

**Question Paper Set of**

**T.Y.B.M.S. – Sem-V**

**Regular Exam**

**University of Mumbai**

**November, 2018**



2011/18

TIME : 2.5 HOURS

MARKS: 75

- Note – 1. All questions are compulsory  
2. Figures to the right indicate full marks

Q 1 A) Fill in the blanks (any 8)

8 marks

- 1 .....principles are to be followed by the business in order to survive in the long run  
a. Profit motive b. ethical c. CSR d. none of these
- 2 .....is the main role of corporate communication with respect to brand.  
a. Recognition b. loyalty c. value d. positioning
- 3 .....is not an essential of Public relations.  
a. Human relations b. empathy c. dialogue d. supply of information
- 4 The first rule of crisis management is to .....  
a. Communicate b. avoid media c. never take responsibility d. ignore
- 5 The word .....is a short form for web log  
a. Twitter b. blog c. skype d. internet
- 6 .....is not an audience for financial communication  
a. Financial analysts b. individual stakeholders c. financial institution d. psychologists
- 7 .....theory is another way to look at how people process and accept information  
a. System b. situational c. diffusion d. social exchange
- 8 Spoken defamation is called .....  
a. Insult b. libel c. slander d. grapevine
- 9 .....refers to page on company's website that contains resources for reporters  
a. RSS b. blog c. press kit d. web chat
- 10 .....technological tool is no longer used today  
a. Email b. facebook c. online messages d. telegram

Q 1 B) Match the following (any 7)

7 marks

1	New economic policy	a	I pod
2	Corporate identity	b	Third party media
3	Good employee communication	c	1991
4	Executive blog	d	PR system
5	Podcast	e	Crisis
6	Media beyond business control	f	Favourable image
7	Online magazines	g	TISCO
8	Formal source of employee communication	h	Two way feedback
9	Introduction of PR in India	i	e-zines
10	Turning point for better or worse	j	Exclusive organizational ends

- Q 2 a. What is corporate communication? Justify its need and relevance  
b. Explain corporate reputation. What are its advantages?

8

7

Or

- Q 2 c. "Ethics is an important part of corporate communication" – discuss  
d. Enumerate on defamation and its types

8

7



- Q 3 a. Define Public relation. What are its essentials? 8  
b. Discuss in brief growth of public relations. 7  
Or
- Q 3 c. How does social and cultural trends influence business environment. 8  
d. Explain systems theory with diagram. 7
- Q 4 a. How to build effective media relations? Explain in brief. 8  
b. Mention the sources of employee communication 7  
Or
- Q 4 c. XYZ Ltd. Provides online financial services. The database of the company was hacked and customer account details were leaked. As a PR manager, how will you handle this crisis? 8  
d. Trace the growth of financial communication in India 7
- Q 5 a. Discuss on technological tools of communication 8  
b. Elaborate on steps of making a business blog 7  
Or
- Q 5 Short notes (any 3) 15  
a. Copywrite Act  
b. RSS  
c. E-media relations  
d. Corporate blogs  
e. Financial advertising

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Duration : 2.30 Hours

Marks : 75

- (1) All questions are compulsory having internal option.  
 (2) Figures to the right indicate marks allotted to each question.  
 (3) Simple calculator allowed.

A) Match the following columns. (Any 8)

(08 Marks)

	Column A		Column B
1	PPF	A	Liquidity ratio
2	NIFTY	B	Uncertain & high return
3	Unsystematic Risk	C	William sharpe
4	Standard deviation	D	Elliot wave theory
5	Net Profit ratio	E	Technical Analysis
6	Study of Charts & pattern	F	Profitability ratio
7	Dow Theory	G	Measure of Risk
8	Capital Assets Pricing model	H	Controllable
9	Gambling	I	NSE
10	Current ratio	J	Highly illiquid

B) Give True or False: (Any 7)

(07 Marks)

Investments are made with primary objective of deriving returns.

Capital gain refers to increase in value of investments over a period of time.

