et Code: 72211 / Group A: Advanced Accounting, Corporate Accounting and Financial Management : Advanced Co

M. Com -II Sem -III

W. Cost Ace

09/01/2024

Time: 2 Hours

Marks: 60

Note:

1. All questions are compulsory.

2. Figures to the right indicate full marks.

Q1. Product X is obtained after it is processed through three processes.

(15)

(15)

The following information is available.

	B 18 1	Proces	ss 💝	age, vage
Particulars	Total Rs.	IÇ	Rs.	RSC
Material (	1,50,840	52,000	39,600	59,240
Direct wages	1,80,000	40,000	60,000	80,000
Production overheads	1,80,000	- 26	_Q_¥ :	- X

10,000 units @ Rs. 6 per unit were introduced in Process I. There was no stock of material or work in progress at the beginning or at the end. The output of each process passes directly to the next process and finally to the finished stock. Production overhead is recovered at 100 % of direct wages.

The following additional data are obtained.

	Output unit	Percentage of Normal loss to input	Value of Scrap per unit
Process I	9,500	5% 3	5 4
Process II	8,400	10%	8.0
Process III	7,500	10%	10

Prepare Process accounts and Abnormal Loss/ Gain Account and Normal Loss Account.

Q1. The product of a company passes through 3 distinct processes. The following information is obtained from the accounts for the month ending January 31, 2008.

Particulars	Process - A (Rs.)	Process - B (Rs.)	Process - C (Rs.)
Direct Material	7800	5940	8886
Direct Wages	6000	9000	12000
Production Overheads	6000	9000	12000

3000 units @ Rs. 3 each were introduced to process – I. There was no stock of materials or work in progress. The output of each process passes directly to the next process and finally to finished stock A/c.

The following additional data is obtained

Process	Output	Percentage of Normal Loss to Input	Value of Scrap per Unit (Rs.)
Process – I	2850	5%	2
Process – II	2520	10%	4
Process – III	2250	15 %	5

Prepare Process Cost Account, Normal Loss Account and Abnormal Gain or Loss Account.

Q2. Fabled company manufactures conference tables and follows ABC to absorb overhead. The company has chosen the following cost pools and cost drivers for the production overhead:

(15)

Cost pool	Production overhead (Rs.)	Cost driver	Cost driver quantity
Machine set up	4,00,000	No of setups	5,000 set up
Production orders	1,00,000	No of orders	200 orders
Machine maintenance	1,60,000	Machine hours	4,000 hours
Parts repairs	2,40,000	Number of parts	8,000 parts

You are required to:

- 1. Compute the overhead rate for each cost driver
- 2. The company received a special order of 20 conference tables that requires the following number of support activities:

  No. of machine setups: 60, No. of production orders: 25, No. of machine hours:

400, No. of parts to be repaired-50

- 3. How much production overhead would be charged to this order?
- 4. Compute the factory cost for this order from the following table:
  Direct material Cost per table-4000, direct wages per table: 2500, Direct expense per table-Rs1,000.

OR

Q.2 RBL Bank operated for year assuming that profitability can be increased by increasing rupees volumes. But that has not been the case. Cost analysis has revealed the following: (15)

Activity	Activity Cost (Rs.)	Activity Driver	Activity Capacity
ATM service	2,50,000	No. of ATM transactions	2,50,000
Processing Fees	6,00,000	No. of Files Processed	1,50,000
Statements Issue Charges	7,50,000	No. of statements issued	5,00,000
Customer Inquiries	4,00,000	Telephone minutes	8,00,000

The following annual information on three products was also made available:

Particulars	Savings Accounts (Rs.)	Personal Loans (Rs.)	Credit Cards (Rs.)
ATM transactions	2,00,000	18 00°	50,000
File processed	50,000	50,000	50,000
Statements Issued	2,50,000	1,00,000	1,50,000
Telephone minutes	2,00,000	3,00,000	3,00,000

#### REQUIRED:

- Calculate rates for each activity.
- 2. Using the rates computed in requirement (1), calculate the cost of each product using ABC.
- Q3. (a) A manufacturing department set the following standard costs for producing 1,000 units of a product:

Direct materials: ₹20 per unit

Direct labor: ₹15 per unit

Variable overhead: ₹10 per unit

Actual production resulted in 1,200 units with the following actual costs:

Direct materials: ₹24,000 Direct labor: ₹17,500 Variable overhead: ₹12,000

Calculate the cost variances for each category and evaluate the department's overall performance.

Q3. (b) From the following information calculate Cost of Sales and Cost of inventory under CPP Method presuming that the firm is following LIFO Method for inventory valuation:

Particulars	200	2	.69,	2		Rs.	- 65°
Inventory as or	n 1 <sup>st</sup> January	2022	10	3	- 5	8.000	20)
Purchases duri	ng the 2022	7	25	260	Q.V	48,000	c'to
Inventory as or	31st Dec.,20	)22	2	0	67	2 12,000	

Price Index as on  $1^{st}$  Jan 2022 = 100 Price Index as  $31^{st}$  Dec. 2022 = 140 Average Price Index for 2022 = 125

Q3. X Ltd. supplies spare parts to an aircraft company Y Ltd. The production capacity of X Ltd. facilitates production of any one spare part for a particular period of time. The following are the cost and other information for the production of the two different spare parts A and B.

		90		(15
6	Per Unit		Part A	Part B
Alloy Usage	26°	9	1.6 kgs	1.6 kgs
Machine Time : Machi		30	0.6 hrs	0.25 hrs
Machine Time :Machi	ine B	20°	0.5 hrs	0.55 hrs
Target Price		1 20	145	115

Total hours available:

Machine A - 4,000 hours and Machine B - 4,500 hours

Alloy available is 13,000 kgs @ Rs.12.50 per kg

Variable overheads per machine hour:

Machine A: Rs. 80 and Machine B Rs. 100.

You are required to:

1. Identify the spare part which will optimize contribution at the offered price.

If Y Ltd. reduces target price by 10% and offers Rs.60 per hour of unutilized machine hour, what will be the total contribution from the spare part identified above?

