

[Total M

2710412

[20]

Liabilities	X Ltd Rs.	Y Ltd Rs.	Assets	X Ltd Rs.	Y Ltd Rs.
<u>Share Capital</u>			Fixed Assets	3,90,000	1,40,000
Shares of Rs. 10 each	4,00,000	1,00,000	Investments	1,20,000	-
General Reserve	1,00,000	40,000	Debtors	70,000	50,000
P & L Balance(1-1-2012)	60,000	15,000	Other Current Assets	1,20,000	25,000
Profit for the year 2012	1,00,000	40,000			
Creditors	40,000	20,000			
	<u>7,00,000</u>	<u>2,15,000</u>		<u>7,00,000</u>	<u>2,15,000</u>

Notes:

1. X Ltd. Purchased on 1<sup>st</sup> July, 2012, 8,000 shares in Y Ltd. @ Rs. 15 per share.
  2. Stock in Y Ltd. Includes Rs. 15,000 worth of goods purchased from X Ltd. The company sells Goods at 25% above cost.
  3. Creditors of Y Ltd. Include Rs. 10,000 due to X Ltd.
- Prepare consolidated balance sheet as on 31-12-2012.

[12]

1. When the amount of investment in subsidiary is more than the nominal value of the share capital acquired by the holding company, the difference represents
  - a) Goodwill
  - b) Capital Reserve
  - c) Securities Premium
  - d) Capital Profit
2. Rebate on bill discounted is
  - a) Discount received by bank but not earned
  - b) Discount earned by bank but not received
  - c) Rebate allowed by customers on bills discounted
  - d) Discount charged by bank on bills discounted
3. Surplus on revaluation should be treated as
  - a) Other Income
  - b) Capital Reserve
  - c) Statutory Reserve
  - d) Revenue Reserve
4. In Banking Co., the heading 'Other Assets' does not include
  - a) Silver
  - b) Interest accrued
  - c) Interest accrued but not due
  - d) Gold

[ TURN OVER

5. Demand drafts, telegraphic transfer, mail transfers and Travellers cheques issued by the bank but not presented for payment till the year end are known as
  - a) Bills Receivable
  - b) Bills Payable
  - c) Bills Collected
  - d) Bills Purchased and Discounted
6. The person whose risk is insured is an
  - a) Insured
  - b) Insurer
  - c) Risk bearer
  - d) None of the above
7. Commission on Re-insurance accepted is added to
  - a) Commission
  - b) Claims
  - c) Interest
  - d) None of the above
8. The first item on Assets side of the balance sheet of a co-operative society is
  - a) Fixed Assets
  - b) Cash at Bank
  - c) Cash in Hand
  - d) Deposits
9. Tools and Equipments are shown in the balance sheet of a co-operative society
  - a) under Fixed Assets
  - b) under Current Assets
  - c) separately
  - d) Miscellaneous Expenditure
10. Claims outstanding is shown in the balance sheet of an Insurance Company under
  - a) Current Assets
  - b) Current Liabilities
  - c) Advances
  - d) Other Assets
11. Agents' Balances is shown in the balance sheet of an Insurance Company under
  - a) Current Assets
  - b) Current Liabilities
  - c) Advances
  - d) Other Assets
12. Reserve for Unexpired Risk is shown in the balance sheet of a General Insurance Company under
  - a) Reserves and Surplus
  - b) Capital
  - c) Misc. Expenditure not written off
  - d) Provisions

Q.2. (b) Match the Following:-

[08]

Group A	Group B
1. Profit and Loss A/c of Banking Co.	a. IRDA
2. Education Fund	b. Other Assets
3. Insurance Company	c. Audit Report
4. US GAAP	d. Holding Company
5. CARO	e. Goodwill
6. Consolidated Financial Statement	f. FASB
7. Future Maintainable Profit	g. 4 Schedules
8. Bank Guarantee	h. Contingent Liability
	i. Co-operative Society
	j. Fixed Assets



- Q.3. The following balances have been extracted from the books of National Bank Ltd. as on 31<sup>st</sup> March 2012. Prepare the relevant Profit and Loss Account and Balance Sheet.

	Rs.		Rs.
Paid-up Capital	20,00,000	Commission and Exchange	2,04,450
Profit and Loss A/c (Cr.)	80,646	Investment Reserve	70,000
Current A/c's	68,25,208	Branch Adjustment (Cr.)	73,788
Fixed Deposits	77,91,108	Postage Telegram	2,306
Saving Bank Deposits	51,36,000	Printing and Stationery	6,780
Directors Fees	9,960	Rent, Taxes and Premium	17,000
Auditors Fees	2,000	Provident Fund Contribution	20,000
Furniture	74,560	Salaries	84,300
Interest and Discount	4,20,446	Unexpired Insurance	874
Stamps in Hand	378	Statutory Reserve Fund	1,30,000
Land and Building	4,10,000	Legal Expenses	3,300
Deposit with R.B.I.	8,00,000	Cash in Hand	8,32,648
Cash Credit and Overdrafts	1,40,00,000	Deposit with Other Bank	24,10,250
Contingency Reserves	1,00,000	Investment	17,56,250
		Bills Discounted	28,01,040
		Reserve Fund	4,00,000

- The authorized capital of the bank was Rs. 50,00,000 divided into 50,000 shares of Rs. 100 each.
- The market value of investment Rs. 16,80,000 as on 31-3-2012 and investment should be brought down to this figure.
- Create provision for taxation Rs. 2,20,000.
- Depreciation to be provided on Land and Buildings Rs. 16,000 and Furniture and Fittings Rs. 7,000

- Q.4. Black Coats limited have a branch in London. On 31<sup>st</sup> December, 2012 the Trial Balance of the Branch [20] is given below:

Particulars	Dr. £	Cr. £
Head Office Account	-	9,000
Sales	-	81,000
Goods from Head Office A/c	45,000	-
Stock 1 <sup>st</sup> January, 2012	7,500	-
Furniture and Fixtures	10,000	-
Cash in Hand	1,050	-
Cash at Bank	950	-
Owing for Expenses	-	1,000
Salaries	13,000	-
Taxes, Insurance, etc.	250	-
Rent	1,000	-
Sundry Debtors	12,250	-
<b>Total</b>	<b>91,000</b>	<b>91,000</b>

The Branch Account in the Head Office showed a Debit Balance of Rs. 7,00,000 and Goods sent to Branch account a Credit Balance Rs. 36,00,000

Furniture and Fixtures are acquired in 1-1-2010 £ 1=R. 75.00 provide Depreciation @ 10% p.a.

The exchange rates were January 1 £1=R. 78.00

December £1=R. 80.00

Average £1=R. 79.00

The stock at branch on 31<sup>st</sup> December, 2012 was valued at £ 4500.

Convert the above trial balance in Indian Rs. and then

Prepare Trading, Profit and Loss A/c and Balance sheet of London Branch for the year ended 31-12-2012.

Q.5.

On 31<sup>st</sup> March, 2012 the Balance Sheet of Gomati Ltd. was as follows:

Liabilities	Rs.	Assets	Rs.
Share Capital		Land and Buildings	3,00,000
Authorized 20,000 equity shares of Rs. 100 each	20,00,000	Plant and Machinery	1,72,500
Issued and paid up 15,000 equity shares of Rs. 100 each	15,00,000	Stock	4,50,000
less: Calls in arrears at Rs. 20 each	2,000	Sundry Debtors	9,07,500
Profit and Loss Account	1,54,500	Cash	20,000
Bank Overdraft	32,000	Bank	1,30,000
Creditors	1,15,500		
Provision for Taxation	67,500		
Proposed Dividend	1,12,500		
Total	19,80,000		19,80,000

The Net profits of the company after providing for tax were as follows:

Year Ended	Rs.
31 <sup>st</sup> March, 2012	1,72,500
31 <sup>st</sup> March, 2011	1,50,000
31 <sup>st</sup> March, 2010	1,87,500
31 <sup>st</sup> March, 2009	1,80,000
31 <sup>st</sup> March, 2008	1,35,000

On 31<sup>st</sup> March, 2012 Land and Building were valued at Rs. 3,75,000 and Plant and Machinery were valued at Rs. 2,25,000. Normal rate of Return can be considered at 8%. Goodwill is to be valued at 3 years purchase of super profits based on average profit of last 5 years.

Find the intrinsic value of fully paid and partly paid equity shares. Consider closing capital employed as average capital employed.

Q.6.

From the following Trial Balance and additional information supplied to you, of a co-operative society, for the year ended 31-12-2012 as follows:

[20]

Trial Balance			
Debit	Rs.	Credit	Rs.
Investments in Shares	50,000	Share Capital	1,00,000
Printing and Stationery	10,000	Bank Loan @ 10% Interest p.a.	3,50,000
Investment in Bank Shares	70,000	Interest on Members loan	3,50,000
Fixed Assets	50,000	Members Deposits	5,00,000
Members Loan	8,00,000	Sales	13,00,000
Purchases	11,90,000	Reserves and Other Funds	4,00,000
Office Rent	1,00,000		
Salaries	1,00,000		
Travelling Expenses	18,000		
Freight	12,000		
Coolie Charges	10,000		
Bank Balance	3,30,000		
Bank Interest Paid	2,60,000		
	30,00,000		30,00,000



1. Provide Audit Fees for Rs. 6,000/-.
2. Provide Depreciation on Fixed Assets @ 5%.
3. Outstanding Office Salaries Rs. 10,000.
4. Closing Stock Rs. 3,20,000.

You are required to prepare Trading, Profit and Loss Account for the year ended 31<sup>st</sup> March, 2012 and Balance Sheet as on that date.

Q.7. The following figures have been extracted from the books of My India Insurance Company Ltd. in respect of their Marine Business for 2012-13. [20]  
(Rs. In lacs)

Particulars	Rs.	Particulars	Rs.
Premium received from Direct Business	100.00	Commission paid on direct business	10.00
Reserve for unexpired risks as on 1-4-2012(net)	120.00	Expenses of Management	10.00
Claims outstanding as on 1-4-2012	40.00	Income tax deducted at source	6.00
Bad debts	20.00	Profit and Loss A/c (Cr.) balance as on 1-4-2012	10.00
Income from Investment and dividends (Gross)	20.00	Other Expenses	2.50
Rent received from properties	10.00	Re-insurance premium receipts	10.00
Investment in Government Securities as on 1-4-2012	200.00	Outstanding claims as on 31-3-2013(net)	60.00
Investment in Shares as on 1-4-2012	40.00	Direct Claims paid (Gross)	50.00
		Reinsurance claims paid	8.00

Prepare Revenue account and Profit & Loss Account for the year after taking into account the following further information:

- a. Provide 65% for Income Tax.
- b. All direct risks are reinsured for 20% of the risk.
- c. Claim a commission of 25% on reinsurance ceded.
- d. Provide 25% commission on reinsurance accepted.
- e. Market value of investments as on 31-3-2013 is as follows:
  - (i) Government securities Rs. 210 lacs
  - (ii) Shares Rs. 36 lacs
 Adjust separately for each of these two categories of investments.

