

F.Y.B./MS

Paper / Subject Code: 76901 / Principles of Marketing.

Q.P. CODE: 35125

[Time: 2.30 Hours]

[ Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
  2. Answer to sub-questions must be written together.

Q.1. A. Choose the right answer (Any eight) (8 marks)

1. Marketing is a systematic process of identifying \_\_\_\_\_ needs and wants.  
(customer, dealer, supplier)
2. The \_\_\_\_\_ concept of marketing lays emphasis on conservation of environment  
(marketing, societal, holistic)
3. The \_\_\_\_\_ environment studies human population with reference to its size, density, distribution, etc.  
(Demographic, Economic, Political)
4. \_\_\_\_\_ is the process of testing the feasibility of the new product before commercialization. (MIS, Test marketing, Branding)
5. The starting point of all marketing activities is \_\_\_\_\_ (price, product, place)
6. \_\_\_\_\_ is not a stage in Product life cycle (Growth, Decline, Continuity)
7. Brand \_\_\_\_\_ involves purchasing brand repeatedly over a period of time. (Loyalty, association, awareness)
8. \_\_\_\_\_ refers to subdividing a larger market into small markets.  
(Market Segmentation, Niche Marketing, Marketing research)
9. \_\_\_\_\_ is an important element of behavioural segmentation.  
(Buying Motives, Gender, Region)
10. Positioning gives the product \_\_\_\_\_ (USP, PSU, UPS)

Q.1.B. State whether the following statements are True or False (Any Seven) (7 marks)

- a. Marketing facilitates satisfaction of human wants.
- b. Price mix includes discounts.
- c. A stable environment is very much necessary for business growth.
- d. Marketing is influenced only by micro environmental factors.
- e. Marketing research includes only consumer research.
- f. The variables in marketing mix are independent of each other.
- g. Generally, at growth stage, advertising is undertaken to create awareness
- h. PLC resembles human life cycle
- i. Target market should be adequately profitable.
- j. Under product user strategy, a product is associated with a user.

Q2. a. What do you mean by marketing? Discuss its functions (8 marks)

b. Discuss the 4C's of marketing (7 marks)

OR

- Q2. c. Explain the concepts: (8 marks)
- i. Production concept
  - ii. Product concept
  - iii. Selling concept
  - iv. Relationship Concept

- d. Discuss the factors affecting consumer behavior (7 marks)

- Q3. a. Explain the factors in the micro environment of business (8 marks)

- b. What do you mean by marketing environment? Explain the features (7 marks)

OR

- Q3. c. Discuss any two types of marketing research (8 marks)

- d. What do you mean by MIS? Discuss its importance. (7 marks)

- Q.4. a. Discuss the various levels of a product (8 marks)

- b. "Sometimes new products fail in the market" Comment (7 marks)

OR

- Q4. c. Explain the steps in new product development (8 marks)

- d. Explain the product life cycle in detail (7 marks)

- Q.5. a. What is segmentation? Discuss its importance (8 marks)

- b. Discuss the types of targeting (7 marks)

OR

- Q.5. Short Notes (Any three) (15 marks)

- i. Objective of pricing
- ii. Importance of branding
- iii. Social Marketing
- iv. Advantages of e-marketing
- v. Limitations of internet marketing

FYBMS

Time: 2 ½ hrs

Marks 75

**Instructions:** (a) All questions are compulsory and carry equal marks  
 (b) Figures to the right indicate marks  
 (c) Support answers with examples wherever necessary

- Q1** Define Psychology. Explain the role of informational processing model and its relevance in media with a suitable example [15]
- Q2.** Answer any one set:-
- A Bring out the need for media psychology. [8]  
 B Explain various branches in psychology. [7]
- OR**
- C Define thinking. Explain instruments involved in the process of thinking. [8]  
 D Explain the steps involved in creative thinking and its relevance in media. [7]
- Q3.** Answer any one set:-
- A Bring out the role of psychoanalytic theory of personality and its relevance in media with suitable example. [8]  
 B Discuss the role of media in socialising the children and adolescents. [7]
- OR**
- C What do you mean by conformity? Explain various factors influencing conformity. [8]  
 D Discuss various technique to achieve compliance [7]
- Q4.** Critically examine the impact of media violence and steps to overcome the effect of media violence on children [15]
- OR**
- Define learning. Explain social cognition and its role in media with suitable example. [15]
- Q5.** Write shorts notes on any three:- [15]
1. Negative Reinforcement
  2. Gestalt principles of perception
  3. Prosocial effect of media
  4. Prejudice
  5. Media and attitude formation

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वेळ : ०२. ३० मि.

गुण ७५

- सुचना : A. सर्व प्रश्न सोडविणे अनिवार्य आहे. सर्व प्रश्नांना समान गुण आहेत.  
B. उजव्या बाजूकडील अंक हे गुण दर्शवितात.  
C. गरजेनुसार उदाहरणे देऊन प्रश्न सोडवा.

प्रश्न १. मानसशास्त्र ही संकल्पना स्पष्ट करा. माहितीपूर्व प्रक्रिया प्रतिमानाच्या भूमिका आणि त्याची माध्यमातील समर्पकता स्पष्ट करा. [१५]

प्रश्न २. कोणतीही एक कृती सोडवा.

- A. माध्यम मानसशास्त्राची गरज स्पष्ट करा. [८]  
B. मानसशास्त्राच्या विविध शाखा स्पष्ट करा. [७]

किंवा

- A. विचार ही संकल्पना स्पष्ट करा. विचार प्रक्रियेतील विविध घटकांचे वर्णन करा. [८]  
B. सृजनशील विचार आणि त्याची माध्यमातील समर्पकता यामधील पायऱ्यांचे वर्णन करा. [७]

प्रश्न ३. कोणतीही एक कृती सोडवा.

- A. व्यक्तिमत्त्वाचा मनोविश्लेषण सिद्धांत आणि त्याची माध्यमातील समर्पकता स्पष्ट करा. [८]  
B. मुलांचे आणि किशोरवयीन मुलांचे सामाजिकीकरण करण्यामध्ये माध्यमांची भूमिका यावर चर्चा करा. [७]

किंवा

- A. तुमच्या मते सुसंगती म्हणजे काय? सुसंगतेवर परिणाम करणारे विविध घटक स्पष्ट करा. [८]  
B. मान्यता प्राप्त करण्यासाठीची विविध तंत्रे स्पष्ट करा. [७]

प्रश्न ४.

- A. माध्यम हिंसेचे परिणाम आणि माध्यम हिंसेचे मुलांवरील परिणामांवर मत करण्यासाठीच्या पायऱ्या यावर टीकात्मक परीक्षण करा. [१५]

किंवा

- B. अध्ययन ही संकल्पना स्पष्ट करा. सामाजिक भान आणि त्याच्या माध्यमातील भूमिका उदाहरणासह स्पष्ट करा.

प्रश्न ५. कोणत्याही तीन मुद्द्यांवर टीप लिहा. [१५]

- A. नकारात्मक प्रबलन  
B. गेस्टलच्या आकलनशक्तीची तत्वे  
C. माध्यमांचे समाजस्नेही परिणाम  
D. पूर्वग्रह  
E. माध्यम आणि अभिवृत्ती निर्मिती

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APR 2019

FYBMS

Q.P. Code :12105

[Time: 2:30 Hours]

[ Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Figures to the right indicates the marks assigned.
  2. All questions are compulsory.

Q.1 a) Fill in the Blanks (any 8) 08

1. \_\_\_\_\_ has ultimate control over the affairs of the factory
2. Permanent closing down of an establishment is called \_\_\_\_\_
3. Safety officers shall be employed when there are \_\_\_\_\_ or more workers employed.
4. Any person who has attained the age of \_\_\_\_\_ years may be a member of a registered trade union.
5. An appeal shall lie to the \_\_\_\_\_ from the order of a commissioner under Workmen's Compensation Act, 1923.
6. Employer is required to contribute \_\_\_\_\_ % of the wages of an employee as contribution to the \_\_\_\_\_ under the Employees State Insurance Act.
7. When an employee is incapacitated of doing any work which he was performing at the time of accident, it is known as \_\_\_\_\_ disablement.
8. Fine cannot be recovered in \_\_\_\_\_ under Payment of Wages Act, 1936.
9. Maximum amount of bonus payable is \_\_\_\_\_ under Payment of Bonus Act, 1965.
10. An employee is entitled to gratuity after continuous service of \_\_\_\_\_ years.

b) State True or False (any 7) 07

1. Retrenchment means termination of the employee other than disciplinary action.
2. Temporary closing down of the establishment means Lockout.
3. In a trade union contribution towards political fund is compulsory.
4. Providing crèches facility is a welfare provision
5. Accident means some expected & planned event happening.
6. The Employee's Compensation Act 1923 does not apply to persons employed in plantations
7. Employer's contribution is 15% of the wages of the employee under Provident Fund Act
8. Maximum fine that can be imposed is 5% of the wages of an employee.
9. The bonus is to be paid out of the available surplus.
10. Gratuity is not required to be paid to employees working in seasonal establishment.

Q.2 Answer the following

- a) What are the various methods for settlement of industrial disputes under industrial disputes Act 08
- b) What are the rights & liabilities of registered trade union under Trade Union Act? 07

OR

- a) State & explain the procedures for retrenchment of the workers under Industrial Dispute Act, 1947? 08
- b) What are the objects on which general funds of a trade union may be spent? 07

Q.3 Answer the following

- a) Explain the provisions relating to Health measures? 08
- b) Bring out the difference between Partial & Total disablement? 07

OR

- a) Explain the provisions relating to welfare measures? 08
- b) Explain the nature of Employer's liability under Workmen's Compensation Act, 1923? 07

Q.4 Answer the following

- a) Explain the Employees Deposit Linked Insurance Scheme? 08
- b) Enumerate the different benefits under Employees State Insurance Act, 1948? 07

OR

- a) Explain the laws relating to contribution under Provident Fund Act, 1952? 08
- b) What are the obligations of employer under Employees State Insurance Act? 07

Q.5 Answer the following

- a) Explain the deductions under Payment of Wages Act, 1936? 08
- b) Explain the concept of available surplus & allocable surplus? 07

OR

Q.5 Write Short Note (any 3)

15

- a. Nomination under Gratuity Act, 1972
- b. Strike under Industrial Dispute Act, 1947
- c. Manufacturing Process
- d. Calculation & Amount of compensation under Workmen Compensation Act
- e. Employee Pension Scheme

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FYBMS

FYBMS 2019

Paper / Subject Code: 76903 / Business Mathematics.

Q.P. Code :31980

[Time:  $2\frac{1}{2}$ Hours]

[ Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory
  2. In Q.1 attempt both the sub-parts A&B.
  3. Figures to the right indicate marks.
  4. Use of non-programmable calculator is allowed.

Q.1 A) Choose the correct alternative (any eight)

08

1. In \_\_\_\_\_ years, Rs,8000 will amount to Rs.8840 at 3.5% p.a. simple Interest
  - (a) 2
  - (b) 3
  - (c) 5
  - (d) 6
2. An annuity in which the number of payments are infinite is called \_\_\_\_\_
  - (a) Infinity
  - (b) Infinite
  - (c) Limited annuity
  - (d) Perpetuity
3.  $f(x) = 5x - 9$  is \_\_\_\_\_
  - (a) an exponential function
  - (b) not a function
  - (c) A linear function
  - (d) A quadratic function
4.  ${}^n P_r =$  \_\_\_\_\_
  - (a)  $\frac{nCr}{r!}$
  - (b)  $(r!)^n$
  - (c)  $(r! \times nCr)$
  - (d) None of these.
5. A Square matrix whose non-diagonal elements are all zero and the diagonal elements are all equal is called \_\_\_\_\_
  - (a) Scalar
  - (b) Square
  - (c) Diagonal
  - (d) none of these
6. If 2 rows or 2 columns of a determinant are equal then the value of the determinant is \_\_\_\_\_
  - (a) Zero
  - (b) Unity
  - (c) Double
  - (d) none of these

7. Derivative of a function  $y$  with respect to  $x$  \_\_\_\_\_
  - (a) can be bought through a stock broker
  - (b) is a remainder
  - (c) is a measure of rate of change
  - (d) none of these
  
8. The total cost is  $C=3000+2x+x^2$ , when  $x=5$ , the marginal cost is \_\_\_\_\_
  - (a) 6
  - (b) 20
  - (c) 12
  - (d) 300
  
9. If  $f(x)$  is a polynomial of degree ' $n$ ' then  $\Delta^n f(x) =$  \_\_\_\_\_
  - (a) Zero
  - (b) One
  - (c) Non-zero constant
  - (d) Variable
  
10. At equilibrium point, supply = \_\_\_\_\_
  - (a) Profit
  - (b) Demand
  - (c) Loss
  - (d) None of these

**B) State True or False (any 7)**

07

- 1)  $e^x$  is not an exponential function.
- 2) Order of a matrix is never zero
- 3) An annuity in which the number of payments is fixed is called fixed annuity.
- 4) If 2 rows or columns of a determinant are interchanged then the value of determinants remains same.
- 5) Two matrices can be multiplied only if their order are same.
- 6) Second order derivative is derivative of derivative.
- 7)  $nC_r + n + 1C_r = n + 1C_{r+1}$
- 8) When transpose of a matrix is same it is called symmetric matrix.
- 9) If  $\eta > 1$  the demand is said to be elastic.
- 10) At breakeven point revenue is same as total cost.

**Q.2 A** i) Find the maturity amount of a 2 years fixed deposit of Rs.1,00,000 at 10% p.a. if the interest is compounded semi-annually. 03

ii) Given 04

$$f(x) = x - 2 \text{ for } 1 < x \leq 2$$

$$= 2x - 1 \text{ for } 2 < x < 4$$

$= 25 \text{ for } 4 \leq x \leq 5$   
 Find  $f(2), f(4)$  and  $f(5)$ . Also find  $x$  when  $f(x) = 5$

**B** A Loan of Rs.80,000 is to be returned in 3 equal monthly installments at the rate of 12% p.a. Compounded monthly. Find the EMI using the reducing balance method. Find the interest and principal repayment for each month. 08



OR

- P i. In how many ways can the letters of the word 'DONKEY' be arranged, if the vowels are never together. 03
- ii. In how many ways can the letters of the word 'STUPID' be arranged if the arrangements start and ends with vowels. 04

Q A watch company is to produce a cheaper variety of wrist watches. It involves initially a fixed cost of Rs.2 Lakhs and a variable cost of Rs.105 for each wrist watch. If each wrist watch can be sold at Rs. 500, find the total cost function, the total revenue function and the profit function. How many wrist watches must be produced and sold so that the company does not incur any loss. 08

Q.3 A i) If  $A = \begin{bmatrix} 2 & -1 \\ 1 & 3 \end{bmatrix}$ , find the matrix,  $A^2 + 3A - 5I$  04

ii)  $A = \begin{bmatrix} 2 & -2 & -4 \\ -1 & 3 & 4 \\ 1 & -2 & -3 \end{bmatrix}$  Show that  $A^2 = A$  04

Q.3 B Solve following equations using cramer's rule 07  
 $3x + 3y - z = 11$   
 $2x - y + 2z = 9$   
 $4x + 3y + 2z = 25$

OR

P The input-output matrix for two industry case is given below 08

Industry	Consumption by Industry		Final Demand	Total Output
	1	2		
1	100	200	100	400
2	200	300	200	700
Input	100	200		

Find total outputs if demands are  $\begin{bmatrix} 300 \\ 500 \end{bmatrix}$  and Labour requirement for this output. Also find the total input requirement.

Q. Solve the equations using matrix Inversion method 07  
 $3x + 2y + 4z = 2, \quad x - 2y - z = 6$   
 $x + 2y - 6z = -2$

Q.4 A Find  $dy/dx$  if, 08  
 i)  $y = (x + 2)^2 \log x$   
 ii)  $y = (x^2 - 3x + 5)/e^x + 1$

B Find maxima and minima for the function given below 07  
 $f(x) = x^3 - 2x^2 + x + 10$

OR

P The demand for a commodity when its price is  $x$  is given by; 07

$y = \frac{2x+5}{3x-4}$ . Find the elasticity of demand when the price is 5 units.

Q By preparing the forward difference table find the 6<sup>th</sup> and 7<sup>th</sup> terms of the sequence 08

i) 6, 11, 18, 27, 38

ii) 8, 3, 0, -1, 0

Q.5 A A machine is bought at Rs.80,000 has effective life of 4 years. A sinking fund is created for 08

replacing the machine by a new model at the end of its lifetime, when its scrap value is Rs.5000. The price of the new model is estimated to be 25% higher than the present price. Find out what amount should be set aside at the end of each year out of the profits for the sinking fund if it accumulates at 5% per annum compounded annually.

B A factory produces 3 goods P, Q and R. A unit of P requires 2 hours on machine I, 3 hours on 07

machine II and 1 hour on machine III the same figures for Q are 1,2 and 4 and for R are 2,1 and 2 a day. Find out how many unit of P,Q and R can be produced if the machine time is fully utilized.

OR

C Attempt any 3 15

i) Write a note on Quadratic function and linear function.

ii) Distinguish between permutation and combination.

iii) Write a note on elasticity of demand.

iv) Write a note on types of matrices.

v) Write a note on annuity and types of annuity.

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FYBMS

APR 2019 FYBMS

**Paper / Subject Code: 76904 / Business Communication-II.**

**Q.P. Code : 35027**

**[Time: 2½ Hours]**

**[ Marks:75]**

Please check that you have the correct Question Paper.

N.B: All questions are compulsory.

