Marketing

M.Com. Ecomerce
I Sem Oct - 2014

QP Code : **02148**

(2 Hours)   [Total Marks : 60

N.B. (1) All questions carry **equal marks.**
      (2) Figures to the right indicate full marks.

1. (a) Define market segmentation. Explain the features of market segmentation.   8
     (b) Explain product positioning with suitable examples.   7
                                 OR
1. Explain the factors affecting consumer behaviour.   15

2. (a) Explain the internal factors influencing pricing.   8
     (b) Explain importance of pricing.   7
                                 OR
2. Explain the methods of pricing.   15

3. (a) Explain the selling concept and societal concept.   8
     (b) What is market research? Explain its features.   7
                                 OR
3. Explain the 4P's and 4C's of marketing.   15

4. Write short notes on :-(any **Three**)   15
     (a) Wholesaling
     (b) Marketing channels for consumer goods.
     (c) Managing channel conflicts.
     (d) Retail Management
     (e) Green marketing strategy.

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Business Environment

QP Code :**02138**

(2 Hours) [Total Marks : 60

N.B.: (1) **All** questions are **compulsory**.
(2) Numbers to the **right** of questions indicate marks.

1. (a) What is Business Environment ? Discuss its nature and scope. 8
   (b) Briefly explain the factors influencing economic environment. 7
   OR
1. (p) Mention the reason for poor performance of PSU and suggest ways of inproving them. 8
   (q) What are the processes of environmental Analysis. 7

2. (a) Explain the component of political environment and its influence on business. 8
   (b) Discuss the salient features of New Industrial Policy (1991) in India. 7
   OR
2. (p) What is globalisation ? Explain its impact on Indian trade and industry. 8
   (q) Define consumerism. Discuss the consumer rights and dispute redrerssal forum of consumer. 7

3. (a) Bring out the benefits of MNC. Why do you think there is a strong opposition to the entry of MNC into our country. 8 7
   (b) Describe in brief the technological environment in India.
   OR
3. (p) Do you think International business collaboration helps in our economic development give your argument. 8
   (q) Discuss the role of SSI in economic development of a country. 7

4. Write notes on (any **three**) :— 15
   (a) Macro factor
   (b) Environmental Scanning
   (c) MRTP
   (d) CSR,

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(2 Hours)   [Total Marks : 60

N.B. (1) **All** questions are **compulsory** having internal options.
     (2) Working note forms part of answer.

1. (a) What is financial management? Explain main functions of financial management.   **5**
    (b) Company, Maratha Private Limited is planning an investment in new project.   **10**
The investment budget of the company is ₹60,00,000. The company has following investment alternative :-

	Project A ₹
Investment	60,00,000
Useful Life	5 Years
Cost of Capital	12%
Cash Inflows at the end of the Year	
Year 1	14,00,000
Year 2	20,00,000
Year3	18,00,000
Year 4	16,00,000
Year 5	8,00,000
Year 6	-

project the company should select on basis of :
(a) Net Present Value Method.   (b) Discounted payback

Discount factor @ 12%					
Year 1	**Year 2**	**Year 3**	**Year 4**	**Year 5**	**Year 6**
0.893	0.797	0.712	0.636	0.567	0.507

OR

1. (p) Manasvi Ltd is considering purchase of a machine. Two machines X and Y are available.   **10**
From the following information suggest which of the two is recommended under :–

Particulars	**X ₹**	**₹ Y**
Cost	₹ 4,00,000	₹ 5,60,000
Life (years)	5 years	7 years
Rate of Tax	40%	50%

○ ARR
○ payback method.

Earnings before Tax and Depreciation (SLM) :

Years	X ₹	Y ₹
1	1,00,000	1,00,000
2	1,00,000	1,60,000
3	1,50,000	1,60,000
4	1,20,000	1,20,000
5	1,00,000	1,00,000
6	–	1,00,000
7	–	1,00,000

(b) What is capital budgeting? Explain its significance.   **5**

OR

2. (a) Calculate degree of – (i) Operating Leverage, (ii) Financial Leverage and (iii) Combined leverage from the following :   **10**
Sales 1,00,000 units @ ₹ 20 per unit
Variable cost per unit ₹ 7
Fixed Costs ₹ 1,00,0000
Interest charges ₹ 30,000.

