

**MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)**

(Affiliated to JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD)  
Gundlapochampally (H), Maisammaguda (V), Medchal (M), Medchal-Malkajgiri (Dist), Hyderabad

**MBA III SEMESTER REGULAR END EXAMINATIONS, NOVEMBER-2019**

Subject: **STRATEGIC MANAGEMENT**

Branch: **MBA**

**Time: 3 hours**

**Answer all questions**

**Max. Marks: 70**

**5X14M=70 Mark**

- 1 What is meant by strategic intent? Explain the process of strategic management in detail.

**OR**

- 2 What are the strategic internal environmental factors? Analyze each factor.

- 3 (a) What are the two variants of focus? Discuss each giving examples. (7M)

- (b) Discuss the advantages and disadvantages of a focus strategy. (7M)

**OR**

- 4 Evaluate competitive rivalry and dynamics.

- 5 What are the levels of diversification? Evaluate.

**OR**

- 6 What are restructuring strategy? Explain with an example.

- 7 Explain types of international strategies and its benefits for the development of firms.

**OR**

- 8 Discuss the Role of strategic management in software companies.

- 9 What are the leadership implications for strategy?

**OR**

- 10 Discuss organizational structures and controls which influence organizations.



Code No.: 8B302

**MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)**(Affiliated to JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD)  
Gundlapochampally (H), Maisammaguda (V), Medchal (M), Medchal-Malkajgiri (Dist), Hyderabad**MBA III SEMESTER REGULAR END EXAMINATIONS, NOVEMBER-2019**Subject: **LOGISTICS AND SUPPLY CHAIN MANAGEMENT**Branch: **MBA**

Time: 3 hours

Max. Marks: 70

Answer ALL questions of the following

5x14 Marks= 70Marks

1. Explain the concept of customer service from a logistic/supply chain perspective.  
(OR)
2. What is competitive advantage? How to gain competitive advantage through logistics?
3. "The Mission of logistics management is to plan and coordinate all those activities necessary to achieve desired levels of quality and service at lowest possible cost". Explain.  
(OR)
4. Describe the concept of Total cost analysis.
5. Elucidate supply chain relationships.  
(OR)
6. Analyze logistics performance indicators for an FMCG company.
7. "Each stage of supply chain optimizes only its own local objective by completely neglecting the impact on the complete chain because of lack of coordination.", what is the impact of lack of coordination on supply chain performance.  
(OR)
8. Mention various types of issues that need to be addressed in supplier and distributor benchmarking.
9. "Managing logistics operations within the country is very much simple than that of managing the flow of inventory and information across the global supply chain". What are the issues and challenges in global supply chain management?  
(OR)
10. Discuss the importance of Logistics in the global economy with examples.



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**MBA III SEMESTER REGULAR END EXAMINATIONS, NOVEMBER-2019****Subject: International Marketing**Branch: **MBA****Time: 3 hours****Max. Marks: 70****Answer ALL questions****5x14 = 70M****All Questions carries equal marks****1. Illustrate different factors contributing to the growth of International Marketing.****(OR)****2. "International Marketing is not as easy as Domestic Marketing" throw light on the statement with respect to the challenges faced in International Marketing.****3. Discuss the International Technological Environment and explain the role of WTO in regulating International Trade.****(OR)****4. Explain various initiatives designed to reduce International trade barriers and promote free trade.****5. Illustrate with examples how Cultural aspects are forced into designing a new product and ads of Global Marketers in respect of local needs.****(OR)****6. Define International Trade Agreements and discuss various types of trading agreements with its advantages.****7. Describe the factors that influence channel selection in the International Market.****(OR)****8. Explain in detail about pricing and promotional strategies in global market.****9. Discuss about global E-Marketing channel in detail.****(OR)****10. Critically examine the effects of internet on Global Marketing strategy.**



