

M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI-400 057.

CLASS TEST

Class: M.Com.: Part II-Semester IV

Sub.: ADVERTISING AND SALES MANAGEMENT

DATE	: 24	.3.2	019		Max Ma	rks : 40°		Time	Newson = 1	-
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	3. Answ	ver Q No.	1 and 2 on	the ques	stion paper.				2	
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Q. 1 St	tate whe	ther the fo	llowing sta	atements	s are True o	r False (a	ny 10)	en en	10	

Sr. No.	Statements	Answers
1.	The American Marketing Association (AMA) has adopted a definition of advertising basically given by Henry Fayol	
2.	Advertising can clarify be distinguished from publicity which is not paid for by the sponsor	= =
3.	Advertising message may give the impression of a personal appeal.	
4.	The advertisement builds up a competition in which new entrants find it difficult to enter	
5.	Smart identity is one of the biggest functions and effects of advertisement.	
6.	Advertising's purpose is to attract buyers through a call-to-action statement	
7.	Advertising serves as a form of consumer education	
8.	F. G. Coolsen Lewis developed his model by introducing one more step in AIDA i.e. Conviction	•

planner has to consider 10. The relative cost is one of the factors which influence the selection of media. 11. Competitive advertising is creating awareness about the social issues in the consumers 12. Kiosk ads are glittering ads and can observe at night 13. Email marketing is indirect marketing a commercial message to a group of people using email 14. An advertising budget is estimate of a company's production expenditures over a certain period of time. 15. Yellow pages is one of the forms of digital media advertising OR A) Fill in the blanks with the help of appropriate word (any five) 1. Advertising is a ——————————————————————————————————	1	There are five key media objectives that an advertiser or media	13
media. 11. Competitive advertising is creating awareness about the social issues in the consumers 12. Kiosk ads are glittering ads and can observe at night 13. Email marketing is indirect marketing a commercial message to a group of people using email 14. An advertising budget is estimate of a company's production expenditures over a certain period of time. 15. Yellow pages is one of the forms of digital media advertising OR A) Fill in the blanks with the help of appropriate word (any five) 1. Advertising is a ——————————————————————————————————			E
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OR A) Fill in the blanks with the help of appropriate word (any five) 1. Advertising is a		expenditures over a certain period of time.	# 2 2 0 # 2 2 3
OR 1. Advertising is amedium of communication 2. Selling of the scope of advertising is	15.	Yellow pages is one of the forms of digital media advertising	
 In advertising a plane is fully painted by the product illustration that has to advertise A is found near, on, or next to a checkout counter Fill in the blanks with the help of appropriate word (any five) Objective and is an accurate method of advertising budget AIDA stands for Attention, Interest, Desire and A major contribution ofwas Colley's specification of what constitutes a good objective Theservices team consists of visualizers, copywriters Digital Signage is also called	2. 3 3. 4	Selling of the scope of advertising is and designed to sell als The sponsor for publicity or	o ideas.
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Explain the following concept any five	6 7. I 8. A 8. A 6. I 9. A 6. A 7. I 9. A 7. A 6. A 6	Advertisement can give strength to face market competition and helps to land and in module is important in Radio ad in advertising a plane is fully painted by the product illust has to advertise A is found near, on, or next to a checkout counter be blanks with the help of appropriate word (any five) active and is an accurate method of advertising budget A stands for Attention, Interest, Desire and ajor contribution of was Colley's specification of what constitutive services team consists of visualizers, copywriters all Signage is also called is an exciting format of advertising, but interrupts the user freq is actually total number of exposure also we can say it is the dedia schedule.	tration that
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Internal Com March 20/9

PARLE TILAK VIDYALAYA ASSOCIATION'S M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI-400 057. CLASS TEST

Class: M.Com.: Part II-Semester IV

Sub.: FINANCIAL MANAGEMENT

DATE	: <u>28 ·</u>	3.20	19	Max Marks: 40 Time: 6.00 P.	M. TO 7.30 P.M
Superv Sign. &				Seat No. in Figures in words	
Q.1.	Q.2	Q.3	Total	Total (in Words)	Signature
				9	-8
Q. 1) S	(2 (3 (4) tate whet	D) Working (b) Use of some of	ng Notes shaimple Cal n No.1 and	compulsory. hould form part of your answer. loulator is allowed. d 2 to be solved on the Question Paper and Q.3 on tatements are True or False (Any 10): the requirements of working capital.	supplement 10
2. Worl	king capit	al is exce	ss of currer	nt assets over current liabilities.	
3. Capi	tal budget	ting decis	ions are lor	ng term investment decisions.	
4. Depr	eciation i	s a non ca	sh cost.		
5. Rate	of divide	nd on Pre	ference sha	ares is fixed.	# E
6. Debe	enture hol	ders have	right of co	ontrol in the business activities of the company.	
7. If we	pay cred	itors late,	we require	e more working capital.	

8. One way to improve a company's cash conversion cycle is to increase its day's	
sales outstanding.	
LOCAL CASE OF THE	
9. Capital budgeting is done to evaluate short term investment proposals.	
10. Decision Tree is a tree with branches and leaves.	
11. Equity share capital represents the owner's equity.	
12. The Long Term finance generally exceeds 5 years period.	
13. Initial working capital is the amount of working capital required at the inception of an organization.	
14.Retained earnings is surplus cash that has not been needed for operating costs.	
15. Cash flow for capital budgeting has to be net of taxes.	
OR	
Q. 1) A) Fill in the blanks (Any 5):	
1. Capital Rationing helps to get higher	
2. Working Capital is the funds required for financing day to day of the enterprise.	
3. Certificate of Deposit is similar to deposit receipt issued by bank.	
4. Net Present Value method considers	
5. Temporary working capital isworking capital.	
5. Zero Interest Bonds are issued at a	
7 refers to loans taken by a company normally from commercial banks for a short period	4
because of pending disbursement of loans sanctioned by financial institutions.	•
3. Service organization requires working capital.	
Q. 1) B) Fill in the blanks (Any 5):	
. Credit purchase can be a good source of finance.	
2. The issuer of bonds has the right to call in and pay off at a price stipulated in the contract.	
Inflows from salvage and recovery of working capital in the last year are known as	
. Training cost of employees is considered as in capital budgeting.	
is the cost incurred for collecting dues from the customers	

6. Stores and Supplies is that part of inventory which does not become a pa	art of final product but required
for process.	
7. Outstanding expenses bring the requirements of working cap	ital.
8. The project with payback period should be selected	
Q. 2) Attempt any five out of eight:	10
1. Bonus Shares	

2. State two merits of Net Present Value Method	
3. Operating Cycle	
	(0.1)
4. State two merits of Internal Rate of Return	e =
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5. Gross Working Capital		and the second
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Q. 3) Answer any TWO of the following:

- 1. State the Merits of Debenture Issue.
- 2. Nirali Ltd has to make a choice between two projects namely A and B. The initial capital outlay of two projects are Rs. 1,35,000 and Rs. 2,40,000 respectively for A and B. There will be no scrap value at the end of the life of both the projects. The opportunity cost of capital of the company is 16%. The annual incomes are as under:

Year	Project A Rs.	Project B Rs.	Disc. Factor @ 16%
1		60,000	0.862
2	30,000	84,000	0.743
3	1,32,000	96,000	0.641
4	84,000	1,02,000	0.552
5	84,000	90,000	0.476

You are required to calculate for each project the Profitability Index.

3. Cineyug Productions Ltd wants to introduce a new product with estimated life of 5 years. The Manufacturing equipment will cost Rs2,50,000 with the scrap value of Rs. 15,000 at the end of 5 years. The working capital requirement is Rs. 20,000 which will be released after 5 years. The annual cash inflow and PV factor @ 10% are:

Year	PV Factor	Rs.
1	0.909	1,25,000
2	0.826	1,50,000
3	0.751	1,87,500
4	0.683	1,80,000
5	0.621 Present Value Method.	1,12,500

Library Internal Test

March 2019,



PARLE TILAK VIDYALAYA ASSOCIATION'S

M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI-400 057.

CLASS TEST

Class: M.Com.: Part II-Semester IV

Sub.: INDIRECT TAX & INTRODUCTION TO GST

-	visor's & Date			Seat No.	in Figure
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Q.1.	Q.2	Q.3	Total	Total (in Words)	Signature
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		(3) Que.	stion No.1	and 2 to be solved on the Questic	on Paper itself.
Q 1.	State v	whethe	the follo	owing statements are true or fa	alse: (any 10)(10 marks)
Q 1. 1.				owing statements are true or fa	
	Goods	and Se	rvice Tax		
1.	Goods Megha	and Se	rvice Tax	is applicable in India from 01/category state under GST	
2.	Goods Megha GST is	and Se alaya is a desti	rvice Tax a special nation ba A) of the	is applicable in India from 01/category state under GST	707/2017

o. Any transfer of title in goods is a supply of service.	vice
6. If any goods, which were a part of business assed is disposed off, then it is a supply of goods	ets, are transferred or
7. A supplier from Pune makes a taxable supply to Zone located in Mihan, Nagpur. This transaction as local sale and hence CGST and SGST will be	'77 7
8. Central Government has powers to levy IGST ar	nd CGST
9. IGST gets deposited with Reserve Bank of India	± ± ± ± ± ± ± ± ± ± ± ± ± ± ± ± ± ± ±
10. As per Article 279A of the amended Constitution will be a joint forum of the Centre and the States	n, the GST Council
11. If the recipient of service is located in India, it is rexport of service under IGST Act 2017	not considered as
12. If the goods are imported into India, then Import tax will be applicable13. The Government may on demand from any political from payment of tax on any goods or services	Tagge A
14. The place of supply of services provided by amuse shall be the place where the park is located	
15. Conveyance includes a vessel, aircraft and vehicle	
OR	L
 Q 1.A. Fill in the blanks: (any 5) 1. GST is a tax on of goods or services 2. The IGST is a tax on all supplies 3. Taxes of levies to be subsumed should be primarily taxes 	(05 marks) s of goods or services
taxes	y in the nature of
 4. The threshold for registration in GST is Rs 5. A list of exempted goods is recommended by 6. As per IGST Act 2017, IGST 1 	74
6. As per IGST Act 2017, IGST shall not exceed7. The Address of the recipient of goods or services	or both indicated on the
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	8.	If the goods are assembled or installed at site, the place of supply shall be the place of
_	1 D	
Q	1.8	. Fill in the blanks: (any 5) (05 marks)
	1.	is the chairperson of GST Council
	2.	Every decision of the GST Council shall be taken at its meeting by a majority
	8	of not less than of the weighted votes of the members present
		SGST gets deposited with the
	4.	The place of supply of services where services are provided by interior decorator shall be the location at which the is located
5.7	5.	GST is a national level tax based on principle
		HSN Code stands for
	7.	Indian GST is similar to GST in:
		of goods means bringing goods into India from a place
		outside India
Q	2.	Concept based questions (any 5) (10 marks)
	1.	What do you mean by composite supply?
	2.	What is Goods and Service Tax Network?

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.]	Explain IGST with an example.
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-	What will be the place of supply in case of beauty treatment?
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	phinoor Electronics in Bandra, Mumbai sold weeking a literature.
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vilat is t	he maximum rate	e prescribe	d under CGS	I Act?		
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 Q_3

- 1. What is GST? What are its features?
- 2. Compute the value of taxable and non-taxable services and goods of Mr. A from the following:

1	Renting of property to a charitable educational body	1,00,000
2	Renting of vacant land for animal husbandry	2,00,000
3	Permitting use of immovable property for placing vending machines	3,00,000
4	Allowing erection of a communication tower on a building for consideration	4,00,000
5	Renting of land for entertainment program	5,00,000
6	Renting of theatres by owners to film distributors	6,00,000
7	A residential house on rent is used only for commercial purpose	7,00,000
8	House given on rent which is used as a lodge	8,00,000

3. Write a note on place of supply of goods.



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Internal Test March 2019



Tourism products are tangible.

5.

ARLE TILAK VIDYALAYA ASSOCIATION'S

M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI-400 057.

CLASS TEST

Class: M.Com.: Part II-Semester IV **SUB: TOURISM MANAGEMENT** Time: 6.00 P.M. TO 7.30 P.M, •>0|9 Max Marks: 40 Seat No. in Figure Supervisor's Sign. & Date in words Total (in Words) Signature O.1. 0.2 0.3 Total **INSTRUCTIONS:** (1) ALL questions are compulsory (2) Figures to the right indicate full marks. (3) Question No 1 and 2 to be solved on the question paper and Q 3on supplement. 10 Q1 state whether the following statements are True or False (Any 10) 1. Domestic Tourism involves residents of the same country making visits in their own country at various places. Ethnic tourism requires direct contacts with hosts. 3. Tourism is labour intensive and interaction with local communities.

Tourism is the short term movement of people to destination outside the

		places.	
	6.	Tourism is a contributor of public revenue of the economy.	ş.,
	7.	International tourism is the best means to spread wealth among countries.	-
	8.	Tourism is not an activity for pass time but it is enriching and energizing activity.	0
	9.	The tourism is organised journey for several places.	
	10.	Accommodation is one of the important and unavoidable elements of tourism.	
		Business tourism is conducting business transaction, business meeting, and workshop.	
	12.	Medical tourism is upcoming kind of tourism in India.	
		Tourism department is responsible for promotion of India as tourist destinations.	
	14.	A PR manager manages a brand's reputation	
	15.	Tourism planning includes economic and social future and the provision of public services.	s [
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	Q.1 .	A Fill in the blanks (ANY FIVE)	•
1.		is the movement of an all c	
2.		is the movement of people for a number of purposes.	
3		tourism involves travelling to naturopathy centres and health centres.	
4		is to study about tourism product which is produced markete	d and
T	- 1	type of tourism refers transport of a largenumber of people is short period of	time.
		has emerged as a central pillar of service economy.	
		is the greatest challenges facing Indian tourist industry.	
7 is te	ermed a	tourism is non-resident visiting a country other than their own as.	
8		organise any event or conference.	

Q.1 B. Fill in the blanks (ANY FIVE)	05
1.A person who changes his location is known as	
2. Soil is not associated with	
3. Government owned factories are not part of a	
4 is in charge of all aspects of a running	a hotal
5 will help you in details of planning an event	
6. The success of destination planning depend on	
7. Tourism planning provides a common vision, direction, and commitment for	· .
8 refers to planning for specific location.	
Q2 Answer any five of the following questions.	10
1. What is meant by sports tourism?	10
2 Familie	
2. Explain any two motives or purposes behind tourism.	
	. [0
Describe any two seconds:	
Describe any two economic importance of tourism.	
	- 8

4. Define tourism industry.		8 8	A 10 10
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10 (22)			
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5.State any two functions of hotel manager			
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5. Explain the impact of tourism industry in India. (Any	y two)		
. Discuss stages involved in tourism destination planni			
g started in tourism destination planni	ng.		
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Describe characteristics of tourism products.			
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