

Question Paper Set of

T.Y.B.M.S. – Sem-V

**Regular Exam**

**University of Mumbai**

November, 2019



Time: 2.30 Hrs

Marks : 75

- NOTE: 1.Q1 is compulsory**  
**2. Q2 to Q5 having internal options**  
**3. Figures to the right indicate full marks.**  
**4. State your assumptions clearly**

**Q1.A State whether the following statements are true or false (any 8) (08)**

- Beta measures volatility or risk
- If Jensen's Alpha is positive, it reflects that the Mutual fund has exceeded the expectations and outperformed the Market portfolio and vice versa
- Transaction exposure in Exchange rate risk impacts the future cash flows of a firm.
- Exercise price is a price at which the option buyer is eligible to buy or sell the underlying asset
- APT is an asset pricing model based on the idea that an asset's return cannot be predicted using the relationship between that asset and many common risk factors
- The third line of Defense includes Operational Management
- An end user of the project's outcome is one of the internal stakeholder to the organization
- At the money Option leads to negative cash flows to the holder if it were exercised immediately
- Enterprise Risk Management has one dimensional assessment (potential impact)
- Risk Measurement is the collective responsibility of different people in the organization

**Q.1B) Match the following (Any 7) (07)**

	Column A		Column B
i	Transaction Exposure and Translation Exposure	a	Call and Put
ii	Arbitrage	b	Futures
iii	Options	c	Risk Return theory
iv	Standardized exchange traded contracts	d	Exchange of cash flows between two parties
v	Forwards	e	Higher risk higher returns
vi	Swaps	f	Currency Risk
vii	Modern Portfolio Theory	g	Less Risky project
viii	Risk return trade-off	h	Profit from price difference in two markets
ix	Beta < 1	i	Credit Risk
x	Default Risk	j	No standardized contract
		k	Risk

**Q.2) A) Define the term Risk? Explain the Risk Management Process (08)**

**B) Explain Arbitrage theory and Techniques (07)**

**OR**

**C) Calculate the expected returns and Standard deviation of Stock A and Stock B (08)**

The following is the information of stock A and Stock B under the possible states of nature

State of Nature	Probability	Return ' A '	Return ' B '
1	0.10	5%	0%
2	0.30	10%	8%
3	0.50	15%	18%
4	0.10	20%	26%

**D) Write note on Risk Register (07)**



Q.3) A) Explain Risk and the three lines of Defense (08)

B) Explain the challenges of Risk assurance in an organization (07)

OR

C) Calculate Beta for each of the following two securities from the given information (15)

Year	A.Ltd (%)	B.Ltd (%)	Market Portfolio (%)
1	10	14	12
2	6	2	5
3	13	19	18
4	-4	-12	-8
5	13	11	10
6	14	19	16
7	4	3	7
8	18	20	15
9	24	28	30
10	22	16	25

Q.4) A) What are the good practice principles for risk assurance? (08)

B) Define Stakeholder and explain the types of project stakeholders (07)

OR

C) Explain the powers, functions and duties of IRDA (08)

D) What is Actuaries? Explain the role, duties and obligations of Actuaries (07)

Q.5) A) Suppose an insurer estimates that an insurance contract exposure has the following loss distribution: (08)

Loss (in Rs.)	Probability
20,00,000	0.003
8,00,000	0.010
2,00,000	0.050
50,000	0.847

Assume that administrative expenses, which are paid immediately, equal 20% of the expected claim cost. Further assume that this type of policy requires a profit loading equal to 11% of the expected claim cost. Calculate the fair premium

B) What is Reinsurance? State its types (07)

OR

Q.5) Write short notes on (Any three) (15)

- Risk Exposure Analysis
- Derivatives
- Risk Governance
- Bancassurance
- Enterprise Risk Management Matrix

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(2 ½ Hours)

Marks : 75

- NOTE- i) All the questions are compulsory subject to internal choice.  
ii) Figures to the right indicate full marks.

**Q.1 A) Multiple choice questions: (Answer any 8)**

(8)