Code No.: 8B304

**MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)**(Affiliated to JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD)  
Gundlapochampally (H), Maisammaguda (V), Medchal (M), Medchal-Malkajgiri (Dist), Hyderabad**MBA III SEMESTER REGULAR END EXAMINATIONS, NOVEMBER-2019****Subject: Security Analysis and Portfolio Management**

Branch: MBA

Time: 3 hours

Max. Marks: 70

Answer ALL questions

5x14 = 70M

All Questions carries equal marks

1. Define Investment. Explain the various Investment Avenues.

(OR)

2. Explain in detail the Dow Theory and how is it used to determine the direction of the stock market.
3. The estimated rate of return and betas of 6 securities are given below. The risk free rate is 10% and the market rate of return is 18%. Using CAPM compare the estimated return with returns as per CAPM for each security and determine which securities are under priced.

Security	A	B	C	D	E	F
Estimated Return	30	24	18	15	15	12
Beta	1.6	1.4	1.2	0.9	1.1	0.7

(OR)

4. What are the assumptions of Markowitz model? Explain how assets are selected by using the model.
5. Consider a bond with a par value of Rs. 1000 and carrying a coupon rate of 10%. Calculate market value of a bond with maturities of 3, 5 and 8 years at an YTM of 12% and 14%.
6. Define bond. State and explain the features of Bonds.
7. Ashok wants to buy watchful company's stock and hold on it for five years. He estimates that Rs.3.44 dividend would be paid by the company continuously for the next five years. He hopes to sell the shares at Rs. 60 at the end of the fifth year, What is the present price? The required rate of return is 10%.

(OR)

8. Explain the following  
a) Economic Value Added. (5M) b) P/E Ratio. (5M) C) Price/Sales ratio. (4M)
9. The rate of return, risk and beta co-efficient for three growth oriented mutual funds were calculated over the most recent 5 years and are listed below.

Growth-fund	Return (%)	Risk (%)	Funds Beta
J	15	16	1.15
P	13	18	1.25
F	12	11	0.90

Rank each fund by sharpe's index of portfolio performance and Treynor's performance index. If the risk free rate of return is 7%.

(OR)

10. Define Mutual fund. Bring out and explain its objectives and types of mutual fund schemes in India.



Code No.: 8B305

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**MBA III SEMESTER REGULAR END EXAMINATIONS, NOVEMBER-2019**

**Subject: Learning and Development**

Branch: MBA

**Time: 3 hours**

**Max. Marks: 70**

**Answer ALL questions**

**5x14 = 70M**

**All Questions carries equal marks**

1. What does each stage in learning cycle indicates, explain in detail.

**(OR)**

2. Explain about Goal theories in detail.

3. Explain about the evolution of Training role in a company.

**(OR)**

4. Explain about various training styles.

5. Explain about traditional training methods in detail.

**(OR)**

6. How do you blend learning with mobile technology and training methods for better results?

7. What are the essential ingredients in Management Development?

**(OR)**

8. How do you develop interpersonal relationships in a company?

9. How training is instrumental in talent management and competency mapping?

**(OR)**

10. Explain about career management systems.



Code No.: 8B307

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**MBA III SEMESTER REGULAR END EXAMINATIONS, NOVEMBER-2019****Subject: Integrated Marketing Communication**

Branch: MBA

**Time: 3 hours****Max. Marks: 70****Answer ALL questions****5x14 = 70M****All Questions carries equal marks**

1. Explain in detail the importance of integrated marketing communication.

**(OR)**

2. Explain in detail about the steps in communication process.

3. Explain in detail DAGMAR approach of marketing communication.

**(OR)**

4. Explain the various objectives of marketing communication.

5. Discuss the factors affecting marketing communication mix.

**(OR)**

6. Describe the impact of creative execution in advertising.

7. Discuss the ethical considerations of public relations activities.

**(OR)**

8. Describe the various methods of internal communication.

9. Explain the social and ethical criticisms of advertising.

**(OR)**

10 Discuss various social aspects of advertising.



Code No.: 8B308

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**MBA III SEMESTER REGULAR END EXAMINATIONS, NOVEMBER-2019****Subject: Financial Institutions, Markets & Services**Branch: **MBA****Time: 3 hours****Max. Marks: 70****Answer ALL questions****5x14 = 70M****All Questions carries equal marks**

