

- 8) Underwriter must hold certificate granted by RBI.
- 9) Time limit for minimum subscription is 21 days.
- 10) Applications having stamp of underwriters are called sealed applications.
- 11) Maximum number of partners in LLP is 50.
- 12) Duties of partners of LLP are governed by partnership deed.

Q.2 Amit Ltd. and Sumit Ltd. were amalgamated on and from 1st April, 2022. A new company namely Star Ltd. was formed to take over the business of both the companies. [20]

Balance Sheets as on 31st March, 2022

Liabilities	Amit Ltd.	Sumit Ltd.	Assets	Amit Ltd.	Sumit Ltd.
Equity Shares of ₹ 100 each, fully paid	6,00,000	4,00,000	Land and Building	5,00,000	3,00,000
12% Preference Shares of ₹100 each, fully paid	2,00,000	1,00,000	Plant and Machinery	2,00,000	2,00,000
General Reserve	1,50,000	1,20,000	Computers	1,00,000	1,20,000
Profit and Loss A/c	50,000	60,000	Stock	1,50,000	60,000
Statutory Reserve	60,000	70,000	Debtors	80,000	1,20,000
10% Debentures of ₹ 100 each	1,00,000	1,00,000	Bills Receivables	50,000	1,00,000
Sundry Creditors	1,30,000	80,000	Bank	2,70,000	1,00,000
Bills Payables	60,000	70,000			
Total	13,50,000	10,00,000	Total	13,50,000	10,00,000

Additional Information:

- 1) Star Ltd. issued five equity shares, for each equity share of Amit Ltd. and four equity shares, for each equity share of Sumit Ltd. The shares are of ₹ 10 each, issued at ₹ 30 each.
- 2) Preference shareholders of both the companies are issued equivalent number of 15% preference shares of new company at ₹ 150 per share (face value ₹ 100).
- 3) 10% Debenture holders of Amit Ltd. and Sumit Ltd. are discharged by Star Ltd. issuing such number of its 16% debentures of ₹ 100 each so as to maintain the same amount of interest.
- 4) Star Ltd. revalued following assets taken over from Amit Ltd. and Sumit Ltd.

On the above data of the firm at book less than the

Particulars	Amit Ltd.	Sumit Ltd.
Land and Building	6,00,000	4,00,000
Plant and Machinery	1,80,000	1,70,000
Computers	80,000	1,00,000
Stock	1,20,000	50,000
Debtors	75,000	90,000

You are required to:

- i) Compute Purchase Consideration
- ii) Pass Journal Entries in the books of Star Ltd. under purchase method.

OR

Q.2 A] AT Ltd. has authorised capital of ₹ 10,00,000 divided into 1,00,000 equity shares of ₹ 10 each. The company issued for public subscription 50,000 shares at a premium of ₹ 12 each.

[10]

The entire issue was underwritten as follows:

Akash – 30,000 shares (firm underwriting 5,000 shares)

Kishor– 15,000 shares (firm underwriting 2,000 shares)

Rakesh– 5,000 shares (firm underwriting 1,000 shares)

Out of the total issue 45,000 shares, including firm underwriting, were subscribed. The following were the marked forms:

Akash – 16,000 shares

Kishor– 10,000 shares

Rakesh– 4,000 shares

Calculate the liability of each underwriter. Underwriters are not given any benefit for firm underwriting.

B] Anita and Sunita were equal partners in the firm. Their Balance Sheet as on 31st March 2020 was as under.

[10]

Liabilities	₹	Assets	₹
Capital accounts		Land & Building	1,00,000
Anita	80,000	Machinery	30,000
Sunita	60,000	Stock	25,000
Creditors	35,000	Debtors	40,000
Bank Loan	40,000	Cash	20,000
Total	2,15,000	Total	2,15,000

On the above date the firm was converted in M/S AS LLP which took over all assets and liabilities of the firm at book value except Land and building and Machinery which were taken over at 10% less than the book value. Goodwill of the firm was valued at Rs.70,000. The dissolution expenses Rs.3,000 were paid by the old firm.

- Prepare 1) Statement of Purchase Consideration and
2) Prepare necessary accounts to close the firms books.

Q.3 M/S Mayuri Ltd. of Ratnagiri exported goods to M/S David brothers of USA worth US \$ 100000 on 1st Nov.2020 when the rate of exchange was 68 per US \$. The amount received from the buyer was as follows. [20]

Date of Receipt	Receipt in US \$	Exchange rate per dollar(\$)
15 Nov 2020	20,000	69
25 Nov 2020	30,000	68.50
15 Jan 2021	15,000	67
15 Mar 2021	10,000	69
25 Mar 2021	5,000	69.50
20 April 2021	20,000	69.50

M/S Mayuri Ltd closes its accounts on 31st March every year. On the 31 March 2021 rate of exchange was ₹ 70 per US \$.

You are required to pass journal entries in the books of M/S Mayuri Ltd. For the year ended 31st March 2021 and 31st March 2022 and prepare M/S David Brothers account in the books of M/S Mayuri ltd for the both years.

OR

Q.3 A] Ramesh Ltd. took over the business of Suresh Ltd. as on 1st April, 2022 at book value. Following is the summarised Balance Sheet of Suresh Ltd. [10]

Balance Sheet as on 31st March, 2022

Liabilities	₹	Assets	₹
60,000 Equity Share Capital of ₹ 10 each	6,00,000	Plant and Machinery	4,00,000
		Furniture and Fixture	3,00,000
Reserve and Surplus	4,00,000	Investments	50,000
Creditors	40,000	Stock	60,000
Bills Payables	60,000	Debtors	1,00,000
		Cash and Bank Balance	1,50,000

		Preliminary Expenses	40,000
Total	11,00,000	Total	11,00,000

Ramesh Ltd. issued one equity share of ₹ 10 each at a premium of ₹ 2 per share for every share in Suresh Ltd. You are required to:

- Compute Purchase Consideration
- Prepare Balance Sheet of Ramesh Ltd. after acquisition. Acquisition is in the nature of Purchase.

B] Zebra Ltd. resolved to issue 1,60,000 equity shares of ₹ 10 each at 20% premium, out of which 50% shares were taken up by the directors and the remaining shares were issued to the public. The entire issue was underwritten as follows: [10]

- Rane – 40,000 shares (firm underwriting 8,000 shares)
- Kane – 24,000 shares (firm underwriting 4,000 shares)
- Mane – 16,000 shares (firm underwriting 4,000 shares)

The applications were received for 72,000 shares in which the marked applications including firm underwriting were as follows:

- Rane – 28,000 shares
- Kane – 11,200 shares
- Mane – 12,800 shares

Determine the liability of all the underwriters if the benefit of firm underwriting is to be given to the individual underwriters.