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[ TURN OVER

- N.B.: 1) Question No. 1 is compulsory.  
2) Attempt any Four questions from the remaining.  
3) All questions carry 20 marks each.  
4) Give working notes and state your assumptions, if any.

Q.1. The following are the balance sheets of X Ltd. And Y Ltd. As on 31<sup>st</sup> Dec., 2012.

[20]

Liabilities	X Ltd Rs.	Y Ltd Rs.	Assets	X Ltd Rs.	Y Ltd Rs.
Share Capital			Fixed Assets	3,90,000	1,40,000
Shares of Rs. 10 each	4,00,000	1,00,000	Investments	1,20,000	-
General Reserve	1,00,000	40,000	Debtors	70,000	50,000
P & L Balance(1-1-2012)	60,000	15,000	Other Current Assets	1,20,000	25,000
Profit for the year 2012	1,00,000	40,000			
Creditors	40,000	20,000			
	<u>7,00,000</u>	<u>2,15,000</u>		<u>7,00,000</u>	<u>2,15,000</u>

Notes:

- X Ltd. Purchased on 1<sup>st</sup> July, 2012, 8,000 shares in Y Ltd. @ Rs. 15 per share.
  - Stock in Y Ltd. Includes Rs. 15,000 worth of goods purchased from X Ltd. The company sells Goods at 25% above cost.
  - Creditors of Y Ltd. Include Rs. 10,000 due to X Ltd.
- Prepare consolidated balance sheet as on 31-12-2012.

Q.2. The Dadar Library showed the following position on 31<sup>st</sup> March, 2012  
Balance Sheet as on 31<sup>st</sup> March, 2012

[20]

Liabilities	Rs.	Assets	Rs.
Capital Fund	60,000	Electrical Fittings	15,000
Expenses Due	700	Furniture	5,000
Income & Expenditure A/c	19,300	Books	40,000
		Investments in securities	15,000
		Cash at Bank	2,500
		Cash in hand	2,500
	<u>80,000</u>		<u>80,000</u>

The Receipts and Payments Account for the year ending on 31<sup>st</sup> March, 2012 is given below:-

Receipts	Rs.	Payments	Rs.
To Balance b/d		By Electric Charges	720
Cash at Bank	2,500	By Postage & Stationery	500
Cash in Hand	<u>2,500</u>	By Telephone Charges	500
To Entrance Fees	3,000	By Books purchased (on 1-4-2011)	6,000
To Membership Subscription	20,000	By Outstanding Expenses paid	700
To Hire of Lecture Hall	2,000	By Rent paid	8,800
To Interest on Securities	950	By Investment in Securities	4,000
		By Salaries	6,600



		Cash at Bank	2,000
		Cash in Hand	1,130
	30,950		30,950

You are required to prepare an Income and Expenditure Account for the year ending 31<sup>st</sup> March, 2012 and a Balance Sheet on that date after making the following adjustments:-

- Membership subscription included Rs. 1,000 received in advance
- Provide for outstanding rent Rs. 400 and Salaries Rs. 300.
- Books to be depreciated @10% including additions. Electrical Fittings and Furniture are also to be depreciated at the same rate.
- 75% of the entrance fees is to be capitalized.
- Interest on securities is to be calculated @8% p.a.

Q.3. The following balances have been extracted from the books of National Bank Ltd. As on 31<sup>st</sup> March, 2012. Prepare the relevant Profit and Loss Account and Balance Sheet. [20]

	Rs.		Rs.
Paid-up Capital	20,00,000	Commission and Exchange	2,04,450
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Directors Fees	9,960	Rent, Taxes and Premium	17,000
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		Bills Discounted	28,01,040
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- The authorized capital of the bank was Rs. 50,00,000 divided into 50,000 shares of Rs. 100 each.
- The market value of investment Rs. 16,80,000 as on 31-3-2012 and investment should be brought down to this figure.
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Particulars	Dr. £	Cr. £
Head Office Account	-	9,000
Sales	-	81,000
Goods from Head Office A/c	45,000	-
Stock 1 <sup>st</sup> January, 2012	7,500	-
Furniture and Fixtures	10,000	-
Cash in Hand	1,050	-
Cash at Bank	950	-
Owing for Expenses	-	1,000

[ TURN OVER

Salaries	13,000	-
Taxes, Insurance, etc.	250	-
Rent	1,000	-
Sundry Debtors	12,250	-
<b>Total</b>	<b>91,000</b>	<b>91,000</b>

The Branch Account in the Head Office showed a Debit Balance of Rs. 7,00,000 and Goods sent to Branch account a Credit Balance Rs. 36,00,000

Furniture and Fixtures are acquired in 1-1-2010 £ 1=Rs. 75.00 provide Depreciation @ 10% p.a.

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Average £1=Rs. 79.00

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Convert the above trial balance in Indian Rs. and then

Prepare Trading, Profit and Loss A/c and Balance sheet of London Branch for the year ended 31-12-2012.

Q.5.

On 31<sup>st</sup> March, 2012 the Balance Sheet of Gomati Ltd. was as follows:

[20]

Liabilities	Rs.	Assets	Rs.
Share Capital		Land and Buildings	3,00,000
Authorized 20,000 equity shares of Rs. 100 each	20,00,000	Plant and Machinery	1,72,500
Issued and paid up 15,000 equity shares of Rs. 100 each	15,00,000	Stock	4,50,000
less: Calls in arrears at Rs. 20 each	2,000	Sundry Debtors	9,07,500
	14,98,000	Cash	20,000
Profit and Loss Account	1,54,500	Bank	1,30,000
Bank Overdraft	32,000		
Creditors	1,15,500		
Provision for Taxation	67,500		
Proposed Dividend	1,12,500		
<b>Total</b>	<b>19,80,000</b>		<b>19,80,000</b>

The Net profits of the company after providing for tax were as follows:

Year Ended	Rs.
31 <sup>st</sup> March, 2012	1,72,500
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Find the intrinsic value of fully paid and partly paid equity shares. Consider closing capital employed as average capital employed.

