

Time: 2 ½ Hours

Max. Marks: 75

Instructions: All Questions are compulsory.  
Figures to the right indicates maximum marks

**Q.1. (a) STATE WHETHER THE STATEMENTS ARE TRUE OR FALSE (Attempt any 8)** **(08)**

1. Services cannot be owned, touched and stored.
2. Service is performed and not manufactured.
3. Service Triangle was developed by Philip Kotler.
4. A stable political environment is essential for the growth of business.
5. The service firms in India are not affected by social cultural factors.
6. The family is the major influencer on consumer behavior.
7. Zone of tolerance is the gap between desired services and adequate services.
8. The marketing mix concept was popularized by Prof. Jerome McCarthy.
9. Price plays no role in the marketing mix of services.
10. Global companies pursue integrated strategies.

**Q.1. (b) Select the correct answer from the given option given below: (Attempt any 7)** **(07)**

1. \_\_\_\_\_ are co-producers of service.  
a) customers b) government c) managers
2. The world economy is increasingly characterized as economy of \_\_\_\_\_.  
a) services b) producers c) manufacturers
3. The demand for travel, communication and information services has increased due to:  
a) liberalization b) globalization c) modernization
4. \_\_\_\_\_ is the most important aspect for every customer.  
a) popularity b) reliability c) brand image
5. The person who has a specific need and proposes to buy a particular service is called.  
a) gatekeeper b) influencer c) initiator
6. The extent to which customers are willing to accept variation in service is called as:  
a) Zone of tolerance b) desired service c) adequate service
7. Which of the following is difficult to evaluate  
a) Teaching b) Food c) furniture
8. The nature of demand for services is always  
a) Constant b) Predictable c) fluctuating
9. Equipment based services are:  
a) High contact services b) Low contact services c) No contact services

- Q.2** a. Elaborate the reasons for the growth of service industry in India. **08**  
 b. Distinguish between goods marketing and services marketing. **07**

**OR**

- Q.2** c. Explain service marketing triangle with the help of diagram. **08**  
 d. Explain customers contact in services with an appropriate examples. **07**

- Q.3** a. Explain the factors influencing buyer's behavior. **08**  
 b. Discuss the strategies adopted in positioning of services. **07**

**OR**

- c. Explain the pricing strategies adopted by service sector. **08**  
 d. Explain in brief the extended P's of services marketing. **07**

- Q.4** a. Explain the measures to close service gaps. **08**  
 b. Explain the different determinants of quality in service sector. **07**

**OR**

- c. What is Benchmarking? Explain the different levels of Benchmarking. **08**  
 d. What is service blue printing? State the advantages of it. **07**

- Q.5** a. Identify the different elements of transnational strategy. **08**  
 b. Discuss the current trends in health care sector. **07**

**OR**

- c. Short notes any **Three** of the following **15**  
 1. Classification of services  
 2. Characteristics of services  
 3. Goods and Service continuum  
 4. Moment of Truth  
 5. Service Gaps

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(2½ Hours)

Total Marks: 75

**NB: (1) All Questions Compulsory Subject to Internal Choice.  
(2) Figures to the right indicates Full Marks.**

**Q.1. (A) Match the columns (Any Eight).**

(8)

**(B) Choose the Correct Answers (Any Seven)**

(7)

1. \_\_\_\_\_ benefits from flexibility of e-mentoring

- a. Employers
- b. Employees
- c. Mentees
- d. Organisations

| <b>A</b>                 | <b>B</b>                                     |
|--------------------------|----------------------------------------------|
| (1) Forecasting          | (a) Complete picture of the job requirements |
| (2) SHRM                 | (b) Top Management                           |
| (3) Technological trends | (c) Good player Structure                    |
| (4) Retention Strategies | (d) Virtual online communities               |
| (5) Job Satisfaction     | (e) Business level outcomes                  |
| (6) Strategic HRP        | (f) Coaching                                 |
| (7) General policies     | (g) Careful, methodological preparation      |
| (8) Equity               | (h) Step in SHRM                             |
| (9) Selection            | (i) treating all employees fairly            |
| (10) Succession Planning | (j) Dynamic                                  |

2. Turnover or retention may be used to indicate employee. \_\_\_\_\_

- a. Performance
- b. Commitment
- c. Salary
- d. Training

3. \_\_\_\_\_ policies arise because the particular case is not covered by a particular policy.

- a. Appealed
- b. Specific
- c. Imposed
- d. Originated

4. \_\_\_\_\_ should be conducted before any appointment is made and should be carried out in a consistent manner.
- Salary check
  - Reference check
  - Employers check
  - Employer Branding
5. \_\_\_\_\_ is concerned with the long-term direction and scope of and Organization.
- Training
  - Evaluation
  - Competition
  - Strategy
6. Building powerful employer \_\_\_\_\_ is require more than aggressive hiring practices.
- Profitability
  - Commitment
  - Brand
  - none
7. \_\_\_\_\_ is the first company to set up Personnel Department.
- Microsoft
  - Google
  - TISCO
  - L&T
8. \_\_\_\_\_ has changed the Business Landscape and businesses have expanded overseas and domestic businesses are facing competition from abroad.
- SHRM
  - Globalisation
  - Strategy
  - Compensation
9. Right HR Strategy is essential to improve \_\_\_\_\_ and \_\_\_\_\_ of Business.
- recruitment and selection
  - training and development
  - performance and competency
  - productivity and effectiveness

10. \_\_\_\_\_ is estimating future Manpower requirements for achieving organisational Goals.

- a. HR
- b. HRP
- c. SHRM
- d. HRIS

Q.2.(A) Explain the Advantages of Strategic HRM. (8)

(B) Explain the features of Strategic HRM. (7)

OR

Q.2.(C) Explain the role in Strategic HRM. (8)

(D) Explain the barriers to Strategic HRM. (7)

Q.3.(A) What is Resourcing Strategy? What are its objectives? (8)

(B) What is Strategic HR Planning? What are its advantages? (7)

OR

(C) Explain How to improve employee Performance in a Company. (8)

(D) Explain what are the employee Retention Strategies? (7)

Q.4.(A) State the purpose of Human Resource Policies. (8)

(B) What are the areas of HR Policies in an Organisation? (7)

OR

(C) What are the features of Human Resource Policies? (8)

(D) What are the barriers to effective implementation of HR policies? (7)

Q.5.(A) What are the Strategies for enhancing employee engagement. (8)

(B) Explain the New Approaches Of Recruitment. (7)

OR

Q.5.Short note (Any three) (15)

- a. Employee branding
- b. Mentoring Vs Coaching
- c. Requisites of Sound HR Policies.
- d. Benchmarking
- e. E-mentoring

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Time: 2 ½ Hours

Marks: 75

Q.1.

(a) Multiple Choice Questions: (any 8)

(08)

- 1) \_\_\_\_\_ defines as a relationship between an advisor and individual or a household.
  - (a) Wealth Management
  - (b) Investment Management
  - (c) Financial Management
  - (d) Taxation Management
- 2) The yield curve is \_\_\_\_\_ when yields of all maturities are close to one another.
  - (a) Flat
  - (b) Upward sloping
  - (c) Downward sloping
  - (d) Humped
- 3) The risk of loss in the purchasing power due to price rise is known as \_\_\_\_\_.
  - (a) Longevity Risk
  - (b) Inflation Risk
  - (c) Reinvestment Risk
  - (d) Foreign Investment Risk
- 4) Interest on higher educational loan can be claimed for deduction under \_\_\_\_\_.
  - (a) 80C
  - (b) 80D
  - (c) 80E
  - (d) 80U
- 5) \_\_\_\_\_ refers to annual return on investment.
  - (a) Credit
  - (b) Yield
  - (c) HLV
  - (d) Commission
- 6) Deduction for handicap dependent relative can be claimed under section \_\_\_\_\_.
  - (a) Sec 80C
  - (b) Sec 80D
  - (c) Sec 80DD
  - (d) Sec 80U
- 7) HLV stands for \_\_\_\_\_.
  - (a) Human Life Volume
  - (b) Huge Life Value
  - (c) Human Life Value
  - (d) Human Life Venture

- 8) \_\_\_\_\_ insurance principle means both the insured and the insurer should have faith in each other.  
 (a) Principle of Contribution  
 (b) Principle of Indemnity  
 (c) Principle of utmost good faith  
 (d) None of the above
- 9) \_\_\_\_\_ is lesser than Nominal return.  
 (a) Real return  
 (b) Capital investment return  
 (c) Inflation Adjusted return  
 (d) Normal return
- 10) A \_\_\_\_\_ is one used to invest and disburse money in tax favour retirement plan.  
 (a) Non-qualified Annuity  
 (b) Qualified Annuity  
 (c) Lifetime Annuity  
 (d) Pure lifetime Annuity

(b) **State whether the following statements are true or false: (any 7)** (07)

- 1) Long term capital loss cannot be set off against short term capital gain.
- 2) Insurance is a device to transfer the risk/ losses from the insured to the insurer.
- 3) Ratio analysis is an important technique of financial statement analysis.
- 4) Employee Provident fund is a retirement benefit applicable only to salaried employees.
- 5) Investment in infrastructure bonds can be claimed for deduction under section 80C.
- 6) Foreign Investment risk refers to the risk of loss that arises when investing in foreign countries.
- 7) A Wealth Manager should not act as a Salesman but as an Advisor.
- 8) Stock is not a current asset.
- 9) Interest is the cost of owned money.
- 10) SIP stands for systematic interest plan.

**Q.2.**

- (a) Explain the component of Wealth Management in brief. (08)  
 (b) What is Yield Curve? Explain the different types of Yield Curve. (07)

**OR**

- (c) Ms. Rupal is an individual submits the flowing information relevant for AY 2022-23 (15)  
 Find out the net taxable income of Ms. Rupal for AY 2022-23, applying the provisions of set off and carry forward of losses.

| Particulars                        | Rs.      |
|------------------------------------|----------|
| <b>Income from Salary</b>          | 1,20,000 |
| <b>Income from House Property:</b> |          |
| Loss from Mira road House          | (85,000) |
| Income from Andheri House          | 45,000   |
| Income from Lonawala house         | 25,000   |
| <b>Income from Business</b>        |          |
| Business I (Non-Speculative)       | 54,000   |
| Business II (Non-Speculative)      | (14,000) |

|                                      |          |
|--------------------------------------|----------|
| Business III (Speculative)           | 25,000   |
| Income from Long Term Capital Gains: | 30,000   |
| Short term Capital Loss:             | (20,000) |
| <b>Income from Other sources:</b>    |          |
| Interest on debentures               | 4,000    |
| Interest on Bank fixed deposits      | 12,000   |

You are also informed that:

She spent Rs. 3,500 as collection towards interest on debentures allowed to be deducted u/s 57 as expenditure.

She has the following carry forward losses:

Speculative Business losses- Rs. 30,000 (AY 2020-21)

Long term Capital losses – Rs. 45,000 (AY 2018-19)

**Q.3.**

- (a) Discuss Functions of Insurance in brief. (08)  
 (b) What is Investment Planning? Discuss different types of Investment Risks. (07)

**OR**

- (c) Mr. Ballu purchased a house property for Rs.10,00,000 on 10<sup>th</sup> September 1992. He made the following additions to it. (08)

Cost of construction of first floor in Financial Year 2004-05 is Rs. 4,00,000

Cost of construction of second floor in Financial Year 2008-09 is Rs. 6,00,000

Fair market value of property on April 1, 2001 was Rs. 7,00,000.

She sold the property on 25<sup>th</sup> October, 2021 for 50,00,000. He paid a brokerage of Rs. 2,00,000 for the sale transaction.

**The CII for financial year 2021-22 is 317, 2004-05 is 105, 2008-09 is 137 & 2001-02 is 100.**

Compute the Capital gain of Mr. Ballu for the Assessment Year 2022-23.

- (d) Following is the Balance Sheet of Nandu Ltd. (07)

**Balance Sheet**

| Liabilities           | Amount           | Assets        | Amount           |
|-----------------------|------------------|---------------|------------------|
| Equity share capital  | 2,50,000         | Plant and     | 3,50,000         |
| General Reserve       | 70,000           | Machinery     | 2,50,000         |
| 14% Bank Loan         | 4,50,000         | Furniture     | 4,52,000         |
| Outstanding expenses  | 30,000           | Cash and Bank | 1,00,000         |
| 10% Preference shares | 92,000           | Stock         | 1,50,000         |
| Capital               | 3,60,000         | Debtors       |                  |
| Creditors             | 50,000           |               |                  |
| Bank Overdraft        |                  |               |                  |
| <b>TOTAL</b>          | <b>13,02,000</b> | <b>TOTAL</b>  | <b>13,02,000</b> |

From the above information calculate:

Liquid Ratio

Current Ratio

Debt Equity Ratio

Capital Gearing Ratio

**Q.4.**

- (a) What is TDS and when is it payable? (08)  
 (b) Explain the difference between Active and Passive investment strategies. (07)

**OR**

- (c) Compute the taxable income and tax liability of Mr. Robot who is a senior citizen for the assessment year 2022-23. (08)

| Particulars                              | Amt Rs.  |
|------------------------------------------|----------|
| Income from Business                     | 7,25,000 |
| Income from Salary                       | 6,65,000 |
| Interest on NSC                          | 10,500   |
| Interest paid on Higher Educational loan | 1,71,500 |

His wife is dependent and handicap. Find out his taxable income and calculate his tax liability as per old slab for the assessment year 2022-23.

- (d) Mr. Yogi is an assessee whose estimated tax liability is Rs. 18,00,000 and TDS paid is Rs. 1,20,000 during the previous year. Calculate the advance tax payable on the respective due dates. (07)

**Q.5**

- (a) Explain financial objectives in retirement planning in brief. (08)  
 (b) Discuss Post – Retirement Strategies in brief. (07)

**OR**

**Q.5** Write Short Notes on (any three) (15)

- 1) National Pension Scheme (NPS)
- 2) Requisites of a Valid Will
- 3) Deduction under Section 80C
- 4) Life cycle Model
- 5) Health Insurance

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2½ Hours

Marks : 75

**Note:**

1. All questions are compulsory. ( Subject to internal Choice )
2. Figures to the right indicate full marks.
3. Use of non-programmable calculator, is allowed and mobile phones are not allowed.
4. Support your answers with diagrams / illustrations, wherever necessary

**Q1) A Choose the correct alternative ( Any 8 out of 10 ) (08)**

- 1 A contract between a buyer and a seller entered into today regarding a transaction to be fulfilled at a future point in time is called \_\_\_\_\_  
A) Fixed contract B) Derivative contract C) Forward contract  
D) Future contract
- 2 Speculators who neither buy nor sell securities in the market but still trade on them are called \_\_\_\_\_  
A) Wolves B) Stags C) Bears D) Mice
- 3 An option exercised at the time of maturity it is termed as \_\_\_\_\_  
A) American option B) European option C) Call options D) South American Option
- 4 Financial \_\_\_\_\_ are mainly used for hedging risk.  
A) Derivatives B) Speculators C) Investors D) Stocks
- 5 Elimination of riskless profit opportunities in the futures market is \_\_\_\_\_  
A) diversification. B) Arbitrage. C) Speculation D) Hedging.
- 6 An option allowing the owner to sell an asset at a future date is a \_\_\_\_\_  
A) Put option B) Call option C) Forward option D) Future contract
- 7 An option holder is said to take a \_\_\_\_\_ position.  
A) Long B) medium C) short D) close
- 8 \_\_\_\_\_ order is used to limit loss on a trade.  
A) Immediate or cancel B) Stop loss C) Daily D) Formal
- 9 \_\_\_\_\_ clearing member is not a trading member.  
A) Self B) Professional C) Amateur D) Expert
- 10 For liquid securities, the VaR margins are based on the \_\_\_\_\_ of the Security.  
A) volatility B) returns C) liquidity D) exposure limit

**Q1) B State whether True or False ( any 7 out of 10 ) (07)**

- 1 Both parties have specified obligation under derivative contract.
- 2 Futures are traded on OTC.
- 3 If the price of the underlying moves according to the speculators expectation they make small profits.
- 4 Index options have index as underlying.
- 5 Derivatives are mostly primary market instruments.
- 6 Bid price is the price the buyer is willing to pay.
- 7 Under calendar spread we buy options with different expiry at the same strike price.

- 8 Higher volatility in price of underlying asset will lead to higher option premium.
- 9 Monte Carlo Method take a lot of computational power and hence longer tie to estimate results.
- 10 The National Securities Clearing Corporation Ltd. (NSCCL) assumes the counterparty risk of each member and guarantees financial settlement.
- Q2 A** Discuss the Participants in derivative market **(08)**
- Q2 B** What is Commodity Market? Explain the reasons for investing in commodities **(07)**
- OR**
- Q2 C** Distinguish between Forward & Futures **(08)**
- Q2 D** Write note on different types of derivatives traded in India **(07)**
- Q3 A** Explain the following Terminologies: **(08)**
- i. Tick Size
  - ii. Contract Cycle
  - iii. Initial Margin
  - iv. Lot Size
- Q3 B** Elaborate the concept of Convergence **(07)**
- OR**
- Q3 C** The spot price of gold is Rs 39,000. The locker rent is Rs 500 and insurance charges are Rs 750. Interest rate on borrowed funds is 12% pa compounded on monthly basis. What will be the fair value of 3 months futures contracts? **(08)**
- Q3 D** An investor takes the position in the fututres market through the following transaction: **(07)**
- i. Buys 10 contracts on Hindalco Ltd at Rs 5,500 with a lot size of 200 which expires at a final settlement price of Rs 5,800.
  - ii. Sells Vedanta 7 contracts at Rs 855 with a lot size of 100 which expires at Rs 825.
- Determine the net profit or loss for the investor from both the positions. Also draw pay off diagrams for the respective positions.
- Q4 A** What are the factors affecting the option premium? **(08)**
- Q4 B** What is Binomial option Pricing Model? What are its advantages and disadvantages? **(07)**
- OR**
- Q4 C** IRCTC Futures trade on NSE as one, two- and three-month's contracts. Money can be borrowed at 16% pa. What will be the price of one unit of new two months futures contract on IRCTC, if no dividends are expected during the two months period assuming spot price of the IRCTC is Rs 3,770? **(08)**

- Q4 D** Justin buys a call option of Texas Ltd at an exercise price of Rs 600 with a premium of Rs 30. Calculate the profit or loss on the option position for Justin if the spot price on expiry is as follows: Rs 580, Rs 590, Rs 600, Rs 610, Rs 620, Rs 630, Rs 640, Rs 650, Rs 660, Rs 670. Also draw the payoff diagram for the same **(07)**
- Q5 A** Bring out the major recommendations of Dr L. C. Gupta Committee to strengthen the regulatory framework of SEBI. **(08)**
- Q5 B** What are the different methods of calculating VaR? **(07)**
- OR**
- Q5 Write Short Notes (Any 3)** **(15)**
- 1 Mark to Market Margin
  - 2 Imperfect Hedge
  - 3 Cost of Carry Model
  - 4 SPAN Margin
  - 5 Types of Margin
-

Maximum Marks: 75

Duration: 2.5 hrs

Note:

1. All questions are compulsory.
2. Draw well labelled diagrams where necessary.
3. Figures to the right indicate full marks.

**Q 1 A. Choose the correct answers from the given alternatives: ( Any Eight) (8)**

1. Corporate communication does not entail -----  
(Corporate identity, Corporate Image, Corporate Reputation, Corporate Competition)
2. ----- is the most important part of the public relations that involves journalists  
(press relations, employee relations, investor relations, supplier relations )
3. Written defamation is called -----  
(libel, slander , grapevine, rumour)
4. PR and ----- are two closely associated fields.  
(politics, production, policies, pricing)
5. The----- is the most accessible and oldest medium to disseminate information.  
( newspaper, television, radio, internet)
6. The first rule of crisis management is to-----  
(communicate, ignore ,avoid media, defend)
7. The -----theory views organization as a part of social unit  
(systems , social exchange ,situational, diffusion)
8. The word -----is short for “weblog”  
(blog, skype, twitter, log book )
9. A firm’s communication must always be -----  
(two-way, one-way, informal. dubious)
10. An E-Zine is an online -----  
(magazine , book , journal, website )

**B. Match the following: ( Any Seven ) (7)**

| A                              | B                            |
|--------------------------------|------------------------------|
| 1. Right to information        | a. Management function       |
| 2. Corporate communication     | b. Access to records         |
| 3. CSR                         | c. Internal and external     |
| 4. Stakeholders                | d. Corporate reputation      |
| 5. Crisis                      | e. 1986                      |
| 6. The Consumer Protection Act | f. Strike                    |
| 7. Media relations             | g. Intrusion of solitude     |
| 8. RSS                         | h. Maximum coverage          |
| 9. Zig Bee                     | i. Really simple syndication |
| 10. Invasion of privacy        | j. Wireless communication    |

- Q.2 a) What do you mean by corporate communication? Explain its scope. (8)  
b) What is corporate reputation? State the benefits of corporate reputation (7)

OR

- c) Define corporate image. Explain the factors influencing corporate image. (8)  
d) Enumerate on defamation in detail and its types. (7)

- Q.3 a) Define public relations. Describe various objectives of public relations (8)  
b) Describe the causes of growth of public relations (7)

OR

- c) Explain the systems theory of public relations with diagram (8)  
d) Describe the economic and social issues in public relations environment (7)

- Q.4 a) Describe the steps in implementing an effective employee communication Programme. (8)  
b) What is the role of communication in crisis? (7)

OR

- c) What is the role of management in employee communication? (8)  
d) What is financial advertising? Explain its advantages. (7)

- Q.5 a) Describe the functions of communication technology in corporate communication. (8)  
b) Discuss on technological tools of communication. (7)

OR

- c) Write short notes: (**Any Three**) (15)

1. Corporate Blogs
2. Really simple syndication
- 3.E- Media Relations
4. RTI
5. Sources of media information

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Time: 2 ½

Marks: 75 Hours

**Instructions: All Questions are Compulsory.**

**Figures to the right indicates maximum marks**

**Q.1. A) Multiple Choice Questions (Answer Any Eight) (8)**

1. A buyer who yields revenue which exceeds by an acceptable amount of cost is called as a \_\_\_\_\_ customer. (Loyal, integral, profitable, none)
2. Technology, process and people are the pillars of \_\_\_\_\_ management. (Knowledge, Lead, Contact, None)
3. Collective handling of letters, faxes and e-mails at one location is known as a \_\_\_\_\_ centre. (call, contact, inbound, none)
4. Customer Gap is a gap between customer expectation and \_\_\_\_\_. (perception, satisfaction, loyalty, none)
5. Order tracking, product configuration is a \_\_\_\_\_ centred service. (customer, producer, wholesaler, retailer)
6. \_\_\_\_\_ are the elements of SLA. (Accountability, Performance, Remuneration, All of the Above)
7. \_\_\_\_\_ based routing routes incoming calls based on the customers location. (location, performance, skills, least occupied)
8. \_\_\_\_\_ is the heart of selling process. (Customer delight, customer satisfaction, customer retention, customer loyalty)
9. The act to changing one brand of product to other is called as \_\_\_\_\_. (Brand Equity, Brand Switching, Brand Loyalty, None)
10. \_\_\_\_\_ involves planning and organizing a service technician's activity plan for a particular time period. (Queuing, Routing, Scheduling, None)

**Q1) B) State whether True or False (Attempt Any Seven) (7)**

1. Social networking helps to connect with new prospects.
2. Forecasting of workload and required staff is part of workforce analysis.
3. CVM model creates value for customers by providing superior quality products at affordable prices.
4. E-CRM provides a centralized knowledge base that handles and shares customer information.
5. Language is a barrier for effective implementation of global CRM.
6. Warehouse data describes business events.
7. Customer value is a function of cash flow, profitability and customer service.

- 8.The SLA should include a detailed description of various services.
- 9.Traffic analysis and e-commerce analysis are the two levels of click stream analysis.
- 10.Relationship marketing is cross-functional marketing.

- Q2)** a) Explain the benefits of CRM to customers as well as organizations.  
b) Define CRM, Explain its objectives.

**(or)**

- c) Explain Service Level Agreement? Explain its elements?  
d) What do you mean by CRM? Explain types of CRM?

- Q3)** a) What do you mean by brand switching ?Discuss the reasons for the same.  
b) Explain components of call centres.

**(or)**

- c) Explain Customer retention, write in detail about the need for customer retention?  
d) Write in detail about the types of Data Analysis?

- Q4)** a) Explain Service Gap model.  
b) What are the objectives of CRM strategy?

**(or)**

- c) Discuss the strategies to fill the service gaps.  
d) Explain CRM strategy cycle.

- Q5)** a) Elaborate on the recent trends in CRM  
b) Discuss the privacy issues in CRM and solutions for the same.

**(or)**

- Q5)** c) Short Notes ( Any 3)  
1. Benefits of E- CRM  
2. Contract Management.  
3. Opportunities for CRM  
4. Email Response management System  
5. Steps in Implementation of Mobile CRM.

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[Time: 2 ½ Hours]

[Marks: 75]

Note:

1. All Questions are compulsory
2. Figure to the right indicate full marks
3. Use of simple calculator is allowed.

Q1 Fill in the blanks with appropriate options (Any 8)

[08]

- 1 Winning form lottery is income chargeable under the head income from \_\_\_\_\_  
a) Business or Profession b) Salary c) Other sources. d) None of the above
- 2 Uncommuted pension is taxable to \_\_\_\_\_  
a) Only government employee b) Only private company employee. c) Both government and private employees d) None of the above.
- 3 The maximum quantum of deduction by way of interest on money borrowed for construction of self-occupied house property is Rs. \_\_\_\_\_.  
a) 1,50,000 b) 3,00,000 c) 2,00,000 d) 1,00,000
- 4 Award received from government is \_\_\_\_\_.  
a) Fully taxable b) Fully Exempt c) Exempt up Rs 1,00,000 only d) None of the above
- 5 Monthly remuneration received by Member of Parliament is chargeable under the head income from \_\_\_\_\_.  
a) Business or Profession b) Salary c) Other sources d) Capital gain
- 6 Entertainment allowance is allowed as deduction only to \_\_\_\_\_ employees.  
a) Private b) Government c) Both Private and Government d) None of the above
- 7 The legal status of Bank of India is \_\_\_\_\_.  
a) Individual b) Company c) Partnership firm d) Body of Individual
- 8 Amount of deduction in case of a person with severe disability under section 80U will be Rs \_\_\_\_\_.  
a) 50,000 b) 75,000 c) 1,25,000 d) 1,50,000
- 9 In case of capital assets acquired on 01/4/1975, Fair market value on this capital asset is determined as on \_\_\_\_\_.  
a) 01/04/2001 b) 04/04/1981 c) 01/04/1975 d) None of the above.
- 10 For non-government employee governed by the Payment of Gratuity Act, 1972, the maximum monetary limit for exemption is \_\_\_\_\_.  
a) 5,00,000 b) 3,50,000 c) 10,00,000 d) 20,00,000

Q2 State whether the following statement are TRUE or FALSE (ANY 7)

[07]

- 1 Residential status depend on citizenship.
- 2 Advance against salary is not part of gross salary
- 3 Dividend received from Indian company is fully taxable
- 4 Gratuity received by government employee on retirement is fully taxable
- 5 Maximum limit of deduction under section 80C and 80CCC is Rs 2,00,000.
- 6 Salary received by partner of the firm is taxable as business income.
- 7 Municipal tax paid by tenants is not allowed as deduction for computing Net Annual Value of let out property.
- 8 Indexation benefit is not allowed for calculation of short term capital gain.
- 9 Reserve for Bad debts is not allowed as expenditure for calculation of Income from Business or Profession.
- 10 Foreign Income of ordinary resident is fully taxable.

Q2 Mr. Sanjay an Indian citizen furnishes the following information of his Income earned during the previous year 2018-19 [15]

| Sr No | Particulars                                                      | Amount   |
|-------|------------------------------------------------------------------|----------|
| 1     | Professional fees received in India.                             | 10,000   |
| 2     | Income earned in India and Received in France                    | 15,000   |
| 3     | Dividend on shares on Indian co-operative bank received in India | 25,000   |
| 4     | Salary earned and received in France                             | 35,000   |
| 5     | Past untaxed profit brought into India during Previous Year.     | 85,000   |
| 6     | Income from a business in USA controlled from India              | 1,00,000 |
| 7     | Rent from property in Delhi received in USA                      | 75,000   |
| 8     | Profit from a business in Delhi managed from Mumbai              | 1,50,000 |
| 9     | Interest from bank account in India                              | 30,000   |

Compute his total Income for the Assessment Year 2019-20 assuming:

- a) He is Resident and Ordinarily Resident
- b) He is Resident but not ordinarily Resident
- c) He is Non-Resident

OR

- Q2 Professor Rajesh, a UK citizen (not a person of Indian Origin) is a visiting faculty at JNO [15]  
University, provides you the details of his visit to India during the last 7 years.

| Previous Year | No. of Days stay in India |
|---------------|---------------------------|
| 2018-2019     | 179                       |
| 2017-2018     | 195                       |
| 2016-2017     | 15                        |
| 2015-2016     | 130                       |
| 2014-2015     | 190                       |
| 2013-2014     | 100                       |
| 2012-2013     | 125                       |

Prior to 01.04.2012 he did not visit India. Find out his Residential status for the Assessment year 2019-2020.

- Q3 Mr. Kamlesh purchased a house property for Rs. 1, 00,000 on 27<sup>th</sup> August, 1998. He made the [15]  
following additions/ alternations to the house property.

Cost of construction of 1<sup>st</sup> floor in F.Y. 2003-04 Rs. 13,00,000

Cost of construction of 2<sup>nd</sup> floor in F.Y. 2010-11 Rs. 14,00,000

Fair Market Value of the property on 01/04/2001 was Rs 15, 00,000; He sold the property on 20<sup>th</sup> October, 2018 for Rs. 1, 95, 00,000. He paid the brokerage of Rs. 55,000 for the sale transaction. The cost inflation index for F.Y. 2001-02 is 100, for F.Y. 2003-04 is 109, for F.Y. 2010-11 is 167 and for F.Y. 2018-19 is 280.

Compute the capital gain of Mr. Kamlesh chargeable to tax for the assessment year 2019-20

OR

- Q3 Following is the Profit & Loss Account of Mr. Prakash for the year ended 31<sup>st</sup> March, 2019. [15]

Profit & Loss Account for the year ended 31<sup>st</sup> March, 2019.

| Particulars                     | Amount   | Particulars                 | Amount   |
|---------------------------------|----------|-----------------------------|----------|
| To Salaries and Bonus           | 1,54,000 | By Gross Profit b/d         | 5,76,000 |
| To Provision for Doubtful Debts | 12,000   | By Agriculture Income       | 25,000   |
| To Printing & Stationery        | 18,500   | By Dividend from Indian Co. | 10,000   |

|                           |                 |                                 |                 |
|---------------------------|-----------------|---------------------------------|-----------------|
| To Advertisement Expenses | 80,000          | By Interest on company deposit. | 15,000          |
| To Entertainment Expenses | 25,000          | By Interest on Bank Deposit     | 10,000          |
| To Miscellaneous Expenses | 48,500          |                                 |                 |
| To Staff Welfare Expenses | 51,500          |                                 |                 |
| To Bad Debts              | 4,500           |                                 |                 |
| To Interest on Capital    | 50,000          |                                 |                 |
| To Income Tax             | 34,000          |                                 |                 |
| To Depreciation           | 25,000          |                                 |                 |
| To Drawing                | 5,000           |                                 |                 |
| To Net Profit             | 1,28,000        |                                 |                 |
|                           | <b>6,36,000</b> |                                 | <b>6,36,000</b> |

Other Information:

1. Advertisement exps include Rs. 9,000 for advertisement in souvenir of a political party.
  2. Deprecation as per Income tax Rule is Rs 20,000
  3. Mr. Prakash has invested Rs 75,000 in Mutual fund which is eligible for deduction.
  4. Printing includes Rs. 2,500 paid for printing marriage invitation cards of his daughter.
- You are required to compute his taxable income for the assessment year 2019-20.

Q4 Mr. Amit owns house at Delhi which is let out . Fair rent of the house Rs 24,000 Municipal Valuation is Rs 20,000, Standard Rent of the house is Rs 30,000. Actual rent received is Rs 2,500. per month for all 12 months. He also received Rs 10,000 from tenants for charges towards life, Generator etc. he makes following expenditure for his house property. Municipal Tax paid by Mr. Amit Rs 4,000. Fire insurance Rs 2,400 Repairs Rs 2,000 Ground Rent Rs 2,000. Funds borrowed on 1<sup>st</sup> April 2014 Rs 40,000 @10% interest p.a. were used for construction of house which was completed on 31<sup>st</sup> March 2017. Interest on borrowed capital during the previous year 2018-19 is Rs 4,000. Compute the income from house property of Mr. Amit for the assessment year 2019-20. [15]

**OR**

Q4 Mr Anand an employee of XYZ ltd at Mumbai and covered by Payment of Gratuity Act retires [15] at the age of 64 years on 31/12/2018, after completing 33 years and 7 month service. At the

time of retirement his employer pays Rs 20,51,640 as gratuity. He is also entitled to monthly pension of Rs 8,000. He gets 75% of pension commuted for Rs 4,50,000 on 1<sup>st</sup> February 2019. Calculate the taxable salary for the assessment year 2019-20 from the following details assuming he is covered by Payment of Gratuity Act.

Basic salary 80000 p.m.

Bonus Rs 36,000

HRA (Taxable) Rs 1,17,000

Employer contribution to recognized provident fund Rs 1,10,000 (Exempt Rs 86,400).

Professional tax paid by Mr Anand Rs 2,000

Q5A Explain different items eligible for deduction Under Section 80C. [08]

B Explain different income chargeable under the head income from other sources. [07]

**OR**

Q5 Write a short notes (Any Three) [15]

- 1 Long term capital gain
- 2 Deemed to be let out property
- 3 Gross Annual Value
- 4 Pension
- 5 Profit in Lieu of salary

\*\*\*\*\*

1. All the questions are compulsory.
2. All the questions have internal choice.
3. Figures to the right indicate maximum marks.

**[8 marks]**

- [7 marks]**

- i. Lack of physical and personal touch are the main upsides of E-commerce.
- ii. The full form of ATM in Banking sector is Any Time Money.

- iii. M-commerce allows users to access to the internet without needing to find a place to plug in.
- iv. E-procurement applications have undetermined scope.
- v. Brick and Mortar also known as click-and-mortar business model.
- vi. Most individuals are familiar with B2C form of e-commerce.
- vii. Electronic funds transfer is a payment method to transfer money from one bank account to another bank account.
- viii. A payment gateway is a service that gives merchants the ability to perform real time credit card authorization from a website over the internet.
- ix. Spam is unsolicited email.
- x. Digital Marketing does not allow personalization and cost reduction.

- Q.2** a. Bring out the difference between Traditional Business and E-commerce. **[8marks]**
- b. Explain how do external environmental factors affect an E-commerce business? **[7marks]**

**OR**

- c. Describe the factors responsible for the growth if E-commerce. **[8marks]**
- d. What is M-commerce? Discuss the trends in M-commerce. **[7marks]**

- Q.3** a. Explaining in brief the concept of data warehouse. **[8marks]**
- b. Discuss the principle of web design. **[7marks]**

**OR**

- c. Discuss some techniques for maintaining a good relationship with customers in E-business. **[8marks]**
- d. What do you mean by the e-auction? Explain its advantage. **[7marks]**

- Q.4** a. What is Credit Card? What are its challenges? **[8marks]**
- b. Discuss E Cash & Electronic Funds Transfer in detail. **[7marks]**

**OR**

- c. Explain Payment Gateway process and its types? **[8marks]**
- d. What are different types of Transaction Security? **[7marks]**

- Q.5** a. What is digital marketing? Explain the advantages of digital marketing? **[8marks]**
- b. Discuss the advantage and disadvantage of Content Marketing. **[7marks]**

**OR**

- Q.5** **Write note on the following (ANY THREE)** **[15 marks]**

- i. B2B E-commerce.
- ii. Electronic Data Interchange
- iii. Search Engine Optimization
- iv. Methods of online market research.
- v. Display advertising.

Time: 2 ½ hour

Marks: 75

Note:

- (1) All Questions are compulsory with Internal Choice.
- (2) Each Questions carries equal marks.
- (3) Use of Simple Calculator is allowed.

**Q. 1 (A) Multiple Choice Questions. (Any 8)**

**(08)**

1. Unclaimed dividend is shown under \_\_\_\_\_.
  - a) Secured Loan
  - b) Short term Provision
  - c) Long Term Provision
  - d) Current Liability
2. When the entire issue is underwritten it is called \_\_\_\_\_.
  - a) Partial Underwriting
  - b) No Underwriting
  - c) Full Underwriting
  - d) Half Underwriting
3. An exchange rate on the date of balance sheet is known as \_\_\_\_\_.
  - a) Monetary Rate
  - b) Non – Monetary Rate
  - c) Closing Rate
  - d) Average Rate
4. Interest on securities is always calculated on \_\_\_\_\_.
  - a) Face Value
  - b) Market Value
  - c) Cost
  - d) Cum Interest
5. A Company has to spend \_\_\_\_\_ in CSR.
  - a) 10% of Net Profit
  - b) 20% of Net Profit
  - c) 2% of Net Profit
  - d) 1% of Net Profit
6. Short term loan is the loan due for not more than \_\_\_\_\_.
  - a) 1 Year      b) 2 Year      c) 4 Year      d) 5 Year
7. Total share for which guarantee is given by each underwriter individually is known as \_\_\_\_\_.
  - a) Net Liability
  - b) Gross Liability
  - c) Marked Application
  - d) Unmarked Application
8. Foreign currency is a currency \_\_\_\_\_.
  - a) Used in recording foreign transaction
  - b) Other than the reporting currency
  - c) In presenting foreign financial statements
  - d) Is the proportion between two currencies
9. Loss on sale of investment is \_\_\_\_\_.
  - a) Debited to Profit and Loss A/c
  - b) Credited to Profit and Loss A/c
  - c) Debited to Investment A/c
  - d) Debited to Interest A/c

10. ASB is constituted in \_\_\_\_\_.

- 1977
- 1987
- 1997
- 1967

**Q. 1 (B)** State whether the following statements are True or False: (Any 7) (07)

- The income for pre-acquisition period should be credited to Investment Account.
- AS – 13 deals with accounting for Foreign Currency Transactions.
- The applications forms received by the company without any stamp of any of the underwriters are known as Marked Application.
- Accounting policies adopted by a company should be disclosed as per AS – 1.
- CSR is governed by section 135 of Companies Act 2013.
- Ethical behaviour should be practiced with Shareholders only.
- Issue of bonus share is entered in N.V. column of Investment A/c.
- Balance in Foreign Exchange Fluctuation A/c is transferred to capital A/c.
- When the issue is underwritten by two or more underwriters it is called as “sole underwriting”.
- Interest is disclosed under cash and cash equivalent.