Non - Marketable financial assets can be sold in capital market.

Public Provident Fund is a savings cum tax saving instrument in India.

Treasury Bills are one of the riskiest Money market instruments issued by Central Government.

Commercial Paper is a short term unsecured promissory note issued by Corporate and Financial institutions.

Equity shareholders does not carry right of dividend.

Secondary Market is a market where existing securities are purchased and sold.

Merger and Acquisitions are major functions of Investment Bankers.

NSDL is the largest central security depository based in Mumbai.

(A) Explain the Non- marketable Financial Assets.

(08 Marks)

(B) Explain in brief the objectives of Investment.

(07 Marks)

OR

As Portfolio Management Consultant, you are approached by Mr. Wagh, aged 35 with investible funds of Rs. 10 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)



3. (A) Calculation of Beta of each of the following two companies with the help of given information.

(08 Marks)

Year	Rudra Ltd	Hethvi Ltd	Market return
1	20	19	20
2	18	16	17
3	17	13	14
4	21	19	20
5	24	23	24

3. (B) The rate of return of stock Mocktail and Cocktail under different status of economy are given below :

Particular	Boom	Normal	Recession
Probability	0.30	0.45	0.25
Return of stock Mocktail (%)	35	55	70
Return of stock Cocktail (%)	70	55	35

- Calculate the expected return and standard deviation of return on both the stock.
- If you could invest in either stock Mocktail or stock Cocktail, but not in both. Which stock would you prefer?

(07 Marks)

OR

3. Following is information about shares of Modi Ltd. and Gandhi Ltd. Under in various economic conditions. At present both the shares are traded at Rs. 100.

Situation	Probability	Expected Price of the shares (Rs.)	
		Modi Ltd.	Gandhi Ltd.
High Growth	0.30	140	150
Low Growth	0.40	110	100
Stagnation	0.20	120	120
Recession	0.10	100	80

- Which company has more risk to invest?
- Mr. Kapil wants to invest Rs. 10,000.
- Will your decision change if probabilities are 0.4, 0.4, 0.1, 0.1 respectively.

(15 Marks)

4. (A) Give a brief on Technical Analysis.

(08 Marks)

(B) what are charts? Explain the types of charts.

(07 Marks)

OR



Following information is available relating to Lokesh Limited and Mayur Limited.

Particulars	Lokesh Limited	Mayur Limited
Equity Share Capital (Rs.10 face value)	Rs.400 lakhs	Rs.500 lakhs
12% Preference Shares	Rs.160 lakhs	Rs.200 lakhs
Profit after tax	Rs.100 lakhs	Rs.140 lakhs
Proposed Dividend	Rs.70 lakhs	Rs.80 lakhs
Market Price Per Share	Rs.400	Rs.560
Current Assets	Rs.160 lakhs	Rs.180 lakhs
Current Liabilities	Rs.80 lakhs	Rs.90 lakhs

Calculate :

Earnings per share (ii) P/E Ratio (iii) Dividend Payout Ratio (iv) Return on Equity Shares (v) Current Ratio

an analyst inform the investor which is good in investing. (15 Marks)

(A) The Expected return and Beta factors of 3 securities are as follows:

Securities	Expected Return (%)	Beta
Kotak Ltd.	18	1.6
Ganatra Ltd.	10	0.8
Thakkars Ltd.	12	1.2

the risk free rate is 7 % and market returns are 12 %. Calculate returns for each security under CAPM.

(08 Marks)

(B) The details of three portfolios are given below.

