

Roll No.

Total No. of Pages : 02

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**B.Tech. (Ind. Engg. & Mgt.) (Spl. in TQM) (Sem.-4)**  
**MANAGERIAL ACCOUNTING & INDUSTRIAL ECONOMICS**

Subject Code : IEM-402

Paper ID : [61017]

Time : 3 Hrs.

Max. Marks : 40

**INSTRUCTIONS TO CANDIDATES :**

1. Attempt All EIGHT questions from SECTION-A carrying TWO marks each.
2. Attempt any SIX questions out of EIGHT from SECTION-B carrying FOUR marks each.

**SECTION-A**

**1. Answer briefly :**

- a) Explain realization concept of accounting.
- b) Define direct and indirect costs.
- c) Discuss the usefulness of macro-economics.
- d) Write a note on Gross National Product.
- e) Discuss the importance of cross elasticity of demand.
- f) Define Cost centre vs. cost pool
- g) Explain the second degree price discrimination.
- h) Explain the calculation of payback period.

**SECTION-B**

2. Distinguish between implicit costs and explicit costs.
3. Define cost plus pricing.

4. The following is the Trial Balance of A& Co. on 31/03/2015. You are required to prepare a Trading, Profit & Loss A/c for the year ending 31st March 2015 and the Balance Sheet as at 31st March, 2015.

**Trial Balance**

<b>Particulars</b>	<b>Dr. (Rs.)</b>	<b>Cr. (Rs.)</b>
Purchases	15,000	
S/Debtors	20,000	
Interest earned		400
Salaries	3,000	
Sales		32,100
Purchases Returns		500
Wages	2,000	
Rent	1,500	
Sales Returns	1,000	
Bad Debts Written off	700	
S/Creditors		12,000
Capital		10,000
Drawings	2,400	
Provision for Bad Debts		600
Printing & Stationary	800	
Insurance	1,200	
Opening Stock	5,000	
Office expenses	1,200	
Furniture & Fittings	2,000	
Provision for Depreciation		200
	55,800	55,800

5. Why does demand curve slope downward from left to right? Under what circumstances, it will slope upward?
6. What do you understand by break-even analysis? Explain its uses.
7. How is price determined under monopolistic competition in the short-run? Explain.
8. Discuss the similarities and difference between the Net Present Value method and Internal Rate of Return method of capital budgeting.
9. What do you understand by consumer protection? Discuss the objectives of Consumer Protection Act.