**Q.I. A. Fill in the blanks with suitable options: (Any 08) [08]**

1. \_\_\_\_\_ are based on the Findings of a Business Report.  
(Recommendations / Terms of Reference / Appendix)
2. A \_\_\_\_\_ is a powerful means of communication within an organisation.  
(Press Release / Television / House Journal)
3. When a \_\_\_\_\_ is passed in a Meeting it becomes a Resolution.  
(Motion/ Judgment/ Declaration)
4. A \_\_\_\_\_ is a decision making body.(Conference / Symposium / Committee)
5. A Job Interview is also known as a \_\_\_\_\_ Interview. (Selection /Selector / Segregation)
6. Catalogues, price-lists and other literature may be sent by the seller in response to a Letter of \_\_\_\_\_.(Order / Complaint / Inquiry)
7. AIDA stands for Attention, \_\_\_\_\_, Desire and Action. (Interest / Interest / Intranet)
8. A District Consumer Commission deals with complaints up to the value of Rs. \_\_\_\_\_.  
(Twenty Thousand/ Two Lakh/ Twenty Lakh)
9. The Right to Information Act was passed in the year \_\_\_\_\_. (2005 /2006 /2007)
10. The third stage of a Selection Interview is \_\_\_\_\_.  
(Parting/ Supplying Information/Acquiring Information)

**Q.I. B Match the following: (Any 07) [07]**

- |                            |  |
|----------------------------|--|
| 1. Dynamics                | a. Vote of Thanks                                  |
| 2. Delegates               | b. Review of Subordinates' Performance             |
| 3. Flier                   | c. Videoconferencing                               |
| 4. Last Item in the Agenda | d. Written Intimation about a Meeting.             |
| 5. Notice                  | e. Specialised Periodical Publication              |
| 6. Newsletter              | f. Force   |
| 7. Skype                   | g. Promotional Material                            |
| 8. Feasibility Report      | h. Participants at a Conference                    |
| 9. Structured Interview    | i. Pre-planned                                     |
| 10. Appraisal Interview    | j. Studies the Prospects of Starting a New Venture |

**Q.II. A. Define Interview. How should an interviewer prepare to conduct a Selection Interview? [08]**

**B. What is a Conference? Discuss the various ways to ensure the successful organisation of a conference. [07]**

**OR**

**C. What is a Grievance Interview? Why and how should it be conducted? [08]**

**D. Define Public Relations. List and explain any five methods of promoting Internal Public Relations in an organization. [07]**

**Q.III. A. Rashmi Shetty wants to purchase a Platinum vacuum cleaner. Write a Letter of Inquiry on her behalf to Sam Electronics, Grant Road, Mumbai inquiring about the various models, their features and prices. Use the Complete Block layout. [08]**

**Turn Over**

- B. You had ordered 05 cases of glassware from Crystal Stores, Mahim, Mumbai. When you received the cases much of the glassware was chipped or broken because of poor packaging. Draft a Letter of Complaint and ask for a replacement of the damaged goods. Use the Modified Block layout. [07]

OR

- C. A Committee has been appointed by Lok Mills, Shahapur to study the causes for a huge number of staff members leaving their jobs in the last two months. Draft an investigative Business Report on behalf of the Committee. [08]
- D. Draft the Notice and Agenda for a monthly Board meeting of Swaraj Cotton Textiles, Surat. Also draft Resolutions for the following: [07]
- i) Appointment of a Director ii) Extension of Office Premises

- Q.IV A. Draft a Sales letter to promote the sale of a Treadmill. Use the Semi Block layout. [08]
- B. You had purchased silver jewellery worth Rs. 25,000/- through online shopping and had made an advance payment of the entire amount as COD wasn't available. You have not got the jewellery for the past two months in spite of several requests and reminders. Draft a letter addressed to the Consumer Redressal Forum seeking refund of the entire paid amount with suitable compensation. Use the Complete Block layout. [07]

OR

- C. Draft an RTI Letter seeking information regarding your Passport that has not been delivered to you in spite of having submitted the required documents and completing all the necessary formalities over two months ago. [08]
- D. Summarize the following passage: [07]

Every year, millions of tons of office paper are discarded. Despite the promise of improved computer systems and networking technologies, a paperless society has yet to materialize, and experts now believe it never will. Even so, there are ways to minimize the trillions of documents that are printed each year. Computer users should use paper and energy in a responsible manner. This requires thought and discipline. It can also make work life easier and less expensive by saving time, storage space, and money. There are three simple steps one can take. First, think before you print. Do you really need a hard copy (printed copy)? Are people asking for a hard copy when an email attachment would work just as well? If you are concerned that your electronic documents will be lost or altered, back them up and store them on removable media such as a CD or a Pen Drive. Kept in a safe place, the electronic copy will not change and will always be accessible. Third, encourage others to print wisely. When someone brings you a printed document, ask him or her to send it by email or give it to you on a removable media next time.

- Q. V Write Short Notes on the following: (Any 03) [15]
1. Advantages of Meetings
  2. Exit Interview
  3. Crisis Management
  4. Functions of the Public Relations Department of an Organization
  5. Promotional Leaflets and Fliers

Time: 2 ½ hours

Marks: 75

Note: 1) All Questions are compulsory.  
2) Figure to the right indicates full marks.

I. A Choose the correct alternatives (any eight) (08)

- (i) Liberalisation is based on \_\_\_\_\_ ideas.  
(Capitalist, Socialist, Communist)
- (ii) Economic liberalisation was adopted by Prime Minister \_\_\_\_\_.  
(Mr. Manmohan Singh, Mr. Rajiv Gandhi, Mr. Narasimha Rao)
- (iii) Article \_\_\_\_\_ of the Constitution abolished the practice of untouchability.  
(15, 16, 17)
- (iv) The objective of Right to Freedom of Religion is to sustain the principle of \_\_\_\_\_.  
(Communalism, Regionalism, Secularism)
- (v) \_\_\_\_\_ factor is formed of all living organism.  
(Biotic, Abiotic, Robotic)
- (vi) \_\_\_\_\_ directly feed on producers.  
(Herbivores, Omnivores, Carnivores)
- (vii) \_\_\_\_\_ arises when goal directed behaviour is blocked or thwarted.  
(Frustration, Stress, Conflict)
- (viii) Eustress is also known as \_\_\_\_\_.  
(Positive, Negative, Neutral)
- (ix) \_\_\_\_\_ means forming close associations with trusted friends and co-workers.  
(Networking, Relaxation, Social support)
- (x) Win-Win is the outcome of \_\_\_\_\_ strategy.  
(Collaborating, Compromising, Smoothing)

I. B State whether the statement is True or False (07)

- (i) The process of moving for a period of time in response of labour or climate conditions is called asseasonal migration.
- (ii) In India, the concept of privatisation gained importance in the post reform period since 1991.

- (iii) Magna Carta was signed in 1215.
- (iv) Article 14 of Indian Constitution provides for Equality before Law.
- (v) Overuse of the renewable resources for short gain may shorten a country's long term economic future.
- (vi) Degradation occurs when earth's natural resources are depleted.
- (vii) Stress aggravates diabetes.
- (viii) Intergroup conflict occurs within an individual.
- (ix) Addressors do not possess risk taking attitude.
- (x) Concealers don't believe in taking risks.

2. What is liberalisation? What are the benefits and limitations of liberalisation? (15)

OR

Explain the concept of globalisation? Examine the impact of globalisation on employment.

3. Define Human Rights. What are the characteristics of human rights? (15)

OR

Briefly explain Fundamental Rights as enshrined in Indian Constitution.

4. What is environmental degradation? What are its causes? (15)

OR

Discuss the importance of ethics in an individual's development.

5. Explain various strategies for coping with conflict. (15)

OR

Write short note on (any three):

- (a) Causes of migration
- (b) Magna Carta
- (c) Need for sustainable development
- (d) Causes of stress
- (e) Types of individual conflicts

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वेळ: २ तास ३० मी

गुण: ७५

- सूचना: १) सर्व प्रश्न अनिवार्य आहेत,  
 २) उजवीकडील अंक पूर्ण गुण दर्शवितात.  
 ३) आवश्यकता वाटल्यास इंग्रजी प्रश्नपत्रिका पहावी.

१.अ)योग्य पर्याय निवडा.(कोणतेही आठ)

०८

१. उदारीकरण.....कल्पनेवर आधारित आहे.  
(भांडवलशाही,समाजवादी,साम्यवादी)
२. आर्थिक उदारीकरण पंतप्रधान.....यांनी स्वीकारले होते.  
(श्री.मनमोहन सिंग,श्री.राजीव गांधी,श्री.नरसिंहराव)
३. राज्यघटनेच्या कलम .....ने अस्पृश्यतेची प्रथा नष्ट झाली.  
(१५,१६,१७)
४. धार्मिक स्वातंत्र्याच्या हक्काचा उद्देश .....तत्वाला आधार देणे आहे.  
(जातीयवाद,प्रांतवाद,धर्मनिरपेक्षता )
५. ....घटक हे सर्व जीवित जीवांचे प्रकार आहे.  
(जैविक,अजैविक,रोबोटिक)
६. ....हे उत्पादकांकडून थेट अन्न मिळवतात.  
(शाकभक्षक,सर्वभक्षक,मांसभक्षक)
७. जेव्हा उद्देश आदेश वर्तणूक हि अवरोधित किंवा विफल होते तेव्हा .....निर्माण होते.  
(विफलता,ताण,संघर्ष)
८. लाभदायक तणाव .....ताण म्हणून सुद्धा ओळखला जातो.  
(सकारात्मक,नकारात्मक,तटस्थ)
९. विश्वासू मित्र आणि सहकाऱ्यांसोबत मिळून जवळीक साधणारी संघटना स्थापण करणे म्हणजे.....होय.  
(नेटवर्किंग,विरंगुळा,सामाजिक आधार)
१०. जिकणे-जिकणे हा .....या धोरणाचा परिणाम आहे.  
(सहयोग,तडजोड,सुरळीतपणा)

१.ब) खालील विधाने चूक कि बरोबर आहेत ते सांगा.(कोणतेही सात)

०७

१. काम किंवा हवामान परिस्थितीमुळे काही काळाकरिता दुसऱ्या ठिकाणी स्थलांतरित होणे म्हणजे हंगामी स्थलांतर असे म्हणतात.

Q. P. Code: 33877

२. भारतात खाजगीकरणाच्या संकल्पनेचा महत्वाचा फायदा हा १९९१ पासून सुधारणेनंतरच्या काळात झाला.
३. मॅगना कार्टा १२१५ मध्ये आला.
४. भारतीय राज्यघटनेचे कलम १४ कायद्यापुढे समानता देते.
५. पुनर्वापरयोग्य संसाधनाचा अल्प फायद्यासाठी अतिरेकी वापर हा देशाचे दीर्घकालीन आर्थिक आयुष्य कमी करू शकते.
६. जेव्हा पृथ्वीवरील नैसर्गिक संसाधनांचा क्षय होतो तेव्हा पर्यावरणाचा न्हास घडून येतो.
७. तणावामुळे मधुमेह तीव्र होते.
८. आंतर-गट संघर्ष एखाद्या विशिष्ठ व्यक्तीत घडून येतो.
९. संबोधनकार जोखीम घेण्याची प्रवृत्ती स्वीकारत नाही.
१०. गुपित ठेवणार्यांचा जोखीम पत्करण्यावर विश्वास नसतो.

२. उदारीकरण म्हणजे काय? उदारीकरणाचे फायदे आणि मर्यादा काय आहेत? १५

किंवा

जागतिकीकरणाची संकल्पना स्पष्ट करा. जागतिकीकरणाचा रोजगारावरील परिणाम तपासा.

३. मानवी हक्कांची व्याख्या द्या. मानवी हक्कांची वैशिष्ट्ये काय आहेत? १५

किंवा

भारतीय राज्यघटनेत समाविष्ट असलेले मुलभूत हक्क थोडक्यात स्पष्ट करा.

४. पर्यावरणाची अवनती म्हणजे काय? त्याची कारणे काय आहेत? १५

किंवा

वैयक्तिक विकासातील नितीतत्वांच्या महत्वावर चर्चा करा.

५. संघर्षाला तोंड देण्यासाठी विविध धोरणे स्पष्ट करा. १५

किंवा

टीपा लिहा. (कोणत्याही तीन)

अ. स्थलांतराची कारणे

ब. मॅगना कार्टा

क. शाश्वत विकासाची गरज

ड. तणावाची कारणे

इ. वैयक्तिक संघर्षाची कारणे



FYBMS

Paper / Subject Code: 76909 / Business Environment.

Q.P. Code : 34131

Duration: 2 1/2 hours

Max marks: 75

- NOTE: i. All questions are compulsory.  
 ii. Figures to the right indicate full marks.  
 iii. Draw neat and clean diagram wherever necessary.

Q1 a. Match the Column (Any 8)

8

1) Consumer Durables	a. Type of Licensing
2) Consumer Non Durables	b. Partnership between Government and private sector
3) Joint stock company	c. Mobile phones
4) Internal environment	d. Toothpaste
5) Technological Environment	e. Corporate Image
6) Global Environment	f. Scientific Application
7) GATS	g. International Treaties
8) TRIMs	h. Protection to Service Sector
9) Joint sector	i. Protection to Investments
10) Franchising	j. Common Seal

b. State whether the following statements are true or false (Any 7)

7

- 1) Internal environment includes Legal environment
- 2) Social objectives includes welfare of the employees
- 3) Business needs healthy and dynamic economic environment.
- 4) Business and its environment is inter- related.
- 5) In sole trading concern, the owner shares both profit and losses with his partners.
- 6) Advertising is an aid to trade.
- 7) Commercial policy is also called as trade policy
- 8) Public expenditure is an important component of aggregate demand
- 9) Partnering reduces the bargaining power of customers
- 10) WTO is temporary institution

Q.P. Code : 34131

Q2 a Discuss in brief the scope of business. 15

OR

Q2 a What is business environment? Explain its characteristics 8

b. State and explain various macro environmental factors influencing business in brief. 7

Q3 a What is role of government in business? 8

b. Write a detailed note on Capitalism. 7

OR

Q3 a What is the impact of business on private sector. 8

b. Discuss the sunrise sectors of Indian economy. 7

Q4 a What is the impact of traditional values on business. 8

b. CSR has become an essential part of business. Explain with reference to its importance. 7

OR

Q4 a Explain the features of technological environment. 8

b. Describe the pros and cons of WTO. 7

Q5 a Enumerate various merits of MNCs. 8

b. Discuss the need of FDI in developing country like India. 7

OR

Q5 Write short notes on any 3: 15

a. Cooperative Society

b. Legislature

c. Corporate Governance

d. Competitive Strategies

e. Franchising

APR 11 2019

Paper / Subject Code: 76910 / Principles of Management.

Time : 2.5 Hrs.

Marks : 75

Note :- 1) All the questions are compulsory subject to internal choice.

2) Figures to right indicate full marks.

Q1(A) State whether the following statements are True or False. (Any 7) (07)

- 1 Forces that energize, direct, and sustain a person's efforts refers to motivation.
- 2 To be effective, an organization must have clearly defined sets of goals and objectives.
- 3 First-line supervisors are responsible for directing the day-to-day activities of operative employees.
- 4 The four processes of management consist of controlling, leading, planning and outsourcing
- 5 Organizations that are more efficient are effective
- 6 Mintzberg found that managers carefully processed information before deciding what actions to take.
- 7 Middle managers spend more time on leading than on any of the other management function.
- 8 A major advantage of the Delphi technique over other group decision-making techniques is that bias effects of group interactions are eliminated.
- 9 The effective leader of the future must recognize that societal trends encourage the shift towards greater participation of non-managerial employees in decision-making.
10. Management theories and principles apply only to large corporations, not small businesses.

Q1(B) Fill in the blanks choosing the correct alternatives. (Any 8) (08)

1 Which level of management is not involved in quality based management?

- a. upper management.
- b. middle management.
- c. first line management.
- d. none (all are involved).

2 One of the following is not associated with social responsibility?

- a. social commitment
- b. social concern
- c. social programme
- d. social structure

3 Directing is the primary responsibility of:

- a. top management.
- b. first line supervisors.
- c. middle management.
- d. board of directors.

4 staff authority works as

- a. chain of command
- b. channel of communication
- c. career responsibility
- d. advice on certain matters

5 The first step in management by objectives is:

- a. objectives are set for each department.
- b. objectives are matched with results.
- c. employees are rewarded for achieving goals.
- d. managers set goals for their departments.

6 The General Manager's meeting was most likely a result of the following management function:

- a. Organizing
- b. Planning
- c. Decision-Making
- d. Controlling

7 \_\_\_\_\_ plans have clearly defined objectives.

- a. Directional
- b. Flexible
- c. Specific
- d. Standing

8 Time and motion studies are:

- a. studies of the tasks performed to complete a job and the time needed to do each task.
- b. studies of the work process in order to find the most efficient way of doing things and then teaching people these techniques.
- c. studies of motivation.
- d. none of the above

9. Coordinating people and human resources to accomplish organizational goals is the process of:

- a. planning.
- b. directing.
- c. management.
- d. leadership.

10 In the twenty-first century the four functions of management are:

- a. monitoring, organizing, suggesting, and accommodating employees.
- b. planning, organizing, controlling, and leading employees.
- c. planning, organizing, suggesting, and accommodating employees.
- d. monitoring, suggesting, journaling, and accommodating employees

- Q 2 (A) Discuss the role of Peter Drucker in the development of Management concept (08)
  - (B) What are the levels of management? Briefly discuss the levels of management (07)
- OR
- (C) Explain Managerial Grid (08)
  - (D) Briefly point out the striking features of the contingency approach (07)

- Q 3 (A) Define Planning. Discuss the steps in managerial planning. (08)
  - (B) 'Decision-making is the primary task of manager' Comment. (07)
- OR
- (C) Explain Functional Organisation and its advantages. (08)
  - (D) Explain Departmentation and its importance in the organization. (07)

- Q 4 (A) Distinguish between Centralization and decentralisation (08)
  - (B) State the factors determining Span of Control (07)
- OR
- (C) What is delegation? Explain the difficulties for promoting delegation in an organisation (08)
  - (D) Discuss the principles of Direction (07)

- Q 5 (A) What is leadership? State its necessity in an organization. (08)
- (B) Define Green management. Enumerate its need and importance in an Organisation. (07)

OR

Attempt any three (15)

- 1 Matrix Organisation
- 2 Management Audit
- 3 Techniques of effective Co-ordination
- 4 Management by Objectives
- 5 Importance of controlling



FYBMS

Paper / Subject Code: 76901 / Principles of Marketing.

Q.P. CODE: 35125

[Time: 2.30 Hours]

[Marks: 75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
  2. Answer to sub-questions must be written together.

Q.1. A. Choose the right answer (Any eight) (8 marks)

1. Marketing is a systematic process of identifying \_\_\_\_\_ needs and wants. (customer, dealer, supplier)
2. The \_\_\_\_\_ concept of marketing lays emphasis on conservation of environment (marketing, societal, holistic)
3. The \_\_\_\_\_ environment studies human population with reference to its size, density, distribution, etc. (Demographic, Economic, Political)
4. \_\_\_\_\_ is the process of testing the feasibility of the new product before commercialization. (MIS, Test marketing, Branding)
5. The starting point of all marketing activities is \_\_\_\_\_ (price, product, place)
6. \_\_\_\_\_ is not a stage in Product life cycle (Growth, Decline, Continuity)
7. Brand \_\_\_\_\_ involves purchasing brand repeatedly over a period of time. (Loyalty, association, awareness)
8. \_\_\_\_\_ refers to subdividing a larger market into small markets. (Market Segmentation, Niche Marketing, Marketing research)
9. \_\_\_\_\_ is an important element of behavioural segmentation. (Buying Motives, Gender, Region)
10. Positioning gives the product \_\_\_\_\_ (USP, PSU, UPS)

Q.1. B. State whether the following statements are True or False (Any Seven) (7 marks)

- a. Marketing facilitates satisfaction of human wants.
- b. Price mix includes discounts.
- c. A stable environment is very much necessary for business growth.
- d. Marketing is influenced only by micro environmental factors.
- e. Marketing research includes only consumer research.
- f. The variables in marketing mix are independent of each other.
- g. Generally, at growth stage, advertising is undertaken to create awareness
- h. PLC resembles human life cycle
- i. Target market should be adequately profitable.
- j. Under product user strategy, a product is associated with a user.

Q2. a. What do you mean by marketing? Discuss its functions (8 marks)

b. Discuss the 4C's of marketing (7 marks)

OR

- Q2. c. Explain the concepts: (8 marks)
- i. Production concept
  - ii. Product concept
  - iii. Selling concept
  - iv. Relationship Concept

- d. Discuss the factors affecting consumer behavior (7 marks)

- Q3. a. Explain the factors in the micro environment of business (8 marks)
- b. What do you mean by marketing environment? Explain the features (7 marks)

OR

- Q3. c. Discuss any two types of marketing research (8 marks)
- d. What do you mean by MIS? Discuss its importance (7 marks)

- Q.4. a. Discuss the various levels of a product (8 marks)
- b. "Sometimes new products fail in the market" Comment (7 marks)

OR

- Q4. c. Explain the steps in new-product development (8 marks)
- d. Explain the product life cycle in detail (7 marks)

- Q.5. a. What is segmentation? Discuss its importance (8 marks)
- b. Discuss the types of targeting (7 marks)

OR

- Q.5. Short Notes (Any three) (15 marks)
- i. Objective of pricing
  - ij. Importance of branding
  - iii. Social Marketing
  - iv. Advantages of e-marketing
  - v. Limitations of internet marketing



[Time: 2:30 Hours]

[ Marks:75]

Please check whether you have got the right question paper.

- N.B: 1. Figures to the right indicates the marks assigned.  
2. All questions are compulsory.

Q.1 a) Fill in the Blanks (any 8)

08

1. \_\_\_\_\_ has ultimate control over the affairs of the factory
2. Permanent closing down of an establishment is called \_\_\_\_\_
3. Safety officers shall be employed when there are \_\_\_\_\_ or more workers employed.
4. Any person who has attained the age of \_\_\_\_\_ years may be a member of a registered trade union.
5. An appeal shall lie to the \_\_\_\_\_ from the order of a commissioner under Workmen's Compensation Act, 1923.
6. Employer is required to contribute \_\_\_\_\_ % of the wages of an employee as contribution to the \_\_\_\_\_ under the Employees State Insurance Act.
7. When an employee is incapacitated of doing any work which he was performing at the time of accident, it is known as \_\_\_\_\_ disablement.
8. Fine cannot be recovered in \_\_\_\_\_ under Payment of Wages Act, 1936.
9. Maximum amount of bonus payable is \_\_\_\_\_ under Payment of Bonus Act, 1965.
10. An employee is entitled to gratuity after continuous service of \_\_\_\_\_ years.

b) State True or False (any 7)

07

1. Retrenchment means termination of the employee other than disciplinary action.
2. Temporary closing down of the establishment means Lockout.
3. In a trade union contribution towards political fund is compulsory.
4. Providing crèches facility is a welfare provision
5. Accident means some expected & planned event happening.
6. The Employee's Compensation Act 1923 does not apply to persons employed in plantations
7. Employer's contribution is 15% of the wages of the employee under Provident Fund Act
8. Maximum fine that can be imposed is 5% of the wages of an employee.
9. The bonus is to be paid out of the available surplus.
10. Gratuity is not required to be paid to employees working in seasonal establishment.

Q.2 Answer the following

- a) What are the various methods for settlement of industrial disputes under industrial disputes Act 08
- b) What are the rights & liabilities of registered trade union under Trade Union Act? 07

OR

- a) State & explain the procedures for retrenchment of the workers under Industrial Dispute Act, 1947? 08
- b) What are the objects on which general funds of a trade union may be spent? 07

- Q.3 **Answer the following**
- a) Explain the provisions relating to Health measures? 08
  - b) Bring out the difference between Partial & Total disablement? 07
- OR**
- a) Explain the provisions relating to welfare measures? 08
  - b) Explain the nature of Employer's liability under Workmen's Compensation Act, 1923? 07
- Q.4 **Answer the following**
- a) Explain the Employees Deposit Linked Insurance Scheme? 08
  - b) Enumerate the different benefits under Employees State Insurance Act, 1948? 07
- OR**
- a) Explain the laws relating to contribution under Provident Fund Act, 1952? 08
  - b) What are the obligations of employer under Employees State Insurance Act? 07
- Q.5 **Answer the following**
- a) Explain the deductions under Payment of Wages Act, 1936? 08
  - b) Explain the concept of available surplus & allocable surplus? 07
- OR**
- Q.5 **Write Short Note (any 3)** 15
- a. Nomination under Gratuity Act, 1972
  - b. Strike under Industrial Dispute Act, 1947
  - c. Manufacturing Process
  - d. Calculation & Amount of compensation under Workmen Compensation Act
  - e. Employee Pension Scheme

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[Time: 2½ Hours]

[ Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory
  2. In Q.1 attempt both the sub-parts A&B.
  3. Figures to the right indicate marks.
  4. Use of non-programmable calculator is allowed.

Q.1 A) Choose the correct alternative (any eight)

08

1. In \_\_\_\_\_ years, Rs,8000 will amount to Rs.8840 at 3.5% p.a. simple Interest
  - (a) 2
  - (b) 3
  - (c) 5
  - (d) 6
2. An annuity in which the number of payments are infinite is called \_\_\_\_\_
  - (a) Infinity
  - (b) Infinite
  - (c) Limited annuity
  - (d) Perpetuity
3.  $f(x) = 5x - 9$  is \_\_\_\_\_
  - (a) an exponential function
  - (b) not a function
  - (c) A linear function
  - (d) A quadratic function
4.  ${}^n P_r =$  \_\_\_\_\_
  - (a)  $\frac{n!}{r!}$
  - (b)  $(r!)^n$
  - (c)  $(r! \times n C_r)$
  - (d) None of these.
5. A Square matrix whose non-diagonal elements are all zero and the diagonal elements are all equal is called \_\_\_\_\_
  - (a) Scalar
  - (b) Square
  - (c) Diagonal
  - (d) none of these
6. If 2 rows or 2 columns of a determinant are equal then the value of the determinant is \_\_\_\_\_
  - (a) Zero
  - (b) Unity
  - (c) Double
  - (d) none of these

7. Derivative of a function  $y$  with respect to  $x$  \_\_\_\_\_  
 (a) can be bought through a stock broker  
 (b) is a remainder  
 (c) is a measure of rate of change  
 (d) none of these
8. The total cost is  $C=3000+2x+x^2$ , when  $x=5$ , the marginal cost is \_\_\_\_\_  
 (a) 6  
 (b) 20  
 (c) 12  
 (d) 300
9. If  $f(x)$  is a polynomial of degree ' $n$ ' then  $\Delta^n f(x) =$  \_\_\_\_\_  
 (a) Zero  
 (b) One  
 (c) Non-zero constant  
 (d) Variable
10. At equilibrium point, supply = \_\_\_\_\_  
 (a) Profit  
 (b) Demand  
 (c) Loss  
 (d) None of these

**B) State True or False (any 7)**

07

- 1)  $e^x$  is not an exponential function.
- 2) Order of a matrix is never zero.
- 3) An annuity in which the number of payments is fixed is called fixed annuity.
- 4) If 2 rows or columns of a determinant are interchanged then the value of determinants remains same.
- 5) Two matrices can be multiplied only if their order are same.
- 6) Second order derivative is derivative of derivative.
- 7)  $nC_r + n + 1C_r = n + 1C_{r+1}$
- 8) When transpose of a matrix is same it is called symmetric matrix.
- 9) If  $\eta > 1$  the demand is said to be elastic.
- 10) At breakeven point revenue is same as total cost.

**Q.2 A** i) Find the maturity amount of a 2 years fixed deposit of Rs.1,00,000 at 10% p.a. if the interest is compounded semi-annually. 03

ii) Given 04

$$f(x) = x - 2 \text{ for } 1 < x \leq 2$$

$$= 2x - 1 \text{ for } 2 < x < 4$$

$$= 25 \text{ for } 4 \leq x \leq 5$$

Find  $f(2)$ ,  $f(4)$  and  $f(5)$ . Also find  $x$  when  $f(x) = 5$

**B** A Loan of Rs.80,000 is to be returned in 3 equal monthly installments at the rate of 12% p.a. Compounded monthly. Find the EMI using the reducing balance method. Find the interest and principal repayment for each month. 08

OR

- P i. In how many ways can the letters of the word 'DONKEY' be arranged, if the vowels are never together. 03
- ii. In how many ways can the letters of the word 'STUPID' be arranged if the arrangements start and ends with vowels. 04

- Q A watch company is to produce a cheaper variety of wrist watches. It involves initially a fixed cost of Rs.2 Lakhs and a variable cost of Rs.105 for each wrist watch. If each wrist watch can be sold at Rs. 500, find the total cost function, the total revenue function and the profit function. How many wrist watches must be produced and sold so that the company does not incur any loss. 08

Q.3 A i) If  $A = \begin{bmatrix} 2 & -1 \\ 1 & 3 \end{bmatrix}$ , find the matrix  $A^2 + 3A - 5I$  04

ii)  $A = \begin{bmatrix} 2 & -2 & -4 \\ -1 & 3 & 4 \\ 1 & -2 & -3 \end{bmatrix}$  Show that  $A^2 = A$  04

- Q.3 B Solve following equations using cramer's rule 07
- $$3x + 3y - z = 11$$
- $$2x - y + 2z = 9$$
- $$4x + 3y + 2z = 25$$

OR

- P The input-output matrix for two industry case is given below 08

Industry	Consumption by Industry		Final Demand	Total Output
	1	2		
1	100	200	100	400
2	200	300	200	700
Input	100	200		

Find total outputs if demands are  $\begin{bmatrix} 300 \\ 500 \end{bmatrix}$  and Labour requirement for this output. Also find the total input requirement.

- Q. Solve the equations using matrix Inversion method 07
- $$3x + 2y + 4z = 2, \quad x - 2y - z = 6$$
- $$x + 2y - 6z = -2$$

- Q.4 A Find  $dy/dx$  if, 08

i)  $y = (x+2)^2 \log x$

ii)  $y = (x^2 - 3x + 5)/e^x + 1$

- B Find maxima and minima for the function given below 07
- $$f(x) = x^3 - 2x^2 + x + 10$$

Q.P. Code :31980

OR

P The demand for a commodity when its price is  $x$  is given by; 07  
 $y = \frac{2x+5}{3x-4}$ . Find the elasticity of demand when the price is 5 units.

Q By preparing the forward difference table find the 6<sup>th</sup> and 7<sup>th</sup> terms of the sequence 08  
i) 6, 11, 18, 27, 38  
ii) 8, 3, 0, -1, 0

Q.5 A A machine is bought at Rs.80,000 has effective life of 4 years. A sinking fund is created for 08  
replacing the machine by a new model at the end of its lifetime, when its scrap value is Rs.5000. The price of the new model is estimated to be 25% higher than the present price. Find out what amount should be set aside at the end of each year out of the profits for the sinking fund if it accumulates at 5% per annum compounded annually.

B A factory produces 3 goods P, Q and R. A unit of P requires 2 hours on machine I, 3 hours on 07  
machine II and 1 hour on machine III the same figures for Q are 1,2 and 4 and for R are 2,1 and 2 a day. Find out how many unit of P,Q and R can be produced if the machine time is fully utilized.

OR

C Attempt any 3 15

- i) Write a note on Quadratic function and linear function.
- ii) Distinguish between permutation and combination.
- iii) Write a note on elasticity of demand.
- iv) Write a note on types of matrices.
- v) Write a note on annuity and types of annuity.

\*\*\*\*\*

FYBMS  
SEM-II

FYBMS Sem II 2019 Regular  
F.Y.B.M.S

Paper / Subject Code: 76909 / Business Environment.

Reg. No. V  
2019

Q.P. Code : 34131

Duration: 2 1/2 hours

Max marks: 75

- NOTE: i. All questions are compulsory.  
ii. Figures to the right indicate full marks.  
iii. Draw neat and clean diagram wherever necessary.

Q1 a. Match the Column (Any 8)

8

1) Consumer Durables	a. Type of Licensing
2) Consumer Non Durables	b. Partnership between Government and private sector
3) Joint stock company	c. Mobile phones
4) Internal environment	d. Toothpaste
5) Technological Environment	e. Corporate Image
6) Global Environment	f. Scientific Application
7) GATS	g. International Treaties
8) TRIMs	h. Protection to Service Sector
9) Joint sector	i. Protection to Investments
10) Franchising	j. Common Seal

b. State whether the following statements are true or false (Any 7)

7

- 1) Internal environment includes Legal environment
- 2) Social objectives includes welfare of the employees
- 3) Business needs healthy and dynamic economic environment.
- 4) Business and its environment is inter- related.
- 5) In sole trading concern, the owner shares both profit and losses with his partners.
- 6) Advertising is an aid to trade.
- 7) Commercial policy is also called as trade policy
- 8) Public expenditure is an important component of aggregate demand
- 9) Partnering reduces the bargaining power of customers
- 10) WTO is temporary institution

Q.P. Code : 34131

Q2 a Discuss in brief the scope of business. 15

OR

Q2 a What is business environment? Explain its characteristics 8

b. State and explain various macro environmental factors influencing business in brief. 7

Q3 a What is role of government in business? 8

b. Write a detailed note on Capitalism. 7

OR

Q3 a What is the impact of business on private sector. 8

b. Discuss the sunrise sectors of Indian economy. 7

Q4 a What is the impact of traditional values on business. 8

CSR has become an essential part of business. Explain with reference to its importance. 7

OR

Q4 a Explain the features of technological environment. 8

b. Describe the pros and cons of WTO. 7

Q5 a Enumerate various merits of MNCs. 8

b. Discuss the need of FDI in developing country like India. 7

OR

Q5 Write short notes on any 3: 15

a. Cooperative Society

b. Legislature

c. Corporate Governance

d. Competitive Strategies

e. Franchising



FYBMS  
SEM II

FYBMS Sem II 2019 Regular

Paper / Subject Code: 76904 / Business Communication-II.

Q.P. Code : 35027

[Time: 2½ Hours]

[ Marks:75]

Please check that you have the correct Question Paper.

N.B: All questions are compulsory.