Portfolio	Average Return on Portfolio (%)	Beta	Standard Deviation
Nobeta	18	1.4	0.30
Sezuka	12	0.9	0.35
Sunio	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)

OR

Give short notes on: (Any Three)

(15 Marks)

1. CAPM Model
2. Elloit Wave Theory
3. Hybrid Schemes
4. Secondary market
5. Sensex

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Time: 2:30 hours

Marks: 75

Note:

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

Q1(A) Choose the correct alternative and rewrite the sentence. (Any 8) (8)

1. \_\_\_\_\_ is Defined as a relationship between an advisor and individual or a household.
  - A) Wealth Management
  - B) Investment Management
  - C) Financial Advisory
  - D) None of the above
2. Wealth management include \_\_\_\_\_.
  - A) Wealth accumulation and Development
  - B) Wealth Protection
  - C) Tax minimization Strategies
  - D) All of the above
3. \_\_\_\_\_ of the financial plans often requires discipline and perseverance.
  - A) Execution
  - B) Monitoring
  - C) Demonstrating
  - D) None of the above
4. Yield curve refers to \_\_\_\_\_.
  - A) Demand curve
  - B) Upward Sloping curve
  - C) Downward sloping curve
  - D) Lined at plots invest area.
5. \_\_\_\_\_ applies to debt investment such as bonds.
  - A) Credit risk
  - B) Debit risk
  - C) Planned risk
  - D) None of the above
6. Health Insurance premium provide tax exemption Under section \_\_\_\_\_.
  - A) 80D Income Tax
  - B) 80C Income Tax
  - C) 80G Income Tax
  - D) 80A Income Tax
7. SIP stands for \_\_\_\_\_.
  - A) Systematic Interest plan
  - B) Systematic innovation plan
  - C) Systematic Investment Plan
  - D) None of the above.
8. \_\_\_\_\_ is the difference between assets and liabilities of an individual or a company.
  - A) financial ratios
  - B) Fixed assets
  - C) Net worth
  - D) Goodwill



9. TDS stands for \_\_\_\_\_.

- A) Tax deducted at source
- B) Tax deducted at statute
- C) Tax deducted at system
- D) Tax deducted at strategy

10. A \_\_\_\_\_ is one used to invest and disburse money in tax favour retirement plan.

- A) Pure lifetime annuity
- B) Non-qualified annuity
- C) Qualified annuity
- D) Lifetime annuity

Q1(B) State whether the following statements are True or False. ( Any 7) (7)

1. Wealth manager usually in fiduciary position when managing monies of their clients especially in portfolio management service.
2. An interest rate is often expressed as an annual percentage of the principle.
3. Money back policy offers the payment of partial survival benefits.
4. Life insurers are also known as health insurers.
5. Bonds are sometimes called fixed saving investments.
6. Assets allocation overtime is called as rebalancing.
7. CAGR return is same as Holding period return.
8. TDS is based on the principle "pay as you earn".
9. Total income is arrived after making various deduction from gross total income.
10. Any pension system comprises a two-pillar system.

Q2. Mr. Soham submits the following details of his income for the Assessment Year 2018-19.

Particulars	Amount.
Income from salary	3,00,000
Loss from Let Out House Property	(40,000)
Income from Sugar Business	50,000
Loss from Iron ore business b/f from 2013-14	(1,20,000)
Short term Capital loss	(70,000)
Long term Capital Gain	40,000
Dividend from foreign company	5,000
Income received from lottery winning(gross)	50,000
Winnings in Card Games	6,000
Agricultural income	20,000
Bank interest	5,000

Calculate Gross total income and losses to be carried forward. (15)

OR

Q2(A) Explain the steps in building a financial plan. (8)

Q2(B) Briefly describe the challenges of Wealth Management. (7)



Q3. (A) Dr. Dinesh sold on 20.06.2017 his residential house in Jaipur for Rs.75,00,000. It was purchased on 10.08.2003 for Rs.6,00,000. Expenses on transfer amounted to Rs. 1,00,000. Dr. Dinesh incurred expenses on improvement of old house in financial year 2005-06 of Rs. 2,00,000. He invested Rs.25,00,000 for purchase of new residential house on 31.10.2017. You are required to compute Net Capital Gain for the assessment year 2018-19. Relevant cost inflation indices are as under.