1. What are the recent reforms in financial sector which leads to economic development?  
(OR)
2. What are the objectives, role, and functions of SEBI in controlling stock market operations?
3. Identify role, functions, and limitations of offering various products & services by cooperative banks in credit creation in economy?  
(OR)
4. What are the role, objectives & challenges of insurance companies in offering their products and services?
5. What are short term money and call market instruments that rescue economy from problems of liquidity?  
(OR)
6. What are the objectives of Stock Exchanges and how listing trading and settlement operations take place in stock markets?
7. Identify various features, merits and demerits of leasing, hire-purchase and installment purchase?  
(OR)
8. What are Fee Based Advisory Services and how they relieve companies from specialist duties?
9. What are various functions, services and issues related to investment banking?  
(OR)
10. How debenture trustees are different from portfolio managers in their objectives, functions and challenges?



Code No.: 8B309

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**MBA III SEMESTER REGULAR END EXAMINATIONS, NOVEMBER-2019****Subject: Employee Relations and Labour Laws**

Branch: MBA

Time: 3 hours

Max. Marks: 70

Answer ALL questions

5x14 = 70M

All Questions carries equal marks

1. How do you register or deregister a Trade Union?

(OR)

2. "Trade Union problems are associated with outside leadership," discuss the statement.

3. Industrial disputes are common. Discuss the mechanism to resolve industrial disputes.

(OR)

4. Dunlop's industrial relations system is outdated for today's organizations. Explain why you agree or disagree.

5. Grievances are to be resolved at the earliest. Define grievance and explain the redressal procedure in India.

(OR)

6. Write short notes on (a) Collective Bargaining (b) Worker participation in management.

7. Contract workers face problems and also pose problems. Discuss the law that governs their working in an organization.

(OR)

8. "Arising out of and in the course of employment". Explain this statement and the context, with a relevant example.

9. Write short note on

(a) Maternity Benefits Act-1961

(b) Payment of Bonus Act-1965

(OR)

10. Write short notes on

(a) The Payment of Gratuity Act 1972

(b) Employee State Insurance Act 1948



Code No.: 8B311

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**MBA III SEMESTER REGULAR END EXAMINATIONS, NOVEMBER-2019****Subject: Consumer Behavior**