- i) Long term CRM involves \_\_\_\_\_ operational cost.  
a) high      b) low      c) medium      d) none
- ii) \_\_\_\_\_ means transferring the call to the available agent to reduce the waiting time of the customers.  
a) call routing      b) call scripting      c) personalization      d) channel optimization
- iii) \_\_\_\_\_ is an act of selling additional products to customers.  
a) cross-selling      b) upselling      c) both a & b      d) none
- iv) \_\_\_\_\_ is a method of recommending products or services to customers on websites.  
a) clickstream analysis      b) online analytical process      c) collaborative filtering  
d) Traffic analysis
- v) A service level agreement(SLA) is a tool for building \_\_\_\_\_ relationship with high value customers.  
a) formal      b) informal      c) shared      d) none
- vi) \_\_\_\_\_ is the heart of selling process.  
a) customer delight      b) customer satisfaction      c) customer retention      d) customer loyalty
- vii) \_\_\_\_\_ is also known as opportunity management.  
a) customer relationship management      b) lead management  
c) contact management      d) knowledge management
- viii) Privacy laws protect the interest of \_\_\_\_\_.  
a) customers      b) employees      c) organizations      d) all
- ix) \_\_\_\_\_ relationship exists when a customer has tried a product for the first time.  
a) acquaintance      b) friend      c) partner      d) stranger
- x) \_\_\_\_\_ are calculations or summaries of historical information that often compares trends over times.  
a) business view data      b) warehouse data      c) transaction data      d) reference data

**Q.1. B) State whether the given statements are true or false:- (Answer any 7)**

(7)

- i) Win back is the first stage in the CRM strategy cycle.  
ii) Cyber agents are viable means of providing basic customer support.  
iii) Event based marketing is also known as trigger marketing.  
iv) Calls made by customers to the call centres is a part of inbound communication.



- v) Service delivery GAP 4 is a communication gap.
- vi) Customer value management(CVM) is also known as customer value added approach.
- vii) CRM strategy focuses only on creation of valuable customers.
- viii) E-CRM is derived from e-commerce.
- ix) Cloud computing software is efficient means for collecting customer data.
- x) CRM maintains relationship with customers by frequent contacts so as to obtain their maximum data.

**Q.2**

- a) Explain SLA and main elements of good SLA? (8)
  - b) Explain the challenges and barriers in implementing CRM. (7)
- OR**
- c) Write a note on Service level Agreement (8)
  - d) Define CRM and explain its components in detail (7)

**Q.3.**

- a) What is Data Management? Discuss different types of Data? (8)
  - b) Discuss Customer Profitability and value Modelling (7)
- OR**
- c) What are the quality issues identified in the data. (8)
  - d) Explain customer retention and methods to improve customer retention? (7)

**Q.4.**

- a) Write in detail the steps for implementing a CRM program (8)
  - b) What are the complexities of CRM strategy (7)
- OR**
- c) Explain CRM Strategy Cycle. (8)
  - d) Explain the concept of Knowledge Management (7)

- Q.5. a) Explain the features of E-CRM (8)
- b) Explain the software App for Customer Service. (7)

**OR**

- Q.5. c) Write Short notes on the following (Answer Any 3) (15)
  - i) E-mail response system
  - ii) Social Networking and CRM
  - iii) Levels of E-CRM
  - iv) Ethical Issues in CRM
  - v) Recent trends in CRM



Duration: 2.30 Hours

Max. Marks: 75

- NB: 1) All questions are compulsory subject to internal choice  
2) Figures to the right indicate full marks.  
3) Use of Simple Calculator is allowed.

Q.1.

(A)

Match the following: (Any 8):

(08)

Column "A"		Column "B"	
1.	Interest on Higher Educational loan	a.	Upward Sloping
2.	Housing Loan Installment	b.	Downward Sloping
3.	Normal Yield Curve	c.	Deduction u/s 80D
4.	Inverted Yield Curve	d.	Deduction u/s 80E
5.	Medical Insurance Premium	e.	Deduction u/s 80C
6.	Earning Capacity of an Individual	f.	Human Life Value
7.	Objectivity and Competence	g.	Principle of Wealth Creation
8.	Pay Yourself First	h.	Principle of Insurance
9.	Principle of Indemnity	i.	Total Assets – Total Liabilities
10.	Net Worth	j.	Code of Ethics For Wealth Managers

Q.1.

(B)

State whether the following statements are True or False (any 7):

(07)

- 1) Business loss cannot be set off against salary income.
- 2) Yield refers to the annual return on an investment.
- 3) Human Life Value concept deals with human capital.
- 4) CAGR return is same as Holding Period Return.
- 5) Insurer is the one who undertakes the responsibility of risks.
- 6) Health insurance policies are not issued for less than one year period.
- 7) Inflation rate has direct impact on wealth creation.
- 8) MIS provides regular income to the investors.
- 9) Long term capital loss cannot be set-off against short term capital gain.
- 10) Deduction for donation to a charitable trust can be claimed u/s 80G.

Q.2.

(A)

What is Wealth Management? Explain its scope in brief.

(08)

(B)

What are the reasons for changes in interest rates?

