

DATE: 9-12-2021

TIME: 1:30 PM - 3:30 PM

ST. FRANCIS COLLEGE FOR WOMEN, BEGUMPET, HYDERABAD-16
(AN AUTONOMOUS COLLEGE OF OSMANIA UNIVERSITY)
SEMESTER I (CBCS) ODD SEMESTER EXAMINATION DECEMBER -2021
DEPARTMENT OF MANAGEMENT STUDIES
ACCOUNTING FOR MANAGERS
B. VOC (RETAIL MANAGEMENT AND IT)

Exam Duration: 2 Hrs

Max. Marks: 60

CODE: U20/VRM/SED/102

SECTION -A

I. Answer any FIVE

5x 2 = 10 M

1. Accounting equation.
2. GAAP.
3. Flow chart of accounting cycle.
4. Sub-division of journal.
5. Error of omission.
6. Closing stock.
7. Bank Reconciliation Statements.

SECTION -B

II. Answer the following

5x10 = 50 M

8. Define Accounting? Explain the objectives, advantages and limitations of accounting?

OR

9. Mr. X had the following transactions. use Accounting Equation to show their effect on his assets, liabilities and capital.
 - a) Invested Rs.15000 in cash.
 - b) Purchased securities for cash Rs.7500
 - c) Purchased furniture for Rs.15000; giving Rs.5000 in cash and balance through loan account
 - d) Sold securities costing Rs.1000 for Rs.1500
 - e) Purchased an old cycle for Rs.2800 cash
 - f) Received cash as salary Rs.3600
 - g) Paid cash Rs.500 for loan and Rs.300 for interest
 - h) Paid cash for expenses Rs.300.
 - i) Received cash for dividend on securities Rs.200

10. Define Journal? Explain about the steps in journalizing. Write its advantages and limitations.

OR

11. From the following transactions prepare Three Column Cash Book for Heeba & co.

2020

Aug 1 Cash in hand Rs.75000

- Cash at bank Rs.40000
- Aug 4 Paid into bank Rs.20000
- Aug 6 Purchased machinery by cheque Rs.10000
- Aug 8 Received from Mohan Rs.2560; discount allowed Rs.40
- Aug 10 Paid to Sai by cheque Rs.3970 in full settlement of his account Rs.4000
- Aug 11 Withdrew cash from bank for personal use Rs.5000
- Aug 15 Received cheque from Ram Rs.4900; allowed him discount Rs.100
- Aug 19 Ram cheque deposited into bank
- Aug 24 Anand our customer has paid directly into our bank account Rs.10000
- Aug 27 Rent paid by cheque Rs.3000

12. Redraft correctly the Trial Balance given below:

Debit Balances	Amount (₹)	Credit Balances	Amount (₹)
Capital	8,000	Debtors	7,580
Bad Debts Recovered	250	Bank Deposits	2,750
Creditors	1,250	Discount Allowed	40
Returns Outward	350	Drawings	600
Bank Overdraft	1,570	Returns Inward	450
Rent	360	Sales	13,690
Salaries	850	Bills Payable	1,350
Trade Expenses	300	Grant Received	1,000
Cash in Hand	210		
Opening Stock	2,450		
Purchases	11,870		
	27,460		27,460

OR

13. Explain the importance of rectification of errors? What are the different types of errors?

14. Following is the trial balance of Bajaj. Prepare final accounts for the year ended on 31st March, 2016.

Particulars	Debit Rs.	Credit Rs.
Stock as on 01-04-2015	2,00,000	
Purchases and sales	22,00,000	33,00,000
Returns	1,00,000	80,000
Carriage inwards	50,000	
Salaries	2,60,000	
Insurance	1,20,000	
Wages	80,000	
Bad debts	10,000	
Furniture	7,00,000	
Capital		7,50,000
Printing and stationary	80,000	
Cash at bank	3,15,000	
Petty cash	5,000	
Commission	10,000	
	41,30,000	41,30,000

Adjustments:

- Stock on 31st March, 2016 was valued at Rs.4,00,000.
- Depreciate furniture @ 10% p.a.
- Insurance of Rs.60,000 was paid in advance

iv. Commission receivable Rs. 50,000.

OR

15. From the following particulars presented by Thilak for the year ended 31st March, 2017, prepare profit and loss account.

particulars	Amount	particulars	Amount
Gross profit	1,00,000	Interest received	6,000
Rent paid	22,000	Bad debts	2,000
Salaries	10,000	Provision for bad debts(1-4-2016)	4,000
Commission(Cr.)	12,000	Sundry debtors	40,000
Discount received	2,000	Buildings	80,000
Insurance premium paid	8,000		

Adjustments:

- i. Outstanding salaries amounted to Rs. 4,000
- ii. Rent paid for 11 months
- iii. Interest due but not received amounted to Rs. 2,000
- iv. Prepaid insurance amounted to Rs. 2,000
- v. Depreciate buildings by 10%
- vi. Further bad debts amounted to Rs. 3,000 and make a provision for bad debts @ 5% on sundry debtors
- vii. Commission received in advance amounted to Rs. 2,000

16. From the following particulars, prepare a bank reconciliation statement as on March 31, 2019.

- (a) Debit balance as per cash book is Rs. 10,000.
- (b) A cheque for Rs. 1,000 deposited but not recorded in the cash book.
- (c) A cash deposit of Rs. 200 was recorded in the cash book as if there is not bank, column therein.
- (d) A cheque issued for Rs. 250 was recorded as Rs. 205 in the cash column.
- (e) The debit balance of Rs. 1,500 as on the previous day was brought forward as a credit balance.
- (f) The payment side of the cash book was under cast by Rs. 100.
- (g) A cash discount allowed of Rs. 112 was recorded as Rs. 121 in the bank column.
- (h) A cheque of Rs. 500 received from a debtor was recorded in the cash book but not deposited in the bank for collection.
- (i) One outgoing cheque of Rs. 300 was recorded twice in the cash book.

OR

17. What is computerized accounting system and write its advantages and limitations?

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SEMESTER I (CBCS) ODD SEMESTER EXAMINATION DECEMBER -2021
DEPARTMENT OF MANAGEMENT STUDIES
CUSTOMER RELATIONSHIP MANAGEMENT
B. VOC (RETAIL MANAGEMENT AND IT) - I

Time: 1 Hour

Max Marks: 30

CODE: U20/VRM/GED/102

SECTION –A

I. All questions are compulsory and each question carries 10 marks

3x10 = 30 M

1. What is Customer Relationship Management (CRM)? Explain the success factors of it?

OR

2. How do you design a Customer Relationship implementation model?

3. What is e-CRM in Business and discuss the features & advantages of e-CRM?

OR

4. What is Data Base Management (DBM) and explain the construction of DBM?

5. What are the components of customer satisfaction and explain the models of it?

OR

6. What is service quality in CRM and explain the types and dimensions of it?

DATE: 11-12-2021

TIME: 1:30 PM - 3:30 PM

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(AN AUTONOMOUS COLLEGE OF OSMANIA UNIVERSITY)
SEMESTER I (CBCS) ODD SEMESTER EXAMINATION DECEMBER -2021
DEPARTMENT OF MANAGEMENT STUDIES
INTRODUCTION TO RETAIL MANAGEMENT
B. VOC (RETAIL MANAGEMENT AND IT) – I

Exam Duration: 2 Hrs

Max. Marks: 60

CODE: U20/VRM/GED/101

SECTION -A

I. Answer any ***FIVE***:-

5x2 = 10 M

1. Cognitive dissonance.
2. Convenience store.
3. Promotion.
4. Make in India.
5. Sustainable consumer behavior.
6. FDI.
7. Online shopping.

SECTION – B

II. Answer the following:-

5x10 = 50 M

8. Explain the Major Formats of Retailing.

OR

9. Elaborate the Significance of Retail as an Industry.

10. Discuss the importance of Consumer Co-operative in a world of giant retailers.

OR

11. Write about Company Operated Stores in Organized Retail.

12. Enlist the Factors Influencing the Retail Shopper in detail.

OR

13. Write about “consumer behavior” and its components.

14. What are the major Technologies in retail industry.

OR

15. In present scenario discuss Factors Affecting the use of Technology in retail.

DATE: 17-12-2021

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SEMESTER I (CBCS) ODD SEMESTER EXAMINATION DECEMBER -2021
DEPARTMENT OF MANAGEMENT STUDIES
PRINCIPLES OF MARKETING
B. VOC (RETAIL MANAGEMENT AND IT) – I

Exam Duration: 2 Hrs

Max. Marks: 60

CODE: U20/VRM/SED/101

SECTION - A

I. Answer any *FIVE*:-

5x2 = 10 M

1. SWOT analysis.
2. Societal Marketing concept.
3. Maslow's need hierarchy.
4. Benefit segmentation.
5. Primary data.
6. Growth stage strategy.
7. Influencer marketing.

SECTION – B

II. Answer the following:-

5x10 = 50 M

8. “Understanding the Market Place & Customer need is very important in the marketing process”.
Explain

OR

9. Enlist the various Marketing Management Orientations in detail.

10. Describe the major bases for Segmenting Business Markets.

OR

11. Discuss the positioning strategy for a cell phone company.

12. Elaborate the use of information in marketing.

OR

13. What are the various research designs used in research?

14. Write the various stages in “New Product Development”.

OR

15. How is Services Marketing done, explain its marketing mix.

16. How is Facebook a platform for marketers? Explain.

OR

17. Can traditional media replace social media? Justify your statement.