FINANCIAL YEAR	COST INFLATION INDICES
2001-02	100
2003-04	109
2005-06	117
2017-18	272

(7)

Q3(b) Following is the summarized Balance Sheet of Star Products Ltd as on 31-03-2014.

Liabilities	Rs.	Assets	Rs.
Equity Share Capital	5,00,000	Fixed Assets	13,00,000
9 % Preference Share Capital	3,00,000	Investments	4,00,000
Securities Premium	25,000	Stock	8,50,000
10% Debentures	7,50,000	Sundry Debtors	5,00,000
Profit & Loss A/c	7,40,000	Prepaid Expenses	40,000
Sundry Creditors	2,30,000	Advance Income Tax	78,000
Bank Overdraft	3,95,000	Cash & Bank Balances	62,000
Provision for Taxation	1,80,000	Shares Issue Expenses	10,000
Proposed Equity Dividend	1,50,000	Preliminary Expenses	30,000
	<b>32,70,000</b>		<b>32,70,000</b>

You are required to compute the following ratios –

- Current Ratio
- Liquid Ratio
- Debt Equity Ratio
- Capital Gearing Ratio

OR

Q3 (P) What are the rights of an Insurer? (8)

Q3 (Q) What are the factors affecting risk profile of a client? (7)

Q4 (A) Discuss the requirement of a valid will? (8)

(B) What is TDS and When is it payable? (7)

OR

Q4(P) Assuming the Total Tax Liability of Mr. Mohanji is Rs.50,000 And TDS is Rs.2,000. Calculate the Advance Tax payable on Respective Due Dates. (8)

Q4(Q) Mr. Nitin aged 41 years furnishes the following information:

- Income from Capital gain Rs 5,00,000.
- Income from textile business Rs 8,00,000.
- LIC premium of self-Rs.70,000 P.A (sum assured Rs.3,00,000)



- 4) Mediciam premium on self policy Rs.20,000 and for dependant parent Rs.16,000.
  - 5) Contribution to recognised provident fund Rs. 45,000.
- Compute the Net taxable income of Mr. Nitin for the assessment year 2018-19.

Q5(A) What is New pension scheme (NPS)? Explain the features of NPS.

(B) Explain Pre and Post Retirement Strategies.

OR

Q5. Write short Notes (Any 3)

- a) Scope of Wealth Management
- b) Health Insurance Mediciam
- c) Active Investment Management
- d) Long term Capital gain Tax
- e) Sukanya Samriddhi Scheme

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Duration : 2.5 Hours

Maximum Marks : 75

Note – All questions are compulsory with internal choice.

**Q1A. Multiple Choice Questions (any 8)**

(08)

- 1) Which of the following should be deducted from the share capital to find out paid-up capital?
  - a) Call in advance
  - b) Call in arrears
  - c) Security Premium
  - d) Bonus
- 2) Dividend are usually paid on
  - a) Authorized capital
  - b) Issued Capital
  - c) Paid up Capital
  - d) Reserve Capital
- 3) Which of the following is not classified as inventory in the financial statements?
  - a) Finished Goods
  - b) Work in Progress
  - c) Stores & Spares
  - d) Advance payment made to suppliers for raw materials
- 4) If the whole of the issue of shares or debentures is underwritten it is known as
  - a) Partial underwriting
  - b) Sole underwriting
  - c) Complete of Full underwriting
  - d) None of the above
- 5) If a part of the issue of shares or debentures is underwritten, it is termed as
  - a) Partial underwriting
  - b) Complete underwriting
  - c) Firm underwriting
  - d) None of the above
- 6) The mean of the exchange rates in force during a period is known as
  - a) Average rate
  - b) Closing rate
  - c) Reporting rate
  - d) Fair rate
- 7) The exchange rate at the balance sheet date is known as
  - a) Average rate
  - b) Closing rate
  - c) Non-Monetary rate
  - d) Monetary rate



8) Following is not a fixed income bearing security

- a) Debentures
- b) Equity Shares
- c) Preference Shares
- d) Government Security

9) Interest is always calculated on the

- a) Market Value of the security
- b) Nominal value of the security
- c) Book Value of the security
- d) Weighted average cost of the security

10) Interest on bonds accrues

- a) On the last day of the financial year
- b) On due dates fixed in advance
- c) On the date fixed by board resolution
- d) As declared by the company in the beginning of every financial year.