Q.I. A. **Fill in the blanks with suitable options: (Any 08)** [08]

1. \_\_\_\_\_ are based on the Findings of a Business Report.  
(Recommendations / Terms of Reference / Appendix)
2. A \_\_\_\_\_ is a powerful means of communication within an organisation.  
(Press Release / Television / House Journal)
3. When a \_\_\_\_\_ is passed in a Meeting it becomes a Resolution.  
(Motion/ Judgment/ Declaration)
4. A \_\_\_\_\_ is a decision making body.(Conference / Symposium / Committee)
5. A Job Interview is also known as a \_\_\_\_\_ Interview. (Selection/Selector / Segregation)
6. Catalogues, price-lists and other literature may be sent by the seller in response to a Letter of \_\_\_\_\_.(Order / Complaint / Inquiry)
7. AIDA stands for Attention, \_\_\_\_\_, Desire and Action. (internet / Interest / Intranet)
8. A District Consumer Commission deals with complaints up to the value of Rs. \_\_\_\_\_.  
(Twenty Thousand/ Two Lakh/ Twenty Lakh)
9. The Right to Information Act was passed in the year \_\_\_\_\_. (2005 /2006 /2007)
10. The third stage of a Selection Interview is \_\_\_\_\_.  
(Parting/ Supplying Information/Acquiring Information)

Q.I. B **Match the following: (Any 07)** [07]

- |                            |  |
|----------------------------|--|
| 1. Dynamics                | a. Vote of Thanks                                  |
| 2. Delegates               | b. Review of Subordinates' Performance             |
| 3. Flier                   | c. Videoconferencing                               |
| 4. Last Item in the Agenda | d. Written Intimation about a Meeting.             |
| 5. Notice                  | e. Specialised Periodical Publication              |
| 6. Newsletter              | f. Force   |
| 7. Skype                   | g. Promotional Material                            |
| 8. Feasibility Report      | h. Participants at a Conference                    |
| 9. Structured Interview    | i. Pre-planned                                     |
| 10. Appraisal Interview    | j. Studies the Prospects of Starting a New Venture |

Q.II. A. Define Interview. How should an interviewer prepare to conduct a Selection Interview? [08]

B. What is a Conference? Discuss the various ways to ensure the successful organisation of a conference. [07]

OR

C. What is a Grievance Interview? Why and how should it be conducted? [08]

D. Define Public Relations. List and explain any five methods of promoting Internal Public Relations in an organization. [07]

Q.III. A. Rashmi Shetty wants to purchase a Platinum vacuum cleaner. Write a Letter of Inquiry on her behalf to Sam Electronics, Grant Road, Mumbai inquiring about the various models, their features and prices. Use the Complete Block layout. [08]

Turn Over

- B. You had ordered 05 cases of glassware from Crystal Stores, Mahim, Mumbai. When you received the cases much of the glassware was chipped or broken because of poor packaging. Draft a Letter of Complaint and ask for a replacement of the damaged goods. Use the Modified Block layout. [07]

OR

- C. A Committee has been appointed by Lok Mills, Shahapur to study the causes for a huge number of staff members leaving their jobs in the last two months. Draft an investigative Business Report on behalf of the Committee. [08]
- D. Draft the Notice and Agenda for a monthly Board meeting of Swaraj Cotton Textiles, Surat. Also draft Resolutions for the following: [07]
- i) Appointment of a Director
  - ii) Extension of Office Premises

- Q.IV A. Draft a Sales letter to promote the sale of a Treadmill. Use the Semi Block layout. [08]
- B. You had purchased silver jewellery worth Rs. 25,000/- through online shopping and had made an advance payment of the entire amount as COD wasn't available. You have not got the jewellery for the past two months in spite of several requests and reminders. Draft a letter addressed to the Consumer Redressal Forum seeking refund of the entire paid amount with suitable compensation. Use the Complete Block layout. [07]

OR

- C. Draft an RTI Letter seeking information regarding your Passport that has not been delivered to you in spite of having submitted the required documents and completing all the necessary formalities over two months ago. [08]
- D. Summarize the following passage: [07]

Every year, millions of tons of office paper are discarded. Despite the promise of improved computer systems and networking technologies, a paperless society has yet to materialize, and experts now believe it never will. Even so, there are ways to minimize the trillions of documents that are printed each year. Computer users should use paper and energy in a responsible manner. This requires thought and discipline. It can also make work life easier and less expensive by saving time, storage space, and money. There are three simple steps one can take. First, think before you print. Do you really need a hard copy (printed copy)? Are people asking for a hard copy when an email attachment would work just as well? If you are concerned that your electronic documents will be lost or altered, back them up and store them on removable media such as a CD or a Pen Drive. Kept in a safe place, the electronic copy will not change and will always be accessible. Third, encourage others to print wisely. When someone brings you a printed document, ask him or her to send it by email or give it to you on a removable media next time.

- Q. V Write Short Notes on the following: (Any 03) [15]

1. Advantages of Meetings
2. Exit Interview
3. Crisis Management
4. Functions of the Public Relations Department of an Organization
5. Promotional Leaflets and Fliers

FYBMS  
2019

10/04/2019

FY-BMS (Sem IV) ATKT

Q. P. Code: 33877

Time: 2 ½ hours

Marks: 75

- Note: 1) All Questions are compulsory.  
2) Figure to the right indicates full marks.

1. A Choose the correct alternatives (any eight)

(08)

- (i) Liberalisation is based on \_\_\_\_\_ ideas.  
(Capitalist, Socialist, Communist)
- (ii) Economic liberalisation was adopted by Prime Minister \_\_\_\_\_  
(Mr. Manmohan Singh, Mr. Rajiv Gandhi, Mr. Narasimha Rao)
- (iii) Article \_\_\_\_\_ of the Constitution abolished the practice of untouchability.  
(15, 16, 17)
- (iv) The objective of Right to Freedom of Religion is to sustain the principle of \_\_\_\_\_  
(Communalism, Regionalism, Secularism)
- (v) \_\_\_\_\_ factor is formed of all living organism.  
(Biotic, Abiotic, Robotic)
- (vi) \_\_\_\_\_ directly feed on producers.  
(Herbivores, Omnivores, Carnivores)
- (vii) \_\_\_\_\_ arises when goal directed behaviour is blocked or thwarted.  
(Frustration, Stress, Conflict)
- (viii) Eustress is also known as \_\_\_\_\_  
(Positive, Negative, Neutral)
- (ix) \_\_\_\_\_ means forming close associations with trusted friends and co-workers.  
(Networking, Relaxation, Social support)
- (x) Win-Win is the outcome of \_\_\_\_\_ strategy.  
(Collaborating, Compromising, Smoothing)

1. B State whether the statement is True or False

(07)

- (i) The process of moving for a period of time in response of labour or climate conditions is called asseasonal migration.
- (ii) In India, the concept of privatisation gained importance in the post reform period since 1991.

- (iii) Magna Carta was signed in 1215.
- (iv) Article 14 of Indian Constitution provides for Equality before Law.
- (v) Overuse of the renewable resources for short gain may shorten a country's long term economic future.
- (vi) Degradation occurs when earth's natural resources are depleted.
- (vii) Stress aggravates diabetes.
- (viii) Intergroup conflict occurs within an individual.
- (ix) Addressors do not possess risk taking attitude.
- (x) Concealers don't believe in taking risks.

2. What is liberalisation? What are the benefits and limitations of liberalisation? (15)

OR

Explain the concept of globalisation? Examine the impact of globalisation on employment.

3. Define Human Rights. What are the characteristics of human rights? (15)

OR

Briefly explain Fundamental Rights as enshrined in Indian Constitution.

4. What is environmental degradation? What are its causes? (15)

OR

Discuss the importance of ethics in an individual's development.

5. Explain various strategies for coping with conflict. (15)

OR

Write short note on (any three):

- (a) Causes of migration
- (b) Magna Carta
- (c) Need for sustainable development
- (d) Causes of stress
- (e) Types of individual conflicts

\*\*\*\*\*

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory
  2. In Q.1 attempt both the sub-parts A&B.
  3. Figures to the right indicate marks.
  4. Use of non-programmable calculator is allowed.

Q.1 A) Choose the correct alternative (any eight)

08

1. In \_\_\_\_\_ years, Rs,8000 will amount to Rs.8840 at 3.5% p.a. simple Interest
  - (a) 2
  - (b) 3
  - (c) 5
  - (d) 6
2. An annuity in which the number of payments are infinite is called \_\_\_\_\_
  - (a) Infinity
  - (b) Infinite
  - (c) Limited annuity
  - (d) Perpetuity
3.  $f(x) = 5x - 9$  is \_\_\_\_\_
  - (a) an exponential function
  - (b) not a function
  - (c) A linear function
  - (d) A quadratic function
4.  ${}^n P_r =$  \_\_\_\_\_
  - (a)  $\frac{nCr}{r!}$
  - (b)  $(r!)^n$
  - (c)  $(r! \times nCr)$
  - (d) None of these.
5. A Square matrix whose non-diagonal elements are all zero and the diagonal elements are all equal is called \_\_\_\_\_
  - (a) Scalar
  - (b) Square
  - (c) Diagonal
  - (d) none of these
6. If 2 rows or 2 columns of a determinant are equal then the value of the determinant is \_\_\_\_\_
  - (a) Zero
  - (b) Unity
  - (c) Double
  - (d) none of these

7. Derivative of a function  $y$  with respect to  $x$  \_\_\_\_\_
  - (a) can be bought through a stock broker
  - (b) is a remainder
  - (c) is a measure of rate of change
  - (d) none of these
  
8. The total cost is  $C=3000+2x+x^2$ , when  $x=5$ , the marginal cost is \_\_\_\_\_
  - (a) 6
  - (b) 20
  - (c) 12
  - (d) 300
  
9. If  $f(x)$  is a polynomial of degree ' $n$ ' then  $\Delta^n f(x) =$  \_\_\_\_\_
  - (a) Zero
  - (b) One
  - (c) Non-zero constant
  - (d) Variable
  
10. At equilibrium point, supply = \_\_\_\_\_
  - (a) Profit
  - (b) Demand
  - (c) Loss
  - (d) None of these

**B) State True or False (any 7)**

07

- 1)  $e^x$  is not an exponential function.
- 2) Order of a matrix is never zero
- 3) An annuity in which the number of payments is fixed is called fixed annuity.
- 4) If 2 rows or columns of a determinant are interchanged then the value of determinants remains same.
- 5) Two matrices can be multiplied only if their order are same.
- 6) Second order derivative is derivative of derivative.
- 7)  $nC_r + n + 1C_r = n + 1C_{r+1}$
- 8) When transpose of a matrix is same it is called symmetric matrix.
- 9) If  $\eta > 1$  the demand is said to be elastic.
- 10) At breakeven point revenue is same as total cost.

**Q.2 A** i) Find the maturity amount of a 2 years fixed deposit of Rs.1,00,000 at 10% p.a. if the interest is compounded semi-annually. 03

ii) Given 04

$$f(x) = x - 2 \text{ for } 1 < x \leq 2$$

$$= 2x - 1 \text{ for } 2 < x < 4$$

$= 25 \text{ for } 4 \leq x \leq 5$   
 Find  $f(2), f(4)$  and  $f(5)$ . Also find  $x$  when  $f(x) = 5$

**B** A Loan of Rs.80,000 is to be returned in 3 equal monthly installments at the rate of 12% p.a. 08  
 Compounded monthly. Find the EMI using the reducing balance method. Find the interest and principal repayment for each month.

OR

- P i. In how many ways can the letters of the word 'DONKEY' be arranged, if the vowels are never together. 03
- ii. In how many ways can the letters of the word 'STUPID' be arranged if the arrangements start and ends with vowels. 04
- Q A watch company is to produce a cheaper variety of wrist watches. It involves initially a fixed cost of Rs.2 Lakhs and a variable cost of Rs.105 for each wrist watch. If each wrist watch can be sold at Rs. 500, find the total cost function, the total revenue function and the profit function. How many wrist watches must be produced and sold so that the company does not incur any loss. 08

- Q.3 A i) If  $A = \begin{bmatrix} 2 & -1 \\ 1 & 3 \end{bmatrix}$ , find the matrix,  $A^2 + 3A - 5I$  04
- ii)  $A = \begin{bmatrix} 2 & -2 & -4 \\ -1 & 3 & 4 \\ 1 & -2 & -3 \end{bmatrix}$  Show that  $A^2 = A$  04

- Q.3 B Solve following equations using cramer's rule 07
- $$3x + 3y - z = 11$$
- $$2x - y + 2z = 9$$
- $$4x + 3y + 2z = 25$$

OR

- P The input-output matrix for two industry case is given below 08

Industry	Consumption by Industry		Final Demand	Total Output
	1	2		
1	100	200	100	400
2	200	300	200	700
Input	100	200		

Find total outputs if demands are  $\begin{bmatrix} 300 \\ 500 \end{bmatrix}$  and Labour requirement for this output. Also find the total input requirement.

- Q. Solve the equations using matrix Inversion method 07
- $$3x + 2y + 4z = 2, \quad x - 2y - z = 6$$
- $$x + 2y - 6z = -2$$

- Q.4 A Find  $dy/dx$  if, 08
- i)  $y = (x + 2)^2 \log x$
- ii)  $y = (x^2 - 3x + 5)/e^x + 1$

- B Find maxima and minima for the function given below 07
- $$f(x) = x^3 - 2x^2 + x + 10$$

OR

P The demand for a commodity when its price is  $x$  is given by; 07  
 $y = \frac{2x+5}{3x-4}$ . Find the elasticity of demand when the price is 5 units.

Q By preparing the forward difference table find the 6<sup>th</sup> and 7<sup>th</sup> terms of the sequence 08  
i) 6, 11, 18, 27, 38  
ii) 8, 3, 0, -1, 0

Q.5 A A machine is bought at Rs.80,000 has effective life of 4 years. A sinking fund is created for 08  
replacing the machine by a new model at the end of its lifetime, when its scrap value is Rs.5000.  
The price of the new model is estimated to be 25% higher than the present price. Find out what  
amount should be set aside at the end of each year out of the profits for the sinking fund if it  
accumulates at 5% per annum compounded annually.

B A factory produces 3 goods P, Q and R. A unit of P requires 2 hours on machine I, 3 hours on 07  
machine II and 1 hour on machine III the same figures for Q are 1,2 and 4 and for R are 2,1 and 2  
a day. Find out how many unit of P,Q and R. can be produced if the machine time is fully utilized.

OR

C Attempt any 3 15

- i) Write a note on Quadratic function and linear function.
- ii) Distinguish between permutation and combination.
- iii) Write a note on elasticity of demand.
- iv) Write a note on types of matrices.
- v) Write a note on annuity and types of annuity.

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**REENA MEHTA COLLEGE OF COMMERCE AND MANAGEMENT STUDIES**

**INTERNAL EXAMINATION**

**FYBMS SEM:- 2**

**Max. Marks : 20.**

**Principles of Management**

**Duration: 45 Mins**

**Q.1.A. Fill in the Blanks:-**

**(2 ½ Marks)**

- (1) \_\_\_ provides a sense of direction to business activities. (Planning, Organizing, Decision-making)
- (2) The \_\_\_ plans are meant for repeated use. (standing, single-use, realistic)
- (3) Management is a \_\_\_ science. (physical, social, natural)
- (4) \_\_\_ popularized the concept of managerial skills. (Henry Fayol, Robert Blake, Peter Drucker)
- (5) A \_\_\_ is an estimate expressed in numerical terms. (report, budget, plan)

**Q.1.B. True or false :-**

**(2 ½ Marks)**

- (1) Management is an activity that touches all walks of life.
- (2) The analysis of internal environment reveals the strengths and weakness of the organisation .
- (3) There must be cost-benefit analysis of every alternative plan.
- (4) There should be a balance between authority as well as responsibility.
- (5) Contingency approach is also referred as situational approach.

**Q.2. Answer in one-two sentences each:-**

**(5 marks)**

- (1) Components of Planning.
- (2) Management as a Science.
- (3) Managerial skills.
- (4) Management as a Profession.
- (5) Managerial Grid

**Q.3. Answer the following in detail. (ANY 2/3)**

**(10 marks)**

- (1) What are the different roles of a manager?
- (2) Define Planning. Bring out its nature and characteristics.
- (3) Explain briefly the concept of POSDCORB.

7

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**REENA MEHTA COLLEGE OF ARTS ,SCIENCE COMMERCE AND MANAGEMENT**  
**STUDIES**

**INTERNAL EXAMINATION**

**FYBMS**

**PRINCIPLES OF MARKETING**

**Marks :- 20.**

**Time :- 45 min**

**Q1(A) Fill in the Blanks**

**(2.5 marks)**

(I) \_\_\_\_\_ means categorizing the customers as per age, gender, location, standard etc.

(Market analysis, Market segmentation)

(II) \_\_\_\_\_ refers to set of products which are offered for sale by a firm.

(Product mix, Product design, Product selling)

(III) In \_\_\_\_\_ pricing method, the price charged is very low. (Skimming/ Cheap/Penetrative)

(IV) \_\_\_\_\_ consists of advertising, sales promotion, personal selling etc.

(Product mix, Distribution Mix, Promotion Mix)

(V) In each & every element of business \_\_\_\_\_ is present. (Money/Marketing/Work)

**Q1(B) State whether the statements are True or False**

**(2.5 marks)**

(I) A company adopts the same marketing mix for all products

(II) Marketing is concerned with target market only.

(III) In many advertisement false commitments are given.

(IV) Marketing is undertaken to sell goods only.

(V) Marketing focuses on Selling, Branding as well as on Promoting a product.

**Q2 Answer in one or two lines (Concept Based Questions)**

**(5marks)**

I) Define Marketing Mix?

II) Explain the concept of 'Product Mix/Product Line'?

III) Define Marketing.

IV) What is Marketing Research?

V) What is Product Life Cycle?

**Q3 Answer in Brief (Any 2 out of 3)**

**(10 marks)**

I) What are the 4P's of Marketing ? Write in detail.

II) What is the importance of Marketing of any product or service?

III) What are different types/Areas of Marketing Research?