Q.4 Following is the Balance Sheet of Ratun Ltd. as on 31st December, 2021. [20]

Balance Sheet as on 31st December, 2021

Liabilities	₹	Assets	₹
2,000 8% Preference Share Capital of ₹ 100 each fully paid	2,00,000	Goodwill	1,50,000
4,000 Equity Shares of ₹ 100 ₹ 80 paid-up	3,20,000	Land and Building	4,00,000
5,000 Equity Shares of ₹ 100 ₹ 70 paid-up	3,50,000	Plant and Machinery	2,00,000
6% Debentures (having a floating charge on all assets)	2,00,000	Furniture	50,000
		Office Equipment	40,000
		Stock	1,00,000
		Debtors	80,000
		Bills Receivable	45,000

Outstanding Debenture Interest	6,000	Cash in Hand	15,000
Creditors	2,00,000	Profit and Loss A/c	1,96,000
Total	<u>12,76,000</u>	Total	<u>12,76,000</u>

The company went into liquidation as on above Balance Sheet date:

- 1) Preference dividend was in arrears for last 3 years and it was to be paid before paying equity share capital.
- 2) Sundry creditors include a loan from bank ₹1,00,000 secured on the hypothecation of Plant and Machinery. Sundry Creditors also include Preferential Creditors of ₹ 10,000.
- 3) The Liquidator realised the assets as follows: ₹

Land and Building	3,80,000
Plant and Machinery	1,50,000
Furniture	25,000
Office Equipment	20,000
Stock	70,000
Debtors	60,000
Bills Receivable	30,000
- 4) Legal charges on liquidation amounted to ₹ 5,000.
- 5) The liquidation expenses ₹ 10,000.
- 6) The liquidator's remuneration was fixed at ₹ 2,000 plus 2% on sale of assets excluding cash plus 4% of the amount distributed to unsecured creditors including Preferential Creditors.
- 7) The liquidator made payment on 31st March, 2022.

Prepare Liquidator's Final Statement of Accounts.

OR

Q.4A] M/S Radhika Ltd. of Pune imported goods from Mathew Ltd. of USA worth US \$ 20,000 on 15 Oct.2021 when the rate of exchange was ₹ 73 per US \$. The supplier was paid as follows. [10]

Date of payment	Payment in US \$	Exchange rate per dollar(\$)
30 Oct 2021	2,000	71
15 Nov 2021	3,000	74
25 Nov 2021	4,000	72
30 Jan 2022	5,000	70
10 March 2022	5,500	73

Radhika Ltd closes its accounts on 31st March every year. On 31st March 2022 rate of exchange was ₹ 73.50 per US \$. You are required to pass journal entries in the books of M/S Radhika Ltd. for the year ended 31st March 2022.

B] Neela and Sheela were partners in the firm sharing profit and loss in 3:2 ratio. Their Balance Sheet as on 31st March 2021 was as under. [10]

Liabilities	₹	Assets	₹
Neela capital	1,00,000	Building	1,00,000
Sheela capital	80,000	Machinery	70,000
General reserve	15,000	Stock	30,000
Creditors	40,000	Debtors	40,000
Bills payable	20,000	Cash balance	15,000
Total	2,55,000	Total	2,55,000

On the above date the firm was converted in M/S Neeshee LLP which took over all assets and liabilities of the firm at book value except building and machinery which were taken over at 10% less than the book value. Goodwill of the firm was valued at Rs.1,00,000. The dissolution expenses Rs.5,000 were paid by the old firm.

- 1) Statement of purchase consideration and
- 2) Pass journal entries in the books of the old firm

Q.5A] What is 'Underwriting'? Explain the conditions for payment of underwriting commission. [10]

B] State and explain the features of Limited Liability Partnership. [10]

OR

Q.5 Write short notes (Any Four) [20]

- 1) Trade Liabilities
- 2) The conditions of Amalgamation in the nature of merger
- 3) The features of Purchase Method
- 4) Types of underwriting
- 5) Statutory Reserve
- 6) Limitations of LLP

*** **

[Time: 3 Hours]

[Marks:100]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Figures to the right indicate full marks allotted to the question.
 3. Working notes should form the part of your answer

Q.1 a) State whether the following Statements are True or False. (Any 10) (10)

1. General Ledger Adjustment Account is also known as Store Ledger Control Account.
2. Overhead Adjustment Account shows over and under absorbed overheads.
3. On completion of the contract, contractee's account is credited and contract Account is debited with contract price.
4. Cost of rectification of defective work is debited to contract account.
5. Normal Loss cannot be avoided.
6. Abnormal Gain arises due to rise in the efficiency of the production department.
7. If selling price increases per unit the Break Even Point will come down.
8. Standard Costing simplifies the valuation of inventories.
9. Target cost is a difference between competitive price and desired profit.
10. Pricing decision is a limitation to marginal costing.
11. Standard cost is not a predetermined cost.
12. Standard costing is suitable to small organization.

b) Select the most appropriate option and rewrite the full sentence: (Any 10) (10)

1. The cost of direct material used in production is debited to _____
 - a. Either manufacturing overhead or work in process
 - b. Finished goods inventory
 - c. Work in process
 - d. Manufacturing overhead
2. If standard cost is higher than actual cost, the variance is _____
 - a. Favorable
 - b. Adverse
 - c. Positive
 - d. Negative
3. The _____ will be transferred to Profit & Loss A/C, if the entire contract is completed
 - a. 1/3rd of Notional Profit
 - b. Nil
 - c. 2/3rd of Notional Profit
 - d. Entire Profit

4. ----- does not use process costing.
- Oil refining
 - Distilleries
 - Sugar
 - Aircraft Manufacturing
5. P/V Ratio can be calculated by using _____ formula.
- Profit / volume
 - Contribution/Sales
 - Profit/Contribution
 - Profit/Sales
6. Cost of material destroyed is _____
- Credited to Contract Account
 - Debited to Contract Account
 - Debited to Costing Profit & Loss A/C
 - Credited to Costing Profit & Loss A/C
7. Each producing department is treated as _____ in process costing
- Cost Unit
 - Cost Centre
 - Investment Centre
 - Sales Centre
8. Increase in fixed cost results in _____ in break-even point.
- Increase
 - Decrease
 - No Effect
 - Can't Say
9. In non-integrated system of accounting, the emphasis is on _____
- Personal Accounts
 - Real Accounts
 - Nominal Accounts
 - All of these
10. If Standard Rate is Rs. 1.40, Actual Rate is Rs. 1.30 and Labour Rate Variance is 600 favorable, then no. of actual hours is _____
- 6,000
 - 6,400
 - 1,000
 - 1,500

