

SEAT NO. _____

CODE:

Duration: 3 hours

Marks: 100

- Instructions :- (1) All questions are compulsory having internal Options.
(2) Figures to the right indicate full marks.
(3) Use of simple calculator is allowed.
(4) Working notes are forming part of answers

Q:1 A) Match the following Columns (Any 10)

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Column A	Column B
1. Dues to employees	a) Separate Current A/c is not opened
2. Fixed Capital Method	b) Included in Purchase Consideration
3. Fluctuating Capital Method	c) New Firm
4. Loan against hypothecation of assets	d) Liability
5. Liabilities not taken over	e) Preferential Liability
6. Asset taken over	f) Secured Creditors
7. Unsold stock at the end of the year	g) Debited to Profit & Loss Appropriation A/c
8. Income received in advance	h) Old Firm
9. Bills Discounted	i) Will be settled by old firm
10. Partners Salaries	j) Separate A/c called as partner's capital A/c is opened
11. Purchasing Firm	k) Contingent Liability
12. Vendor Firm	l) Closing Stock

Q:1 B) State whether following statements are True or False (Any 10)

10

- 1) Partners are entitled to get salary.
- 2) In a piecemeal distribution, the amounts realized from assets are used to pay first the outside loans and then the realisation expenses.
- 3) After amalgamation of firms, assets and liabilities of old firms get recorded at their realisable values.
- 4) Interest on capital of partner is debited to Profit & Loss Appropriation Account.
- 5) Purchase consideration = Taken over assets less taken over external liabilities both at market value.
- 6) After all the outside liabilities are paid off, the internal liabilities i.e., the partner's loans are paid off in the next stage.
- 7) In excess capital method the base capital is equal to the lowest unit capital.
- 8) Sleeping partner is one who takes active part in the conduct of business.
- 9) If the purchase consideration is less than the value of the net assets taken over, the difference is credited to capital reserve in the books of the company which has taken over a firm.
- 10) In case of sale of firm to a company, all the present partners will become directors of the company.
- 11) Gains and losses on realisation in an amalgamation are divided equally among partners.
- 12) Excess capital method is also known as highest relative capital method.

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Q:2 Answer (a) or (b) of the following:

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- a) The following figures were extracted from the books of a partnership firm, having partners Sun, Moon & Star. They share profit & losses in the ratio 2:2:1.

Following is the Trial Balance as on 31st March, 2023

Particulars	Debit (Rs)	Credit (Rs)
Sun's Drawings & Capital	90,000	4,14,000
Moon's Drawings & Capital	27,000	54,000
Star's Drawings & Capital	54,000	1,80,000
Gross Profit		3,65,400
Salaries	99,000	
Sundry Expenses	72,000	
Postage & Telegram	36,000	
Dividend Received		39,600
Investments	75,000	
Cash at Bank	4,95,000	
Plant & Machinery	1,35,000	
Creditors		30,000
TOTAL	10,83,000	10,83,000

The partnership deed provides the following information:

'Sun' died on 1st January, 2023 and it was agreed that his executor should be paid such an amount so as to leave behind Rs 7,20,000 which should be paid an interest @ 8% p.a. Amount was paid to Sun's Executor but no entry was passed in the books for this. Also interest is to be paid on capital @ 12% p.a. on opening balance. The deceased partner shall be entitled to his share of Goodwill which is calculated at one and a half years purchase of the average profits of the preceding four years. The profits of the preceding four years ended on 31st March, 2019, 2020, 2021 & 2022 respectively were Rs 250,000, Rs 2,70,000; Rs 2,25,000 & Rs 3,15,000. You are required to prepare final accounts from the above information.

OR

- b) Mr. Bhavesh and Mr. Ramesh are Chartered Accountants carrying on practice in partnership and sharing profits & losses of the practice in the ratio of 2:1. On 1/10/2022 they admitted Mr. Mahesh into partnership on his paying Rs 50,000 as goodwill for his 1/5th share in the future profits. The Trail Balance as on 31/03/2023 was as follows:

Debit	Amount (Rs)	Credit	Amount (Rs)
Furniture & Fittings	40,000	Capital Bhavesh	60,000
		Ramesh	40,000
Computer	84,000	Fees earned	4,80,000
Rent	21,600	Clients Deposits	1,10,000
Lighting	1,200	Amount paid in by Mahesh	50,000
Stationery	4,800		
Outstanding fees	80,000		
Drawings Bhavesh	72,000		
Ramesh	60,000		
Stipend to Articled clerks	30,000		
Salaries & Wages	60,000		
Cash at Bank	2,86,400		
	7,40,000		7,40,000

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You ascertain that:

- 1) Rent had been increased by Rs 400 per month with effect from 1/10/2022 and that a clerk at Rs 600 per month had been engaged on 1/10/2022.
 - 2) Salaries & Wages were outstanding to the extent of Rs 5,000.
 - 3) Furniture & Fittings are to be depreciated by 10% and Computer by 25%.
- Prepare Final Accounts of the firm for the year ended 31st March, 2023.

Q:3 Answer (a) or (b) of the following:

20

- a) From the following Balance Sheet as on 31st March, 2023 of a Partnership firm, prepare a statement showing piecemeal distribution of cash if the profit sharing ratio between Zain, Sayyed and Danish was 5:3:2 respectively.