**REENA MEHTA COLLEGE OF ARTS ,SCIENCE COMMERCE AND  
MANAGEMENT STUDIES**

**INTERNAL EXAMINATION**

**FYBMS**

**BUSINESS ENVIRONMENT**

**Max. Marks: 20.**

**Duration: 45 Min**

**Q.1.A. Fill in the Blanks: -**

**(2 ½ Marks)**

- 1) Business is a form of \_\_\_\_\_ activity. (Economic, non-economic, social)
- 2) \_\_\_\_\_ is a public corporation. (ECGC, IOC, Ministry of Finance)
- 2) \_\_\_\_\_ includes trade and aid-to-trade. (Industry, Commerce, Employment)
- 4) \_\_\_\_\_ is the moral fabric of society. (Culture, Ethics, Beliefs)
- 5) The basic of business is \_\_\_\_\_. (Profiteering, profit maximization, buying and selling)

**Q.1. B. True or false: -**

**(2 ½ Marks)**

- 1) Taxation is a major source of government revenue.
- 2) Business firms lack control over external environment.
- 3) Technological changes do not affect people working in an organization.
- 4) The Government plays a very active role in all economies.
- 5) No religion shall be compelled to pay Tax for the promotion of any religion.

**Q.2. Answer in one-two sentences each:-**

**(5 marks)**

- (1) Meaning of Business Environment.
- (2) Full form of SWOT.
- (3) Any three features of a Business.
- (4) Components of External Environment.
- (5) Name the elements in political-legal environment.

**Q.3. Answer the following in detail. (ANY 2/3)**

**(10 marks)**

- (1) Write a short note on "Impact of Business on Private sector, public sector and Joint sector.
- (2) Difference between Micro and Macro environment.
- (3) What is Business Environment? Explain the Importance of Business Environment Analysis.

7

2

2

REENA MEHTA COLLEGE OF ARTS, SCIENCE, COMMERCE AND MANAGEMENT  
STUDIES

INTERNAL EXAMINATION

FYBMS

BUSINESS COMMUNICATION – 2

Max. Marks: 20

Duration: 45 min

Q1. A. Fill in the blanks: (2 ½ marks)

1. OHP stands for \_\_\_\_\_.
2. An interview involves \_\_\_\_\_ communication.
3. An \_\_\_\_\_ is in control of an interview.
4. \_\_\_\_\_ meetings are conducted once in a year.
5. \_\_\_\_\_ requires the use of web-cams.

Q.1.B. True or false:- (2 ½ marks)

1. Guest speakers are sent thank you letters.
2. Resolutions are recorded in the hour book.
3. In an interview questioning is more important than listening.
4. Presentations require the speaker to memorise everything.
5. Allot 30% of the available time to open the presentation.

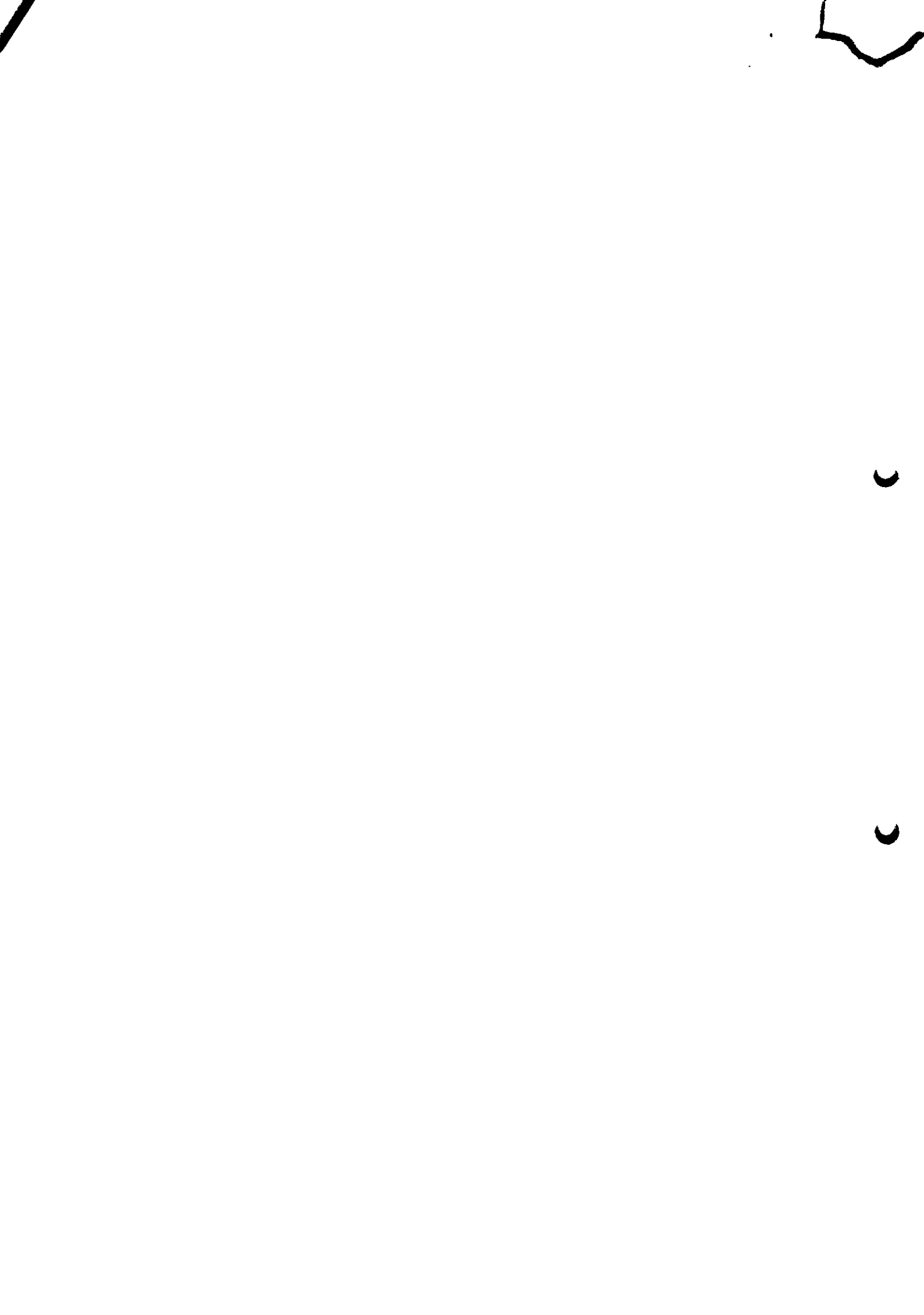
Q2. Answer in one sentence: (5 marks)

1. What are the three important considerations in an effective presentation?
2. What is an interview?
3. What is a notice?
4. What is a resolution?
5. Name any 4 types of Conference?

Q3. Answer in brief (any 2): (10 marks)

1. What is video conferencing? Give its advantages and disadvantages?
2. Explain the different types of interview.
3. What are the steps in preparing a presentation?

Handwritten calculations and scribbles at the bottom of the page, including a vertical line with numbers 21, 18, 120, and other illegible markings.





SYBMS  
Marketing

Time: 2.5Hours

Marks: 75

Note: 1) Answers to both the sections should be written in the same answer book.

2) Figures to the right indicate full marks.

**Q.1.A) Fill in the blanks (Any 8)**

(Marks 8)

- 1) \_\_\_ customers is the final customer who purchase products for personal consumption. (Retail, wholeseller, institutional).
- 2) \_\_\_ income customers are status conscious. (Upper, middle, lower).
- 3) Consumer needs refer to the \_\_\_ of a customer.(Requirement, motives, attitudes).
- 4) According to Abraham Maslow, \_\_\_ needs are the highest level of needs (self -actualisation,self-esteem,social).
- 5)Attitudes may be \_\_\_ or negative.(Positive,negative, neutral).
- 6)Nicosia Model of decision making identified \_\_\_ fields that result into purchase. (Four,five,six)
- 7) Online stores enable \_\_\_ reach. (Global,local, national).
- 8)At the bottom of Maslow's hierarchy of needs comes \_\_\_ (esteem, social needs,physiological needs).
- 9) Market \_\_\_ refers to identifying different groups of buyers with different desires or requirements. (Segmentation,positioning,targeting).
- 10) Full nest \_\_\_ refers to couple with youngest child of 6 years or more (II, III, IV)

**Q.1.B) True or False (Any 7)**

(Marks 7)

- 1) The family is the least influential factor for an individual.
- 2) Consumers do not look for reliability in the information obtained by word -of -mouth communication.
- 3)Opinion leaders do not have good knowledge about a particular product category.
- 4)The subculture based on male female divide is called gender subculture.
- 5)The shopping websites are available only for two hours in a day
- 6)The psychological factors that influence the buying decision are motivation attitudes, beliefs,perception etc.
- 7) Acquired needs are needs that an individual learns in response to his culture or environment.
- 8)Consumer Behavior is a systematic process relating to buying decision of the consumer.
- 9) Positive reinforcement means the consumer develops a feeling of satisfaction after purchasing the product.
- 10) The parents does not develop basic family values in their children

Q.2. A) Define consumer behaviour and discuss its features.

(Marks 8)

B) Describe the steps in the process of consumer buying decision making?

(Marks7)

OR

Q.2. C) What is the factors influencing consumer behavior?

(Marks 8)

D) What is Consumer profiling? How it helps to understand customer involvement?

(Marks 7)

Q.3. A) Explain the features of consumer perception?

(Marks8)

Q.3. B) what is consumer motivation? Discuss the characteristics of consumer motivation?(Marks7)

OR

Q.3. C) What is self-concept? Discuss the different components of self -concept?

(Marks8)

Q.3. D) Explain Freudian -Psychoanalytic theory? (Marks7)

Q.4. A) what is the concept of family? Explain its features? (Marks8)

Q.4. B) Write a note on group dynamics and reference groups. (Marks7)

OR

Q.4. C)what are the different types of consumer needs? (Marks8)

Q.4. D) Discuss the Influences of social class on consumer behaviour. (Marks7)

Q.5. A)Explain the Howard -Sheth model of consumer decision making? (Marks 8)

Q.5. B)Define Diffusion? Describe the process of Diffusion? (Marks7)

OR

Q. 5. Short Notes: (Any 3) (Marks 15)

M) Consumer perception

N) Brand Personification

O) Merits and demerits of e- buying

P)Stages in adoption process

Q) Need of Innovation

SYBMS  
HR

## SYBMS/SEM-III/RECRUITMENT &amp; SELECTION/HR

( )

Time: 2.5Hours  
Marks: 75

Date:

- Note: 1) Answers to both the sections should be written in the same answer book.  
2) Figures to the right indicate full marks.  
3) Use of simple calculator is allowed.

**Q.1.A. Fill in the Blanks (Any eight):-****(8 Marks)**

- (1) In \_\_\_\_\_ transfer, an employee may be transferred to other job if he is not comfortable or suitable on his current job. (remedial, panel, replacement)
- (2) \_\_\_\_\_ is a tool that can ensure that you get called for an interview. (application blank, biodata or cv, presentation)
- (3) Job specification includes \_\_\_\_\_. (training, job duties, job summary)
- (4) \_\_\_\_\_ is one of the most common barrier to selection. (stereotyping, perception, gender issue)
- (5) The \_\_\_\_\_ factors should be taken into account while formulating the recruitment policy of the organization. (Government policies, knowledge, experience)
- (6) Putting new employees at ease is the \_\_\_\_\_ of induction. (purpose, feature, merit)
- (7) In \_\_\_\_\_ mostly groups are given topics which are factual in nature. (factual, abstract, controversial)
- (8) \_\_\_\_\_ are real life stimulated situations. (case based, personal interviews, GD)
- (9) \_\_\_\_\_ induction is a lengthy and time consuming process. (informal, induction, training)
- (10) A good \_\_\_\_\_ reduces the anxiety of the employee. (orientation, induction, training)

**Q.1.B. True or false :- (Any seven)****(7 Marks)**

- (1) Employee is overloaded with forms to complete is a demerit in induction.
- (2) Job design is also referred to as work design or task design.
- (3) Exit interview is taken to find out why the employee is leaving the organization.
- (4) Selection is the oldest method and often used to gather information.
- (5) When an employee is shifted in the same category, it is called horizontal promotion.
- (6) Notification is an external source of recruitment.
- (7) Specific orientation follows the general introduction stage.

**(8) Resume readers have become used to a customary and predictable format.**

**(9) Leadership in GD is predefined.**

**(10) Structuring or organizing the material clearly is vital for an effective presentation.**

**Q.2. A. Define recruitment. Explain its objectives and importance. (15 marks)**

**OR**

**B. Define job analysis and explain the uses and contents of job description. (8)**

**C. Define promotion and the types of promotion. (7)**

**Q.3. A. Define selection and explain the process of selection with diagram (15 marks)**

**OR**

**B. Explain the do's and don'ts of the interview? (8)**

**C. Explain the different types of selection test. (7)**

**Q.4. A. What is induction and explain the various stages of orientation. (15 marks)**

**OR**

**B. What is socialization? What are the various socialization tactics? (8)**

**C. Define orientation and explain the different types of orientation programs. (7)**

**Q.5. A. Explain the different types of etiquettes. (8)**

**B. Discuss the importance of an exit interview. (7)**

**OR**

**C. Write short notes on: - (Any three) (15 marks)**

**(i). Group discussion.**

**(ii). Benefits of soft skills.**

**(iii). Negotiation skills.**

**(iv). Outsourcing.**

**(v). Quitting techniques.**

Marks: 75

Duration : 2 ½ Hour

Note: (1) All questions are compulsory, subject to internal options.

(2) Figures to the right indicate marks.

(3) State your assumptions clearly.

Q1) Choose correct Alternative/s from the following (Each carries 1 mk. Answer any Eight) (8)

1) NBFC Means \_\_\_\_\_

- a) Non-Banking Foreign Currency                      c) Non-Banking Financial Company  
b) Non-banking Financial Company                      d) None of the above

2) Fixed dividend is not paid to \_\_\_\_\_

- a) Debenture holders                      b) Equity shareholders  
c) Preference share holders                      d) None of the above

3) Interest on debt is calculated on \_\_\_\_\_

- a) Face value                      c) Market value  
b) Book value                      d) Intrinsic value

4) Repayment of Preference share or debenture is termed as \_\_\_\_\_

- (a) Issue                      (b) Redemption  
(c) Net proceeds                      d) None of these

5) Operating leverage helps in analysis of:

- (a) Business Risk                      (b) Financing Risk  
(c) Production Risk                      (d) Credit Risk

6) \_\_\_\_\_ helps us to determine the present value of a payment that is to be received at a future date .

- (a) Discounting                      (b) Compounding  
c) Simplification                      (d) None of these

7) At indifference point, EPS is \_\_\_\_\_

- a) Zero                      b) Same  
c) Positive                      d) Negative

8) The cost of capital of a firm is

- a) The dividend Paid on Equity Capital
- b) The weighted Average of the dividends paid on equity capital and the preference capital
- c) The weighted average of the cost of various long-term and short-term sources of Finance.
- d) The average rate of return it must read earn on its investments to satisfy the various investors

9) IRR Stands for \_\_\_\_\_

- a) Internal Rate of return
- b) Inclusive Rate of return
- c) Interest rate of Return
- d) Initial rate of Risk

10) PBIT refers to \_\_\_\_\_

- a) Earnings before Tax.
- b) earnings before Interest and Taxes
- c) Earnings after Taxes.
- d) None of the above.

**Q1) State whether the following statements are True or False. (Each carries 1 mk. Answer any Seven). (7)**

1. Interest paid on Equity Shareholders.
2. Different sources of Finance have the same cost of capital.
3. Interest on Debentures increases Tax Liability
4. EBIT means Operating Expenses.
5. Cost of Debt is same as the rate of Interest.
6. Preference Dividend gets fixed rate of dividend.
7. EBIT and EBT means same.
8. Preference shares and equity shares both enjoys similar advantages.
9. Kt refers to cost of Term loan.
10. Operating leverage arises due to Interest cost.

**Q2. (A) The Aaroha Company has the following capital structure:**

	Rs.
Common shares (4,00,000 shares)	80,00,000
6% Preference Shares	20,00,000
8% Debenture	60,00,000
	<b>1,60,00,000</b>

The share of the company sells for Rs. 20. It is expected that company will pay next year a dividend of Rs. 2 per share which will grow at 7 percent for ever. Assume a 35 percent tax rate.

- (a) Compute a weighted average cost of capital based on existing capital structure.
- (b) Compute the new weighted average cost of capital if the company raises an additional Rs. 40,00,000 debt by issuing 10% debentures. This would result in increasing the expected dividend to Rs. 3 and leave growth rate unchanged, but the price of share will fall to Rs. 15 per share. (8)

(B) Lever Ltd. manufactures calculators and it has arrived at three different levels of output that the company can produce: 1,500; 2500 and 4000. The fixed costs of the firm are Rs.5,00,000. The selling price per unit is Rs 300 and the variable costs per unit are Rs. 175. Compute the DOL for various levels of output? (7)

OR

Q2. (C) Key information pertaining to the proposed new financing plans of Hypothetical Ltd. is given below: (15)

Source of Funds	Financial Plans	
	1	2
Equity	15,000 shares of Rs. 100 each	30,000 shares of Rs. 100 each.
Preference Shares	12%, 25,000 shares of Rs. 100 each	-
Debentures	Rs. 5,00,000 at a coupon rate of 0.10	15,00,000 coupon rate of 0.11

Assuming 35 per cent tax rate. Expected EBIT Rs.8,00,000 .Tax rate 50%.Funds required for Expansion Rs.45,00,000.

