Question Bank for

2nd Semester Examination

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Campus: Survey No.13/2 Mahurzari, Katol Road, Nagpur - 441 501
**C21 - MARKETING MANAGEMENT**

**Short Questions**

1. Define Marketing.
2. Differentiate between Marketing & Selling.
3. What is Marketing Mix?
4. Write the different stages of PLC?
5. Write the different pricing strategies.
6. What is Service Marketing?
7. What is Internet Marketing?
8. What do you mean by personal selling?
9. What is Social Media Marketing?
10. What is sales forecasting?
11. What are the different types of sales organizations?
12. Define Niche marketing.
13. What is mass marketing?
14. What are the different types of pricing methods?
15. What are the incentive plans for sales workforce?
16. What are needs, wants & demands?
17. Define positioning.

**Long Questions**

1. What is Marketing Environment?
2. Explain segmentation.
3. What is targeting & positioning?
4. What is marketing? Explain the core concepts with examples.
6. What is pricing? What are the different pricing strategies used by various companies?
7. Explain the different types of promotional methods & strategies?

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8. What is supply chain management?
9. Write a note on warehousing & storage.
10. What is personal selling? Explain the selling process in detail.
11. Explain recruitment & selection.
12. What is sales forecasting?
13. What is social media marketing?
15. What is sales force compensation?
16. Write in detail about territory distribution programmes.
17. What is sales cost analysis?
18. Write a note on sales control.

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C22 - FINANCIAL MANAGEMENT

Short Questions
1. What do you mean by the term ‘Commercial Paper’?
2. What is ‘Trading on Equity’?
3. What are the various sources of Financing?
4. Define the term Over Capitalization and Under Capitalization.
5. What are the limitations of Capital budgeting?
6. What do you understand by Capital gearing and leveraging?
7. What is Compounding and Discounting
8. What are the various methods of forecasting working capital requirements?
9. List the various Financing approaches for working capital.
10. What is ‘Working capital turnover ratio’?
11. What are NPV and IRR?
12. Define the term ‘Profitability Index’.
13. What are Degree of Operating Leverage and Financial Leverage?
14. Define the term EPS.
15. Define the term WACC.
16. What is Marginal Cost of Capital?
17. What is EBIT- EPS analysis?
18. What is Capital Budgeting?
19. What do you understand by the term ‘Indifference level’?
20. What do you mean by Privatization?
21. What do you mean by the term ‘Vertical Merger’?

Long Questions
1. “Financial Management is nothing but managerial decision making in asset -mix, capital mix and profit allocation”. Comment.
2. “The financial goal of a firm should be to maximize profits and not wealth.” Do you agree with this statement? Critically examine.
3. Explain the capital structure decision from the point of view of minimization of risk.
4. Explain briefly, the factors which influence the planning of capital structure in a business firm.

5. Explain the concept of risk analysis with reference to capital budgeting.

6. What are the various methods of Corporate Restructuring? Explain any one in brief.

7. A firm is considering alternative proposals to finance its expansion plan of Rs. 4,00,000.
   Such proposals are:
   (a) Issue of 15% loans of Rs.2,00,000 and issue of 2,000 equity shares of Rs.100 each,
   (b) Issue of 4,000 equity shares of Rs.100 each.

   Given the tax rate at 50%, and assuming EBIT of Rs.70, 000 and Rs.80, 000, which alternative is better? Also compute the indifference level of EBIT of the two financial plans.

8. “Capital budgeting is long-term planning for making and financing proposed capital outlays”. Explain. What are the limitations of capital budgeting?

9. L & T Ltd. is considering investing in a project. The expected original investment in the project will be Rs. 2,00,000, the life of project will be 5 years with no salvage value. The expected net cash inflows after depreciation but before tax during the life of the project will be as following:

<table>
<thead>
<tr>
<th>Year</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rs.</td>
<td>85,000</td>
<td>1,00,000</td>
<td>80,000</td>
<td>80,000</td>
<td>40,000</td>
</tr>
</tbody>
</table>

   The project will be depreciated at the rate of 20% on original cost. The company is subjected to 30% tax rate.