Branch: MBA

**Time: 3 hours****Max. Marks: 70****Answer ALL questions****5x14 = 70M****All Questions carries equal marks**

1. What do you mean by Consumer Behaviour? And explain the factors influencing Consumer Behaviour.

**(OR)**

2. Discuss various buyer behaviour models and their essence in current business environment by giving examples.

3. How cross cultural and socio-cultural influences the consumer behavior?

**(OR)**

4. Explain the influence of life style of family on buying behavior.

5. What is motive? Explain different roles of motives influencing behavior.

**(OR)**

6. What is Learning? Explain the importance of Learning in understanding the Consumer Behaviour?

7. Explain with examples the various stages involved in the consumer decision making process with suitable example?

**(OR)**

8. What is Innovation? Explain the process of Adoption and Diffusion of Innovation?

9. Describe the roots of Consumerism. Explain the legislative responses of consumerism.

**(OR)**

10. Describe the role of Consumer disputes redressal forum in dealing with consumer issues?



Code No.: 8B313

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**MBA III SEMESTER REGULAR END EXAMINATIONS, NOVEMBER-2019**

**Subject: Performance Management**

Branch: **MBA**

**Time: 3 hours**

**Max. Marks: 70**

**Answer ALL questions**

**5x14 = 70M**

**All Questions carries equal marks**

1. Explain Performance Management and its aims & roles.

**(OR)**

2. Demonstrate Performance Management Process with example.

3. Describe Performance dimensions and its importance in organization.

**(OR)**

4. Illustrate Performance Management System with relevant corporate example.

5. Analyze and develop Personal Developmental Plans.

**(OR)**

6. Write about Successful Coaching Guiding Principles.

7. Explain contingent pay? Reasons for Introducing CP.

**(OR)**

8. Compare legal and illegal discrimination of Reward System.

9. Describe Benchmarking? Discuss types of Benchmarking.

**(OR)**

10. Write about Six Sigma key roles for its successful implementation.



Code No.: 8B315

MR18

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**MBA III SEMESTER REGULAR END EXAMINATIONS, NOVEMBER-2019**

**Subject: DIGITAL MARKETING**

**Branch: MBA (MARKETING)**

**Time: 3 hours**

**Max. Marks: 70**

**Answer ALL questions**

**5x14 = 70M**

**All Questions carries equal marks**

1. How do you define Digital Marketing? Explain the benefits and limitations of Digital Marketing.

**(OR)**

2. "Digital Marketing has changes the game for most business leaders especially when it comes to their digital strategies". Illustrate with suitable examples.

3. Differentiate between Organic and Inorganic Search Engine Optimization. Which one do you think gives quick results?

**(OR)**

4. What do you understand by Social Media Marketing? Explain Social Media Marketing with Facebook, Twitter and LinkedIn.

5. What is Keyword Planner and how to Use Google Keyword Planner in 2019? Explain.

**(OR)**

6. Explain the following:

(i) Google AdWords      (ii) Google Tools

7. Discuss the challenges of sending bulk emails and how you can overcome them.

**(OR)**

8. What is an email template? How to Create a Business E-mail Template?

9. What is E-commerce Marketing? Is there a difference between digital marketing and e-commerce?

**(OR)**

10. Write short notes on the following:

(i) Content Marketing    (ii) Affiliate Marketing



Code No.: 8B316

MR18

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**MBA III SEMESTER REGULAR END EXAMINATIONS, NOVEMBER-2019**

**Subject: Financial Derivatives and Risk Management**

Branch: MBA (Finance)

**Time: 3 hours**

**Max. Marks: 70**

**Answer ALL questions**

**5x14 = 70M**

**All Questions carries equal marks**

1. Narrate the useful economic functions of derivative instruments in the changing business world.

**(OR)**

2. Write about the various uses and misuses of derivatives market in detail.

3. "Hedging is the basic functions of futures market". Discuss the statement in the light of uses of futures contract?

**(OR)**

4. The current price of wheat is Rs. 3.4 per bushel and interest rates are at 4%. The storage cost per one year runs at about 0.1 per bushel, which is to be paid up front. What is the 1 year forward price of wheat?

5. Define binomial option pricing model. What are the various assumptions of binomial option pricing model?

**(OR)**

6. Distinguish between call option and put option in derivatives market in detail.

7. Explain the concept of interest rate swaps. Discuss the various features of interest rate swaps with suitable examples.

**(OR)**

8. Write a note on

(a) Credit risk in swaps contract

(b) Credit swaps in derivatives

9. List out the problems and prospects with the commodities derivatives market in India.

**(OR)**

10. Explain about the National Commodity and Derivatives Exchange (NCDEX) Limited.



Code No.: 8B317

MR18

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**MBA III SEMESTER REGULAR END EXAMINATIONS, NOVEMBER-2019**

**Subject: STRATEGIC HUMAN RESOURCE MANAGEMENT**

**Branch: MBA (HR)**

**Time: 3 hours**

**Max. Marks: 70**

**Answer ALL questions**

**5x14 = 70M**

**All Questions carries equal marks**

**1. Write objectives and importance of human resource strategy.**

**(OR)**

**2. How Human Resources Management can contribute to strategy formulation?**

**3. Explain objectives of strategic planning.**

**(OR)**

**4. Write various levels of strategic planning.**

**5. Illustrate process of strategy implementation with a diagram.**

**(OR)**

**6. Write most effective employee retention strategies organisations implement.**

**7. Explain major HRD strategies.**

**(OR)**

**8. Discuss various levels in strategic HRD.**

**9. List out reasons for HR evaluation and Audit.**

**(OR)**

**10. Write short notes on 'HR outsourcing strategy'.**

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WE warrant that:

— the software will:

— run on your computer.