(b) What are various methods used for evaluating the investment proposals in the capital budgeting process ?   **5**

[**TURN OVER**

2. (p) What is cost of equity ? Explain computation of the same.   **10**

(q) The Zebra Ltd. needs ₹ 5,00,000 for commissioning of a new plant. The following three financial plans are feasible:

   (i) The company may issue 50,000 equity shares of ₹ 10 per share.

   (ii) The company may issue 25,000 equity shares at ₹ 10 per share and 2,500 debentures of ₹ 100 denomination bearing an 8% rate of interest.

   (iii) The company may issue 25,000 equity shares at ₹ 10 per share and 2,500 preference shares at ₹ 100 per share bearing 8% rate of dividend.

If the company's earnings before interest and taxes are is 1,00,000, what are the earnings per share under each of the three financial plans? Which alternative would you recommend and why? Assume corporate tax rate to be 50%.

3. (a) Explain various theories of capital structure.   **8**

(b) Explain different types of dividend policies.   **7**

OR

3 (p) Discuss the points one should bear in mind while designing a suitable capital structure for a business   **8**

(q) What is dividend policy ? What are the factors which influence the dividend policy of a firm ?   **7**

4. (a) What are the objectives and techniques of inventory control?   **5**

(b) AKBAR Ltd. is going to produce and sell 5,000 unit per month in the year 2011. The   **10** material required per unit is ₹ 550/-. The direct labour is ₹ 12,00,000/- per month. The other direct expenses are ₹ 1,26,00,000/- per annum. The selling price is fixed by calculating profit at 20% on cost price.

Calculate requirement of working capital for 2011 by taking into consideration following information:

   (a) Stock of raw material will be for two months.   A

   (b) Process time is one month.   A

   (c) Stock of finished goods will be for 1.5 months.   A

   (d) Credit allowed to customer is two months.   A

   (e) Time lag in payment of wages is one month and the direct expenses in arrear of 15 days.   L.

   (f) 20% of material is purchased on cash basis and supplies of 80% material give 2 months credit.   L.

   (g) Cash required is 15% of net working capital.

OR

4. (p) A trader whose current sales is ₹10 lacs per annum and has an average collection period of   **10** 30 days wants to place a more liberal Policy to improve sales.

A study made by management consultant reveals the following information.

Credit Period	Increase in collection Period Days	Increase in Sales (Units)	Default Anticipated Percentage
A	15	20,000	1.5
B	25	40,000	2.5

Selling price per unit is ' ₹ 10; average cost per unit is ' ₹ 6 and variable cost per unit is '₹ 4. Current bad debt loss is I %. Required return on additional investment is 25% . Assume 360 days in a year. Which of the above policies would you recommend for adoption ?

(q) What are the objectives of cash management ? Enumerate basic problems in cash management.   **5**

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(2 Hours) [Total Marks : 60

N. B. : (1) **All** questions are **compulsory**.
      (2) **Figures** to the **right indicate** marks to each questions.
      (3) **Draw** neat **diagram** wherever required.

1. (a) Discuss the nature and scope and managerial economics.   7
   (b) What is production possibility curve explain its uses.   8
                     OR
1. (p) Write note on adverse selection and Moral hazard.   7
   (q) How does market signalling helpful to solve asymetric information problem.   8

2. (a) Explain the concept of income elasticity of demand and cross elasticity of demand.   7
   (b) Explain Law of supply?   8
                     OR
2. (p) What is price elasticity of demand? and Explain various types of price elasticity of demand.   7
   (q) Explain various types of demand forecasting.   8

3. (a) What is Isoquant and write note on producer equilibrium?   7
   (b) Explain the law of variable proportion using diagram.   8
                     OR
3. (p) Explain Law of return to scale.   7
   (q) Expalin the following terms.   8
      (i) Total cost
      (ii) Average cost
      (iii) Marginal cost
      (iv) Variable cost
      (v) Fixed cost

4. (a) Write a note on long run equilibrium in case of perfect competetion?   7
   (b) Write diffrence between perfect competetion and monopoly?   8
                     OR
4. (p) Write note on kinked demand curve.   7
   (q) Explain the features of monopolistic competetion.   8

S·A

(2 Hours) [Total Marks : 60

N.B. (1) **All** questions are **compulsory**.
(2) **Figures** to the **right** indicate **marks** of subquestions.
(3) **Simple calculator** is allowed to **use**.

1. Find Mean, Standard Deviation and Coefficient of Variation :— **15**

Class interval	Frequency
100 – 200	10
200 – 300	25
300 – 400	35
400 – 500	30
500 – 600	20
600 – 700	10
700 – 800	5

$\frac{100+200}{2}$

OR

1. (a) Two dice are thrown simultaneously. What is the probability that the sum of the **7** numbers on the dice are (i) less than 2, (ii) 9, (iii) Even ?

(b) Define Primary and Secondary Data. Discuss the different methods of collecting **.8** primary data.

2. (a) Find Pearson's Correlation Coefficient for the following data :— **7**

x	18	25	30	32	26	29	40
y	10	12	15	14	13	15	20

(b) Following are the two series of Index Numbers. Splice them (series I to series II) to **8** make a common series of index number.

Series I		Series II	
Year	Index Number	Year	Index Number
2000	100	2003	100
2001	125	2004	160
2002	135	2005	170
2003	150		

OR

2. (a) Find the two regression lines for the following data :— **7**

x	1	2	3	4	5
y	10	12	15	14	15

(b) Find I_L (Laspeyre's Index Number) and I_p (Paasche's Index Number) for the following **8** data :—

Commodity	Base Year Price	Base Year Quantity	Current Year Price	Current Year Quantity	$P_0 q_0$	$P_0 q_0$	$P_1 q_1$	$P_0 q_1$
A	2 P_0	20 q_0	5 P_1	15 q_1	100	40	75	30
B	4	4	8	5	32	16	40	20
C	1	10	2	12	20	10	24	12
D	5	5	10	6			60	30

$P = 216.30.$

$I = \Sigma P_1 q_0 \times 100$

$7 \; 15$

[TURN OVER

3. (a) A random sample of students of Mumbai University was selected and asked their **10** opinion about autonomous colleges. The results are given below. Test the hypothesis at 5% level that opinions are independent of the class groupings ? [Given 5% value of χ^2 (chi square) for 3 degrees of freedom is 7·815]

Class	Number	
	Favouring autonomous colleges	**Not favouring autonomous colleges**
FY	120	80
SY	130	70
TY	70	30

(b) State Addition Theorem and Multiplication Theorem of Probability. **5**

OR

3. (a) The income distribution of a group of 10,000 persons follows Normal Distribution **8** with mean ₹ 500 and standard deviation ₹ 60. Find the number of persons having income —
   (i) between ₹ 400 and ₹ 500.
   (ii) less than ₹ 300.

(b) In a factory, average number of defective items produced is 2. Using Poisson **7** distribution find the probability of getting (i) no defective (ii) only 1 defective.

4. (a) A Newspaper vendor buys a Newspaper at ₹ 3, sales it on same day at ₹ 5 and if it **10** is not sold on same day, he sales it on next day at ₹ 2. The probability distribution of daily demand of Newspaper is given below. Use EMV criteria to find how many Newspaper he should buy to maximize his profit ?

Daily Demand	100	150	200	250	300
Probability	0·2	0·15	0·3	0·25	0·1

(b) Define the following terms :— **5**
   (i) Critical Region
   (ii) Level of significance.

OR

4. (a) The following table gives the number of defective items found in 5 sample. Construct **10** a contral chart and comment on it.

Sample size	Number of defectives
100	5
100	6
100	7
100	4
100	8

(b) Define the following terms :— **5**
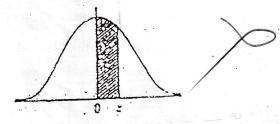   (i) Point and Interval Estimation
   (ii) Simple and Composite Hypothesis.

STATISTICAL TABLES

TABLE 1   AREAS UNDER THE STANDARD NORMAL

Curve

(Area Under the Standard Normal Curve from 0 to z)

x	0	1	2	3	4	5	6	7	8	9
0.0	.0000	.0040	.0080	.0120	.0160	.0199	.0239	.0279	.0319	.0359
0.1	.0398	.0438	.0478	.0517	.0557	.0596	.0636	.0675	.0714	.0754
0.2	.0793	.0832	.0871	.0910	.0948	.0987	.1026	.1064	.1103	.1141
0.3	.1179	.1217	.1255	.1293	.1331	.1368	.1406	.1443	.1480	.1517
0.4	.1554	.1591	.1628	.1664	.1700	.1736	.1772	.1808	.1844	.1879
0.5	.1915	.1950	.1985	.2019	.2054	.2088	.2123	.2157	.2190	.2224
0.6	.2258	.2291	.2324	.2357	.2389	.2422	.2454	.2486	.2518	.2549
0.7	.2580	.2612	.2642	.2673	.2704	.2734	.2764	.2794	.2823	.2852
0.8	.2881	.2910	.2939	.2967	.2996	.3023	.3051	.3078	.3106	.3133
0.9	.3159	.3186	.3212	.3238	.3264	.3289	.3315	.3340	.3365	.3389
1.0	.3413	.3438	.3461	.3485	.3508	.3531	.3554	.3577	.3599	.3621
1.1	.3643	.3665	.3686	.3708	.3729	.3749	.3770	.3790	.3810	.3830
1.2	.3849	.3869	.3888	.3907	.3925	.3944	.3962	.3980	.3997	.4015
1.3	.4032	.4049	.4066	.4082	.4099	.4115	.4131	.4147	.4162	.4177
1.4	.4192	.4207	.4222	.4236	.4251	.4265	.4279	.4292	.4306	.4319
1.5	.4332	.4345	.4357	.4370	.4382	.4505	.4515	.4525	.4535	.4545
1.6	.4452	.4463	.4474	.4484	.4495	.4505	.4515	.4525	.4535	.4545
1.7	.4554	.4564	.4573	.4582	.4591	.4599	.4608	.4616	.4625	.4633
1.8	.4641	.4649	.4656	.4664	.4671	.4678	.4686	.4693	.4699	.4706
1.9	.4713	.4719	.4726	.4732	.4738	.4744	.4750	.4756	.4761	.4767
2.0	.4772	.4778	.4783	.4788	.4793	.4798	.4803	.4808	.4812	.4817
2.1	.4821	.4826	.4830	.4834	.4838	.4842	.4846	.4850	.4854	.4857
2.2	.4861	.4864	.4868	.4871	.4875	.4878	.4881	.4884	.4887	.4890
2.3	.4893	.4896	.4898	.4901	.4904	.4906	.4909	.4911	.4913	.4916
2.4	.4918	.4920	.4922	.4925	.4927	.4929	.4931	.4932	.4934	.4936
2.5	.4938	.4940	.4941	.4943	.4945	.4946	.4948	.4949	.4951	.4952
2.6	.4953	.4955	.4956	.4957	.4959	.4960	.4961	.4962	.4963	.4964
2.7	.4965	.4966	.4967	.4968	.4969	.4970	.4971	.4972	.4973	.4974
2.8	.4974	.4975	.4976	.4977	.4977	.4978	.4979	.4979	.4980	.4981
2.9	.4981	.4982	.4982	.4983	.4984	.4984	.4985	.4985	.4986	.4986
3.0	.4987	.4987	.4987	.4988	.4988	.4989	.4989	.4989	.4990	.4990
3.1	.4990	.4991	.4991	.4991	.4992	.4992	.4992	.4992	.4993	.4993
3.2	.4993	.4993	.4994	.4994	.4994	.4994	.4994	.4995	.4995	.4995
3.3	.4995	.4995	.4995	.4996	.4996	.4996	.4996	.4996	.4996	.4997
3.4	.4997	.4997	.4997	.4997	.4997	.4997	.4997	.4997	.4998	.4998
3.5	.4998	.4998	.4998	.4998	.4998	.4998	.4998	.4998	.4999	.4999
3.6	.4998	.4998	.4999	.4999	.4999	.4999	.4999	.4999	.4999	.4999
3.7	.4999	.4999	.4999	.4999	.4999	.4999	.4999	.4999	.4999	.4999
3.8	.4999	.4999	.4999	.4999	.4999	.4999	.4999	.4999	.4999	.4999
3.9	.5000	.5000	.5000	.5000	.5000	.5000	.5000	.5000	.5000	.5000

Mngt

(2 Hours)

[Total Marks : 60

N.B. : (1) **All** questions are **compulsory**.
(2) **Number** to the **right indicate** marks.

1. (a) Elaborate "Universal Application of principles of Management". 8
   (b) Write a brief note on Quantitative Approach to management. 7

   OR

   (p) Discuss nature, scope and importance of OB. 8
   (q) "Planning means looking forward and control means looking behind-Elaborate. 7

2. (a) Differentiate team and group and state the requirement of an effective team. 8
   (b) Explain Vroom's Expectancy theory of motivation. 7

   OR

   (p) Elaborate the role of Transactional Analysis in communication. 8
   (q) Which of the many approaches to leadership do you think is the best? Defend with reasons. 7

3. (a) "Good communication is the foundation of sound management" - Comment. 8
   (b) How can a manager introduce change effectively in the organization. 7

   OR

   (p) What is OD intervention? Discuss individual focussed intervention used in the organization. 8
   (q) Discuss different sources of conflict in an organization and how to resolve such conflict. 7

4. Write short note on (**any three**) 15
   (i) Span of control.
   (ii) Function of a manager.
   (iii) Need Hierarchy theory.
   (iv) Models of O.B.

QP Code : **02147**

(2 Hours) [**Total Marks : 60**

N. B. : (1) Attempt **all** questions (subject to the internal options) carrying **15** marks **each**.
(2) Working to from part of the solutions.
(3) Non-programming calculator is allowed.
(4) Necessary assumptions to be made and stated clearly.

1. Following Trial Balance is extracted from the books of Sudhir Company Limited 15 as on 31st March, 2013.

Debit Balance	₹	Credit balance	₹
Fixed Assets (Net Block)	71,000	Paidup share capital : 5,000	50,000
Investment in shares of company	23,000	equity shares of ₹10 each	
		5% Debentures (₹100 each)	10,000
Stock at cost	20,000	Provision for Tax for :	
Sundry Debtors (unsecured and good)	10,000	Financial year 2011-12	10,500
		Financial year 2012-13	9,500
Bills Receivables	7,000	Bills payable	4,500
Bank Balance	8,750	Sundry creditors	7,000
Discount of issue of shares	400	General reserve	10,000
		P/L A/c (as on 1-4-2012)	2,000
Advance Tax paid for :		Net profit for the year	34,650
Financial year 2011-12	9,500	Outstanding expenses	1,500
Financial year 2012-13	9,000	Unsecured loans	20,000
Prepaid expences	1,000		
	1,59,650		1,59,650

Additional information :-
(a) Debentures are secured against stock.
(b) Transfer to general reserves ₹1,500.
(c) Proposed dividend @10% for the year is recommended.
(d) Ignore previous year's figures and corporate divided tax.
(e) Market value of investment is ₹22,000 while face value is ₹20,000.

Prepare balance sheet on per schedule VI from the above information.

OR

[**TURN OVER**

1. (p) M/s. Bhagat International, an Indian exporter, sells goods to Siman and   **10**
Company of New York invoicing $14,500 on 31-12-2011. The exchange rate
of the time of invoice was ₹47 for one $. M/s Bhagat International received
remittance of $10,000 on 1st March 2012. The rate of exchange on 1st March
2012 was ₹48. The local bank deducted their changes of ₹100 while crediting
the amount in the account of M/s Bhagat International. The balance amount
was paid by Simon and Company on 10th April 2012 on which date the rate
of exchange was ₹46 for one $. The local bank charges debited by bank were
₹20. M/s Bhagat International follows financial year as accounting year. The
exchange rate on 31st March 2012 was 1$ = ₹46.50.
Form journal entries to record above transaction in the books of M/s Bhagat
International and also prepare Simon and Company account.

   (q) Write a note on Accounting conventions.   **5**

2. The balance sheet of Sunil Ltd. as at 31-03-2012 is as follows :-   **15**

Liabilities	₹	Assets	₹
8%, 5000 Preference share of ₹100 each	5,00,000	Goodwill	1,00,000
10,000 equity shares of ₹100 each	10,00,000	Fixed Assets	18,00,000
		Investments (5% Govt. Loan)	2,00,000
Reserves (including provision for taxation ₹1,00,000)	10,00,000	Current Assets	10,00,000
		Preliminary expenses	1,00,000
8% debentures	5,00,000	Discount on Debenture	50,000
creditors	2,50,000		
	32,50,000		32,50,000

The average profit of the company (after deducting interest on debentures and
taxes) is ₹3,10,000. The market value of the machinery includes in the assets is
₹50,000 more. Expected rate of return is 10%. Calculate value of goodwill at 3
times of super profit.

OR

2. (p) Define financial accounting. Briefly explain different types of valuation of   **10**
shares.

   (q) Explain in short the scope of financial accounting.   **5**

[TURN OVER

3. The following data have been extracted from the books of M/s Mohan Industries   **15**
   Ltd. for the calander year 2012.

	₹		₹
Opening stock of Raw Material	2,50,000	Other Direct charges	1,00,000
Purchase of Raw material	8,50,000	Rent & Taxes - factory	50,000
		- office	5,000
Carriage Inward	50,000	Indirect material	5,000
Wages - Direct	7,50,000	Depreciation of -	
- Indirect	1,00,000	- plant	15,000
Closing stock of Raw material	4,00,000	- Office furniture	1,000
		Salary - Office	25,000
Managing Directors Remmunaration	1,20,000	- Salesman	20,000
Travelling expenses of Salesman	11,000	Other office expenses	9,000
		Carriage outward	10,000
Other factory expenees	57,000	Advance tax paid	1,50,000
Other selling expences	10,000		
Sales	25,00,000		
Advertisement	20,000		

Managing Director's Remmunaration is to be allocated ₹40,000 to factory ₹20,000
to the office and ₹60,000 to selling deptts. Prepare a cost sheet from the above
information.

OR

3. (p) Briefly explain the scope and importance of cost accounting.   **7**

   (q) Prepare reconciliation statement of cost book and financial book from the   **8**
   following informations :-

Net profit on per cost Book	₹1,05,000
Factory overhead over charged in cost book	₹15,000
Depreciation charged in Cost Book	₹11,000
Depreciation charged in Financial Book	₹18,000
Closing stock over valued in Financial Book	₹9,000
Opening stock is understated in Cost Book	₹5,000
Income tax paid	₹8,000
Bank charges debited	₹500
Loss on sale of assests	₹2,000
Interest Received	₹6,000

[TURN OVER

DB-Con.:191-14.

4. Product 'X' is produced in two processes : 'A' and 'B'. The output of process 'A' is   **15**
the input of process 'B'. The output of process 'B' is transferred to finished stocks.
From the following, prepare process 'A' and 'B' account, normal loss A/c, abnormal
loss/gain A/c (if any) :

Details	Process 'A'	Process 'B'
Input @ ₹100 per unit	5000 units	–
Other material used	₹1,00,000	₹1,20,000
Wages	₹3,50,000	₹5,30,000
Overhead	₹1,95,000	₹1,67,000
Normal Loss % on input	5%	10%
Loss units sold at	₹20 p.u.	₹50 p.u.

OR

4. (p) Prepare contract account for the period of 31st March 2012 from the following   **10**
details :-

Contract started on 1st July 2011.

Contract price	₹10,00,000
Material used	₹2,40,000
Direct wages	₹60,000
Over heads	₹40,200
Plant purchased	₹4,00,000
Depreciation of plant	20% p.a.
Work certified	₹5,80,000
Work uncertified	₹20,000
Cash received	90% of work certified.

(q) Briefly explain the elements of cost as per cost accounting.   **5**

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