



انجمن اسلام کے اکابر پیربھوی کالج  
آف کامرس اور معاشیات

Anjuman-I-Islam's

**AKBAR PEERBHOY COLLEGE OF COMMERCE & ECONOMICS**

NAAC Reaccredited College • Affiliated to University of Mumbai

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Ref. No. \_\_\_\_\_

12<sup>th</sup> Feb. 2024

**DEGREE EXAMINATION NOTICE**

**Regular & ATKT EXAMINATION March 2024 - TIME TABLE**

**SYBCom. Sem. 4**

| DAY       | DATE                      | SUBJECT                   | TIME                |
|-----------|---------------------------|---------------------------|---------------------|
| Wednesday | 6 <sup>th</sup> Mar 2024  | ✓ Business Law            | 8.00 am to 11.00 am |
| Thursday  | 7 <sup>th</sup> Mar 2024  | ✓ Foundation Course IV    | 8.00 am to 10.30 am |
| Saturday  | 9 <sup>th</sup> Mar 2024  | ✓ Financial Accounts IV   | 8.00 am to 11.00 am |
| Monday    | 11 <sup>th</sup> Mar 2024 | ✓ Auditing                | 8.00 am to 11.00 am |
| Tuesday   | 12 <sup>th</sup> Mar 2024 | ✓ Bus. Economics IV       | 8.00 am to 11.00 am |
| Wednesday | 13 <sup>th</sup> Mar 2024 | ✓ Commerce IV             | 8.00 am to 11.00 am |
| Thursday  | 14 <sup>th</sup> Mar 2024 | ✓ Advertising / Computers | 8.00 am to 11.00 am |

Notes:

1. Hall tickets will be issued to ATKT students only, 3 days prior to examination.
2. Regular students will be allowed to appear on basis of their Identity Cards.
3. Seating Arrangement will be displayed on the day of Examination. Students must occupy their seats by 7.45 am.
4. Examination will be conducted in **Offline (written)** mode.
5. Details of FC projects will be communicated by subject teachers. Projects to be submitted in written (hard copy) format.
6. **Mobile Phones & other Bluetooth devices are NOT allowed in Examination Hall.**

Chairman- Exam. Committee  
Asso. Prof. Naik Sameer

Principal  
Prof. (Dr.) Shaukat Ali

## SEM IV EXAMINATION

3 Hours

100 marks

Note: -All questions are compulsory. Solve any two from each question carrying 10 marks each

Q.1 : (a) What is the procedure of incorporation of the company?

(b) What is meant by Memorandum of Association?

(c) What are the characteristics of company?

(d) What is meant by company? What are the types of Company?

Q.2 (a) Explain statutory meeting, Annual general meeting and extra ordinary meeting.

(b) What is the prospectus? Explain the features of the Prospectus.

(c) What are the qualifications and disqualification of Directors?

(d) Who can be the member of the company? What are the modes of acquiring membership?

Q.3 (a) What are the modes of registration of the firm? Explain it.

(b) What are the modes of dissolution of partnership

(c) What is meant by limited liability partnership 2008? What are the characteristics of LLP?

(d) What is meant by law of Partnership? Explain it?

Q.4(a) Explain the concept of competition act? What are the objectives of competition act?

(b) What is meant by appropriate laboratory? Explain it.

(c) What are the consumer protection council and Redressal agencies

(d) What is meant by consumer protection? Explain it.

Q.5:(a) What is meant by Trademark? Explain it briefly.

(b) What is meant by patent? Explain it briefly.

(c) What is meant by copyright? Explain it briefly.

(d) What is meant by Intellectual property rights? Explain it.