Liabilities	Amount (Rs)	Assets	Amount(Rs)
Partner's Capital		Fixed Assets	1,60,000
Zain	77,600	Debtors	1,20,000
Sayyed	40,800	Cash in Hand	19,200
Danish	52,000		
General Reserve	38,400		
Sayyed's Loan	42,400		
Sundry Creditors	48,000		
	2,99,200		2,99,200

Realisation Expenses were estimated to be Rs 8,000

The assets were realized as under:

1st installment Rs 1,22,5602nd installment Rs 57,4403rd installment Rs 30,000

Actual realization expenses were Rs 6,000 only.

OR

- b) Nitin, Sunil and Anil are partners and sharing profit and loss in the ratio of 5:3:2. The Balance Sheet of firms as on 31st March 2023 is as follows:

Liabilities	Rs.	Assets	Rs.
Capital A/c:		Land and Building	2,56,000
Nitin	1,40,000	Machinery	1,20,000
Sunil	1,00,000	Investments	24,000
Anil	1,20,000	Bills Receivable	10,400
Creditors	90,000	Debtors	30,000
Bills Payable	14,000	Stock	18,000
Reserve Fund	20,000	Cash	25,600
	4,84,000		4,84,000

The business of the firm was taken over by a new company SUN Pvt Ltd on the following conditions:

1. Revalued assets are: Machinery Rs 1,60,000, Stock Rs 24,000 and Land and Building Rs 3,20,000.
2. Cash and Investment not to be taken over and other assets and liabilities to be considered at book value.
3. The company agreed to pay Rs 80,000 as goodwill.

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4. The company issued 40,000 Equity Shares of Rs 10 each to be distributed among the partners in their profit sharing ratio and remaining amount was paid in cash.
5. Partners sold investment at Rs 20,000.

Prepare in the books of the firm:

- I. Realisation Account
- II. Partner's Capital Account
- III. New Co.'s Account
- IV. Cash Account

Q:4 Answer (a) or (b) of the following:

20

- a) Following were the Balance Sheets of two firms M/s RK and M/s SK as on 31st March 2023.

Liabilities	M/s RK Rs.	M/s SK Rs.	Assets	M/s RK Rs.	M/s SK Rs.
<u>Capital A/c:</u>			Building	1,60,000	-
Raj	2,50,000	-	Plant and Machinery	2,00,000	1,40,000
Karan	1,50,000	-	Fixtures and Patterns	40,000	28,000
Surya	-	1,28,000	Furniture	24,000	40,000
Kumar	-	88,000	Debtors	1,20,000	1,00,000
Creditors	2,40,000	1,20,000	Stock	1,76,000	84,000
Bills Payable	84,000	72,000	Bank	4,000	16,000
	7,24,000	4,08,000		7,24,000	4,08,000

The Profits and Losses sharing ratio of M/s RK is 3:1 and of M/s SK is equally. The two firms were amalgamated on that date and assets and liabilities were revalued as follows:

- 1) Building was appreciated by 20% but Plant and Machinery of both the firms were to be depreciated by 10%.
- 2) Fixtures and Patterns of M/s RK were revalued at Rs 32,000 that of M/s SK at Rs 40,000.
- 3) 5% Reserve for doubtful debt is to be provided on Debtors of both the firms.
- 4) Creditors were taken over at a discount of 3% of both the firms.
- 5) Furnitures of both the firms were taken at 5% depreciation.
- 6) Other assets and liabilities were taken at book values.

Prepare Realisation Account and Partner's Capital Account in the books of both the firms.

OR

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- b) Seeta, Geeta and Meeta are partners sharing profits in the ratio of 2:2:1 respectively. They decided to convert their partnership firm into a joint stock company by the name of SGM Ltd. following is the Balance Sheet on the date of conversion.

Liabilities	Rs.	Assets	Rs.
Capital A/c:		Building	2,40,000
Seeta	6,00,000	Plant and Machinery	1,60,000
Geeta	4,00,000	Motor Van	1,00,000
Meeta	2,00,000	Furniture	20,000
General Reserve	48,000	Stock	2,40,000
Bills Payable	12,000	Sundry Debtors	2,08,000
Sundry Creditors	1,92,000	Investment	84,000
		Bank	4,00,000
	14,52,000		14,52,000

SGM Ltd took over the following assets and liabilities

Building	Rs 4,00,000
Plant and Machinery	Rs 1,20,000
Furniture	Rs 20,000
Stock	Rs 3,00,000
Goodwill	Rs 1,04,000

Create 5% Reserve for Doubtful Debt.

The company has also agreed to take over Sundry Creditors at Rs 1,80,000. The purchase consideration was discharged by the issue of sufficient number of Equity Shares of Rs 10 each fully paid at par.

The firm sold investment for Rs 1,00,000 and paid Bills Payable fully.

Motor Van was taken over by Seeta at book value.

The firm paid Realisation Expenses Rs 40,000.

Purchase Consideration was distributed amongst the partners as per their proportionate capital as at the end.

You are required to prepare:

- I. Realisation Account
- II. Partner's Capital Account
- III. Bank Account

Q:5 Answer (a) or (b) of the following:

(a) Answer the following: (Ten marks each)

- I) Explain the methods of purchase consideration in case of amalgamation of firms.
- II) Explain the advantages of conversion of a firm into a Limited Company.