   Required:
   (i) Calculate payback period and average rate of return (ARR).
   (ii) Calculate net present value, if cost of capital is 10%

   Additional Note:

<table>
<thead>
<tr>
<th>Year</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>P.V. at 10%</td>
<td>0.909</td>
<td>0.826</td>
<td>0.751</td>
<td>0.683</td>
<td>0.621</td>
</tr>
</tbody>
</table>

10. Essar Company is considering investment in a project that costs Rs. 2,00,000. The Project has an expected life of 5 years and zero salvage value. The company uses straight line method of depreciation. The company’s tax rate is 40%. The estimated earnings before depreciation and before tax from the project are:

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11. Give a critical appraisal of the Traditional approach and the Modigliani-Millers approach to the problem of capital structure.

12. The Management of Royal Industries has called for a statement showing the working capital to finance a level of activity of 1, 80,000 units of output for the year. The cost structure for the company’s product for the above mentioned activity level is detailed below:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Cost per unit (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raw material</td>
<td>20</td>
</tr>
<tr>
<td>Direct Labor</td>
<td>5</td>
</tr>
<tr>
<td>Overheads(including depreciation of)</td>
<td>15</td>
</tr>
<tr>
<td>Total cost</td>
<td>40</td>
</tr>
<tr>
<td>Profit</td>
<td>10</td>
</tr>
<tr>
<td>Selling price</td>
<td>50</td>
</tr>
</tbody>
</table>

Additional Information:

- Minimum desired cash balance is Rs.20,000
- Raw materials are held in stock, on an average for two months.
- Work-in-progress (assume 50% completion stage) will approximate to half-a-month’s production.
- Finished goods remain in warehouse, on an average for a month.
- Suppliers of materials extend a month’s credit and debtors and provide two month’s credit; cash sales are 25% of total sales.
- There is a time-lag in payment of wages of a month; and half a month in the case of overheads. From the above facts, you are required to prepare a statement showing working capital requirements.

13. Write notes on (any two):

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a) Factors affecting working capital needs
b) Over capitalization Vs Under Capitalization
c) Walter and Modigliani - Miller Approach
d) Mergers and Takeovers
e) Concept of Time value of Money

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C23 - HUMAN RESOURCE MANAGEMENT

Short Questions
1. Define HRM.
2. List down the qualities of Human Resource Management.
3. Mention the functions of HRM.
5. What are the factors affecting Job Design?
7. Mention the objectives of Training.
8. What do you understand by Internal Mobility?
9. Mention the requisites of effective Induction.
10. Mention the principles of Fringes.
11. Mention the reason of training Failure.
13. State the objectives of Job Evaluation.
15. Mention the tools/Methods of Selection.
17. Define Rewards and Incentives.
18. Write the classifications of wages.
20. Define Performance Appraisal

Long Questions
1. What is ‘Training’? Explain the Objectives and Importance of Training.
2. Explain the concept of ‘Training Needs Identification’.
3. What are the different types of ‘Training and Development’?
4. What are the different techniques of ‘Training and Development’?
5. How do you evaluate Training programmes?
6. What are the reasons for failure of Training Programmes?
7. How can you improve effectiveness of Training?
8. Write a short note on ‘HR Records’.
9. What do you mean by ‘Employee Benefits’? What are its types?
10. What are the principles of ‘Fringes’?
11. Write a note on ‘Incentive plans’.
13. What is Job Evaluation? What are its objectives?
15. Write a note on ‘Wage and Salary Administration’ in India.
16. Explain the different theories to determine wages.
17. What do you mean by ‘Performance Appraisal’? Explain its nature and objectives.
18. What are the different methods of ‘Performance Appraisal’?
19. Discuss the limitations of ‘Performance Appraisal’.
20. What are the different methods of ‘Selection’?

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C24 - OPERATIONS MANAGEMENT

Short Questions

1. What are the limitations of breakeven analysis?
2. State the functions of Operation Management.
3. Describe the nature of Operation Management.
4. Describe the scope of Operation Management.
5. State the importance of Operation Management.
6. What are the factors affecting location & layout?
7. State the Types of Facilities Layout.
8. What are the factors influencing layout changes?
9. What do you mean by PERT/CPM?
10. What are the concepts of yields?
11. What are the Roles and responsibilities of purchase professionals?
12. What are the types of stores?
13. What are Inventory records and state its importance.
14. What is Quality Function Deployment?
15. What is the need for Quality Systems?
16. What are the dimensions of quality?
17. State the variables affecting labor productivity.
18. What are Employee Productivity and its relation with standard of living?
19. What is work content and time with reference to employee productivity?
20. What is Method Study?

Long Questions

1. What are the Contribution of Henry Ford and Deming in Operation Management? What is Break even analysis in terms of physical units, sales value, and percentage of full capacity?
2. Explain Product add or drop decisions and Make or Buy decisions in brief. State and explain Equipment Selection decisions?
3. What are production process selection decisions? State and explain Managerial uses of break even analysis.

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5. Describe in brief Facility layout planning
6. Describe in brief what the types of plant layouts are?
7. What do you understand by layout and its objectives for manufacturing operations, warehouse operations, service operations, and office operations?
8. Draw an arrow diagram for the following project. Determine the project duration that will result in minimum total project cost after crashing.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Immediate Predecessor</th>
<th>Time (Months)</th>
<th>Direct Cost (Rs ’000)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Normal</td>
<td>Crash</td>
</tr>
<tr>
<td>A</td>
<td>-</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>B</td>
<td>-</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>C</td>
<td>-</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>D</td>
<td>A</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>E</td>
<td>C</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>F</td>
<td>A</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>G</td>
<td>D, B, E</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Months</th>
<th>15</th>
<th>14</th>
<th>13</th>
<th>12</th>
<th>11</th>
<th>10</th>
<th>9</th>
<th>8</th>
<th>7</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost(Rs.)</td>
<td>520</td>
<td>500</td>
<td>300</td>
<td>150</td>
<td>145</td>
<td>90</td>
<td>65</td>
<td>50</td>
<td>35</td>
<td>15</td>
</tr>
</tbody>
</table>

9. Describe in brief what capacity planning is with reference to concept and overview of aggregation demand and capacity options and strategies in production and services.
10. What is Inventory Management? Describe in brief what ABC analysis is.

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11. Describe Vendor selection and significance of Vendor selection development. What is Vendor rating? What are the ethics in purchasing?
12. Describe Inventory models in brief.
13. What do you understand by Stores? Describe in brief its types, functions, roles and responsibilities.
15. What do you mean by kaizen concept and need for organizing for continuous improvement? Explain six sigma concepts.
16. Describe the concept of specification limits and statistical control limits.
17. Explain process control and control charts for both attributes and variable data.
18. What is work study and related working conditions and human factors.
20. Explain Material flow and state significance of material handling study in employee productivity.

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C25 - RESEARCH METHODOLOGY

**Short Questions**

1. What are the various types of research?
3. What is research hypothesis?
4. Mention Types and content of a research report.
5. Mention Features of good Design.
6. What are the Types of Research Design?
7. Classify experimental research designs.
8. What are the two types of Data collection methods?
9. Mention the various types of primary and Secondary Data Sources.
10. What is Socio-metric analysis and Content analysis?
11. Introduce the types of measurement scales.
12. Classify scaling technique.
13. What are the Criteria for questionnaire design.
14. What are the types of questionnaire?
15. What is Tabulation of data? Mention Types.
16. What is parametric and Non-Parametric testing?
17. What is Cross tabulation
18. Explain the Use of correlation and regression Analysis
19. Explain the application of regression analysis in various functional areas of management.
20. What do you mean by Z, t, goodness of fit and F test?
21. What is data sampling?
22. What do you mean by Universe?
23. What are the various sampling techniques?
24. What is Multivariate technique, Factor Analysis?
25. Explain: Cluster Analysis, Discriminant Analysis.
26. Define: Conjoint Analysis, Multi Dimensional Scaling.

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Long Questions

1. Write a lucid note on “The relevance of research in management”.
2. What do you understand by research design? Explain the types of research designs with examples.
3. Explain stratified sampling and quota sampling with examples.
4. What are the different methods of measurement? Describe them with examples.
5. Design a questionnaire to evaluate consumer satisfaction/service quality for the Vodafone Customer Care Centre.
6. Explain the various types of non sampling errors. How can these errors be minimized?
7. Write a notes on :-
   a. Cluster Analysis
   b. Multi Dimensional Scaling
8. Distinguish between Type I & Type II error.
9. What are the factors determining the choice of the appropriate statistical technique for hypothesis testing?
10. What do you understand by interpretation of data? Illustrate the types of mistakes which frequently occur in interpretation.
11. Design a research plan for the following:- Blue star cycles Ltd. Intends to launch New Bicycles and wants to position it as a means of improving physical fitness as well as reducing air pollution.
12. Market Research is undertaken to guide manager in the analysis of Marketing Problem- critically examine this statement.
13. “Research Design is exploratory & must be flexible, but in descriptive study it must minimize bias and maximize reliability”. Comment.
14. Why is probability sampling generally preferred in comparison to non probability sampling? Explain the procedure of selecting simple random sampling.
15. What is the meaning of measurement in research? What difference does it make whether we measure in terms of ordinal, nominal, interval or ratio scale? Explain giving examples.
16. How does the case study method differ from survey method? Analyze the merits & limitations of case study method in sociological research.
17. “Processing of data implies editing, coding, classification & tabulation”. Comment.
18. Describe the purpose of using the following techniques(Any Two)
   i. ANOVA
   ii. Conjoining Analysis
   iii. Cluster Analysis
   iv. Multi-dimensional Scaling
19. Distinguish between:
   i. Null hypothesis & Composite hypothesis.
   ii. Type I error & Type II error
20. Explain the significance of Research Report. Describe the various steps involved while writing reports.
21. You are the manager of large retail store in Mumbai. You are interested in measuring the impact of promotion and advertisement on the sale of selected items such as soaps, soft drinks, etc. Describe how you would go about it.
22. What are the different types of scaling methods in research? Classify them and explain in detail.
23. Explain in details the various testing tools available for a Research Activity.
24. What are the various methods of Data Collection?

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Short Questions

1. What are the different components of an ‘Organisation’?
2. What is ‘Closed System’?
3. What are the characteristics of an ‘Open System’?
4. What are the different types of Managerial skills?
5. How is Productivity related to Managerial Performance?
7. What are the different disciplines contributing to the field of Organisational Behaviour?
8. Define ‘Attitude’. What are the different components of Attitude?
9. What are the effects of low Job Satisfaction?
10. How are Job Satisfaction and Absenteeism related to each other?
11. How are Job Satisfaction and Turnover related to each other?
12. How are Job Satisfaction and Productivity related to each other?
14. What are the different characteristics of ‘Learning’?
15. What are the different steps in ‘learning’ process?
16. What are the different elements of ‘Perception’?
17. Define ‘Motivation’.
18. What are the different characteristics of ‘Motivation’?
19. What are the different types of ‘Motivation’?
20. What are the limitations of Maslow’s Hierarchy of Human Needs’ Theory?
21. What are the different problems in Motivation?
22. Define ‘Groups’.

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24. What are the characteristics of a ‘Group’?
27. Differentiate between ‘Work Groups’ and ‘Work Teams’.
28. What are the different types of Teams?
29. Define ‘Conflict’.
30. What are the different characteristics of ‘Conflict’?
31. What are the positive outcomes of ‘Conflict’?
32. What are the negative outcomes of ‘Conflict’?
33. What are the sources of Conflict in organisations?
34. What do you mean by ‘Organisational Change’?
35. What are the different levels of ‘Change’?
36. What is ‘Domino Effect’?
37. Define ‘Organisational Development’.
38. State the characteristics of OD.
39. State the goals / objectives of OD.
40. What are ‘OD Values’?
41. State the principles underlying OD.
42. Define ‘Action Research’.
43. What are the pre-requisites of effective feedback given by Kreitner?
44. State the advantages of Survey Feedback Method.
45. What are the benefits of ‘Team-building’?

**Long Questions**

1. Define ‘Organisation’. Explain the nature of organisation with suitable examples.
2. Explain ‘Open System’ in detail.
3. Explain the different types of roles identified by Henry Mintzberg in detail.

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4. Write a note on ‘Managing developments in Information Technologies’.

5. Write a note on ‘Managing Human Rights at the Workplace’.

6. What are the different types of ‘Values’?

7. Write a note on ‘Cognitive Dissonance Theory’.

8. Write a note on ‘Self-Perception Theory’.

9. What are the different factors affecting Job Satisfaction?

10. Explain the different ‘Biographical Characteristics’ in detail.


14. What are the elements of ‘Social Learning’?

15. What are the different factors influencing ‘Perception’?

16. What are the different factors influencing ‘Perception’?

17. Write a note on ‘Halo-effect’.

18. Write a note on ‘Stereotyping’.

19. Write a note on ‘Pygmalion Effect’.


21. Explain ‘Herzberg’s Two Factor Theory’ Theory in detail.


26. What are the different means / ways by which the motivation of employees can be increased?

27. What are the different types of ‘Groups’?

28. What are the different reasons for formation of a group?

29. Explain the different stages of Group Development in detail.

30. Write a note on ‘Group Cohesiveness’.

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31. What are the different group decision-making techniques?
32. Write a note on ‘Team-Building’.
33. Write a note on ‘Team Roles’.
34. What are the different types / levels of Conflict?
35. Explain the process of Conflict in detail.
36. What are the different Conflict Management techniques?
37. Write a note on ‘Resistance to Change’.
38. What is ‘Force Field Analysis’?
39. What are the different steps in Management of Change process?
40. Write a note on ‘Ethical Aspects of OD’.
41. Explain the steps involved / process of OD.
42. State the different types of OD Interventions. Explain any 5 of them in detail.
43. What is ‘Grid Training’? Explain its different phases in detail.
44. Write a note on ‘Survey Feedback’ method of OD.
45. Write a note on ‘Process Consultation’ method of OD.
46. Write a note on ‘Third Party Peace-making Interventions’ of OD.
47. Write a note on ‘Team-building’ method of OD.

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C27 - BUSINESS ENVIRONMENT

Short Questions

1. What is Business Environment?
2. What are the two components of Business Environment?
4. Explain Internal Environment.
5. What do you mean by External Environment?
6. Explain the objectives of FEMA.
7. Give a brief description about SAARC.
8. Write a short note on FDI.
9. What are the characteristics’ of Business Environment?
10. Explain the thrust areas of the new economic policy.
11. Discuss the impact of WTO on India.

Long Questions

1. What do you understand by the term ‘Business Environment’?
2. Explain salient features of tenth five year plan.
3. “Business has only one responsibility i.e., to make profit”. Comment.
4. Discuss the important measures of Capital Market reform in India.
5. Briefly list out some of the basic challenges of International management.
7. Differentiate between private limited and public limited companies.
8. State various measures for the prevention and settlement of the industrial disputes.
9. Give a brief Country Profile of Bangladesh, Sri-Lanka, Nepal, Pakistan, and India.
10. What are the Problems and Prospects in Bangladesh, Sri-Lanka, Nepal, Pakistan, and India?
11. Briefly explain the Ups And Downs of South America in 21st Century.
12. What are the potential prospects of doing business in Euro Countries?
13. State the merits of Globalization from the point of view of India’s economic development.

15. Give a brief comparison between the Business Environments in Europe and South America.


17. Give the Overview Of The Continent (USA)
C28 - COST & MANAGEMENT ACCOUNTING

Short Questions

1. What is Cost Accounting?
2. How is Cost Accounting useful?
3. Differentiate between cost unit and cost centre.
4. Distinguish between cost centre and profit centre.
5. What is Standard Cost?
6. What is Actual Cost?
7. What is Budgeted Cost?
8. Write short notes on chargeable expenses.
10. What are the essentials of a good cost accounting system?
11. Explain Sunk Cost and Pre-production Cost.
12. Explain precisely the functions of Cost Accountant.
14. What is P/V Ratio?
15. Write short note on Contribution and Break-even-point.
17. Write note on Zero-base Budgeting.
18. What is Job Costing?
19. What is the relevance of the escalation clause provided in a contract?
20. A Ltd maintains a margin of safety of 37.5% with an overall contribution to sales ratio of 40%. Its fixed costs amount to Rs. 5 lakhs. Calculate the following:
   i) Break-even Sales;
   ii) Total Sales;
   iii) Total Variable Costs;
   iv) Current Profit;
   v) New ‘Margin of Safety’ if sales volume is increased by 7.5%

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21. What is the importance of Ratio Analysis?
22. Enumerate and explain the various classifications of Ratios.
23. Explain DuPont Chart.
24. What are the Salient Clauses and Accounting features of Contract Costing?

Long Questions

1. Explain ‘Limitations of Cost Accountancy’.
2. Discuss ‘costing as an aid to management’.
3. Specify the methods of costing and cost units applicable to the following industries i) Bridge Construction ii) Ship Building iii) Advertising iv) Bicycle v) Transport vi) Nursing Home
4. ‘Sunk Costs are irrelevant for decision making’. Comment
5. What are the limitations of Break Even Chart?
6. Define marginal cost and marginal costing. How would you treat variable cost and fixed costs in marginal costing?
7. From the following data, calculate i) Break-even point expressed in amount of sales in rupees ii) Number of units that must be sold to earn a profit of Rs.60,000 per year

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales price</td>
<td>Rs.20 per unit</td>
</tr>
<tr>
<td>Variable manufacturing cost</td>
<td>Rs.11 per unit</td>
</tr>
<tr>
<td>Variable selling cost</td>
<td>Rs.3 per unit</td>
</tr>
<tr>
<td>Fixed factory overhead</td>
<td>Rs.5, 40,000 per year</td>
</tr>
</tbody>
</table>

8. What is Budgetary Control? How a system of Budgetary Control is operates in an undertaking engaged in manufacturing business?
9. What is the difference between Financial Accounting and Cost Accounting?
10. Discuss the implications of cost-plus contracts from the viewpoint of Manufacturer and Customer.
11. Pioneer Construction Company Ltd. obtained a contract for the erection of a multi-storey building. Building operations started in July 2007. The contract price was Rs. 9, 00,000. On 30th June 2008, the end of the financial year, the cash received on account was Rs. 3, 60,000 being 80% of the amount on the surveyor’s certificate.
The following additional information is given: 

- Material issued to contract: Rs. 1,80,000
- Materials on hand at site on 30th June 2008: 7,500
- Wages: 2,46,600
- Plant purchased specially for contract and to be depreciated at 10% p.a: Rs. 30,000
- Direct expenses incurred: 12,900
- General overheads allocated to contract: 7,600
- Work finished but not yet certified, cost: 15,000

You are required to prepare the contract account and statement showing the profit on the contract to 30th June 2008 indicating what proportion of the profit the company would be justified in taking to the credit of the profit and loss account, and to show what entries in respect of the contract would appear in the balance sheet.

12. Prepare a Statement of Cost from the following particulars:

<table>
<thead>
<tr>
<th>Description</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Stock of raw material</td>
<td>10,500</td>
</tr>
<tr>
<td>Closing Stock of raw Material</td>
<td>15,000</td>
</tr>
<tr>
<td>Purchase of Raw Material</td>
<td>39,000</td>
</tr>
<tr>
<td>Direct Expenses</td>
<td>2,600</td>
</tr>
<tr>
<td>Labour</td>
<td>23,900</td>
</tr>
<tr>
<td>Fuel and Power</td>
<td>2,500</td>
</tr>
<tr>
<td>Directors Fees</td>
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<td>Carriage Inward</td>
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<td>Indirect Wages</td>
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<tr>
<td>Office Salaries</td>
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<tr>
<td>Rent, Rates &amp; Taxes (Factory)</td>
<td>2,000</td>
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<tr>
<td>Description</td>
<td>Amount</td>
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<tr>
<td>---------------------------------</td>
<td>--------</td>
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<tr>
<td>Rent, Rates (Office)</td>
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<tr>
<td>Depreciation &amp; Repairs of Plant</td>
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</tr>
<tr>
<td>Insurance (Factory)</td>
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<tr>
<td>Stationary (Factory)</td>
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<tr>
<td>Sundry Expenses</td>
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<td>Depreciation of Office Furniture</td>
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<td>Travelers Expenses &amp; Salaries</td>
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<td>Showroom Expenses</td>
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<tr>
<td>Packing</td>
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<tr>
<td>Carriage Outward</td>
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<tr>
<td>Stationery (Selling)</td>
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<td>Bad Debts</td>
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<tr>
<td>Sales</td>
<td>1,67,000</td>
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</table>
E20 - BUSINESS ETHICS

Short Questions
1. Define Ethics.
2. State 4 points of differentiation between Morals & Values.
3. State different types of Organizations.
4. What is Corporate Ethics Code?
6. What is Environmental Ethics?
7. What is Corporate Governance Code?
8. Short note on: 1) Employment Interview 2) Nepotism 3) Psychometric Instruments
10. Short note on:
   a) Presenteeism
   b) Flexible working hours
   c) Dichotomy
   d) Professional loyalty
   e) Performance management
   f) Employee participation and involvement
11. What is Environmental Auditing?
12. What is Whistle Blowing?
13. Write a short Note on:
    a. OECD Principle
    b. World Bank on Corporate Governance
    c. McKinsey Survey on CG
14. List the areas for Ethics in Marketing.

Long Questions
1. What is the concept of Ethics? Explain Value by giving its types.
2. Short notes on:
   a. Friedman’s Economic Theory

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b. Kant’s Deontological Theory.
c. Mill & Bentham’s Utilitarianism theory
d. Aristotle’s virtue based ethics

3. What is Ethical Decision Making? State the factors affecting Ethical Decision Making.

4. Write a detailed note on Gandhian Approach to Ethics.

5. Describe the Global trends in business ethics with special reference to LPG.

6. Short notes on: 1) Indian Business Scene 2) Business Ethics Rating in India

7. What is organization Ethics? Mention the factors affecting Organization Ethics.

8. Describe the formulation of Corporate Code of Ethics. What are the advantages of Corporate Ethics Code.


10. State the impact of Globalisation on Indian Corporate and Social Culture.

11. What is CSR? State the advantages scope and steps to attain CSR.

12. Describe the concept of social responsibility towards its stakeholders and society as a whole.

13. What is Corporate Governance? State its objectives and features.

14. What is Ethical Marketing? What are the challenges in Ethical Marketing?

15. What is Ethical Marketing? Explain with reference to product labeling and packaging.

16. Describe Ethics in the context of pricing and promotion.

17. Write a note on social and ethical media and advertising.

18. What is Marketing Research? What are the ethics involved in market research?

19. Describe the various ethical issues in HRM.

20. Explain the ethics involved in recruitment and selection.

21. What are the ethical issues related to product design?


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