**Class: SYBCOM**

**Duration: 2.5 hours**

**Subject: FC IV**

**Total Marks: 75**

**Q1. Explain the Concepts (Any Five)**

**15**

1. PIL
2. RTI
3. Ecology
4. Deep ecology
5. SMART
6. Laser technology
7. Nano-technology
8. Social need
9. SMART goals

**OR**

Q1. Write explanatory notes on the Project you did as a part of your internal Assignment 15

Q2. Discuss the violation of consumer rights in India and role of the consumer Protection

Act

15

**OR**

Q2. Explain Right to Information (RTI) with its objectives and five cases

15

Q3. Discuss the meaning and need of Ecocentrism and Ecofeminism in India

15

**OR**

Q3. Explain equity, human rights, and the precautionary principle of the environment

15

Q4. Explain Nano-technology, Satellite technology, and Laser technology in brief

**OR**

Q4 Discuss the use, access, and misuse of Technology

15

Q5. Explain Abraham Maslow's Need hierarchy theory in Detail

15

**OR**

Q5. What is Time Management and its Strategies? Also, Explain SMART goals in brief

15



**SYBCOM – SEM. 4 Regular & ATKT (March 2024) – FINANCIAL ACCOUNTS**

**Marks – 100**

**Time – 3 hrs.**

Notes: All questions are compulsory. Figures to right indicate marks. Use of simple calculator allowed.

**Ques. 1 A) State whether the following statements are TRUE or FALSE (any 10) 10**

- a. Gross profit should be distributed in sales ratio.
- b. Loss prior to incorporation is charged to Goodwill.
- c. Debentures can be exchanged for new shares.
- d. Capital redemption reserve and debenture redemption reserve is not the same.
- e. Capital reserve is a non-divisible profit.
- f. Participating preference shareholders do not have right to participate in management.
- g. Interest on debentures is paid irrespective of profit or loss.
- h. Accrued but not due interest on debentures is disclosed as a liability.
- i. Forfeiture of shares is not authorized in prospectus.
- j. Equity shareholders enjoy fixed rate of dividend.
- k. A foreign company is incorporated outside India.
- l. Authorized capital is maximum capital that a company can raise.

**B) Match the following (any 10) 10**

| Column A |                                | Column B |                                 |
|----------|--------------------------------|----------|---------------------------------|
| A        | Bonus issue                    | 1        | Post incorporation period       |
| B        | ESOP                           | 2        | Non relevant                    |
| C        | Preference share redemption    | 3        | Profit & loss appropriation A/c |
| D        | Interest on Debentures         | 4        | Pre incorporation period        |
| E        | Equity shares                  | 5        | Non-redeemable                  |
| F        | A company cannot issue         | 6        | Non divisible profits           |
| G        | Interest on Vendor's capital   | 7        | Issued to employees             |
| H        | Arrears of preference dividend | 8        | Capitalisation of reserves      |
| I        | Statutory reserves             | 9        | Irredeemable preference shares  |
| J        | Debenture redemption           | 10       | Point between pre & post period |
| K        | Audit fees                     | 11       | Reduction of capital            |
| L        | Business commencement date     | 12       | Contingent liability.           |
|          |                                | 13       | Non reduction of capital        |

**Ques. 2 20**

Aptech Ltd. gave notice of its intention to redeem its outstanding 10,000 – 7% Debentures of Rs. 50 each at par and offered the holders the following options:

- 1. 10% Preference shares of Rs. 20 each at Rs. 25.
- 2. 9% Debentures at Rs. 100.

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3. To have their holdings redeemed for cash.

3500 debenture holders accepted option 1, 5500 debenture holders accepted option 2 and remaining debenture holders accepted option 3.

Pass journal entries in the books of Aptech Ltd.

OR

Following is the Balance Sheet of Rider Ltd. as on 31<sup>st</sup> March 2021.

20

| LIABILITIES  | RS.              | ASSETS        | RS.              |
|--|------------------|---------------|------------------|
| 60,000 8% Preference shares of Rs. 10 each fully paid up | 6,00,000         | Sundry assets | 16,00,000        |
| 1,00,000 equity shares of Rs. 10 each                    | 10,00,000        | Investments   | 2,00,000         |
| Bank Loan  | 40,000           | Bank          | 6,60,000         |
| Securities premium                                       | 50,000           |               |                  |
| Revenue reserves   | 5,70,000         |               |                  |
| Current Liabilities                                      | 2,00,000         |               |                  |
|  | <b>24,60,000</b> |               | <b>24,60,000</b> |

It was decided to redeem both the classes of Preference shares at par. For this purpose, the Company:

- Sold investments at 110% of book value.
- Issued sufficient number of equity shares of Rs. 10 each at a premium of Rs. 2 per share.
- All payments were made except to the shareholders holding 200 8% Preference shares, who couldn't be traced.

Pass journal entries in the books of Rider Ltd.

Ques. 3

20

A. Royals Ltd. issued 9% Debentures of Rs. 50 each. Pass the journal entries under following options;

- 50000 Debentures for purchase of machinery worth Rs. 2,50,000
- 40000 Debentures for acquisition of Land worth Rs. 2,15,000
- 60000 Debentures against settlement of loan from IDBI worth Rs. 2,95,000
- 25000 Debentures to HDFC Bank as collateral security for loan taken of Rs. 1,00,000
- 30000 Debentures for purchase of equipment worth Rs. 1,45,000 (10)

B. Challengers Ltd. issued 25,000 11% Debentures of Rs. 30 each. Pass the journal entries under following options;

- Issue at par, redeemable at Rs. 32.
- Issue at Rs. 36, redeemable at Rs. 38.
- Issue at Rs.33, redeemable at par.
- Issue at Rs. 29, redeemable at Rs. 33.
- Issue at Rs. 27, redeemable at par. (10)

OR

Giants Ltd. was incorporated on 1<sup>st</sup> September 2019 to take over the business of a partnership firm with effect from 1<sup>st</sup> April, 2019. Following is the Profit & Loss A/c for the year ended 31<sup>st</sup> March 2020.

| DEBIT              | Rs.    | CREDIT               | Rs.      |
|--------------------|--------|----------------------|----------|
| To Salaries        | 39,000 | By Gross Profit      | 1,80,000 |
| To Rent            | 8,000  | By Interest on F. D. | 12,000   |
| To Bad debts       | 11,000 |                      |          |
| To Office Expenses | 2,400  |                      |          |



|                          |                 |  |                 |
|--------------------------|-----------------|--|-----------------|
| To Directors fees        | 1,000           |  |                 |
| To Debenture interest    | 2,800           |  |                 |
| To Selling Expenses      | 24,300          |  |                 |
| To Salary to partners    | 5,000           |  |                 |
| To Printing & stationery | 6,000           |  |                 |
| To Preliminary expenses  | 1,500           |  |                 |
| To Net Profit            | 91,000          |  |                 |
|                          | <b>1,92,000</b> |  | <b>1,92,000</b> |

Additional Information:

1. Out of total sales of Rs. 25,00,000, sales effected upto 1<sup>st</sup> Sept. 2019 were Rs. 10,00,000.
2. Rent is doubled from 1<sup>st</sup> December 2019
3. Bad debts are out of sales affected throughout the year.
4. Salaries include salary of 3 employees at equal monthly remuneration. However, one of them was appointed as manager from 1<sup>st</sup> Jan 2020 and his salary was doubled.
5. Interest on Fixed Deposit was received for the entire year.

Prepare Trading A/c and Profit & Loss A/c for the year ended 31<sup>st</sup> March 2020 and find profit prior to incorporation. (20)

Ques. 4

20

On 1<sup>st</sup> Jan 2018, Indian Ltd. issued 40,000 9% Debentures of Rs. 100 each at Rs. 105 redeemable at par. Interest on debentures was payable on 31<sup>st</sup> December each year. The Debentures were redeemable in 4 annual lots starting from 31<sup>st</sup> Dec 2018.

Pass journal entries for the period of 4 years. (Narration not required)

OR

- A. State on basis of which ratio would you divide the following revenue items between pre & post period to calculate profit prior incorporation: (10)

|                   |                       |                         |                  |
|-------------------|-----------------------|-------------------------|------------------|
| Discount Received | Office staff Salaries | Depreciation on Machine | Audit fees       |
| Advertisement     | Salesman Salaries     | Rent paid               | Discount Allowed |
| Interest on loan  | Carraige inwards      |                         |                  |

- B. The Balance Sheet of Titans Ltd. shows 5000, 8% Preference shares of Rs. 100 each, at Rs. 80 paid up as on 31<sup>st</sup> March 2021. It also shows balance in Securities Premium - Rs. 100000, General Reserve - Rs. 450000 and Profit & Loss A/c - Rs. 125000.

Pass journal entries if the company decides to redeem the Preference Shares at par on above date. (10)

Ques. 5

20

- a. Distinguish between Public Ltd. & Private Ltd. Company.
- b. Define Company and state its characteristics.

OR

Short notes (any 4)

- a. Types of subscriptions
- b. Bonus & Right Issue
- c. Types of debentures
- d. Capital Redemption Reserve
- e. Profit prior to incorporation

S.Y.B.com Sem III . 2023-24  
Subject : Auditing.

Time 3 Hours Marks : 100

- N. B. 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1. A) State whether the following statements are True or False ( Any Ten) (10)

1. A voucher decides the authenticity of the transaction.
2. Internal audit is compulsory for listed companies.
3. There is no risk involved in audit sampling.
4. Frauds do not affect financial statements.
5. CopyRights is Current Asset.
6. Secret reserve means part of profits secretly reserved for future use.
7. Aim of the Internal Audit Report is to suggest remedial action.
8. Inventory is valued at cost or Net Realisable Value whichever is less.
9. Routine checking saves time for the auditor.
10. Repairs to building debited to Building Account is an error of principle.
11. Audit programme must be in writing.
12. Continues Audit is done with the occurrence of the transaction.

Q1. B) Match the columns ( Any Ten) : (10)

| Column A                            | Column B                          |
|-------------------------------------|-----------------------------------|
| 1. Statutory Auditors               | a) Used for debtors verification. |
| 2. An Auditor                       | b) Management fraud.              |
| 3. Manipulation of Accounts         | c) Intentional Mistake            |
| 4. Audit Note Book                  | d) Should be independent.         |
| 5. Fraud                            | e) Done at the end of the year.   |
| 6. Audit Sampling.                  | f) Audit working paper.           |
| 7. Final Audit.                     | g) Report to Shareholders.        |
| 8. Permanent Audit file.            | h) Error of Commission.           |
| 9. Confirmation.                    | i) Random number table.           |
| 10. Documents for goods dispatched. | j) Memorandum of Association      |
| 11. Income recorded twice.          | k) Principal of Auditing.         |
| 12. Confidentiality.                | l) Delivery Challan               |

- Q2 A) Distinguish between Accounting and Auditing? (10)  
B) Explain the term Window dressing? What are the objections against it? (10)  
OR
- Q2 C) What are the objects of Auditing? (10)  
D) What are the advantages of Continuous Audit? (10)
- Q3 A) Give meaning and objectives of Audit planning? (10)  
B) List down important documents to be obtained from the client before commencement of audit? (10)  
OR
- Q3 C) What is the Audit program? Explain its advantages? (10)  
D) What are the contents of Current Audit file? (10)
- Q4 A) State the internal control for credit sales? (10)  
B) Explain Internal Audit. (10)  
OR
- Q4 C) How would you verify " Plant and Machinery "? (10)  
D) How would you vouch for "Purchases". (10)
- Q5 A) Explain the points to be considered by an auditor in the course of vouching? (10)  
B) Explain the importance of Valuation of Assets. (10)  
OR
- Q5 C) Write short notes ( Any four) (20)  
a) Audit evidence  
b) Users of financial statements  
c) Error of Principle.  
d) Test checking.  
e) Audit sampling.



Q1. A) Chose the correct Alternative (Any 10)

10

1. Public Finance is a study of -----
  - Public expenditure
  - Public debt
  - Public Revenue
  - All the above
2. Which is an example of public good -----
  - Personal shop
  - Personal house
  - Government hospital
  - Individual car
3. Fair division of tax comes under ----- function of public finance
  - Stabilization
  - Distribution
  - Allocation
  - None of the given
4. ----- is levied on the production of goods
  - Wealth Tax
  - Income tax
  - Customer duty
  - Excise duty
5. The rich should be taxed more than the poor satisfies ----- canon of action
  - Elasticity
  - Flexibility
  - Equity and Equality
  - Economy
6. Incidence of tax is a ----- burden of tax
  - First
  - Initial
  - Final and ultimate
  - immediate
7. Construction of a dam, is an example of -----
  - revenue expenditure
  - productive expenditure
  - Transfer expenditure
  - Non-transfer expenditure
8. In India, public expenditure is made on -----
  - Education
  - Infrastructure
  - Law and order
  - All the above
9. Loans from the IMF and World Bank, are known as -----
  - Internal debt
  - External debt
  - Unproductive debt
  - Interim debt
10. When Total revenue and Total expenditure is the same, the Budget is -----
  - Balanced budget
  - Surplus budget
  - Deficit Budget
  - Short term budget.

11 Borrowing excess from the Central bank, results in -----

- Deficit budget
- Surplus budget
- Monetized budget
- Primary budget

12. Federal finance is associated with -----

- Only the central government
- Only state government
- Both central and state government
- None

Q1 B) Explain the terms in 2- 3 lines (Any Five)

10

1. Market Failure
2. Merit good
3. Public finance
4. GST
5. Capital expenditure
6. Internal public debt
7. Primary deficit
8. FRBM act

Q2. Answer Any Two

20

1. Bring out the difference between public finance and private finance
2. Explain the Maximum Social Advantage theory of Dalton
3. What are the causes of Market Failure?

Q3. Answer Any Two

20

1. What are the sources of public revenue in India
2. Bring out the difference between direct and indirect taxes
3. Explain different taxation systems in India.

Q4. Answer Any Two

20

1. Discuss the causes of Public Expenditure in India.
2. What are the Canons of Public Expenditure
3. Explain different types of debts in India.

Q5. Answer Any Two

20

1. Explain various types of Budgets
2. What are the objectives of Federal Finance in India
3. Find the given information and calculate given:

|                                     |        |
|-------------------------------------|--------|
| Revenue Receipt(income)             | 100000 |
| Revenue expenditure                 | 140000 |
| Borrowings                          | 20000  |
| Interest payment on Revenue deficit | 10 %   |

Calculate:

1. Revenue Deficit
2. Fiscal Deficit
3. Interest payment
4. Primary deficit

MARKS-100  
TIME - 3HRS

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Note-All questions are compulsory.

Figures to the right indicate full marks.

**Q.1. Objectives**

**a. Choose the right option and fill in the blanks. (Any-10)**

**10 Marks**

1. \_\_\_\_\_ refers to man machine relationship designed to match the technology to human requirements.  
(Robotics, Ergonomics, Artificial Intelligence)
2. Under \_\_\_\_\_ production system, products are customized.  
(Continuous, Intermittent, Traditional)
3. \_\_\_\_\_ is the ratio of output to input.  
(Productivity, return, efficiency)
4. \_\_\_\_\_ represents a customer oriented quality focused management philosophy.  
(TQM, quality assurance, SQC)
5. \_\_\_\_\_ known as father of quality.  
(Dr. Ishikawa Kaoru, Jack Ma, Steve Job, Henri Fayol )
6. \_\_\_\_\_ is a set of strategies, techniques & tools for process improvement.  
(Quality circle, six sigma, quality control)
7. \_\_\_\_\_ issues guidelines regarding raising of funds from the capital market.  
(SEBI, state government, central government)
8. \_\_\_\_\_ of shares means converting physical shares into electronic shares.  
(Dematerialization, Buying, Selling)
9. \_\_\_\_\_ is the first credit rating agency established in India.  
(ICRA, CARE, CRISIL)
10. Section \_\_\_\_\_ offers tax rebate to investors in mutual funds.  
(88, 80C, 100)
11. \_\_\_\_\_ is an investment vehicle offered by mutual funds to investors.  
(SIP, MIP, LIP)
12. \_\_\_\_\_ market deals with agricultural goods & livestock.  
(Soft commodity, Hard commodity, Securities)

**b. State whether the following statements are True or False. (Any-Ten) 10 Marks**

1. Production planning & control are very significant in production management.
2. Scheduling disrupts production and distribution system.
3. In Just- in -time technique, buffer stock of raw material is maintained.



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3. In Just- in -time technique, buffer stock of raw material is maintained.
4. Appraisal cost is also known as inspection cost.
5. Kaizan concept was popularized by Masaaki Imai.
6. TQM place emphasis on defect free approach
7. Chit funds come under organized money market.
8. Stock brokers have to be registered with SEBI.
9. SEBI permits insider trading.
10. The secondary market deals with listed securities
11. Mutual fund encourages saving culture in elite income class.
12. Call option provides the right to buy specified underlying asset.

**Q.2. Answer the following questions. (Any-Two)**

**15 Marks**

- a. What are the functions of production management?
- b. Discuss the difference between intermittent & continuous production system.
- c. List out the techniques of inventory control?

**Q.3. Answer the following questions. (Any-Two)**

**15 Marks**

- a. Define quality. Explain various dimensions of quality assessment.
- b. Highlight the significance of TQM.
- c. Write down the importance of service quality management.

**Q.4. Answer the following questions. (Any-Two)**

**15 Marks**

- a. Define capital market & discuss its structure.
- b. What are the measures taken by SEBI to protect investors?
- c. Highlight the advantages of credit rating agencies.

**Q.5. Answer the following questions. (Any-Two)**

**15 Marks**

- a. Discuss the merits & demerits of mutual funds.
- b. Who are the participants of derivative market?
- c. Define micro finance and write down its significance.

**Q.6. Write short notes. (Any-Four)**

**20 Marks**

- a. Self Help Groups
- b. Start up venture
- c. Kaizen process
- d. Stock exchange
- e. Dematerialization
- f. Quality circle

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THE END



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9. Which data type is most suitable for storing the primary key?
- a) Hyperlink
  - b) Text
  - c) OLE Object
  - d) AutoNumber
10. Which of these is not a feature of HTML?
- a) Displaying images
  - b) Displaying video
  - c) Linking documents
  - d) Performing calculations

**Q.2 Attempt any One sub-question from a,b**

- a. Explain all layers of TCP/IP Protocol (8)
- b. Write short note on 1) FTP and 2)MIME

OR

**Q.2 Attempt any One sub-question from c, d**

- c. Explain Internet with different types of Internet connections. (7)
- d. What are the advantages of E-mail?

**Q.3 Attempt any One sub-question from a ,b**

- a. What do you mean by DBMS? What are the limitations of DBMS? (8)

- b. Explain the following terms used in databases:  
1) Relation 2)Entities 3)Attribute 4)Instance

OR

**Q.3 Attempt any One sub-question from c,d**

- c. Write a short note on relational database management system (RDBMS). (7)
- d. What do you mean by join and give the advantages of relational databases.

**Q.4 Attempt any One sub-question from a,b**

- a. Explain the different types of data types used in database. (8)
- b. What are the steps to import the data from excel file?

OR

**Q.4 Attempt any One sub-question from c ,d**

- c. What is the Input Mask wizard used for? (7)
- d. Explain the steps for hide and unhide a column.

**Q.5 Attempt any One sub-question from a,b**

- a. Write the steps to create a query in design view? (8)

- b. What is a form? Write the steps to add a calculated control to a form.

OR

**Q.5 Attempt any One sub-question from c,d**

- c. Write the steps to create mailing labels. (7)

- d. Write down the steps to create a report using the Report Wizard.



Note:- 1) All questions are compulsory.  
2) Figures to right indicate full Marks.

Q1 (A) Select the most appropriate answer from the option given below (any ten) (10)

- 1) \_\_\_\_\_ Refers to too many ads at the same time ,  
(a) Zipping (b) Clutter (c) traffic
- 2) \_\_\_\_\_ is a form of out of home media.  
(a) TV (b) transit (c) magazine
- 3) Internet is economical for \_\_\_\_\_ Advertising.  
(a) Local (b) national (c) global
- 4) \_\_\_\_\_ Refers to conceiving idea.  
(a) creativity (b) flexibility (c) practicality
- 5) Advertising budget acts as a \_\_\_\_\_ device.  
(a) Planning (b) controlling (c) organizing
- 6) \_\_\_\_\_ is creative imagination of ideas for advertising.  
(a) Visualization (b) analysis (c) interpretation
- 7) Celebrities \_\_\_\_\_ audience  
(a) Advice (b) miss guide (c) put off
- 8) Last minutes changes are possible in case of \_\_\_\_\_ medium of advertising.  
(a) magazine (b) radio (c) out door
- 9) Logo refers to \_\_\_\_\_ of the advertiser.  
(a) Signature (b) slogan (c) illustration
- 10) "Darr ke sage jeet hai " slogan used by the brand \_\_\_\_\_ ;  
(a) Sprite (b) Limca (c) Mointain Dew
- 11) \_\_\_\_\_ Helps to overcome language barrier.  
(a) Illustration (b) headline (c) body copy
- 12) Dimag ki batti jaln de slogan is used for \_\_\_\_\_ brand.  
(a) Mentos (b) Colgate (c) Flip kart

(B) A State whether the following statements are true or false (any 10)

- 1) Google has become major advertising medium in modern times.
- 2) Website is a form of outdoor advertising.
- 3) Internet faces the problem of lack of space.
- 4) The ultimate objective of all advertising is to sell the brand.
- 5) All advertising campaign needs to be tested.
- 6) Creativity makes advertisement memorable.
- 7) Celebrity Indorsed products are always a success in the market.
- 8) Product visual has no place in outdoor advertising.



- 9) Illustration does not serve any purpose in advertising.
- 10) USP stands for Unique Sales Promotion .
- 11) Pre -testing is needed to prevent technical mistake.
- 12) Jingles create an identity for the brands

Q2) Answer (ANY TWO) of the following. (15)

- (a) What are the advantages of broadcast media?
- (b) Explain the various form of internet advertising
- (c) Identify the advantages and limitations of out of home advertising.

Q3) Answer (ANY TWO) of the following. (15)

- (a) Discuss briefly the factors affecting an advertising budget.
- (b) Describe the objectives of an ad campaign.
- (c) Discuss the concept of Media planning, Explain its Process.

Q4) Answer (ANY TWO) of the following. (15)

- (a) What is creativity in advertising explain it's important?
- (b) Explain advantages and limitations of celebrity endorsement.
- (c) Explain the meaning of advertising appeal what are the different types of appeals?

Q5) Answer (ANY TWO) of the following (15)

- (a) Explain the essentials of copywriting in advertising.
- (b) Examine the different methods of pre- testing advertising.
- (c) Describe the main function of illustration.

Q6) Write Short notes on (ANY FOUR) of the following. (20)

- (a) Media Reach
- (b) Radio Advertising.
- (c) Animation
- (d) USP
- (e) Principal of effective lay out
- (f) Techniques of visualization