THE BHAWANIPUR EDUCATION SOCIETY COLLEGE

A MINORITY RUN COLLEGE. AFFILIATED TO UNIVERSITY OF CALCUTTA

RECOGNISED UNDER SECTION 2(F) & 12 (B) OF THE UGC ACT, 1956

Department of Commerce

B.COM Semester-V (Under NEP-CCF SYS., 2022) (4 YEAR)

WITH MARKETING SPECIALISATION

Instructions for Preparation of Assignment

- Word Limit: 500–600 words
- Paper to be used: Blank A4 Sheets
- Staple all the assignments together & make a Index page in the beginning.
- Answer **any one of the following cases** in every subject

SUB: CORPORATE ACCOUNTING

Case Scenario 1: Valuation of Goodwill of the business of Mr. Basak to be taken over by Mr. Paul

Mr. Paul, presently an employee of Prescon India Pvt. Ltd., is drawing a salary of Rs. 5,000 per month. He decides to start his own business w.e.f. 01.01.2026 by purchasing the existing business of Mr. Basak. Profits earned by Mr. Basak for the preceding four financial years, ending on the 31st of March each year, were as follows:

2021-22: Rs. 1,50,500

2022-23: Rs. 1,50,000

2023-24: Loss of Rs. 40,000

2024-25: Rs. 2,00,140

The profits for the current financial year 2025-2026, till November 2025 amounted to Rs. 1,60,000.

The following information is also available for the last four financial years:

1. Profits for 2021-22 include a non-recurring item of Rs. 10,500
2. In 2022-23 the business suffered a loss of Rs. 20,000 due to theft in the godown.

Mr. Paul has decided that in future he will insure the business for a premium of Rs. 200 per month.

3. There was a major labour strike in the factory from May 2023 to February 2024, as a result of which the business remained closed.
4. On 1st September 2024, a major repairing work was undertaken for a machine incurring an expenditure of Rs. 6,000 which is expected to increase the estimated life of the machine by at least 2 years. The amount was charged to revenue. The said amount is agreed to be capitalized for goodwill calculation, subject to adjustment for depreciation
@ 10% per annum under reducing balance method.
5. The closing stock for the year 2024-25 was overvalued by Rs. 9,540.
6. Mr. Basak has, at present employed a manager for his business who is getting a salary of Rs. 3,000 per month. Mr. Paul intends to discontinue the service of the manager and look after the business on his own, for which he will have to quit his present job.
7. Mr. Paul intends to value the goodwill of the business under Average Profit Method.

Tasks:

1. Assist Mr. Paul to value the goodwill of the business of Mr. Basak under Maintainable Average Future Profit Method (Average Profit Method).
2. Clarify the following points to Mr. Paul as he does not have sufficient accounting knowledge:
   (a) The significance of the words '*maintainable*' and '*future*' in the context of the Average Profit Method.
   (b) Whether Simple Average profit or Weighted Average Profit is to be considered for goodwill valuation.
   (c) Why is it necessary to capitalize a repairing cost earlier charged to revenue?
   (d) The relevance of *opportunity cost* in the context of the decision of Mr. Paul to quit his present job.
   (e) Which of the financial years are to be considered for "*number of years' purchase*" for the valuation of goodwill?
   (f) Why is it preferable to discard the idea to value goodwill under *Average Profit Method* and to consider the *Super Profit Method?*

OR

Case Scenario 2A: Issue, forfeiture and Reissue of forfeited shares of Mainland India Ltd.

Mainland India Ltd. was formed with an authorized capital of Rs. 10,00,000 divided into 10,000 equity shares of Rs. 100 each. After issuing 100 shares to promoters and 900 shares to the vendor for acquisition of machinery, it has offered the balance shares to the public for subscription, payable as follows:

On application	Rs. 40
On allotment	Rs. 40 (including premium)
On first call	Rs. 30
On final call	Rs. 10

The issue was fully subscribed and full allotment was made to all the applications. Arrears of instalments were as follows:

On allotment: 250 shares; On first call: 750 (including those on which allotment money were due); On final call: 2,000 (including those on which allotment and 1^{st} call money were due).

The company decided to forfeit the shares on which less than Rs. 90 per share had been paid on account of share capital. Out of the forfeited shares, shares on which only application money was received were reissued at Rs. 90 per share fully paid-up.

The accountant of Mainland China Ltd. has calculated an amount of Rs. 7,500 as profit on forfeiture and reissue of shares and proposes to transfer it to General Reserve.

Task:

1. Justify with adequate workings and necessary journal entries, whether the amount calculated by the accountant is correct or not.
2. Make the accountant understand why the said profit should be transferred to Capital Reserve Account instead of the General Reserve.

Case Scenario 2B: Excess application received, categorical allotment of shares, forfeiture and reissue of forfeited shares of Google Ltd.

The directors of Google Ltd invited applications for 2,00,000 equity shares of Rs 20 lakhs to be issued at 20% premium. The instalments payable on each share are as follows:

On application Rs 5, on allotment Rs 4 (including premium of Rs 2)

On first call Rs 2 and on final call Re 1.

Applications are received for 2,40,000 shares and allotment was made as follows:

(a) To applicants for 1,00,000 shares in full
(b) To applicants for 80,000 shares – 60,000 shares
(c) To applicants for 60,000 shares – 40,000 shares

An applicant for 1,000 shares falling in category (a) and holders of 900 shares falling in category (b) failed to pay allotment money.

These shares were forfeited on failure to pay allotment money.

An applicant for 1,800 shares falling in category (c) failed to pay both the calls and these shares were forfeited after final call.

1500 shares [1100 of category (a) and 500 of category (b)] were reissued at Rs 11 per share as fully paid-up.

Task:

You are required to calculate for the accountant of Google Ltd.:

1. The amount of Excess Application Money to be adjusted.

2. Money received and Calls-in -Arrear in Allotment.

3. Amount credited to Calls-in-Arrear Account during First Forfeiture.

4. Amount to be credited to Forfeited Shares Account during First Forfeiture.

5. Amount of Arrear and Forfeiture of the applicant for 1,800 shares in category C.

6. Amount to be transferred to Capital Reserve.

SUB: BUSINESS MATHEMATICS AND STATISTICS

I. School Canteen Sales:

The school canteen sells three items: sandwich, burger and fruit juice during the short break and the lunch break on a particular day. The number of items sold is given below:

Short break: 40 sandwiches, 25 burgers, 30 fruit juices

Lunch break: 55 sandwiches, 35 burgers, 45 fruit juices

The prices (in ₹) of each item are:

Sandwich: ₹30, Burger: ₹50, Fruit juice: ₹25

Using this information, answer the following:

1. Represent the number of items sold during the two breaks in the form of a [2 × 3] matrix [A], where rows correspond to breaks and columns correspond to items.
2. Represent the prices of the three items in the form of a [3 × 1] column matrix [B].
3. Find the matrix product [AB] and interpret the entries of the resulting matrix in the context of the total revenue in each break.
4. If, on the next day, the canteen increases the price of each item by ₹5 but the number of items sold in each break remains the same, write the new price matrix [B'] and compute [AB']. Compare the total revenue in each break on the two days.

II. Employee monthly incomes

The monthly incomes (in ₹ thousand) of 60 employees of a company are given in the following grouped frequency distribution:

Income (₹ '000)	**10–20**	**20–30**	**30–40**	**40–50**	**50–60**
Number of employees	8	15	20	10	7

Using this data, answer the following questions.

1. Compute the arithmetic mean monthly income of the employees using the step-deviation method.
2. Find the median income of the employees.
3. Determine the modal class and calculate the modal income using the formula for grouped data.
4. Which measure (mean, median or mode) is most suitable to represent the "typical" income in this distribution? Give one reason.
5. If management decides that all employees earning below the median income will be given a special allowance, how many employees will receive this benefit? Explain your answer.

SUB: COMPANY LAW

Assignment Number 1

Statement-

"A company has a separate legal personality from its shareholders. This is known as the Doctrine of Corporate Veil."

A. Discuss the abovementioned statement in the light of Solomon v. Salomon & Co. Ltd. (1897) case.
B. State the circumstances when the 'corporate veil' can be lifted by the Court citing some notable decisions.

Assignment Number 2

Statement-

"The welfare of the company depends upon the directors, and how they carryout their duties and responsibilities. They are the brain of the company."

A. Define the term Director.
B. Discuss about the role and liabilities of the directors of a company in the light of the above mentioned statement citing few important decisions.

SUB: PRODUCT PRICING AND MANAGEMENT

1. FarmNest sources directly from smallholder farmers and sells:

   Fresh organic vegetable boxes (weekly subscription)

   Fortified rice (retail 1kg/5kg)

   Ready-to-cook pulse mixes (spice-infused, 250g) Channels: local kirana stores, agri-mandis (B2B bulk), own app, and weekend farmers' markets. Early data shows high trial for veg boxes in urban clusters, slow pickup for fortified rice in traditional retail, and strong interest in pulse mixes online. Cold-chain is limited; service quality (delivery time, pack freshness) varies by city.

(i) Propose a concise 7Ps mix tailored for agricultural products (Product, Price, Place, Promotion, People, Process, Physical evidence) with one key decision per P for FarmNest.

(ii) Assign a PLC stage (Introduction, Growth, Maturity, Decline) to each product line with one operational action to "operationalize" the PLC (e.g., sampling, trade terms, process KPIs).

(iii) Place each product line into the BCG matrix (Star, Cash Cow, Question Mark, Dog) using brief assumptions on market growth and relative share.

2. PureSip Beverages Pvt. Ltd., an Indian FMCG company, launched its packaged fruit juice brand **"PureSip"** in 2015. Initially, the brand positioned itself as an *affordable and natural fruit juice* targeting middle-income families. The brand gained quick acceptance due to competitive pricing, wide availability, and attractive packaging.

However, over the years, several multinational brands entered the market with strong branding, health-focused communication, and premium positioning. Consumers began associating PureSip with *low price but low quality*. Sales declined steadily, and market surveys revealed weak brand recall and low customer loyalty.

To revive the brand, the management decided to:

Redesign the logo and packaging

Shift focus towards *health-conscious urban youth*

Introduce a premium sub-brand under PureSip

Increase advertising emphasizing purity, nutrition, and trust

Despite these efforts, the company is still struggling to rebuild its brand image and brand equity in a highly competitive market.

(i) Explain the **concept of branding** and discuss the **importance and functions of branding** in the context of PureSip Beverages.

(ii) Identify the **type(s) of brand and branding strategy** adopted by PureSip. Evaluate their suitability.

SUB: MARKETING COMMUNICATIONS

1. Verdana Beverages, a mid-sized regional beverage company known for its natural juices, is launching "Pulse+," a zero-sugar, plant-based energy drink aimed at health-conscious Gen Z and young professionals. Despite strong R&D and positive taste tests, early pilot markets show low awareness, mixed perceptions about "zero-sugar" (some think it tastes artificial), and confusion between Pulse+ and Verdana's existing juice line. The brand has a modest budget and plans a 12-week integrated marketing communication (IMC) push combining out-of-home (OOH) near gyms and campuses, influencer partnerships on Instagram, short-form video ads, and an owned community on Discord for early adopters.

   Internal audits reveal:

- Sales teams report inconsistent messaging across regions (some reports emphasize "plant-based," others "no crash," others "zero-sugar").
- Legal review slowed campaign approvals, forcing last-minute creative changes.
- The media plan allocates 70% of spend to paid social, 20% to OOH, and 10% to campus sampling events.
- Competitors "Amply" and "Kinetic" dominate category search terms and have exclusive shelf placements in several key retailers.

(i) Using the AIDA model, outline a cohesive communication flow for Pulse+ across the 12-week campaign that maps at least two channels/tactics to each stage (e.g., Discord community, sampling, paid search)

(ii) Identify and analyze at least four barriers evident in the case (e.g., noise/clutter, message inconsistency, perceptual biases about "zero-sugar," organizational/legal constraints, competitive blocking, media fragmentation).

(iii) Design a social and digital plan that establishes relevance for Gen Z/young professionals, with clear objectives and future prospects.

2. UrbanCrave Foods, a fast-growing snack company, is introducing "SnapBites," a baked, high-protein, low-sugar crisp aimed at urban millennials and young families. Retail distribution includes supermarkets, convenience stores, and emerging D2C via a website and quick-commerce partners. Early shelf tests show decent trial but weak repeat in two pilot cities. Retailers demand stronger off-take and promotional support to secure secondary placements. The brand has a tight 16-week launch window with a limited trade budget and must choose among several sales promotion techniques: sample distribution at metros and malls, digital and print coupons, price-off packs, a collectible premium plan (stickers redeemable for a branded shaker), consumer contests on Instagram, in-store displays/demonstrations, and participation in two upcoming trade fairs/exhibitions.

   Internal realities:

- Operations can support only two major promotions running concurrently to avoid stockouts.
- Finance requires gross-to-net to stay within 18%.
- Category is promotion-heavy; competitors run frequent BOGO and deep price-offs.
- Retail partners request end-cap displays but want proof of incremental sales lift.

(i) Define sales promotion in this context and briefly explain its nature (short-term, behavior-oriented) and types (consumer, trade, salesforce).

(ii) Selects four techniques from: sample distribution, coupons, price-off premium plan, consumer contests, displays/demonstrations, trade fairs/exhibitions, and sequences them into two waves (Weeks 1–8, Weeks 9–16).