(07)

OR

(P)

Mr. Mohanji furnishes the following details for the year ended 31<sup>st</sup> March, 2019:

(15)

Particulars	Amount in Rs.
Short Term Capital Gain	2,40,000
Income from business of Electronics	4,00,000
Loss from Speculative business	(-)2,40,000
Long Term capital Gain on Sale of Land	1,20,000
Long term Capital Loss on Sale of Shares	(-) 2,00,000
Income from Salary	8,00,000
Loss from House Property A	(-) 2,60,000



Income from owning and maintaining of Race horses	1,00,000
Income From House Property B	2,40,000
Income from House Property C	1,80,000

Following are the carry forward losses

- (1) Carry forward loss from business of electronics: Rs. 1,40,000, pertaining to the year 2017-18.
- (2) Losses from the activity of owning and maintaining race horses pertaining to assessment year 2016-17 : Rs. 3,00,000

Compute Gross Total Income of Mr. Mohanji for the Assessment Year 2019-20. Also state the eligible carry forward losses for the Assessment Year 2019-20.

Q.3.

- (A) Explain the Primary and Secondary functions of Insurance in brief. (08)
- (B) "Goal based Wealth Management is better." Justify the statement. (07)

OR

- (P) Following is the Balance Sheet of Kabir Singh and Sons as on 31<sup>st</sup> March, 2019 (08)

Liabilities	Rs.	Assets	Rs.
Equity Share Capital	25,00,000	Plant & Machinery	20,00,000
General Reserve	5,00,000	Building	10,00,000
Share Premium	2,50,000	Stock	8,50,000
9% Debentures	10,00,000	Sundry Debtors	10,29,000
11% Preference share capital	8,00,000	Cash & Bank balance	3,25,000
Sundry Creditors	2,50,000	Short Term Investments	2,78,000
Bank Overdraft	2,05,000	Profit and Loss Account	1,84,000
Provision for Taxation	50,000	Shares Issue Expenses	8,000
Proposed dividend	1,45,000	Preliminary Expenses	26,000
	57,00,000		57,00,000

You are required to calculate:

- i) Current Ratio
- ii) Acid Test Ratio
- iii) Debt Equity Ratio
- iv) Capital Gearing Ratio

- (Q) Mr. Shahrukh purchased a house property for Rs. 20,00,000 on 1<sup>st</sup> September, 1995. He incurred expenses of Rs. 7,00,000 in financial year 1997-98 and Rs. 2,50,000 in the financial year 2006-07 on the same. (07)

The fair market value of the property on 01-04-2001 was Rs. 25,50,000. He sold the property on 1<sup>st</sup> December, 2018 for Rs. 95,00,000. Brokerage of Rs. 85,000 was incurred on sale transaction. He purchased a new Residential house on 1<sup>st</sup> February, 2019 for Rs. 30,00,000.



The Cost inflation index for various years is given: 2001-02 = 100, 2006-07 = 122, 2018-19 = 272 and 2018-19 = 280.

Compute the net capital gains of Mr. Shahrukh.

Q.4.

- (A) What is Estate Planning? Explain its Objective.  
(B) What are different types of Will?

OR

- (P) Compute the taxable income and tax liability of Mr. Naseem who is a **handicap** assessee for the Assessment Year 2019-20.

Particulars	Amount (Rs.)
Income from Business	3,60,000
Interest on Post Office Savings Bank A/c	5,500
Income from house Property	48,000
Income from salary	2,40,000
Winning from Lotteries	30,000
Interest on FD with Banks	10,000
Interest on National Savings Certificate	5,000
Contribution to Pension Fund	54,000

- (Q) Mr. Nitin is an assessee whose income is estimated at Rs. 22,00,000 during the Previous Year. Calculate the advance tax payable on the respective due dates.

Q.5

- (A) What are the steps in Retirement Evaluation and Planning?  
(B) Explain the principles of Wealth Creation in brief.

OR

Q.5. Write Short Notes on (any three)

- Post Office Monthly Investment Scheme (MIS)
- Importance Of Yield Curve
- Responsibilities of the insured
- ULIP Pension Scheme
- Limitation of Ratio analysis

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(2 ½ Hours)

Marks : 75

- NB: (1) All Questions are **Compulsory**.  
(2) **Figures** to the **right** indicates full marks

**Q1) A) State whether the following statements are TRUE or FALSE (any 8) . (08)**

1. Digital cash is suitable for small transactions.
2. There is no grace period for debit card.
3. Yahoo.com was launched after the birth of Google.com
4. Search Engine Marketing is a short term approach.
5. E-commerce includes business to business transaction only
6. Podcasts lacks interactivity.
7. Trojan horse is the unauthorized use of services and harassment by email.
8. Campaign Marketing requires very less money for effective execution.
9. A credit card is a credit system in retail transactions which has a pre set spending limit based on the user's credit limit.
10. E communication is the communication using electronic media.

**Q1) B) Select the most appropriate alternative answer. (Any 7) (07)**

1. \_\_\_\_\_ is trading in products or services using computer networks  
a) E Commerce b) Motivating c) cooperation.
- 2 The \_\_\_\_\_ market enable the suppliers to directly interact with buyers that by eliminating distributors.  
a) B2B b) C2C c) A2B
- 3) In India the \_\_\_\_\_ of e-commerce is due to cash on delivery payment option.  
a) Failure b) Success c) Training.
- 4) E-commerce enhances the promotion of products and services to direct information and interactive contact with \_\_\_\_\_.  
a) customers b) students c) children.
- 5) E-commerce in education has led to \_\_\_\_\_.  
a) Personalized banking b) modification c) Globalization.
- 6) \_\_\_\_\_ refers to the management of a network of interconnected business involved in the ultimate provision of product and service packages required by the end customers.  
a) Supply Chain Management b) customer relationship management c) personal management
- 7) \_\_\_\_\_ also is known as click and mortar business model.  
a) Brick and mortar b) brick and click c) Pure online.
- 8) \_\_\_\_\_ allows card holding customers to perform routine banking transactions without interacting with the human teller.  
a) RTGS b) IMPS c) ATM.
- 9) \_\_\_\_\_ is an approach that recognizes that customers are the core of business and that the company success depends effectively.  
a) personal management b) customer relationship management c) Web design.
- 10) \_\_\_\_\_ is a financial Exchange that takes place on line between buyers and sellers.  
a) E -payment b) Cyber crimes c) Fraud.



Q2 a) What do you mean by E-commerce? Explain its features. (08)

b) Explain how social cultural factors affect e business. (07)

OR

c) Discuss the trends in e-commerce in government sector. (08)

d) Distinguish between traditional commerce and e-commerce. (07)

Q3 a) Discuss the steps in launching e-business. (08)

b) Explain the advantages and limitations of enterprise resource planning. (07)

OR

c) Explain the significance of a e business in today's competitive world. (08)

d) Justify the superiority of bricks and click model over pure online model. (07)

Q4 a) Explain the issues relating to privacy and security in E business. (08)

b) What do you mean by payment gateway? Explain its advantages. (07)

OR

c) Write a detailed note on IT Act 2000. (08)

d) Discuss the need for e-commerce laws. (07)

Q5 a) What do you mean by digital marketing? Discuss its evolution. (08)

b) Explain the concept of online advertisement along with its benefits. (07)

OR

Q5 Write Short Notes (Any 3). (15)

1 Limitations of content marketing.

2 Smart Card

3 Myths of E Commerce

4 Benefits of B2B E Commerce.

5 E Mail Marketing.



Duration : 2.30 Hours

Marks : 75

NB: (1) All questions are compulsory having internal option.

(2) Figures to the right indicate marks allotted to each question.

(3) Simple calculator allowed.

1. (A) Match the following columns. (Any 8)

(08 Marks)

Group A	Group B
1. Treynor's Measures	a) Based on an analysis of the fundamental factors and technical factor
2. Sharpe's Measures	b) CAPM
3. Active revision Strategy	c) Standard Deviation
4. Portfolio Evaluation	d) Last step in the process of Portfolio Management
5. Jenson's Measure	e) Beta
6. Equity share	f) Debt Fund
7. Preference share	g) Risky Capital
8. Bond	h) Fixed Dividend
9. PPF	i) Unsecured Deposit
10. Public Deposit	j) Tax Saving Investment

1. (B) Give True or False: (Any 7)

(07 Marks)

- Examples of solvency ratio include current ratio and quick ratio.
- Price level and inflation affect the economy of the country.
- The efficient market hypothesis (EMH) states that the financial markets are inefficient.
- Risk is measured by variability in returns.
- A risky asset is one whose return is certain as a Government Security.
- The higher the risk of a security, the lower would be the return expected.
- Portfolio revision involves changing the existing mix of securities.
- Portfolio evaluation refers to the evaluation of the performance of the portfolio.
- The total return on a portfolio includes only risk free return.
- Investing in equity share is a tax saving investment.

2. (A) Distinguish among Investment, Speculation and Gambling.

(08 Marks)

2. (B) Explain in brief the Investment avenues.

(07 Marks)

OR

2. (C) Calculation of Beta of each of the following two companies with the help of given information.

(08 Marks)

Year	Rudra Ltd (%)	Market return (%)
1	19	20
2	16	17
3	13	14
4	19	20
5	23	24



2. (D) The rate of return of stock M Ltd. and V Ltd. As under :

Particular	Boom	Normal	Recession
Probability	0.30	0.45	0.25
Return on stock M Ltd. (%)	35	55	70
Return of stock V Ltd. (%)	70	55	35

Calculate the expected return and standard deviation of both the stock.