**Q1B.** State whether following statements are true or false (any 7)

(07)

- 1) Dividend can be paid out of capital, but interest cannot be paid out of capital.
- 2) Future bad debts are usually estimated as percentage of debtors.
- 3) Trade Receivable are always shown under current assets.
- 4) Shareholders funds are always non-current
- 5) Capital profit realized in cash can be used for paying dividend
- 6) The underwriting commission is payable in cash
- 7) Unmarked applications are known as direct applications.
- 8) Inventories is a non-monetary item.
- 9) Foreign currency is a currency other than the Indian rupee.
- 10) Interest is always calculated on Market Value of the security.

**Q.2 A)** Ajay Ltd. Issued 50,00,000 equity shares of Rs.10 each . The whole issue was underwritten by A, B and C as below:

(08)

- A 15,00,000 shares
- B 25,00,000 shares
- C 10,00,000 shares

Applications were received for 48,50,000 shares of which the marked applications were as follow:-

- A 12,00,000 shares
- B 25,00,000 shares
- C 8,50,000 shares

Calculate the number of shares to be taken up by the underwriters. Unmarked applications are to be distributed amongst the underwriters in the ratio of their gross liability.



**Q.2 B)** Pooja Ltd. Of Mumbai sold goods worth \$ 10,00,000 to Utkarsha Ltd. Of America on 31<sup>st</sup> January 2014.

Amounts were received from Utkarsha Ltd. As follows :

Date	\$
01-02-2014	4,00,000
01-03-2014	1,00,000
30-03-2014	5,00,000

Accounts are closed on 31<sup>st</sup> march every year. Exchange rates of \$ 1 =

31-01-2014	Rs. 61
01-02-2014	Rs. 60
01-03-2014	Rs. 62
30-03-2014	Rs.58

Pass Journal entries in the books of Pooja Ltd. For the year ended 31<sup>st</sup> march 2014:

OR

**Q2.C)** Following is the trial balance of Supriya Ltd. As on 31<sup>st</sup> march 2017.

Particulars	Dr. Rs.	Cr. Rs.
Cash in hand	39,000	
Cash at bank	68,600	
Share capital		18,40,000
9% Debentures		6,00,000
Bank Overdraft(Union Bank)		4,00,000
Investments (Long Term)	20,000	
Bills Receivables -Trade	2,80,000	
Sundry Debtors	11,00,000	
Sundry Creditors		4,80,000
Security Deposit(Long Term)	8,000	
Profit and loss account		5,80,000
Security Premium		1,80,000
Interest on Debentures accrued and due		13,500
Goodwill	1,30,000	
Land and Building(Cost Rs. 5,00,000)	3,80,000	
Plant and machinery(Cost Rs.10,00,000)	6,00,000	
Furniture(Cost Rs.1,60,000)	90,000	
Provisions for taxation		2,41,000
Advance Tax	2,00,000	
Bills Payable		60,000
General Reserve		2,00,000
Stock in Trade	16,98,900	
Capital Reserve		20,000
<b>Total</b>	<b>46,14,500</b>	<b>46,14,500</b>

Additional Information:

- The Authorized share capital of the company was Rs. 60,00,000 divided into 6,00,000 equity shares of Rs. 10 each.
- The sundry Debtors, which are all unsecured and considered good, include Rs. 1,80,000 for more than 6 months.



- c) Investments represent 5,000 equity shares in X Ltd. of Rs. 10 each. Rs. 4 per share called and paid up.
- d) Bills Receivable discounted with the bank not matured till the balance sheet date, amounted to Rs. 15,000.