11. Process cost is based on the concept of _____

- a. Average Cost
- b. Marginal Cost
- c. Standard Cost
- d. Differential Cost

12. Work Uncertified is valued at _____

- a. Cost Price
- b. Market Price
- c. Cost or Market Price whichever is less
- d. Estimated Price

Q.2 a) You are given the following data for the year end 2019 of Book Bank company. (10)

Variable Cost (Rs.)	4,00,000
Net Profit (Rs.)	80,000
Sales (Rs.)	8,00,000

You are required to calculate:

1. Fixed Cost
2. P/V Ratio
3. Profit when sales amounted to Rs. 10,00,000
4. Break Even Sales
5. Sales required to earn profit of Rs. 5,00,000

Q.2 b) From the following information of Ajanta Ltd. Calculate: (10)

1. P/V ratio
2. Fixed Cost
3. Break Even Sales
4. Profit at Sales of Rs.12,00,000
5. Margin of safety for both the years

Particulars	1 st Year	2 nd Year
Sales (Rs.)	9,00,000	10,50,000
Profit (Rs.)	60,000	90,000

OR

Q.2 Rakesh Constructors Pvt Ltd provides you the following information of their project. (20)

The project commenced on 1st August 2018 and it was estimated to be completed by 31st March 2020. The contract price was negotiated at Rs 750 lakhs. The actual expenditure upto 31st March 2019 and subsequent additional estimated expenditure upto 31st March 2020 is furnished as under:

Particulars	Actual Expenditure upto 31-03-2019 (Rs)	Estimated Additional Expenditure from 01-04-2019 to 31-03-2020 (Rs.)
Direct Material	2,15,70,000	1,47,20,000
Indirect Material	15,26,000	10,67,000
Direct Wages	32,45,600	40,35,500
Supervision Charges	5,15,500	4,65,400
Architect Fees	7,15,400	11,72,500
Administrative overhead	16,15,000	23,54,000
Construction Overheads	33,82,500	19,74,600
Closing Material at site	9,50,000	-----
Work uncertified at the end of the year	15,75,000	-----
Work certified during the year	4,10,00,000	3,40,00,000

The value of plant and machinery sent to site was Rs 65 lakhs, whereas the scrap value of the plant and machinery at the end of the project was estimated to be Rs 5 lakhs.

It was decided that the profit to be taken credit for should be that proportion of the estimated net profit to be realised on completion of the project which the certified value of work as on 31-03-2019 bears to the total contract price.

You are required to prepare Contract account for the year ended 31st March 2019 and show your calculation of profit to be credited to profit and Loss account for the year ended 31/03/19.

Q.3 a) Following data is available from the records of ABC Ltd: (10)

Standard Material per unit	8 kg @ Rs 5 per kg
Actual Production per month	10,500 units
Actual Material Price per kg	Rs 5.50
Materials consumed during the month	78,000 kg

Calculate:

1. Material Cost Variance
2. Material Price Variance
3. Material Usage Variance

Q.3 b) Following data is available from the records of XYZ Ltd: (10)

Standard Labour per unit	5 hours @ Rs 5 per hour
Actual Production per month	21,000 units
Direct Labour Hours worked	1,10,000 hours
Actual Wage Rate per hour	Rs 4.50

Calculate:

1. Labour Cost Variance
2. Labour Rate Variance
3. Labour Efficiency Variance

OR

Q.3

The following are the balances in the books of HMT Co Ltd on 1st January 2019

(20)

Particulars	Amount (Rs.)	Amount (Rs.)
General Ledger Adjustment A/C	-	76,000
Stores Ledger Control A/C	43,750	-
Work-In-Progress Ledger Control A/C	20,000	-
Finished Goods Ledger Control A/C	12,250	-
	76,000	76,000

On 31st December 2019, the following information was supplied:

Particulars	Amount (Rs.)
Purchase of Stores	3,00,000
Purchase for Special Jobs	22,950
Direct Wages	1,93,135
Indirect Factory Wages	47,500
Administrative Salaries	33,870
Selling and Distribution Salaries	21,260
Production Expenses	52,160
Administration Expenses	48,000
Selling and Distribution Expenses	31,880
Stores issued to Maintenance A/C	12,930
Stores issued to Production	2,80,000
Returns to Supplier	4,065
Production Overhead absorbed by Production	1,17,050
Administrative Overhead absorbed by Finished Goods	75,750
Selling Overhead recovered on Sales	47,500
Finished products during the year	5,92,660
Finished Goods sold at cost	666,910
Sales	7,75,000

You are required to prepare relevant control accounts to record the transactions in the cost ledger of the company and prepare the trial balance.

Q.4

M/s Sagar Enterprises provides you the following data for the year ended March 31, 2019.

(20)

Particulars	Process I	Process II	Process III
Raw Material (Units)	10,000	5,600	2,404
Cost of Raw Material per unit (Rs.)	5	6	8
Direct Wages (Rs.)	35,000	25,000	15,000
Direct Expenses (Rs.)	17,000	12,696	11,893
Normal Loss	4%	5%	3%
Scrap per unit (Rs.)	3	4	5
a) Output transferred to:			
Process II	60%	-	-
Process III	-	50%	-

b) Output sold in market	40%	50%	100%
Sale Price per unit (Rs.)	12	16	20
Administration Overheads Rs. 20,000			
Marketing Overheads Rs. 26,000			

Prepare:

1. Process Accounts
2. Normal Loss Account
3. Costing Profit and Loss Account

OR

- Q.4 a) Mr. Shubham undertook a contract for a contract price of Rs. 20,00,000. The following details (10) are available for the year 2019:

Particulars	Amount (Rs.)
Materials purchased	2,00,000
Materials issued from stores	3,40,000
Wages paid	1,25,000
Plant (Subject to 10% Depreciation p.a.)	2,50,000
Direct Expenses	50,000
Establishment Charges	20,000
Cash Received (75% of Work Certified)	6,00,000
Work Uncertified	1,50,000
Outstanding Direct Expenses	10,000
Outstanding Wages	15,000
Materials at site	30,000

Prepare Contract Account

- Q.4 b) The following information is available in respect of Process A:

(10)

Raw material introduced	4,000 units @ Rs. 5 per unit
Direct Labour	Rs. 18,000
Overheads	Rs. 12,000
Normal Loss	5% of input
Scrap Value of loss	Rs. 3 per unit
Output	3,500 units

Prepare Process A Account and Abnormal Loss Account

- Q.5 a) What is process costing? Explain its characteristics and applicability. (10)
b) Write different types of Benchmarking (10)

OR

- Q.5 Write short notes on any four of the following: (20)
1. Non-integrated system of Accounting
 2. Retention Money
 3. Joint Product
 4. Break Even point
 5. Margin of Safety
 6. Standard Costing

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Time: 3 hours

Marks: 100

- N.B.
1. All questions are compulsory
 2. Figures to the right indicate full marks.
 3. Draw a neat diagram wherever necessary.