(07 Marks)

3. (A) Compare the following portfolios according to Jensen's measure of portfolio evaluation and rank them .

(08 Marks)

Portfolio	Return on portfolio (%)	Beta	Risk free return
HDFC	15	0.8	7 %
Kotak	16	1	7 %
ICICI	12	1.5	7 %
Market Index	14	1.2	7 %

3. (B) Calculate Expected return and Standard Deviation. (07 Marks)

Probability	Returns (%)	
	Sam Ltd.	Cam Ltd.
0.33	6	9
0.33	30	12
0.34	18	18

OR

3. (C) The Security return and Beta factors of 4 securities are as follows:

Securities	Security Return (%)	Beta
Modi Ltd.	18	1.6
Gandhi Ltd.	10	0.8
Mehta Ltd.	12	1.2
Sardar Ltd.	15	1.5



If the risk free rate is 7 %. Calculate Average Market return and Expected returns for each security under CAPM. (08 Marks)

3. (D) The details of three portfolios are given below.

Portfolio	Average Return (%)	Beta	Standard Deviation
Padma	18	1.4	0.30
Jharana	12	0.9	0.35
Meenakshi	16	1.1	0.40
Market Index	14	1.0	0.25

Compare these portfolio on performance using Sharpe and Treynor measures.

Risk Free return is 8 %.

(07 Marks)

4. (A) Distinguish between Fundamental Analysis and Technical Analysis.

(08 Marks)

4. (B) What are Charts? Explain the types of charts.

(07 Marks)

OR

4. Hero Ltd. has presented its financial information for the year ended 31st March 2019.

Earnings before interest and taxes	₹ 16,00,000
2,00,000 Equity shares of ₹ 10 each	₹ 20,00,000
10% Debentures	30,00,000
Reserve and surplus	₹ 10,00,000
Provision for taxation	30%
Proposed Dividend	20%
Market price per share	32

Calculate: (i) EPS (ii) P/E Ratio (iii) Dividend payout ratio (iv) Dividend Yield

(v) Debt Equity Ratio

(15 Marks)

5. As Portfolio Management Consultant, you are approached by Mr. Puri, aged 27 with investible funds of Rs. 50 lakhs. He wants to know from you the following:

(i) What are the investment avenues available to him which will give a suitable return with maximum return?

(ii) What are the various types of risks?

(15 Marks)



OR

5. Give short notes on: (Any Three)

(15 Marks)

- 1) Public Provident Fund
- 2) Random Walk Theory
- 3) Debt Fund Investment
- 4) Bonds
- 5) Mutual Fund



[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B.**
1. Answer **all** the questions.
  2. The Marks are assigned on the R.H.S.
  3. Draw Illustrations, **diagrams** and **Schedules** wherever necessary.
  4. Use of **simple calculator** is allowed.

**Q.1 A)** Match the right and closely related answer from Column Y with the terms given in Column X. (Attempt Any 7 questions)

Column X	Column Y
1) Maritime Logistics	a) Basic activities of Forwarding Logistics like pick and pack, distribution and warehousing.
2) Customer Developer 3 PL	b) Single type of commodity carried
3) Information Flow in SCM	c) credit terms, payment schedules, discount information
4) Standard 3PL	d) Transport of liquids and Gases
5) Unit Train	e) Cost
6) Air Transport	f) transmitting orders and updating the status of delivery
7) Internal Performance Measure	g) 3PL integrates with customer firm and is highest level of 3 PL
8) Pipeline Transport	h) Customer Perception Measurement
9) External Performance Measure	i) Highly Expensive mode of transport
10) Financial Flow in SCM	j) Pirate attacks is the key fear

**Q.1 B)** Choose Correct Alternative. (Attempt Any 8 questions)

- 1) Following is not part of Logistics Performance Cycle (Total Logistics Cycle)
- a) Product Life Cycle
  - b) Physical Distribution Cycle
  - c) Procurement Cycle
  - d) Manufacturing Support cycle

- 2) Commitment of the company is viewed as customer service
- a) as a performance measure
  - b) as a philosophy
  - c) as an activity
  - d) All of the above

- 3) Inter modal transportation which combines air and Road
- a) Fishy Back
  - b) Birdy Back
  - c) Land –Bridge
  - d) Piggy Back

- 4) The correct sequence of Warehouse operation cycle is
- a) Pick, receive, store and ship
  - b) Pick, store, receive and ship
  - c) Receive, pick, store and ship
  - d) Receive, store, pick, and ship

- 5) The following is not related to Unitisation.
- a) Containerisation
  - b) RO-RO
  - c) Palletisation
  - d) Water Transport



