

2022
P.G. Diploma in Marketing Management
First Semester
DMM-104: Managerial Accounting

Time allowed: 3 Hours

Max. Marks: 70

NOTE: Attempt five questions in all, selecting atleast one question from each Unit. All questions carry equal marks.

x-x-x

UNIT – I

- I. "Managerial accounting is nothing more than the use of financial information for management process'. Explain this statement and clearly distinguish between financial accounting and management accounting.
- II. Discuss the various tools and techniques of managerial accounting and the role of managerial accounting in decision making.

UNIT - II

- III. What are the various methods used for analysis and interpretation of financial statements?
- IV. From the information given below draw-up the balance sheet:-

Current Ratio	=	2.5
Fixed Assets (Sales to fixed assets) turnover ratio	=	2 times
Liquidity Ratio	=	1.5
Average debt collection period	=	2 months
Net working capital	=	Rs. 3,00,000/-
Fixed assets : Shareholders net worth	=	1:1
Stock turnover ratio (Cost of sales/closing stock)	=	6 times
Gross profit ratio	=	20%
Reserves : Share capital	=	05:1

- V. Write short notes on the following:-
 - a) Advantages of Ratio analysis
 - b) Limitations of financial statements

UNIT - III

- VI. What is differential costing? How it is used as a tool for decision making for make or buy decision.

VII. From the following information, calculate:

- a) P/V Ratio
- b) Break-Even Point
- c) Margin of Safety

Total sales	=	Rs. 3,60,000
Selling price per unit	=	Rs. 100/-
Variable cost per unit	=	Rs. 50/-
Fixed Cost	=	Rs. 1,00,000/-

UNIT - IV

VIII. Define the terms 'Budget and 'Budgetary Control'. Discuss the various types of budgets.

IX. Product X takes 5 hrs to be made and product Y requires 10 Hrs. In a month of 25 effective days of 8 Hrs a day, 1000 unit of product X and 600 units of product Y were produced. The company employees 50 workers in the production department. The budget hours are 1,02,000/ for the year. Calculate the following:-

- a) Capacity Ratio
- b) Activity Ratio
- c) Efficiency Ratio

X. Write short notes on the following:-

- a) Responsibility accounting
- b) Zero-Based Budgeting