

Note : All questions are compulsory.

Question 1 (8 Marks)

The Initial basic solution worked out by the shipping clerk is as follows-

Warehouse	Market				Supply
	I	II	III	IV	
A	5	2 12	4 1	3 9	22
B	4	8	1 15	6	15
C	4 7	6	7 1	5	8
Req.	7	12	17	9	45

The initial solution is tested for optimality. The total number of independent allocations is 6 which is equal to the desired $(m + n - 1)$ allocations. We introduce u_i 's ($i = 1, 2, 3$) and v_j 's ($j = 1, 2, 3, 4$). Let us assume $u_1 = 0$, remaining u_i 's and v_j 's are calculated as below-

$(u_i + v_j)$ Matrix for Allocated / Unallocated Cells

					u_i
	1	2	4	3	0
	-2	-1	1	0	-3
	4	5	7	6	3
v_j	1	2	4	3	

Now we calculate $\Delta_{ij} = C_{ij} - (u_i + v_j)$ for non-basic cells which are given in the table below-

Δ_{ij} Matrix

4			
6	9		6
	1		-1

Since one of the Δ_{ij} 's is negative, the schedule worked out by the clerk is **not the optimal solution**.

(1 mark)

(ii) Introduce in the cell with negative Δ_{ij} [R_3C_4], an assignment. The reallocation is done as follows-

	12	1	9
		+1	-1
		15	
7		1	
		-1	+1

Revised Allocation Table

	12	2	8
		15	
7			1

Now we test the above improved initial solution for optimality-

$(u_i + v_j)$ Matrix for **Allocated** / **Unallocated Cells**

				u_i	
	2	2	4	3	0
	-1	-1	1	0	-3
	4	4	6	5	2
v_j	2	2	4	3	

Now we calculate $\Delta_{ij} = C_{ij} - (u_i + v_j)$ for non-basic cells which are given in the table below-

Δ_{ij} Matrix

3			
5	9		6
	2	1	

Since all Δ_{ij} for non-basic cells are positive, the solution as calculated in the above table is the optimal solution. (2 Marks)

The supply of units from each warehouse to markets, along with the transportation cost is given below- (1 Mark)

Warehouse	Market	Units	Cost per unit (₹)	Total Cost (₹)
A	II	12	2	24
A	III	2	4	8
A	IV	8	3	24

B	III	15	1	15
C	I	7	4	28
C	IV	1	5	5
Minimum Total Shipping Cost				104

- (a) If the clerk wants to consider the carrier of route C to II only, instead of 7 units to I and 1 unit to IV, it will involve shifting of 7 units from (A, II) to (A, I) and 1 unit to (A, IV) which results in the following table- (2 marks)

Warehouse	Market				Supply
	I	II	III	IV	
A	5	7	2	4	22
B	4	8	1	15	15
C	4	6	8	7	8
Req.	7	12	17	9	45

The transportation cost will become- (1 mark)

Warehouse	Market	Units	Cost per unit (₹)	Total Cost (₹)
A	I	7	5	35
A	II	4	2	8
A	III	2	4	8
A	IV	9	3	27
B	III	15	1	15
C	II	8	6	48
Minimum Total Shipping Cost				141

The total shipping cost will be ₹141. Additional

Transportation Cost ₹37.

The carrier of C to II must reduce the cost by ₹4.63 (₹37/8) so that the total cost of transportation remains the same and clerk can give him business. (1 mark)

Question 2 (8 Marks)

Let the P₁, P₂ and P₃ be the three products to be manufactured. Then the data are as follows:

Products	Product ingredients			Inert Ingredients
	A	B	C	
P ₁	5%	10%	5%	80%
P ₂	5%	5%	10%	80%
P ₃	20%	5%	10%	65%
Cost per kg (₹)	64	16	40	16

Cost of Product P₁

$$= 5\% \times ₹64 + 10\% \times ₹16 + 5\% \times ₹40 + 80\% \times ₹16 = ₹19.60 \text{ per kg}$$

Cost of Product P₂

$$= 5\% \times `64 + 5\% \times `16 + 10\% \times `40 + 80\% \times `16$$

$$= `20.80 \text{ per kg.}$$

Cost of Product P3

$$= 20\% \times `64 + 5\% \times `16 + 10\% \times `40 + 65\% \times `16$$

$$= `28.00 \text{ per kg.}$$

Let x_1 , x_2 , and x_3 be the quantity (in kg) of P₁, P₂, and P₃ respectively to be manufactured. The LP problem can be formulated:

Objective function: (2 marks)

$$\begin{aligned} \text{Maximize } Z &= (\text{Selling Price} - \text{Cost Price}) \times \text{Quantity of Product} \\ &= (`32.60 - `19.60) x_1 + (`34.80 - `20.80) x_2 + (`36.00 - 28) x_3 \\ &= 13x_1 + 14 x_2 + 8x_3 \end{aligned}$$

Subject to Constraints: (6 marks)

$$1/20x_1 + 1/20x_2 + 1/5x_3 \leq 100$$

Or $x_1 + x_2 + 4x_3 \leq 2,000$

$$1/10x_1 + 1/20x_2 + 1/20x_3 \leq 180$$

Or $2x_1 + x_2 + x_3 \leq 3,600$

$$1/20 x_1 + 1/10 x_2 + 1/10 x_3 \leq 120$$

Or $x_1 + 2x_2 + 2x_3 \leq 2,400$

$$x_1 \leq 30$$

and $x_1, x_2, x_3 \geq 0$

Question 3 (8 Marks)

Workings

Statement Showing "Cost Driver Rate" (3 Marks)

Overhead	Cost(`) - Lacs	Cost Driver	Cost Driver Rate (`)
Production Line Cost	2,310	60,000 Machine Hrs.	$\frac{2,310 \text{ lacs}}{60,000 \text{ hrs.}} = 3,850 \text{ per hr.}$
Transportation Cost			
Delivery Related (60%)	540	640 Deliveries	$\frac{540 \text{ lacs}}{640 \text{ delivery}} = 84,375 \text{ per delivery}$
Distance Related (40%)	360	2,25,000 Kms.	$\frac{360 \text{ lacs}}{2,25,000 \text{ kms.}} = 160 \text{ per km}$

(i) Forecast Total Cost using Activity Based Costing Principles (3 Marks)

Elements of Cost		
Material		4,75,000.00
Labour		2,50,000.00
Overhead		
Production Line Cost (3,850 × 6 hrs.)		23,100.00
Transportation Cost -		
Delivery Related	$\frac{₹84,375}{10 \text{ cars}}$	8,437.50
Distance Related	$\frac{₹160 \times 50,000 \text{ kms}}{1,000 \text{ cars}}$	8,000.00
	Total	7,64,537.50

(ii) Calculation of Cost Gap Between Forecast Total Cost and the Target Total Cost (2 Marks)

Particulars	Amount (₹)
Target Selling Price	9,75,000.00
Less: Operating Profit Margin (25%)	2,43,750.00
Target Cost (Target Selling Price – Operating Profit)	7,31,250.00
Forecast Total Cost	7,64,537.50
Cost Gap (₹7,64,537.50 – ₹7,31,250)	33,287.50

Question 4 (6 Marks)

Valid or Invalid

Sl. No.	Statements	Valid or Invalid
(i)	In the introduction stage, usual marketing strategy is to strengthen the supply chain relationships to make the product easily accessible by target customers.	Valid
(ii)	In the introduction stage, competitors will purchase the product to carry out reverse engineering and understand how the product works, so that they can develop their own similar, but different product.	Valid
(iii)	In the introduction phase, the firm will seek to avoid this competition by maintaining its selling price at the end of the introduction stage.	Invalid
(iv)	In the growth stage, if the product cannot be differentiated in other ways, the firm may need further reductions in selling price to maintain growth.	Valid
(v)	In the maturity stage, firms are tempted to engage in costly promotional price wars to wean away market share from competitors.	Valid
(vi)	In the decline stage, failing sales may induce firms to slash marketing expenditure. Brand loyalty will be exploited to create profits.	Valid

Question 5 (6 Marks)

Preparation of Production Cost Budget for 50,000 units for the year 2014 (4 Marks)

Particulars	Cost Per Unit	Total Amount (₹)
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Materials (W.N.-1)	1.645	82,237.50
Wages (W.N.-2)	1.43	71,500.00
Variable Overhead	0.50	25,000.00
Fixed Overhead (`35,000 × 110%)	0.77	38,500.00
Total Cost	4.345 (Approx.)	2,17,237.50

Working Notes

1. Material Cost- (1 Marks)

(a) Increase in Material Price in the Year 2013-

$$= \frac{\text{Actual Cost per unit in 2013} - \text{Budgeted Cost per unit in 2013}}{\text{Budgeted Cost per unit in 2013}} \times 100$$

$$= \frac{\frac{`53,750}{43,000 \text{ units}} - `1}{`1} \times 100$$

$$= 25\%$$

(c) Material Required to Produce 50,000 units-

$$= \frac{42,000 \text{ units}}{39,900 \text{ units}} \times 50,000 \text{ units}$$

$$= 52,632 \text{ units (rounded)}$$

(d) Increased Cost for 50,000 units in the Year 2014-

$$= \frac{`53,750}{43,000 \text{ units}} \times 125\% \times 52,632 \text{ units}$$

$$= `82,237.50$$

Wages- (1 Marks)

Rate per hour in 2014-

$$\frac{\text{Wages Paid in the Year 2013}}{\text{Actual Units Produced}} + `0.20$$

$$= \frac{`44,660}{40,600 \text{ units}} + `0.20$$

$$= `1.30$$

(b) Wages to be paid for 50,000 units i.e. for 50,000 hours (1 hour per unit). When the labour efficiency is 90% only, then Total Wages will be-

$$= 50,000 \text{ hours} \times \frac{110}{100} \times `1.30$$

$$= `71,500$$

Note: Fixed Overhead can also be calculated on the basis of previous year's budgeted figure.

Variable Overhead may also be calculated by taking ` 1 per unit.

This question can also be solve by taking 50,000 hrs. as 90% of total hrs. required to produce the 50,000 units.

Question 6 (6 Marks)

(i) **Standard Price per Kg. of Direct Material (1 ½ marks)**

$$\begin{aligned} \text{Material Price Variance} &= \text{Standard Cost of Actual Quantity} - \text{Actual Cost} \\ \Rightarrow 5,000 \text{ (F)} &= \text{Standard Cost of Actual Quantity} - \text{` } 5,20,000 \\ \text{Standard Cost of Actual Quantity} &= \text{` } 5,20,000 + \text{` } 5,000 \\ &= \text{` } 5,25,000 \end{aligned}$$

$$\begin{aligned} \text{Standard Cost of Actual Quantity} &= \text{Standard Price per Kg.} \times \text{Actual Quantity} \\ \text{` } 5,25,000 &= \text{Standard Price per Kg.} \times 1,05,000 \text{ Kg.} \\ \text{Standard Price per Kg.} &= \frac{\text{` } 5,25,000}{1,05,000 \text{ Kg.}} \\ &= \text{` } 5 \end{aligned}$$

(ii) **Standard Quantity for each unit of output (1 ½ marks)**

$$\begin{aligned} \text{Material Usage Variance} &= \text{Standard Cost of Standard Quantity for Actual} \\ &\quad \text{Output} - \text{Standard Cost of Actual Quantity} \\ 25,000 \text{ (A)} &= \text{Standard Cost of Standard Quantity for Actual} \\ &\quad \text{Output} - \text{` } 5,25,000 \end{aligned}$$

$$\begin{aligned} \text{Standard Cost of Standard Quantity for Actual Output} &= \text{` } 5,25,000 - \text{` } 25,000 \\ &= \text{` } 5,00,000 \end{aligned}$$

$$\begin{aligned} \text{Standard Cost of Standard Quantity for Actual Output} &= \text{Standard Price per Kg.} \times \text{Standard Quantity for} \\ &\quad \text{Actual Output} \\ \Rightarrow \text{` } 5,00,000 &= \text{` } 5 \times \text{Standard Quantity for Actual Output} \\ \text{Standard Quantity for Actual Output} &= \frac{\text{` } 5,00,000}{\text{` } 5} \\ &= 1,00,000 \text{ Kg.} \end{aligned}$$

$$\begin{aligned} \text{Standard Quantity for each unit of output} &= \frac{1,00,000 \text{ Kg.}}{10,000 \text{ units}} \\ &= 10 \text{ Kg.} \end{aligned}$$

(i) **Standard Rate of Direct Labour Hour (1 marks)**

$$\begin{aligned} \text{Direct Labour Rate Variance} &= \text{Standard Cost of Actual Time} - \text{Actual Cost} \\ 15,500 \text{ (A)} &= \text{Standard Cost of Actual Time} - \text{` } 3,08,000 \\ \text{Standard Cost of Actual Time} &= \text{` } 3,08,000 - \text{` } 15,500 \\ &= \text{` } 2,92,500 \end{aligned}$$

$$\begin{aligned} \text{Standard Cost of Actual Time} &= \text{Standard Rate per hr.} \times \text{Actual Hours} \\ \text{` } 2,92,500 &= \text{Standard Rate per hr.} \times 19,500 \text{ hrs.} \end{aligned}$$

$$\text{Standard Rate per hr.} = \text{` } 2,92,500 / 19,500 \text{ hrs.} = 15$$

(i) **Standard Time for Actual Production (1 marks)**

$$\text{Labour Efficiency Variance} = \text{Standard Cost of Standard Time for Actual Production} - \text{Standard Cost of Actual Time}$$

7,500 (F) = Standard Cost of Standard Time for Actual Production – ₹ 2,92,500
 Standard Cost of Standard Time for Actual Production = ₹ 2,92,500 + ₹ 7,500 = ₹ 3,00,000

Standard Cost of Standard Time for Actual Production = Standard Rate per hr. × Standard Time for Actual Production
 300000 = ₹ 15 × Standard Time for Actual Production
 Standard Time for Actual Production = 300000/15 = 20000 hours

(ii) Standard Variable Overhead Rate(1 marks)

Variable Overhead Variance = Standard Variable Overheads for Production
 – Actual Variable Overheads
 10,000 (A) = Standard Variable Overheads for Production
 – ₹ 4,10,000
 Standard Variable Overheads for Production = ₹ 4,10,000 – ₹ 10,000 = ₹ 4,00,000

Standard Variable Overheads for Production = Standard Variable Overhead Rate Unit × Actual Production (Units)
 ₹ 4,00,000 = Standard Variable Overhead Rate Unit × 10000 units
 Standard Variable Overhead Rate Unit = 40

Or

Standard Variable Overheads for Production = Standard Variable Overhead Rate per Hr × Std Hrs for Actual Production
 ₹ 4,00,000 = Standard Variable Overhead Rate per Hour × 20,000 hrs
 Standard Variable Overhead Rate *per hour* = 20

Question 7 (8 Marks)

(i) Direct Material Usage Variance

= Standard Cost of Standard Quantity for Actual Production – Standard Cost of Actual Quantity

$$= \left(\frac{₹ 28,80,000}{60,000 \text{ units}} \times 66,000 \text{ units} \right) - \left(\frac{₹ 36,30,000}{₹ 11} \times ₹ 12 \right)$$
 1 ½ mark
 = ₹ 31,68,000 – ₹ 39,60,000
 = ₹ 7,92,000 (A)

(ii) Direct Material Price Variance

= Standard Cost of Actual Quantity – Actual Cost 1 mark
 = ₹ 39,60,000 – ₹ 36,30,000
 = ₹ 3,30,000 (F)

(iii) Direct Labour Efficiency Variance

= Standard Cost of Standard Time for Actual Production – Standard Cost of Actual Time 1 ½ mark

$$\begin{aligned}
&= \left(\frac{\text{₹ } 43,20,000}{60,000 \text{ units}} \times 66,000 \text{ units} \right) - \left(\frac{\text{₹ } 52,80,000}{\text{₹ } 10} \times \text{₹ } 9 \right) \\
&= \text{₹ } 47,52,000 - \text{₹ } 47,52,000 \\
&= \text{NIL}
\end{aligned}$$

(iv) Direct Labour Rate Variance

$$\begin{aligned}
&= \text{Standard Cost of Actual Time} - \text{Actual Cost} && \text{1 mark} \\
&= \text{₹ } 47,52,000 - \text{₹ } 52,80,000 \\
&= \text{₹ } 5,28,000 \text{ (A)}
\end{aligned}$$

(v) Variable Overhead Cost Variance

$$\begin{aligned}
&= \text{Standard Variable Overheads for Production} - \text{Actual Variable Overheads} \\
&= \left(\frac{\text{₹ } 72,00,000}{60,000 \text{ units}} \times 66,000 \text{ units} \right) - \text{₹ } 81,84,000 && \text{1 ½ mark} \\
&= \text{₹ } 2,64,000 \text{ (A)}
\end{aligned}$$

(vi) Sales Margin Volume Variance

$$\begin{aligned}
&= \text{Standard Margin} - \text{Budgeted Margin}^* \\
&= \left(\frac{\text{₹ } 36,00,000}{60,000 \text{ units}} \times 66,000 \text{ units} \right) - \text{₹ } 36,00,000 && \text{1 ½ mark} \\
&= \text{₹ } 3,60,000 \text{ (F)}
\end{aligned}$$

(*) Budgeted Margin

$$\begin{aligned}
&= \text{₹ } 1,80,00,000 - \text{₹ } 1,44,00,000 \\
&= \text{₹ } 36,00,000
\end{aligned}$$