Q1 A) Select the correct answers and rewrite the statements (Any 10)

10

- i. According to Ricardo, international trade is beneficial under
 - a. Absolute cost
 - b. Comparative cost
 - c. Equal differences in cost
 - d. Hidden cost
- ii. According to Heckscher and Ohlin basic cause of international trade is:
 - a. Difference in factor endowments
 - b. Difference in markets
 - c. Difference in political systems
 - d. Difference in ideology
- iii. The concept of offer curve to explain the gains from trade was introduced by
 - a. J M Keynes
 - b. Marshall and Edgeworth
 - c. J S Mill
 - d. Adam Smith
- iv. Which one of the following is an argument for free trade?
 - a. Protects domestic industries
 - b. Promotes self sufficiency
 - c. Helps diversification of industries
 - d. Promotes efficient allocation of world resources
- v. A tariff expressed as either a specific or an ad valorem rate, whichever is higher, is known as
 - a. General tariff
 - b. Mixed tariff
 - c. Compound tariff
 - d. Countervailing tariff.
- vi. _____ is one of the disadvantages of international economic integration.
 - a. Cross-border investment flows
 - b. Employment generation
 - c. Increasing interdependence
 - d. Conflict resolution
- vii. The current account of balance of payment does not include
 - a. Balance of visible trade
 - b. Import of services
 - c. Unilateral services
 - d. Foreign investment

- viii. Which of the following is not a non-monetary measure to correct the disequilibrium in BOP?
 - a. Tariff
 - b. Import quotas
 - c. Export promotion
 - d. Devaluation
- ix. WTO incorporates proposal made by _____
 - a. Arthur Dunkel
 - b. Adam smith
 - c. Keynes
 - d. Ricardo
- x. A forward rate agreement helps the user to _____
 - a. Fix the cost of borrowing.
 - b. Reduce the cost of borrowing.
 - c. Cover exchange risk
 - d. Avail tax benefit
- xi. The foreign exchange market is considered as 24 hour market because _____
 - a. It is open all through the day
 - b. All transactions are to be settled within 24 hours
 - c. At least one market is active at any point of time due to geographic dispersal
 - d. A minimum of 24 hours must lapse before any transaction is settled
- xii. FERA was replaced by _____ in India
 - a. FEMA
 - b. FMCG
 - c. NEER
 - d. LERMS

Q.1. B) State whether the following statements are TRUE or False (Any 10)

10

- i. Comparative cost theory is based on the cost of supply and ignores demand.
- ii. Economic development does not affect terms of trade.
- iii. International trade increases the consumption level of participating countries.
- iv. Policy of free trade encourages price rise.
- v. Specific tariffs may not be equitable.
- vi. Trade blocs promote multilateralism.
- vii. Balance of payments always balances in technical or accounting sense.
- viii. Devaluation of domestic currency makes exports costlier.
- ix. India is a founder member of WTO.
- x. The main function of the foreign exchange market is to earn foreign exchange. -
- xi. Imports generate demand for foreign exchange.
- xii. LERMS brought full convertibility in the current account.

Q2 Answer any two out of the following.

15

- i. Discuss Ricardian theory of comparative cost differences.
- ii. Explain the factors affecting Terms of trade.
- iii. Analyze the various types of gains from trade.

- equilibrium in
- Q3 Answer any two out of the following. 15
- i. Discuss the arguments in favor of the protectionist policy.
 - ii. Explain the different types of tariffs.
 - iii. What is international economic integration? Explain its objectives
- Q4 Answer any two out of the following. 15
- i. Discuss the structure of the Balance of payments.
 - ii. Explain the different types of disequilibrium in the Balance of payments.
 - iii. Discuss recent developments related to TRIPs.
- Q5 Answer any two out of the following. 15
- i. What are the functions of the foreign exchange market? Discuss.
 - ii. Discuss the absolute version of the Purchasing Power Parity theory
 - iii. Explain the role of the Central Bank in managing the exchange rate.
- Q. 6 Write short notes (Any four) 20
- i. Limitations of Heckscher-Ohlin theory.
 - ii. Advantages of free trade policy
 - iii. Non-tariff barriers.
 - iv. Monetary measures to correct deficit in the balance of payments.
 - v. Arbitrage.
 - vi. Exchange rate system in India.

xxxxxx

TIME : 3 HRS.

(TOTAL : 100 MARKS)

1. ALL QUESTIONS ARE COMPULSORY.
2. MARKS ARE INDICATED AGAINST EACH QUESTION

1. (A) Select the most appropriate answer from the options given below (Any Ten) 10

1. Human Resource Management is a _____ process.
 - a) Continuous
 - b) Rare
 - c) One-time
 - d) Rigid
2. _____ means breaking the job into small parts.
 - a) Job Simplification
 - b) Job Rotation
 - c) Job Analysis
 - d) Job Enlargement
3. _____ is a process of choosing the right person for the right job.
 - a) Recruitment
 - b) Selection
 - c) Termination
 - d) Retirement
4. _____ is an on-the-job training method
 - a) Assessment Center
 - b) Apprenticeship
 - c) Seminars and Conferences
 - d) Classroom Lectures
5. _____ is a limitation in performance appraisal where the average scores are given to all employees.
 - a) High score
 - b) Central Tendency
 - c) Low score
 - d) Minimum score
6. _____ Training is conducted for newly appointed employees
 - a) Refresher
 - b) Promotion related
 - c) Induction
 - d) Technical
7. According to _____, intrinsic motivation is based on three key factors i.e. Autonomy, Mastery and Purpose.
 - a) Daniel Pink
 - b) Abraham Maslow
 - c) Vroom
 - d) McGregor
8. Human Relations approach has _____ application.
 - a) Special
 - b) Universal
 - c) Local
 - d) Narrow

