

2018

(2nd Semester)

COMMERCE

(Honours)

Paper No. : BCM-02

(Sales Management)

Full Marks : 70

Pass Marks : 45%

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) What is sales planning? Explain sales planning process. 4+10=14

Or

- (b) What is sales forecasting? State its objectives and methods. 4+5+5=14

2. (a) What are channels of distribution? Discuss the factors affecting in selection of distribution channel. 4+10=14

Or

- (b) Explain various types of wholesaler. Discuss the services rendered by the wholesalers. 7+7=14

3. (a) What is recruitment? Explain the internal and external sources of recruitment of salesman. 4+10=14

Or

- (b) What is selection? Discuss various steps in selection process. 4+10=14

4. (a) Distinguish between the following : 7+7=14

(i) Sales promotion vs. Advertising

(ii) Salesmanship vs. Communication process

Or

- (b) What is called as new product? What points are taken into consideration for the introduction of a new product? 4+10=14

5. (a) What is meant by sales reporting?
Explain its purpose and utility. 14

Or

- (b) How can you evaluate the performance
of salesforce? What is sales audit?
10+4=14

2018

(2nd Semester)

COMMERCE

(Honours)

Paper No. : BCAF-02

(**Advanced Financial Accounting**)Full Marks : 70Pass Marks : 45%

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) Define holding company. Explain the advantages and disadvantages of holding company. 4+5+5=14

Or

- (b) Following are the liabilities and assets of H Ltd. and S Ltd. as on 31st March, 2014 :

Liabilities	H Ltd.	S Ltd.	Assets	H Ltd.	S Ltd.
	₹	₹		₹	₹
Share Capital :			Freehold		
₹ 10 shares			Premises	2,56,000	90,000
each fully			Machinery	60,000	81,300
paid	3,00,000	1,50,000	Stock	68,000	60,600
General Reserve	1,90,000	6,000	Sundry Debtors	56,000	47,400
Surplus Account	1,60,000	1,08,000	Cash	60,000	33,000

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(Turn Over)

(2)

Liabilities	H Ltd.	S Ltd.	Assets	H Ltd.	S Ltd.
	₹	₹		₹	₹
Sundry Creditors	30,000	48,300	Investment in shares of S Ltd. at cost	1,80,000	—
	<u>6,80,000</u>	<u>3,12,300</u>		<u>6,80,000</u>	<u>3,12,300</u>

H Ltd. acquired 12000 shares of S Ltd. on 1.4.2013 at the total cost of ₹ 1,80,000. On scrutiny of the liabilities and assets of H Ltd., as at 31.3.2014, the following details are obtained :

- (i) Surplus account includes the interim dividend at the rate of 10% p.a. free from tax from S Ltd.
- (ii) Stock includes ₹ 6,000 of stock at cost purchased from S Ltd.
- (iii) Sundry creditors include ₹ 18,000 for purchases from S Ltd. on which the latter company made a profit of ₹ 4,500

It is further stated that on 1.4.2013 Surplus Account of S Ltd. stood at ₹ 76,000 and the General Reserve at ₹ 4,500. No final dividends are yet proposed to be declared by S Ltd.

Prepare a Consolidated Balance Sheet as on 31st March, 2014.

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2. (a) State the features of Amalgamation. Distinguish between Amalgamation in the nature of merger and Amalgamation in the nature of purchase. What factors should be considered while making accounting entries under purchase method? 4+4+6=14

Or

- (b) Ajanta Limited agreed to acquire the business of Elora Ltd. as on 31st March, 2014. Liabilities and assets of Elora Limited as on that date were as under :

<i>Liabilities</i>	₹	<i>Assets</i>	₹
Paid-up Capital :		Fixed Assets :	
10000, 6% Preference		Land & Building	2,00,000
Share of		Machineries	1,00,000
₹ 10 each	1,00,000	Current Assets :	
20000 Equity		Stock	2,00,000
Shares of		Debtors	50,000
₹ 10 each	2,00,000	Cash and Bank	
Reserve	20,000	Balances	35,000
Surplus Account	30,000	Discount on Shares	15,000
7% Debenture	1,00,000		
Sundry Creditors	1,50,000		
	6,00,000		6,00,000

3. (a) Define financial statements. Explain the importance of financial statements. What are the advantages of accounting ratios? 2+6+6=14

Or

- (b) Calculate gross profit ratio in each of the following alternative cases : 2×7=14

Case (i) :

Sales—₹ 3,30,000; Sales return—
₹ 30,000; Opening stock—₹ 80,000;
Net purchases—₹ 1,50,000; Closing
stock—₹ 30,000

Case (ii) :

Sales—₹ 4,00,000; Gross profit 25%
on cost

Case (iii) :

Stock at the beginning of the year
₹ 60,000; Stock at the end of the
year—₹ 1,00,000; Stock turnover
ratio 8 times; Selling price 25%
above cost

Case (iv) :

Cash sales—₹ 1,00,000; Credit
sales—₹ 4,10,000; Sales return—
₹ 10,000; Cost of goods sold—
₹ 4,60,000

Case (v) :

Opening stock—₹ 30,000; Closing stock—₹ 40,000; Purchases—₹ 6,00,000; Returns inward—₹ 50,000; Cash sales—₹ 2,00,000; Credit sales—₹ 6,00,000; Wages—₹ 20,000; Returns outward—₹ 10,000

Case (vi) :

A trader carries an average stock of ₹ 40,000. His stock turnover ratio is 8 times. He sells goods at a profit of 25% on cost.

Case (vii) :

A company earns a gross profit of 20% on cost. Its credit sales are twice its cash sales, if the credit sales are ₹ 4,00,000

4. (a) Following balances are extracted from XYZ Co. Ltd. as on 31st December, 2015 and 2016 :

Liabilities	2015	2016	Assets	2015	2016
	₹	₹		₹	₹
Share Capital	2,00,000	2,20,000	Building	80,000	76,000
General Reserve	28,000	36,000	Plant and		
Profit and Loss			Machinery	74,000	72,000
Account	32,000	26,000	Investment	20,000	42,000

Liabilities	2015	2016	Assets	2015	2016
	₹	₹		₹	₹
Creditors	16,000	10,800	Stock	60,000	46,800
Bills Payable	2,400	1,600	Bills Receivable	4,000	6,400
Provision for Tax	32,000	36,000	Debtors	36,000	38,000
Provision for			Cash at Bank	13,200	30,400
Doubtful Debt	800	1,200	Preliminary		
			Expenses	24,000	20,000
	<u>3,11,200</u>	<u>3,31,600</u>		<u>3,11,200</u>	<u>3,31,600</u>

Additional Information :

- (i) Depreciation charged on plant was ₹ 8,000
- (ii) Provision for taxation was made ₹ 38,000 during the year, 2016
- (iii) Interim dividend of ₹ 16,000 was paid during the year
- (iv) A piece of machinery was sold for ₹ 16,000 during the year 2016. It had costed ₹ 24,000, depreciation of ₹ 14,000 has been provided on it.

You are required to prepare a schedule of charges in working capital and a funds flow statement.

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Or

(b) The following are the summaries of the Balance Sheets of a limited company as on 31st March :

<i>Liabilities</i>	2016	2017	<i>Assets</i>	2016	2017
	₹	₹		₹	₹
Share Capital	2,00,000	2,60,000	Cash at Bank	2,500	2,700
Sundry			Debtors	85,175	72,625
Creditors	39,500	41,135	Advances	2,315	735
Bills Payable	33,780	11,525	Stock	1,11,040	97,370
Bank Overdraft	59,510	—	Plant and		
Provision for Tax	40,000	50,000	Machinery	1,12,950	1,16,200
Reserves	50,000	50,000	Land and		
Profit and Loss			Building	1,48,500	1,44,250
Account	39,690	41,220	Goodwill	—	20,000
	<u>4,62,480</u>	<u>4,53,880</u>		<u>4,62,480</u>	<u>4,53,880</u>

The following additional informations are made available from the books :

- (i) During the year ending 31st March, 2017 an additional dividend of ₹ 26,000 was paid
- (ii) The assets of another company were purchased for ₹ 60,000 payable in fully paid shares of the company. These assets consisted of Stock—₹ 21,640; Machinery—₹ 18,360 and Goodwill—₹ 20,000. In addition, a plant was purchased amounting ₹ 5,650

(iii) Income tax paid during 2016-17 was ₹ 25,000

(iv) The net profit for the year before tax was ₹ 62,530

Prepare the cash flow statement for the year ended 31st March, 2017 as per AS-3 (Revised) indirect method. Show all the workings.

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5. (a) What are the objectives of Inflation Accounting? What approaches have generally been recommended for dealing with problems of changes in purchasing power of money? 6+8=14

Or

- (b) The Balance Sheet of Aman Ltd. as on 31st December, 2016 was as follows :

<i>Liabilities</i>	₹	<i>Assets</i>	₹
Share Capital :		Land and Building	25,000
8000 Preference Shares of ₹ 10 each	80,000	Other Fixed Assets	2,00,000
12000 Equity Shares of ₹ 10 each	1,20,000	Stock	5,25,000
Bank Loan	4,00,000	Debtors	1,00,000
8% Debenture	1,00,000	Profit and Loss A/c	58,000
Interest Outstanding on Debenture	8,000		
Creditors	2,00,000		
	<u>9,08,000</u>		<u>9,08,000</u>

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(Turn Over)

The company went into liquidation on that date. Prepare liquidator's statement of account after taking into account the following : 14

- (i) Liquidation expenses and liquidator's remuneration amounted to ₹ 3,000 and ₹ 10,000 respectively
- (ii) Bank loan was secured by pledge of stock
- (iii) Debenture and interest thereon are secured by a floating charge on all assets
- (iv) Fixed assets were realised at book values and current assets at 80% of book values
