

Department of Media Technology  
MED 4061 Media Accounting and Management  
End Semester, VII semester [Makeup] Dec-Jan 2022-23

Type: DES

Q1. Explain the Golden rule of Journal, with example. (3)

Q2. From the following information, find the classified summary of cash account.

Date	Transaction details	Amount in Rs.
2020		
June 01 :	Commenced business	10,000
June 03 :	Deposited to Bank	5,000
June 05 :	Furniture	5,000
June 07 :	Sales	10,500
June 09 :	Paid Tax	500
June 11 :	Travel	700
June 13 :	Discount paid	200
June 15 :	Withdrawal	500 (4)

Q3. M/s Rai Agency has given following data:

Heads of A/C	Amount (Rs.)	Heads of A/C	Amount (Rs.)
Capital	7000	Machine tools	500
Offset Machine	8000	Sundry Creditors	5600
Salary Paid	240	Carriage outwards	100
Withdrawal	1200	Commission paid	40
Amount Receivable	400	Cash paid	100
Opening Stock	1000	Cash at Bank	1950
Purchase Return	280	Welfare expenses	40
Building	4000	Bills Payable	1580
Sales	9600	Discount received	30
Sales Return	160	Wages	720

Sundry Debtors	5600	Discount	40
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Process the above extracted ledger balance and prepare a summary of the ledger balances outstanding as on a particular date as on 31- 12-2020 (3)

Q4. Investigate the components of Prime Cost and explain the same. (3)

Q5. Compare a cost center and a cost unit. (3)

Q6. What is cost allocation and apportionment? Explain with an example. (4)

Q7. Following data pertains to company XYZ

Particulars	Amount in Rs.	Particulars	Amount in Rs.
Stock- 1st April 2019	50,000	Bank interest paid	2,000
Sales	2,89,600	Printing & Stationery	7,000
Sales returns	9,600	Discount received	900
Purchases	2,43,000	Discount allowed	600
Purchase return	3,000	Audit fees	3,000
Freight inwards	4,000	Insurance Premium	600
Carriage Outwards	6,000	Trade Expenses	2,500
Salaries & Wages	30,000	Closing Stock on 31.3.2020.	70,000

Prepare Trading & P & L Account for the Year ended 31.3.2020. (3)

Q8. Give the format of the financial statement which gives the Total Assets. (3)

Q9. Human Resource Management is very important for any organization, hence list the important functions and explain the same with example. (4)

Q10. Following data is given for a company:

Current Ratio = 1.5

Inventories = Rs.70,000

Current Liabilities = Rs. 1,00,000

Total Liabilities = Rs. 12,00,000  
Debt-Equity Ratio = 1.3

The firm wants to know the following:

- I. Current Assets
- II. Total Assets
- III. Acid-Test Ratio
- IV. Debt-Assets Ratio. ((4)

**Q11.** M/s Digi Tech is a studio based in the center of the city. No they have to re-locate due to the expansion of the road project. Till no the firm was doing good and also had a stable customer base. However after the relocation the firm has to look for new set of customers. Hence the firm decides to consider costing as an important strategy. Hence explain the different costing techniques. (3)

**Q12.** The only way to resolve day-to-day and ongoing problem is by Negotiation - Justify. (3)

**Q13.** A full sheet job is to be printed in 4 color on each side of paper by offset process. Total impression required in the job are 1,00,000. Calculate the wastage allowance. (3)

**Q14.** Ink estimation is very important in industry – Justify with an example. (3)

**Q15.** Following information pertains to M/s RRR Digital studio involved in media production.

Production cost rate per audio - Rs.6,410

Production cost rate per video - Rs., 70,000

Setting the text for printing: Rs. 1,50,000

Print material cost: Rs. 2,10,114

Number of audio program – 5

Number of video program – 4

Interest rate – 8.5%

Period 3 years

Compute the total fixed cost and annual fixed cost (4)

