

April 2018 / II / 1-6

**P. E. Society's**  
**Modern Institute of Business Management (MIBM)**  
**Internal Examination (MBA-I SEM-II)**  
**(March/April-2018)**

**Subject: - (201) (Marketing Management)**

**Date: - 28/03/2018**

**Time: - 2 hr. (10:30 am to 12:30 pm)**

**Marks: -50**

**Instructions:-**

- i) Each question carries 10 marks.*
- ii) All the questions are compulsory.*
- iii) Draw diagrams wherever necessary.*

**Q.1)** What is New Product Development? Explain Brand Equity and Brand Elements with an example.

**OR**

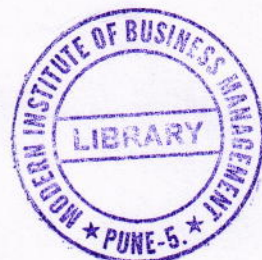
**Q.1)** Identify at what stages of their respective Product Life Cycles are the following products in the Indian market and accordingly suggest suitable strategies for these products: (i) Smart Phones, (ii) Portable two-in-one stereo systems

**Q.2)** Discuss in brief the various pricing strategies used by marketers. Suggest suitable pricing strategy for; ii) Smart Watch, iii) Luxury car, iv) Tablet PC

**OR**

**Q.2)** Explain in detail the steps involved in the process of setting the price

**Q.3)** You are marketing manager of a medium sized manufacturing company. The president has just made the following statement "The distribution activity is not a concern of the marketing department. The function of the marketing department is to sell the product ... let be rest of the company handle production and distribution."How would you reply to this statement? Discuss whether you agree or disagree with the statement and justify your answer.



OR

Q.3) Discuss the various physical distribution tasks that a company should consider for effectively marketing its products.

Q.4) What are the objectives of Sales Promotion? As a Sales Manager, you have been assigned the task planning the Sales Promotion program of a ready-to-cook meal. Discuss the steps that you would follow for effective planning and management of the said program.

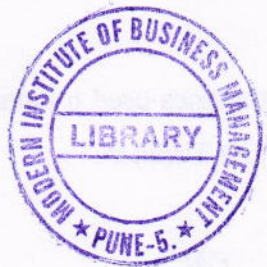
OR

Q.4) Briefly discuss the factors that marketers should consider while determining the communication mix for their products/services, giving suitable examples.

Q.5) What is the concept of marketing control? Explain marketing profitability control and marketing efficiency control

OR

Q.5) What do you mean by 'Marketing Plan'? Prepare Marketing Plan for any one products of your choice?





April 2018/II/2-6

01

**Modern Institute of Business Management (MIBM)**

**Internal Examination (MBA-I SEM-II)**

**(March / April 2018)**

**Subject: - (202) Financial Management**

**Date: -02/04 /2018**

**Time: - 10:30am to 12:30pm**

**Marks: -50**

*Instructions:- All questions are compulsory and Each question carries equal marks.*

*Use of scientific calculator is not allowed*

*Working notes will be part and parcel of your answer*

**Q.1)** Define the term "Financial Management" and also explain in brief the objective of maximization of wealth of share holders

**OR**

**Q.1)** Explain three major financial decisions taken by the organization under Modern Approach.

**Q.2)** XYZ Industries has assets of Rs. 160000/- which have been financed with Rs. 52000/- of debt and Rs. 90000/- of equity and also general reserve of Rs. 18000/- The firm's total profit after interest and tax for the year ended 31<sup>st</sup> March 2017 was Rs. 13500/- It pays 8% interest on borrowed funds and is in 50% tax bracket. It has 900 equity shares of Rs. 100/- each, selling price at market is Rs.120/- per share.

