13/12/22

PARLE TILAK VIDYALAYA ASSOCIATION'S

M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI – 400 057

CLASS TEST

Class: **M.Com.: Part II – Semester III**

Sub: Advanced Cost Accounting

Date: Max Marks: **40** Time: **90 minutes**

Supervisor's Sign& Date

Seat No. in Figures

in words ______________________________

____

Marks in Figures | | | | |

Q:1 Q:2 Q:3 Total

in Words | | |

Sign of the Examiner ______________

Instructions: (1) All questions are compulsory.
(2) Figures to the right indicate full marks.
(3) Question No.1 and 2 to be solved on the Question Paper itself.

Q:1 Multiple Choice Questions (Any 10 out of 12): **10**

1. Normal loss is equal to __________.
   a) Normal output - Actual output b) Actual output - Normal output
   c) Input * percentage of normal loss d) Output * percentage of normal loss
2. Abnormal loss is equal to _________.
   a) Input - Actual output b) Actual output - Normal output
   c) Normal output - Actual output d) Actual output - Input
3. Abnormal Loss is Rs.96, Scrap realised is Rs.12. Transfer to Profit and Loss A/c will be Rs.________.
   a) 80 b) 84
   c) 90 d) 96
4. In process costing what are equivalent units?
   a) Production output expressed as expected performance
   b) Production of homogeneous product
   c) Notional whole units representing incomplete work
   d) Units produced in more than one process
5. The term cost allocation is described as _______.
   a) The costs that can be identified with specific cost centres
   b) The costs that cannot be identified with specific cost centres
   c) The total cost of factory overhead needed to be distributed among specific cost centres
   d) The variable cost that cannot be identified with specific cost centres
6. Which of the following is not a means whereby factory overheads can be charged out to production?
   a) Direct labour rate b) Overtime rate
   c) Machine hour rate d) Blanket rate
7. Expenses such as rent and depreciation of a building shared by several department are_____
   a) Indirect expenses b) Direct expenses
   c) Fixed Expenses d) Variable expenses

8. Salary of a foreman should be classified as a _______.
a) Fixed overhead
b) Variable overheads
c) Semi fixed or semi variable overhead
d) Fluctuating overhead

9. Activity Based Costing is a ________.
a) Method of costing
b) Method of allocation
c) Technique of costing
d) process of costing

10. Cost driver for customer order processing is _______.
a)Order value
b) Inspection plans
c) Engineering changes
d) Training requirement

11. Cost driver for personnel activities is _______.
a) Inspection plans
b) Purchase orders
c) Turnover
d) Recruitment activity

12. Testing of product is a _______.
a) Batch level activity
b) Unit level activity
c) Facility level activity
d) Product line activity

Q:2. Explain the terms (any 5 out of 8): **10 marks**

1. Abnormal Loss

2. Equivalent Units

3. By Product

4. Cost Centre

5. Classification of overheads

6. Variable Cost

7. Primary Distribution and Secondary Distribution of Overheads

8. Cost Drivers

Q:3 **Answer the following (Any 2 out of 3):** **20 marks**

1. Discuss different stages in the Activity-Based Costing.

2. Following are the details of Process Y for the month of October 2022.
Opening WIP-(1000 Units) on 01-10-2022:
Degree of completion of Opening:
Material Rs.12,000 (100%), Labour Rs.7,200(50%), Overheads Rs.16,000 (50%)
Units Introduced at the beginning of the month: 39,000 Units of raw material Rs.4,65,500 Labour cost: Rs.1,80,000 Overheads: Rs.2,64,800
Units transferred to next process: 36,400 Units
Closing stock (WIP) at the end of month: 800 Units
Degree of completion of closing WIP : Material (100%), Labour (50%), Overheads (50%)
Normal Loss estimated is 5% of input.
Actual scrapped 2,800 units realised at Rs.2.50 each Units Scrapped (Degree of completion: Material (100%), Labour (80%), Overheads (80%)
Prepare: (by following average method) a) Statement of Equivalent Production b) Statement of Cost

3. The following data were obtained from the books of SK Ltd for the year 2021-22.

Particulars		Production Department			Service Department	
		A	B	C	X	Y
Direct wages	Rs	14,000	12,000	10,000	2,000	2,000
direct Material	Rs	6,000	5,000	4,000	3,000	2,000
Employees	Nos.	400	300	300	100	100
Electricity	KwH	16,000	12,000	12,000	4,000	3,000
Light Points	Nos.	20	30	30	10	10
Assets Values	Rs.	1,00,000	60,000	20,000	20,000	2,0000
Area Occupied	Sq metres	1,600	1,200	1,200	400	400

The expenses for the year are:

Particulars	Rs
Stores Overheads	800
Motive Power	3,000
Electric Light	400
Labour Welfare	6,000
Depreciation	12,000

Repairs and maintenance	2,400
Rent and Taxes	1,200

You are required to prepare Primary Overhead Distribution for the departments showing clearly the basis of apportionment.

Write your answers of Q:3 here:

12/12/22

PARLE TILAK VIDYALAYA ASSOCIATION'S

M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI – 400 057

CLASS TEST

Class: **M.Com.: Part II – Semester III**

Sub: **ADAVNCED FINANCIAL ACCOUNTING**

Date: Max Marks: **40** Time: **90 minutes**

Supervisor's Sign& Date ____________ **Seat No. in Figures** ___ ___ ___

in words ______________________

Marks in Figures					**in Words**			**Sign of the Examiner** ________
	Q:1	Q:2	Q:3	Total				

Instructions: *(1) All questions are compulsory.*
(2) Figures to the right indicate full marks.
(3) Question No.1 and 2 to be solved on the Question Paper itself.

Q:1 A. Multiple Choice Questions (Any 10 out of 12): 10 marks

1. __________currency is the currency used in presenting the financial statements.
   a) Final b) Average
   c) Reporting d) Nominal
2. The balance in exchange difference on transaction of export sale is transferred to ________.
   a) Sales Account b) Trading Account
   c) Profit & Loss Account d) Debtors Account
3. Cost of tangible asset is translated at the exchange rate on the date of ________.
   a) Purchase b) Sales
   c) Settlement d) Agreement
4. In case of Co-operative Societies, Contingent liabilities should be shown ________.
   a) under Current Liabilities b) under Secured Loans
   c) as a foot note to Balance Sheet d) under Current Assets
5. In case of Co-operative Societies, Share transfer fees should be ________.
   a) Shown under Intangible Assets b) Shown under Tangible Assets
   c) Credited to Profit & Loss A/c d) Debited to Profit & Loss A/c
6. The object of ________ is to provide to its members dwelling houses or flats acquired by its members with common amenities and services.
   a) Housing Society b) Resource Society
   c) Central Society d) Consumer Society
7. A foreign operation the activities of which are an integral part of those of the reporting enterprise is called as ________.
   a) Standard Foreign Operations b) Integral Foreign Operations
   c) Inter Foreign Operations d) Active Foreign Operations
8. In case of Foreign Currency transactions, Opening Inventory should be translated at ________.
   a) Average rate b) Opening rate
   c) Closing rate d) Retail rate

9. In case of Foreign Currency transactions, Trade Expenses should be translated at __________.

a) Average rate
b) Nominal rate
c) Opening rate
d) Closing rate

10. __________ is a society which has the object of production and disposal of goods among the members thereof.

a) Resource Society
b) Producer's Society
c) Federal Society
d) Counter Society

11. In case of Co-operative Societies, Special Development Fund should be disclosed under __________.

a) Provisions
b) Reserve Funds and Other Funds
c) Secured Loans
d) Unsecured Loans

12. Balance Sheet and Profit & Loss A/c of a Co-operative Society should be prepared in form __________.

a) N
b) A
c) T
d) B

Q:2 Explain the terms (any 5 out of 8): **10 marks**

1. Apex Society

2. Farming Society

3. Co-operative Society

4. Non-Monetary Items

5. Foreign Currency Transaction

6. Working Capital

7. Contingent Liability

8. Auditor (Rule 69)

Q:3 **Answer the following (Any 2 out of 3):**

1. Non-Integral Foreign Operations. **20 marks**

2. From the following Trial Balance of Abhinav Co-operative Purchase and Sales Scoiety Ltd as on 31st March 2022. You are required to prepare Trading and Profit and Loss Account for the year ended 31st March 2022 after considering the adjustments given thereafter.

Trial Balance
As on 31st March 2022

Particulars	Debit (Rs.)	Credit (Rs.)
Share Capital	-	6,72,000
Reserve Fund	-	1,20,000
Creditors	-	80,000
Profit and Loss A/c (01.04.2021)	-	3,52,000
Opening Stock	7,84,000	-
Furniture and Equipments	2,48,000	-
Container Deposit	64,000	-
Salaries	6,00,000	-
Sundry Debtors	1,20,000	-
Commission	1,76,000	-
Rent and Taxes	1,20,000	-
Travelling Expenses	52,000	-
Printing and Stationery	28,000	-
Admission Fees	-	4,000
Purchases	1,26,80,000	-
Freight Charges	3,20,000	-
Investment	4,80,000	-
Sales	-	1,52,40,000
Bank Balance	8,12,000	-
Development Fund	-	16,000
	1,64,84,000	**1,64,84,000**

Adjustments:

1. Closing Stock is valued at Rs 8,80,000.
2. Outstanding Rent Rs 8,000 and Commission Payable Rs 40,000.
3. Rs 16,000 Salary was paid as advance as on 31.03.2022.
4. Accrued Income on Investment Rs 40,000.
5. Provide 10% Depreciation on Furniture and Equipemnts.

8. Auditor (Rule 69)

Q:3 **Answer the following (Any 2 out of 3):** **20 marks**

1. Non-Integral Foreign Operations.

2. From the following Trial Balance of Abhinav Co-operative Purchase and Sales Scoiety Ltd as on 31st March 2022. You are required to prepare Trading and Profit and Loss Account for the year ended 31st March 2022 after considering the adjustments given thereafter.

Trial Balance
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Particulars	Debit (Rs.)	Credit (Rs.)
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Container Deposit	64,000	-
Salaries	6,00,000	-
Sundry Debtors	1,20,000	-
Commission	1,76,000	-
Rent and Taxes	1,20,000	-
Travelling Expenses	52,000	-
Printing and Stationery	28,000	-
Admission Fees	-	4,000
Purchases	1,26,80,000	-
Freight Charges	3,20,000	-
Investment	4,80,000	-
Sales	-	1,52,40,000
Bank Balance	8,12,000	-
Development Fund	-	16,000
	1,64,84,000	**1,64,84,000**

Adjustments:

1. Closing Stock is valued at Rs 8,80,000.
2. Outstanding Rent Rs 8,000 and Commission Payable Rs 40,000.
3. Rs 16,000 Salary was paid as advance as on 31.03.2022.
4. Accrued Income on Investment Rs 40,000.
5. Provide 10% Depreciation on Furniture and Equipemnts.

3. LNG Ltd is a Head Office in Mumbai, having a Branch WAR Ltd in New York, USA. The Trial Balance of the Branch as on 31st March, 2022 was as below-

Particulars	Debit $	Credit $
Head Office Account	-	17,000
Sales	-	1,22,000
Goods from Head Office	88,000	-
Stock on 1st April 2021	17,000	-
Furniture	18,000	-
Cash in Hand	500	-
Bank Balance	2,500	-
Salaries	5,600	-
Rent	2,400	-
Insurance	300	-
Outstanding Expenses	-	1,600
Sundry Debtors	6,300	-
	1,40,600	1,40,600

Additional Information:-

a) The branch account in the books of head office shows debit balance Rs. 11,65,400 and goods sent to branch account shows credit balance Rs 68,25,000.

b) The exchange rates were on:
31st March 2022 $ 1 = Rs 78
01st April 2021 $ 1 = Rs 74
Average rate was $ 1 = Rs 76 and for furniture it was $ 1 = Rs 58.

Write your answers of Q:3 here:

14/12/22

PARLE TILAK VIDYALAYA ASSOCIATION'S

M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI – 400 05

CLASS TEST

Class: **M.Com.: Part II – Semester III**

Sub: **Direct Taxation**

Date: Max Marks: **40** Time: **90 minutes**

Supervisor's Sign& Date

Seat No. in Figures

in words

Marks in Figures Q:1 Q:2 Q:3 Total in Words Sign of the Examiner

Instructions: (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

(3) Question No.1 and 2 to be solved on the Question Paper itself.

Q:1 A. Multiple Choice Questions (Any 10 out of 12): 10 marks

1. Residential status is to be determined for
   a) Previous Year b) Assessment Year
   c) Accounting Year d) Calendar Year
2. The fund which is set up and administered by the Government for Government employees
   a) Statutory Provident Fund b) Recognised Provident Fund
   c) Unrecognised Provident Fund d) Derecognised Provident Fund
3. Entertainment Allowance is deductible to the extent of Rs 5000 for a
   a) Government Employee b) Private Company Employee
   c) Both the above d) None of the above
4. Which of the following is an allowable expenditure while computing income from business?
   a) GST b) Income Tax
   c) Wealth Tax d) All of the above
5. Sushant has taken a house on rent and sublets the same to Mahi. Income from such house property shall be taxable under the head
   a) Income from Other Sources b) Income from House Property
   c) Business Income d) Salary Income
6. Share of profit received by partner from a firm
   a) Exempt Income b) Income from other sources
   c) Business Income d) Salary Income
7. Capital gains arises from the transfer of
   a) Any asset b) Any fixed asset
   c) Any intangible asset d) Any capital asset
8. Salary received by a Manager of Agricultural Farm is
   a) Fully exempt b) Partly exempt
   c) Partly taxable d) Fully taxable
9. For claiming exemption u/s 54, the assessee should purchase residential property
   a) 2 years after the date of transfer b) 3 years after the date of transfer
   c)1 year before and 3years after the date of transfer d) 1 year before and 2 years after the date of transfer

10. Ms. Vidya received family pension of Rs 81,000 during PY 2021-22. She is eligible for deduction of

a) NIL b) Rs 8,100

c) Rs 27,000 d) Rs 15,000

11. Income includes

a) Dividend b) Voluntary Contribution

c) Capital Gains d) All of the above

12. The Income Tax Act extends to ________ of India

a) States b) Union Territories

c) Citizens d) Whole

Q:2 Explain the terms (any 5 out of 8): **10 marks**

1. What is Gratuity? Explain the taxability for an employee not covered by Payment of Gratuity Act

2. What are the basic conditions for determining the residential status of an individual?

3. State the residential status of a Company

4. Elaborate on taxability of foreign income received by an individual with respect to Scope of Income

5. Explain the concept of Person as per Income Tax Act, 1961

6. What do you mean by Self Occupied Property and Let Out Property?

7. List down any 4 allowable expenditures for computation of Income from Business / Profession.

8. What do you mean by Cost Inflation Index (CII)?

Q:3 **Answer the following (Any 2 out of 3):** **20 marks**

1. Mr. Joey, a citizen of USA came to India for the first time on his appointment as a Manager of Thomas Cook & Co. on 1st April 2017. On 1st February 2018, he was transferred to Singapore for 3 years. He comes back to India on 2nd February 2021 and joins his original firm. Since then, he is in India. Determine his residential status for AY 2022-23.

2. Mr. Ranbir purchased a house property for Rs 250000 on 6th July 2000. He made addition to the house property by constructing a first floor during the financial year 2008-09 spending Rs 200000. He sold the entire property on 10th June 2021 for Rs 9000000. He paid brokerage @1% on the sale value. The fair market value of the property on 1st April 2001 was Rs 350000. The cost inflation index for the financial year 2001-02 is 100 and for the financial year 2008-09 is 137. Compute the capital gain of Mr. Ranbir chargeable to tax for Assessment Year 2022-23.

3. Calculate Income from Other Sources of Mr. Nair:
   1. Income from agricultural land in India Rs 12000
   2. Royalty from books Rs 25000 and expenses of typing Rs 2000
   3. Honorarium received from Management Institute as a lecturer Rs 3000. Conveyance for visiting the Institute Rs 200.
   4. Received from HUF as a member of HUF Rs 15000
   5. Amount received under Keyman Insurance Policy Rs 24000
   6. Examination fees from University of Mumbai Rs 1000
   7. Interest on PPF Rs 500
   8. Winning from card games Rs 12000
   9. Rent from vacant plot of land Rs 19000

Write your answers of Q:3 here:

18/11/22

PARLE TILAK VIDYALAYA ASSOCIATION'S

M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI – 400 057

CLASS TEST

Class: M.Com.: Part II – Semester III

Sub: ENTERPRENUERIAL MANAGEMENT

Date: Max Marks: **40** **Time: 90 minutes**

Supervisor's Sign& Date | **Seat No. in Figures** | | |

in words ____________________

____

Marks in Figures | | | | | **in Words** | | | **Sign of the Examiner** ____________

Q:1 Q:2 Q:3 Total

Instructions: ***(1)*** *All questions are compulsory.*

(2) *Figures to the right indicate full marks.*

(3) *Question No.1 and 2 to be solved on the Question Paper itself.*

Q:1 A. Multiple Choice Questions (Any 10 out of 12): **10 marks**

1. Entrepreneurship involves __________ as its activities are subject to uncertainties.
   a) innovation b) risk taking
   c) creativity d) business plan
2. The __________ entrepreneurs are driven by a desire to change the world, and the capacity to Imagine how to do so.
   a) visionary b) adventure type
   c) rural d) urban
3. In case of ____________ tasks are organised by division on the basis of product.
   a) functional structure b) divisional structure
   c) matrix structure d) network structure
4. ____________ theory emphasis on internal locus of control.
   a) Achievement b) Personal resourcefulness
   c) Innovation d) Concession
5. ______________ theory refers to an individual's desire for mastering skills, control, high standards.
   a) Need for achievement b) innovation
   c)Personal resourcefulness d) Motivation
6. ________ is a process of planning, organising, executing and controlling project activities.
   a) project formulation b) project identification
   c)project management d) project execution
7. ___________ is a technique or creative problem solving for generating ideas.
   a) Research b) brain storming
   c)Ideation d) Surveys
8. ______________ is the summary of project planning.
   a) Project Report b) Feasibility Report
   c)Input analysis d) Techno-economic analysis

9. PERT AND CPM are technique of ____________.
a) searching business idea b) network analysis
c) feasibility analysis d) project formulation

10. ______________creating social value and making a positive impact in the society.
a) Welfare projects b) educational project
c)Modernisation projects d) Research and development

11. ____________ is the first step of a new venture.
a) project identification b) project classification
c)project formulation d) project planning

12. The decision to request an increase the resources for a project is responsibility of ______________.
a) functional manager b) project manager
c)director of project management d) customer

Q:2 Explain the terms (any 5 out of 8): **10 marks**

1. Define an entrepreneurship.

2. State any two characteristics of entrepreneur.

3. Explain any two advantages of divisional structure.

4. Define Matrix structure.

5. Define project management.

6. State any two objectives of project.

7. Define project cycle.

8. Define feasibility analysis in project management.

Q:3 **Answer the following (Any 2 out of 3):** **20 marks**

1. Explain the factors affecting on growth of entrepreneurship.
2. Describe the steps taken to change in entrepreneurial culture.
3. What are the ways and methods to search business idea?

Write your answers of Q:3 here:

12/12/22

PARLE TILAK VIDYALAYA ASSOCIATION'S

M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI – 400 057

CLASS TEST

Class: **M.Com.: Part II – Semester III**

Sub: **Human Resource Management**

Date: Max Marks: **40** Time: **90 minutes**

Supervisor's Sign& Date

Seat No. in Figures

in words ______________________

____

Marks in Figures					**in Words**			**Sign of the Examiner** ______
	Q:1	Q:2	Q:3	Total				

Instructions: *(1) All questions are compulsory.*
(2) Figures to the right indicate full marks.
(3) Question No.1 and 2 to be solved on the Question Paper itself.

Q:1 A. Multiple Choice Questions (Any 10 out of 12): **10 marks**

1. ______________ is a process of searching and attracting people to apply for jobs in the company.
   a) Job Analysis b) Recruitment
   c) Selection d) HRA
2. ______________ is a software for data entry, data tracking, and data information needs of human resources, payroll, management and accounting functions within a business organization.
   a) HRM b) HRP
   c) HRIS d) HRIT
3. HR compensation is a function of ______________.
   a) HR front office b) HR Back office
   c) HR Centres of Excellence d) HR operations
4. ______________ is a process of managing human resources to improve individual, group and organizational effectiveness.
   a) HRM b) HRP
   c) HRIS d) HRD
5. ______________ gives details of the job in respect of duties, responsibilities and other aspects and is an overall written summary of job.
   a) Job Specification b) Job configuration
   c) Job description d) Job procedure
6. ______________ is a sequence of positions occupied by a person during the course of his lifetime.
   a) Performance b) Career
   c) Job Rotation d) Job hierarchy
7. ______________ technique is used to appraise the behaviour and attitude towards the job.
   a) BARS b) MBO
   c) 360 degree d) Performance Planning

8. _____________ means that the performance appraisal is influenced by past performance.

a) Horn effect
b) Halo effect
c) Spillover effect
d) Refresher effect

9. ____________ appraisal is conducted by various parties.

a) Management by Objective
b) 360 degree
c) Role Analysis
d) Committee

10. ______________ is a systematic description of employee's job relevant strengths and weaknesses.

a) Placement
b) Induction
c) Performance Appraisal
d) Orientation

11. _____________ dismissal takes place when a contractual term is breached by the employer in the dismissal process.

a) Unfair
b) Constructive
c) Wrongful
d) Expected

12. A _____________ is a horizontal or lateral movement of an employee from one job, department, shift or place to another.

a) Promotion
b) Transfer
c) Dismissal
d) Refresher

Q:2 Explain the terms (any 5 out of 8): 10 marks

1. Strategic HRM

____

____

____

____

____

____

2. Job Analysis

____

____

____

____

____

____

3. HR Centre of Excellence

____

____

4. Recruitment

5. Performance Appraisal

6. Self-development

7. Transfers

8. Succession Planning

Q:3 **Answer the following (Any 2 out of 3):** **20 marks**

1. What are the various techniques of Performance Appraisal?
2. Distinguish between Traditional HRM and Strategic HRM
3. Explain HRIS and state its importance.

Write your answers of Q:3 here:

14/12/22

PARLE TILAK VIDYALAYA ASSOCIATION'S

M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI – 400 057

CLASS TEST

Class: **M.Com.: Part II – Semester III**

Sub: **Marketing Strategies and Practices**

Date: Max Marks: **40** Time: **90 minutes**

Supervisor's Sign& Date **Seat No. in Figures**

in words ____________________

____

Marks in Figures **Q:1 Q:2 Q:3 Total** **in Words** **Sign of the Examiner** ____________________

Instructions: ***(1)*** *All questions are compulsory.*

(2) *Figures to the right indicate full marks.*

(3) *Question No.1 and 2 to be solved on the Question Paper itself.*

Q:1 A. Multiple Choice Questions (Any 10 out of 12): **10 marks**

1. Guerrilla marketing strategies are used by ____________firms with a limited budget
   a) large b) small
   c) medium d) moderate
2. ____________ in triple bottom line relates to practices by business to achieve a sustainable environment.
   a) Pace b) People
   c) Planet d) Profit
3. SBU concept was developed by ______________ Company of USA to manage its Multi-Product Business.
   a) General Electric b) General Electricity
   c) General Company d) General Management
4. ________ is a type of corporate social responsibility in which a company's purpose is not only to earn profit but also to achieve some social cause.
   a) Cause marketing b) Viral marketing
   c) Ambush marketing d) Alliance marketing
5. _________ is the perception of a brand in the minds of customers.
   a) Brand Loyalty b) Brand equity
   c) Branding d) Brand Image
6. When the product performance is below customer expectation the customer is ________.
   a) dissatisfied b) satisfied
   c) astonished d) delighted
7. _______ marketing refers to placement of advertisement in unusual and unexpected places.
   a) Alliance b) Stealth
   c) Buzz d) Ambient

8. Long term plans are for a period of over _____ years.

a) 2 b) 3

c) 4 d) 5

9. ____________dated the production era of marketing strategy from the 1860s to the 1930s.

a) Philip Kotler b) Gary Armstrong

c) Robert Keith d) Abraham Maslow

10. A _______ strategy involves marketing efforts to induce dealers to stock the products and promote the product to end users.

a) Pull b) Packaging

c) Pace d) Push

11. _________ is known as undercover marketing.

a) Street b) Stealth

c) Customised d) Green

12. In _______ marketing strategy, a company uses unconventional ways of promoting products.

a) Green b) Guerrilla

c) Viral d) Digital

Q:2 Explain the terms (any 5 out of 8): **10 marks**

1. Planet in Triple Bottom line.

2. Flank defense.

3. Stealth marketing.

4. Ambush Marketing

5. Production Orientation.

6. Physical Evidence.

7. Mobile defense strategy.

8. Packaging.

20 marks

Q:3 **Answer the following (Any 2 out of 3):**

1. Explain different types of Marketing strategies.
2. Essentials of effective marketing plan.
3. Discuss the contents of the Marketing plan.

Write your answers of Q:3 here: