

**Mahatma Gandhi University**  
**Private Registration B Com CBCS- 2017 admission onwards**  
**( Model Question Paper)**  
**CO6GST01- General Essay**

**Time: 3 hours**

**Max: 80 marks**

**Directions**

**Four** sets of questions are available. There will be **4** questions in each set.

**Only One** set can be selected and **all the four questions from that set** have to be answered.

Each question carries **twenty marks**.

**Set 1- Cost Accounting**

1. Explain the requirements and procedure involved in budgetary control.
2. What are the managerial applications of marginal costing? Explain any five with examples.
3. Distinguish between joint products and by-products. Also explain the methods of apportionment of joint cost.
4. What is specific order costing? What are the methods which are considered under this category? Explain.

Or

**Set 2- Advertisement and Sales Management**

5. Explain the various appeals in advertisement with suitable examples.
6. What are the objectives of sales promotion? Explain the types of sales promotion and the various techniques adopted.
7. Advertisement is a boon for any organisation; but at the same time, it is regarded as a waste also. Comment on the statement with arguments for and against advertisement.
8. Why should the effectiveness of advertisement be measured? What are the various methods involved?

Or

**Set 3- Auditing and Assurance**

9. What are the objectives of auditing? Explain the advantages and limitations of auditing?
10. Explain the term vouching. Why is vouching important? How is vouching of cash book done?
11. Explain the types of audit report. Prepare specimen of the important types of audit report.
12. Explain the procedure for auditing in connection with (a) Education institution (b) Hospital (c) Club

Or

**Set 4- Management Accounting**

13. What is management accounting? Distinguish between (a) management accounting and cost accounting (b) management accounting and financial accounting.
14. Explain the various tools of financial statement analysis.
15. Prepare an imaginary Profit and Loss account and Balance Sheet and calculate important ratios relating to liquidity, profitability, solvency and activity.
16. What is fund flow statement? How is it prepared? How does it differ from cash flow statement?

**( 4 x 20 =80 marks )**