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Con. 3793-DK-1025-03. 3

A Special Machinery costing Rs. 4,00,000/- was purchased for use on the contract. Its estimated scrap value at the end of the contract would be Rs. 40,000/-
It was decided that the profit to be taken credit for the year ended 31-03-2007 should be that proportion of the estimated net profit to be realised on the completion of the contract which the cash received for the year bears to the contract price. Prepare Contract Account for the year ended 31-3-2007 and Estimated Contract Account.

6. Following is the Summarised Trading and Profit and Loss Account of Sheetal Industries for 15 the year ended 31-03-2006.

Trading and Profit and Loss Account for the year ended 31-03-2006

Particulars	Rs.	Particulars	Rs.
To Opening Stock of Raw Materials	9,000	By Sales (12000 Units)	4,80,000
To Purchases of Raw Materials	2,10,000	By Closing Stock	
To Carriage Inwards	5,000	Finished Goods (5000 Units)	66,000
To Wages	75,400	Raw Materials	24,000
To Factory Expenses		By Interest on Securities	17,000
Paid 52,400		By Profit on Sale of Assets	1,20,000
Add: Outstanding 2,200	54,600		
To Administration Overheads	52,500		
To Selling and Distribution Overheads	98,000		
To Goodwill Written-off	12,500		
To Interest on Loans	7,500		
To Dividend	2,500		
To Income Tax	3,000		
To Net Profit	1,83,000		
Total	7,07,000	Total	7,07,000

A standard unit was manufactured during the year. The cost accounting records showed the followings :-

- (a) Materials Consumed @ Rs. 10/- per unit produced.
 - (b) Direct Wages @ Rs. 5/- per unit produced.
 - (c) Factory Overheads were absorbed @ 25% of Prime Cost.
 - (d) Administration Overheads were absorbed @ Rs. 5/- per unit produced.
 - (e) Selling and Distribution Overheads, were absorbed @ Rs. 7/- per unit sold.
- You are required to prepare the detailed cost statement for the year ended 31-03-2006 and a statement of reconciliation.

9. (a) From the following calculate Labour Cost variance, Labour Rate variance and Labour efficiency variance :

Type of Workers	Standard			Actual		
	No. of Workers	No. of Hours	Rate per Hour	No. of Workers	No. of Hours	Rate per Hour
Skilled	30	50	Rs. 4.00	25	30	Rs. 4.50
Semi Skilled	20	30	Rs. 3.00	30	30	Rs. 3.00
Unskilled	10	20	Rs. 2.00	10	15	Rs. 2.50

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QP Code : 1033

5. (a) Choose the correct answer and rewrite the statements in any three.
- (1) Identify the correct term of international trade :-
(a) Import (b) Export (c) Balance of Trade (d) None of these
 - (2) Identify the correct term of international trade :-
(a) Import (b) Export (c) Balance of Trade (d) None of these
 - (3) Identify the correct term of international trade :-
(a) Import (b) Export (c) Balance of Trade (d) None of these
 - (4) Identify the correct term of international trade :-
(a) Import (b) Export (c) Balance of Trade (d) None of these
 - (5) Identify the correct term of international trade :-
(a) Import (b) Export (c) Balance of Trade (d) None of these
 - (6) Identify the correct term of international trade :-
(a) Import (b) Export (c) Balance of Trade (d) None of these
 - (7) Identify the correct term of international trade :-
(a) Import (b) Export (c) Balance of Trade (d) None of these
 - (8) Identify the correct term of international trade :-
(a) Import (b) Export (c) Balance of Trade (d) None of these
 - (9) Identify the correct term of international trade :-
(a) Import (b) Export (c) Balance of Trade (d) None of these
 - (10) Identify the correct term of international trade :-
(a) Import (b) Export (c) Balance of Trade (d) None of these
 - (11) Identify the correct term of international trade :-
(a) Import (b) Export (c) Balance of Trade (d) None of these
 - (12) Identify the correct term of international trade :-
(a) Import (b) Export (c) Balance of Trade (d) None of these
 - (13) Identify the correct term of international trade :-
(a) Import (b) Export (c) Balance of Trade (d) None of these
 - (14) Identify the correct term of international trade :-
(a) Import (b) Export (c) Balance of Trade (d) None of these
 - (15) Identify the correct term of international trade :-
(a) Import (b) Export (c) Balance of Trade (d) None of these
 - (16) Identify the correct term of international trade :-
(a) Import (b) Export (c) Balance of Trade (d) None of these
 - (17) Identify the correct term of international trade :-
(a) Import (b) Export (c) Balance of Trade (d) None of these
 - (18) Identify the correct term of international trade :-
(a) Import (b) Export (c) Balance of Trade (d) None of these
 - (19) Identify the correct term of international trade :-
(a) Import (b) Export (c) Balance of Trade (d) None of these
 - (20) Identify the correct term of international trade :-
(a) Import (b) Export (c) Balance of Trade (d) None of these

10-Con. : 4918-15. [TURN OVER]

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Marketing & Human Resource Management (MHRM)
(Sem. 5th)

QP Code : 04307

(2 1/2 Hours) [Total Marks : 75]

- N.B. : (1) All questions are compulsory.
(2) Figures to the right indicate full marks.
1. Answer any Two of the following. 15
 - (a) Define Marketing. Explain the importance of Marketing.
 - (b) Briefly describe evolution of the Marketing concept.
 - (c) Explain the term 'Digital Marketing'. Discuss various forms of Digital Marketing.
 2. Answer any Two of the following. 15
 - (a) Explain the term Marketing Information System. Describe the components of Marketing Information System.
 - (b) What is meant by Consumer Behaviour? Briefly explain various factors influencing Consumer Behaviour.
 - (c) Define Market Segmentation. Briefly explain the importance of Market Segmentation.
 3. Answer any Two of the following. 15
 - (a) Explain the meaning of Marketing Mix. The Success of a firm depends on the blending of Marketing Mix. Explain.
 - (b) What is Brand Equity? Discuss the factors influencing Brand Equity.
 - (c) What is Pricing? Explain the objectives of Pricing in brief.
 4. Answer any Two of the following. 15
 - (a) Explain the term Physical Distribution. Discuss different types of distribution channels for consumer products.
 - (b) What is Publicity? Describe the features of Publicity in brief.
 - (c) What is meant by Integrated Marketing Communication? Explain the various components of Integrated Marketing Communication.
 5. (a) Fill in the blanks by choosing the appropriate options given below :- 5
 - (i) According to _____ concept, consumers will prefer products that offer best quality, performance or innovative features.
(a) Product (b) Exchange (c) Selling (d) Production
 - (ii) _____ data refers to the information which is readily available.
(a) Primary (b) Secondary (c) Section (d) Political
 - (iii) Under _____ pricing strategy, higher price is charged at the time of introduction.
(a) Penetration (b) Skimming (c) Follow the leader (d) Dual

DV-Con.:718-14.

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