. 2,000 5) Sales to earn a profit of 3,000 6) Margin of Safety for both the years.

8
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OR

- Qn.4 a) State the benefits of budgeting.
 b) State the factors influencing working capital requirements.

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Qn.5 a) Classify the following costs on the basis of functions:

5

- i) Carriage outwards
- ii) Manufacturing expenses
- iii) Audit fee
- iv) Carriage inwards
- v) Printing & stationary

b) Classify the following costs on the basis of their behaviour to change in volume:

5

- i) Cost of raw material
- ii) Factory rent
- iii) Manufacturing wages
- iv) Manager's salary
- v) Watchman's salary

c) Calculate the working capital of a Trader under Balance Sheet method:
 Cash Rs. 2,000, Creditors Rs. 7,000, Stock Rs. 5,000, Bills Payable Rs. 2,000,
 Debtors Rs. 7,000, Outstanding expenses Rs. 4,000, Bank Rs. 8,000,
 Bills receivables Rs. 4,000.

5

OR

Qn.5 Write short notes on any three of the following:

15

1. Ploughing back of profits
2. Limitations of ratio analysis
3. Types of Debentures
4. Master Budget
5. Benefits of costing

(2½ Hours)

(Total Marks: 75)

Please check whether you have the right question paper.

N.B.: 1) All questions are compulsory.

1. Case Study :

Dove has come up with Baby Dove a product line for babies. Dove is fairly known for moisturizing skin and that made its entry in this segment easy. One of the key insights behind the products is that baby skin loses moisture five times faster than adult skin. Dove with product line for baby can create a positive impact on the brand altogether. Dove came up with Dove Baby Soap, lotion, oil.

Beyond the moisturizing impact, Dove earlier has focused on moms and dads with its existing products for years, making the leap to babies fairly easy. Baby Dove will be focused on the primary buyer in the category -- moms -- and in particular bucking up women's self-esteem vs. pressure to be perfect. Instead of Real Beauty, Dove Baby wants to make a campaign for real parenting.

As a marketing manager of Dove prepare :

- a) Outline the Communication Plan. (05)
- b) State the advertising objectives. (04)
- c) Support your advertising strategy using two IMC tools. (06)

2. Answer the following :

- a) What are the various types of ad agencies? Explain with appropriate examples. (07)
- b) How does an advertising agency work? What is the structure of an ad agency? (08)

OR

- c) What are the stages in Client-agency relationship? (07)
- d) What are the various elements of digital advertising campaign? (08)

3. Answer the following:

- a) Explain account planning process in detail. (07)
- b) What are the five elements of Means-end Conceptualization of Components for Advertising Strategy (MECCAS)? (08)

OR

- c) 'Customer expectation and perception creates GAP'. Elaborate with GAP model. (07)
- d) Write a note on various agency compensation methods. (08)

4. Answer the following:

- a) CRM is a method and tool that helps business to manage ad agency. Explain. (07)
- b) 'The marketing plan is the specific roadmap that's going to get you there'. Explain the statement with help of steps in marketing plan. (08)

OR

- c) Explain in detail Consumer Franchise Building and Non-Consumer Franchise Building promotions. (07)
- d) What are the various objectives of trade oriented sales promotion. (08)

5. Write short notes on **any three** of the following :

(15)

- a) Coupon and contest.
- b) DAGMAR.
- c) Role of account executive.
- d) Various POP techniques.
- e) 3 stages of buying behavior.

TURN OVER

Sem. VI

Regular Exam : April 2018

Principles & practices of
Direct Marketing

B.M.M.

Q.P.Code:34048

Time - 2 .30 hours

N.B

1. All questions are compulsory
2. Give **suitable** examples and diagrams /figures where necessary
3. Use of **simple** calculator is permitted
4. All questions carry **equal** marks

Q1. Prepare a Direct Marketing plan for ANY ONE

(15)

a. Tea Cafe

OR

b. Bags

Keeping in mind the following

1. Product offering
2. Lead generation
3. Database development
4. Methodology/Channels used (e.g. Mailers, Sampling, DRTV etc.)

Q2.a. Calculate the Life Time Value for Mr. Jack & Jones as on March 2013 from the following given data

(15)

Particulars	2012	2013	2014	2015	2016
Sales	18,500	43,000	50,000	82,500	99,000
Referrals	2,500	3,000	8,500	11,500	13,300
Indirect cost	2,500	6,500	6,200	9,400	10,400
Direct Mailer	2,400	4,100	6,600	11,900	15,000
Telemarketing	3,000	4,000	7,000	19,000	20,000

Note: 1. All Figures in the table are in Rupees

2. Discount is 10%

OR

Q2. b. Write a note on Scope of telemarketing

(08)

Q2.c. Explain LTV and its uses

(07)

M.M.B

Q.P.Code:34048

Topic: Direct Marketing

Q3. Answer the following

- Database management plays a crucial role for marketers. Explain the advantages and disadvantages of a bureau.
- Highlight the various reasons for the growth of direct marketing?

(08)
(07)

OR

- What are the various methods or techniques of direct marketing?
- Distinguish between Mass Marketing verses Direct Marketing with examples?

(08)
(07)

Q4. Answer the following

- What are catalogues? Explain the different types of catalogues.
- Explain Relationship Marketing. What are the Characteristics of Relationship Marketing?

(08)
(07)

OR

- What are lists? Explain various types of list.
- Discuss the importance of market segmentation in Direct marketing

(08)
(07)

Q5. Write short note on (ANY THREE)

(15)

- Trade fair & Exhibitions
- Acquisition cost & Brokerage commission
- Customer Relationship Management (CRM),
- Types of approaches
- Cross selling and Up selling

Sem: VI

Regular Exam: April 2018

75 marks

Adv. Ethics & Legal Envi.

Q. P. Code: 36084

2 and 1/2 hours.

Note: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

3) Internal choices are provided.

B.M.M

Q 1) A Explain the relationship between self regulation, code of ethics and the legal environment in the media with reference to-

i) Emblems and Names (prevention of improper use act).

OR

ii) Drugs & Magic Remedies (Prohibition of Objectionable Advertisements) Act.

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Q1) B i) Examine Naomi Woolf's views on advertising and women in her book The Beauty Myth.

OR

ii) Examine Noam Chomsky's views on Advertising and American polity and society.

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Q2) A Explain the importance of ethics while advertising to-

8

i) Children and advertising

OR

ii) Women and advertising

Q2) B i) Write a note on the role of associations in laying down ethical conduct with a special focus on ASCI.

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OR

ii) Write a note on the role of Press Council of India.

Q3) A i) Discuss the role of CGSI for consumer protection and education.

OR

M.M.B

ii) Examine the importance of Consumer protection Act in improving quality and standards of Indian products.

8

Q3) B i) Examine the importance of intellectual property rights with special reference to the Copyright Act in India.

OR

ii) Discuss the role of standardization bodies like Agmark and BIS.

7

Q4) A i) List some of the unfair trade practices with a special focus on small print clarification and misleading comparisons.

8

OR

ii) Write a note on international bodies like ISO and FDA.

Q4) Bi) How does advertising influence society? Examine the social responsibility of advertising and the role of advertising as a moulder of opinion and values.

7

OR

Q4) Bii) Write a note on the law of defamation in India.

15

Q5) Write short notes on any three of the following-

a IT Act

b Political advertising

c CERC

d Surrogate advertising

e customer care centres.

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Advt & Mktg

Q. P. Code: 34938

Marks: 75

2.5 hrs

N.B.

1. All Questions are compulsory.
2. Mention the question number properly and neatly
3. Answer the questions in the sequence given in the question paper.

Q1. a). CASE STUDY

A telecom sector wants to launch in Rural India their products. Formulate and advise an appropriate Research Design and suggest suitable Sampling Method for this service to be a profitable commercial venture. Explain the research process.

OR**b). Answer the following:**

- i. Design a questionnaire for a company to find out the response of Plastic Ban by government. (8)
- ii. "Social Media engulfs Family time." Write a report analyzing the validity of the statement. (7)

Q2). Answer the following:

- a) Discuss the importance of Neuroscience in advertising research. (8)
- b) Explain various Physiological Testing methods. (7)

OR

- c) Discuss Copy Testing Process and various methods of copy testing. (8)
- d) Explain the various methods of conducting product research. (7)

Q3). Answer the following:

- a) What are the various methods of Pre-Testing? (8)
- b) Write a note on importance of Marketing Research. (7)

OR

- c) Discuss any three Scaling Techniques. (8)
- d) Discuss the various Projective Techniques used in the Research process. (7)

Q4) Answer the following:

- a) Explain various methods of Branding research. (8)
- b) Explain the challenges to Pre-Testing of advertisement. (7)

OR

- c) Explain what Primary Research? Discuss various methods of primary research. (8)
- d) Discuss Pricing Research methods. (7)

Q5) Explain Any3 of the following.

(15)

- a) Quantitative and Qualitative Research
- b) Literature Review
- c) Copy research
- d) Hypothesis
- e) Post Testing Methods

B.M.M