BANKIM SARDAR COLLEGE

Semester IV Examination B.Com Hons./Gen.
Subject: Marketing Management & Human resource management (CC4.2 CH)
Answers of each group should be in separate answer-sheet

Time: 2 Hours
Full Marks: 80

Group – A (F.M. 10)
Answer any five questions 2X5

i. Give a few examples of joint products and by-products.

ii. What do you mean by Master Budget?

iii. Distinguish between fixed budget and flexible budget.

iv. Define standard costing. Explain the two advantages of standard costing.

v. What is prime cost? how marginal cost different from prime cost?

vi. Explain the term " Break-even point".

vii. What is "idle capacity?"

viii. What do you mean by Hire-purchase?

GROUP- B (F.M. 20)

(Answer any two) **2 x 10 =20**

1. a). What do you mean by ABC costing(Activity Based Costing). Where we can apply the ABC costing? b).distinguish between joint product and by- products. (5+5)

2. write short note on:

   a) Master Budget

   b) Fixed Budget (5+5)

3. a) What are the advantages of Marginal costing.

   b) what are the advantages of Budget. (5+5)

4. ABC Ltd. Operates a standard costing system and has set Rs.5 as standard price per kg. For the standard usage of 820kg of raw materials. The following information is collected from its cost. Records for the month of april, 2018:

Opening stock of raw materials (01.04.2018)	55kg.
Purchase of raw materials during the month	800kg
Closing stock of raw materials (30.04.2018)	15 kg
Actual cost of raw materials consumed during the month.	Rs. 3780

Compute : i) Material Cost Variance. Ii) Material Price Variance, iii) Material Usages Variance. 10

(Answer any three) **3 x 20 =60**

5. a)

Actual sales	Rs. 1,20,000
Fixed cost	Rs. 40,000
Variable Cost	Rs. 60,000

Compute margin of safety.

b) What are the CVP(Cost Volume Profit) analysis? Explain the objectives of Cost volume Profit Analysis. **(10+10)**

6. a) difference between marginal costing and absorption costing.

b)

sales value (4,000 units)	Rs. 40,000
Break– even point	Rs. 1,500 units
Fixed cost	Rs. 3,000

Calculate: i) variable cost, ii) profit. Iii) margin of safety, iv) sales required to earn a profit of Rs. 7,000 v) profit when 6,000 units are sold.

(10+10)

7. Standard time required for producing product x | 10 hours per unit

Standard labour Rate | Rs. 50 per hour

Actual details during a month are as follows:

Actual Production	2,000 units
Actual hours of work	20,500 hours
Actual Labour Rate	Rs. 52 per hour

Compute: i) Labour Cost Variance
ii) Labour Rate Variance
iii) Labour efficiency variance

20

8. a)

Margin of safety	35% of total sales.
Profit	14% of total sales
Fixed cost	Rs. 3,00,000

Calculate: i) P/v Ratio, ii) Break- even sales. **10**

b) write short note on:
Fixation of selling price(product mixed in make or buy decision) **10**

9. Alpha ltd. Provides you the following information:

Selling price per unit	Rs. 10
Variable cost per unit	Rs.6

It is expected that the variable cost will increase by 20%. What will be the revised selling price per unit, if the company wants to maintain the same p/v ratio. **20**