You are required to prepare balance sheet of Supriya Ltd. As on 31<sup>st</sup> march 2017. As per provisions of the companies Act. Ignore previous year figures.

**Q.3 A)** On 1<sup>st</sup> April 2010 Shyam had 50,000 equity shares in A Ltd. The face value of the shares were Rs. 10 each but their book value was Rs. 24 per share.

On 2<sup>nd</sup> June 2010 Shyam purchased 10,000 equity shares in A Ltd. At a premium of Rs. 6 per share.

On 1<sup>st</sup> July 2010 The Directors of A Ltd. Issued bonus shares at the rate of one share for every three shares held.

On 1<sup>st</sup> January 2011 Shyam purchased 5,000 right shares in A Ltd. Of Rs. 10 each at Rs. 15 per share.

On 31<sup>st</sup> January 2011 he sold 20,000 equity shares in A Ltd. Of Rs. 10 each at Rs. 30 per shares. Show investment account as it would appear in Shyam's books for the year ended 31<sup>st</sup> March 2011. (07)

**Q.3 B)** Raj Ltd. Issued 50,000 9% preference shares of Rs.10 each. 75% of the issue was underwritten by Suraj.

In addition there is a firm underwriting of 5,000 shares from Suraj. In all the company received applications for 42,000 shares. 30,000 share applications had the seal of Mr. Suraj. Determine the liability of Mr. Suraj. Firm underwriting applications to be treated like marked applications. Ascertain the respective liabilities of the underwriter and the company. (08)

OR

**Q3.C)** On 1<sup>st</sup> January 2013, David Ltd. An Indian importer, purchased \$ 2,50,000 worth goods from Komal Trading company of USA. (15)

The payment for the import was made as follows:

On 10 <sup>th</sup> February 2013	\$	1,00,000
On 15 <sup>th</sup> March 2013	\$	75,000
On 20 <sup>th</sup> April 2013	\$	75,000

David Ltd. Closes its books on 31<sup>st</sup> March every year.

The exchange rate for \$ 1 was follows:

1 <sup>st</sup> January 2013	Rs.	49.00
10 <sup>th</sup> February 2013	Rs.	49.50
15 <sup>th</sup> March 2013	Rs.	47.60
31 <sup>st</sup> March 2013	Rs.	45.00
20 <sup>th</sup> April 2013	Rs.	46.75

1) Pass journal entries.

2) Prepare Komal Trading Company account and foreign exchange fluctuation account in the books of David Ltd.



**Q.4 A)** From the following trial balance of Amol Ltd. Prepare the balance sheet of the company as on 31<sup>st</sup> march 2017 as per the companies Act. (07)

**Trial balance as on 31<sup>st</sup> march 2017**

Debit	Rs.	Credit	Rs.
Advances to Employees	3,00,000	Equity share Capital	52,00,000
Cash at bank	3,14,320	Capital Reserve	60,000
Furniture and fixture	7,50,000	Loan from SBI	8,00,000
Premises	41,09,940	Provision for Employees Welfare Fund	6,00,000
Patents	10,00,000	Provision for Expenses	1,64,000
Expenses on issue of shares(unwritten off)	25,000	Short term loan from bank	4,90,200
Trade receivables	3,66,240	Unpaid Dividend	64,800
Advance Tax	50,000	Profit and loss A/C	42,980
8% Government Bonds	3,36,000	Bills Payable	85,100
Stock in Trade	3,55,600	Sundry Creditors	1,00,020
	76,07,100		76,07,100

**Q.4 B)** Manisha Ltd. Has authorized capital of Rs.25,00,000 divided into 1,00,000 equity shares of Rs. 25 each. The company issued for the subscription 25,000 shares at a premium of Rs. 10 each. The entire issue was underwritten as follows:

- A - 15,000 shares (firm underwriting - 2,500 shares)
- B - 7,500 shares (firm underwriting - 1,000 shares)
- C - 2,500 shares (firm underwriting - 500 shares)

Out of the total issue 22,500 shares including firm underwriting per subscribed.