- 6) \_\_\_\_\_ measures track historical logistics systems performance for reporting to management.
- Planning
  - Monitoring
  - Controlling
  - Directing
- 7) The following is not Asset Performance measure of Logistics Performance.
- Inventory Carrying Cost
  - Return on net assets
  - Ordering Cost
  - Return on Investment
- 8) What does the acronym EDI stand for?
- Enterprise Data Information
  - Electronic Data Infrastructure
  - Enterprise Data Interchange
  - Electronic Data Interchange
- 9) 3PL is a \_\_\_\_\_ approach with comparing to 4 PL.
- Broader
  - Wider
  - narrow
  - Both a and b
- 10) The cost of insurance and taxes are included in
- Inventory Carrying cost
  - Cost of stock-outs
  - Ordering cost
  - Set up Cost

**Q.2 A.** Discuss Total Cost Approach (TCA) of logistical costing & compare TCA with Traditional costing. (8)

**B.** Discuss the Internal & External Logistics Information System. (LIS). (7)

**OR**

**C.** Explain any 05 functions of Logistics Management. (5)

**D.** From the following data, calculate a 3 period weighted moving averages from 4<sup>th</sup> Month to 8<sup>th</sup> Month, with weights as 3, 2 and 1. The largest weight is being assigned to most recent period and current Demand Value. (10)

Period ( Month )	1	2	3	4	5	6	7	8
Demand in Units	120	130	145	160	170	190	200	?

**Q.3 A.** Define Logistics Infrastructure. Discuss the advantages & limitations of Inland Container Depot (ICD). (8)

**B.** Discuss principles of Warehouse Layout designing (7)

**OR**

**C.** Explain External Performance Techniques in Logistics Performance Measurement System. (8)

**D.** Discuss the different stages (phases) of integration in SCM (Supply Chain Management) with the help of diagram. (7)

**Q.4 A.** Define Safety Stock Level. What are the factors on which Safety Stock Level depends? Daily consumption of a raw material in the production process is 600 units. Lead time for delivery is 4 Days. Company's policy is to keep a safety stock equal to four day's daily consumption to guard against stock out. Calculate Re-Order Level. (8)

**B.** Explain importance and Principles of Transportation. Also discuss Transportation functionality. (7)

**OR**



C. Discuss the concept of integrated logistics with respect to Inbound, Outbound & Manufacturing Support Logistics.

D. Discuss RFID & EDI, and also explain their merits and demerits.

(8)

(7)

Q.5 Write short notes on following. (Attempt Any 3 Questions out of 5)

15

1. 3PL Vs. 4PL
2. Logistics and 3Cs
3. Merits and Demerits of Air Transportation
4. Global Logistics Trends.
5. Benefits of Good packaging.

OR

Q. 5 Case Study – Read following case and attempt the given below questions.

Super Robots is a toy manufacturing company which is in the business for the past two decades. The manufacturing unit is situated in Mumbai, while its sales and marketing are spread over a large geographical area, especially in the major cities across the country. Over the years, a number of competitors have sprung in the field. Far from child's play, the company found that the toys' sector is a tough business. Some of the problems faced by it are:

- There is a massive sale during the festival seasons. If the company's product is delayed, the valuable market is missed.
- "Fashion" or "cult" status products influence the market. Any wrong decision in this matter, means loss of sale and build-up of unwanted inventory.
- There are high marketing and promotional costs. If these programs go out, the sales drop massively
- Any misjudge of the market can also mean closing down of the company.
- The company has problems regarding stock holding at its distribution centers. This is mainly due to wrong inputs from feedbacks and improper surveys.
- The company relies mainly on hired fleet of road transport. The services are not up to the mark in terms of delivery schedules, safety of goods from pilferage/theft, and mishandling of product.
- Marketing strategies are far from adequate. They are not effective enough to counter the strategies adopted by the competitors.

You are called upon by the management of Super Robots to head their logistics operations. You are required to study and guide the company regarding the following matters.

- a) Warehousing at distribution centers and large retailers to cut down inventory costs plus other suggestions in order to reduce inventory carrying costs.
- b) Advantages of outsourcing in terms of preparing girls' and boys' toys, toys in local languages, toys for different age ranges, packaging, effecting savings on damages/transport, responding fast to customers' requests, etc.
- c) How to cut down cost on advertisement campaigns by alternative forms of spreading awareness?