Q.6.

From the following Trial Balance and additional information supplied to you, of a co-operative society, for the year ended 31-12-2012 as follows:

[20]

Trial Balance

Debit	Rs.	Credit	Rs.
Investments in Shares	50,000	Share Capital	1,00,000
Printing and Stationery	10,000	Bank Loan @ 10% Interest p.a.	3,50,000



Investment in Bank Shares	70,000	Interest on Members loan	3,50,000
Fixed Assets	50,000	Members Deposits	5,00,000
Members Loan	8,00,000	Sales	13,00,000
Purchases	11,90,000	Reserves and Other Funds	4,00,000
Office Rent	1,00,000		
Salaries	1,00,000		
Travelling Expenses	18,000		
Freight	12,000		
Coolie Charges	10,000		
Bank Balance	3,30,000		
Bank Interest Paid	2,60,000		
	<u>30,00,000</u>		<u>30,00,000</u>

1. Provide Audit Fees for Rs. 6,000/-.
2. Provide Depreciation on Fixed Assets @ 5%.
3. Outstanding Office Salaries Rs. 10,000.
4. Closing Stock Rs. 3,20,000.

You are required to prepare Trading, Profit and Loss Account for the year ended 31<sup>st</sup> March, 2012 and Balance Sheet as on that date.

- Q.7. (a) What are the merits and demerits of Inflation Accounting? [10]  
 (b) What are the limitations of Value Added Statement? [10]
- Q.8. (a) Explain in brief Contingent Liabilities in the final accounts of Banking Company. [10]  
 (b) What is Human Resource Accounting? What are its advantages and limitations? [10]
- Q.9. Write Short notes (any four) [20]  
 a) Rebate on Bills Discounted.  
 b) Objectives of Inflation Accounting.  
 c) Uses of the Value Added Statement.  
 d) Net Assets valuation of shares.  
 e) Computation of Earnings per share.  
 f) Classification of assets in case of a bank.

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M.Com (Part-I)

Banking &amp; Finance : Paper-I.

(OLD COURSE)

(3 Hours)

[ Total Marks

Commercial Banking Management

27/04/2013

- N.B. (1) Attempt any **two** questions from **each** section.  
(2) **All** questions carry **equal** marks.  
(3) Answers to **both** sections should be written in the **same** answer book.

### Section I

1. What are the arguments in favour of privatisation of commercial banks ? Explain the positive and negative impact of such privatisation.
2. Explain growth and development of commercial banking in India with special reference to rural banking.
3. What are the fundamental objectives of bank management ? Examine the various risks involved in banking.
4. Write a note on the following :—
  - (a) Objectives of performance budgeting
  - (b) Limits to credit creation power and banks.

### Section II

5. What is the need for liquidity of a commercial bank ?
6. Explain the qualities required for a bank manager to be successful.
7. Discuss the nature of Industrial disputes in Public and Private Sector Banks.
8. Write a note on the following :—
  - (a) Workers participation in public sector banks
  - (b) Cause of NPA's





M.Com Part I  
Banking & Finance paper  
(OLD COURSE) Services

(3 Hours)

[Total Marks : 80]

30 April 2013

- N.B. :** (1) Attempt any **two** questions from **each** section.  
(2) **All** questions carry **equal** marks.  
(3) Answer to **both** the sections should be written in the **same** answer book.

**Section I**

1. Discuss the changes that have taken place in the structure and components of the Indian financial system in the post - Liberalisation era.
2. What is Lease Financing ? Explain the components of a lease agreement and evaluate its pros and cons for the lessor and the lessee.
3. Discuss the role of merchant bankers with reference to loan syndication and arrangement of international finance.
4. Write a note on the following :—
  - (a) Types of lease
  - (b) Classification of merchant bankers.

**Section II**

5. Discuss the role and functions of a Treasury Manager. How do they differ from investment managers and portfolio managers in terms of their functions and role ?
6. What is factoring ? What are the types of factoring ? Discuss the mechanism of factoring with the help of a simple diagram.
7. Discuss the regulatory framework for Indian financial system with reference to RBI and SEBI.
8. Write a note on the following :—
  - (a) Advantages of Hire - purchase
  - (b) Securitisation of Debts.

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Example:  $\frac{1}{x^2} = x^{-2}$

Derivative of  $x^{-2}$  is  $-2x^{-3} = -\frac{2}{x^3}$

Example:  $\frac{1}{x^3} = x^{-3}$



30 April

N.B. : (1) Question No. 1 is **compulsory**.

(2) Attempt any **four** questions from Q. Nos. 2 to 7.

(3) **All** questions carry **equal** marks.

1. Explain any **four** of the following terms :—

20

- (a) BCG Matrix
- (b) Marketing Plan
- (c) Customer Value
- (d) Product Levels
- (e) Penetration Pricing Strategy
- (f) Direct Marketing
- (g) Sales Promotion.