The following were the marked forms:

- A- 8,000 shares
- B- 5,000 shares
- C- 2,000 shares

Calculate the liability of each underwriter. (08)

**OR**

**Q.4 C)** On 1<sup>st</sup> April 2012 Mr. Kailas held 500, 6% Central Government Bonds of Rs.100 each at a cost of Rs. 48,000. Interest is payable on 30<sup>th</sup> June and 31<sup>st</sup> December every year. He entered into following transactions in respect of 6% Central Government Bonds during the Year ending on 31<sup>st</sup> march 2013.

**Purchases :**

- A) On 1<sup>st</sup> may 2012, face value of Rs. 10,000 at Rs. 102 cum-interest.
- B) On 1<sup>st</sup> September 2012, face value of Rs. 30,000 at Rs. 105 ex-interest.

**Sales:**

- A) On 1<sup>st</sup> august 2012, face value of Rs. 15,000 at Rs. 104 cum-interest.
- B) On 1<sup>st</sup> February 2013, face value of Rs. 15,000 at Rs. 102 ex-interest.

Show 6% Central Government Bonds Account in the books of Mr. Kailas for the year ended 31<sup>st</sup> march 2013. (Investments are to be valued at Weighted Average Cost.) (15)



Q.5) a) What does the Accounting Profession mean by Ethical Behavior?

Q.5) b) Explain the types of Underwriting.

OR

Q.5) c) Write a Short notes (Any Three)

- i) Schedule III
- ii) Fundamental of Principles
- iii) Corporate Governance
- iv) Company code of Ethics
- v) Conflict of Interest

(7)

(8)

(15)



TY Bms

(Duration: 2 ½ Hours)

(Maximum Marks: 75)

Answer **all** the questions.

The Marks are assigned on the R.H.S.

Draw Illustrations, **diagrams** and **Schedules** wherever necessary.

Use of **simple calculator** is allowed.

Choose Correct Alternative. (Attempt Any 8 questions)

(8)

....., Production Control and physical distribution are the three major operations of

- a. Supply Chain Management
- b. Materials Management
- c. Logistics Management
- d. All of these

ch of the following is not an area of responsibility for a logistics manager?

- a. Inventory
- b. marketing
- c. Warehousing
- d. purchasing

ch of the following is not a part of Supply chain Management system?

- a. Funds Flow
- b. Manufacturer
- c. Information Flow
- d. Competitor

\_\_\_\_\_ is concerned with a firm's ability to satisfy customer's requirement in manner.

- a. Minimum Inventory
- b. Rapid Response
- c. Price stabilization
- d. Quality

llowing is not type of Piggy - Back

- a. SH
- b. TTFC
- c. COFC
- d. TOFC

cial purpose material handling equipments are used in \_\_\_\_\_.

- a. line layout
- b. process layout
- c. both 'a' and 'b'
- d. None of the above

-RO concept means:

- a. On-Ride Off
- b. Ride On-Ride Off
- c. Roll Off-Roll On
- d. Roll On - Roll Off

\_\_\_\_\_ refers to supply chain practices that strive to reduce energy and environmental

ints in terms of freight distribution.

- a. Inbound Logistics
- b. Green Logistics
- c. Outbound Logistics
- d. SCM

ich of the following is not a component of 4PL?

ontrol Room (Intelligence)

source Providers

ormation

cycling

Involves streamlining the distribution process in terms of physical and

mation efficiency.

