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FAROOK COLLEGE (AUTONOMOUS), KOZHIKODE
Second Semester BBA Degree Examination, March/April 2020
BBA2B02 - Financial Accounting
(2019 Admission onwards)

Time: 2 ½ hours

Max. Marks: 80

Part A
Answer all questions.

1. What are inter-branch transfers?
2. What do you mean by going concern assumptions?
3. What are subsidiary books?
4. How does cash discount differ from trade discount?
5. What is calls in arrear?
6. What are preliminary expenses?
7. What is a revenue receipt?
8. What is meant by right shares?
9. What is trading account?
10. What do you understand by partial repossession?
11. What is a dependant branch?
12. What is double-entry system of accounting?
13. What do you mean by secured debentures?
14. What is meant by adjusting entries?
15. What is cash price?

(15 x 2=30, Maximum ceiling 25 Marks)

Part B
Answer all questions.

16. What is meant by stock and debtors system? List out its advantages.
17. Differentiate between hire purchase system and installment system.
18. Define balance sheet? How is it constructed?

19. Blue Lagoon Ltd. has a hire purchase department; goods are sold on hire purchase at 50% profit on cost. Prepare H.P.Trading a/c for the year ending 31st March 2018:

	1-4-2017	31-3-2018
	Rs.	Rs.
Stock with customers	27,000	?
Stock in the shop	54,000	61,500
Installments due	15,000	27,000

Goods repossessed (installments due Rs.8,000) valued at Rs.1,500 which had been included in the stock at the end. Cash received from customers Rs.1,80,000; purchases Rs.1,80,000.

20. A company issued 10000 equity shares of Rs 10 each at a premium of Rs.3 per share payable as follows:

On application, Rs.4 per share

On allotment, Rs.5 per share(including premium)

On first and final call Rs.4 per share

Subscriptions were received for 13000 shares. The excess money was refunded and the allotment money was received in full. The first and final call was made in due course and the amount due was received with the exception of 100 shares. These shares were forfeited. Show the necessary journal entries.

21. On February 1, 2018, goods costing Rs.33, 000 were invoiced by the Kolkata H.O. to its branch at Delhi and charged at a selling price designed to produce a gross profit of 25% on selling price. At the end of the month, the return from Delhi branch showed that the sales were Rs.30, 000. Goods invoiced at Rs. 600 at the Delhi branch had been returned to Kolkata H.O. The Closing stock at branch was Rs.12, 300 at selling price. Record the above transactions in Delhi branch Stock a/c, Delhi branch Adjustment a/c and Goods sent to Delhi branch a/c in the head office books on 28th February 2018.
22. From the following information find out opening stock. Also prepare memorandum trading account.

Sales	2,00,000
Gross profit	25% on sales
Purchases	1,50,000
Closing stock	25,000

Journalise the following:

2019 June-1. Commenced business with cash: 50,000/-, furniture: 25000/- and stock with s: 50,000/-.

7. Goods sold on credit to Mr.X for Rs: 20,000.
12. Cash received Rs.19,000/- from X in full settlement of his account.
28. Cash remitted by suneeth, a customer directly into the bank Rs.9000.
30. Salary paid Rs4500 and outstanding salary stand at Rs.500

(8 x 5=40, Maximum ceiling 35 Marks)

Part C

Answer any two questions.

Define accounting. Explain the concepts and conventions of accounting in detail.

sun Ltd. started its business on 1-1-2018. During the year ended 31-12-2018, the total purchases amounted to Rs. 5, 25,410 and its sales excluding hire purchase transactions amount to Rs. 6, 39,010. The following are the details of hire purchase transactions.

Article	Cost Rs	Sales Price Rs	Deposit Rs	Monthly Installments	No. of installments paid during the year
DTH Box	4000	6000	1000	20 of 250	8
T.V.Set	15000	24000	4000	10 of 2000	4
Computer	20000	28000	4000	12 of 2000	2

The installments of T.V. set could not be kept up and it was returned in December 2018. Stock on 31-12-2018 in hand excluding the returned computer was valued at Rs 72100.

Prepare Hire purchase Trading Account, Hire purchase Sales Account and General Trading Account.

26. From the following balance extract from the books of M/s. Nirmla and Sons, Chandigarh and the adjoining information, you are required to prepare the Profit and Loss Account for the yearended 31st March, 2019 and also the Balance sheet as on that date.

Trial balance

Particulars	Debit (Rs.)	Credit (Rs.)
Opening Stock	60,500	
Purchases and Sales	90,500	1,37,200
Returns	2,000	1,300
Capital Account		30,000
Drawings Account	4,500	
Land and Building	30,000	
Furniture Fittings	8,000	
Sundry Debtors and Creditors	25,000	
Cash in Hand	3,500	45,000
Investments	10,000	
Interest		
Commission		500
Total Direct Expenses	7,500	3,000
Postages and Stationery	2,500	
Insurance Premium	2,000	
Salaries	11,000	
Bank Overdraft		40,000
Total	2,57,000	2,57,000

Additional Information:

1. Closing stock on 31st March 2019 was valued at Rs. 65,000.
2. Depreciation is to be provided on Land and Building @ 5% and on furniture and fitting @ 10%.
3. 5% provision is to be provided on Sundry Debtors for Bad and Doubtful Debts.
4. The bank has charged interest on the Overdraft @ 10 %
5. Salary outstanding for the month of March, Rs. 1,000.

(2 x 10=20 Marks)

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Reg. No:.....

Name:

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Second Semester BBA Degree Examination, March/April 2020
BBA2C02 - Marketing Management
(2019 Admission onwards)

e: 2 ½ hours

Max. Marks: 80

PART A
Answer all questions

- What is Undercover Marketing?
- What is promotion mix?
- Define advertisement.
- What is e-tailing?
- What is one level channel?
- What is consumer delight?
- What is skimming pricing policy?
- What are learned motives?
- What is perfect market?
- 0. What is rural marketing?
- 1. What is niche market?
- 2. What is augmented product?
- 3. Who are itinerant retailers?
- 4. What is Express warranty?
- 5. What is trading up?

(15 x 2 = 30, Maximum ceiling 25 marks)

PART B
Answer all questions

- 6. Write a note on the evolution of marketing.
- 7. Explain the functions of marketing? How are the functions classified?
- 8. What are the steps involved in buying decision process?
- 9. What are the different patterns of market segmentation?

20. Explain the characteristics of industrial products.
21. What marketing strategy do you suggest during the growth stage?
22. What are the services rendered by wholesalers?
23. What is pricing? What are the external factors that affects pricing?

(8 x 5 = 40, Maximum ceiling 35 marks)

PART C

Answer any two questions

24. Define consumer behaviour. What are the various factors influencing consumer Behaviour?
25. What is rural marketing? Explain the strategies of rural marketing
26. What is product development? Discuss briefly the steps involved in process of new product development.
27. Define advertising. What are the advantages and objections against advertising?

(2 x 10 = 20)