**Q.2 (A)** Poonam Limited furnishes you with the following Trial Balance as on 31<sup>st</sup> March, 2022. (15)

| Particulars                                          | Debit (₹)          | Credit (₹)         |
|------------------------------------------------------|--------------------|--------------------|
| Equity share capital: shares of 10/- each fully paid |                    | 50,00,000          |
| Security Premium                                     |                    | 22,10,000          |
| Goodwill                                             | 1,00,000           |                    |
| Patents                                              | 80,000             |                    |
| General Reserve - as per last Balance Sheet          |                    | 39,40,000          |
| Capital Reserve                                      |                    | 7,70,000           |
| Cash Balance                                         | 20,000             |                    |
| HDFC Bank – Current Account                          | 1,00,000           |                    |
| City Bank - Current Account                          | 1,00,000           |                    |
| Debtors                                              | 42,00,000          |                    |
| Term Loan                                            |                    | 4,50,000           |
| Advance against salary                               | 1,50,000           |                    |
| Prepaid expenses                                     | 50,000             |                    |
| Income received in advance                           |                    | 60,000             |
| Sundry Creditors                                     |                    | 20,00,000          |
| Investment                                           | 80,00,000          |                    |
| Furniture                                            | 10,50,000          |                    |
| Machinery                                            | 7,50,000           |                    |
| Inventory at Cost                                    | 20,00,000          |                    |
| Bills Payable                                        |                    | 1,70,000           |
| Bills Receivable                                     | 50,000             |                    |
| Income tax Provision                                 |                    | 6,00,000           |
| Advance tax Payment                                  | 5,50,000           |                    |
| Profit and Loss A/c                                  |                    | 20,00,000          |
|                                                      | <b>1,72,00,000</b> | <b>1,72,00,000</b> |

**Additional Information:**

1. Authorized share capital is ₹ 1 Core.
  2. Transfer ₹ 7,00,000 to the General Reserve.
  3. Out of the Debtors ₹ 2,00,000/- are outstanding for a period exceeding six months. All debtors are unsecured and considered good.
  4. Investment represent 10,00,000 Equity Share in X Ltd. of ₹ 10 each, ₹ 8 Paid up.
  5. Bill Discounted with bank worth ₹ 20,000 not matured till the Balance sheet date.
- You are required to prepare the Balance Sheet of Poonam Limited as on 31 March, 2022 as per Schedule III requirements companies Act, 2013.

**OR**

- Q.2 (B)** Sapna Ltd. issued 90,000 equity shares of 20 each. The issue was underwritten as follows: **(15)**  
A 50%, B 25%, and C 25%. The company received a total number of 80,000 applications including Firm Underwriters and Marked applications were as follows:  
A: 30,000 shares, B: 15,000 shares and C: 5,000 shares.

The Firm Underwriting is A:5,000 shares ; B: 3,000 Shares; C: 2,000 Shares

Determine the liability of each of the underwriters, If

1. Benefits of Firm underwriting is given/Credit is given for firm underwriting
2. Benefits of Firm underwriting is not given/Credit is not given for firm underwriting

- Q.3 (A)** Vishal Ltd., exported goods to James Trading Company Germany worth US \$ 1,00,000 on 20th January, 2022, on which date the exchange rate of 1 US \$ was ₹ 70.50.

The payment for the same was received as under:

**(15)**

| Date of Payment | US \$ Received | Exchange Rate for 1 US \$ |
|-----------------|----------------|---------------------------|
| 25.02.2022      | 25,000         | ₹ 70.75                   |
| 23.03.2022      | 25,000         | ₹ 70.00                   |
| 24.04.2022      | 25,000         | ₹ 72.60                   |
| 28.05.2022      | 25,000         | ₹ 68.90                   |

Vishal Ltd. closes its books on 31st March every year. The exchange rate on 31st March, 2022 was 1 US \$, ₹ 68.00.

Pass Journal Entries for the following transactions in foreign currency in the books of 'Vishal Ltd. and prepare Foreign Exchange Fluctuation Account.

OR

Q.3 (B) Following is the extract of Trial Balance of Bhavik Ltd. As on 31<sup>st</sup> March 2022.

(15)

| Particulars             |          | ₹           |
|-------------------------|----------|-------------|
| Sales                   |          | 1,00,00,000 |
| Opening Stock           |          | 12,00,000   |
| Purchase                |          | 30,00,000   |
| Purchase Return         |          | 5,00,000    |
| Interest Received       |          | 3,00,000    |
| Freight                 |          | 2,00,000    |
| Salaries                |          | 50,000      |
| Bonus to Employees      |          | 20,000      |
| <b>Depreciation on:</b> |          |             |
| Land and Building       | 3,00,000 | -           |
| Plant and Machinery     | 2,00,000 |             |
| Furniture and Fixture   | 50,000   | 5,50,000    |
| Interest Paid           |          | 6,00,000    |
| Repairs and Maintenance |          | 70,000      |
| Electricity Charges     |          | 50,000      |
| Rent, Rates and Taxes   |          | 50,000      |
| Audit Fees              |          | 30,000      |
| Advertisement Expenses  |          | 1,00,000    |
| Sundry Expenses         |          | 10,000      |
| Telephone Expenses      |          | 30,000      |

**Additional Information**

- Closing Stock is valued at ₹ 15,00,000.
- Outstanding Expenses are:
  - Salaries ₹10,000;
  - Electricity Charges ₹5,000;
  - Rent ₹ 3,000
- Miscellaneous income received ₹ 10,000.
- Prepaid Advertisement Expenses was ₹ 30,000
- Provide RDD ₹ 50,000
- Make a Provision for Tax ₹ 5,00,000.

You are required to Prepare Statement of Profit and Loss for the year ended 31<sup>st</sup> March 2022.

- Q.4 (A)** On 1st April, 2021; 500 6% debentures of ₹ 100 each of Mars Ltd. were held as investment by Mr. Kushal at a cost of ₹ 46,200.  
Excellent Ltd. pays interest on 1st July and 1st Jan every year.

The following other transactions were entered by him during the year ended 31st March, 2022 in regard to these debentures.

| Date          | No. of Debentures | Transaction | Rate              |
|---------------|-------------------|-------------|-------------------|
| 1st May, 2021 | 100               | Sale        | ₹ 98 cum-interest |
| 1st Oct, 2021 | 300               | Purchase    | ₹ 104 ex-interest |
| 1st Dec, 2021 | 100               | Purchase    | ₹ 97 cum-interest |
| 1st Feb, 2022 | 600               | Sale        | ₹ 97 ex-interest  |

You are required to prepare investment in 6% debentures in Mars Ltd. Account for the year 31st March, 2022 as it would appear in the books of Mr. Kushal. (Apply AS-13) **(15)**

**OR**

- Q.4 (B)** On 1st April 2021 Mr. Manoj holds 10,000 Equity Shares of ₹ 10 each in PG Ltd., at a cost of ₹ 3,00,000.

On 1st July 2021 he purchased 5,000 additional shares of the same Company at a cost of ₹ 74,000.

On 1st September 2021 Company issued a bonus of one share for every Five shares held as on that date.

On 1st January 2022 he purchased right shares, announced by the Company at the rate of two shares for every Six shares held as on that date at ₹ 12 each.

On 1st February 2022 he sold 1,000 shares for ₹ 20 each.

Prepare Investment in Equity shares account in the books of Mr. Manoj for the year ended 31st March 2022. **(08)**

- Q.4 (C)** Sun Ltd. issued 30,000 debentures which are underwritten as follows: Raj - 15,000 debentures, Rajan - 10,000 debentures and Sajan - 5,000 debentures.

The total subscriptions were 29,000 Debentures including marked applications were: Raj - 10,000 debentures; Rajan - 4,000 debentures and Sajan - 1,000 debentures.

You are required to show the allocations of liability of each underwriter. **(07)**

- Q. 5 (A)** Describe the fundamental principles of IFAC Code. **(08)**

- Q. 5 (B)** What does the Accounting Profession mean by Ethical Behaviour? **(07)**

**OR**

- Q. 5 (C) Write Short Notes:(Any Three)** **(15)**

1. Corporate Governance
2. Contingent Liability
3. Net Liability of Underwriters
4. Exchange Rates
5. Bonus Share

\*\*\*\*\*

Duration : 2.5 Hours

Marks: 75

N.B 1) All questions are compulsory.

2) Figures to the right indicate the maximum marks.

Q1. (A) Choose the correct answer from the given options and rewrite any 8 statements: (8)

1. COBRA requirement is generally for \_\_\_\_\_ months
  - a. 18-36
  - b. 20-48
  - c. 10-24
  - d. 5-9
2. An organization's \_\_\_\_\_ are the standards and benchmarks of pay packages to different groups or hierarchy of employees, the payment structure, their breakups and modes of payment in any organization.
  - a. compensation plans
  - b. pay structure
  - c. compensation
  - d. compensation objectives
3. \_\_\_\_\_ refers to the pay corresponding to the difficulty level of the job assigned to an employee.
  - a. Individual equity
  - b. Internal equity
  - c. External equity
  - d. Social Equity
4. An HR professional is a \_\_\_\_\_ help to determine the worth of various jobs so that job evaluation is properly conducted.
  - a. Negotiator
  - b. Evaluator
  - c. Notifier
  - d. Communicator
5. Which of the following is considered the first wage incentive plan in modern industrial era?
  - a. Halsey plan
  - b. Taylor's differential piece-rate plan
  - c. Barth plan
  - d. Gantt Task plan
6. \_\_\_\_\_ is a richer package of benefits with various rewards like stock options, multiple years of compensation bonus, retirement packages, extended health care coverage etc.
  - a. Golden parachutes
  - b. strategic pay
  - c. Salary Progression Curve
  - d. broadbanding
7. \_\_\_\_\_ represent hourly rates of pay.
  - a. Wages
  - b. Salary
  - c. Compensation
  - d. Allowance

8. Compensation = Wage or Salary + Employee benefits + \_\_\_\_\_ + Non-pecuniary rewards.
- Recurring financial rewards
  - Non-recurring financial rewards
  - Financial Rewards
  - non financial
9. Discrimination in a selection or promotion decision:
- is an issue, but only because of the human rights legislation now in force.
  - is always illegal.
  - violates the law only if the basis for discrimination is gender or race.
  - is unavoidable, and only is a legal problem if the basis for discrimination is on a legally prohibited attribute
10. Insurance schemes, retirement benefits and leave travel concession are examples of
- indirect monetary compensation
  - direct monetary compensation
  - non-monetary compensation
  - None of the above

Q.1 (B) True or False (**Attempt any 7**)

(7)

- Maximum limit of Gratuity payable is of Rs.20 Lakh as per Amendment made in March 2018.- True
- Employees provident fund is applicable to industries with less than 20 employees.-
- Broad- banding allow greater flexibility in compensation.
- Sales compensation mostly rely on sales commission which may differ from organisation to organisation.
- Profit sharing can never be on individual basis.
- Human Resource Accounting is the process of estimating the cost benefit of investments on human resources with a view to assessing their value to the organisation.
- There is no provident fund facility available for unorganized sector.
- COBRA cover plans that provide both life insurance and disability benefits.
- Factories Act, 1948 specifies every adult worker is required to work for more than 48 hours per week.
- Pay structures should be appropriate to the culture, characteristics and needs of the organization and its employees.

Q2. A. Explain the dimensions of compensation.

(8)

Q2.B. State the process of designing a compensation system.

(7)

Or

Q2.C. Describe the models of compensation.

(8)

Q2.D. State the factors contributing to wage differentials?

(7)

Q3. A. What are the prerequisites of effective incentive plans?  
Explain any seven prerequisites in brief. (8)

Q3.B. "Technology is significant for incentive management." validate the statement  
with examples. (7)

Or

Q3. C. What is Human Resource cost Accounting? State Human Resource cost Accounting  
approaches in brief. (8)

Q3. D. State the criterias on which a team can be compensated. (7)

Q4. A. What do you mean by cafeteria approach? Is this approach beneficial? If yes,  
state why? (8)

Q4. B. Explain Golden Parachutes and Salary Progression Curve. (7)

Or

Q4. C. Explain different types of wage differentials. (8)

Q4. D. What is a profit sharing plan? What are its features? (7)

Q5.A.Explain Golden Parachutes and Salary Progression Curve. (7)

Q5.B. Explained Skilled based compensation tools. (8)

Or

Q5. Write Short notes (any 3) (15)

- a. Explain Subsistence Theory
- b. 3 'P's of compensation.
- c. Adjudication
- d. Wage Boards
- e. Pay Commissions

\*\*\*\*\*

Time: (2 ½ Hours)

Max Marks: 75

Notes:

- (1) All questions are compulsory.
- (2) Figures to the right indicate full marks.

**(1) (A) Fill in the blanks with appropriate alternatives. (Any Eight) (8)**

- (i) \_\_\_\_\_ means integration of the economy of the country with the world economy.  
a) Liberalisation      b) Privatisation      c) Globalisation      d) Integration
- (ii) \_\_\_\_\_ encourage employees to participate in the decision making process of the organisation.  
a) Quality Management      b) Process management  
c) Participative management      d) Quantity management
- (iii) \_\_\_\_\_ concept not applicable to factories.  
a) Protected workman      b) Protected Employer  
c) Protected Industry      d) Protected employment
- (iv) \_\_\_\_\_ deals with the conditions of employment of workers in an industrial establishment.  
a) Standing order      b) Single order      c) Fixed order      d) Flexible order
- (v) Overtime wages are \_\_\_\_\_ the rate of wages are payable if working hours are beyond 9 hour in a day or 48 hours in a week.  
a) single      b) double      c) thrice      d) Five times
- (vi) In Factories , Child above the age of 14 but below 15 years can be employed for \_\_\_\_\_ hours in a day  
a) 4.5      b) 4      c) 3.5      d) 5
- (vii) As per Minimum Wages Act, Minimum wages covers all workers in the \_\_\_\_\_ sectors  
a) Agricultural , industrial and small scale      b) Industrial  
c) Agricultural      d) small industry
- (viii) \_\_\_\_\_ team is the prerequisites of Collective bargaining.  
a) Strong      b) weak      c) Group      d) Positive
- (ix) \_\_\_\_\_ is the first step in the collective bargaining process.  
a) Preparation      b) Negotiation      c) Agreement      d) Contract
- (x) A \_\_\_\_\_ union is the simplest form of trade union. It is formed of employees belonging to the same craft or occupation.  
a) Craft      b) General      c) white Collar      d) Blue Collar

**(1) (B) Write True or False. (Any Seven) (7)**

- a) A factory worker must be given an interval of rest of at least half an hour after five hours of work
- b) A creche is to be provided in a factory wherein more than 30 women are employed.
- c) Discipline system should be progressive in nature.

- d) Lockouts and Gheraos both are similar forms of protest by employees.
- e) Society does not play any role in the matters of industrial relations.
- f) Right disputes refers to the disputes over the understanding, interpretation and application of rules & regulations.
- g) Disciplinary action against employees should always be partial and biased.
- h) Trade unions play a highly centric role in the betterment of industrial relations.
- i) In a hunger strike the employees undertake fasting by abstaining from both food and work as a protest.
- j) Disputes are generally clouded by a sense of exploitation, distrust and discontent.

- (2) (a) Bring out the factors affecting Industrial Relations. (8)  
(b) What are the essentials of a good Industrial Relations System? (7)

OR

- (c) Explain the major stakeholders of Industrial Relations. (8)  
(d) Briefly explain the significance of Industrial Relations. (7)

- (3) (a) What are the methods of settling industrial disputes? (8)  
(b) State and explain the grievance redressal procedure in India. (7)

OR

- (c) Explain the following concepts related to industrial disputes  
i) Lay off ii) Retrenchment. (8)  
(d) What is employee discipline? State the causes of indiscipline among employees. (7)

- (4) (a) What are the rights and privileges of registered Trade Unions? (8)  
(b) State and explain the levels of collective bargaining. (7)

OR

- (c) Bring out the obstacles to collective bargaining in India. (8)  
(d) What is the impact of Globalisation on Trade Unions in India? (7)

- (5) (a) Elaborate the Industrial Disputes Act, 1947. (8)  
(b) Write a note on Trade Unions Act, 1926. (7)

OR

- (5) (c) Write short notes on (any 3) (15)  
i) Objectives of Industrial Relations  
ii) Industrial Tribunal  
iii) HMS  
iv) Types of Industrial Disputes  
v) Problems of Trade Unions in India

Duration: 2½ Hours

Marks: 75

**NB: (1) All questions are compulsory having internal option.**

**(2) Figures to the right indicate marks allocated to each question.**

**(3) Simple calculator is allowed.**

1. (A) Select the right option and rewrite the sentence. (Any 8)

(8 Marks)

- i. Markowitz approach has roots in \_\_\_\_\_.
  - a. Analysing risk and return related to stocks.
  - b. Estimation of stock return
  - c. Proper entry and exit in the market.
  - d. Good portfolio management
- ii. \_\_\_\_ refers to the risk which emerges out of controlled and known variables that are industry or security specific.
  - a. unsystematic risk
  - b. beta
  - c. standard deviation
  - d. systematic risk
- iii. \_\_\_\_\_ measures the amount of systematic risk a security has relative to the whole market.
  - a. Beta
  - b. Range
  - c. Variance
  - d. Standard Deviation
- iv. under - \_\_\_\_ portfolio manager has to assess the performance of portfolio over a period of time.
  - a. performance evaluation
  - b. portfolio revision
  - c. portfolio execution
  - d. portfolio diversification
- v. Treynor measure consider \_\_\_\_\_.
  - a. systematic risk and beta
  - b. unsystematic risk and beta
  - c. systematic risk
  - d. unsystematic risk
- vi. \_\_\_\_ is the last step in process of portfolio management.
  - a. portfolio evaluation
  - b. portfolio performance
  - c. investment objectives setting
  - d. selection of stocks

- vii. The \_\_\_\_ model is a model that describe the relationship between systematic risk and expected return for assets, particularly stocks.
- Capital Asset Pricing
  - Capital Market Line
  - Security Market Line
  - Arbitrage Pricing Theory
- viii. If an asset's expected return plots above the security market line, the asset is \_\_\_\_.
- under -priced
  - overpriced
  - fairly priced
  - under-priced with unique risk
- ix. Under \_\_\_\_ a portfolio manger monitor and review scripts according to market condition.
- portfolio revision
  - portfolio evaluation
  - portfolio execution
  - portfolio diversification
- x. \_\_\_\_ applies to debt investment.
- Interest rate risk.
  - currency risk
  - market risk
  - legal risk

**1. (B) Give True or False: (Any 7)**

**(7 Marks)**

- Market risk is the risk of investment declining in value of portfolio.
- Portfolio evaluation refers to the evaluation of the revision of the portfolio.
- According to Capital market line, the expected return of any efficient portfolio is a function of total risk.
- Credit risk is the risk of loss from reinvesting principal or income at a lower interest rate.
- The minimum maturity of Treasury bill is 28 days.
- Central and state government can issue Gilt-edge Securities.
- Security Market Line graphs define efficient portfolio.
- An aggressive common stock would have a beta equal to zero.
- An over price-priced stock will plot on below the security market line.
- Balance or hybrid scheme of mutual funds invest in both fixed income and equity.

**2. (A) What is investment? Explain the process of investment?**

**(8 Marks)**

**(B) Compare Investment, Speculation and Gambling.**

**(7 Marks)**

**OR**

2. You are a Portfolio Manager Consultant practicing as freelancer. Mr. Arpit approached you for his investment planning. His age is 65 years with investible funds of Rs. 2 Crores. He needs guidance in respect of following area. Explain in brief.

- What are the investment avenues available to him which will give a suitable return with maximum return?
- What are the various types of risks?

(15 Marks)

3. (A) Calculate Beta for Apple Ltd.

(8 Marks)

| Year                           | 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 |
|--------------------------------|----|----|----|----|----|----|----|----|----|----|
| Return on Security (%)         | 11 | 14 | 18 | 10 | 8  | 11 | 18 | 12 | 20 | 10 |
| Return on Market Portfolio (%) | 12 | 10 | 10 | 15 | 12 | 14 | 15 | 20 | 22 | 10 |

3. (B) Mr Mahesh has a portfolio of two securities with 50% investments in security M and 50 % investment in security N. The characteristics of return under three different situations with different probability for the two securities and the portfolio are given below.

| Particulars                   | Boom | Normal | Recession |
|-------------------------------|------|--------|-----------|
| Probability                   | 0.35 | 0.50   | 0.15      |
| Return of Stock of M Ltd. (%) | 20   | 30     | 40        |
| Return of Stock of N Ltd. (%) | 40   | 30     | 20        |

Calculate the expected return and standard deviation of return on both the stocks.

(7 Marks)

OR

3. Following is the information about shares of A Ltd. and B Ltd. in various economic conditions. Give answers for the questions given below.

| Economic Condition | Probability | Expected price of A Ltd. (Rs.) | Expected price of B Ltd. (Rs.) |
|--------------------|-------------|--------------------------------|--------------------------------|
| High Growth        | 0.4         | 40                             | 30                             |
| Low Growth         | 0.2         | 10                             | 30                             |
| Stagnation         | 0.2         | 20                             | 20                             |
| Recession          | 0.2         | 30                             | 20                             |

- Which company has more risk to invest?
- Will your decision change if probabilities are 0.1, 0.2, 0.3, 0.4 respectively?

(15 Marks)

4. (A) What is portfolio management? Explain portfolio management process. (8 Marks)

(B) What is technical analysis? Explain the different types of charting techniques.

(7 Marks)

OR

4. Following is the Balance Sheet of Music Ltd as on 31 March 2022.

| Liabilities                               | Amount (Rs.)     | Assets         | Amount (Rs.)     |
|-------------------------------------------|------------------|----------------|------------------|
| Share Capital<br>(Face Value Rs. 10 each) | 8,00,000         | Fixed assets   | 10,00,000        |
| Reserves & Surplus                        | 2,00,000         | Current Assets | 3,60,000         |
| 8% Debentures                             | 2,00,000         |                |                  |
| Creditors                                 | 1,60,000         |                |                  |
|                                           | <b>13,60,000</b> |                | <b>13,60,000</b> |

**Additional Information:**

- Net operating profit before tax is Rs 2,80,000.
- Assume Tax Rate at 50%
- Dividend declared Rs 1,20,000.

**Calculate:**

- Earnings per share
- Return on Capital Employed
- Return on shareholder's Fund
- Debt Equity Ratio
- Dividend Yield Ratio

Also advise to the Investor, which is good for Investing.

**(15 Marks)**

5. (A) The information for three portfolios is given below:

| Portfolio    | Average Return on Portfolio (%) | Beta | Standard Deviation |
|--------------|---------------------------------|------|--------------------|
| A            | 14                              | 1.25 | 0.25               |
| B            | 10                              | 1.10 | 0.15               |
| Market Index | 12                              | 1.20 | 0.25               |

Compare these portfolios on performance using Sharpe and Treynor Measures. Risk free rate of return is 8%.

**(8 Marks)**

5. (B) The Expected return and Beta factor of three securities are as follows:

| Securities | Expected Return (%) | Beta |
|------------|---------------------|------|
| A          | 18                  | 1.6  |
| B          | 10                  | 0.8  |
| C          | 12                  | 1.2  |
| D          | 15                  | 1.5  |

If the risk-free rate is 7% and market return are 13%. Calculate returns for each security under CAPM.

**(7 Marks)**

**OR**

5. Give Short Notes on: **(Any Three)**

**(15 Marks)**

- Non-marketable financial assets
- Unsystematic risk
- Primary market
- Economic Analysis
- portfolio strategy Mix

[Time: 2 ½ Hours]

[ Marks:75]

- N.B.** 1. Answer **all** the questions.  
2. The Marks are assigned on the R.H.S.  
3. Draw Illustrations, **diagrams** and **Schedules** wherever necessary.  
4. Use of **simple calculator** is allowed.

**Q.1 A) Choose Correct Alternative. (Attempt Any 8 questions)**

**8**

1. Outbound Logistics is also known as \_\_\_\_\_ Logistics.  
a. Upstream      b. Downstream      c. Reverse      d. Green
2. The 3 C” S in business are Company, Customer and \_\_\_\_\_.  
a. Cycle      b. Competitor      c. Carrier      d. Creditors
3. \_\_\_\_\_ is a qualitative technique of demand forecasting.  
a. Moving average      b. Delphi Method      c. Exponential smoothing      d. Regression
4. COFC stands for \_\_\_\_\_.  
a. Container on Flat car      b. Car on Flat Car      c. Container on Freight Carrier      d. Carrier of Freight car
5. Inter Modal Transportation which combines Air & Road \_\_\_\_\_.  
a. Fishy Back      b. Birdy Back      c. Land Bridge      d. Piggy Back
6. \_\_\_\_\_ ware houses are licensed by the government to store goods prior to payment of taxes.  
a. Bonded      b. Contract      c. Public      d. Cross-dock
7. Total cost approach is extension of \_\_\_\_\_.  
a. Activity based costing      b. Extension of mission based costing      c. Traditional P/L and Balance Sheet      d. Extension of ABC & MBC both
8. RORO is a type of \_\_\_\_\_.  
a. Material handling equipment      b. Warehouse      c. Packaging material      d. Shipping vessel
9. A network of highways connecting India's 4 Metropolitan cities is called \_\_\_\_\_.  
a. Golden Quadrilateral      b. Logistics Parks      c. Trainload      d. Dedicated freight container
10. Elimination of waste is an important characteristic of \_\_\_\_\_ supply chain.  
a. Agile      b. Lean      c. Global      d. Domestic

**B) State whether the following statements are True or False:**

7

- Lack of communication between members of supply chain leads to Bull with effect.
- Customer service is a process of providing significant value added benefits to the supply chain in a cost-effective way.
- Time series is a qualitative method of demand forecasting
- When the ownership of the warehouse is with the company is called as Public warehouse.
- Geographical flexibility is high in Private warehouses.
- The purpose of material handling is to reduce the total efforts and arrive at an optimal cost.
- SDE analysis stands for Seasonable- Desirable – Essential.
- In Milk run operation a Single Truck Deliver shipment from a single supply to multiple retailers.
- EDI refers to storage and Communication of data in electronic form.
- Lean supply chain works best in high volume, Low variety and predictable environment.

Q.2) A) Explain what is logistical performance measurement? What are the elements of logistics internal performance measurement? (08)

B) Explain Inbound and Out bound logistics with example. (07)

**OR**

C) From the following data, calculate a 3 period weighted moving averages from 4th Month to 8 th Month, with weights as 3, 2 and 1. The largest weight is being assigned to most recent period and current Demand Value. (10)

| Period ( Month ) | 1   | 2   | 3   | 4   | 5   | 6   | 7   | 8 |
|------------------|-----|-----|-----|-----|-----|-----|-----|---|
| Demand in Units  | 200 | 220 | 230 | 250 | 260 | 270 | 290 | ? |

D) Compare Public and Private Warehousing (05)

Q.3 A) Explain the concept of Mission Based Costing (MBC). Compare MBC with traditional method of Costing. (08)

B) Explain Pipeline as a mode of transport with related advantages and disadvantages. (07)

**OR**

C) What are the benefits of Logistical Outsourcing? Differentiate between 3PL and 4PL Logistics. (08)

D) What is Primary, Secondary & tertiary Packaging. Explain the benefits of Good packaging in Modern Logistics (07)

Q.4 A) Define EOQ. The annual demand for a particular item is 20000 units, unit cost is Rs. 5/- Carrying cost on an average inventory is 20% and the ordering cost per order Rs. 40/-.

(08)

Find 1) EOQ

2) Total Inventory Cost.

B) Explain Logistics parks and Deep waterPorts. What is their importance in Modern Logistical Infrastructure? (07)

OR

C) Define Material Handling. Explain Guidelines or Principles of Material handling (08)

D) State the Principles for designing effective LIS (Information Functionality) (07)

Q.5) Case Study:-

According to official records, from national health organizations, as of September 27, 2021, a total of 6.1 billion doses of COVID-19 vaccination have been administered globally. Although the rapid development of COVID-19 vaccines had generated enormous excitement, health-care systems around the globe were facing the complex task of maintaining the supply chain of vaccines for their populations. There were several aspects to the COVID-19, a vaccine supply chain that makes its biggest challenges: Scale, traceability, speed, temperature control, safety and security, and the global nature of the effort and distribution. A typical supply chain solution would focus on any one of these issues, but the scientific community needs to tackle these problems altogether.

Another issue with the vaccine was the temperature control of the cold chain with extreme heat and humidity; as in many countries, daytime temperatures reach around 50°C with extensive changes in humidity. It appears to be the world's most incredible logistical difficulty, requiring a convoluted distribution, storage, freezing, and communication system. According to the WHO, 2.8 million vaccine doses were lost owing to Cold Chain problems.

Some Findings and Learnings from the challenges faced were –India being a developing nation has very limited Cold Chain storages which are otherwise also used for many other activities- needs to improve on this aspect, develop and strengthen supply chain strategies to receive, store, distribute and manage COVID-19 vaccines and their ancillary products; distribute COVID-19 vaccines from port of entry up to the most remote vaccination sites; ensure the quality, efficacy, proper tracking, reporting of vaccine utilization and safety of COVID-19 vaccines throughout the supply chain; assess, design and implement appropriate waste management mechanisms to safely treat and dispose waste while protecting the environment and populations; strengthen appropriate cold chain and logistics requirements, including reverse logistics; and provide tools to support country readiness activities to be Future ready for any catastrophic event.

- a) State the Facts and analyse the case. 05
- b) Explain what is Cold Chain Logistics and its importance? 05
- c) Critically explain the role of Cold Chain Logistics in Effective distribution & administration of Covid -19 Vaccines? 05

OR

B) Write Short Notes on: (Any 3) (15)

- a) Reverse Logistics
- b) Perfect Order
- c) Bullwhip Effect
- d) Global Logistics Trends
- e) LASH

(2 ½ Hours)

Total Marks: 75

- N.B.: (1) All questions are **compulsory** subject to **internal choice**.  
 (2) **Figures** to the **right** indicate **full** marks.

Q.1. (A) State whether the following statements are True or False (Any Eight): (8)

1. Performance management can be defined as a systematic process for improving the organizational performance by improving the performance of individuals & teams
2. Planning means regularly measuring & recording performance & providing continuous feedback to employees & work groups on their progress toward reaching their goals
3. Job perfection skills are those that are needed to successfully perform one's job.
4. Under performance is consistent failure to meet pre-defined, realistic objectives & performance standards.
5. Metric Benchmarking involves measuring & comparing various units in order to find gaps & the reason behind it.
6. A list of desirable ethical behavior by an employee is called as Code of Conduct.
7. Providing Intensive Feedback & Coaching to New Employees can be considered as one of the Best Practices in PM
8. A team's achievement beyond a certain target, or a department's successful completion of a critical project, may be rewarded by the way of individual performance pay.
9. Career planning is a managerial technique for mapping out the entire career of young employees.
10. Performance appraisal can be defined as the informal review & rating of managers by their subordinates.

Q.1. (B) Choose the Correct answer: (Any Seven): (7)

- 1 \_\_\_\_\_ is considered to be the soul of High Performance Teams
  - a) Innovation
  - b) Maximization
  - c) Aggressiveness
- 2 \_\_\_\_\_ is identified as a method of identifying, learning & adopting outstanding practices from others
  - a) Process Benchmarking
  - b) Metric Benchmarking
  - c) Diagnostic Benchmarking
- 3 \_\_\_\_\_ help determine the promotability of an individual to a higher position & help chalk out his career plan
  - a) Career Planning
  - b) Career Development
  - c) Potential Appraisal
- 4 \_\_\_\_\_ means improving the capability of employees to perform through training, giving assignments that introduce newer competencies or higher level of responsibility, improving work processes
  - a) Developing
  - b) Rewarding
  - c) Rating

- 5 One of the objectives of \_\_\_\_\_ is to **attract** and **retain** the right type of persons in the organization
  - a) Career Development
  - b) Career Planning
  - c) Career Modification
- 6 \_\_\_\_\_ may be generally defined as the ability of an individual to apply his or her knowledge & skills & the behaviours necessary to perform the job well
  - a) Capability
  - b) Competency
  - c) Coaching
- 7 An \_\_\_\_\_ is a preset, formal discussion between the manager & the employee to review the latter's progress in meeting the agreed objectives & responsibilities in middle of the appraisal period
  - a) Periodic Appraisal
  - b) Performance Appraisal
  - c) Interim Review
- 8 Performance \_\_\_\_\_, is a continuous *process of evaluating employee performances*
  - a) Management
  - b) Appraisal
  - c) Evaluation
- 9 A \_\_\_\_\_ is an experienced person in a company or institution who trains & counsels new employees
  - a) Mentor
  - b) Coach
  - c) Trainer
- 10 Setting Clear Goals is one of the essentials for establishing \_\_\_\_\_ criteria
  - a) Management
  - b) Performance
  - c) Development

- Q.2. (a) Distinguish between Performance Appraisal & Performance Management (08)  
 (b) Explain the components of Performance Management (07)

OR

- (c) Explain in detail all the steps of Performance Management Cycle (15)

- Q.3. (a) Explain the strategies for effective implementation of Performance Management (15)

OR

- (b) Explain the methods & benefits of Performance Benchmarking (08)  
 (c) Explain the steps for setting up performance criteria (07)

Q.4. (a) What do you mean by Ethical Performance Management? What are the principals of Ethical Performance Management? (15)

OR

(b) What are Competency & skills based pay & their advantages & disadvantages (08)

(c) Explain the key issues & challenges in Performance Management (07)

Q.5. (a) Explain the role of Mentor in Career Planning (8)

(b) Discuss the role of employer & employee in career development (7)

OR

Q.5. **Short Notes (Any three):** (15)

1. Pyramidal Model of Career Development
2. Under Performance
3. Contribution based pay
4. Best Practices in Performance Management
5. Need of Performance Management

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Duration – 2.5 Hrs

Total marks – 75

Note: 1. Attempt all questions with internal choice  
2. Figures to the right indicate full marks

Q 1 A. Fill in the blanks with the appropriate answer form the alternatives given.

**(Attempt any Eight)**

**(8)**

1. When two or more organsiation types are combined a \_\_\_\_\_ sales organsiation is formed.  
(a. hybrid b. functional c. product d. geographic)
2. \_\_\_\_\_ is sometimes called as financial quota.  
(a. Combined quota b. Non-financial quota c. Activity quota d. Sales budget quota)
3. Sales is part of \_\_\_\_\_ activity.  
(a. marketing b. human resource development c. production d. purchase)
4. \_\_\_\_\_ type of selling strategy uses push strategy.  
(a. Win- Win b. Soft selling c. Hard selling d. Customer centred)
5. In \_\_\_\_\_ selling strategy importance and emphasis is given on the USP of the product.  
(a. product centric b. customer centric c. win- win d. hard)
6. Intensive distribution is suitable for the distribution of \_\_\_\_\_.  
(a. costly items b. consumer durables c. mass consumption goods d. goods requiring after sales services)
7. \_\_\_\_\_ channel of distribution is also known as zero level marketing channel.  
(a. Direct b. Indirect c. Cross d. Multiple)
8. KRAs are given in the form of \_\_\_\_\_ ( a. percentage b. ratio c. percentile)
9. \_\_\_\_\_ is prediction of expected sales.  
(a. Sales frequency b. Sales quota c. Sales territory b. Sales forecast)
10. \_\_\_\_\_ in the selling process are adverse arguments.  
(a. Refusal b. Objections c. Complaints d. Fights)

Q 1 B. State whether the following statements are true or false. **(Attempt and Seven)**

**(7)**

1. Sales department is an income generating department.
2. Sales quota represents geographic grouping of customers.
3. Channel policy must be updated with market dynamics.
4. Channel of distribution starts with the producer.
5. Supervision on salesforce is required for efficient execution of sales plan.
6. Evaluation of sales performance periodically is a normal practice in marketing organisations.

7. Extensive distribution is also called mass distribution.
8. Retailing involves a direct interface with the customers.
9. Horizontal conflict takes place on the same level of distribution.
10. CRM is a business strategy designed to optimise profitability, revenue and customer satisfaction.

Q 2. a. Diagrammatically explain the types of sales organisation structure. (8)  
b. What are the qualities of a good sales manager? (7)

OR

Q 2. p. Elaborate the functions of the sales department. (8)  
q. Explain the need of intermediaries in marketing. (7)

Q 3. a. Bring out the steps involved in the process of selling. (8)  
b. Discuss the methods of closing sales. (7)

OR

Q 3. p. Describe the qualitative and quantitative techniques of sales forecasting. (15)

Q 4. a. How is distributor different from wholesaler? (8)  
b. Point out the reasons for channel conflicts. (7)

OR

Q 4. p. Narrate the factors affecting choice of distribution strategy. (8)  
q. Explain different methods to resolve channel conflicts. (7)

Q 5. State and explain different methods of supervision and control of salesforce. (15)

OR

Q 5. Write short note on the following. (Attempt any Three) (15)

- a. KRAs
- b. Selling strategies
- c. Sales quota
- d. Features of retailer
- e. Reasons for unsuccessful closing of sales

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