9. The Need Hierarchy Theory was developed by _____
a) McGregor
b) Peter Drucker
c) Abraham Maslow
d) William Ouchi
10. _____ in employment helps in maintaining work life balance
a) Instability
b) Flexitime
c) Job enlargement
d) Job design
11. The Sexual Harassment of Women at Workplace Act (prevention, prohibition and redressal) was passed in _____.
a) 2010
b) 2011
c) 2012
d) 2013
12. Competency _____ is a process of identifying key competencies required for undertaking organisational tasks.
a) Tapping
b) Tasking
c) Mapping
d) Scaling
- (B) State whether the following statements are True OR False: (ANY TEN) (10)
1. Human Resource Management is not needed in small organisations.
 2. Job Enlargement and Job Enrichment are techniques of Job Design.
 3. Recruitment follows Selection.
 4. The four level training evaluation model was developed by Donald Kirkpatrick
 5. When performance appraisal is based on a negative factor of an employee, it is called as 'Halo effect'
 6. In Participative counseling, both the counselor and counselee are jointly responsible for the solution of the problem.
 7. Leadership is the activity of influencing people to work forcibly in the organization.
 8. Self-actualisation needs exist in all people.
 9. Under the Grievance Handling Procedure, the subordinates should first approach the top management.
 10. Peter Senge popularised the concept of the Learning Organisation.
 11. Downsizing is the planned reduction in the number of employees in an organisation.
 12. Passion for technology is a characteristic of millennials.
- Q.No.2 Answer ANY TWO of the following: module 1 (15)
- a) Distinguish between Traditional Human Resource Management and Strategic Human Resource Management.
 - b) What do you mean by Human Resource Planning? Discuss briefly Steps in Human Resource Planning.
 - c) What is Recruitment? Explain various External Sources of Recruitment.

Q.No.3 Answer **ANY TWO** of the following: (15)

- a) What is Training? Discuss various methods of Off-the Job Training.
- b) Explain any 8 techniques of Performance Appraisal.
- c) Discuss the Need for Succession Planning.

Q.No.4 Answer **ANY TWO** of the following: (15)

- a) Discuss the Transactional and Transformational leadership.
- b) Explain McGregor's Theory X and Theory Y of Motivation.
- c) Discuss the Employee Health and Safety Measures.

Q.No.5 Answer **ANY TWO** of the following: (15)

- a) Explain the need for innovation culture in organizations.
- b) Discuss the importance of Human Resource Information System.
- c) What are the differences in Domestic and International HR Practices?

Q.No.6 Write short Notes (**ANY FOUR**) (20)

- a) Job Analysis.
- b) E-Selection.
- c) Career Planning.
- d) Vroom's Expectancy Theory.
- e) Changing pattern of employment.
- f) Competency Mapping.

9. Input tax does not include _____
 a) Tax paid under composition levy b) CGST
 c) IGST d) GST
10. Validity of the registration certificate is _____
 a) One year b) Three years
 c) Five years d) Valid till it is cancelled
11. As per the definition of Goods, actionable claims include _____
 a) Unsecured loans b) Sale of immovable property
 c) Securities d) Money
12. The form used for registration is _____
 a) Form GSTR-1 b) Form GSTA-1
 c) Form GST-REG-01 d) Form GSTR-2

Q.1 b) State whether the following statements are True or False: (Any Ten)

(10)

1. Chairperson of the GST Council is Union Finance Minister
2. Supply of goods between principal and agent without consideration is also supply
3. A manufacturer of pan masala is not eligible for composition levy.
4. A casual Taxable Person making taxable supply in India has to compulsorily take registration
5. Balance in Electronic Credit Ledger under CGST can be utilised for payment of SGST liability.
6. Export of services are subject to Reverse Charge Mechanism.
7. Rearing of horses is exempt.
8. Mobile prepaid card is voucher.
9. The place of supply of passenger transportation service to a person shall be the location of transporter.
10. Supplier does not include agent.
11. Every supplier is automatic registered under GST Act.
12. GST is included in the taxable value of supply.

Q.2 a) Mr. Surendra is a Cost and Management Accountant (CMA), provides you with the following information:

Particulars	Rs.
1) Fees received for Cost Accounting services to clients	2,50,000
2) Fees received for Cost Audit work from XYZ Manufacturing Ltd.	3,75,000
3) Development of course contents of Institute of Cost and Management Accountant of India (ICMAI)	1,25,000
4) Professional advice to his friend free of charge	15,000
5) Rent from mobile tower erected at residential premises	1,50,000
6) Salary received from ABC Degree college for working as a lecturer	3,75,000
7) Paid rent for office	1,50,000

Compute the value of Taxable Services and the Goods and Services Tax payable. All amounts given are excluding Goods and Services Tax. Rate of CGST 9% and SGST 9%.

Q.2 b) Determine the Time of supply in each of the following cases as per the provisions of GST Act. (10)

Sr. No.	Date on which goods are made available	Date of Invoice	Date of receipt of payment
1	15-10-2021	04-10-2021	02-10-2021
2	10-11-2021	11-11-2021	05-11-2021
3	18-12-2021	22-12-2021	20-12-2021
4	19-01-2022	15-01-2022	10-01-2022
5	24-01-2022	04-02-2022	24-02-2022
6	28-01-2022	28-01-2022	25-02-2022
7	05-02-2022	06-02-2022	04-02-2022
8	05-03-2022	01-03-2022	10-03-2022
9	15-03-2022	25-03-2022	17-03-2022
10	16-03-2022	22-03-2022	31-03-2022

OR

Q.2 c) Classify the following activities as Taxable Supply and Non-Taxable Supply (10)

Particulars	Rs.
1. Coaching to students for IIM examination.	7,85,000
2. Rent received from vacant land used for agricultural purposes	5,00,000
3. Pension received from Ex-employer	2,50,000
4. Rent from building let out to Reserve Bank of India	5,50,000
5. Rent received for hotel rooms (value of supply per day Rs. 700)	2,10,000
6. Trading in mobiles	3,15,000
7. Placement services	4,50,000
8. Rent received from hiring of tractor to farmers	3,00,000
9. Commission earned on toll receipts	1,50,000
10. Royalty from authorship of books.	1,25,000

Q.2 d) Determine the Time of supply in each of the following cases as per the provisions of GST Act. (10)

Sr. No.	Date of Supply of Services	Date of Invoice	Date of Receipt of payment
1	14-08-2021	09-09-2021	14-09-2021
2	18-09-2021	25-10-2021	30-10-2021
3	10-10-2021	22-10-2021	03-10-2021
4	19-10-2021	25-12-2021	11-11-2021
5	20-12-2021	30-12-2021	10-12-2021
6	15-01-2022	28-01-2022	20-01-2022
7	20-01-2022	22-02-2022	28-02-2022
8	08-02-2022	15-03-2022	22-03-2022
9	04-02-2022	10-02-2022	07-03-2022
10	05-02-2022	12-03-2022	04-02-2022

- Q.3 a) Mr. Aman, registered in state of Maharashtra, provides your following details for the month March, 2022. Calculate Net Tax Liability of GST. (10)
 Opening Balance in Electronic credit ledger as on 1st March, 2022.
 IGST Rs. 24,000; CGST Rs. 51,000; SGST Rs. 13,000

Particulars	Rs.
Sold Goods @ 18% GST To Amol in Pune	3,00,000
Sold Goods @ 28% GST To Amruta in Nashik	2,00,000
Provided services @ 5% GST to Shivam in Kanpur	9,00,000
Provided services @ 12% GST to Sunil in Chennai	11,00,000
Purchased goods @ 12% GST from Patna	7,00,000
Purchased goods @ 28% GST From Mumbai	7,50,000
Availed services @ 28% GST from Jodhpur	35,000
Availed services @ 5% GST from Nagpur	20,000

- Q.3 b) From the following information determine the place of supply of goods as per the provisions of the GST act and also determine the nature of supply whether interstate or intra state supply? (10)

Supplier and his location	Location of the buyer (Third Person)	Recipient & his location	Place of delivery of goods
Mr. Ganesh Mumbai	Mr. Shrinath Mumbai	Mr. Vasu, Kanpur	Kanpur
Mr. Ganesh Mumbai	Mr. Vitthal Ahmedabad	Mr. Murli, Mumbai	Mumbai
Mr. Ganesh Mumbai	Mr. Pravin, Indore	Ms Seeta, Vapi	Vapi
Mr. Ganesh Mumbai	Mr. Vishnu, Surat	Mr. Vishnu, Surat	Surat
Mr. Ganesh Mumbai	Mr. Shivam, Baroda	Ms. Kamal, Jaipur	Jaipur

OR

- Q.3 c) From the Following details calculate Net GST Liability. (10)
 Mrs. Lata a registered dealer in the state of Maharashtra provides you with the following details for the month of March 2022.
 Opening Balance in electronic credit ledger as on 1st March., 2022
 IGST – Rs. 1,20,000 CGST – Rs. 1,36,000 SGST – Rs. 1,20,000

Transactions during the month	Amt (Rs.)
Sold goods @ 5 % GST to Ketan in Udaipur	96,00,000
Sold goods @ 12 % GST to Kailash in Nashik	88,00,000
Purchased Goods @ 12% GST from Pune	4,00,000
Provided services @ 18% GST to Nikhil in Surat	5,60,000
Provided services @ 18% GST to Milind in Kolhapur	12,00,000
Availed services / Inward supplies @ 5% GST from Kanpur	24,00,000

- Q.3 d) Determine the place of Supply in following cases with reasons: (10)
- Mr. Madan of Mumbai, places an order to Mr. Vishal of Satara for installation of machinery in Vilaspur. Mr. Vishal purchased various parts of machine from Jodhpur and arranges for installation of the machinery in Vilaspur.
 - Deen-five Planners of Mumbai is hired by Mr. Surendra (unregistered person) in Chennai to organise wedding function for his son in France.

3. JPG Ltd of Nashik sells certain goods to PTD Ltd. of Mumbai, delivery of goods terminated in PTD Ltd.'s Mumbai office.
4. Famous actress Shilpa Shetty of Delhi went to Bangalore to avail plastic surgery services for her nose.
5. Shridhar Ltd of Pune sells certain goods to MN Ltd. of Nagpur, delivery of goods terminated in Shridhar Ltd.'s Nashik office.

Q.4 a) M/s Pooja Enterprises has provided the following particulars relating to the goods sold by it to M/s Rutuja Enterprises. (10)

Particulars	Rs.
List price of the Goods (Exclusive of Expenses, Taxes and Discount)	5,00,000
Tax levied by Municipal Authority	25,000
Packing charges	10,000
CGST and SGST chargeable on the goods	60,000
Freight	15,000
Subsidy received from NGO (The price of Rs.5,00,000 Given above is after considering the subsidy)	12,500

M/s Deepak Enterprises offers 5% trade discount on the list price of the goods. Determine the value of Taxable supply made by M/s Deepak Enterprises. Also, calculate SGST @ 9% and CGST @ 9%.

Q4 b) Priya Ltd. is a trading concern in Maharashtra is a registered dealer and wants to opt for composition scheme. It furnishes you with the following information for the year financial year 2020-21. (10)

Kindly advise:

- a) Are they eligible to opt for the composition scheme in financial year 2021-22.
- b) If yes, then calculate their composition tax liability (SGST @ 0.5% and CGST @ 0.5%)
The break-up of supplies are as follows:

Particulars	Rs.
Intra state supply of Exempted goods to Mr. Siddhesh	11,55,000
Intra-state supply of taxable goods to Mr. Surendra (Tax rate 18%)	18,45,000
Intra-state supply of goods to Mr. Kailash charged at Nil rate of tax	25,65,000
Value of inward supply on which tax is payable under Reverse Charge Mechanism	12,45,000
Intra-state supply of goods to Mr. Shstry (Tax rate 5%)	21,35,000

All amounts are exclusive of GST.

OR

Q.4 c) M/s Sandeep, a registered supplier, provides you the following details with respect to the contract entered with M/s Pradeep Enterprises for supply of goods. (10)

Particulars	Rs.	Rs.
Value of machine (inclusive of IGST @ 28%)		6,40,000
Taxes other than GST charged separately by M/s Sandeep		21,000
Following expenses were incurred by M/s Sanchita		
a) Installation charges	18,000	
b) Packing charges	15,000	
c) Designing charges	17,000	50,000
Subsidy received from NGO		12,000
Subsidy received from Central Government		10,000
(List price is after considering both the above subsidies)		

Calculate the value of supply and Tax payable.

