



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001 : 2015 Certified

NOTICE

ATKT Internal Examination OCTOBER, 2023, BMS (SEM. V)

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. Date of Submission of the Projects-, 8th November, 2023. Timings 09:00 am to 10.00 am.
2. Reporting time for students: at least 10 minutes before the mentioned time. Venue: Third floor staffroom.
3. Students have to be present in person for the submission.
4. Internal project topics are also uploaded on the college website.
5. Submission of projects or assignments to be done on proper A4 size paper, handwritten by the candidate himself only. The Front page should contain details of Roll no, Name of the student, Semester, Subject.
6. Print out of the questions uploaded should be attached along with the project. Students should also enclose a photocopy of the ATKT fee paid receipt along with each of his projects.
7. On the date of submission there will be a viva voce on the given questions/topics.
8. If the student fails to present himself on the given date and time he will be marked **ABSENT** for the said subject.
9. Any Submissions after the above mentioned date and time will not be accepted and entertained under any circumstances.
10. NOTE - Students who has paid ATKT fees for internal component but has not been allotted questions or has any query is requested to contact Mr. Nirav Tawadia on or before, 30th October 2023 by mailing on nirav.t@dalmialionscollege.ac.in and bmsdept@dalmialionscollege.ac.in

Kindly follow the following schedule for your project submission and viva:

SUBJECT	FACULTY
Services Marketing	Ms. Poonam Sharma
E- Commerce & Digital Marketing	Ms. Poonam Sharma
Sales & Distribution Management	Ms. Poonam Sharma
Customer Relationship Management	Mr. Nirav Tawadia
Logistics & Supply Chain Management	Mr. Nirav Tawadia
Corporate Communication & Public Relations	Mr. Nirav Tawadia

Investment Analysis & Portfolio Management	CA Durgesh Kenkre
Financial Accounting	CA Durgesh Kenkre



Prof. Durgesh Kenkre
Exam Convenor
Date -



Prof. Subhashini Naikar
Vice Principal, SFC



Prof. (Dr.) D. N. Ganjewar
Principal

DI/N-STD/GEN/00

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Services Marketing

MUKRI AMAN SHIRAJ

1. List some unethical practices in the services sector.
2. What are the recent trends in marketing services in the healthcare industry?
3. Write short notes on high contact services and low contact services.
4. Is marketing of services similar to goods? Justify with examples.
5. Write down and explain the elements of transnational strategy.

E- Commerce & Digital Marketing

MUKRI AMAN SHIRAJ

1. What do you mean by E- commerce? Give its features and categories.
2. What is M- Commerce? Give its benefits.
3. Explain in detail the Bricks and Clicks business model.
4. What are the advantages of a website?
5. List the principles of web design

Sales & Distribution Management

MUKRI AMAN SHIRAJ

1. Differentiate between consumer selling and organizational selling.
2. Write short notes on: Sales management audit and sales performance review.
3. Explain the factors affecting distribution strategy.
4. Explain the Need Satisfaction theory and Stimulus Response Theory of Selling.
5. What are the methods of closing a sale?

Customer Relationship Management

MUKRI AMAN SHIRAJ

1. Explain the benefits of CRM to customers and organizations.
2. Write short notes on: cross selling and up selling.
3. What are the different types of data? Explain each in brief.
4. What are the ethical issues in CRM?
5. Explain the CRM strategy cycle with the help of a suitable diagram.

Logistics & Supply Chain Management

MUKRI AMAN SHIRAJ

1. What are the challenges faced in logistics and supply chain management?
2. What are the benefits of outsourcing?
3. What are the characteristics of an ideal measurement system?
4. Explain total cost approach in logistics costing.
5. Write short notes on: Deep water ports, and logistics parks.

RAI SIMRAN ANAND

1. List the drawbacks of outsourcing.
2. State the impact of globalization on logistics and supply chain management.
3. Write short notes on: Maritime logistics and Container freight stations.
4. Give the objectives of logistical network analysis.
5. Explain Activity based costing and Mission based costing.

Corporate Communication & Public Relations

BHATI RONIT RAVINRASINGH

1. Write a detailed note on corporate identity (give definition, meaning and features)
2. Write short notes on: Professional code of ethics and Defamation.
3. List the essentials of public relations.
4. Explain the systems theory of Public relations.
5. Write a note on the role of management in employee communications.

NAYAK AUM VIVEK

1. Explain in detail the situational theory used in public relations.
2. Explain the role of communication in a crisis.
3. Give the reasons for emerging international public relations
4. Write short notes on: e-media and e-internal communication.
5. How effective are corporate blogs in today's scenario?

Investment Analysis & Portfolio Management

NAYAK AUM VIVEK

1. Define corporate blogging and list its characteristics.
2. Write a detailed note on e-brand identity and company reputation.
3. What are the different types of communication technology?
4. What are the benefits of good employee communication?
5. Explain the diffusion theory used in public relations.

Financial Accounting

NAYAK AUM VIVEK

1. On 1/1/2019, A held 1000, 12% Debentures in BMS Ltd. of face value Rs.100 as investments. The cost price of the investments were Rs.91000. Interest is payable annually on 31/12 every year.
On 1/4/2019, A purchased 200 such debentures at Rs.98 cum-int.
On 1/9/2019, he sold 300 of such debentures at Rs.96 ex-int.
On 1/12/2019, he sold 500 of such debentures at Rs.99 cum-int.
Prepare an investment account in the books of A. A closes his books of accounts on 31/12 every year.
2. B Ltd. exported goods to G of Germany worth £5000 on 8/2/19 when exchange rate was 1£= Rs.80. G made payment on 11/03/19 when the exchange rate was 1£= Rs.79. Pass journal entries for the above in the books of B Ltd.
3. G Ltd. came up with a public issue of 3000000 equity shares of Rs.10 each at Rs.15 per share. Lion, Tiger and Bear took underwriting of the issue in a 3:2:1 ratio. Applications were received for 2700000 shares. Marked applications were received as :
Lion 800000 shares, Tiger 700000 shares and Bear 600000 shares.
Compute the liability of each underwriter.
4. K Ltd. invited applications from the public for 100000 equity shares of Rs.10 each at a premium of Rs.5 per share. The entire issue was underwritten by four underwriters Kumar, Kapoor, Khanna and Khan to the extent of 30%, 30%, 20% and 20% respectively with the provisions of firm underwriting of 3000 shares, 2000 shares, 1000 shares and 1000 shares respectively. The underwriters were entitled to maximum commission under the law.
Company received applications for 70000 shares (excluding firm underwriting) from the public out of which applications for 19000 shares, 10000 shares, 21000 shares and 8000 shares were marked in favour of Kumar, Kapoor, Khanna and Khan respectively.
Calculate the liability of each underwriter assuming that the benefit of firm underwriting is not given to each underwriter. Determine the commission payable to each underwriter

HATE YASHICA KISHOR

1. On 1st April, 2012, Mr. Balu held 500, 6% Bonds of Rs.100 each at a cost of Rs.48000. Interest is payable on 30th June and 31st December every year. He entered into the following transaction for the year ended 31st March, 2013:

Purchases:

- 1/5/2012, F. V. of Rs.10000 at Rs.102 cum-int.
1/9/2012, F. V. of Rs.30000 at Rs.105 ex-int.

Sale:

1/8/2012, F. V. Rs.15000 at Rs.104 cum-int.

1/1/2013, F. V. Rs.15000 at Rs.102 cum-int.

Show investment account in the books of Mr. Balu for the year ended 31/3/2013.

2. On 1/4/12, Mr. Vijay had 40000 equity shares of Rs.10 each of Ajay Ltd. purchased at a cost of Rs.15 per share.

On 1/5/12, he purchased 10000 equity shares of Rs.10 each of Jay Ltd. at Rs.25 per share and on the same day he purchased 20000 equity shares of Ajay Ltd. at Rs.22 per share. The directors of Ajay Ltd. announced a rights issue of one share for every three shares held at Rs.20 each. Full amount was payable by 31/8/2012. Mr. Vijay renounced 40% of his rights at Rs.5 per share and subscribed for the balance. On 1/12/12, Mr. Vijay sold his 5000 shares in Ajay Ltd. and 2000 shares in Jay Ltd. at Rs.30 each and Rs.27 each respectively.

Prepare investment account in equity shares of Ajay Ltd. and Jay Ltd.