**Determine for each plan. Earnings per share (EPS)**

Q3 (A) A firm decides to make a deposit of Rs 35,000 at the end of each year, for the next 15 years at 10% rate of interest. What will be the total cumulative deposit at the end of the 15<sup>th</sup> year from today? (7)

Q3 (B) The existing capital structure of MNC Ltd. is as follows:

	Rs.
Equity share of Rs. 100 each	40,00,000
Retained earnings	10,00,000
9% preference shares	25,00,000
7% debentures	25,00,000

Expected EBIT after expansion is Rs. 15,00,000 and the tax on income is 50%.

Company wants to raise Rs. 25,00,000 for its expansion project for which it is considering flowing alternatives:

- (a) Issue of 20,000 equity shares at a premium of Rs. 25 per share.
- (b) Issue of 12% preference shares.
- (c) Issue of 10% Debentures.

**Which alternative would you consider to be the best? Give reasons for your choice. (8)**

OR

Q3. (C) Mr. Shekar has supplied you the following information regarding his investments. (15)

HL Ltd.		LT Ltd.	
Return (%)	Probability	Return (%)	Probability
25	0.30	15	0.20
20	0.50	13	0.30
10	0.20	12	0.40
		06	010

Which security should be selected for his investment, based on Expected Return and Standard Deviation?

Q4 (A) An equipment A, has a cost of Rs. 75,000 and net cost flow of Rs. 20,000 per year for Six years. A substitute equipment B, would cost Rs. 50,000 and generate net cash flow of Rs. 15,000 per year for six years. The required rate of return of both equipment's is 11 per cent. Calculate the IRR and NPV for each equipment which equipment should be accepted and why? (15)

OR

Q4. (B) Calculate operating leverage, financial leverage, and combined leverage from the following data under situation I and situation II and financial plan A and B. (15)

Particulars	Amount	
	Rs.	
Installed Capacity	4,000 units	
Actual production and Sales	75% of the capacity	
Selling Price	Rs. 30 per unit	
Variable cost	Rs. 15 per unit	
<b>Fixed Cost:</b>		
Situation I	Rs. 15,000	
Situation II	Rs. 20,000	
Particular's	Financial Plan A	Financial Plan B
Equity	10,000	15,000
Debenture (rate of interest at 20%)	10,000	5,000
	<b>20,000</b>	<b>20,000</b>

Q5. (A) State and explain the main functions of a Finance manager. (8)

Q5. (B) What are the sources of short term Finance. (7)



OR

Q5 (C) Write short notes on :(Any three)

(15)

- a) SEBI Regulations
- b) Protection of Depositories
- c) NBFC's
- d) GDR/ADR
- e) Balanced Capitalization

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SYBMS/SEM-III/Regular/Motivation and Leadership

[Pick the date]

Time: 2.5Hours

Marks: 75

Date: 00/00/2019

- Note: 1) Answers to both the sections should be written in the same answer book.  
 2) Figures to the right indicate full marks.  
 3) Use of simple calculator is allowed.

Q.1.A) Fill in the blanks (Any 8)

(Marks 8)

- 1) Motivation is \_\_\_\_\_ based. (Need, demand, functional)
- 2) \_\_\_\_\_ encourages employees to buy the shares of the company. (ESOP, monetary rewards, special bonus)
- 3) \_\_\_\_\_ is a motivational tool used by managers to motivate the employees. (Participative management, employee empowerment, Quality of work life)
- 4) Immersion is the \_\_\_\_\_ step in creative process. (Second, third, fourth)
- 5) \_\_\_\_\_ is more often a source of conflict of synergy. (Culture, change, variations)
- 6) \_\_\_\_\_ is a process theory. (Equity, Vroom, Theory Z)
- 7) \_\_\_\_\_ leader follow rules rigorously. (Bureaucratic, Charismatic, autocratic)
- 8) \_\_\_\_\_ is a production of novel and useful ideas. (Creativity, innovation, imagination)
- 9) Leaders are also motivators by the need to control \_\_\_\_\_. (Resources, power, will)
- 10) Immersion is the \_\_\_\_\_ step in creative process. (Second, third, fourth)

Q.1.B) True or False (Any 7)

(Marks 7)

- 1) Motivation is a personal feeling.
- 2) Effective motivation created cordial relations.
- 3) Growth motivation involves self improvement.
- 4) Achievement motivation is also called as Fear motivation.
- 5) Autonomy is intrinsic motivation.
- 6) HR specialist emphasizes job as a source of motivation.
- 7) In spokesperson the leaders speak for their organization.
- 8) Compliance is extrinsic motivation.
- 9) Socialize Charismatic are leaders who restrain their use of power in order to benefit others.
- 10) Rewarding creative success will encourage the employees to work with interest.

Q.2. A) Explain in brief the different styles of leadership.

(Marks 8)

Q.2. B) Explain the qualities of charismatic leaders.

(Marks 7)

OR

Q.2. C) Explain motivation and its features.

(Marks 8)

Q.2. D) What are the different types of motivation?

(Marks 7)

Q.3. A) Explain the Valence Four drive Model with the help of a diagram.

(Marks 8)

[Pick the date]

Q.3. B) What is online Leadership?

(Marks 7)

OR

Q.3. C) Write a short note on Indian scene basic differences.

(Marks 8)

Q.3. D) Differentiate between East v/s west.

(Marks 7)

Q.4. A) Define leadership. Explain the traits and motives of an effective leader.

(Marks 8)

Q.4. B) Explain the qualities of a strategic leader.

(Marks 7)

OR

Q.4. C) What are the characteristics of a charismatic leader?

(Marks 8)

Q.4. D) Explain the different styles of leadership.

(Marks 7)

Q.5. A) Explain the achievements of Indian Leaders?

(Marks 8)

Q.5. B) Explain in brief Mentoring.

(Marks 7)

Q.5. Short Notes: (Any 3)

M) Servant leadership

N) Leadership

O) Ratan Tata

P) Bill Gates

Q) Online leadership

(Marks 15)

OR

Time: 2.5 Hours

Marks: 75

Note: 1) All questions carry marks each.

2) Q.1 is compulsory and questions from Q.2 to Q.5 have internal choice.

3) Use of simple calculator is allowed.

4) Working note should form part of your answer.

Q.1.A) State the following statements are True or False (Any 8)

(Marks 8)

1. Financial accounts fails to give a product wise break up of profit or loss.
2. All costs are controllable.
3. Re-order level means the quantity to be ordered.
4. Perpetual inventory system and continuous stock taking are synonymous.
5. When wages are paid on piece basis, the quality of work deteriorates.
6. Labour productivity automatically increases when production increases.
7. Uniform costing helps in cost control.
8. Debenture interest is excluded from cost sheet.
9. Normal loss is shown on the credit side of the process account.
10. Danger level is normally a level below the minimum stock level.

Q.1.B) Match the Column (Any 7)

(Marks 7)

A	B
1. Prime cost	A. Halsey premium plan
2. Depreciation on plant & machinery	B. Abnormal gain
3. Bonus system	C. Selling & distribution overhead
4. Normal loss	D. Raw materials consumed
5. Actual loss < normal loss	E. Factory overhead
6. Carriage outward	F. Japan by Toyota motors
7. Bad debt	G. Direct cost
8. Direct material	H. Scrap value
9. Just in time	I. Finance overhead
10. Target costing	J. Cost management tool

Q.2.A) The following information is provided by X ltd. for the month of April, 2004:

(Marks 15)

Date	Particulars	
01	Opening stock	100 units @ Rs.5
05	Purchased	300 units @ Rs.6
06	Sold	250 units
08	Purchased	500 units @ Rs.7
10	Sold	400 units
12	Purchased	600 units @ Rs.8
30	Sold	500 units

Calculate value of closing stock on 30<sup>th</sup> April using FIFO method & weighted average method of pricing issues.

OR



Advertising	2000	Sales	700000
Show room expenses	1200	Sales return	10000

Unit produced and sold during the period was 2000 units

Q.4.A) A factory has 3 production department (P1, P2 and P3) & 2 Service department (S1 & S2). The following overheads & other information are extracts for the month of January 2014 (Marks 15)

Expense	Amount Rs.	Expenses	Amount Rs.
Rent	6,000	Supervision	9,000
Repair	3,600	Fire insurance for stock	3,000
Depreciation	2,700	ESI contribution	900
Lighting	600	Power	5,400

Allocate or apportion the overheads among the various departments on suitable basis.

Particulars	P1	P2	P3	S1	S2
Area sq.ft.	400	300	270	150	80
No. of workers	54	48	36	24	18
Wages	18,000	15,000	12,000	9,000	6000
Value of plant	72,000	54,000	48,000	6000	--
Stock value	45,000	27,000	18,000	--	--
Horse power of plant	600	400	300	150	50

OR

Q.4.B) KL Limited produces product 'M' which has a quarterly demand of 8,000 units. The product requires 3 kgs quantity of materials 'X' for every finished unit of product. The other information are follows: Cost of materials 'X': Rs. 20 per kg

Cost of placing an order: Rs.1000 per order

Carrying cost: 15% per annum of average inventory

Required; 1) Calculate the economic order quantity for material 'X'.

2) should The company accept an offer of 2 percent discount by supplier, if he want to supply the annual requirement of material 'X' in 4 equal quarterly instalment? (Marks 15)

Q.5.A) Explain different types of costs. (Marks 8)

Q.5.B) Explain bench marking in detail. (Marks 7)

OR

Q.5.C) Write Short notes (any 3) (Marks 15)

1. Target costing
2. Cost sheet
3. Absorption costing
4. Financial accounting vs cost accounting
5. EOQ

**BUSINESS PLANNING AND ENTREPRENEURIAL MANAGEMENT**

Time: 2.5Hours

Marks: 75

Date:

- Note: 1) Answers to both the sections should be written in the same answer book.  
2) Figures to the right indicate full marks.  
3) Use of simple calculator is allowed.

**Q.1. A) Fill in the Blanks (Any 8)****(8 marks)**

1. \_\_\_\_ provides long term loans to exporters. (EXIM, SEZ, ICRA)
2. \_\_\_\_ provides direct finance to small industries to set up new projects. (ASCI, IRDA, SIDBI)
3. \_\_\_\_ was setup in 1983, as an apex institution in the field of entrepreneurship development. (NEISBUD, SIDO, SISI)
4. \_\_\_\_ provides medium term loans for agriculture and rural development. (NSIC, NABARD, CEED)
5. UGC has appointed \_\_\_\_ to develop curriculum on Entrepreneurship. (NIESBUD, SIDO, EDII)
6. \_\_\_\_ capital is also called as circulating capital. (fixed, working, current)
7. \_\_\_\_ is an indirect form of financing. (Trade credit, Commercial paper, LC)
8. A deposit made by one company with another for a period of six months is usually called \_\_\_\_\_. (Inter-corporate deposit, debentures, bonds)
9. \_\_\_\_ are intermediaries between manufacturer and the buyer in the distribution process. (Merchants, Suppliers, Government)
10. \_\_\_\_ is an association of sellers for the purpose of joint marketing. (Canalising agency, Consortium, Union)

**Q 1 B) True or False (Any 7)****(7 marks)**

1. SIDBI refinances SFCs that provide finances to small industries.
2. LIC provides financial support to corporate sector.
3. Commercial banks can provide only term loans to entrepreneurs.
4. EDII is non-autonomous institute set up by the government of India.
5. Working capital is required for payment of recurring expenses.
6. Commercial papers are long term form of financing.
7. Dealer advances are given by suppliers to dealers for distribution purpose.
8. Letter of credit is the most popular method of payment in foreign trade.
9. Working capital depends on duration of operation cycle.
10. Canalising agents are government agencies that help exporters distribute in foreign markets.

**Q.2 A) What are the skills required by an Entrepreneur? (8)**

**B) What is the nature and characteristics of entrepreneurship? (7)**

**OR**

**Q 2 C) What are the Qualities and Characteristics of an Entrepreneur? (8)**

**D) Explain Schumpeter's theory of Innovation. (7)**

**Q.3 A) What is a Self Help Group (SHG) and its needs and importance? (8)**

**B) What is the meaning of franchising? with suitable examples. (7)**

**OR**

**Q 3 C) Explain David McClelland's theory of Achievement motivation (8)**

**D) Explain Knight's theory of pure profit. (7)**

**Q.4 A) What is Environmental Scanning and its advantages? (8)**

**B) What is SWOT analysis? Explain in detail. (7)**

**OR**

**Q 4 C) Explain the theory of social change by Everett Hagen. (8)**

**D) Explain the X-efficiency theory by Leibenstein. (7)**

**Q 5 A. What are the functions of ecommerce? (8)**

**B. What are the factors influencing channels decision? (7)**

**OR**

**Q.5. Write short notes. (Any 3)**

**(15 marks)**

- a. Social Entrepreneurship.
- b. Women Entrepreneurs.
- c. Innovation.
- d. Financial Inclusion.
- e. Optimum Use of Resources.



**FOUNDATION COURSE-III/SYBMS/SEM-III**

( )

Time: 2.5Hours

Marks: 75

Date:

- Note: 1) Answers to both the sections should be written in the same answer book.  
2) Figures to the right indicate full marks.  
3) Use of simple calculator is allowed.

**1.A. Explain the following concepts: (Any Five) 15mks**

1. Amendment.
2. Recovery after Disaster.
3. Verbal communication.
4. Political Rights.
5. Scheduled Rights.
6. Reflective Listening.
7. Team building.
8. Science v/s Technology

**OR**

B. Write a comprehensive note on the foundation course (semester iii) project submitted by you.

**15mks**

2. A. Discuss the important constitutional and legal provisions of Scheduled Castes.

**OR**

B. Discuss the important constitutional and legal provisions for women in India.

**15mks**

3. A. What are the various effects of disasters?

**OR**

B. Explain the various impacts of disasters.

**15mks**

4. A. What is science? Explain the nature of science.

**OR**

B. Explain the positive and negative impact of Technology.

**15mks**

5. A. Explain the Non-Verbal Communication in detail.

**OR**

B. Explain in detail about Public Speaking and Presentation Skills.

## SYBMS/SEM-III/Regular/Strategic Management

Time: 2.5Hours

Marks: 75

Date: 00/00/2019

Note: 1) Answers to both the sections should be written in the same answer book.

2) Figures to the right indicate full marks.

3) Use of simple calculator is allowed.

Q.1.A) Fill in the blanks (Any 8)

(Marks 8)

- 1) \_\_\_\_\_ level strategy is a long term strategy. (Corporate, competitive, functional)
- 2) Vision is shared across entire \_\_\_\_\_. (Organization, Nation, Society)
- 3) \_\_\_\_\_ mode deals with short term goals. (Planning, Adaptive, Integrated)
- 4) \_\_\_\_\_ are time bound. (Mission, Vision, Goals)
- 5) SWOT Analysis is used at \_\_\_\_\_ intervals. (Frequent, Infrequent, Regular)
- 6) Environmental \_\_\_\_\_ identifies opportunities and threats affecting the business. (Control, Scanning, Evaluation)
- 7) Financial synergy puts capital to \_\_\_\_ use. (Future, Optimum, Perfect)
- 8) Standards can be either quantitative or \_\_\_\_\_. (Numerical, Qualitative, Quota)
- 9) Mckinsey's 7S framework includes \_\_\_\_\_. (Systems, Stage, Signal)
- 10) Strategic choice determines the \_\_\_\_\_ strategy of firm. (Past, present, Future)

Q.1.B) Match the Column OR True or False (Any 7)

(Marks 7)

- 1) A good plan should facilitate control.
- 2) Business growth helps to spread business risks.
- 3) SBUs facilitate innovation in products and market development activities.
- 4) Policies encourage disputes in the organization.
- 5) Stability strategy involves more risks as compared to growth strategy.
- 6) A firm may adopt Profit strategy when the product is not prestigious for it.
- 7) QUEST is a five – step technique of Environment Scanning.
- 8) An analysis of financial resources would reveal the level of financial soundness.
- 9) The leaders should encourage employees to participate in the change process right from the initiation stage.
- 10) A synergy is where the whole is greater than the sum of its parts.

Q.2. A) Define Strategy. Explain the importance of strategy.

(Marks 8)

Q.2. B) Explain SWOT analysis.

(Marks 7)

OR

Q.2. C) What is integration strategy? Explain the different types of it.

(Marks 8)

Q.2. D) Discuss the modes of strategy making.

(Marks 7)

Q.3. A) Explain the different levels of strategy with the help of a diagram.

(Marks 8)

Q.3. B) Bring out the evaluation of synergy.

(Marks 7)

OR

Q.3. C) Explain Change Management. What are features of change management?