Q.4 d) M/s Aniket Enterprises provide you the details of transactions of their business from the state of Maharashtra during the month of March, 2022. Are they eligible to get registered under GST? If yes, when should it get registered? (10)

Date	Particulars	Amount
03-03-2022	Inter-state supplies of services	1,50,000
05-03-2022	Supply of goods within state	3,80,000
11-03-2022	Taxable services availed with in the state	5,60,000
15-03-2022	Non-taxable supplies	5,75,000
17-03-2022	Supply of services within state	8,48,000
20-03-2022	Inward supplies on which tax is payable under reverse charge Mechanism	7,50,000
24-03-2022	Inter-state exempted supply of goods	2,50,000
29-03-2022	Taxable purchase within state	3,85,000
31-03-2022	Exempted supply of services	4,55,000

Q.5 (a) Discuss the provisions regarding registration of a Non-Resident Taxable Person. (10)

(b) Explain in brief functions of Goods and Services Tax Network (GSTN) (10)

OR

Q.5 Write short note on **any four** of the following: (20)

- Time of supply of services
- Place of supply involves movement of goods within India
- Conditions for Composition scheme
- Five Benefits of Goods and Services Tax
- Electronic Commerce Operator
- Circumstances under which registration is cancelled

Note : All questions are compulsory

- Q 1 A** Attempt any Two sub questions from a),b) & c) in MS-Excel. 2
(True or False)
a The logical function OR return the value FALSE if any one condition is FALSE.
b AVERAGEIF function cannot ignore non-numerical data in a range while calculating the average
c A graph can be created only through the Insert -> Chart option.
- B** Attempt any Two sub questions from d),e) and f) in Visual Basic. 2
(Multiple Choice)
d What is the final Keyword used to indicate the end of a sub procedure
 1) Exit sub 2) End sub 3) End 4) Close
e _____ contain the control ,which can be used in the creation of a form
 1) Menu 2) Tool Box 3) Tool Bar 4) Project
f _____ are the basic building block VB application
 1) Forms 2) projects 3) Events 4) Control
- C** Attempt any Six sub questions from g),h),i),j),k),l),m),n), and o) in E-Commerce. 6
(True or False)
g Trade cycle in E-commerce is the same as in traditional commerce.
h In E-Commerce Ubiquity refers to Universal Standard.
i Ebay.com is an example of C2C E-Commerce.
j EDI does not require printed order and invoice.
k M-Commerce means buying and selling of goods and services using a laptop.
l Digital signature is used to authenticate the identity of a person involved in E-Commerce
m E-tailer is an online store.
n Hacking of credit card and password is possible in E-Commerce.
o Banners and sponsorship are example of subscription revenue model.
- D** Attempt any Five sub questions from p),q),r),s),t),u),v), and w) in E-Commerce 5
(Multiple Choice)
p The online credit card transaction can be said to consist of three major parts:
 a) Authorization b) Request for funds c) Fund transfer d) All of the above
q In E-Commerce, to authenticate the sender of message we use
 a) Digital signature b) Privacy protocol c) Digital sending d) Digital protocol
r The Full form of WAP in the E-Commerce is Wireless _____ Protocol.
 a) And b) App c) Application d) Area
s The most Commonly used form of payment in E-Commerce is
 a) Credit card b) PayPal c) Petro Card d) Digital Cash

- t Visual Basic controls are _____
 a) Code b) Part of menu c) Rules d) Objects
- u The full form of SSL in E-Commerce is _____
 a) Secure Socket Layer b) Secure Socket Loop c) Secure Socket Locket d) Secure Socket Liaison
- v Buy and selling products on the internet is called _____
 a) EDI b) E-Commerce c) E- Business d) M-Commerce
- w Criminally acquiring password is called _____
 a) Encryption b) Hacking c) Decryption d) Public key

- Q 2 A Attempt any one sub questions from a) & b) in E-Commerce 8
 a Explain the Feature of E-Commerce
 b Explain Digital Signature in E-Commerce Security
- B Attempt any one sub questions from c) & d) in E-Commerce 7
 c What are the Limitations of E-Commerce?
 d Explain how online credit card work.

- Q 3 A Answer any one sub question from a) and b) in MS-Excel 8
 a The following data has been entered in a worksheet

	A	B	C	D	E
1	Customer Name	Item	Qty. Purchased	Unit Price	Total Amount
2	Lalit Solution	Desktop	10	5000	
3	Lalit Solution	Printer	2	15000	
4	Rubi Pvt Ltd	Keyboard	14	560	
5	Noha Ltd	Mouse	15	250	
6	Lalit Solution	Desktop	5	5000	
7	Max Services	Keyboard		560	
102	-----	----	----	----	----
	-----	----	----	----	----
103	Total billing amount of Max Services				
104	Total billing amount for Keyboard				
105	Total no. of Desktops Purchased				

Write steps for the following:

1. Total amount in column E
2. Total billing amount of Max Services in cell B103
3. Total billing amount for Keyboard in cell B104
4. Total no. of Desktops Purchased in column B105

b The following data has been entered in a worksheet

	A	B	C	D	E
1	Name	Sales	Commission	Bonus	Total Income
2	Anita	15000			
3	Sachin	25000			
4	Sunil	80000			
5	Rahul	18000			

Write the steps to compute the following

- 1) Commission as 2% of sales for sales up to 25000, 3% on the sales for sales above 25000 and up to 40000 and 5% on the sales for sales above 40000.
- 2) Bonus as 8% for sales above 50000 whenever the sales are above 65000 otherwise bonus is zero.
- 3) Total Income as the sum of commission and bonus.

B Answer any one sub question from c) and d) in MS-Excel

7

c Consider the following using spreadsheet

	A	B	C	D	E	F	G
1	Name	Basic	HRA	DA	Gross Salary	Tax	Net Salary
2	Anil	50000					
3	Sachi	35000					
4	Sushil	24000					
5	Rasik	16000					

Write the steps to compute the following

1. HRA as 30% of Basic salary whenever the basic salary is more than 40000 otherwise HRA is 10000.
2. DA as 10% of basic salary or 5000 whichever is less
3. Gross Salary as the total of Basic, HRA and DA
4. Tax as 5% of Gross salary if gross salary is above 40000 otherwise nil
5. Net Salary = Gross Salary - Tax

d The following worksheet shows the marks obtained by students out of hundred

	A	B	C	D	E	F	G	H	I
1	Name	Law	FC	A/c	Eco	Advt	Total	Remark	Grade
2	Sunnay	76	78	54	45	65			
3	Arham	45	56	45	42	84			
4	Sarah	36	85	89	65	54			
5	Alex	25	45	25	78	47			
6	Kumar	45	25	14	45	54			

Write the steps to obtain

1. Total marks in column G
2. Remark in column H as PASS if student scores 35 and above in all subjects otherwise FAIL

3. Grade for passed students in column J using the following criterion
(*Grade for failed students is NA)

Percentage	Grade
>=60	A Grade
<60 but >=45	B Grade
<45 but >=35	C Grade

Q 4 A Answer any one sub question from a) and b) in MS-Excel

8

a

The following worksheet shows the shipment forecast of tablets, laptops and Desktop PCs worldwide for the year 2015, 2016, 2017 and 2018.