3. On 1/1/19, 200, 6% Debentures of Rs.100 of BMS Ltd.were held as investments by F at a cost of Rs.18200. Interest is payable half yearly on 31st December and 30th June every year. Following transactions have taken place during the calendar year 2019:
1/4 , Rs.4000 of such debentures were purchased at Rs.98 cum-int.
1/9, Rs.6000 of such debentures were sold at Rs.96 ex-int.
1/12, Rs.8000 of such debentures were sold at Rs.99 cum-int.
Market price of the debentures on 31/12/19 was Rs.102.
Prepare an investment account for the year ended 31/12/2019.

4. J Ltd. made a public issue of 125000 equity shares of Rs.100 each. The entire issue was underwritten by four parties: Gabbar, Dang, Mogambo and Shaakal in the ratio 6:5:5:4 respectively.

The underwriters also agreed upon a **firm underwriting** of 4000, 6000, Nil and 15000 equity shares respectively.

Total subscriptions, excluding firm underwriting, including marked applications were 90000 equity shares. Marked applications were received as under:

Gabbar-24000 shares, Dang- 20000 shares, Mogambo- 12000 shares and Shaakal- 24000 shares

Ascertain the liability of each underwriter.

Risk Management

NAYAK AUM VIVEK

1. Write short notes on: Reinsurance and bancassurance.
2. Explain the role of actuary in insurance sector.
3. Write in detail about risk management and corporate governance.
4. Explain the terms: ERM Matrix, ERM framework and ERM process.
5. Explain the Markowitz Risk Return model with a suitable example.

RAI SIMRAN ANAND

1. Explain the risk process in detail.
2. Distinguish between Risk management and Risk measurement.
3. What is the importance and scope of risk governance?
4. What is the purpose and source of risk assurance?
5. Explain the concept of insurance securitisation.

Direct Taxes

NAYAK AUM VIVEK

1. a) House property I. Self-occupied
 1. Annual value Rs 4,00,000
 2. Municipal Taxes paid Rs 20,000
 3. Loan from ICICI bank of Rs 15, 00,000 for acquiring the house property in 2016.
 4. Interest paid on the above loan Rs 1, 80,000 for the year.
 5. Repayment of Principal amount on housing loan during the year Rs 30,000.
- b) House property II – let out
 1. Fair rent Rs. 3,25,000
 2. Actual rent received Rs. 30,000 per month
 3. Municipal Taxes paid Rs. 18,000
 4. Collection charges paid Rs 500
 5. Interest paid on loan for construction of house property Rs 40,000.
- c) His other income was as follows :
 1. Interest on public provident Fund Rs 6,000
 2. Dividend from Reliance Industries Ltd. Rs 3,000
- d) He is physically handicapped (upto 30%)
Compute the net taxable income of Mr. Kedar for the Assessment Year 2023-24.

2. Mr. Sham a practicing CA gives you the following receipts and payment account for the year ended 31st March 2023.

Receipts	Amount	Payments	Amount
To Balance B/F	9,000	By Salary To Staff	80,000
To Professional Fees	1,50,000	By Printing And Stationary	5,500
To Gift From Father	15,000	By House Hold Expenses	22,400
To Present From A Client	15,000	By Conveyance Expenses	9,000
To Salary From College As A Lecturer	45,000	By General Expenses	20,000
To Loan From A Bank For Purchase Of Car	50,000	By Purchase Of Car In July 2022	1,00,000
		By Motor Expenses	20,000
		By Mediclaim Insurance Premium Paid By Cheque	6,500
		By Interest On Bank Loan For Car	5,000
		By Income Tax	8,500
		By Professional Tax	800
		By Balance C/F	6,300
	2,84,000		2,84,000

Other information:

- 1) Depreciation allowable on motor car as per income tax rule is 20%
- 2) It is considered that 25% of the car expense is for personal use.
- 3) Household expenses include Rs 1000 given as marriage gift to an employee.
- 4) Salary includes Rs 12000 paid to the son who is a commerce graduate.
- 5) General expenses include interest of Rs 10,500 on loan for higher education of his son.

Compute the taxable income of Mr. Sham for the assessment year 2023-24.

3. Explain income.
4. Deduction under section 16.
5. Basic rules of residential status.