(5)

(5)

(5)

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( 2½ Hours )

[Total Marks: 75]

Note – Attempt all questions

Figures to the right indicate full marks

Q.I A) Choose the correct alternative (Any 8)

(08)

1. The word.....is short form for “web blog” (blog, skype, email )
2. Communicating with .....public is known as financial communication (consumer, financial, government)
3. Majority of corporate crisis arises due to .....problems (external, internal, public)
4. ....is the first step for effective media relations (research, press materials, third party experts)
5. The identity of defendants are unknown at the time of filing of petitions as per .....(RTI, Defamation, John Doe Orders)
6. ....refers to collective judgement of a corporation (image, brand, reputation)
7. ....theory uses the economic metaphor of cost and benefit to predict behavior (social exchange theory, systems theory, diffusion theory)
8. ....is the most important part of public relations (press relations, employee relations, investor relations)
9. ....allows to connect a variety of different electronic devices wirelessly (Satellites, LAN, Bluetooth )
10. Public relations have emerged as a .....communication network ( national, global, multinational)

Q.I B) Match The Following (Any 7)

(07)

1 Situational theory	A culture
2 Written defamation	B slander
3 spoken defamation	C talking in jargon
4 Powerful segment of society	D libel
5 Classic mistake	E Web Conferencing
6 Traditional method	F publically available
7 Interact over internet	G Stakeholders
8 External blog	H press conferences
9 E-zines	I stockholders
10 Financial communication	J online magazines

Q.II A) Explain corporate identity. Mention its features

(08)

B) Explain Copyright Act in brief

(07)

OR

C) Enumerate on role of ethics in corporate communication

(08)

D) Discuss relevance of corporate communication

(07)



- Q.IIIA) Explain systems theory used in public relation with diagram (08)  
B) Define public relation. Discuss its essentials (07)  
OR  
C) Discuss the influence of social and cultural trends on business of the company (08)  
D) Discuss the growth of PR in India (07)
- Q.IVA) What is financial advertising? State its advantages (08)  
B) What are the sources of employee communication? (07)  
OR  
C) Elaborate on the guidelines for handling crisis (08)  
D) Discuss principles of good media relations (07)
- Q.V A) Enumerate on the functions of communication technology in corporate communication (08)  
B) Explain different types of corporate blogs (07)  
OR  
C) Write Short Notes (Any 3) (15)  
i. Really Simple Syndication  
ii. Press Release  
iii. E-Media relations  
iv. Crisis management  
v. RTI
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[Time: 2 ½ Hours]

[Marks: 75]

- N.B. 1) Q. 1 is compulsory.  
 2) Q.2 to Q.5 are compulsory with internal choice.  
 3) Figures to the right indicate full marks.  
 4) Workings should form part of your answer.  
 5) Use of simple calculator is allowed.

- Q.1 (A)** Choose correct alternative and rewrite the statement: (Any 8) (8)
- Every assessee is a person and \_\_\_\_\_  
 (a) Every person is also an assessee  
 (b) Every person need not be an assessee  
 (c) An individual is always an assessee
  - The Legal status of Ms. Hima Das, Indian sprint runner is \_\_\_\_\_  
 (a) an individual (b) a body of individuals (c) a sportsman
  - Total income of a person is determined on the basis of \_\_\_\_\_  
 (a) Citizenship  
 (b) Residential Status  
 (c) Both Citizenship and Residential Status
  - Uncommuted Pension received by a Government employee is \_\_\_\_\_  
 (a) Exempt (b) Taxable (c) Partly Exempt
  - Mr. Kaustubh, a Chartered Accountant lets out his ownership office to another Chartered Accountant; rent received by him is \_\_\_\_\_  
 (a) Income from Business  
 (b) Income from House Property  
 (c) Income from Other Sources
  - Donation to Chief Minister's Relief Fund is \_\_\_\_\_  
 (a) Allowed as business expenditure  
 (b) Not allowed as business expenditure  
 (c) Partly allowed as business expenditure
  - Cost inflation index is applicable when there is \_\_\_\_\_  
 (a) Long term capital gain (b) Business income (c) Short term capital gain
  - Dividend received is exempt if it is received from \_\_\_\_\_  
 (a) An Indian Company (b) A Co-operative Bank (c) Any Company
  - Gift received from brother Rs 1,00,000 is \_\_\_\_\_  
 (a) fully taxable (b) fully exempt (c) Exempt up to Rs 50,000
  - Mr. Anil is a person with a physically disability of 50%. He is entitled to a deduction under section 80U of \_\_\_\_\_  
 (a) Rs 75,000 (b) Rs 1,25,000 (c) Nil

- Q.1 (B)** State whether given statements are True or False: (Any 7) (7)
- An association of persons consists of any person.
  - Family pension received by a widow of a deceased employee is income from other sources.
  - Gratuity received by Government employee on retirement is fully taxable.
  - Capital gain arises on transfer of any asset.



6. Royalty Income received from Indian Companies	1,80,000
7. Rent from house in Kolkata, received in Korea.	3,00,000
8. Amount brought to India, out of past untaxed profits earned in London	1,50,000

**Q.3** Mrs. Anjali Kapoor is a physically disabled person (60% disability). She gives you the following information for previous year 2018-19.