OR

(b) Answer the following: (any four) (Five marks each)

- I) Amalgamation of firms
- II) Fixed and Fluctuating Capital Method
- III) What are the problems to be dealt with on amalgamation of firms?
- IV) Explain Settlement of Liabilities in Piecemeal distribution of cash
- V) Interest on capital and Interest on drawings
- VI) Realisation Account

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Duration: 3 Hours

Marks: 100

Instructions :- (1) All questions are compulsory having internal options.
(2) Figures to the right indicate full marks.

- Q:1** **A) Select the most appropriate answer from the option given below (Any Ten)** **Marks**
1) Marketing Collateral is one of the elements of _____ **10**
- a) Communication b) Public relation
c) Advertising d) IMC
- 2) The printing press was invented in 1438 by _____ and it gives foundation for print advertising.
- a) Johannes Gutenberg b) Abraham Lincoln
c) William Caxton d) Volney Palmer
- 3) Pompeii was an ancient Roman city, where advertising was available in the form of _____
- a) Printing b) Painting
c) Broadcasting d) Engraving
- 4) Advertisement of "India Today" is one the types of _____ advertising.
- a) Newspaper b) Internet
c) Broadcasting d) Magazine
- 5) _____ is a formal presentation also known in the industry as a "shootout!"
- a) Creative pitch b) Creative brief
c) Animation d) Dubbing
- 6) _____ produced the first full length animated feature film, 'Snow White and the Seven Dwarfs'.
- a) Émile Cohl b) Walt Disney
c) McCay's d) Charles-Émile
- 7) Due to perfect advertising, _____ is creating near monopoly situation in the market.
- a) Liril b) Safola
c) Colgate d) Nokiya
- 8) "Officer choice water" advertising is a _____ advertising.
- a) Puffery b) Bait
c) False statistic d) Surrogate
- 9) 'Pro Bono Publico' is one of the _____ phrase which later use in advertising.
- a) Latin b) French
c) Greek d) American
- 10) In the acronym AIDA, F. C. Coolsen included "C" means _____.
- a) Connection b) Conviction
c) Comment d) Creativity
- 11) _____ advertising is one of the types of green advertising.
- a) Water save b) Water fall
c) Water drop d) Water give
- 12) Suzuki Access 125 ad picturise on aliens, it is an example of _____ execution style.
- a) Testimonials b) Slice-of-Life
c) Life style d) Fantasy

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- Q:1 B) State whether the following statements are True or False (Any 10)** 10
- 1) Advertising has taken from the Latin word "ad vertere" means to turn mind towards.
 - 2) The first advertising agency was opened by Volney B. Palmer in 1841.
 - 3) In 1911, The Associated Advertising Club (AAC) was established for the code of ethics in advertising.
 - 4) 'Graphic design' first coined by William Addison Dwiggins in 1922.
 - 5) Payment By Result (PBR) is one of the important methods in agency compensation.
 - 6) Dubbing is the post production process of recording and replacing voices for a motion picture or TV soundtrack.
 - 7) Advertising cost is one of the important elements of distribution cost.
 - 8) Save the Tiger by Aircel is an advertising showing healthy outlook.
 - 9) The full form of DAVP is Directorate of Advertising and Video Policy.
 - 10) Advocacy advertising relates with these three issues i.e. Politics, technology and competition.
 - 11) Corporate image is also called competitive ad when it has taken any issues regarding corporate image.
 - 12) An advertising agency "Dentsu" is basically from Washington.
- Q:2 Answer Any Two of the following** 15
- a) Which are the important elements of IMC? Explain briefly.
 - b) Explain briefly pre-printing and early printing periods under the evolution of advertising.
 - c) Elucidate the various types of Transit and Ariel Advertising.
- Q:3 Answer Any Two of the following** 15
- a) Describe the various features of advertising agency.
 - b) How to avoid client turnover in advertising agencies? Explain.
 - c) Elaborate freelancing career options of advertising.
- Q:4 Answer Any Two of the following** 15
- a) What is consumer product price? explain it with the help of illustration and explanation.
 - b) Elaborate the negative influence of advertising on Indian values.
 - c) What is a role of Advertising Standard Council of India?
- Q:5 Answer Any Two of the following** 15
- a) Explain the process of managing brand crisis.
 - b) What is rural advertising? Explain the features of rural advertising?
 - c) Discuss on the top advertising agencies of India.
- Q:6 Write notes on Any Four out of Six** 20
- a) Features of Advertising.
 - b) Structure of advertising agency.
 - c) Agency compensation.
 - d) Advertising creates monopoly.
 - e) Communication process in advertising.
 - f) Types of green advertising.
- X-----X-----X-----

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Duration: 3 Hours

Marks: 100

- Instructions :- (1) All questions are compulsory with internal choice.
(2) Support your answers with relevant case laws or illustrations.
(3) Figures to the right indicate marks.

- Q:1 Attempt any two of the following: 20
- a) Explain the meaning of agreement and contract and further elaborate the essentials of valid contract. 10
 - b) Explain the meaning of acceptance and legal rules of valid acceptance. 10
 - c) Explain the doctrine of privity of contract and its exceptions if any with suitable case laws or illustrations. 10
 - d) Explain the meaning of proposal and various modes of revocation of proposal. 10
- Q:2 Attempt any two of the following: 20
- a) Write a detailed note on mistake with relevant case laws or illustrations under Indian Contract Act. 10
 - b) Explain the concept of contingent contract and distinguish between contingent contract and wagering agreement. 10
 - c) "Agreement in restraint of trade is void." Comment on the statement. 10
 - d) Explain the provisions with regards to performance of contract based on (i) obligation of parties to contract (ii) by whom the contract must be performed (iii) time and place of performance (iv) performance of reciprocal promises (v) appropriation of payment. 10
- Q:3 Attempt any two of the following: 20
- a) Explain the various types of agents under the Indian Contract Act. 10
 - b) Explain the meaning and essentials of contract of indemnity. What are the rights of the indemnity holder? 10
 - c) Explain the rights and duties of bailee. 10
 - d) Write a detailed note on pledge by non-owner. 10
- Q:4 Attempt any two of the following: 20
- a) Distinguish between Sale and Agreement to Sell. 10
 - b) Explain the concept of condition and warranty. Distinguish between condition and warranty. Explain the circumstances when condition may be treated as warranty. 10
 - c) Write a detailed note on Sale by Auction. 10
 - d) Explain the concept of goods based on meaning, types and effect of destruction of goods. 10
- Q:5. Attempt any two of the following: 20
- a) Explain the meaning and essentials of Bill of Exchange. Distinguish between Promissory Note and Bill of Exchange. 10
 - b) Explain the meaning and characteristics of Negotiable Instrument. 10
 - c) Explain the meaning and essentials of cheque under Negotiable Instrument Act, 1881. 10
 - d) Explain the law relating to dishonour of cheque with relevant amendments under Negotiable Instrument Act, 1881. 10
- X-----X-----X-----

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Instructions: - (1) All questions are compulsory having internal options.
(2) Figures to the right indicate full marks.

- Q:1 A) Explain the following concepts (Any Five) 10**
- 1) Open Economy
 - 2) Gross National Product
 - 3) Effective Demand
 - 4) Paradox of thrift
 - 5) Stagflation
 - 6) IS Curve
 - 7) Monetary Policy
 - 8) Cost Push Inflation
- Q:1 B) Choose the correct answer from the given options and rewrite the statements. 10**
- 1) Which of the following measurement indicate distribution of national income among its residents.
 - a) GDP
 - b) GNP
 - c) Per capita income
 - d) NNP
 - 2) According to which of the following economist "supply creates its own demand"?
 - a) J.M.Keynes
 - b) J.B.Say
 - c) A.C.Pigou
 - d) Paul Samuelson's
 - 3) In India, National Income is computed by.....
 - a) Ministry of Finance
 - b) Planning Commission
 - c) Central Statistical Organisation
 - d) SEBI
 - 4) Marginal Propensity to Consume is always.....
 - a) Positive but less than one
 - b) Positive but greater than one
 - c) Equal to one
 - d) Equal to zero
 - 5) According to Keynes in order to raise employment, we have to increase aggregate.....
 - a) Supply
 - b) Output
 - c) Demand
 - d) None of the above
 - 6) "The General Theory of Employment, Interest and Money" was written by.....
 - a) Adam Smith
 - b) J.M.Keynes
 - c) Paul Samelson
 - d) Alfred Marshall
 - 7) The IS curve represents.....
 - a) Money Market
 - b) Capital Market
 - c) Goods Market
 - d) Labour Market
 - 8) In the long run, the Phillips curve slopes.....
 - a) Vertical Straight
 - b) Horizontal straight
 - c) Downward slopping
 - d) None of the above
 - 9) Demand for transaction motive and precautionary motive mainly depends upon _____
 - a) Level of Income
 - b) Rate of Inflation
 - c) Investment
 - d) Tax rate
 - 10) Fisher's equation of quantity theory of money is _____
 - a) $MV = PT$
 - b) $MP = PV$
 - c) $MP = PB$
 - d) $MB = KT$

CODE:

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Marks: 100

- Q:2 Answer any two of the following:** 20
- What is Macro Economics? Explain the scope of Macro Economics.
 - Discuss the relationship between national income and economic welfare.
 - What is trade cycle? Describe the various phases of trade cycle with the help of diagram.
- Q:3 Answer any two of the following:** 20
- Explain Aggregate demand function and Aggregate supply function.
 - What is Marginal Efficiency of Capital? How it is calculated?
 - Define investment multiplier. Explain the working of the investment multiplier.
- Q:4 Answer any two of the following:** 20
- How do you derive LM curve? Explain the shifting of LM curve.
 - Explain the tradeoff between inflation and unemployment with the help of short run Phillips curve.
 - Explain Laffer curve with the help of diagram.
- Q:5 Answer any two of the following:** 20
- What is money supply? Discuss the determinants of money supply.
 - Illuminate the different liquidity motives given by keynes influencing the demand for money with suitable diagram.
 - Elaborate the effects of inflation.

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Instructions :- (1) All questions are compulsory having internal options.
 (2) Figures to the right indicate full marks.

- Q:1 A) Choose the correct answer from the options given below (Any 10) 10
- 1) _____ is a process of identifying consumers' needs and wants.

a) Marketing	b) Management
c) Selling	d) Exchange
 - 2) Professional business firm maintains _____ department to handle complaints and grievances and suggestions from the general public.

a) Public Relations	b) Advertising
c) Sales	d) Logistics
 - 3) _____ marketing is a process that directs the flow of goods, services and other resources from one country to another.

a) International	b) Domestic
c) Internal	d) Macro
 - 4) Marketing strategy is a _____ oriented plan.

a) Past	b) Future
c) Unrealistic	d) Rigid
 - 5) _____ marketing audit is a systematic and objective review and appraisal of an organization's entire marketing effort.

a) External	b) Internal
c) Situational	d) Environmental
 - 6) If the entry barrier are _____ then the potential entrants may find it difficult to enter the market.

a) Low	b) High
c) Moderate	d) Less
 - 7) The main aim of _____ is to create a distinct image in the minds of target customers.

a) Development	b) Production
c) Product positioning	d) Placing
 - 8) _____ is the progression or course that a product's sales and profits over its lifetime.

a) Product pricing	b) Product branding
c) Product Life Cycle	d) Product promotion
 - 9) If the result of test marketing are positive, the marketer can go ahead for _____ .

a) Product development	b) Concept testing
c) Commercialization	d) Idea screening
 - 10) Objectives often play an important role in pricing decisions of the government and NGOs.

a) Skimming	b) Penetration
c) Business	d) Social Responsibility
 - 11) During recession, marketers may _____ the prices to influence buying decision of consumers.

a) Rise	b) Increase
c) Expand	d) Reduce
 - 12) In case of pricing, higher price is fixed to find out the reaction of the buyer towards the price.

a) Standard	b) Value
c) Customer	d) Probe

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Marks: 100

- Q:1** B) State whether following statements are True or False (Any 10) 10
- 1) The socio- cultural elements influence the buying decisions of the members of a society.
 - 2) Economic policies have an effect on the working of business.
 - 3) Saturation of developed markets contribute to the growth of marketing to the BOP.
 - 4) The bargaining power of suppliers have an effect on the position of the firms in the industry.
 - 5) A strategic group is a group of firms that follows more or less the same strategy.
 - 6) The analysis of strength and weaknesses of the competitors enable a firm to attack certain competitor.
 - 7) The company can differentiate its marketing offering on the basis of only product dimensions.
 - 8) During the Decline stage of PLC, the company may increase product pricing to earn more profit.
 - 9) The distribution channel of industrial goods involves more level.
 - 10) In case of super value strategy , high quality product is sold at low price.
 - 11) The main objective of penetration pricing strategy is to earn high profit during product introduction.
 - 12) Low prices and poor quality of products get higher position in the market.
- Q:2** Answer any two of the following: 15
- a) Explain the meaning and nature of marketing.
 - b) Elaborate in brief macro external environment of business.
 - c) Discuss the emerging marketing opportunities with respect to marketing to growing middle class.
- Q:3** Answer any two of the following: 15
- a) Explain the steps involved in strategic marketing planning process.
 - b) Write a note on SWOT analysis.
 - c) Discuss Michel Porter's five forces model.
- Q:4** Answer any two of the following: 15
- a) Explain different types of consumer goods.
 - b) Elaborate the various features at every stage of the PLC.
 - c) Explain the meaning and importance of product positioning.
- Q:5** Answer any two of the following: 15
- a) What are the different objectives of pricing?
 - b) Explain the factors influencing pricing decisions.
 - c) What are the steps involved in pricing process?
- Q:6** Write Short Notes on (Any 4) 20
- a) International marketing environment.
 - b) Analyzing competition.
 - c) Customer value Hierarchy
 - d) Pricing method
 - e) Importance of marketing management.
 - f) Industrial goods

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- Q:1 B) State whether following statements are True or False (Any 10) 10**
- 1) Managers need not encourage initiative on the part of the employees.
 - 2) F.W Taylor is considered as the father of scientific management.
 - 3) Human Relation approach placed emphasis only on industrial productivity.
 - 4) Coordination is concerned with integration of group efforts in an organization.
 - 5) The analysis of internal environment indicates opportunities and threats.
 - 6) MIS is continuous activity.
 - 7) Departmentation is not necessary in an organization.
 - 8) Formal organization comes into existence when two or more people consciously coordinate towards a common goal.
 - 9) Centralization is the tendency to disperse authority in the organization.
 - 10) Leadership is the activity of influencing people to strive willingly for group objective.
 - 11) Motivation can be only positive in nature
 - 12) Body language may have different meaning in different countries.
- Q:2 Answer any two of the following: 15**
- a) Explain the concept and nature of management.
 - b) Discuss principles of management propounded by Henri Fayol.
 - c) Write a note on Indian Ethos.
- Q:3 Answer any two of the following: 15**
- a) Explain the steps in the planning process.
 - b) Elaborate the advantages of MBO.
 - c) What are the essentials of a sound decision-making.
- Q:4 Answer any two of the following: 15**
- a) What are the main features of virtual organization?
 - b) State the factors influencing span of management.
 - c) Explain the barriers to effective delegation.
- Q:5 Answer any two of the following: 15**
- a) Explain the importance of motivating the employees.
 - b) What are the functions of leadership?
 - c) Explain in detail techniques of controlling.
- Q:6 Write Short Notes on (Any 4) 20**
- a) Managerial skills
 - b) Management by Exception
 - c) Matrix organisation
 - d) Qualities of good leader
 - e) Coordination
 - f) Decentralization

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CODE:

Duration 2 Hrs.30 min

Marks: 75

Instructions :- (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

- Q:1** A. Explain the following concepts :(Any Five) 15
1) Disabled person
2) Minorities
3) Natural disaster
4) Disaster Preparedness
5) Technology
6) The age of Enlightenment
7) Informal communication
8) Team building
- OR**
- B. Write a detailed note on the Foundation Course (Semester III) project submitted By you.
- Q:2** A. Evaluate the problems faced by women and explain their legal rights. 15
OR
B. Comment on the current programmes and policies for the elderly population in India.
- Q:3** A. Discuss the various Human Rights issues in addressing disaster. Give relevant examples. 15
OR
B. Write a note on psychological and economic effects of disaster on human life.
- Q:4** A. Describe the role of science in exploding myth, blind beliefs and prejudices. 15
OR
B. Distinguish between science and technology.
- Q:5** A. Explain the various styles and characteristics of effective leadership. 15
OR
B. Write a detail note on Non- Verbal communication.

-----X-----X-----X-----

CODE:

Duration: 3 hours

Marks: 100

- Instructions :-** (1) All questions are compulsory having internal Options.
 (2) Figures to the right indicate full marks.
 (3) Use of simple calculator is allowed.
 (4) Working notes should form part of answers.

Q:1 A) Match the column (any Ten)

10

Column-A	Column-B
a) Pay back Period	i) Tangible Assets
b) Sales less Cost of Goods sold	ii) Quick Liabilities
c) Machinery	iii) Non Quick Assets
d) Copy Rights	iv) Fictitious Assets
e) Bank Overdraft	v) Selling & Distribution Expense
f) Prepaid Expenses	vi) Non operating Income
g) Sundry Debtors	vii) Quick Assets
h) Profit on sale of Assets	viii) Gross Profit
i) Staff Salaries	ix) Intangible Assets
j) Sundry Creditors	x) Non Quick Liabilities
k) Loss on sale of Assets	xi) Capital budgeting
l) Preliminary Expenses	xii) Administrative Expenses
	xiii) Non operating expenses
	xiv) Contingent Liabilities

Q:1 B) State whether following statements are True or False (Any Ten)

10

- 1) The Financial statement includes Trend Analysis.
- 2) Though Equity holders are the Owner of Business, It's under control of Board of Directors.
- 3) Capital Budgeting decisions base on only Cash Outflow.
- 4) Staffing involved comparing actual result with budgeted results.
- 5) Current Assets plus Current Liabilities = Working Capital.
- 6) If Interest paid is Rs. 30,000/- on 10% Bank Loan then Bank loan must be Rs 6,00,000/-
- 7) Capital Expenditure decision does not include Long term Decision.
- 8) An Decrease in trade receivable by 1,00,000/- and also increase in Bank Overdraft of Rs. 2,00,000/- would result in Increase in Working Capital by Rs 1,00,000/-
- 9) If Gross Profit is 30% of Sales then Cost of Goods sold must be 70% of Sales.
- 10) In Common size income statement, Net Profit is assumed to be 100.
- 11) 2:1 is standard ratio of Current Ratio.
- 12) To test Solvency of the concern, Debt Equity Ratio is applicable.

CODE:

Duration: 3 hours

Marks: 100

Q:2 Answer (a) and (b) OR (c) of the following:

- a) From the following figures PKR Limited, Find out missing figures and complete Balance Sheet with Comparative analysis.

Particulars	Rs.2021 -22	Rs.2022- 23	Absolute Increase /Decrease	% Increase/Decrease
Sources of Fund				
Share Capital	?	6,00,000	30,000	?
Reserves & Surplus	?	?	-5,000	?
Net worth	7,00,000	?	?	?
Borrowed Fund	?	?	?	10
Total Sources of Fund	?	?	?	?
Application of Fund				
Fixed Assets	7,00,000	?	?	-12
Current Assets	4,50,000	?	-7,000	?
Current liabilities	?	?	?	?
working capital	?	?	?	?
Total Application of Fund	9,00,000	?	?	?

- b) From the following figures Apex Limited, Find out missing figures and Complete common size Revenue Statement.

Particular	Rs.	% Common Size
Net Sales	?	?
Cost Of Goods Sold	7,00,000	?
Gross Profit 30% on Sales	?	?
Operating Expenses	?	?
Operating Profit	?	?
Non Operative Income	30,000	?
Non Operative Expenses	45,000	?
Net Profit Before Tax	25,000	?
Tax 35 %	?	?
Net Profit after Tax	?	?

OR

- c) From the following figures of ABC Ltd. Find out missing figures , Complete Balance Sheet into vertical format and also prepare trend analysis.

	2020-21 Rs.	2021-22 Rs.	2022-23 Rs.
Share Capital	7,20,000	?	7,50,000
Fixed Assets	3,30,000	4,26,000	?
Reserve	40,000	70,000	50,000
9% Debenture	1,26,000	1,20,000	75,000
Investment	?	3,75,000	5,00,000
Stock	1,55,000	1,25,000	1,10,000
Working Capital	1,61,000	1,37,000	94,000
Creditors	?	?	?
Bank Overdraft	30,000	20,000	23,000
Cash/Bank	42,000	25,000	35,000
Debtors	18,000	16,000	15,000

CODE:

Duration: 3 hours

Marks: 100

Q:3 Answer (a) or (b) of the following:

- a) Following are the financial statements of a trading company prepared at the end of the year ending on 31-3-2023. You are required to Compute following accounting ratios.

1. Current Ratio	2. Proprietary Ratio	3. Debt Equity ratio
4. Capital Gearing Ratio	5. Gross Profit Ratio	6. Net profit Ratio
7. Stock Turnover ratio	8. Return on Capital employed	9. Return on Proprietors' Fund
10. Debtors Turnover ratio		

Trading and Profit and loss account
For the year ended 31st March, 2023.

	Rs.		Rs.
To Opening stock	65,000	By Sales	4,00,000
" Purchases	2,00,000	" Closing stock	95,000
" Manufacturing expenses	1,00,000	" Miscellaneous income	12,000
" Selling and distribution Expenses	10,000	(Non-operating)	
" Administrative expenses	57,000		
" Finance expenses	3,000		
" Non-Operating expenses	2,000		
" Net profit	70,000		
	Rs. 5,07,000		Rs. 5,07,000

Balance sheet as on 31st March, 2023

Liabilities	Rs.	Assets	Rs.
10% Preference Share capital	70000	Fixed assets:	
Equity and surplus	1,60,000	Gross block	2,30,000
	2,30,000	Less: depreciation	40,000
Reserve and surplus:			1,90,000
Capital reserve	15,000	Investments	
Revenue reserve	50,000	(Marketable)	50,000
Surplus	5,000	Current assets:	
	70,000	Stock	95,000
Debentures	30,000	Sundry debtors	90,000
Bank loan	10,000	Advance Payments	15,000
Creditors	70,000		2,00,000
Bills payable	10,000		
Bank Overdraft	20,000		
	Rs. 4,40,000		Rs. 4,40,000

OR

CODE:

Duration: 3 hours

Marks: 100

b) Following is the Balance Sheet and Profit and Loss Account M/S T. LTD.

BALANCE SHEET AS ON 31-03-2023

	Rs.		Rs.
Equity Share Capital (Rs.10)	1,00,000	Buildings	1,00,000
10% Preference Share Capital	40,000	Less Depreciation	20,000
Profit & Loss A/C	50,000	Plant	1,00,000
Mortgage Loan	1,00,000	Stock	1,00,000
Creditors	60,000	Debtors (Previous year Rs.80, 000)	60,000
Taxes Payable	50,000	Short Term Investments	20,000
		Cash	40,000
	4,00,000		4,00,000

Profit & loss a/c for the year ended 31.12.2023

	Rs.		Rs.
To opening stock	1,00,000	By sales	5,50,000
To purchase	2,00,000	By stock	1,50,000
T gross profit c/d	4,00,000		-
	7,00,000		7,00,000
To Operating Expenses	1,50,000	By G.P. b/d	4,00,000
To Operating profit	2,50,000		-
	4,00,000		4,00,000
To interest on loan	65,000	By Operating profit	2,50,000
To profit before tax	1,85,000		-
	2,50,000		2,50,000
To income tax	95,000	By profit before tax	1,85,000
To N.P. after tax	90,000		-
	1,85,000		1,85,000

Calculate: (i) Current Ratio, (ii) Quick Ratio, (iii) Debtors Turnover (iv) Debt Equity ratio (v) Operating cost ratio (vi) Stock turnover ratio (vii) Return on Proprietors' fund (viii) Earning per share, (ix) Dividend payout Ratio, (x) Creditors' Turnover.

The company paid dividend on equity shares @ 20%

Note: Preparation of Vertical Statements are not required.

Q:4 Answer (a) or (b) of the following:

a) SK Ltd provides you the following particulars: -

Element of cost	Amount per unit Rs.
Raw material	8
Direct labour	3
Overheads	6
Total Cost	17
Profit	3
Selling price	20

The following further particulars are available: -

Raw materials are in stock on average on month. Materials are in process, on average, half a month. Finished goods are in stock on average one month.

Credit allowed by suppliers is one month. Credit allowed to debtors is two months. Lag in payment of wages is half month. Lag in payment of overhead expenses is one month.

CODE:

Duration: 3 hours

Marks: 100

One-fourth of the output is sold against cash. Cash on hand at bank is expected to be Rs. 25,000. You are required to prepare a statement showing the working capital needed to finance a level of activity of 96,000 units of production. You may assume that production is carried on evenly throughout the year. Debtors are to be valued at selling price.

OR

- b) Akshata Enterprises considering the purchase of Machine. Machine A and Machine B are available and each costing Rs 3,20,000. Estimated life of Machine is 4 years.

Cash inflow in Rs. after Tax expected as follows

Year	Machine A	Machine B
1	85,000	65,000
2	70,000	70,000
3	80,000	68,000
4	76,000	75,000

At Discounted factor @ 12%, value of Rs 1 is as follow

Year	Value	Present
1		0.893
2		0.797
3		0.712
4		0.636

Calculate the results by applying following methods and suggest most suitable machine for the business

- 1) Payback Period
- 2) Average Rate of Return
- 3) Net present Value
- 4) Profitability Index

Q:5 Answer (a) or (b) of the following:

(a) Answer the following: (Ten marks each)

- i) What is use of Ratio Analysis? Explain Revenue Ratios
- ii) What do you mean term Capital Budgeting? What are the various methods of Capital budgeting?

OR

(b) Write short notes: (any four) (Five marks each)

- i) Comparative Analysis
- ii) Working Capital
- iii) Functions of Management Accounting
- iv) Composite Ratios
- v) Net present value
- vi) Fictitious Assets

-----X-----X-----X-----

CODE:

Duration: 3 Hours

Marks: 100

Instructions :- (1) All Questions are Compulsory
(2) Figures to the right indicate marks.

- Q:1 A) Choose the correct answer from the options given below (Any 10) 10
- 1) Prospectus should be issued by _____.
 - a) Private Company
 - b) Public Company
 - c) One Person Company
 - d) All Companies
 - 2) A full time Company Secretary shall not hold office in more than ____ company/
companies except for subsidiary companies.
 - a) One
 - b) Five
 - c) Ten
 - d) Twenty
 - 3) A Private Limited Company has maximum ____ members.
 - a) Ten
 - b) Fifty
 - c) Two Hundred
 - d) Five Hundred
 - 4) Proxies shall be deposited with company not later than ____ before the commencement
of the Meeting.
 - a) Twenty-Four Hours
 - b) Forty-Eight Hours
 - c) Seven Days
 - d) Twenty-One Days
 - 5) Secretarial Standard-6 refers to ____ of shares.
 - a) Listing
 - b) Forfeiture
 - c) Transfer
 - d) Transmission
 - 6) The Board Report is generally signed by _____.
 - a) Independent Directors
 - b) Company Secretary
 - c) Chairman of the Board
 - d) Statutory Auditors
 - 7) ____ determines the purpose and capacity for which the company is set up.
 - a) Name Clause
 - b) Situation Clause
 - c) Object Clause
 - d) Capital Clause
 - 8) Every alteration of the Articles shall be filed with the Registrar together with a printed
copy of altered article within a period of _____.
 - a) Seven Days
 - b) Fifteen Days
 - c) One Month
 - d) Six Months
 - 9) Public Limited Company's shares are _____.
 - a) Delisted
 - b) Freely Transferable
 - c) Not Transferable
 - d) Immovable Property
 - 10) Right Issue is issue of fresh shares to _____.
 - a) Debenture Holders
 - b) Bankers
 - c) Employees
 - d) Existing Shareholders
 - 11) Prohibiting Insider Trading is ____ of SEBI
 - a) A Protective Function
 - b) A Developmental Function
 - c) A Regulatory Function
 - d) Not a Function
 - 12) Secretarial Correspondence should be always _____.
 - a) In Complex Language
 - b) Rude
 - c) Abusive
 - d) Polite

CODE:

Duration: 3 Hours

Marks: 100

- Q:1 B) State whether following statements are True or False (Any 10)** 10
- 1) LIC of India is an example of a Statutory Company.
 - 2) Since a Company has no physical existence, it cannot enter into an agreement.
 - 3) To form a Public Limited Company, seven or more persons are required.
 - 4) Depository Participants are the intermediaries or agents of Depositories.
 - 5) Secretarial Standard -3 is for provisions regarding Common Seal.
 - 6) Minutes of the meeting should be preserved for seven years.
 - 7) Situation Clause of the Memorandum of Association cannot be altered.
 - 8) Articles of Association are subordinate to Memorandum of Association.
 - 9) A Private Limited Company can be converted into a Public Limited Company.
 - 10) Technology has reduced the speed of secretarial correspondence.
 - 11) Bonus shares are issued free of cost to existing shareholders.
 - 12) Bank Overdraft is a long term loan.
- Q:2 Answer Any Two of the following** 15
- a) Define 'Company'. Explain features of Company as per Companies Act 2013.
 - b) Elaborate on qualities required for a competent Company Secretary.
 - c) Define 'Company Secretary'. Enlist different career options for a Company Secretary.
- Q:3 Answer Any Two of the following** 15
- a) Describe the role of Company Secretary as a liaison officer between i) Company and Depository Participant ii) Company and Registrar of Companies.
 - b) Explain various provisions regarding meetings of the Board of Directors as per Secretarial Standard -1.
 - c) What is Secretarial Audit? Describe the process of Secretarial Audit.
- Q:4 Answer Any Two of the following** 15
- a) Explain in brief various clauses of Memorandum of Association.
 - b) What are secretarial duties in formation of a Private Limited Company?
 - c) Elaborate on procedure of conversion of Private Limited Company into a Public Limited Company.
- Q:5 Answer Any Two Any Four of the following** 15
- a) Explain the nature of Secretarial correspondence with shareholders of company.
 - b) Elucidate role of technology in secretarial correspondence.
 - c) Draft a letter to member for issue of Bonus Shares.
- Q:6 Write short notes on Any Four of the following** 20
- a) Small Company
 - b) Misleading Prospectus
 - c) Draft a letter to bank manager asking for bank overdraft facility.
 - d) Provisions for quorum and frequency of General Meeting as per Secretarial Standard
 - e) Rights of Company Secretary
 - f) Passing Resolution by Circulation
- X-----X-----X-----