- a. Technical Integration
- b. channel Integration
- c. channel hierarchy
- d. vertical marketing System



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

Column X	Column Y
1) Piggyback	a) Downstream logistics
2) Measurement of Logistical Customer Service with reference to Operational Performance	b) Selective criteria criticality of the part to operations
3) Measurement of Logistical Customer Service with reference to Availability	c) Selective criteria Seasonality
4) Inbound Logistics	d) Truck
5) Fixed Path Variable Destination Material Handling Equipment	e) Productivity
6) SOS	f) use of Road and Rail mode of transport
7) Internal Performance Measure	g) Supply Chain Integrator
8) VED	h) Logistics Park
9) 4 PL	i) Speed, Consistency, Flexibility
10) Warehousing facilities with efficient Transportation connectivity	j) Upstream Logistics
	k) Stock out Frequency and Fill rates
	l) Auto Guided Vehicle

Q.2) A) What is Performance Management System? Explain the importance and objectives of developing and implementing Performance Systems in Logistics? (8)

B) What is Bullwhip Effect? Explain causes and impacts of Bullwhip Effects? (7)

OR

C) From the following data, calculate a 3 period weighted moving averages from 4 th Month to 8 th 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	100	120	130	145	160	170	200	?

D) Explain Primary, secondary, Tertiary Packaging and unit load? (5)

Q.3) A) What is Logistical Outsourcing? Differentiate between 3PL and 4PL Logistics. (8)

B) Explain the concept of DRP. What are its Logistics and Marketing Benefits? (7)

OR

C) What is Transportation? Explain the various factors that have to be taken into consideration before selecting a carrier? (8)

D) Discuss in detail Global Logistics trends. (7)

Q.4) A) The annual demand for a particular item is 9000 units, unit cost is Rs. 10/- Carrying cost on an average inventory is 20% and the ordering cost per order Rs. 150/-.

Find 1) EOQ (3)

2) Total Inventory Cost. (3)

3) If purchase manager has decided to place purchase order with minimum order quantity of 3000 units to get unit cost discount of 10 % per unit. State Purchase Manager is justified in his decision? (4)

B) Discuss Role of Information Technology in Today's Modern Logistics. (5)



OR

C) Explain Guidelines or Principles of Material handling

(8)

D) Explain what Logistical competency is and how it can be achieved?

(7)

Q.5) A) Read the Case and answer the following:

Starbucks is pretty much a household name. But like many of the most successful worldwide brands, the coffee shop giant has been through its periods of supply chain pain. In fact, during 2007 and 2008, Starbucks leadership began to have serious doubts about the company's ability to supply its 16,700 outlets. As in most commercial sectors at that time, sales were falling. At the same time though, supply chain costs rose by more than \$75 million.

**Supply Chain Cost Reduction Challenges:** When the supply chain executive team began investigating the rising costs and supply chain performance issues, they found that service was indeed falling short of expectations. Findings included the following problems

- Fewer than 50% of outlet deliveries were arriving on time
- A number of poor outsourcing decisions had led to excessive 3PL expenses
- The supply chain had, (like those of many global organisations) evolved, rather than grown by design, and had hence become unnecessarily complex

**The Path to Cost Reduction:** Starbucks' leadership had three main objectives in mind to achieve improved performance and supply chain cost reduction. These were to:

- Reorganize the supply chain
- Reduce cost to serve
- Lay the groundwork for future capability in the supply chain

In order to meet these objectives, Starbucks divided all its supply chain functions into three key groups, known as "plan" "make" and "deliver". It also opened a new production facility, bringing the total number of U.S. plants to four.

Next, the company set about terminating partnerships with all but its most ineffective 3PLs. The remaining partners were then managed via a weekly scorecard system, which was aligned with renewed service level agreements.

**Supply Chain Cost Management Results:** By the time Starbucks' supply chain transformation program was completed, the company had made savings of more than \$500 million over the course of 2009 and 2010, of which a large proportion came out of the supply chain, according to Peter Gibbons, then Executive Vice President of Global Supply Chain Operations.

1) State the facts & analyse the case.

(8)

2) Explain how Effective Supply chain management helped starbucks to improve their performance?

(7)

OR

B) Write short notes on: (Any 3)

(15)

1. Customer Service Strategy
2. Contract Warehousing
3. Perfect Order Principle
4. Cold Chain Logistics
5. Activity Based Costing.