(Marks 8)

Q.3. D) What is synergy? What is the importance of synergies? (Marks 7)

Q.4. A) What is Growth and diversification strategies? Examples of Growth and diversification strategies. (Marks 8)

Q.4. B) Explain in brief the different methods of market entry in international business. (Marks 7)

OR

Q.4. C) What is PESTLE Analysis and how does it help to achieve corporate objectives? (Marks 8)

Q.4. D) State the importance of strategic management for business organization. Briefly discuss the benefits of strategic management for business organization. (Marks 7)

Q.5. A) Explain the competitive advantage 5 force model of Michael Porter. (Marks 8)

Q.5. B) Illustrate and explain the importance of McKinsey's 7S Framework in strategic management. (Marks 7)

OR

Q. 5. Short Notes: (Any 3) (Marks 15)

M) Product Life Cycle Strategies

N) Competitive Advantage

O) Strategic Business Unit (SBU)

P) Marketing strategy

Q) Organization structure of a multi-product company

SYBMS

SYBMS SEM III 2019-20

SYBMS/SEM-III/Regular/Information Technology in Business Management-I

Time: 2hrs 30 Mins

Max Marks: 75

Note: 1. Answers to both the questions should be written in the same answer book

2. Figures to the right indicate full marks

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Q1 A. Fill in the Blanks (Any 8):

(8 Marks)

1. \_\_\_\_\_ operating system provides GUI
  - a. MS-DOS
  - b. Windows7
  - c. Unix
  - d. None of the above
  
2. \_\_\_\_\_ is used by knowledge and dataworkers.
  - a. OAS
  - b. EIS
  - c. KMM
  - d. All of the above
  
3. DNS stands for \_\_\_\_\_ .
  - a. Domain name system
  - b. Domain niche system
  - c. Data name stsyem
  - d. All of the above
  
4. DSL stands for \_\_\_\_\_
  - a. Data super line
  - b. Data subscriber line
  - c. Digital subscriber line
  - d. None of the above
  
5. \_\_\_\_\_ protocol is used to retrieve an email to user.
  - a. HTTP
  - b. POP
  - c. SMTP
  - d. None of the above
  
6. \_\_\_\_\_ hat hacker is combination of black and white.
  - a. grey
  - b. Green
  - c. Yellow
  - d. None of the above

7. \_\_\_\_\_ is a type of virus
  - a. BOOT SECTOR
  - b. SOCKET
  - c. QUICK
  - d. All of the above
8. \_\_\_\_\_ is a unique identifying number
  - a. IP address
  - b. MP address
  - c. UN address
  - d. None of the above
9. \_\_\_\_\_ deals in making obtainable knowledge of experts to others
  - a. OAS
  - b. EIS
  - c. KDD
  - d. All of the above
10. \_\_\_\_\_ is an example of logical threats
  - e. Phishing
  - f. Chatting
  - g. meeting
  - h. None of the above

**Q1 B. State whether following statement are True or False (Any 7):**

(7 Marks)

1. DBMS is a software that organize, control and use the data needed by application.
2. OAS helps in creating reports and messages under management activities.
3. Coaxial cable used by cable TV range is 512kbps to 20 Mbps.
4. .Excel is the extension of Microsoft excel.
5. Absolute referencing is used in changing values.
6. UDP is user datagram protocol.
7. VoIP enables sound to be converted in digital format.
8. Flipkart is an example of C2C.
9. MAC address is assigned to NIC.
10. Star topology works on a centralized computer system.

**Q2. Answer the following:**

**(15 Marks)**

a) What is DBMS? Write its advantages and disadvantages.

(8 Marks)

b) What is CBIS? Write and explain components of CBIS.

(7 Marks)

OR

c) Write a short note on Artificial Intelligence.

(8 Marks)

d) What is EIS? Explain the role of EIS in any organization.

(7 Marks)

**Q3. Answer the following:**

**(15 Marks)**

a) What is open source software? What are its types and advantages?

(8 Marks)

b) What is operating system? What are the functions of operating system?

(7 Marks)

OR

c) What are the techniques to secure the network? (8 Marks)

d) What is Information technology? Discuss any 5 reasons why IT is successful in India? (7 Marks)

**Q4. Answer the following:**

**(15 Marks)**

a) What are the advantages and disadvantages of E-commerce?

(8 Marks)

b) What is e-commerce? Explain its types?

(7 Marks)

OR

c) What is topology? Explain types of topologies.

(8 Marks)

d) What is threat? Explain its classification?

(7 Marks)

**Q5. Answer the following:**

**(15 Marks)**

a) What is bulk email software? Explain some of it.

(8 Marks)

b) What are Internet, Intranet and Extranet?

(7 Marks)

OR

**Q5. Write Short notes on (Any 3):**

**(15 Marks)**

1. CUI
2. Adding tables in MS-word
3. Cryptography
4. OLAP
5. Email compose







**SYBMS-SEM-III-ACCOUNTING FOR MANAGERIAL DECISIONS**

[ ]

Q.3.A. From the following information for year ending 2018. Prepare common size income statement in vertical form.

Trading and profit & loss A/c for the year ended 31-03-2018

PARTICULAR	2018 (Rs.)
Sales	7,50,500
Closing stock	1,50,000
Opening stock	1,25,000
Purchase	2,25,500
Wages	1,50,000
Manufacturing expenses	75,000
Administrative expenses	25,000
Selling & distribution expenses	37,500
Interest on debenture	5,000

OR

(15 Mks)

Q.3.B. Following is the summarized Balance sheet and Revenue statement of Riyaz Ltd. for the year ended 2016, 2017 and 2018:

LIABILITIES	2016	2017	2018	ASSETS	2016	2017	2018
Equity share capital	3,00,000	3,00,000	4,00,000	Fixed assets	3,00,000	3,00,000	4,00,000
Preference share capital	2,00,000	2,00,000	2,50,000	Investment	1,00,000	1,00,000	1,00,000
General reserve	50,000	1,00,000	1,00,000	Debtors	1,00,000	1,50,000	2,00,000
Secured loan	1,00,000	1,00,000	50,000	Stock	50,000	1,00,000	50,000
Sundry creditors	40,000	80,000	80,000	Advance paid	50,000	50,000	50,000
Bill payable	10,000	20,000	20,000	Cash	50,000	50,000	50,000
				Bank	25,000	40,000	45,000
				Discount on issue of shares	25,000	10,000	5,000
	7,00,000	8,00,000	9,00,000		7,00,000	8,00,000	9,00,000

Prepare vertical trend balance sheet and offer your comments on net worth and working capital.



SYBMS-SEM-III-ACCOUNTING FOR MANAGERIAL DECISIONS

[ ]

Q.5.A. Explain Receivable Management. 8mks

Q.5.B. Explain with example common size statement. 7mks

OR

Q.5.C. Write Short notes. (Any 3) 15 mks.

- a) 5 C's in credit policy.
- b) Net profit
- c) Common size statement
- d) Limitation of ratio analysis.
- e) Working capital.

5

## SYBMS/SEM-III/Regular/Advertising

[ ]

Time: 2.5Hours

Marks: 75

Date: 00/00/2019

Note: 1) Answers to both the sections should be written in the same answer book.

2) Figures to the right indicate full marks.

3) Use of simple calculator is allowed.

Q.1.A) Fill in the blanks (Any 8)

(Marks 8)

- 1) The word \_\_\_\_\_ means below the levels of conscious awareness. (Subliminal, Puffery, Shock)
- 2) \_\_\_\_\_ is an element of promotion mix. (Public relations, Product features, Product design)
- 3) The major task of the ad agency is \_\_\_\_\_. (Preparing the ad campaign, Media Research, Sales Promotion)
- 4) At \_\_\_\_\_ stage of PLC, the demand for the product starts increasing in the market. (Introduction, Growth, Maturity)
- 5) \_\_\_\_\_ is the central idea of an advertising campaign. (Advertising Theme, Media planning, Message strategy)
- 6) \_\_\_\_\_ appeal is one that appeals to the sense of right or wrong. (Moral, Advertising, Business)
- 7) In \_\_\_\_\_ method, a percentage of the price per unit of items sold is allocated to advertising. (Percentage of sales, Unit of sales, Task Objectives)
- 8) E-Choupal is a business initiated by \_\_\_\_\_. (HUL, ITC, Government of India)
- 9) \_\_\_\_\_ is paid content in the form of editorial. (Advertising, Advertorial, Publicity)
- 10) \_\_\_\_\_ advertising allows marketers to look at consumers as a heterogeneous group. (Retail, Lifestyle, Urban)

Q.1.B) True or False (Any 7)

(Marks 7)

- 1) BTL advertising is where mass media is used to promote the brand.
- 2) Advertising is a paid form of communication.
- 3) Internet has brought revolutionary changes in advertising and promotion of the product.
- 4) A campaign theme should be a strong idea, as it is the central message that will be communicated in all the advertising and other promotional activities.
- 5) Advertising is an important element of communication mix.
- 6) Consumer advertising is targeted at businesses at large.
- 7) Sales promotion includes various techniques such as discounts, free samples, coupons, etc.
- 8) Weasel claim creates vague feelings.
- 9) Emotional appeal is logic-based appeal.
- 10) Video- on - wheels is the most effective way of communication with rural customers.

Q.2. A) Write a note on AIDA.

(Marks 8)

Q.2. B) How advertising is beneficial to manufacturers, retailers, consumers, and society?

(Marks 7)

OR

Q.2. C) What are the main functions of Ad Agency?

(Marks 8)

Q.2. D) What are the perquisites of a good copy?

(Marks 7)

Q.3. A) What are the impacts of advertising on women and children in society?

(Marks 8)

Q.3. B) Explain the different types of Advertising.

(Marks 7)

OR

Q.3. C) Write a short note on evolution of Advertising.

(Marks 8)

Q.3. D) Explain the 5M's of Advertising. (Marks 7)

Q.4. A) Explain role of Advertising in PLC. (Marks 8)

Q.4. B) What are the elements of Promotion. (With the help of diagram) (Marks 7)

OR

Q.4. C) Explain the role of creativity in advertising. (Marks 8)

Q.4. D) Write a short note on major selling idea. (Marks 7)

Q.5. A) Write a short note on copy research. (Marks 8)

Q.5. B) Write a note on copywriting for print. (Marks 7)

OR

Q. 5. Short Notes: (Any 3) (Marks 15)

M) Digital advertising

N) Lifestyle advertising

O) Content marketing

P) Role of Packaging in Advertising

Q) Scope of Advertising

BMS  
HR

HR Sem III SYBMS-2019-20

SYBMS/SEM-III/Regular/Motivation and Leadership

[Pick the date]

Q.3. C) Highlight the importance of motivation. (Marks 8)  
Q.3. D) Explain the advantages of motivation. (Marks 7)

Q.4. A) What are the measures for work life balance adopted by employees and employer? (Marks 8)  
Q.4. B) Discuss the Path Goal Theory of leadership. (Marks 7)

OR

Q.4. C) Discuss the tips for better work life Balance. (Marks 8)  
Q.4. D) Discuss the Indian approach to Motivation. (Marks 7)

Q.5. A) Define Leadership and Explain the Trait-Theory of Leadership. (Marks 8)  
Q.5. B) Explain in detail Transactional and Transformational Leadership. (Marks 7)

OR

Q. 5. Short Notes: (Any 3) (Marks 15)  
M) Creative leaders  
N) East V/s West  
O) Bill Gates  
P) Equity theory  
Q) Behavioral theory

[Pick the date]

Time: 2.5Hours

Marks: 75

Date: 00/00/2019

Note: 1) Answers to both the sections should be written in the same answer book.

2) Figures to the right indicate full marks.

3) Use of simple calculator is allowed.

Q.1.A) Fill in the blanks (Any 8)

(Marks 8)

- 1) \_\_\_\_\_ encourages employees to buy the shares of the company. (ESOP, monetary rewards, special bonus)
- 2) \_\_\_\_\_ is a process theory. (Equity, Vroom, Theory Z)
- 3) High efficiency is the \_\_\_\_\_ of motivation. (Significance, feature, merit)
- 4) Extrinsic motivation deals with \_\_\_\_\_ of employees. (Monetary rewards, pride in job, personalized need of employees)
- 5) Motivation is \_\_\_\_\_ based. (Need, demand, functional)
- 6) Immersion is the \_\_\_\_\_ step in creative process. (Second, third, fourth)
- 7) \_\_\_\_\_ involves an unequal distribution of power between leaders and other group members. (Leadership, Leader, motivator)
- 8) Leaders are also motivators by the need to control \_\_\_\_\_. (resources, power, will)
- 9) Team work is the concept of people working together co-operatively, as in a \_\_\_\_\_ team. (Sports, projector, it)
- 10) \_\_\_\_\_ is a production of novel and useful ideas. (Creativity, innovation, imagination)

Q.1.B) True or False (Any 7)

(Marks 7)

- 1) Effective motivation created cordial relations.
- 2) Theory Z is integrated model of motivation.
- 3) Compliance is extrinsic motivation.
- 4) Motivation is an unplanned process.
- 5) Autonomy is intrinsic motivation.
- 6) Autocratic leader creates change.
- 7) Rewarding creative success will encourage the employees to work with interest.
- 8) Socialize Charismatic are leaders who restrain their use of power in order to benefit others.
- 9) In incubation the person keeps the assembled information in mind for a while.
- 10) Strategic leadership is about guiding and influencing your team members to be strategic thinkers about their responsibilities.

Q.2. A) Explain in brief the different styles of leadership.

(Marks 8)

Q.2. B) Explain the qualities of charismatic leaders.

(Marks 7)

OR

Q.2. C) Explain in brief Trait theory of leadership.

(Marks 8)

Q.2. D) What is online Leadership?

(Marks 7)

Q.3. A) Explain the Valence Four drive Model with the help of a diagram.

(Marks 8)

Q.3. B) Explain motivation with its features.

(Marks 7)

OR



Time: 2.5 Hours

Marks: 75

- Note:
- 1) All questions carry marks each.
  - 2) Q.1 is compulsory and questions from Q.2 to Q.5 have internal choice.
  - 3) Use of simple calculator is allowed.
  - 4) Working note should form part of your answer.

Q.1.A) State the following statements are True or False (Any 8) (Marks 8)

1. Financial accounts fails to give a product wise break up of profit or loss.
2. All costs are controllable.
3. Re-order level means the quantity to be ordered.
4. Perpetual inventory system and continuous stock taking are synonymous.
5. When wages are paid on piece basis, the quality of work deteriorates.
6. Labour productivity automatically increases when production increases.
7. Uniform costing helps in cost control.
8. Debenture interest is excluded from cost sheet.
9. Normal loss is shown on the credit side of the process account.
10. Danger level is normally a level below the minimum stock level.

Q.1.B) Match the Column (Any 7) (Marks 7)

A	B
1. Prime cost	A. Halsey premium plan
2. Depreciation on plant & machinery	B. Abnormal gain
3. Bonus system	C. Selling & distribution overhead
4. Normal loss	D. Raw materials consumed
5. Actual loss < normal loss	E. Factory overhead
6. Carriage outward	F. Japan by Toyota motors
7. Bad debt	G. Direct cost
8. Direct material	H. Scrap value
9. Just in time	I. Finance overhead
10. Target costing	J. Cost management tool

Q.2.A) The following information is provided by X ltd. for the month of April, 2004:(Marks 15)

Date	Particulars	
01	Opening stock	100 units @ Rs.5
05	Purchased	300 units @ Rs.6
06	Sold	250 units
08	Purchased	500 units @ Rs.7
10	Sold	400 units
12	Purchased	600 units @ Rs.8
30	Sold	500 units

Calculate value of closing stock on 30<sup>th</sup> April using FIFO method & weighted average method of pricing issues.





SYBMS/SEM III/REGULAR/INTRODUCTION TO COST ACCOUNTING

Meal charges	60,000					
Depreciation	2,70,000					
Lighting	60,000					

The following departmental data are also available:

Items	Production			Service Dept.	
	X	Y	Z	A	B
Area (sq. ft.)	4,400	4,000	3,000	2,400	1,200
Capital value of assets (Rs.)	4,00,000	6,00,000	5,00,000	1,00,000	2,00,000
Kilowatt hours	3,500	4,000	3,000	1,500	-
Radiator section	20	40	60	50	30
No. of employees	60	70	120	30	20
Light points	40	30	27	15	8

Prepare a statement of primary distribution of overheads.

OR

Q.4. B) Sachin Ltd. furnishes the following information:

1) Consumption= 300 unit per quarter, 2) Cost per unit Rs.40, 3) Cost of processing an order Rs.600

4) Obsolescence 15% p.a., 5) Insurance of inventory 25% p.a.

Compute: a) Economic order Quantity, b) Number of order per year and d) A supplier offers a discount of 5% on purchases of 600 units. Should it be accepted? (Marks 15)

Q.5. A) Explain different types of costs. (Marks 8)

Q.5. B) Explain bench marking in detail. (Marks 7)

OR

Q.5. C) Write Short notes (any 3) (Marks 15)

1. target costing
2. cost sheet
3. absorption costing
4. financial accounting vs cost accounting
5. EOQ

(5)

Time: 2.5Hours

Marks: 75

Note: 1) Answers to both the sections should be written in the same answer book.  
 2) Figures to the right indicate fullmarks.

**Q.1.A) Fill in the blanks (Any 8)**

(Marks 8)

- 1) \_\_\_\_\_ customers is the final customer who purchase products for personal consumption. (Retail, wholesaler, institutional).
- 2) \_\_\_\_\_ income customers are status conscious. (Upper, middle, lower).
- 3) Consumer needs refer to the \_\_\_\_\_ of a customer. (Requirement, motives, attitudes).
- 4) According to Abraham Maslow, \_\_\_\_\_ needs are the highest level of needs (self-actualisation, self-esteem, social).
- 5) Attitudes may be \_\_\_\_\_ or negative. (Positive, negative, neutral).
- 6) \_\_\_\_\_ plays a dominant role in the purchase of luxury goods like cars. (Father, mother, children).
- 7) When a person interacts with others members of a group on regular basis, the group is called \_\_\_\_\_ group. (Primary, secondary, formal).
- 8) \_\_\_\_\_ is the transmission of customs from one generation to another (Traditions, cultural, customs)
- 9) Howard -Sheth Model of consumer behaviour suggests \_\_\_\_\_ levels of decision making (three, four, five).
- 10) Innovators encourage \_\_\_\_\_ of box thinking (out, inside, top).

**Q.1.B) True or False (Any 7)**

(Marks 7)

- 1) The knowledge of consumer behaviour is important for marketers.
- 2) An individual learns through experience.
- 3) Motivation is static in nature.
- 4) Consumer materialism refers to whether a consumer will accept or reject foreign made products.
- 5) Consumer purchase those products that match their personal image.
- 6) The family is the least influential factor for an individual.
- 7) Consumers do not look for reliability in the information obtained by word -of -mouth communication.
- 8) Opinion leaders do not have good knowledge about a particular product category.
- 9) The subculture based on male female divide is called gender subculture.
- 10) The shopping websites are available only for two hours in a day.