<ol> <li>(a) Multiple Choice</li> <li>Cost allocation b</li> </ol>	Questions: (any 8) asis in activity-based c	osting should be		(8)
a, cost drivers	b. cost pools	c. activity centres	d. resources	
2. ABC is	-39. can	8		
a. a method of a c. another name	ccounting for material of benchmarking	b. a method of allood. a cost object	cating indirect cost	

	S. S. S. S. S.
3.	Which statement is true about a favorable variance in responsibility accounting?
	a. It indicates that the costs are in line with the budget.
	b. It shows that costs are higher than budgeted.
	c. It indicates that performance is worse than expected.
	d. It suggests that costs are lower than budgeted.
4.	Which department's performance might be assessed based on the materials price
	variance?
	a. Accounting b. Purchasing c. Sales d.Research & Development
5.	Which method of inflation accounting is more commonly used?
٥.	a. The historical cost method b. The current purchasing power method
	c. The cash basis method d. The accrual basis method
6	Target cost = Target Selling Price less target
0.	a. Cost b. Profit c. marginal cost d. Sales
7.	
/.	a. Waste b. Scrap c. Spoilage d. Defectives
8.	The type of process loss that should not affect the cost of inventory is
0.	a. Abnormal loss b. normal loss c. Seasonal loss d. standard loss
9.	An unfavorable variance in responsibility accounting indicates that:
	a. Costs are lower than budgeted b. Costs are higher than budgeted
	c. Costs are exactly as budgeted d. Costs are irrelevant to the budget
	Which variance compares the actual costs to the standard costs for the actual level of
S)Y	output?" A ST AT AT AT AT
	a. Volume Variance b. Efficiency Variance
	c. Flexible Budget Variance d. Price Variance
) St	ate whether following statements are true or false: (any7) (7)
$\leq 1$ .	
	it is difficult to separate individual units of output.
2.	
3.	
4.	The conclusions drawn on the basis of study of final accounts prepared on the basis of historical cost method of accounting may become misleading due to inflation.
5.	
٥.	accountable for the performance of their respective areas within an organization.
6	Responsibility accounting only considers financial measures and does not incorporate
0.	non-financial performance indicators.
7.	
600	performance.
8.	
	ABC costing is used only to allocate the direct cost.
	O. ABC costing focuses on reducing costs and improving processes.
	OR
80	4. Write a short note: (any 3) (15)
a.	
b.	
	Objectives of Transfer Pricing
d.	
e.	
. ·	Tronomial Built

ject Code: 72201 / Advanced Accounting, Corporate Accounting and Financial Management: Advanced Financial

M. 6m-II Sem-III

Adv. Pin. Ace

Regular

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Time: 2 Hours

Note - 1) All questions are compulsory subject to internal choice.

2) Figures to the right indicate full marks.

3) Working note should form the part of answer.

4) Use of simple calculator is only permitted.

Q. 1 Following is the Trial Balance of Mahesh Co-operative Consumer Society, Ratnagiri as on 31st March 2023.

(15)

Particulars Dr. Rs.	Cr Rs.
Share Capital	10,08,000
Reserve Fund	1,80,000
Profit and Loss Account 1st April 2022	5,28,000
Furniture and Fixture 11,76,000	ري " آهي او
Opening Stock 1st April 2022 3.72.000	
Salaries 9 00 000	
Debtors and Creditors 1,80,000	
Commission 2.64.000	
Rent and Taxes 1,80,000	
Postage 24.000	The second secon
Printing and Stationary 42.000	
Admission Fees	6,000
Travelling and Conveyance 54,000	5
Electricity Security Deposit 96,000	
Purchases and Sales 1.90.20.000	2,28,60,000
Freight and Cartage 4.80,000	
Education Fund	24,000
Investments 7,20,000	
Cash in hand 18,000	
Balance at Bank	
2,47,26,000	2,47,26,000

#### Adjustments

- 1) Closing stock is valued at Rs. 13, 20,000.
- 2) Outstanding Rent Rs. 12,000 and Salary payable Rs. 60,000.
- 3) Rs. 24,000 Rent was paid in advance as on 31st March 2023.
- 4) Accrued Income on Investment Rs. 75,000.
- 5) Provide 10% Depreciation on Furniture and Fixture.
- 6) Contribution to Education Fund Rs. 510.

### You are required to prepare

- a) Trading and Profit and Loss Account for the year ended 31st March 2023
- b) Balance Sheet as on that date
- c) Memorandum Profit and Loss Appropriation Account for the year ended 31st March 2023.

OR

Q.1] From the following information of Agni protection Insurance Ltd you are required to prepare Revenue Account for the year ended 31st March 2023.

	(P) V)	200
Particulars	Direct	Re-Insurance
	Business	Business
11 N N	Rs.	Rs.
A] Premiums	5	10 C)
Received during the year ended 31st March 2023	18,40,000	2,88,000
Receivable as on 1st April 2022	75,000	1,00,000
Receivable as on 31st March 2023	1,04,000	1,02,000
Paid during the year ended 31st March 2023	,SY	1,84.000
Payable as on 1st April 2022	(O)	1,12,000
Payable as on 31st March 2023	- S	1,46,000
By Pr P. 20.	12, 18,	-5,,,,,,,
B] Claims		
Paid during the year ended 31st March 2023	9.40,000	1,20,000
Payable as on 1st April 2022	<b>50,000</b>	11,0000
Payable as on 31st March 2023	62,000	13,200
Received during the year ended 31st March 2023	V. 3	51,000
Receivable as on 1 <sup>st</sup> April 2022		11,000
Receivable as on 31st March 2023	V.	4,800
C] Commission	-12-2	7,000
On reinsurance accepted	88,000	8,000
On Reinsurance ceded	( ) ( )	10,000
26, 30, 22, 32,	87 80	£10,000
D] Other Expenses and Incomes	8	- 2
Salaries	18	5,60,000
Rent and rates	35	1,60,000
Postage S	2.	12,000
Printing and Stationary	2 3	1,20,000
egal Expenses (40% for settlement of claims)		
Dividend and Interest Received	Q'	72,000
2) M 22 2) 3	, SV .	5,60,000
	(0)	

Reserve for Unexpired Risk as on 1st April 2022 was Rs. 9,00,000,

Q.2 Innova Ltd with its Head Office at Mumbai and branch at California, The following is the Trial Balance as on 31st March 2023 of the California b

Particulars	- C	20 1	S	S	
Head Office Account	19-2 V	100		1,10,72	20
Remittance to Head Office	SV S		24,032	******	.0
Bills Receivable and Payable	S. Charles	z.) <sup>2</sup>	40,000	9,60	)U
Sundry Debtors and Creditors	457	37	60,800	11,20	
Purchases	10	AT 1 2	,16,000	11,20	
Sales	3	S 1 5	,10,000	3,61,60	าก
Furniture and Fixtures	£ 1		21,440	2,01,00	,0
Stock (As on 1st April 2022)	£ 60	,s\$?	32,000	No.	
Salaries	27	\$ P	6,400		
Depreciation on Furniture & Fixtures	- N	48	24,032	Salver .	
Cash on hand and at Bank	-57	3	12,800	8	8
General Expenses	£ 5		22,400	7	
Postage and Telephone	O. O.	12	2,048	-5°	
Travelling Expenses	190	,S/	31,168		
	2,	200	31,100	~20,	.3
	C.W.	1 6	ψ'	1.00 m	1
	15 1	S	93 120	4.93.12	0
- C - C	6 C	160	,,,,,,,,,	7,73,12	U

The Stock in hand on 31st March 2023 was \$ 40,000, the rates of exchanges were

1st April 2022 31st March 2023

\$1= Rs. 76 \$1 = Rs. 78

Average Rate 1 = Rs. 77

In the books of head office the balance of the California Branch Account and of the remittances from the California Branch Account appears as Rs. 28, 61,552 and Rs. 5, 93,088 respectively.

The original Furniture and Fixtures were purchased when the exchange rate was 1 = Rs. 70Convert the above trial balance into rupees currency and prepare final accounts of the branch in the books of the head office for the year ended 31st March 2023.

Q.2 From the following information as on 31st March 2023, prepare the Revenue Account of Atlantic Co. Ltd engaged in Marine Insurance Business. (15)

	10.00	7. 0
Particulars S	Direct	A Re
2, 6	Business	insurance
	3 3	Business
Premium & &	· 625	ر کی
Received during the year ended 31/3/2023	16,00,000	1,90,000
Receivable as on 1st April 2022	30,000	5,250
Receivable as on 31st March 2023	45,000	7,000
Premium Paid	(A)	60,000
Payable 1st April 2022	<b>∮</b> ' _ <i>∲</i>	5,000
Payable as on 31st March 2023	5	10,500
ayaote as on 51 Transaction		0.5
Cloims	(in	5
Claims Paid during the year ended 31/3/2023	9,12,500	311,250
Payable as on 1st April 2022	23,750	
Payable as on 1 April 2022	43,750	The second secon
Payable as on 31st March 2023	13,500	25,000
Claims Received	27	2,250
Receivable as on 31st March 2022	.   22'	3,000
Receivable as on 31st March 2023		3,000
	4 .6	
Commission		37.500
On insurance accepted		37,500
On re insurance ceded		3,500

Other expenses Rs.
Salaries 65,000
Rent, Rates and taxes 4,500
Printing and Stationary 5,750

Legal Expenses (Inclusive of Rs. 5,000 in connection with settlement of claim) 15,000

Reserve for Unexpired Risk as on 1st April 2022 was Rs. 17,00,000

Q.3 Following is the Trial Balances of Smart Bank Ltd Navi Mumbai as on 31st March 2023. (15)

Particulars	Dr Rs.	Cr Rs.
Share Capital of Rs 100 each	- S	16,00,000
Profit and Loss Account as on 31st March 2023	1 2 3 3 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	6,40,000
Current Deposit Account		54,56,000
Savings Account		62,40,000
Directors' Fees	72,000	
Fixed Deposit Account	40 0	41,04,000
Audit Fees	16,000	
Interest and Discount Received		41,60,000
Furniture (Cost Rs 16,00,000)	13,92,000	
Rent and Taxes	1,36,000	10 10 10 V
Printing and Stationary	64,000	V XX
Commission and Exchange		16,00,000
Reserve Fund	160 160 1	5,60,000
Cash with Reserve Bank of India	56,00,000	N 2
Cash with other Bank	52,00,000	
Investment at cost	24,80,000	
Salary Salary	11,20,000	- ST
Law Charges	24,000	1,65
Cash in hand	2,56,000	£ , %
Branch Adjustment Account	- E	14,40,000
Bills Discounted and Purchased	22,40,000	
Loans, Cash Credit and Overdraft	48,00,000	.jC/^
Borrowings from Bank		32,00,000
Interest Paid	12,00,000	· 35 4
Building (Cost Rs 48,00,000)	36,00,000	18 Sec. 18
Investments at Cost	8,00,000	5
	1 6	2
	6 6	
10, 14, 14, 18, 18, 18, 18, 18, 18, 18, 18, 18, 18	2,90,00,000	2,90,00,000
		, Q'

Following additional information is available

Prepare Final Accounts of Smart Bank Ltd for the year ending 31st March 2023

OR

<sup>1)</sup> The bank has accepted on behalf of the customers bills worth Rs. 24,00,000

<sup>2)</sup> Rebate on bills discounted Rs. 88,000

<sup>3)</sup> Provide depreciation on Building at 10% and Furniture at 5% on cost.

Q.3. Following is the Trial Balance of Jan Vijay Bank Ltd as on 31st March 2023.

Destination	and the second	20 P 20	G D b
Particulars	12 T	Dr Rs.	Ct Rs.
Share Capital Rs 10 each	49		15,00,000
Savings Bank Deposits	7,	8	90,00,000
Reserve Fund		45 - 4	30,00,000
Current Accounts	250	J 5	2,10,00,000
Investments	28° 25	90,00,000	3
Unclaimed Dividend	2 2	2 mg	90,000
Money at Call and Short Notice	, and	9,00,000	\$ 18
Borrowed from Bank	- 0	200	6,00,000
Premises (**)	CAL	36,00,000	
Bills Discounted	4	15,00,000	
Salaries S	3. 0	2,40,000	
Interest accrued and paid		6,00,000	
Fixed Deposits	50	, O	60,00,000
Loans, Advances, Overdrafts and	Cash	6. 6	
Credits 6	3	2,10,00,000	
Rent 🔊	E. C.	90,000	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Sundry Creditors	3		90,000
Bills Payables	67	43	24,00,000
P&L A/c as on 1st April 2022	50	3	4,80,000
Net Profit for the year	72	J 3	13,50,000
Cash in hand	2. 2	1,80,000	(a)
Cash at Bank	* V.	84,00,000	\$ S
5 50 25	0	4 55 10 000	7 55 10 000

The bank has the bills for Rs. 42,00,000 as collection for its constituents and also acceptances and endorsements for them amounting to Rs. 12,00,000.

Prepare Final Accounts of the Jay Vijay Bank for the year ending 31st March 2023

Q.4 (3) (3) (5) (5) (5)	
A) Fill in the blanks with the most appropriate answer.	(05)
1) Deposits are shown in the Schedule Number in Balance Sheet of Banks	(03)
2) Fire Insurance Company has to maintain Reserve for Unexpired Risk at	
3) Salary is translated by applying the rate for conversion Trial Balance	
4) Register of Members of Co op. Society is maintained in the form of	
5) The currency of the enterprise preparing account is called	
B) State whether the following statements are True or False.	(05)
1) Rebate on bills discount is termed as advance income received.	(05)
2) Opening Inventory is translated at Closing Rate	
3) Discount on Bills is shown by bank in Schedule of Interest Expended	
4) Exchange difference of Integral Foreign Operation is transferred to Profit and Loss Ac	count
5) Advances of Loans, Cash Credits and overdrafts are shown in Schedule Number 7 of H	Banking *
Balance Sheet	- Milling

bject Code: 72201 / Advanced Accounting, Corporate Accounting and Financial Management : Advanced Financial

### C) Math The following tables.

Table A	Table B
1 Marine Insurance	a. Closing Rate
2 Current Deposits	b. Fixed Assets
3 Closing Stock	c. Form N
4 Schedule 10 in Banking Balance Sheet	d. Repayable on Demand
5 Form of Balance Sheet of Co op. Society	e. 50% Reserve for Unexpired Risk
	f. 100% Reserve for Unexpired Risk

## Q.4] Write Short Notes (Any Three)

- 1) Conversion Trial Balance for Foreign Branches.
- 2) Consumer Co Operative Society.
  3) Schedule 9 of Banking Balance Sheet.
- 4) Direct Insurance and Reinsurance.
- 5) Bye Laws of Co- operative Society

r / Subject Code: 72206 / Group A: Advanced Accounting, Corporate Accounting and Financial Management: Direct

M.Com-II, Sem-II

06/01/2024

Time:2 Hours

P.I.T Regular

Total Marks : 60

- 1. All Questions are compulsory of 15 marks each.
- 2. Exercise internal options wherever given.
- 3. Figures to the right represent full marks to the question.
- 4. All questions should be answered w.r.t assessment year 2023-24.
- 5. All workings shall form part of the main answer.
- 6. Use of simple calculator is allowed.

Q1.

Following is the profit and loss account of "M/s Vienna & Austen" Firm for financial year 2022-23, you are asked to compute income of firm and its tax liability for the assessment year 2023-24.

Particulars -	Amount (Rs)	Particulars	Amount (Rs)
To Salaries	3,15,000	By Gross Profit	21,35,000
To Rent of Office	1,57,500	By Rent from Subletting.	70,000
To Discount	10,500	By Winning from Lottery	3,10,000
To Premium on Life Insurance policy	24,500	By Interest on Fixed Deposit A/c	91,000
To Loss by Fire	42,000	By Profit on sale of computers	40,000
To Bad Debts	28,000		- 130
To Penalties	77,000		25
To Interest to Partners@10%	2,17,000		₹ <u></u>
To Repairs to Office Furniture	77,000	A STATE OF S	
To Depreciation	1,12,000	SV 38 5	
To Gifts to Clients	28,000	6 6	
To Salary to Partners	10,50,000	8, 8,	
To Net Profit	5,07,500	0° 3°	
	26,46,000	e de la companya del companya de la companya del companya de la co	26,46,000

### Additional Information.

- 1. Depreciation as per Income Tax Act is Rs 1,05,000
- 2. Salary amongst partners i.e., Vienna and Austen are to be shared equally. Their profit-sharing ratio also remains equal.
- 3. The repairs to office furniture included Rs 15,000 paid in cash.

OR

Q1. From the following Income and Expenditure Account of Dr. Surendra compute his taxable income and tax liability for the Assessment year 2023-24. (15)

Income & Expenditure Account for the year ended 31-03-2023

Particulars	Rs	Particulars	Rs.
To Salaries to staff	6,00,000	By Consultation Fees	9,25,000
To Dispensary Expenses	2,45,500	By Visiting Fees	27% 20.75
To Purchase of medicines	55,800	By Sale of Medicines	1,95,000
To Rent of Dispensary	84,000	By Gift from Patients	1,27,500
To Membership Fees	5,000	By Rent from House	72,500
To Income Tax	30,000	Property Property	1,80,000
To Municipal Tax for Rented House	15,000	Froherry 6	V 2.37
To Interest on Housing Loan for Rented	32,000	K V. 95.	
House	32,000		A. P.
To Donations	10.000	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	all a
To Printing and Stationary	10,000		37
To Depreciation	12,200		V 48°
To Surplus	60,000	S & S	
Total S	3,50,500		52
	15,00,000	Total	15,00,000

### Additional Information:

- 1) Gifts from patients include Rs. 2,500 from his mother in personal capacity.
- 2) Depreciation as per Income Tax Rules Rs. 55,000.
- 3) He paid Rs. 50,000 to State Bank of India towards Principal of Housing Loan.
- 4) He paid Rs. 20,000 for medical insurance of self, his wife and children.
- 5) He paid Life Insurance Premium for himself Rs. 25,000.

Mr. Siddhesh, works in Crystal Ltd., a private company, From the following particulars of income provided for the previous year ended 31st March, 2023. (15)

Particulars Basic salary	Amou	nt (Rs)
Commission received	1.5,50,000	per annum
Advance salary received	2,50,000	per annum
Perquisite value of subsidised meal at workplace	1,00,000	1
House Rent Allowance	35,000	per annum
(Exempt House Rent Allowance Rs 3 50 000)	4,18,500	Per annum
Profession tax paid		1 1
Other Information:	2,500	per annum
Interest on Debentures of Indian Companies		
Interest on saving bank account with Bank of Maharashtra	25,000	
Dividend from Indian Companies	18,000	rii .
Gift from Grandfather	15,000	
He paid medical insurance : 6 12	51,000	
He paid medical insurance premium for his dependent daughter	Rs. 29,0	00.

You are required to compute the net taxable income for the Assessment year 2023-24.

44701

Page 2 of 5

Q.2 Mr. Gopal is the Sales Manager of M/s "AMAR FOOD PRODUCTS Pvt. Ltd." He provides you the following information for the previous year ending on 31-3-2022.

- 1. Basic Salary @₹15,500 p.m.
- 2. Dearness Allowance ₹1,900 p.m.
- 3. Bonus ₹28,000/-.
- 4. Commission on sales@ 10%.
- Sales during the year ₹38,09,900/-.
- 6. Perquisite value of car ₹29,540 being used for personal purposes.
- 7. Education Allowance @ \$1,600 per month. (Exempt u/s 10(14) 1,200/-)
- 8. Received Entertainment Allowance @₹ 1,825/- p.m. since 1st January, 2023.
- 9. He was abroad on company's work during the month of February, 2023. Expenses incurred by him abroad ₹96,385/-was reimbursed to him.
- 10. Sweeper, Cook and Watchman provided at a salary of ₹800/- p.m. each.
- 11. Gas, water and Electricity bills amounting to ₹12,000 for personal use is paid by employe
- 12. Employer deducted profession tax ₹2,500/- for the year 2022-23.
- 13. He is director with AB & Co. and received sitting fees Rs 50,000.
- 14. Dividend received from foreign companies Rs.20,000.
- You are required to compute Taxable Income of Mr. Gopal for the assessment year 2024-23

Q3.

Mr. Jaydeep provides the following information. You are required to compute net taxable income for Assessment year 2023-24.

He has two Residential House Property. Property 1 is Let out for Business, Property 2 used by Mr. Jaydeep for his own residence. (15)

20.00.000	Property 2
20,00,000	12,00,000
24,00,000	10,00,000
18,00,000	11,00,000
1,50,000	2,75,000
10%	
	10,000 .
	10,000 .
	24,00,000 18,00,000

#### Additional information:

- 1. Interest revived on Saving bank Account with Bank of India Rs.35,000.
- 2. Income from lottery Rs.15,000.
- 3. Investment made in the PPF Rs.1,50,000.

Q3.(A)

Mr Aakash purchased a house Property for Rs 25,50,000 on 20th August 2001. He made further improvement in the financial year 2015-16 and financial year 2018-19, where he constructed first and second floor for Rs 14,50,000 and Rs 6,00,000 respectively.

During the previous year 2022-23, on 5th November 2022 he sold the property for Rs 1,95,00,000, he paid brokerage of 2% on the sale value. The fair market value of the property on 1.4.2001 was Rs 18,25,000.

He invested Rs 40,00,000 in REC bonds on 25-03-2023.

Compute his Capital Gains for the Assessment Year 2023-24.

Relevant Cost Inflation Indices are as follows

Previous Year	20 A	Cost Inflatio	n Index
2001-02	5	100	II IIIGCX
2015-16		254	05
2018-19	, n. 7°	280	5
2022-23	25	331	

Q3.(B)

Mr. Raja has earned the following incomes during the previous year ended on 31st March 2023. Compute the Gross total Income for the Assessment Year 2023-24 assuming that he is :

a) Resident & Ordinarily Resident

b) Non Resident

Dividend received from a Co-op. Bank in India	0,
Rent from a house in Polessia.	2,00,000
Rent from a house in Bulgaria received in Sharjah (UAE)	5,00,000
Interest from Bank Account in Guwahati	3,00,000
Income from Business in London, controlled from New York	8,00,000
rast untaxed profits earned in Dubai brought to India	9,00,000
Teennical Knowhow fees from Govt of Guirat received in I	2,50,000
Income from business in Nagaland, controlled from Delhi	
5 STATISTICS HOM DEAM	4,50,000

# Q.4 (A) Determine whether following statements are True or False

(8)

- 1. Income deemed to accrue or arise in India is taxable in case of all the assessees.
- The maximum exemption in case of leave encashment for a non-government employee shall be ₹ 3,00,000.
- 3. Municipal tax is a deduction from net annual value.
- 4. Reserve for bad debts can be deducted from profits of business.
- 5. Capital gain arises from the transfer of any asset.
- 6. Dividend from co-operative society is exempt from tax.
- 7. Deduction u/s 80D is allowed only if the premium is paid to Life Insurance Corporation.
- 8. Every person, being a partnership firm (including Limited Liability Partnership), has to file its return of income compulsorily, irrespective of its income being profit or loss.

·/ Subject Code: 72206 / Group A: Advanced Accounting, Corporate Accounting and Financial Management: Dire

			. S
Q.4 (I	B) Choose the correct alternative	and rewrite the sentence:	(7)
1.	The maximum limit for Pensio	n Planu/s 80CCC is	153
	(a) ₹ 1,00,000	(b) ₹ 1,50,000	
	(c) ₹ 2,50,000	(d) ₹2,00,000	25° 2
	(3) 1-3,000	(4) 32,00,000	J 3
2.	Rebate is available to an individ	dual assessee whose income doesn't exceed	100
		19 25 95 5K	5
	(a) ₹ 5,00,000	(b) ₹ 10,00,000	25
	(c) ₹ 2,50,000	(d) ₹20,00,000	3
	\$		
3.	The first due date for payment of	of Advance Tax for Assessee other than co	mpanies is
			000
	(a) 15th June	(b) 15th September	\$Y
	(c) 15th December	(d) 15th March	ST B
		( 'S 'S' 'S' 'S	100
4.	difficult of deduction		50 h
	(a) ₹ 1,500	(b) ₹ 2,500	
	(c) ₹ 5,000	(d) ₹3,000	7,70
5	Giff received by an and divide-13	70 000 6 11 15 1 10	
12.	(a) Fully exempt	70,000 from his relative shall be	· ~}^
2	(c) Exempt upto ₹ 50,000	(b) Fully taxable	10 pt
2),	(c) Exempt upto ( 50,000	(d) None of the above	100
6.	To be a long-term capital asset.	a residential house property should be held	d for more
- 3	than .	Should be help	Tot more
-20	(a) 12 months	(b) 24 months	
6	(c) 36 months	(d) 60 months	
1		May of the second	
7.	Share of profit of partner in total	l income of firm is	
	(a) Taxable	(b) Exempt upto ₹ 1,50,000	
	(c) Fully Exempt	(d) Exempt upto ₹ 3,00,000	
		Son S	
		OR .	
04. W	rite short notes: (Any three)		
i	Cost inflation Index		(15)
S ii	Deductions under "Income from	Oth S	
iii.	Deductions under section 80D	Other Sources	
iv.	Taxability of Gratuity	S	
v.	Family Pension		
	37 38 38		
	******	*******	
		2	

M. Com-II, Sem-III

Time: 2 Hours	I-mili unquo		5	Marl	ks: 60
Q.1) A) Write in	detail about the class	ification of Del	ot Securities.		(15 marks)
Q.1) B) State the	different types of De	and the second	uments.		(8 marks)
Q.1) C) Write th G-sec M	e new types of instrur arket.	ments of G-Sec	and reasons for	reforms in the	(7 marks)
Q.2) A) Write the in India.	ne details of issues and	d challenges in	developing the	Corporate Deb	Market (15 marks)
Q.2) B) State the	role of Primary Deal		ary issue of the l	Debt Market	(8 marks)
Q.2) C) Give Bri	ef details on Rating N				(7 marks)
Q.3) A) Explain Bo Duration	nd Duration? Also ex	plain Differenc	e between Dura	tion and Modif	
9 0		OR	: 1867		(15 marks)
value of Rs.	Mr. Munafedar has p 10,000, Coupon rate of the bond, if require	of 10% p.a. and ed market rate i	Maturity perio	ue a bond havind of 10 years. (	ng face Calculate (8 marks)
Q.3) C) Calculate Yi of Rs. 500, r redemption	ield to Maturity (YTN tominal interest of 9%	AND  1) of a bond put  5 p.a., remainin	rchased at Rs. 5 g life of 10 year	05 having a fac s and premium	on
	orrect alternative and		P 70g		(7 marks)
	V A C	X 35	60	40°	(15 marks)
Fixed Deposit	anced by borrowing b. Corporate bonds		of ent Securities	d. 7% Deben	tures
Government Secur Corporate bonds	ities are also known a	os O 6 Debentures	d. SLR		
Zero interest is pai	10.	2 September 2	u. ger		
A (MA)	b. Corporate bonds	c. Zero-Cou	pon Bonds	d. 7% Deben	tures
has access to (	Current Account with	Reserve Bank	of India	~ a _a	5 " a
	b. Primary Dealers	70	d. Per	nsioners	river .
is a Non Ban	king Finance Compar	y 🧬	CONCY DI	38	_ 2
	a b. Union Ba	43.		nce Limited d	. Bank of India
ICICL Part	gn issuer of securities				
. ICICI Bank . Clearing Corporat	ion of India Limited	b. STCI Fina d. Central Go			
. 12	. 25	ACTOR OF THE THE COMME	- Constant Andrews of the Market State of the	o#A	4

Paper / Subject Code: 72223 / Group C: Banking & Finance: Debt Market
or Call options in a bond is also known as

7 Put or Call options in a bond is also known as
a. Embedded Derivatives b. G-Secs c, Zero-Coupon Bonds d. SLR
8 Book Building method providesto allocation of Securities
a. Opacity b. Transperancy c. Compulsion d. Manipulation
9 Bond rating indicates
a. Credit Quality b. Repayment Terms c. Response of Company d. Tenure
10 The credit rating for US Government Securities is
a.D b.C c.B- d.AAA
11 is an Index of Bonds
a. NIFTY b. IBEX c. SENSEX d. FINNIFTY
12 was a global benchmark for lending and borrowing rates
a. LIBOR b. MIBOR c. REPO rate d. Reverse REPO rate
13 Shortest maturity securities offers returns
a. Highest b. 0.15 c. Minimal d. Zero
14 act as a market maker of Government Securities
a. Retail Investors b. Foreign Governments c. UCO Bank d. Primary Dealers
Te Office of the Company of the Comp
15 role is played by Clearing Corporation of India Limited a. Risk Management b. Purchasing Dollars and Pounds
a. Risk Management b. Purchasing Dollars and Pounds c. Lending to Government d. Managing Mutual Funds
c. Lending to Government d. Managing Mutual Funds
AND REPORT OR OF THE PROPERTY
Q.4 Short Notes (Any three out of five) (15 marks)
1. Debenture
2. Government Bond
3. Corporate Bond
4. Credit Rating S
5. Negotiated Dealing System
**********

•	Susject Code. /2212/ Group D. Dusiness Studies (Management). Entrepreneural Managem
	M. Com-II, Sem-III  Regular Max Marks: 60
	Regulars S & S &
	Time: 2 Hours  Max Marks: 60
	N.B: 1) All questions are compulsory
	2) Figures to the right indicate full marks
	Q1) Answer the following (Any two) (15)
	a. Define entrepreneurship. Explain the various types of entrepreneurs
	b. Discuss the requirements of entrepreneurial structure.
	OR  c. Compare & contrast the points of difference between Entrepreneurial & Administrative Culture.
	d. Elucidate on Schumpeter's Dynamic Entrepreneurship Innovation Theory.
	Q2) Answer the following (Any two)
	a. Evaluate the SWOC Analysis of any product or service of your choice.
•	b. Explain the significance of financial analysis in creating an entrepreneurial venture.
	THE LANGE OF STATE OF
	c. Highlight the features of social entrepreneurship. d. Give a detailed note on the special government schemes for women entrepreneurs in India?
N	Q3) Answer the following (Any two) (15)
100	a. Discuss in detail the classification of project. b. Write a note on Project Cycle.
	S. Will allow day to jet a specie.
	OR F OR F
Š	c. Discuss the steps involved in project formulation. d. Give a brief account on project feasibility analysis with appropriate examples.
4	
	Q4 A) Fill in the blanks by choosing the appropriate options given below: (05)
	a drives to advance, excel & grow. i. Need for Power
100	ii. Need for Affiliation
	iii. Need for Achievement
	iv. None of these
-	b defines rules & guidelines that governs individual behaviour.
S	i. Norms
	ii. Language iii. Values
	iv Beliefs

per / Subject Code: 72212 / Group R. Rusiness	s Studies (Management): Entrepreneurial Manageme
5 Justiless	s Studies (Management): Entrepreneurial Managem
	The second second
C is the initial comital to the terminal	
c is the initial capital to start a busines i. Subsidies	ss venture.
ii. Seed Capital	
	ss venture
iii. Soft Loan	
iv. All of these	5 2 6 6
d. environmental factors operate	ss venture, Sold and
i. Macro	ithin the firm's immediate environment.
ii. Micro	located at different locations.
iii. Demographic	
iv. Legal	The state of the s
OF STATE	S. 94 12 N 93, 90
e. Under technique group members see	
i. Brainstorming	located at different locations.
ii. Gordon Model	are true or false es on initiative by entrepreneurs. ne's own savings. problems of entrepreneurship.
ii. Dolah:	are true or false (05) es on initiative by entrepreneurs.
iii. Delphi	
iv. Reverse brainstorming	
B) State whether the following statements	
	are true or false (05)
a. Theory of Personal Resourcefulness focuse	es on initiative by entreprenous
bootstrapping implies self-flinding from o	ne's own savings
C. Lack of sustained motivation is one of the	problems of entreprenaurahin
The state of the s	
e. Shri Baba Amte is an ideal example of soc	ial entrepreneur
	San Spreading to the san and t
C. Match the following	A. The This was
Group A	T V Custon
a) Background Factor of	Group B
Entrepreneurship	i) Retained Profits
b) Internal Source of Finance	8 6
c) Brainstorming	ii) Alex Osborn
d) Project Design	iii) Flow of the Event
	iv) Concessions
e) Type of Incentive	v) Education, Training & Experience
	OR O
05 W.O. 6 9 9	.8
Q.5) Write short notes on (Any three)	(15)
a. National Policy for Skill Daysland	_ ೨ ′ ′
a. National Policy for Skill Development and I     b. District Industrial Centre	Entrepreneurship 2015
and doubt and the second	And the second s
c. Need, Promotion & Development of Entrepi	reneurship
d. Fiscal Assistance & Incentives	
e. National Alliance of Young Entrepreneurs (	NAYE)
S. S. S.	**
*******	********
ACCOUNT OF THE PARTY OF THE PAR	40

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Paper / Subject Code: 72208 / Group C : Bank	ing & Finance : Financial Markets
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M. Com-II, Sem-III

Time: 2 Hours	Marks: 60
Q.1 A) Discuss functions and importance of primary market in emerging econo	mv. & 8
B) Explain Prior Savings theory with suitable example.	7
OR	
Q.1 C) Discuss structure of Indian financial system.	
Q.2 A) Explain the functions and benefits of Stock Exchange.	15
19. 3. 12. 14. 14. 3.	15
OR OR OR	
Q.2 B) Discuss importance of derivatives.	
C) State different types of corporate bonds.	3 7 S
	ST ST
Q.3 A) Explain the difference between Money Market & Capital Market.	8
B) Discuss natures of Developed Money market in India.	7
OR OR	Se se
Q.3 C) Distinguish between forward and futures.	. 8
D) State the emerging challenges faced in Global Financial Market.	, SS 7
Q.4 A) Define the concepts: (Any 4)	*30),
1. Financial market	8
2. Debenture	
3. Treasury bills 4. FDI	
5. Promissory Note	
6. SEBI	
Q. 4 B) Fill in the Blanks: (Any 7)	7
1 is the purchase of exporter's receivables at a discounted price b	
2 is a way of reducing potential financial loss or hardship.	y paying cash.
<ul><li>3 is the nodal agency to regulate the capital market.</li><li>4. Certificate of Deposits are issued by</li></ul>	
5. A is a promissory note issued by the RBI to meet the short term	m requirement
of funds.	4
<ul><li>6. A put option contains the right to a futures contract.</li><li>7. The full form of CBS is</li></ul>	
8. The market for new issue is called	
9bonds are securities that do not have a fixed coupon rate.  10 are options on portfolios of underlying assets.	

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M. Com - II, Sem - III

	Regular	
	Time: 2 Hours Tota	l Marks: 60
ND.	TO All many the second of the	300
N.B:	1) All questions are compulsory.	No.
	2) Figures to the right indicate full marks.	2° 2°
Q. 1)	(a) "HR Managers' role is changing today along with changing business	environment."
<b>V</b> · 1)	Discuss.	(08)
	(b) Explain the organisation structure of the HRM Department.	(07)
	OR	
	(c) What is Job analysis? Explain the components of Job analysis.	(08)
	(d) As an HR expert, suggest an online selection process for the appoint	
	salesmen for an insurance company.	(07)
Q.2)	(a) Explain the various challenges before trainers.	(08)
	(b) What is the process in the performance appraisal process?	(07)
	OR A ST	(9)
	(c) Write a note on 'Managing Promotions'.	(08)
3	(d) Describe the problems and issues involved in succession planning.	(0.2)
2		23.A 20.00
Q.3)	(a) Elaborate the salient features of the Factories act.	(08)
	(b) What are the features of Child Labour (Prohibition and Regulation)	Act? (07)
	OR	(00)
0.25	(c) Explain the features of Sexual Harassment Act, 2013.	(08)
	(d) Enumerate the features of the Trade Union Act.	(07)
<b>0</b>	A) Fill in the blanks with appropriate options.	(05)
(V. T)		(05)
1)	Managing salary of employees is a function of	
3	a) HR front office b) HR back office	
2	c) HR centre of excellence d) HR overseas department	
2)		ments.
5	a) Job description b) Job evaluation	*
31	c) Job specification d) Job design	
3)	Inappraisal method, employees work performance is	evaluated by
10,	various parties. a) MBO b) Role analysis	
	a) MBO b) Role analysis c) Assessment Centre d) 360 degree	
4)	, , , , , , , , , , , , , , , , , , , ,	
13	a) Minimum Wages b) Provident Fund	
	c) ESIC d) Workmen Compensation	
5)		l dissaminatina
1	information within an organization.	i dissemmaning
	a) Networking b) Biofeedback	5-
	c) Gen-Z  d) Knowledge Management	
	d) Knowledge Management	æ

# Q. 4. B) State whether the following statements are True or False.

(05)

- 1) Strategic HRM has reactive decision-making approach.
- 2) In horn effect, the performance appraisal is influenced by one negative factor of the employee.
- 3) Gratuity is the sum of money paid to an employee by the Government.
- 4) Safety policy provides guidelines to implement safety programme in the organization.
- 5) In VUCA environment, rigid organization culture is given importance.

### Q. 4. C) Match the Column.

(05)

Group A	Group B
1) Size of the organisation	a) Negotiations
2) Collective bargaining	b) Lack of motivation
3) Millennials	c) Security Guards
4) Disengaged employees	d) Internal factor affecting Recruitment
5) Shift Transfer	e) Tech savvy

OR

## Q4. Write Short notes on (Any Three)

(15)

- Safety Measures in HRM
- 2) HR practices at global level
- 3) Causes of stress
- 4) Work life balance
- 5) Talent Management

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Paper / Subject Code: 72217 / Business Studies (Management): Marketing Strategies and practices

Durati			Max. Marks: 60
Note:	All questions are compulsory carrying 15 m Figures to the right indicate full marks.	arks each	
		A A A	
	Explain the evolution of Marketing Strateg		(15)
Q 1B.	Explain the essentials of an effective Mar	keting Plan.	\$ \$
	OR	D 8	V. V.
	Discuss the steps in formulation of Market		(15)
Q 1D.	Describe the concept & types of Guerilla n	narketing with suitable exa	mples. 🚫 💍
	W. C.	8, 8, 8,	3
	Explain defensive marketing strategies.		\(15)
Q 2B.	Explain the importance of SWOT analysis	. 6	8 5
	Ø 60	R 😂 💸 (	T B S
Q2C.	Enumerate the advantages of Strategic Busine	ss Units (SBU's)	J (15) A
Q 2D.	Discuss profit, people and planet as alternative	marketing mix propositions.	
	and the same	The state of	
Q3 A.	Discuss on VRIO analysis		(15)
	What is CRM? Explain the techniques of C	Customer Relationship Mar	nagement (CRM).
	N 8 8	\$ KY 4	
	OR OR		2 %
Q3 C.	Explain PESTLE analysis.		(15)
	Discuss the features of consumer behavior	ir.	
0.3	12 C 52 52	£ 57	V. 3.
Q4 A.	Choose the correct option from the follo	owing:	(5)
		es should consider social a	nd ethical
	considerations.	8 8 8	3
	a) Production concept	b) Selling concept	
A STORY	c) Marketing concept	d) Societal concept	95
100	The state of the s	S . S	V. C.
<b>2</b> .	The full form of MVC is		*) =
7	a) Most Valuable Channel	b) Most Valuable Comp	any
3	c) Most Valuable Customer	d) Most Variable Chann	
1/3			
0,			
€ 3.	These factors influence consumer behav	iour with respect to attitue	de, learnings, motives.
2	perceptions, etc. is		, 5,,
	a) Psychological factors	b) Personal factors	4
- 4	c) Socio-cultural factors	d) Marketing factors	2
-07			2
. ∵4.	is a strategy that engages the c	sustomer and creates real lit	fe experience, which
\$7°	cannot be easily forgotten.		
	a) Green marketing	b) Social marketing	
:8	c) Experiential marketing	d) Viral marketing	
5.	A major area of is channels of dis	,	72
	a) Product mix b) Place mix	c) Price mix d) Promo	ition mix

Q4 B. State whether the following statements are True or False:

- 1. Threats of new entrants is not possible especially in a profitable and growing industry.

  2. The letter R in VRIO analysis stands for Rural.
- The Five forces competency model was developed by Michael Porter.
- 4. When product performance exceeds customer expectation, the customer is delighted.
- 5. Brand evangelists are not brand loyal.

Match the following:	
COLUMNA	COLUMNE
1. OLX & QUIKR	a. John Elkington
2. Niche Marketing	b. Alliance marketing strategy.
3. Triple Bottom Line	c. General Electric Company
4. McDonalds & Coca Cola	d. Small Market
ST SRIL OF ST SE	e. C2C Marketing

Q4. Write short notes on: (Any 3)

a) Social Media Marketing

- Importance of Social Marketing
- Tele Marketing
- Role of Green Marketing
- Emerging Trends in Marketing practices

Paper / Subject Code: 72222 / Group B: Business Studies (Management) : Organizational Behaviour M.Com-II, Sem. Regular. Time: 2 Hours N. B (1) All Question are Compulsory (2) Figures to the right indicate full marks 0.1 Answer the following: a. Discuss Various OB models. b. What are the steps in organization structure (07)c. Write note on the evolution of organization behavior. d. What are the types of organization for the future? Answer the following: 0.2 a. Briefly explain nature of personality. b. Explain the process of managing perception. (07)c. Explain the nature and components of attitude. (08)d. What are the barriers to attitudinal change? (0.7)Answer the following: Q.3 a. Discuss the various types of groups in an organization. (08)What are the ways to manage organizational politics? (07)c. Discuss the levels of conflict in an organization. (08)d. What are the guidelines for effective negotiation? (07)A) Select the most appropriate answer from the option given below. (05)Decision-making is often delayed. (Individual, Tactical, Group, Standard) takes place when different people have different expectations from a person performing a particular role. (Role Conflict, Role Ambiguity, Work Overload, Eustress) Teams are most effective when staffed with people who are (Extraverted, homogeneous, inflexible, introverted) is a science of morality that guides and helps to achieve objectives through legal and moral means. (Socialization, Organization Structure, Ethics, Workforce Diversity) Design is also called a modular organization. (Multinational, Network, Virtual, Functional) B) State whether the following statements are true or false. (05)a) Group decision-making encourages lateral thinking. b) Assigning meaning to data is called interpretation Avoidance-avoidance conflict occurs when a person chooses between two positive and equally attractive alternatives.

36091

or control effectively.

d) The focus of the autocratic model of OB is the consultative leadership style.
e) Coordination refers to the number of subordinates that a superior can manage

C) Match the column.

SR. No	A S	SR. No	N B B
1	Performing	a So	Mental Exhaustion
2	Negotiation	≥b	Integrity
3	Burnout	c A	Handling complex tasks
4	Ethics at workplace	d T	Openness to Experience
5	The Big Five Model	∖e	Empathy &

OF

Q.4 Write Short Notes on: (Any 3)

(15)

- a. Strategies to overcome stress,
- b. Managing ethics at workplace.
- c. Creating organisation culture.
- d. Workforce diversity.
- e. Dimensions of organizational culture.

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Page 2 of 4

6/1/2024

Paper / S	Subject Code: 72207 / Group B: Business Studies (Management): Rural Marketing
	M. Com -II Sem III
Maxim	um Marks: 60 Duration: 2Hrs.
	1. All questions are compulsory 2. Figures to the right indicate marks
b)	Explain the Nature and Evolution of rural marketing in India.  Explain the different challenges of rural marketing.  OR  Explain Four 4 Ps with reference to rural marketing.  [8]
	Explain Four 4 Ps with reference to rural marketing.  State the difference between rural and urban marketing  [8]
b) c)]	OR Explain the different roles played by EDP. State the functions of KVIC.  [88] [78]  [88] [78]  [88] [78]  [88] [78]
b) c) 1	Explain the role of banks in rural marketing Explain the functions of SHGs in rural marketing.  OR  Explain the advantages of E-Commerce.  Explain the issues faced by E-commerce companies in rural India.  [8]
b) c)	Fill in the blanks with an appropriate choice given below each questions.  is the process of dividing the total market into a number of sub markets.  Market segmentation  Market substitution  Strategic Marketing  Urban Marketing
b) i	gers are more buyers than their urban counterparts.  conservative rational sensitive rrational
b) 1 c)	activities add value to the product thereby increasing gross and the net national Marketing Manufacturing Advertising Selling & distribution
a) ( b) 1 c) 1	acting or facilitating business on the internet is called  Online marketing  E-commerce  M-commerce  Marketing

Paper / Subject Code: 72207 / Group B: Business Studies (Management) : Rural Marketing

- 5. Kesri is a regional Newspaper of
  - a) Punjab
  - b) Tamil-Nadu
  - c) Bihar
  - d) Maharashtra

Q.4 b) Match the column

No	Group A	No	Group B
1	AGMARK	A	Women empowerment
2	PDS	В	Certification Mark
3	SHG 5 8	C	Marine products
4	MPEDA	D	Apex regulatory body of regional rural banks
5	NABARD	E	Distribution of food grain -affordable

## Q.4 c) State the following is TRUE or FALSE

15

- 1. Project Shakti is launched by Dabur India.
- 2. Operation Flood is related to Fishery cooperatives.
- 3. Only low priced products will sell in rural India.
- 4. Rural customers are more brand loyal than urban customers.
- 6. Mass media finds it difficult to penetrate rural areas because audiences are scattered over large distances.

OR

Q.4 d) Short notes (Any 3 of the following)

{15}

- 1. Online Marketers
- 2. Salesman Influence
- 3. Project Shakti
- 4. IT in Agriculture.
- 5. Logistics

\*\*\*\*\*\*\*\*\*\*