

Model Question Paper

PRINCIPLES OF MARKETING

Time : 2½ hrs.

Marks : 60

SECTION - A

1. Answer any Five out of seven sub questions
- Mention any four benefits of Marketing Channel.
 - What is product mix?
 - What is consumer behavior?
 - What do you mean by direct Promotion?
 - What is positioning strategy?
 - Name some live video streaming platforms?
 - List out the 4P's of marketing.

5 x 2 = 10

SECTION - B

Answer any Four out of five questions :

- Explain the types of consumer buying behavior.
- Why new product fails in the market? State the reasons.
- Explain the Functions of Public Relations.
- Explain the Benefits of Affiliate Marketing?
- Briefly discuss about the importance and scope of Marketing.

4 x 5 = 20

SECTION - C

Answer any Two out of five questions :

- Discuss the consumer decision process in detail.
- Explain the usefulness of advertising in modern digital world.
- Discuss the advantages and disadvantages of relationship building.

2 x 12 = 24

SECTION - D

[Skill Development Questions]

Answer any One out of two questions :

- Visit any Organization and collect the information towards pricing of the products.
- Identify the recent developments in the field of marketing.

1 x 6 = 6

Model Question Paper

MANAGEMENT PRINCIPLES AND APPLICATIONS

Time : 2½ hrs.

Marks : 60

SECTION - A

1. Answer any Five out of seven sub questions

5 x 2 = 10

- a) What is SWOT analysis?
- b) What are classical organisational theories?
- c) What is communication?
- d) Define planning.
- e) Give any 2 functions of middle level management.
- f) What are the disadvantages of control?
- g) Define the term "Scalar Chain."

SECTION - B

Answer any Four out of five questions :

4 x 5 = 20

2. State any four functions of top level management.
3. What are the importance of planning.
4. State the reasons for conflicts between line and staff authority.
5. Define motivation. How does it improve efficiency and facilitate the accomplishment of organisational goals?
6. Briefly explain the different types of packaging.

SECTION - C

Answer any Two out of five questions :

2 x 12 = 24

7. What is organizing? Explain the importance of organising.
8. Explain SWOT analysis in detail.
9. Describe about the evolution of management thought.

SECTION - D

[Skill Development Questions]

Answer any One out of two questions :

1 x 6 = 6

10. Visit any business organization and collect different types of authority followed and draw organization structure.
11. Visit any manufacturing firm and identify the Controlling system followed.

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Model Question Paper

Financial Accounting

Time : 2 ½ hrs.

Marks : 60

SECTION - A

1. Answer any Five sub questions. Each sub question carries two marks. (5x2=10)

- What is balance sheet and format?
- Who is a debtor?
- What is Account Sales?
- Define book keeping.
- What is bills payable?
- Define Royalty?
- Write two objectives of HRA?

SECTION - B

Answer any four questions from the following. Each question carries five marks.

(4x5=20)

2. Prepare an analytical table of royalty from the following details :

Minimum rent Rs. 75,000 p.a.

Royalty Rs. 6 per ton of ore raised

Shortworkings are recoverable during the first three years of the lease only.

The output for the first four years is as follows :

I Year 3,000 tons

II year 10,000 tons

III year 30,000 tons and

IV year 35,000 tons

3. Calculate the value of abnormal loss and value of closing stock from the following information :

- Goods sent on consignment – 400 units of glassware at Rs. 100 unit.
- Expenses incurred by the consignor – Rs. 2,000.
- Goods lost in transit – 20 units.
- Expenses incurred by the consignee – taxes Rs. 1,420 and selling expenses Rs. 1,000
- Goods sold by the consignee – 340 units.
- Goods damaged at Consignee's place – 2% of the total goods consigned (which is permissible)

4. Revenue, Expenses and Gross Profit Balances of M/s Gokul Traders for the year ended on 31st March 2020 were as follows:

Gross Profit Rs. 4,20,000, Salaries Rs. 1,10,000, Discount (Cr.), Rs. 18,000, Discount (Dr.) Rs. 19,000, Bad Debts Rs. 17,000, Depreciation Rs. 65,000, Legal Charges Rs. 25,000, Consultancy Fees Rs. 32,000, Audit Fees Rs. 1,000, Electricity Charges Rs. 17,000, Telephone, Postage and Telegrams Rs. 12,000, Stationery Rs. 27,000, Interest paid on Loans Rs. 70,000.

Prepare Profit and Loss Account of M/s ABC Traders for the year ended on 31st March, 2020.

5. State the steps involved in accounting process.
6. Ms. Monika patented an Automatic Door Closer and granted to Ms. Suraksha the licence to manufacture and sell the Door Closers for 10 years on the following terms.
- Suraksha to pay a Royalty of Rs. 5 for every door closer sold with a minimum rent of Rs. 2,500 p.a.
 - Suraksha could set off the short workings arising in any year against surplus royalties payable in the next 2 years.
 - From the second year onwards the dead rent is agreed upon at Rs. 2,000 instead of Rs. 2,500 and all other terms being unchanged. The other details are:

Year	Sales (units)
2013	100
2014	200
2015	300
2016	500

Show ledger accounts in the books of Suraksha and Co., including minimum rent account.

SECTION - C

Answer any Two questions from the following. Each question carries twelve marks
(2x12=24)

On 1.1.2017 Chetan of Chennai dispatched to Raghu of Mysore, 500 chairs at an invoice price of Rs. 300 each, which was 25% above the cost price. He paid Rs. 200 for packing and Rs. 300 for carriage and insurance. Chetan draws three months bill for Rs. 50,000 which was accepted by Raghu and Chetan discounted the same for Rs. 49,800. Raghu received the consignment on 15.1.2017 and incurred Rs. 100 for unloading and carriage, Rs. 500 for selling expenses and Rs. 1,000 for salesman salary. Raghu returned 50 chairs and sold 200 chairs at Rs. 330 each and 200 chairs at Rs. 350 each on credit. Raghu sent a bank draft for the amount due after deducting expenses and commission at 10% on sales and del-credere commission 3% on credit sales. On 30.3.2017 market value of chair was Rs. 250 each (closing stock).

All the money due was collected from debtors except Rs. 2,000 from Mr. Kumar, a debtor.

Prepare necessary Ledger Accounts in the books of Chetan.

8. The following is the Trial Balance of XYZ on 31st Dec. 2020.

Trial Balance on 31st December, 2020

	Dr.	Cr.
Capital Account		10,000
Inventory Account	2,000	
Cash in hand	1,440	
Machinery Account	7,360	
Purchases Account	18,200	
Wages Account	10,000	
Salaries Account	10,000	
Discount Allowed A/c	500	
Discount Received A/c		300
Sundry Office Expenses Account	6,000	
Sales Account		50,000
Sums owing by customer (Trade receivables)	8,500	
Trade payables (sums owing to suppliers)		3,700
Total	64,000	64,000

Value of Closing Inventory on 31st Dec. 2020 was 2,700

Prepare closing entries for the above items.

9. What are the Advantages & Disadvantages of Database Accounting.

SECTION - D

[Skill Development Questions]

Answer any one question from the following which carries six marks.

(1x6=6)

10. Preparation of Pro-Forma Invoice with imaginary figures.

11. Latest Innovations and Developments in the field of Accounting