Paper / Subject Code: 55605 / Advertising: Financial Management for Marketing and Advertising.

## TYBMM Sem VI Reg. Exam April - 2019.

18/4/19.

(21/2 Hours)

(Total Marks: 75)



N.B.:

- 1) All Questions are Compulsory and carry 15 marks.
- 2) Internal choices / sub-questions are indicated.
- 3) Use of Simple Calculator is allowed. Scientific calculators are not allowed.
- 1. From the following Income statement and position statement for the year ending 2018, (15) calculate the following:
  - a) Debt Equity Ratio

b) Current Ratio

c) Stock to Working Capital ratio

d) Proprietary Ratio

Gross Profit Ratio

Net Profit Ratio

Debtors turnover ratio and collection period

Income statement for the year ending 31-12-2018

Particulars ( )	Amount (₹)
Sales	3,42,000
Less : Cost of Goods sold	2,46, 850
Gross profit	95,150
Less: Operating expenses	25,150
Net profit	70,000
Less: Taxation	28,000
Net Profit After Tax	42,000

Position statement as on 31-12-2018

₹	₹
1,28,	900
45,	,000
1,73,	900
₹ ₹	₹
84,	575
TO STATE OF	
21,275	
1,950 89,3	325
1,73,	,900

OR

- 1. State and explain the goals and functions of finance bring out the inter relationship (15) between finance and marketing.
- 2. From the following data prepare a cash budget for the period April, May and June 2019:

Month	Miscellaneous Expenses (₹)	Wages (₹)	Purchases (₹)	Sales (₹)
February	28,000	40,000	3,36,000	4,80,000
March	32,000	48,000	4,00,000	5,20,000
April	24,000	32,000	4,16,000	3,20,000
May	48,000	40,000	4,24,000	4,64,000
June	24,000	32,000	3,20,000	3,52,000

## **Additional Information:**

- a) Income from investments ₹20,000 received quarterly in April, July etc.
- b) Out of monthly Wages 25% is paid in arrears next month.
- c) Purchases are paid in the month following the month of supply.
- d) Out of sales, 20% is realised in the month of sales. Balance received in two subsequent months equally.
- e) Cash in hand on 1st April 2019 was ₹20,000.

## OR

- 2. What is working capital? State the factors influencing the determination of working (15) capital.
- 3. From the following information provided for the second quarter of 2019, prepare Sales budget for the third quarter of 2019 for three products P, Q and R after considering the following information:
  - a) Product P, Q and R were sold during the second quarter at a price of ₹15, ₹18 and ₹16 respectively
  - b) During the third quarter sales quantity of product P is expected to increase by 20 % that Q is expected to decrease by 15% and that of R is expected to increase by 8%.
  - c) During the third quarter it has been decided to increase the selling price of P by 10%. Decrease the Selling price of Q by 10 % and not to change the selling price of R.

Month	Product P in units	Product Q in units	Product R in units
April	10,000	11,000	20,000
May	12,000	10,000	15,000
June	15,000	9,000	10,000

## OR

3. a) What factors are considered for the preparation of a film budget?

(08)

b) Briefly write about the types of Debentures.

(07)

4.	a)	Draw a specimen Break Even chart and mark Break-Even Point, rixed Cost and	(03)
		Variable Cost angle of incidence.	
	<b>b</b> )	A company produces and sells 100 units of product A per month at ₹20. each. The (	(10)
		variable cost per unit is ₹12 per unit and fixed cost is ₹400 per month:	18
		Calculate:	10
		a) P/V Ratio b) Break-Even Sales in units	113
		c) Break-Even Sales Value d) Margin of Safety	10
		It is proposed to reduce the selling price by 20%. Find the additional sales required	
		to earn the same profit as before.	
		OR	
4.	a)		(07)
	b)	State the advantages of term loans.	(08)
		bank	
5.	a)	A trader has the following balances on 01-01-2019 <del>Cash</del> ₹6,000; creditors ₹3,000; (	(05)
		Bills payable ₹1,500; Cash ₹4,000; Outstanding expenses ₹2,000;. Bills	
		Receivable ₹4,500. Estimate his gross working capital and net working capital 's	
		on that date.	
	b)	Classify the following costs on the basis of their 'behaviour to change' in volume: (	(05)
		i) Customs duty on raw materials.	
		ii) Office rent.	
		iii) Electricity charges.	
		iv) Over time wages.	
		v) Manager's salary.	
	c)	Classify the following on the basis of functions:	(05)
		i) Carriage outwards.	
		ii) Repairs to plant and machinery.	
		iii) Audit fees.	
	χ	iv) Heating and lighting.	
	ALCO .	v) Printing and stationery.	
		OR	(15)
5.		[20] 12점 : [20] 12A :	(15)
	1)	그리고 생겨야 가장 생활하다 가슴 그렇지 않아야 하면 그렇지 않아 있었다. 그 그 그 그는 그는 그는 그는 그는 그는 그는 그를 모르는 것이다.	
	2)		
	3)	THE CONTROL OF THE STATE OF TH	
	4)	[19] [1] [1] [2] [3] [3] [4] [4] [4] [4] [4] [4] [4] [4] [4] [4	
	5)	Importance of Operating Cycle.	