



VII SEMESTER B.TECH. (PRINT AND MEDIA TECHNOLOGY)
END SEMESTER MAKE-UP EXAMINATIONS, JANUARY 2020
SUBJECT: MEDIA ACCOUNTING AND MANAGEMENT [PMT 4011]
REVISED CREDIT SYSTEM
(02/01/2020)

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

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

1A. What is the role of promotion department in media industry?

1B. Give the sketch of accounting cycle.

1C. Following data is given for a company

<i>Current Ratio</i>	<i>= 1.5</i>
<i>Inventories</i>	<i>= Rs. 70,000</i>
<i>Current Liabilities</i>	<i>= Rs. 1,00,000</i>
<i>Total Liabilities</i>	<i>= Rs. 12,00,000</i>
<i>Debt-Equity Ratio</i>	<i>= 1.3</i>

Calculate the following:

- a. Current Assets b. Total Assets c. Acid-Test Ratio d. Debt-Assets Ratio

[03 + 02 + 05]

2A. A full sheet job is to be printed in 4 color on each side of paper by offset process. Total impressions required in the job are 1,00,000. Calculate the wastage allowance.

2B. Explain the role of cost in accounting.

2C. Compute Prime cost, Work cost, Cost of Production, Total cost and profit under absorption or full costing using the following information from the a/c of M/s ABC Ltd

	<i>Rs.</i>
<i>DMC</i>	<i>10,000</i>
<i>DW</i>	<i>6,000</i>
<i>DE</i>	<i>200</i>
Factory OH	
<i>Variable</i>	<i>2,500</i>
<i>Fixed</i>	<i>500</i>
Administration OH	
<i>Variable</i>	<i>200</i>
<i>Fixed</i>	<i>800</i>
Selling and Dist. OH	
<i>Variable</i>	<i>1200</i>
<i>Fixed</i>	<i>600</i>
<i>Sales</i>	<i>25,000</i>

[02 + 03 + 05]