— perform the functions described in the software documentation.

— provide the same level of performance as the software described in the software documentation.

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Gundlapochampally (H), Maisammaguda (V), Medchal (M), Medchal-Malkajgiri (Dist), Hyderabad**MBA III SEMESTER REGULAR END EXAMINATIONS, NOVEMBER-2019****Subject: Strategic Management Accounting****Branch: MBA****Time: 3 hours****Max. Marks: 70****Answer ALL questions****5x14 = 70M**

1. a) Define cost control. Explain the steps which are involved in cost control.
- b) Discuss different types of direct and indirect expenditure with suitable examples.
- c) In a factory there are three production departments X, Y, Z, and one service department S. The following figures are available for one month of 25 working days of 8 hours each day. All departments work all these days with full attendance.

Particulars	Amount (Rs.)
Power and lighting	1100
Supervisor salary	2000
Rent	500
Welfare	600
Others	1200

The following information is available in respect of 4 departments.

Particulars	X	Y	Z	S
Area (in sq. metres)	500	600	800	600
No. of workers	10	30	40	20
Supervisor salary	20%	30%	30%	20%
Service rendered by service department to production departments	50%	30%	20%	---
Power and lighting	240	200	300	360
Others	200	200	400	400

Prepare overheads distribution summary from the above information.

**OR**

2. a) Examine the role of accounting information in planning and control.
- b) Define activity based costing. Discuss the benefits of activity based costing.
- c) From the below information calculate a machine hour rate of charging overheads in respect of machine no. 750

Particulars	
Cost of machine	Rs.11,000
Estimated scrap of machine	Rs.680
Effective working life	10,000 hours
Repairs over whole life of machine	Rs.1,500
Rental charges of shop for four weekly	Rs.1,710
Hours worked in four-weekly period	120 hours
Number of machines in shop each of which bears equal charges	30 machines
Power used by each machine 6 units per	0.10 paise per

3. a) Define process costing. Discuss the limitations of process costing.  
b) What is the meaning of cost sheet? Examine the significance of cost sheet.  
c) **Show cost sheet for the year 2007 from the following information:**

Direct materials Rs. 1,00,000  
Direct wages Rs.30,000  
Wages of foreman Rs.2,500  
Electric power Rs.500  
Factory lighting Rs.1,500  
Office lighting Rs.500  
Carriage on sales Rs.1,000  
Oil and water Rs.500  
Factory rent Rs.5,000  
Office rent Rs.2,500  
Repairs on factory plant Rs.3,500  
Repairs on office premises Rs.500  
Transfer to reserves Rs.1,000  
Discount on shares written off Rs.500  
Dividend Rs.2,000  
Depreciation on factory plant Rs.500  
Depreciation on office furniture Rs.1,250  
Consumable stores Rs.2,500  
Manager's salary Rs.5,000  
Directors fees Rs.1,250  
Office stationery Rs.500  
Telephone charges Rs.125  
Postage and telegrams Rs.250  
Salesmen's salaries Rs.1,250  
Travelling expenses Rs.1500  
Advertising Rs.1,250  
Warehouse charges Rs.500  
Sales Rs.1,89,500  
Carriage outwards Rs.375

Fixed Expenses Rs.90,000

Variable Cost per Unit

Direct Materials Rs. 5 per unit

Direct Labour Rs. 2 per unit

Direct Overheads 100 % of Direct Labour.

Selling Price per Unit Rs.12

9. a) Define zero based budgeting. Discuss the advantages of zero based budgeting.  
b) Distinguish between standard costing and budgetary control.  
c) From the following forecasts of income and expenditure, prepare a cash budget for the months January to April, 2005:

Months	Credit Sales (Rs.)	Credit Purchases(Rs.)	Wages(Rs.)	Manufacturing Expenses(Rs.)	Admn. Exp. (Rs.)	Selling Exp. (Rs.)
2004, Nov	30,000	15,000	3,000	1,150	1,060	500
Dec	35,000	20,000	3,200	1,225	1,040	550
2005, Jan	25,000	15,000	2,500	990	1,100	600
Feb	30,000	20,000	3,000	1,050	1,150	620
March	35,000	22,500	2,400	1,100	1,220	570
April	40,000	25,000	2,600	1,200	1,180	710

Additional information is as follows:

1. Cash in hand as on 1-1-2005 Rs.15,000
2. The customers are allowed a credit period of 2 months.
3. A dividend of Rs.10,000 is payable in April.
4. Capital expenditure to be incurred: Plant purchased on 15<sup>th</sup> of January for Rs.5,000; a building has been purchased on 1<sup>st</sup> March and the payments are to be made in monthly instalment of Rs.2,000 each.
5. The creditors are allowing a credit of 2 months.
6. Wages are paid on the 1<sup>st</sup> of the next month.
7. Lag in payment of other expenses is 1 month.

**OR**

10. a) Define cost audit. Explain the advantages of cost audit.  
b) Define management audit. Discuss the objectives of management audit.  
c) The following data is taken out from the books of a manufacturing concern:

**Budgeted labour composition for producing 100 articles**

20 Men @Rs.1.25 per hour for 25 hours

30 Women @Rs.1.10 per hour for 30 hours.

**Actual labour composition for producing 100 articles**

25 Men @Rs.1.50 per hour for 24 hours

25 Women @Rs.1.20 per hour for 25 hours.

Compute various labour variances.

**OR**

4. a) Define cost sheet. Prepare the proforma of simple cost sheet.  
b) Define process costing. Elucidate the fundamental principles and elements of process costing.  
c) A product passes through three processes A, B and C. The normal wastage of each process is as follows:

Process A-3 percent, process B-5 percent and process C- 8 percent. Wastage of process A was sold at 25 paise per unit, that of process B at 50 paise and process C at Rs.1 per unit. 10,000 units were issued to process A on 1-4-2004 at a cost of Rs.1 per unit. The other costs were as follows:

Particulars	Process A (Rs.)	Process B (Rs.)	Process C (Rs.)
Materials	1,000	1,500	500
Labour	5,000	8,000	6,500
Direct expenses	1,050	1,188	2,009
Actual output	9,500 units	9,100 units	8,100 units

Prepare process accounts, assuming that there was no opening stock or closing stock.

5. a) Describe the application of marginal costing incase of key or limiting factor.  
b) Examine the application of marginal costing incase of fixation of selling price.  
c) Elucidate the application of marginal costing in terms of cost control.

**OR**

6. a) Describe the application of marginal costing in terms of closing down a plant.  
b) Discuss the application of marginal costing in terms of profit planning.  
c) Examine the application of marginal costing incase of make or buy decisions.
7. a) What do you know about inter-firm comparison? Describe the need for inter-firm comparison.  
b) Explain the advantages of inter-firm comparison.  
c) The Sales Turnover and profit during two years were given as follows:

Years	Sales (Rs.)	Profit (Rs.)/Loss (Rs.)
2009	38,000	-2,400
2010	65,000	3,000

You are required to calculate the following:

- i) P/V Ratio
- ii) Fixed Cost (Rs.)
- iii) Break Even Point (Value)
- iv) Sales required to earn a profit of Rs.5,000
- v) Profit/Loss when Sales are Rs.46,000.

**OR**

8. a) Elucidate the different types of inter-firm comparison.  
b) Discuss the applications of break-even point for level of activity planning.  
c) You are required to compute (i) P/V Ratio (ii) Break Even Point (Rs.)  
iii) Sales required to earn a Profit of Rs.4,50,000 from the following: