



### VII SEMESTER B.TECH. (PRINT AND MEDIA TECHNOLOGY)

#### END SEMESTER EXAMINATIONS, NOV 2017

#### PE – VI: MEDIA ACCOUNTING AND MANAGEMENT [PMT 4011]

#### REVISED CREDIT SYSTEM (28/11/2017)

Time: 3 Hours

MAX. MARKS: 50

#### Instructions to Candidates:

- ❖ Answer **ALL** the questions.
- ❖ Missing data may be suitable assumed.

**1A.** With a neat sketch explain accounting cycle.

**1B.** Journalize the following transactions and prepare a ledger account for cash.

Date Jan 2009	Transaction detail	Amount in (Rs.)
01	Commenced business with cash	6000
03	Deposited to bank	2000
05	Purchased goods for cash	1000
07	Sold goods for cash	500
09	Paid rent	200
11	Paid salaries	150
13	Received commission	75
15	Withdrawn for personal use	150

**1C.** From the following extracted ledger balance prepare a trial balance as on 31- 12-2015

Heads of A/C	Amount (Rs.)	Heads of A/C	Amount (Rs.)
Capital	7000	Furniture	500
Purchase	8000	Sundry Creditors	5600
Rent Paid	240	Carriage	100
Withdrawal	1200	Insurance	40
Bills Receivable	400	Cash in Hand	100
Opening Stock	1000	Cash at Bank	1950
Purchase Returns	280	Commission Paid	40
Plant & Machinery	4000	Bills Payable	1580
Sales	9600	Discount Received	30
Sales Return	160	Salaries	720
Sundry Debtors	5600	Discount Paid	40

[ 02 + (02+02) + 04 ]

- 2A.** Briefly explain the cost classification based on function of the printing industry.
- 2B.** The Modern Printing Co., is having four departments, A, B and C are the producing departments and D is a service department. The actual cost for a period are as follows:

Rent	2000	Insurance	1000
Repair	1200	Employee's Insurance	300
Depreciation	900	Power	1800
Lighting	200	Direct wages for Department D	2000
Supervision	3000		

Following data are also available in respect of four departments. Apportion the cost to the various departments on the most equitable method.

Base	Printing (A)	Finishing (B)	Packaging (C)	Maintenance (D)
Area in sq. ft	150	110	90	50
Number of workers	24	16	12	8
Total wages	8,000	6,000	4,000	2,000
Value of plant	24,000	18,000	12,000	6,000
Value of stock	15,000	9,000	6,000	Nil

- 2C.** Following direct costs were incurred on Job no. 678 of Cyan Print.

Materials – Rs. 4020

Wages:

- Dept. Pre-press (A) – 60 hrs @ Rs. 3/hr
- Dept. Press (B) – 40 hrs @ Rs. 2/hr
- Dept. Post Press (C) – 20 hrs @ Rs. 5/hr

Overhead expenses were estimated as follows:

- Dept. Pre-press (A) – Rs. 5000 for 5,000 labor hrs
- Dept. Press (B) – Rs. 3000 for 1,500 labor hours
- Dept. Post Press (C) – Rs. 2000 for 500 labor hours

Fixed OH

- Estimation at Rs. 20,000 for 10,000 normal working hrs

Calculate the cost of job and calculate the price to give profit of 25% on selling price

[ 02 + 04 + 04 ]

- 3A.** How to calculate the annual fixed cost of an audio or video program? Explain with a suitable example, considering all the required assumptions.
- 3B. (i)** Calculate the working size of paper required for printing of an 8 page brochure size 210 x 297 mm trimmed to bleed on a single color offset machine.
- (ii)** How much paper in 61 x 88 cm will be required for the printing of 20,000 booklets in 210 x 297 mm size assuming that each booklet contains 24 pages?

- 3C.** Briefly explain the cost components of radio and television.

[ 02 + 04 + 04 ]

4A. Give the format of Income statement.

4B. The following Incomplete Balance Sheet of a certain company is furnished together with certain additional information you are required to complete the Balance Sheet using ratio analysis:

Liabilities	Rs.	Assets	Rs.
Share capital	2,00,000	Plant & Machinery	
General Reserves	1,00,000	Inventories	
Long term loan		Sundry Debtors	
Sundry Creditors	1,00,000	Cash & Bank Balance	

Additional Information :

- (i) Ratio of Long Term to Net Worth 1:2
- (ii) Total Assets Turn-Over 2 times
- (iii) Avg Collection Period 36 days
- (iv) Inventory Turn Over 10 times
- (v) Gross Profit Margin 10 % on cost of goods sold
- (vi) Acid-Test Ratio 1:1
- (vii) Credit Sales 50%

(Assume 360days a year)

4C. Prepare Trading and P & L Account for the Year ended 31.3.2015.

Heads of Account	Amount (Rs.)
Stock- 1 <sup>st</sup> April 2002	50,000
Sales	2,89,600
Sales returns	9,600
Purchases	2,43,000
Purchase return	3,000
Freight inwards	4,000
Carriage Outwards	6,000
Salaries & Wages	30,000
Bank interest paid	2,000
Printing & Stationery	7,000
Discount received	900
Discount allowed	600
Audit fees	3,000
Insurance Premium	600
Trade Expenses	2,500
Closing Stock on 31.3.2003.	70,000

[ 02 + 04 + 04 ]

5A. How many boards of 25 " x 30 " size will be required for making of covers of 2000 hard bound books in demmy octavo size? Consider wastage @ 2 %.

5B. Briefly explain the different functions of Human resource management.

5C. Find out the quantity of ink required for the printing of 15,000 posters of 38 x 50 cm size in 4 colors from a color transparency on art paper by offset process. Allowance for a very heavy subject matter and wastage of paper and ink should be taken into account

[ 02 + 04 + 04 ]