**Find out Weighted Average Cost of Capital (WACC)**

**OR**

**Q.2)** CL and OL of a company are 2.5 and 1.25 respectively. Cost of borrowings is Rs. 1,00,000 pa. Prepare Income statement assuming P/V ratio is 25% and Tax rate is 30 %

CL = OL x FL



Q.3) Following are the Balance Sheets of XYZ Ltd

Liabilities	31.3.2015 Rs	31.3.2014 Rs	Assets	31.3.2015 Rs	31.3.2014 Rs
Equity Share Capital	600000	500000	Goodwill	15000	20000
General Reserve	55000	50000	Land	40000	20000
Profit & Loss Account	80000	40000	Building less Depreciation	124000	120000
Share Premium	25000	0	Machinery Less Depreciation	449600	500000
10% Debentures	250000	300000	Investments	70000	100000
Sundry Creditors	12000	91000	Inventories	250000	200000
Provision for Taxation	50000	50000	Sundry Debtors	60000	42000
Provision for Proposed Dividend	90000	75000	Cash & Bank	80000	50000
			Loans & Advances	66400	42000
			Preliminary Expenses	7000	12000
<b>Total</b>	<b>1162000</b>	<b>1106000</b>	<b>Total</b>	<b>1162000</b>	<b>1106000</b>

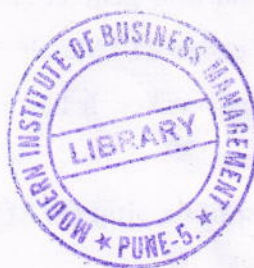
Prepare Fund Flow Statement

OR

Q.3) From the following information, Prepare Balance sheet with as many as details possible

- 1) Current Ratio 2.5
- 2) Acid Test Ratio 1.50
- 3) Working Capital 60000
- 4) Reserve & Surplus 40000
- 5) Bank Overdraft 10000
- 6) Fixed Assets to Proprietor's Funds Ratio 0.75

Assume that there are no fictitious and intangible assets.





**Q.4)** A Company is examining a proposal for machine for which expected gross yield is given:

Year	Gross Yield	PV @14%
1	80000	0.88
2	80000	0.77
3	90000	0.67
4	90000	0.59
5	75000	0.52

Cost of the machine works out to be Rs. 200000 and the depreciation will be provided under straight line method. Assume Income Tax rate at 50%, life of the machine is 5 Yrs and cost of raising funds is 14%.

**Advice management regarding purchase of machine based on 1) Pay-back Period Method 2) ARR 3) NPV 4) Discounted Pay-back Period 5) Profitability Index**

**OR**

**Q.4)** ABC Ltd is planning to purchase new machinery for which there are two options namely Machine A and Machine B. Following are the details of Cash Flow positions of both the machines.

Year	Cash Flows of Machine X	Cash Flows of Machine Y
0	-1000000	-1000000
1	300000	200000
2	700000	700000
3	900000	1000000
4	1200000	1300000
5	1500000	1600000



The Cost of Capital for the company is 10% for which discounting factors may be considered as follows:

Year	Discounting Factor	Year	Discounting Factor
1	0.90	4	0.60
2	0.80	5	0.50
3	0.70		

Analyze the decision of purchasing the machine by computing ARR and NPV

**Q.5) Prepare Statement Showing Working Capital Requirement from the following**

- 1) Production = 60,000 Units
- 2) Selling Price Rs. 5 PU
- 3) Raw Material 60% of selling price, Direct labour 10% of selling price and Overheads 20% of selling price
- 4) Materials in hand for 2 months requirement, Production time 1 month, Finished goods in stores 3 months
- 5) Credit for material 2 months and Credit to customers 3 months
- 6) Average Cash balance is Rs. 20,000
- 7) Wages and Overheads are paid at the beginning of the month following
- 8) All required materials are charged at the initial stage and wages & overheads accrued evenly

OR

**Q.5) Prepare Statement Showing Working Capital Requirement from the following**

- 1) Estimated Output is 60000 units
- 2) Cost Price is Rs. 90 P.U. consisting of Raw Material, Labour and Overheads in the ratio of 3:2:1
- 3) Raw Material and Finished Goods will remain in stock for 20 days and 10 days respectively
- 4) WIP will be for an average 15 days for which labour and overheads are to be considered at 60% and 50% completion stage respectively
- 5) Goods are sold on 1 month credit
- 6) 20% of purchases are made by advance payment of 1 month, 20% on cash basis and remaining 60% purchases are on 2 months credit
- 7) Wages are paid on monthly basis
- 8) Overheads are paid with 20 days time lag
- 9) Management wants to maintain minimum cash balance of Rs.1,00000

\*\*\*\*\*