2. (a) What are the factors to be considered in formulating a good marketing strategy ? 10

(b) Explain the problems involved in allocation of Corporate resources across Multiple Business. 10

3. (a) Enumerate how changes in Demographic and Economic environment affect marketing decisions of a company. 10

(b) What is Customer Delight ? Discuss the ways and means of delighting the Customers to make them loyal to a Brand. 10

4. (a) Explain the various Positioning Strategies that a marketer can adopt to develop a particular image for the brand in the minds of the prospective customers. 10

(b) Explain in detail the concept of Product Life Cycle and the strategies adopted in the introduction stage of product life cycle. 10

5. (a) Define Services. Explain the characteristics of Services. 10

(b) What are the determinants of price and pricing strategy. 10

6. (a) Discuss the factors influencing Channel Selection. 10

(b) Explain the various techniques of evaluation and control of Marketing Strategies. 10

[ TURN OVER

7. Read the following Case carefully and answer the questions :—

Ajanta Shoes Company which was in business for 30 years was facing problems due to fierce competition from MNCs and other domestic leading shoe companies since 1991. Though the Company's products were of excellent quality the sales had been declining over the years. The Marketing manager felt that while the Company's old loyal customers continued to buy Ajanta shoes the younger generation was swayed by the advertisements of MNCs and preferred to buy trendy shoes, though they were expensive. Company's inability to advertise on large scale. he felt, was another reason for low sales.

Further the company was always late in launching new fashions of footwear as they relied on their sales persons and dealers to get the latest market trend. In the competitive situation dealers demanded more discounts and concessions in selling which the Company did not believe in giving. Though Ajanta launched several popular premium brands in the past they could not support them with adequate promotion with the result that the competitors snatched away Company's market share by launching newer brands aiming at the premium segment.

**Questions :—**

- (a) Evaluate the Company's marketing strategy with reference to its strengths and weaknesses. 10
  - (b) What changes are needed in the Company's marketing mix to maintain and improve its market share and profit goals ? 10
-



(मराठी रूपांतर)  
(जुना अभ्यासक्रम)

(३ तास)

[एकूण गुण : १००]

- सूचना : (१) प्रश्न क्र. १ अनिवार्य आहे.  
(२) प्रश्न क्र. २ ते ७ पैकी कोणतेही चार प्रश्न सोडवा.  
(३) सर्व प्रश्नांसाठी समान गुण आहेत.

१. खालीलपैकी कोणत्याही चार संज्ञा स्पष्ट करा.

२०

- (अ) बी.सी.जी. मॅट्रिक्स
- (ब) विपणन आराखडा
- (क) ग्राहकासाठी वस्तुचे मूल्य
- (ड) वस्तुचे स्तर
- (इ) अतिशय कमी किंमत ठेवण्याचा डावपेच (Penetration Pricing Strategy)
- (फ) थेट (प्रत्यक्ष) विपणन
- (ग) विक्रय वृद्धी.

२. (अ) चांगली विपणन व्यूहचरणा तयार करताना कोणते घटक विचारात घ्याल ?

१०

(ब) बहुउद्देशीय व्यवसायात संघटनेची साधने वितरीत करण्यामधील प्रश्न स्पष्ट करा.

१०

३. (अ) कंपनीच्या विपणन निर्णयावर लोकसंख्या विषयक पर्यावरण आणि आर्थिक पर्यावरण ह्यांच्या बदलाचा काय परिणाम होतो ते विषद करा.

१०

(ब) ग्राहक अत्यानंद म्हणजे काय ? वस्तुच्या मुद्रेशी एकनिष्ठ राहण्यासाठी ग्राहकांना अत्यानंद देण्याचे मार्ग आणि साधने यांची चर्चा करा.

१०

४. (अ) संभाव्य ग्राहकाच्या मनात मुद्रेविषयी एक ठराविक प्रतिमा विकसीत करण्यासाठी विविध वस्तुस्थान व्यूहचरणा स्पष्ट करा.

१०

(ब) वस्तु-जीवन-चक्र ही संकल्पना विस्तृतपणे स्पष्ट करा आणि वस्तु-जीवन-चक्राच्या प्रवेशावस्थेच्या वेळी वापरात येणारे डावपेच स्पष्ट करा.

१०

५. (अ) सेवा याची व्याख्या करा. सेवेची वैशिष्ट्ये स्पष्ट करा.

१०

(ब) किंमती आणि किंमतीच्या डावपेचाच्या निर्णायक बाबी कोणत्या ?

१०

[ TURN OVER ]



६. (अ) वितरण मार्गाच्या निवडीवर परिणाम करणाऱ्या घटकांची चर्चा करा.  
 (ब) विपणन डावपेचाचे मूल्यमापन आणि नियंत्रणाची विविध तंत्रे स्पष्ट करा.

७. खालील मसुदा वाचून प्रश्नांची उत्तरे लिहा.

अजंता बुट कंपनी गेल्या ३० वर्षांपासून व्यवसायात आहे. १९९१ पासून बहुराष्ट्रीय कंपन्यांच्या आणि काही स्थानिक बुट कंपन्यांच्या गळेकापू स्पर्धेमुळे बऱ्याच समस्यांना तिला तोंड द्यावे लागत आहे. कंपनीच्या वस्तु उत्कृष्ट दर्जाच्या असूनही कंपनीची विक्री गेल्या काही वर्षांपासून खालावत आहे. कंपनीच्या विपणन प्रबंधकाच्या मते जरी कंपनीचे जुने एकनिष्ठ ग्राहक अजंताचे बुट घेत असले तरी आजची तरुण पिढी मात्र बहुराष्ट्रीय कंपनीच्या जाहिरातीने प्रभावीत होऊन त्यांच्या कंपनीचे नवीन फॅशनचे बुट महाग असले तरी घेत आहेत. त्यांच्या मते कंपनीची मोठ्या प्रमाणावर जाहिरात करण्याची असमर्थता कमी विक्रीचे दुसरे कारण आहे.

अजंता बुट कंपनी बाजारपेठेतील नवीन फॅशन बद्दलच्या माहितीसाठी आपल्या विक्री प्रतिनिधींच्या सल्यावर अवलंबून असते. त्यांच्या सल्याच्या आधारावर नवीन पध्दतीचे बूट बनवून बाजारपेठेत आणणेपर्यंत बराच वेळ निघून जातो आणि त्यांचे प्रतिस्पर्धी ह्या परिस्थितीचा फायदा घेऊन नवीन फॅशनचे बुट बाजारात अगोदरच उपलब्ध करतात. ह्या कारणामुळे सुध्दा अजंता बुट कंपनीचा खप खालावत आहे. स्पर्धात्मक परिस्थितीत व्यापारी अधिक सुट मागतात आणि अजंता बुट कंपनी ती द्यावयास तयार नसते त्यामुळे सुध्दा त्यांचा खप कमी होत आहे. आजपर्यंत अजंता बुट कंपनीने बऱ्याच लोकप्रिय मुद्रा (ब्रॅन्ड) बाजारात उतरवल्या आहेत पण त्यांच्या मोठ्या प्रमाणावर विक्रय वृद्धी करण्याच्या अक्षमतेमुळे त्या मुद्रा (ब्रॅन्ड) बऱ्याच काळ बाजारपेठेत टिकू शकल्या नाहीत. ह्या परिस्थितीचा प्रतिस्पर्धकांनी फायदा घेऊन उच्च प्रतीच्या मुद्रा (ब्रॅन्ड) बाजारपेठेत आणल्या आणि अजंता बुट कंपनीचा बाजारपेठेतील हिस्सा हिसकावून घेतला.

- (अ) कंपनीच्या विपणन डावपेचाचे ताकद आणि दुर्बलतेच्या आधारावर परीक्षण करा. १०  
 (ब) आपला बाजारपेठेतील हिस्सा राखण्यासाठी आणि अधिक नफा कमविण्यासाठी अजंता बुट १०  
 कंपनीने आपल्या विपणन मिश्रणात कोणते बदल करावेत ?

(3 Hours)

[ Total Marks

30 April)

- N.B.** (1) Question No. 1 and 2 are **compulsory**.  
 (2) Attempt any **four** questions from the **remaining** questions.  
 (3) **Figures** to the **right** indicate **full** marks allotted to the question.  
 (4) Workings to form **part** of the answer.

1. A manufacturing company is operating at 75% of its full capacity. It is proposed to offer a price reduction of 5% to 10% depending upon the sales volume desired. Given below are the relevant data :

Capacity	75%	85%	100%
Output (units)	75,000	85,000	1,00,000
Selling price unit	₹ 96	5% off	10% off
Material cost per unit	₹ 40	10% less	15% less
Wages cost per unit	₹ 10	₹ 10	₹ 10

**Fixed overheads :**

Production ₹ 14,00,000

Selling and distribution ₹ 5,00,000

**Variable overheads : (at full capacity)**

Selling and administration 4,40,000

Production 14,00,000

- (a) Prepare a statement showing variable cost, fixed cost, total cost and profit/loss in terms of ₹ and per unit at 75%, 85% and 100% capacity.  
 (b) Indicate which of the three levels is most profitable.

2. (a) Select the most appropriate answer and rewrite the following sentences :—

8

- (i) Process cost can be based on the concept of \_\_\_\_\_.

- Job Cost
- Average Cost
- Incremental Cost
- Sunk Cost

- (ii) Method of costing used by service provider is known as \_\_\_\_\_.

- Job Costing
- Operation Costing
- Operating Costing
- Process Costing

- (iii) When materials are transferred from Job A to Job B, an entry must be passed in \_\_\_\_\_.

- Financial Books
- Cost Books
- Both set of books
- None of the above

- (iv) An increase in physical volume of sales will \_\_\_\_\_.

- Change Break Even Point
- Change Margin of safety
- Change Volume Ratio
- Not change anything.

[ TURN OVER



- (v) In marginal costing, all costs are classified into \_\_\_\_\_.  
 • Variable and Semi-variable • Fixed and Semi-Fixed  
 • Semi-variable and semi fixed • Variable and fixed
- (vi) Sales variance can be calculated by \_\_\_\_\_.  
 • Profit method and Selling price method  
 • Standard cost method and Profit method  
 • Material variances plus labour variances plus overhead variances  
 • All the above.
- (vii) The cost Audit Report must be signed by \_\_\_\_\_.  
 • Board of Directors  
 • The Cost Auditor  
 • Chairman on behalf of the Board of Directors  
 • The cost Auditor and Board of Directors
- (viii) The Budget Committee normally decides \_\_\_\_\_.  
 • Fixing budget centres • Budget period  
 • Key factor • All the above
- (b) State whether following statements are true or false :—
- Forecasts and Budget are different words.
  - To Make or Buy, Marginal costing technique can be used for decision making.
  - Variable overhead variance is the difference between the standard variable overheads and Actual variable overheads for actual output achieved.
  - Cash Budget includes depreciation.
  - Inter-process profit arises when processed goods are transferred at transfer price.
  - Cost Audit is applicable to a company engaged in production.
  - Materials issued to a job is debited to WIP control account.
  - Petrol expense is a fixed cost for ascertainment of operating cost for a motor car.

8

3. From the following information, prepare operating cost statement for Hotel "Sea Link" and also suggest room rent to be charged per day so that owner earns profit @20% on capital employed ₹ 75,70,000 : 16

- Staff salaries ₹ 4,00,000 p.a.
- Room attendant charges ₹ 200 per day per room when occupied.
- Power ₹ 250 p.m. per room when occupied during summer and ₹ 150 p.m. per room when occupied during winter.
- Repairs to Building ₹ 30,000 p.a.
- Sundries ₹ 1,50,000 p.a.
- Furnishings ₹ 80,000 p.a.
- Depreciate building at 10% p.a. on ₹ 40,00,000 and furniture on ₹ 10,00,000 at 15% p.a.

There are 200 rooms in the hotel. 60% of the rooms are occupied in summer and 20% of the rooms are occupied in winter.

During the year, summer is 7 months and winter is of 5 months. Assume 30 days a month.



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4. Following information is available :

Particulars	Product A (per unit) ₹	Product B (per unit) ₹
Direct Materials	160	120
Direct Wages	120	80
Variable overheads	180	120
Selling price	500	400
Fixed Overheads ₹ 15,000		

From the following alternatives, which sales mixes will bring higher profits.

- (a) 250 units of A and 250 units of B
- (b) 400 units of A and 100 units of B
- (c) 150 units of A and 350 units of B
- (d) 400 units of B.

Support the answer with workings.

5. Pass Journal Entries for following transactions under non-integrated system of accounting. 16

	₹
Purchase of materials	1,50,000
Direct wages paid	80,000
Administration overheads incurred	60,000
Selling and Distribution overheads incurred	40,000
Production overheads incurred	1,20,000
Materials issued to jobs	70,000
Materials issued to factory for repairs	20,000
Finished goods produced	2,25,000
Production overheads absorbed by production	1,05,000
Administration overheads absorbed by finished goods	65,000
Selling and Distribution overheads recovered on sales	35,000
Cost of finished goods sold	2,50,000
Sales	3,00,000
Sales Returns (at cost)	10,000
Materials returned suppliers	5,000
Materials returned from jobs	4,000

[ TURN OVER

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6. CT Ltd produces 'P' which passes through two processes before it is completed and transferred to finished stock. The following data relate to March 2013.

Particulars	Process		Finished stock
	I	II	
	₹	₹	₹
Opening stock	22,500	27,000	67,500
Direct materials	45,000	47,250	
Direct wages	33,600	33,750	
Factory overheads	31,500	13,500	
Closing stock	11,100	13,500	33,750
Inter-process profit			
Included in opening stock	—	4,500	24,750

Output of process I is transferred to Process II at 25% profit on the transfer price.

Output of Process II is transferred to finished stock at 20% profit on transfer price.

Stocks in process are valued at prime cost. Finished stock is valued at the price at which it is received from the Process II. Sales during the period are ₹ 4,20,000.

**Required :—** Process Accounts and Finished goods account showing the profit element at each stage.

7. A company's budgeted sales of product 'J' are 1,00,000 units at budgeted selling price of ₹ 5 per unit and product 'K' 1,50,000 units at budgeted selling price of ₹ 6 per unit. Actual sales of product 'J' are ₹ 1,75,000 units at ₹ 7 per unit and product 'K' 1,25,000 units at ₹ 4 per unit. 16

You are required to calculate all Sales Variances and Sub-Variations.

8. (a) A truck carries 20 tonnes load from point 'P' and unloads 4 tonnes at point 'Q' and unloads the balance at point 'R'. It returns with 8 tonnes load from point 'R' to 'P'. Distance between P to Q is 40 kms, Q to R is 60 kms and R to P is 80 kms. 8

You are required to calculate :—

- Absolute Tonnes-Kilometre
- Commercial Tonnes-kilometre.

- (b) Prepare the Sales Budget from the following data :— 8

Product	January	February
X	1200 units	1800 units
Y	3600 units	5400 units

The sales areas A and B account for 60% and 40% sale of product X and 30% and 70% sale of product Y respectively.

The selling price per unit of product X ₹ 24 and the selling price per unit of product Y ₹ 30 in both the sales areas.

9. Answer the following :— 16

- Qualifications and Disqualifications of Cost Auditor.
- Distinguish between cost control and cost reduction.



( मराठी रूपांतर )

( जुना अभ्यासक्रम )

( ३ तास )

( एकूण गुण : १०० )

सूचना : (१) कोणत्याही पाच प्रश्नांची उत्तरे लिहा.

(२) उजवीकडील अंक प्रश्नांचे पूर्ण गुण दर्शवितात.

१. अंतर्गत व बाह्य व्यापार शेष सुयोग्य मौद्रिक व राजकोषीय धोरणाच्या मिश्रणाच्या सहाय्याने कसे साध्य करू शकतो ?
२. (अ) आर्थिक एकात्मिकरणाच्या वेगवेगळ्या पातळ्या काय आहेत ? १०  
(ब) दक्षिण आशियायी क्षेत्राच्या संघटनेची (सार्क) साध्ये व भवितव्य यावर चर्चा करा. १०
३. (अ) जागतिक व्यापार संघटनेचा महत्त्वाच्या करारांचे विकसनशील देशांवरील अपेक्षित मोठे परिणाम स्पष्ट करा. १०  
(ब) जागतिक व्यापार संघटनेच्या विवाद मिटविण्याच्या तंत्राचे परीक्षण करा. १०
४. (अ) हजर व वायदा विनीमय दर संकल्पना आणि त्याची निश्चिती स्पष्ट करा. १०  
(ब) परकीय चलन साठ्याचे विकसनशील देशासाठी काय महत्त्व आहे ? १०
५. (अ) आंतरराष्ट्रीय नाणे निधि किती प्रमाणात आंतरराष्ट्रीय रोखतेची समस्या सोडविण्यात यशस्वी झाली आहे ? १०  
(ब) परकीय भांडवलाचे स्रोत काय आहेत ? १०
६. (अ) युरो चलन बाजारपेठाच्या स्वभाव वैशिष्ट्यावर चर्चा करा. १०  
(ब) चलन क्षेत्राच्या वाढीचे परीक्षण करा. १०
७. (अ) आंतरराष्ट्रीय वित्तिय संकटापासून काय बोध घेतले गेले ? १०  
(ब) आंतरराष्ट्रीय कर्जाच्या समस्येची वेगवेगळी कारणे काय आहेत ? १०
८. (अ) व्युहात्मक व्यापार धोरणाचे विकसनशील देशांसाठी महत्त्व, याचे विश्लेषण करा. १०  
(ब) चीनच्या जागतिकीकरणाच्या भवितव्याची चर्चा करा. १०

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Con. 2307-13.

3  
(OLD COURSE)

( 3 Hours )

VB-2

[ Total Marks : 100

N.B. : (1) Answer any **five** questions.(2) **Figures** to the **right** indicate **full** marks.

1. How internal and external balance can be achieved with help of an appropriate monetary and fiscal policy mix ? 20
2. (a) What are the different levels of economic integration ? 10  
(b) Discuss the achievements and future prospects of SAARC. 10
3. (a) Explain the important WTO agreements having larger implications on the developing countries. 10  
(b) Examine the dispute redressal mechanism of WTO. 10
4. (a) Explain the concepts of Spot and Forward exchange rates and their determination. 10  
(b) What is the significance of foreign exchange reserves for developing countries ? 10
5. (a) To what extent has the IMF succeeded in solving the problems of international liquidity ? 10  
(b) What are the sources of foreign capital ? 10
6. (a) Discuss the characteristics of Euro Currency Markets. 10  
(b) Examine the growth of currency areas. 10
7. (a) What lessons have been learnt from international financial crises ? 10  
(b) What are the different causes of international debt problem ? 10
8. (a) Analyse the significance of strategic trade policy for developing countries. 10  
(b) Discuss the prospects of Globalisation of China. 10

[ TURN OVER

(मराठी रूपांतर)  
( सुधारित अभ्यासक्रम )  
(३ तास)

[ एकूण गुण : १०० ]

सूचना : (१) कोणत्याही पाच प्रश्नांची उत्तरे लिहा.  
(२) उजवीकडील अंक प्रश्नांचे गुण दर्शवितात.

१. (अ) विदेशी व्यापार गुणकाची सखोल चर्चा करा. १०  
(ब) मुंडेल-फ्लेमिंग प्रतिमानाची चर्चा करा. १०
२. (अ) सार्कची साध्ये व भवितव्ये काय आहेत ? १०  
(ब) नाफ्टा (NAFTA) चे सभासद देशांना होणाऱ्या आर्थिक फायद्याचे परीक्षण करा. १०
३. (अ) जागतिक व्यापार संघटनेशी निगडीत तंटविषयक मुद्द्यांची चर्चा करा. १०  
(ब) जागतिक व्यापार संघटनेची विवाद निवारण पद्धती स्पष्ट करा. १०
४. (अ) लवचिक विनिमय दर पद्धतीच्या बाजूचे व विरोधातील युक्तीवाद स्पष्ट करा. १०  
(ब) 'चलन परिवर्तनियता' संकल्पना स्पष्ट करा. चलनांच्या परिवर्तनियतेमधील समस्या स्पष्ट करा. १०
५. आंतरराष्ट्रीय भांडवल हालचालींचे विविध प्रकार स्पष्ट करा. या हालचाली निर्धारित करणारे घटक स्पष्ट करा. २०
६. (अ) चलनक्षेत्र म्हणजे काय ? चलन क्षेत्रात उदयाला येत असलेल्या प्रवृत्ति स्पष्ट करा. १०  
(ब) युरो चलन, युरो समभाग व युरोरोखा बाजारपेठ स्पष्ट करा. १०
७. (अ) आंतरराष्ट्रीय कर्ज समस्येचे स्वरूप व त्याची कारणे स्पष्ट करा. १०  
(ब) कोणत्या बाबींमुळे सिंगापूर आंतरराष्ट्रीय वित्तीय केंद्र म्हणून पुढे आलेले आहे ? १०
८. (अ) डावपेचात्मक व्यापार धोरण स्पष्ट करा. तसेच त्याचे महत्त्व स्पष्ट करा. १०  
(ब) जागतिकीकरणामुळे भारतीय अर्थव्यवस्थेवर होणाऱ्या परिणामांचे परीक्षण करा. १०

M.Com - Paper-I

# Economics of Global Trade & Finance

5 : 1st half.13-AM(n)

Con. 3008-13.

(REVISED COURSE)

VB-2

(3 Hours)

[Total Marks : 100]

- N.B. :** (1) Answer any **five** questions.  
(2) **Figures** to the **right** indicate **full** marks.

1. (a) Outline in detail Foreign Trade Multiplier. 10  
(b) Discuss Mundell - Fleming Model. 10
2. (a) What are the achievements and future prospects of SAARC ? 10  
(b) Examine the economic benefits of NAFTA to member countries. 10
3. (a) Discuss the contentious issues of WTO. 10  
(b) Highlight the dispute Redressal Mechanism of WTO. 10
4. (a) Explain the arguments in favour and against flexible exchange rates. 10  
(b) Explain the concept of currency convertibility. Highlight the issues in currency convertibility. 10
5. State the various types of international capital movement. Explain the factors governing it. 20
6. (a) What is meant by currency areas ? Outline emerging trends in currency areas. 10  
(b) Explain Euro-Currency, Euro-Equity and Euro - Bond Markets. 10
7. (a) State the nature and causes of international debt problem. 10  
(b) What has led to the formation of Singapore as a Financial Hub ? 10
8. (a) Explain strategic trade policy. State its significance. 10  
(b) Examine the impact of globalisation on Indian economy. 10

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