



GIET UNIVERSITY, GUNUPUR – 765022

M.B.A (Third Semester – Regular) Examinations, December – 2020

MB 303 F – Entrepreneurial Marketing & Financial Management

Time: 2 hrs

Maximum: 50 Marks

The figures in the right hand margin indicate marks.

PART – I: (Multiple Choice Questions)

(1 x 10 = 10 Marks)

Q. 1 Answer ***ALL*** questions

- a. Which one of the following gives suggestions for new product and also help to market new products?----

(i) Existing product and services	(ii) Federal Government
(iii) Distribution Channels	(iv) Consumers
- b. The pricing objectives are -----

(i) Maximum current profit, market share and skimming	(ii) Survival
(iii) Product Quality leadership	(iv) All the above
- c. Niche Marketing helps in more -----

(i) Smaller firms	(ii) Larger firms
(iii) Business giants	(iv) Retail store
- d. All marketing activities that attempt to stimulate quick buyer action or Immediate sales of a Product are known as-----

(i) Sponsorship	(ii) Advertisement
(iii) Personal selling	(iv) Sales Promotion
- e. What is the Primary goal of Financial Management -----

(i) To Minimise the risk	(ii) To Maximise the Owner's wealth
(iii) To Maximise the return	(iv) To raise the profit
- f. If a trial balance totals do not agree, the difference must be entered in -----

(i) The profit and loss account	(ii) A Nominal Account
(iii) The capital Account	(iv) A suspense Account
- g. Which of the following option is not recorded in the Balancesheet -----

(i) Cash	(ii) Rent Expenses
(iii) Building	(iv) Goodwill
- h. A method used in comparative analysis of Financial Statement is -----

(i) Returning Analysis	(ii) Common Size Analysis
(iii) Preference Analysis	(iv) Graphical Analysis
- i. Net working capital refers to -----

(i) Total Assets minus Fixed Assets	(ii) Current Assets minus Current Liabilities
(iii) Current Assets minus inventories	(iv) Current Assets
- j. Pledge of Advance is Made against -----

(i) Gold	(ii) Commodities
(iii) Coins and Notes	(iv) All the above

PART – II : (Short Answer Questions)**(2 x 5 = 10 Marks)****Q.2. Answer ALL questions**

- Define Product Development?
- Write briefly about Product Advertising?
- What is Current Ratio?
- Define Working Capital?
- Explain the word Collateral security.

PART – III: (Long Answer Questions)**(6 x 5 = 30 Marks)**Answer **ANY FIVE** questions.

- Explain the different modes of distribution channels. List out its advantages.
- What are the types of Mortgages? Explain.
- Explain the different pricing strategies adopted by various Organisations.

From the following assets side of the balance sheet of X ltd for the years 1997 and 1998 you are required to prepare assets side of the common size balance sheet

Assets	1997	1998
Cash	200	280
Debtors	400	600
Stock	400	600
Land	800	740
Plant	600	540
Furniture	200	280
	2600	3040

- Write about the Classification of cost.
- From the following Profit and loss A/c calculate Funds From Operations:

Particulars	Rs	Particulars	Rs
To Expenses paid	3,00,000	By Gross Profit	4,50,000
To Depreciation	70,000	By Gain on Sale of Land	60,000
To Loss on sale of machine	4,000		
To Discount	200		
To Goodwill	20,000		
To Net profit	1,15,800		
	5,10,000		5,10,000

- Discuss in detail about the Methods of Pricing.
- What is the difference between Pledge and Hypothecation?

--- End of Paper ---