

**DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT**  
**B.VOC- SECOND SEMESTER**  
**END- SEMESTER EXAMINATION**

**UGBVR2G006T-ACCOUNTING FOR MANAGERS**

**M.M: 100 Marks**  
**Max. Duration: 3 Hours**

**SECTION A**

**Note:** This section has ten questions. **All questions are compulsory.** Each question carries **1.5 mark**.

**Time allowed for this section is 10 minutes.**

**(1.5x10= 15)**

**1.** ABC limited does not charge annual depreciation on its assets instead shows the difference between acquisition cost and proceeds of sale of asset as GAIN or LOSS. Its violating

- A. Going Concern Concept                      B. Conservatism Concept  
C. Periodicity Concept                          D. No Violation

**2.** Trial Balance contains \_\_\_\_\_ balance of all accounts

- A. Opening                                      B. Closing  
C. Only credit                                  D. None

**3.** Which financial statement can be made from Trial balance?

- A. Ledger                                      B. P and L account  
C. Sales    D. Balance sheet

**4.** In case of personal accounts the receiver is

- A. Debit    B. Credit  
C. Both    D. Balance entered in voucher

**5.** Contra entry is used for \_\_\_\_\_

- A. Transaction involves Cash and Bank    B. Transactions related to Purchase  
C. Salaries paid to the employees            D. Contracting expenses only

**6.** Which of the following account groups can be classified as a Nominal Accounts?

- A. Accounts of Buyer, Suppliers, Owners, Lenders etc  
B. Accounts of fixed and current assets such as Cash, Building, Plant and Machinery, vehicles etc  
C. Accounts relating to expenses and Income such as sales, purchases Discount Allowed

D. All types of Bank, Stock and Cash account

7. VAT stands for

A. Value Added Tax B. Valuable at Tax

C. Value Added Tally D. VAT Stands TAX

8. According to the double entry system of accounting, an account that obtains benefit is:

A. Credit B. Debit

C. Income

D. No need to show as accounting record

9. Which of the following is NOT an example of intangible assets?

A. Franchise rights

B. Goodwill

C. Patents

D. Land

10. Which of the following is an example of business liability?

A. Land

B. Building

C. Cash

D. Creditors

### Section-B

Answer any five (05) questions, at least one from each unit .Each question carry 8 Marks.

#### Unit-1

(8x5=40)

11. Write short note on:-

a. Assets

b. liabilities

c. Capital

d. Debtors

OR

12. Write short note on:-

a. Vouchers

b. Depreciations

c. Creditors

d. Drawings

### Unit-2

13. Journalize following Transactions

Transactions.	Amount
Suresh commenced business with cash	20000
Deposited cash in SBI bank	15000
Brought Goods from Ayub	20000
Sold goods to kavita	10000
Returned Goods to Ayub	6000
<i>Paid to Ayoub by cheque in full settlement</i>	14000
<i>Received cash from kavita in full settlement</i>	9500

OR

14. Journalize the following transactions

3rd May	:	Cash deposited into bank 60,000
4th May	:	Loan given to Bhuvan 20,000
4th May	:	Paid cash to Veeru 20,000
5th May	:	Paid to Veeru by cheque 15,000
5th May	:	Cash received from Tarun 12,000
5th May	:	Took loan from Anush 15,000
6th May	:	Cheque received from Pranav 15,000
6th May	:	Paid to Intel Computers by cheque 17,000
6th May	:	Withdrew from bank 5,000
7th May	:	Withdrew from bank for office use 8,000

### Unit-3

15. What are the accounting concepts and conventions?

OR

16. Explain the depreciation. What are the advantage of fixed installment Method and Diminishing Balance Method?

### Unit-4

17. What is trial balance and explain advantages and disadvantages of trial balance?

OR

18. Explain features and objectives of trial balance?

### Unit-5

19. What are the features of profit loss accounts and how to prepare it?

OR

20. What is Profit and loss account and what are its advantages?

**Section-C**

Answer any three (03) questions.

(3x15=45)

21. Explain meaning, objectives, classifications of accounts and Rules of Debit and Credit.

22. Enter the following transactions in the Journal and prepare ledger

*January 1 - Tarun started business*

*Cash in hand 8000*

*Cash at bank 25000*

*Stock of goods 20000*

*Furniture 2000*

Sundry debtors

Vijay 2000

Anil 1000

Madhu 2000

Sundry creditors

Anand 5000

Loan from bablu 10000

*January 2 -Goods purchased for cash 20,000*

*January 4 -Machinery Purchased from Vibhu 30,000*

*January 6 -Rent paid in cash 10,000*

January 8 -Goods purchased on credit from Anil 25,000

January 15 -Goods sold on credit to Gurmeet 30,000

January 20 -Cash withdrawn for personal use 5,000

Feb 3 He installed further machinery of Rs 20000 and paid wages for installation rs 2000. The machinery was supplied by m/s surya brothers

Feb 4 interest received from madhu 200

Feb 5 Sold Goods To Ram On Credit Rs 6000

Feb 6 Ram became insolvent and could pay only 50 paisa in a rupee

23. Berlia Ltd purchased machinery of 50,000 in year 2010. The company sold the machinery on 1 April 2015 in 30,000. Calculate the profit or loss on the machinery by the company. If depreciation is provided on the machinery @ 10% on diminishing balance method annually on 31 March.

24. The following are the transactions of Kumar Swami for the month of January.

Journalise these transactions and prepare ledger as well.

2006

January 1 Capital paid into Bank 3,00,000

January 3 Bought Postage Stamps 5000

January 5 Sold Goods for Cash 10,000

January 6 Bought Office Furniture from Mahendra Bros. 40,000

January 11 Sold goods to Jacob 12,000

January 12 Received cheque from Jacob 12,000

January 14 Paid Mahendra Bros. by cheque 40,000

January 16 Sold goods to Ramesh & Co 5,000

January 20 Bought from S. Seth & Bros 15,000

January 23 Bought Goods for cash from S. Narain & Co 22,000

January 24 Sold Good to P. Prakash 17,000

January 28 Paid S. Seth & Bros. by cheque in full settlement 14,800

January 31 Paid Salaries 2,800

25. What is trading account and balance sheet and what are their characteristics?

**Set-2**

**Marketing Management-II (UGBVR2G007T)**

**Total Marks- 100 (4 credit course)**

**Duration- 3 Hours**

**Section- A**

**Objective Type Questions**

**1.5 Mark each**

1. Identify the products that the customer usually buys frequently and with a minimum of comparison and buying effort.  
a. Specialty    b. Convenience    c. Unsought    d. Augmented
2. Which of the following is NOT included in product decisions?  
a. Styling    b. Brand name    c. Warehousing    d. Packaging
3. Which of the following takes place at retailer's end?  
a. Promotion    b. Placing    c. Pricing    d. Exchange
4. Aggressive selling is a characteristic of which of the following concept of marketing?  
a. Production concept    b. Marketing concept    c. Selling concept    d. Product concept
5. The consumer's estimate of the product's overall capacity to satisfy his or her needs is called  
a. Product Cost    b. Product Value    c. Product need    d. Product Satisfaction
6. The buying process starts when the buyer recognizes a  
a. Product    b. An advertisement for the product  
c. Salesperson from a previous visit    d. Problem/need
7. Parents buy toys for their children acts as \_\_\_\_\_ in the buying process  
a. Decider    b. Buyer    c. Maintainer    d. All of the above
8. Adding new features to a product is advocated by which of the approaches?  
a. Product approach    b. Production approach    c. Marketing approach    d. Selling approach
9. The most basic level of a product is known as  
a. Central product    b. Core product    c. Fundamental product    d. Augmented product
10. If actual performance exceeds the expected performance of the product, then customer is \_\_\_\_\_  
a. Satisfied    b. Dissatisfied    c. Delighted    d. Neutral

**Section- B**

**Short Type Questions**

**8 Marks each**

11. What do you understand by marketing mix?

Or

Write down the importance of marketing mix.

12. Define the concept of product mix. Also highlight its importance.

Or

Discuss the steps of product life cycle with suitable examples.

13. What do you understand by the term price? Write its objectives also.

Or

Discuss the factors affecting pricing decision.

14. Define logistics. Also highlight its importance in marketing process.

Or

Discuss the approaches of logistics in detail.

15. Define the term promotion. Also give insight into the promotion mix.

Or

Highlight the various emerging trends in marketing with examples.

**Section- C**

**Long Type Questions (Attempt any three)**

**15 Marks each**

16. Elaborate various marketing management philosophies in detail with suitable examples.
17. Write notes on a. Branding b. Labeling c. Channels of distribution
18. Give details of various elements of packaging and also write the requisites of good packaging.
19. Define Product. Discuss in detail the various stages of new product development.
20. Highlight the importance of channels of distribution. What are the factors affecting choice of distribution channels?

**Central University of Jammu**  
**End Semester Examination of B. Voc. Retail Management, May, 2017.**

**Subject: Business Ethics**  
**Maximum Marks: 100**

**Semester: 2nd**  
**Time: 3 Hours**

**SECTION A**

*Attempt all the questions. Each question carries equal marks*

**10\*1.5= 15 Marks**

Q1. Business ethics deals primarily with

- |                          |   |
|--------------------------|---|
| a) Social responsibility | b) the pricing of products and services |
| c) Moral obligation      | d) being unfair to the competition      |

Q2. A whistle blower is an employee who

- |                                       |  |
|---------------------------------------|--|
| a) Exposes organizational wrongdoing. | b) Complains a lot to company management.  |
| c) Engages in unethical behavior.     | d) Referees disputes with other employees. |

Q3. Utilitarianism approach suggests that it is ethical to make decisions based on

- |                                 |                      |
|---------------------------------|----------------------|
| a) Moral virtues                | b) Common decency    |
| c) What is best for most people | d) None of the given |

Q4. \_\_\_\_\_ is the philosophical study of moral values and rules.

- |                    |               |
|--------------------|---------------|
| a) Morality        | b) Ethics     |
| c) Business Ethics | d) Philosophy |

Q5. All definitions of Corporate Social Responsibility recognize that:

- a) Companies have a responsibility for their impact on society and environment.
- b) The natural environment should be the main focus of CSR activities.
- c) Business ethics is a complex issue.
- d) Companies must pay equal attention to business ethics and sustainability.

Q6. A stakeholder can best be defined as:

- a) The network of people who come into contact with a business.
- b) All the organisations that work with a business.
- c) All the suppliers, customers and employees of a business.
- d) Any individual, group, or organisation that is affected by or can affect the activities of a business.



Q7. Which concerns does CSR address?

- a) Moral & Ethical
- b) Social & Environmental
- c) Legal & Regulatory
- d) Monetary & Profit

Q8. "Shareholder wealth" in a firm is represented by:

- a) the number of people employed in the firm.
- b) the book value of the firm's assets less the book value of its liabilities.
- c) the amount of salary paid to its employees.
- d) the market price per share of the firm's common stock.

Q9. The main purpose of corporate governance is

- a) To separate ownership and management control of organisations.
- b) To maximise shareholder value.
- c) To separate ownership and management control of organisations and to make organisations more visibly accountable to a wider range of stakeholders.
- d) To ensure that regulatory frameworks are adhered to.

Q10. According to Cadbury, corporate governance is an issue of power and

- a. Rights
- b. Accountability
- c. Profit
- d. Appropriation

### Section B

*Attempt any five questions. Each question carries equal marks.*

8\*5= 40

Q1. What do you mean by ethics in business? Discuss various types ethical issues faced by the business.

OR

Q2. Elaborate on major sources of Ethics? Explain in detail Utilitarianism Approach to business Ethics

Q3. Elaborate on Corporate Governance. Discuss the role played by regulators to improve corporate governance.

OR

Q4. Explain in detail various approaches to Corporate Governance.

Q5. What are the major moral issues in business? Elaborate on principles of moral reasoning?

OR

Q6. What do you understand by Whistle blowing? Is whistle blowing morally prohibited or permitted? Elaborate

Q7. Discuss Environmental protection as Corporate ethical issue.

OR

Q8. Do Companies follows moral responsibility in Advertising. Discuss.

Q9. Explain the term Corporate Social Responsibility. Also elaborate on evolution of corporate social responsibility.

OR

Q10. Explain in detail the concept of responsive Management?

**Section C**

**15\*3= 45**

*Attempt any three questions. Each question carries equal marks.*

Q11. Elaborate on implications of moral issues in functional areas of business like marketing and finance.

Q12. Discuss in detail the role, duties and responsibilities of Auditors.

Q13. Explain in detail the concept of ethical decision making. Also discuss the role and importance of ethical theories in decision making.

Q14. Elaborate on product safety and environment protection as ethical issue in business.

Q15. What do you mean by responsive Management? Discuss various strategies of Response.