	A	B	C	D	E
1	Product	2015	2016	2017	2018
2	Desktop	113.6	103.3	97.8	94.4
3	Laptop	163.1	156.8	161.6	162.3
4	Tablet	208	174.9	163.7	150.3
5	Total				

Write the steps to

- Find the total product shipped in the year 2015, 2016, 2017, 2018 in the cells B5, C5, D5 and E5.
 - Create 3-D Bar chart for the year 2015, 2016, 2017, 2018.
 - Create a Line diagram for the year 2015 and 2018
 - Create a Pie chart for the year 2017.
- b The following Excel worksheet contains the Sale Price Per Unit, and Units sold of some products in a year.
Write steps in Excel to calculate Total Sales in column D and Grand Total in D5.
For the company to break even, it has to achieve a total sale of Rs. 18, 00, 000 in a year.
Using solver,
Find out the number of units of each of these three products that should be sold in order to meet the desired target sale.
Where Total Sales=Price*Quantity and Grand Total= Sum of D2 to D4

	A	B	C	D
1	PRODUCT NAME	PRICE	QUANTIT Y	TOTAL SALES
2	PEN DRIVE	450	100	
3	CHARGER	500	125	
4	MOUSE	650	250	
5	GRAND TOTAL			

riterion

r - II

- B** Answer any one sub question from c) and d) in MS-Excel 7
- c** The following data has been entered in a Excel worksheet

	A	B	C	D	E
1	NAME	GENDER	AGE	CITY	SALES
2	Mukund	M	25	SURAT	498000
3	Shabana	F	23	NASIK	575000
4	Mumtaz	F	26	CHENNAI	378000
5	Parveen	M	29	NASIK	600000
6	Vilas	M	32	KOLKOTA	645000
7	Anil	M	27	NAGPUR	792565

Write steps in Excel to

- (i) To display only the rows where the sales is less than 40000.
- (ii) To display only the rows where the gender is "M".
- (iii) To display only the rows where the city name starts with "N".

- d** Explain the following functions in MS-EXCEL.
- 1) DAY() 2) NOW() 3) YEAR() 4) DAYS360()
 5) CORREL() 6) COUNTA() 7) LARGE()

Q 5 A Answer any one sub question from a) and b) in Visual Basic 8

- a** Write a project in VB to design a suitable form which allows the user to enter Basic Salary and calculates and displays the Bonus where bonus is 20% of basic salary for basic salary up to 150000 and otherwise bonus is 15% of basic salary.
- b** Write a project in VB to design a suitable form which allows the user to enter length of a rectangle and breadth of the rectangle and then calculates and displays the area of the rectangle (Area=length X Breadth)

B Answer any one sub question from c) and d) in Visual Basic 7

- c** Write a project in VB to design a suitable form which allows the user to enter two numbers and displays the larger of these two numbers.
- d** Write a VB project to accept a number from the user and calculate its factorial. Print factorial in message box.

Q.1 (A) Select the most appropriate answer from the option given below. (Any Ten) 10

1. Brand ____ may be described as the consumer's perception of the product & the producer.
a) Image b) Loyalty c) Brand Extension d) Name
2. A study of commercial feasibility of a product in test marketing is called ____ analysis.
a) Financial b) Business c) Product d) Promotion
3. Manufacturer's initiative to conserve environment has led to adoption of ____ packaging.
a) Environment b) Brown c) Green d) Disposable
4. ____ is a form of Market Research that attempts to discover the deep reasons why people buy.
a) Motivation Research b) Product research
c) Promotion research d) Advertising research
5. Promotion mix includes ____
a) Publicity b) Advertising c) Sales Promotion d) All of these
6. ____ can be described as a systematic study of all those economic and social factors that motivate people to buy.
a) Advertising Research b) Sales research
c) Motivation research d) Media Research
7. ____ Research helps to study the problems and prospectus relating to sales activities of the company.
a) Brand b) Sales c) Supply Chain d) Product
8. ____ can be used for collecting primary data from rural markets.
a) Online Survey b) Social Media c) Email Survey d) Village Fairs
9. Global Marketing Research helps to collect ____ data of overseas market.
a) Demographic b) Marketing c) Cultural Differences d) All of These
10. The respondent's right to decide for themselves how much information they will share with researcher is called Right to ____.
a) Privacy b) Redress c) Information d) Safety
11. ____ was established in 1970 by Hindustan Thompson Associates.
a) ORG b) IMRB c) WAM d) TAM
12. Prominent Marketing Research Organisation, NCAER stands for ____
a) National Code of Applied Economic Research
b) National Council of Applied Economic Research
c) National Communication of Applied Economic Research
d) National Care of Applied Economic Research

B) State whether the following statements are true or false: (Any 10)

10

1. Introduction is the last stage in a product life cycle.
2. Brand image development is an occasional process.
3. In cost plus pricing strategy the marketer considers only the cost aspect of product.

4. The channel having no intermediaries is a direct marketing channel.
5. Promotion research helps in stimulating the demand for the product in the market.
6. Most part of the promotional budget is devoted to advertising activities.
7. Sales Forecasting helps in long term business planning.
8. It is better to use local people to collect data about rural markets.
9. Global Marketing Research is essential to study cultural differences of different countries.
10. Conducting marketing research through sales department is a traditional form of organising research activities.
11. Article 6 of Code of Conduct released by ICC and ESOMAR is based on data protection and privacy.
12. ORG is specialized in conducting Retail Audit and Pharmaceutical Audit.

- Q2. Answer **any two** of the following 15
- a) What are the methods of conducting product research?
 - b) Discuss the various elements of Brand.
 - c) Explain factors influencing pricing decision of a firm.
- Q.3. Answer **any two** of the following 15
- a) What is supply chain management? Explain its components.
 - b) Explain the pre-test and post-test methods of testing advertising effectiveness.
 - c) What is motivation research? Why is motivation research important to marketers?
- Q. 4 Answer **any two** of the following 15
- a) What do you mean by Sales Analysis? Explain different methods of Sales Analysis.
 - b) Describe different features of Indian Rural Markets.
 - c) What do you mean by Global Marketing Research? Explain the need to conduct Global Marketing Research.
- Q5. Answer **any two** of the following 15
- a) Explain the merits and demerits of organising marketing research activities as a part of the sales department.
 - b) Explain the responsibility of marketing research agencies towards clients, data subjects, and the research profession.
 - c) Write a note on services offered by Indian Market Research Bureau (IMRB) and Hindustan Thompson Associates Ltd. (HTA)
- Q6 Write a short note (**Any four**) 20
- a) Product Innovation
 - b) Objectives of Advertising Research
 - c) Objectives of consumer research
 - d) Market Research
 - e) Structure of MR department
 - f) Merits of In-house M.R. Department