

100 marks - 3 hours

Note: All questions are compulsory, with internal options available.

Each question carries 20 marks.

Q.1 State True or False (any 10 out of 12)

- i) Takeover of liability by a partner should be deducted from capital account balance
- ii) On amalgamation old firm are dissolved.
- iii) S 16 deals with amalgamation
- iv) Goodwill requires special treatment on amalgamation
- v) Final account must be prepared after considering the adjustments
- vi) Bill under discount is a contingent liability.
- vii) A new company is formed on conversion of a firm into a Ltd company
- viii) Unpaid salaries of employees is a preferential liability, under piecemeal distribution.
- ix) General reserves distributed among the partners in their profit-sharing ratio
- x) Partners capital account are closed on settlement of purchase consideration among the partners
- xi) Unpaid balance in capital account represents profit on realisation, Under Piecemeal distribution.
- xii) Excess capital method is known as maximum loss method

B) Select the right one and re-write the answer (any 10 out of 12)

- i) Assets are transferred to realization a/c at
 - A) Book value
 - B) Cost
 - C) Market value
 - D) None of the above
- ii) Excess of credit over debit side of Realisation Account is
 - A) Surplus
 - B) Profit on Realisation
 - C) Deficit
 - D) Loss on realization

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 - C) Deficit
 - D) Loss on realization

iii) Liabilities assumed by partners are

- A) Debited to Realisation Account
- B) Debited to revaluation account
- C) Debited to partners' capital account
- D) None of the above

iv) Takeover of assets by a partner's consideration is

- A) Realisation account
- B) Partners' capital account
- C) Bank account
- D) Cash account

v) Goodwill written off is debited to

- A) Realisation account
- B) Drawing a/c
- C) All partners' capital account
- D) Goodwill account

vi) On amalgamation partners loan a/c is transferred to

- A) Purchasing firm a/c
- B) Capital a/c
- C) Realisation a/c
- D) None of the above

vii) Profit on realisation a/c is

- A) credit to partners' capital a/c
- B) Debited to partners' capital a/c
- C) Ignored
- D) None of the above

viii) Profit of AN and GN are

	AN	GN
2011	RS 8,000	RS 6,000
2012	RS 7,000	RS 7,000
2013	RS 9,000	RS 5,000
2014	RS 8,400	RS 7,000

Goodwill is valued at 1 year's purchase of average profit. Goodwill will be:

- A) AN GN
6,000 4,000
- B) AN GN
8,100 6,250
- C) AN GN
7,000 3,000
- D) AN GN
5,000 4,000

ix) For finding unit value capital is divided by

- A) Profit sharing ratio
B) Capital ratio
C) Gain ratio
D) None of the above

S.Y.B. Com Semester III

Accountancy and Financial Management Paper III

100 marks – 3 hours

x) If X loan Rs 12,000 and loan Y is Rs 8,000.

Both are partners. Profit sharing ratio is 5:4. Cash available Rs 9,000. How would you pay ?

- A) ₹ 5,400 to X loan ₹ 3,600 to Y loan
- B) ₹ 5,000 to X loan ₹ 4,000 to Y loan
- C) ₹ 9,000 to X loan
- D) None of the above

xi) Contingent liabilities are the liabilities which are

- A) Contingent on happening of certain event in future
- B) Fixed liabilities
- C) Current liabilities
- D) Liquid liabilities

xii) In case an asset of a firm purchased by any partner

- A) Partners' capital should be debited at agreed value
- B) Agreed value should be distributed among all the partners
- C) Book value should be debited
- D) None of the above

Q.2. D, E and F carry on business in partnership sharing profits and losses in the proportion of 1/2, 3/8 and 1/8 respectively. On 31st March 2019, they agreed to sell their business to a limited company. Their position on that date as follows:

Particular	₹	Particulars	₹
D's Capital	40,000	Machinery	48,000
E's Capital	30,000	Furniture	42,000
F's Capital	26,000	Stock	23,000
Loan on Mortgage	16,000	Book Debts	15,000
Sundry Creditors	18,000	Cash	2,000
	1,30,000		1,30,000

- a) The company took the following assets at the valuation shown below:
- b) Machinery 61,000
- c) Furniture 31,800
- d) Stock 22,000
- e) Book Debts 10,000

- f) The company also agreed to pay the creditor which was agreed at ₹ 17,700. The company paid ₹ 67,000 in fully paid shares of ₹ 10 each and the balance in cash. The expenses amounted to ₹ 1500.

Prepare necessary ledger accounts in the books of the firm.

OR

Q.2) In similar type of business Navin & Vasant are in the partnership as AB and Das & Chatterjee in CD. It was mutually agreed as on 1st January, 2019 the partnership be amalgamated into one firm "East and West Co." The profit-sharing Ratio in the various firms were and are to be as follows:

	Navin	Vasant	Das	Chatterjee
Olds Firm	4	3	3	2
New Firm	6	5	4	3

As on 31st December, 2018 the Balance Sheet of the Firms were as follows:

Liabilities	AB	CD	Assets	AB	CD
Capital A/c' :			Property	74,000	1,00,000
Navin	1,53,000	-	- Fixture	18,000	14,000
Vasant	1,10,000	-	- Vehicles	30,000	18,000
Das	-	1,13,000	Stock	83,000	66,000
Chatterjee	-	74,000	Investment	8,000	-
Creditors	52,000	60,000	Debtors	68,000	58,000
Bank Overdraft	-	9,000	Bank Balance	34,000	-
	3,15,000	2,56,000		3,15,000	2,56,000

The agreement to amalgamate contains the following provisions:

- (1) Provision for doubtful debts at 5% to be made in respect of debtors and provision for discount receivable at the rate of 2.5% to be made in respect of creditors.
- (2) East and West Co. to take over the old partnership's assets at the following values :

Particulars	AB ₹	CD ₹
Stock	84,500	63,900
Vehicles	28,000	13,000
Fixture	16,000	-
Property	1,00,000	-
Goodwill	63,000	45,000

- (3) The Property and fixtures of CD are not to be taken over by the East and West Co. and these were sold for Rs 1,35,000 in cash.
- (4) Vasant to take over his firm's investment at a value of ₹ 7,600.
- (5) Adjusted Bank balance taken over by New firm.
- (6) The Capital of East and West Co., to be ₹ 5,40,000 and to be contributed by partners in profit sharing ratio, any adjustment to be made in cash.

You are required to prepare necessary accounts to close books of old firm as well as Statement of Purchase Consideration.

Accountancy and Financial Management Paper III

100 marks – 3 hours

Q.3) G, H, and I are partners, decided to dissolve firm as on 30th June, 2018. Balance sheet is given below:

Liabilities		₹	Assets		₹
Capital:			Cash at Bank		26,700
G	50,000		Land and Building		1,80,000
H	40,000	1,10,000	Furniture		75,000
I	<u>20,000</u>	30,000	Motor Car		50,000
Reserve Fund		1,00,000	Plant and Machinery		75,000
Bank Loan (against Building)		1,50,000	Stock		80,000
Bank Overdraft (against Stock)		50,000	Debtors		5,000
Sundry Creditors		25,000	Bills Receivable		8,300
Bills Payable		10,000			
Vivek' Loan		25,000			
O/s Income Tax					
		<u>5,00,000</u>			<u>5,00,000</u>

Additional details: Assets

Realised:

- 1) Building ₹ 1,92,000 & Stock ₹ 82,000;
- 2) 1st Instalment Plant & Machinery ₹ 38,000;
- 3) 2nd Instalment Debtors ₹ 25,000; Motor Car ₹ 40,000; 4) Finally Furniture taken by Mr. I at Rs 9,800.

OR

Q.3) J and K were partners sharing profit & losses 3: 2. On 1st July, 2017 L (Manager) joins for 1/4th share. L was getting a salary of Rs 500 p.m. After his admission his salary is borne by K personally. L share is guaranteed at Rs 9,000 p.m. by K. L paid ₹ 2,000 as goodwill and ₹ 5,000 as his share of capital and the entire amount was credited to his Suspense A/c.

Following is the Trial Balance as on 31- December 2017

Particulars	Debit ₹	Credit ₹
J's Drawing and capital	6,000	31,000
K's Drawing and capital	5,000	21,000
L's Suspense A/c		7,000
Closing Stock	15,000	
Furniture	2,000	
Machinery (Opening Balance)	20,000	
Machinery (acquired on 30 th September, 2017)	4,000	
Salaries (including L's Salary)	13,000	
Rent, Rates and Taxes	3,000	
Postage and Telegram	1,000	
Printing and Stationery	2,000	
Travelling and Conveyance	3,000	
Debtors and Conveyance	40,000	13,000
Cash and Bank Balance	8,000	
Gross Profit		50,000

S.Y.B. Com Semester III

Accountancy and Financial Management Paper III

100 marks – 3 hours

	1,22,000	1,22,000
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Provide depreciation at 10% p.a., on Furniture and Machinery.

Prepare Profit and Loss A/c, Partners Capital A/cs and Balance Sheet for the year ended 31st Dec 2017.

Q.4) Vijay and Sanjay were carrying on business of supply of hardware as sole traders. Their Balance Sheet as on 31st March 2019 are given below:

Liabilities	Vijay	Sanjay	Assets	Vijay	Sanjay
Bill Payable	50,000	40,000	Fixed Assets	40,000	50,000
Bank Overdraft	25,000	-	Stock	50,000	25,000
Capital A/c	75,000	1,00,000	Book Debts	60,000	55,000
			Cash Balance	-	10,000
	1,50,000	1,40,000		1,50,000	1,40,000

Both the parties decided to amalgamate their business and form a new partnership firm under the name of M/s Jay on 1st April, 2019. The terms of amalgamation were as follows:

- Fixed assets were to be reduced by 10%.
- Stock of Mr. Vijay to be reduced by 20% and that of Sanjay increased by 10%.
- A reserve for 2.5% to be created against book debts
- Both the parties to be credited with goodwill of Rs 25,000 each.
- The bank overdraft of Mr. Vijay is to be paid by him.

You are required to prepare necessary Ledger Accounts in the books of Vijay and Sanjay.

OR

Q.4) M, N and O carrying on business in partnership decided to dissolve it from 30th September. The following was their Balance Sheet as on the date:

Liabilities	₹	₹	Assets	₹
Capital accounts:			Fixed Assets	40,000
M	20,000		Current Assets	22,000
N	5,000		Bank	13,000
O	<u>10,000</u>	35,000		
General Reserve		30,000		
Creditors		10,000		
		75,000		75,000

As per the arrangements with the bank, the partners were entitled to withdraw ₹ 4,000 immediately and ₹ 9,000 after 1st December. It was decided that after keeping aside an amount of ₹ 1,000 for estimated realisation expenses, the available funds should be distributed amongst the partners as and when realised. The following were the realisations:

Date	Fixed Assets ₹	Current Assets ₹
31 st October- (First Instalment)	10,000	5,000
15 th November- (Second Instalment)	26,000	12,000
30 th December- (Final Instalment)	10,000	12,000

Actual realisation expenses amounted to Rs 700.

You are requested to submit a statement showing distribution of cash amongst the partners by Proportionate Capital Method.

Q.5) a) Write detail note on importance of Amalgamation and what is the role of Purchase Consideration 10 Marks

b) Why there is Piecemeal Distribution and methods available to distribute cash – 10 Marks

OR

c) Write any 4 notes out of 5 of the following (4 * 5 marks = 20 Marks)

- i) Purchase Consideration how it's calculated
- ii) Settlement of Purchase Consideration under Conversion of firm to company
- iii) Determination of Order under Highest Capital Method
- iv) Preferential Creditors
- v) Realisation Expenses

1

SKM,s J.M.PATEL COLLEGE OF COMMERCE ,GOREGAON(WEST),MUMBAI - 90
SEMESTER END EXAMINATIONS - OCTOBER 2019

TIME : 3 hrs

MARKS ; 100 MARKS

PROGRAMME : S.Y.B.COM - SEM III

COURSE : INTRODUCTION TO MANAGEMENT ACCOUNTING

Q.1 (A) Match The Columns (ANY TEN)

Column A	Column B
Operating Ratio	Income Statement Ratio
Depreciation on Office Furnitures	Selling Expenses
Stock Turnover ratio	Administrative Expenses
Abnormal Bad Debts	Finance Charges
Dividend Received On Shares	Intangible Fixed Asset
Exhibition Expenses	Relationship Between COGS & Average Stock
Patents	Current ratio
NPV Method	Fixed Rate Of Return.
Gross Working Capital	Non Operating Income
Capitalisation	level Of Capital Employed to level of trading
Test of short term solvency	Capital Budgeting Technique
Debentures	Sum Of Current Assets

10 MARKS

Q. 1 (B) State whether the following statements are TRUE or FALSE (ANY TEN)

- 1] Sinking Fund Is a Reserve
- 2] Discount on Issue Of Shares is a Fictitious asset
- 3] Unclaimed dividend is a current liability
- 4] Management Accounting aims at analysing & Interpreting accounting information.
- 5] Cash Flow statement is a financial statement.
- 6] In trend analysis the earliest year is taken as Base Year.
- 7] In Common size balance sheet total of assets is taken as 100 %
- 8] In Common Size Income statements Net sales is taken as equal to 100 %
- 9] Capital Budgeting techniques are useful only for decisions involving short Term.
- 10] Debts service ratio shows relationship between Gros profits & interest payable on loans
- 11] Debentures is an Internal fund.
- 12] Gross working Capital is equal to Current Liabilities.

10 MARKS

Q.2 Following is the financial information of a company for three years
You are required to prepare TREND STATEMENT

Particulars	Amount In Rupees		
	2012-13	2013-14	2014-15
Equity Share Capital	1000000	1000000	1000000
Preference Share capital	500000	550000	600000
Sundry Debtors	60000	65000	70000
Sundry Creditors	40000	45000	50000
Cash & Bank Balance	20,000	18,000	16,000
Bills Payable	50,000	60,000	55,000
Provision for IncomeTax	20,000	20,000	20,000
Stock	40,000	60,000	80,000
Other Current Assets	50,000	40,000	40,000
Long Term Investments	100000	100000	100000
Reserve & Surplus	60,000	75,000	85,000
Debentures	200000	200000	300000
Fixed Assets	16,00,000	16,67,000	18,04,000

20 marks

OR

Q.2 The following information is available from the records of SPS Ltd.

Cost Structure	Rate per unit [Rs]	
Raw materials	180	30
Direct Labour	120	20
Overheads	240	40
Total Cost	540	
Profit	60	
Selling Price	600	

The following further information is available

- a) Raw materials are in stock on an average of two months.
- b) Materials are in process for one month.
- c) Finish goods remain in stock on an average for one month.
- d) Time lag in payment of wages and credit allowed by suppliers is one month.
- e) Credit allowed to debtors is two months and credit allowed by suppliers is one month.
- f) 20% of the output is sold against cash balance on credit.
- g) The company keeps a cash balance of Rs 3,25,000.
- h) Margin of safety required is 20%.
- i) Units manufactured 1,80,000 for the year.

Estimate debtors at selling price

Prepare a statement showing the working capital requirement of SSS Ltd. for the year end

Operations are evenly spread through out the year. Expenses accrue similiary.

Q.3 Following the Revenue Statement of P & Co.Ltd., for the year ended 31st March 2019.

Particulars	[Rs]	Particulars	[Rs]
To Opening Stock	1000000	By Sales	7500000
To Purchases	4100000	By Cl.Stks	1800000
To Carriage Inward	700000		
To Wages	800000		
To Gross Profit c/d	2700000		
	9300000		9300000
Salaries	240000	By G.P.b/f	2700000
Interest	80,000	By Commission	123000
General Expenses	75,000	By Profit on	
Sales Promotion Expenses	116000	On Sale Of Invst.	87000
Rent	21,000		
Discount Allowed	37,500		
Depreciation - P& M	90,000		
Depreciation - F & F	60000		
Loss on Sale of Fixed Assets	30,000		
Provision for Income Tax	270000		
Net Profit	1890500		
	2910000		2910000

From the above calculate

- i) Gross Profit Ratio
- ii) Office & Administration Expense Ratio
- iii) Selling & Distribution Expense Ratio
- iv) Operating Expense Ratio
- v) Operating Cost Ratio
- vi) Net Profit Before Tax Ratio

20 marks

OR

Q.3 PQR Industries Ltd.has an investment proposal of Rs 80,00,000 expected cash flows

Year	Cash Inflow	PV FACTOR @ 10 %
First	750000	0.909
Second	1150000	0.826
Third	1200000	0.751
Fourth	1250000	0.683
Fifth	1380000	0.621
Sixth	1350000	0.564
Seventh	1400000	0.513
Eighth	1400000	0.467
Ninth	1000000	0.424
Tenth	940000	0.386

Scrap Value at the end of the project Rs.750000
Calculate Net Present Value at 10% Discount Factor

20 marks

4

Q.4 Prepare Commonsize Vertical Balance sheet from the following Balance sheet On 31/03/2019

LIABILITIES	AMOUNT	ASSETS	AMOUNT
E.S.Capital	975000	Fixed Assets	1100000
P.S.Capital	625000	Investments	300000
Profit & Loss A/C	300000	Stocks	316000
General Reserve	120000	Debtors	280000
12 % Debentures	200000	Cash	320000
Creditors	160000	Bills Receivable	80000
Bills Payable	36000	Preliminary Exp.	20000
	2416000		2416000

20 marks

OR

Q.4 Prepare Vertical Balance Sheet From The Following Balance sheet as on 31/03/2019

LIABILITIES	AMOUNT	ASSETS	AMOUNT
E.S.Capital	1500000	Land & Bldg.	2000000
P.S.Capital	1200000	P & M	750000
Reserve Fund	500000	Furnitures	350000
General Reserve	400000	Goodwill	500000
Profit & Loss A/C.	500000	Sundry Debtors	100000
12 % Debentures	300000	Bills Receivable	150000
Bank Term Loan	300000	Stocks	400000
Creditors	180000	Bank	750000
Bills Payable	120000		
	5000000		5000000

20 marks

Q. 5 (A) Functions Of Management Accounting

10 marks

(B) Limitations Of Financial Statements

10 marks

OR

Q.5 Write short notes on [Any four].

- i) Composite Ratios.
- ii) Functions of Management Accounting.
- iii) Revenue Statement Ratios.
- iv) Decision Making Process
- v) Financial Statements
- vi) Working Capital

20 marks

1

SKM's J.M.PATEL COLLEGE OF COMMERCE, GOREGAON (W), MUMBAI-90

REGULAR EXAMINATION-OCTOBER-2019

TIME: 2 ½ Hours

MARKS: 75

PROGRAMME: S.Y.B.COM. SEM-III

COURSE: Foundation Course

N.B. 1) All questions are compulsory

2) All questions have internal choice

3) Figures to the right indicates full marks.

1) A. Explain the following concepts: (Any five) (15)

1. Scheduled Castes
2. Minorities
3. Amendment
4. Mitigation
5. Blind Beliefs and Prejudices
6. Soft skills
7. Group Discussion
8. Interviews

OR

B. Write a comprehensive note on the Foundation Course (Semester III) project submitted by you.

2) A. Discuss the important constitutional and legal provisions for Scheduled Caste in India. (15)

OR

B. Explain forms of violations of human rights of women.

3) A. Explain the concept and characteristics of disasters. (15)

OR

B. Discuss the social effects of disasters.

4) A. Discuss the positive and negative impact of technology on human life. (15)

OR

B. Discuss the development of science in the ancient cultures and in the classical era.

5) A. What is effective listening? Explain its features. (15)

OR

B. Write a note on Team Building.

SKMs J M PATEL COLLEGE OF COM. GOREGAON (W) MUMBAI-90

Term End Examination Year Oct.2019. Course: Management: Functions and Challenges

Program.- S Y B.Com Sem. - III Marks – 100 Time – 3 Hrs.

Please Note: 1. All questions are compulsor. 2. Figures to the right indicate maximum marks

Q.1 A. Choose the correct answer from the options given below. (Any Ten) 10

1. ----- is a pre- step of planning process.(study of Env, setting objectives , implementation)
2. ----- is a long term action plan for achieving objectives.(strategy, rule ,method)
3. Professional managers place emphasis on ---- (result, activities, formalities)
4. ----- described 14 principles of management.(Henri Fayol, Plilip Kotlar , Peter Drucker)
5. ----- refers team spirit.(scalar chain , Espirit De Corps, Equity)
6. SWOT analysis is a first important part of ----- (planning , directing ,controlling)
7. ----- organization is a combination of multi-projects. (matrix ,line , staff)
- 8.The objectives of the organization must be ----- (specific , general ,common)
9. ----- is a part of scalar chain. (GP , MP ,DP)
- 10.----- is a financial motivating factors .(bonus ,status ,promotion)
- 11.----- is a traditional controlling methods. (Observation , mgmt. audit , PERT)
12. ----- is a function of leadership. (directing , vision ,confidence)

B. State whether the following statements are True or False (Any Ten) 10

- a. Planning is one time activity.
- b. Policies provide frame work for decision making.
- c. Division work only leads to specialization.
- d. Manager need to frame rigid plans .
- e. Line and Staff organization is useful to large organization.
- f. Virtual organization has e - physical setup.
- g. A tall organization has narrow span of control.
- h. Scalar chain is useful for quick communication.

- i. Delegation and decentralization is synonymous.
- j. Decentralization is suitable for large scale firm.
- k Motivation is a psychological process.
- l. Leadership is a personal quality.

Q. 2. Answer any Two of the following.

15

- a. Define management, explain the managerial skills of management.
- b. Write a short note on " F.W Taylors contribution .
- c. State Peter Drucker's dimensions of management.

Q.3. Answer any Two of the following.

15

- a. Define Planning, Explain the components of Planning.
- b. State the process of Management By Objectives
- c. Explain the impact of technology on decision making.

Q.4. Answer any Two of the following.

15

- a. Discuss the features of Matrix Organization.
- b. State the bases of depart mentation.
- c. Explain the principles of effective delegation.

Q.5. Answer any Two of the following.

15

- a. Define motivation, explain the monetary factors of motivation.
- b. Discuss the functions of leadership.
- c. write a note on "steps of controlling".

Q.6. Answer any Four short Notes.

20

1. Functions of management.
2. Components of planning
3. Components of MIS
4. Benefits of Tall organization.
4. Impotence of motivation
5. Qualities of a good leader

Q.1. Answer any two of the following (20)

1. Define Contract. What are the essentials of a valid contract?
2. Explain the terms Counter Offer and Standing Offer. Distinguish between offer and invitation to offer.
3. Write a short note on Unsound Mind.
4. What is consideration in a contract? Explain its legal rules.

Q.2. Answer any two of the following (20)

1. What are the essentials of Coercion?
2. Explain the Void Agreements as per the Indian Contract Act, 1872.
3. Write a note on Quasi Contract?
4. What is Discharge of Contract? Explain the various modes of Discharge of Contract on the basis of Operation of Law.

Q.3. Answer any two of the following (20)

1. Discuss the modes of Discharge of surety.
2. Define law of Bailment. What are the rights of a Bailor.
3. What is the meaning of Lien? State the difference between Pledge and Lien.
4. What is an Agency? Explain the modes of termination of an agency

Q.4. Answer any two of the following (20)

1. Define Contract of Sale. Explain the essentials of a contract of sale.
2. Explain the various implied conditions in a contract of sale
3. What does transfer of property mean? Explain the rules regarding transfer of property.
4. Explain the rights of an unpaid seller against buyer and goods

Q.5. Answer any two of the following (20)

1. Define Negotiable Instruments. Give the classification of Negotiable Instruments.
2. Distinguish between Bill of Exchange and a Promissory note.
3. Draw a Cheque. What are the various types of crossing of Cheques?
4. What are the Rights and Privileges of a Holder in due course?

(4) Draw neat diagrams wherever necessary.

Q1.a) Explain the following terms (Any 5)

(10)

1. Macro economics
2. Circular flow of income
3. Propensity to consume.
4. Investment function
5. LM-Curve
6. Demand pull inflation
7. Income Velocity
8. Liquidity traps

b) Choose the correct option and rewrite the statements.

(10)

- 1) National income is a _____
(Stock concept, Flow concept, Both a & b, None of these)
- 2) In a two sector economy, we do not include expenditure of _____
(Household, Firm, Government, All of the above)
- 3) In _____ phase, output, income and employment begin to revive?
(Recovery, Depression, Prosperity, Recession)
- 4) The point where ADF and ASF curves intersects each other is called _____
(Total demand, equilibrium demand, Non-equilibrium demand, Effective demand)
- 5) The value of the multiplier is indirectly related to _____
(MPC, AP, APC, MPS)
- 6) The LM curve indicates _____
(Goods market equilibrium, Money market equilibrium, Labour market equilibrium, Foreign market equilibrium)
- 7) _____ represents Fisher's equation
($MV=PT$, $V=M/P$, $P=M/KT$, $M=KPY$)
- 8) Cambridge version of quantity theory of money was first developed by _____
(Adam smith, J.S. Mill, Alfred Marshall, David Ricardo)
- 9) The quantity of money supply is determined by _____
(Demand and supply of money, Capital market, Money market, Monetary authority)
- 10) During Inflation _____
(Value of money declines, Value of money increases, Value of money remains constant, None of the above)

Q.2. Answer any two of the following

(20)

- (a) Analyse the circular flow of income and expenditure in a three sector economy.
- (b) What is trade cycle? What are the phases of trade cycle?
- (c) Discuss the objective and subjective factors affecting the consumption function.

Q.3. Answer any two of the following

(20)

- (a) What is effective demand? Discuss Keynes 'equilibrium theory of income and employment.
- (b) Explain the concept and working of multiplier.
- (c) Discuss the liquidity preference theory of interest.

Q.4. Answer any two of the following

(20)

- (a) Derive IS curve and bring out its properties.
- (b) Explain the equilibrium in the goods and money market.
- (c) Examine the short-run and long run Phillips curve.

Q.5. Answer any two of the following

(20)

- (a) What is money supply? What are the determinants of money supply?
- (b) What is meant by velocity of circulation money? What are the factors determining it?
- (c) Analyse different measures of controlling inflation

SKMs J M PATEL COLLEGE OF COM. GOREGAON (W) MUMBAI-90

Term End Examination Year Oct-2019 Program.- S Y B.Com Course – Advertising

Sem. – III

Marks – 100

Time-3 hrs.

Please Note: 1. All questions are compulsory. 2. Figures to the right indicate maximum marks

Q.1 A. Choose the correct answer from the options given below. (Any Ten) 10

1. ----- advertising is known as generic advertising.(primary, secondary, trimmers)
2. ASCI is setup in ----- (1985, 1947, 1950)
3. Advertising agency is ----- an organization.(independent , dependent , supporting)
4. ---- skills requires in a advertising managers.(leadership, conceptual, singing)
5. Modelling is a ----- career. (Short, medium, long)
6. ASCI is a -----organization.(non- profit ,media , service)
7. Advertising supports ----- values. (Materialistic, spiritual, economical)
8. ----- act as a multimedia agency for central govt. (DAVP , AAAI, ORG)
9. ----- is an indirect tax.(Advertising , publicity, media)
10. ----- is the fastest growing media for advertising.(Internet, Radio ,T V)
11. ----- advertising is eco-friendly.(green, black, yellow)
12. ----- is a oldest media of advertising.(town crier, poster , skywriting)

B. State whether the following statements are True or False (Any Ten) 10

- a. Advertising is a part of product mix
- b. Advertising has identified sponsor.
- c. Radio is an indoor media of advertising.
- d. A full service agency does not provide services on piece meal basis.
- e. AAAI is a Indian ad agency.
- f Advertising books time on Radio.
- g. Advertising creates competitions in the market.
- h. Children's are soft target for advertisers.

- i. Social advertising does not raise consumer awareness.
- j. Brand crisis does not bother advertisers.
- k. AIDA is a mental process.
- l. Digital media gives services for 24 hours to the society.

15

Q. 2. Answer any Two of the following.

- a. Define IMC, explain the elements of Integrated Marketing Communications..
- b. What is advertising? Explain the features of advertising.
- c. Explain the classification of advertising on the basis of geographic area and media

15

Q.3. Answer any Two of the following.

- a. What are the services offered by advertising agencies?
- b. Write a short note on "Creative pitch".
- c. Describe the career options in advertising.

15

Q.4. Answer any Two of the following.

- a. Describe the impact of advertising on consumer demand.
- b. Explain the untruthful forms in advertising.
- c. What is Pro-Bono advertising? Explain the aspects of Pro-Bono advertising.

15

Q.5. Answer any Two of the following.

- a. Discuss the communication process.
- b. What is Rural advertising? Explain features of rural advertising.
- c. State the trends in advertising agencies

20

Q.6. Answer any Four short Notes.

1. Role of advertising in IMC.
2. Skills required for careers in Advertising.
3. Negative effects of advertising on the society.
4. AIDA
5. DAVP.
6. Green Advertising.

2