(15)

Particulars	House I	House II
Nature of occupancy	Self-occupied	Let Out
Fair Rent	2,00,000	3,00,000
Municipal Valuation (per month)	17,500	26,000
Rent Received (per month) (House no 2. was vacant for 3 months)	Nil	35,000
Municipal taxes paid on 26-07-2018	12,000	15,000
Other Expenses:		
Repairs	12,000	15,000
Fire Insurance Premium paid	10,000	13,000
Rent collection charges	-	12,000
Land Revenue payable	5,000	7,000
Details of Borrowed Capital:		
Interest Paid during the year	80,000	90,000
Principal repaid	30,000	40,000
Date on which loan taken	15-10-2011	11-12-2010

Mrs. Anjali Kapoor also received the following other income:

1. Dividend from Reliance Industries Ltd Rs.25,000.
2. Interest on fixed deposits with Bank of Baroda Rs. 50,000.
3. Winning from lottery Rs. 70,000
4. Mrs. Anjali paid Medical Insurance Premium of Rs. 15,000 for self by cheque.

Compute her Net taxable Income for the Assessment Year 2019-20.

OR

**Q.3** Mr. Ramesh Mehta acquired a residential property for Rs. 2, 50,000 on 1<sup>st</sup> October 1994. Additional information pertaining to property was as follows.

(15)

- a) Fair market value as on 1-4-2001 was Rs. 12, 50,000
- b) Cost of improvement are as follows:

Financial year	Rs.
1997-98	80,000
2009-10	1,50,000
2014-15	4,00,000
2016-17	5,50,000

- c) He sold residential property on 15-2-19 for Rs 2,00,00,000
- d) He acquired new residential house for Rs. 65,00,000 on 20-03-2019.
- e) He also purchased NHAI bonds of Rs 10,00,000 on 27-03-2019.
- d) Expenses on transfer amounted to Rs 1,00,000.



Relevant Cost Inflation Indices are as follows:

Financial Year	Cost Inflation Index
2001 – 02	100
2009 – 10	148
2014 – 15	240
2016 – 17	264
2018– 19	280

Compute the capital gains for Assessment year 2019-20.

**Q.4** Following is Profit & Loss Account of Mr. Anil Dharmadhikari for the year ended 31<sup>st</sup> March, 2019.

Particulars	Rs.	Particulars	Rs.
To Staff Salaries	2,50,000	By Gross Profit	14,29,000
To Salary to Anil Dharmadhikari	70,000	By Winning from Horse racing	81,000
To Printing & Stationery	50,000	By Dividend from Indian Co.	20,000
To Travelling expenses	60,000		
To Rent	48,000		
To Depreciation	64,000		
To GST paid	30,000		
To Advertisement	90,000		
To Embezzlement by Employee	14,000		
To Drawings	56,000		
To Staff welfare expenses	1,58,000		
To Income Tax	42,000		
To Net Profit	5,98,000		
	<b>15,30,000</b>		<b>15,30,000</b>

Additional Information:

- 1) Depreciation allowable as per Income Tax Rules Rs 70,000.
- 2) Staff welfare expenses include Rs 40,000 incurred for medical treatment of his physically handicapped brother (90% disability).
- 3) Half of the Rent is for her residential flat and 1/3<sup>rd</sup> of the Travelling expenses is personal in nature.
- 4) Advertisement expenses include Rs. 20,000 spent on advertisement in a magazine published by a political party. You are required to compute her Taxable income for the assessment year 2019-20.

OR

**Q.4 (a):** Mrs. Rani Rane, submit the following particulars of her income for the assessment year 2019-20.

Particulars	Rs.
Interest on Bank deposits	5,000
Interest on Government securities	7,000
Interest on Public Provident Fund	6,600
Interest accrued on NSC	7,500
Dividend from Tata Co.	9,700
Income from Agriculture in Konkan	22,000
Family Pension	42,000

Compute her taxable income under the head Income from other sources.



**Q.4 (b) :** Dr. Leonard, a USA citizen provides you the details of his visit to India during the last 6 years.

Previous Year	Days
2018-19	183
2017-18	190
2016-17	20
2015-16	125
2014-15	195
2013-14	100

Prior to 1-4-2013 he did not visit India. Find out the residential status of Dr. Leonard for the assessment year 2019-20.

**Q.5 (a)** Explain Deduction u/s 80D.

**(b)** Discuss any Seven items specifically taxable under the head — Income from other sources.

OR

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

- 1) Any Five items exempt u/s 10.
- 2) Long term Capital Gain.
- 3) Deduction U/s 80U.
- 4) Income from Deemed to be Let Out Property.
- 5) Deduction from Income from Salary.

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