Q2.a) Define consumer behaviour and discuss its features.

(Marks 8)

b) Describe the steps in the process of consumer buying decisionmaking.

(Marks 7)

**OR**

c) What is consumer involvement? Explain the types of consumer involvement?

(Marks 8)

d) Distinguish between retail buyer behaviour and institutional buyer behaviour.

(Marks 7)

Q3. a) What is consumer motivation? Discuss the characteristics of consumer motivation? (Marks 8)

b) Explain the Hierarchy of needs theory propounded by Abraham Maslow.

(Marks 7)

**OR**

c) What is consumer attitude? Discuss the nature of consumer attitude?

(Marks 8)

d) What is self-concept? Discuss the different components of self -concept?

(Marks 7)

Q4. a) What is the concept of family? Explain its features?

(Marks 8)

b) What are the different types of consumer needs? (Marks 7)

OR

c) What are groups? Explain the different types of groups? (Marks 8)

d) Discuss the Influences of social class on consumer behaviour (Marks 7)

Q5. a) Explain the Howard -Sheth model of consumer decision making? (Marks 8)

b) Explain the Nicosia model of consumer decision making? (Marks 7)

OR

Q5) Write short note (any three) (Marks 15)

A) Need of Innovation

B) Features of E-buying

C) Consumer perception

D) Brand Personification

E) Brick and mortar buyer

(S)

SYBMS/SEM-III/Regular/Information Technology in Business Management-I

Time: 2hrs 30 Mins

Max Marks: 75

Note: 1. Answers to both the questions should be written in the same answer book

2. Figures to the right indicate full marks

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**Q1 A. Fill in the Blanks (Any 8):**

(8 Marks)

1. \_\_\_\_\_ is an open source operating system.
  - a. Windows
  - b. Windows7
  - c. Linux
  - d. None of the above
  
2. Providing online tutorials is an example of \_\_\_\_ knowledge.
  - a. Explicit
  - b. Implicit
  - c. Tacit
  - d. All of the above
  
3. TPS transactions made by system must pass \_\_\_\_\_ test.
  - a. ACID
  - b. DICA
  - c. ADIC
  - d. All of the above
  
4. UDP stands for \_\_\_\_
  - a. User data program
  - b. User datagram protocol
  - c. User divide protocol
  - d. None of the above
  
5. \_\_\_\_\_ protocol is used to send an email to user.
  - a. HTTP
  - b. POP
  - c. SMTP
  - d. None of the above
  
6. Blog is also known as \_\_\_\_
  - a. Workblog
  - b. Weblog
  - c. Datablog
  - d. None of the above

7. \_\_\_\_\_ is a type of virus
  - a. BOMB
  - b. SOCKET
  - c. QUICK
  - d. All of the above
8. \_\_\_\_\_ is a currently phased used IP address
  - a. IPv4
  - b. IPv6
  - c. IPv1
  - d. None of the above
9. \_\_\_\_\_ in operating system directs permanent data storage
  - a. System task
  - b. Management task
  - c. New Pay
  - d. All of the above
10. \_\_\_\_\_ is a type of DSL connection
  - e. DSLE
  - f. BDSL
  - g. ADSL
  - h. None of the above

**Q1 B. State whether following statement are True or False (Any 7):**

(7 Marks)

1. DBMS allows various operations in the database.
2. Atomicity is one of the TPS qualifiers.
3. Clerical activities performed with the help of OAS.
4. Dial-up connection speed range from 2400bps to 56kbps.
5. .PPI is the extension of power point presentation.
6. Mail-merge can not be done in MS-word.
7. G-mail is Google's paid e-mail service.
8. URL is an address of an individual web page.
9. Amazon is an example of B2C.
10. TLD is the part of domain name on left hand side of the dot.



**Q2. Answer the following: (15 Marks)**

- a) What are the different types and level of information system? Explain with the help of diagram. (8 Marks)
- b) What is expert system? Explain with the help of diagram. (7 Marks)

OR

- c) What is data and information? (8 Marks)
- d) What is MIS? Explain the role of MIS in any organization. (7 Marks)

**Q3. Answer the following: (15 Marks)**

- a) What is operating system? Explain different types of operating system. (8 Marks)
- b) What are the different types of computer system? (7 Marks)

OR

- c) What is OLAP? Explain with the help of diagram. (8 Marks)
- d) What is KMS? Explain the categories of knowledge. (7 Marks)

**Q4. Answer the following: (15 Marks)**

- a) What is digital signature? How it created by sender and verified by receiver? (8 Marks)
- b) What is TCP/IP? Explain all layers of TCP/IP. (7 Marks)

OR

- c) What is the difference between traditional commerce and e-commerce? (8 Marks)
- d) What is e-commerce? Explain its types? (7 Marks)

**Q5. Answer the following: (15 Marks)**

- a) What is hacking? Explain type of hackers. (8 Marks)
- b) What is IT risk management? Explain network security. (7 Marks)

OR

**Q5. Write Short notes on (Any 3): (15 Marks)**

1. GUI
2. Smart arts
3. Phishing
4. Intranet and extranet
5. Physical scam

⑥

7

## SYBMS-SEM-III-ACCOUNTING FOR MANAGERIAL DECISIONS

Time: 2.5Hours

Marks: 75

Date:

- Note: 1) Answers to both the sections should be written in the same answer book.  
 2) Figures to the right indicate full marks.  
 3) Use of simple calculator is allowed.

Q.1.A) State whether True or False (Any 8)

(8)

1. The temporary working capital will remain in the business until the business is closed.
2. Lower bank overdraft means higher working capital.
3. The statement of cash flows shows only the amount of cash used during a particular time.
4. For the purpose of the statements of cash flows show, 'cash' includes cash on hand, cash in the bank and cash equivalents.
5. In order to minimize the level of receivables, a firm should follow a strict and aggressive collection procedure.
6. Peak working capital is the lowest amount of the working capital required by a business organization.
7. Depreciation is a cash item.
8. The working capital cycle is not known as operating cycle.
9. A cash flow statement is prepared in order to analyse the present movement of cash in an organization.
10. Capital cost is the cost for arranging additional funds to support cash sales.

Q.1.B) Match the pairs (Any 7)

(7)

COLUMN A	COLUMN B
1. Non quick current liability	a. Inventory turnover ratio
2. Contribution	b. Bank overdraft
3. Cash	c. Net sales is taken as 100%
4. Efficiency ratio	d. Creditors
5. Common size income statement analysis	e. Owners fund + borrowed funds
6. Retained earnings	f. Liquid current asset
7. Payables	g. Debt equity ratio
8. Capital employed	h. Internal sources of finance
9. Negative working capital	i. Current liabilities are more than current assets
10. Capital structure ratio	j. sales - variable cost



**SYBMS-SEM-III-ACCOUNTING FOR MANAGERIAL DECISIONS**

Q.3.A. From the following information for year ending 2018. Prepare common size income statement in vertical form.

Trading and profit & loss A/c for the year ended 31-03-2018

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Administrative expenses	25,000
Selling & distribution expenses	37,500
Interest on debenture	5,000

OR

(15 Mks)

Q.3.B. Following is the summarized Balance sheet and Revenue statement of Riyaz Ltd. for the year ended 2016, 2017 and 2018:

LIABILITIES	2016	2017	2018	ASSETS	2016	2017	2018
Equity share capital	3,00,000	3,00,000	4,00,000	Fixed assets	3,00,000	3,00,000	4,00,000
Preference share capital	2,00,000	2,00,000	2,50,000	Investment	1,00,000	1,00,000	1,00,000
General reserve	50,000	1,00,000	1,00,000	Debtors	1,00,000	1,50,000	2,00,000
Secured loan	1,00,000	1,00,000	50,000	Stock	50,000	1,00,000	50,000
Sundry creditors	40,000	80,000	80,000	Advance paid	50,000	50,000	50,000
Bill payable	10,000	20,000	20,000	Cash	50,000	50,000	50,000
				Bank	25,000	40,000	45,000
				Discount on issue of shares	25,000	10,000	5,000
	7,00,000	8,00,000	9,00,000		7,00,000	8,00,000	9,00,000

Prepare vertical trend balance sheet and offer your comments on net worth and working capital.

**SYBMS-SEM-III-ACCOUNTING FOR MANAGERIAL DECISIONS**

[ ]

(15 Mks)

Q.4. A. You are required to prepare a statement showing the estimate of working capital required to finance the level of activity of 18,000 units per year from the following information, obtained from the basics of Bajaj Auto Ltd.

PARTICULAR	PER UNIT
Raw material	12
Direct labour	3
Overhead	9
Total cost	24
Profit	6
Selling price	30

- i. Raw materials are in stock on average for two months.
- ii. Materials are in process on average for half a month.
- iii. Finished goods are in stock on average for two months.
- iv. Credit allowed by creditors is two months.
- v. Credit allowed to debtors is three months.
- vi. Lag in payment of wages and overhead is half months.
- vii. Cash on hand and at bank is expected to be rs.7,000.

OR

(15 Mks)

4. B. From the following financial statements prepare cash flow statement of Sagar Ltd. for the year ended 31<sup>st</sup> March, 2018.

LIABILITIES	31.06.2017	31.03.2018	ASSETS	31.03.2017	31.03.2018
Share capital	1,35,000	1,40,000	Good will	13,950	4,950
Profit & loss A/c	30,000	35,000	Land & building	32,400	45,000
General reserves	10,500	19,000	Plant & machinery	1,13,400	85,050
Debentures	45,000	22,000	Furniture	-	40,500
Loans	67,950	62,010	Investments	40,500	49,500
Creditors	71,650	43,940	Debtors	94,500	1,14,120
Proposed dividend	13,500	16,200	Bank balance	89,650	11,630
Provision for taxation	10,800	12,600			
Total	3,84,400	3,50,750	Total	3,84,400	3,50,750

Other Information:

- i. Depreciation is provided @ 10% on furniture on opening balance.
- ii. Depreciation on land and building is Rs. 5,000.
- iii. Investment costing Rs. 8,000 were sold for Rs. 10,000.
- iv. Tax of Rs. 13,000 was paid in the year 2018.

SYBMS-SEM-III-ACCOUNTING FOR MANAGERIAL DECISIONS

Q.5.A. Explain Receivable Management.

8mks

Q.5.B. Explain with example common size statement.

7mks

OR

Q.5.C. Write Short notes. (Any 3)

15 mks.

- a) 5 C's in credit policy.
- b) Net profit
- c) Common size statement
- d) Limitation of ratio analysis.
- e) Working capital.

5

SYBMS  
Marketing

Time: 2.5Hours

Marks: 75

Note: 1) Answers to both the sections should be written in the same answer book.  
2) Figures to the right indicate full marks.

- Q.1.A) Fill in the blanks (Any 8) (Marks 8)**
- 1) \_\_\_ customers is the final customer who purchase products for personal consumption. (Retail, wholeseller, institutional).
  - 2) \_\_\_ income customers are status conscious. (Upper, middle, lower).
  - 3) Consumer needs refer to the \_\_\_ of a customer.(Requirement, motives, attitudes).
  - 4) According to Abraham Maslow, \_\_\_ needs are the highest level of needs (self -actualisation,self-esteem,social).
  - 5)Attitudes may be \_\_\_ or negative.(Positive,negative, neutral).
  - 6)Nicosia Model of decision making identified \_\_\_ fields that result into purchase. (Four,five,six)
  - 7) Online stores enable \_\_\_ reach. (Global,local, national).
  - 8)At the bottom of Maslow's hierarchy of needs comes \_\_\_ (esteem, social needs,physiological needs).
  - 9) Market \_\_\_ refers to identifying different groups of buyers with different desires or requirements. (Segmentation,positioning,targeting).
  - 10) Full nest \_\_\_ refers to couple with youngest child of 6 years or more (II, III, IV)

- Q.1.B) True or False (Any 7) (Marks 7)**
- 1) The family is the least influential factor for an individual.
  - 2) Consumers do not look for reliability in the information obtained by word -of -mouth communication.
  - 3)Opinion leaders do not have good knowledge about a particular product category.
  - 4)The subculture based on male female divide is called gender subculture.
  - 5)The shopping websites are available only for two hours in a day
  - 6)The psychological factors that influence the buying decision are motivation attitudes, beliefs,perception etc.
  - 7) Acquired needs are needs that an individual learns in response to his culture or environment.
  - 8)Consumer Behavior is a systematic process relating to buying decision of the consumer.
  - 9) Positive reinforcement means the consumer develops a feeling of satisfaction after purchasing the product.
  - 10) The parents does not develop basic family values in their children

Q.2. A) Define consumer behaviour and discuss its features. (Marks 8)  
B) Describe the steps in the process of consumer buying decision making? (Marks7)

OR

Q.2. C) What is the factors influencing consumer behavior? (Marks 8)  
D) What is Consumer profiling? How it helps to understand customer involvement? (Marks 7)

Q.3. A) Explain the features of consumer perception? (Marks8)

Q.3. B) what is consumer motivation? Discuss the characteristics of consumer motivation?(Marks7)

OR

Q.3. C) What is self-concept? Discuss the different components of self -concept? (Marks8)



Q.3. D) Explain Freudian -Psychoanalytic theory? (Marks7)

Q.4. A) what is the concept of family? Explain its features? (Marks8)

Q.4. B) Write a note on group dynamics and reference groups. (Marks7)

OR

Q.4. C)what are the different types of consumer needs? (Marks8)

Q.4. D) Discuss the Influences of social class on consumer behaviour. (Marks7)

Q.5. A)Explain the Howard -Sheth model of consumer decision making? (Marks 8)

Q.5. B)Define Diffusion? Describe the process of Diffusion? (Marks7)

OR

Q. 5. **Short Notes: (Any 3)** (Marks 15)

M) Consumer perception

N) Brand Personification

O) Merits and demerits of e- buying

P)Stages in adoption process

Q) Need of Innovation

SYBMM

Sem III 2019-20

**Paper/ Subject Code: 80402/ Introduction to Creative Writing**

**Time: 2:30 Hours**

**Marks:75**

- N.B**
1. All questions are compulsory.
  2. Each question carries 15 marks.

**Q.1** Using the following points as hint create a fictional character. (15)

1. Name
2. Age
3. Gender
4. Education
5. Ambition
6. Lives in urban/ rural
7. Favourite music
8. Religious beliefs
9. Friends
10. Place of birth
11. Personal vehicle
12. Reaction in stressful situations
13. Kind of house
14. Allergies
15. Food habits
16. Drinking habits
17. Smoking habits
18. Relationship – single/ married
19. Parents
20. Occupation

**Q.2** a. How difficult is it for an author to determine the commercial potential of his/her to be published? (15)

OR

- c. Explain the significance of editing and revision before publishing a work. (08)
- d. Write a radio script targeted to teenagers on the topic: 'Hazards of Smoking' (07)

**Q.3** a. Discuss theme as an element of writing. (08)  
b. Write a two-column script for a television commercial. (07)

OR

- c. What is the use of repetition and rhyme in poetry? (08)
- d. What are the various structures used in creative non-fiction (07)

SYBMM  
ATKT

Paper/ Subject Code: 80402/ Introduction to Creative Writing

- Q.4 a. Identify and explain the figures of speech in the following: (08)
- He writes as if possessed by a demon.
  - The old man is a walking corpse.
  - The teenager purchased a set of wheels.
  - Lady luck always works.

- b. Analyse the following poem for: (07)
- Title
  - Tone
  - Symbolism
  - Imagery

**My India**

"Not where the musk of happiness blows,  
Not where darkness and fears never tread;  
Not in the homes of perpetual smiles,  
Nor in the heaven of a land of prosperity  
Would I be born  
If I must put on mortal garb once more..."

- by P.Yogananda Tagore

OR

- What are the various plots you can have to construct your poem? (08)
- What are the elements required to start a blog? (07)

- Q.5 Write short notes on **any three** of the following: (15)
- Screenplay
  - Musicality
  - Epic
  - Comic relief
  - Diction

SYBMM

SUBMS SEM III 2019-20

**Paper/ Subject Code: 80402/ Introduction to Creative Writing**

**Time: 2:30 Hours**

**Marks:75**

- N.B**
1. All questions are compulsory.
  2. Each question carries 15 marks.

**Q.1** Using the following points as hint create a fictional character. **(15)**

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3. Gender
4. Education
5. Ambition
6. Lives in urban/ rural
7. Favourite music
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9. Friends
10. Place of birth
11. Personal vehicle
12. Reaction in stressful situations
13. Kind of house
14. Allergies
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OR

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- d. Write a radio script targeted to teenagers on the topic: 'Hazards of Smoking' **(07)**

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b. Write a two-column script for a television commercial. **(07)**

OR

- c. What is the use of repetition and rhyme in poetry? **(08)**
- d. What are the various structures used in creative non-fiction **(07)**

**Paper/ Subject Code: 80402/ Introduction to Creative Writing**

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Would I be born  
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- c. What are the various plots you can have to construct your poem? (08)
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- Q.5 Write short notes on **any three** of the following: (15)
- a. Screenplay
  - b. Musicality
  - c. Epic
  - d. Comic relief
  - e. Diction

SYBMS  
HR

## SYBMS/SEM-III/RECRUITMENT &amp; SELECTION/HR

( )

Time: 2.5Hours

Marks: 75

Date:

Note: 1) Answers to both the sections should be written in the same answer book.

2) Figures to the right indicate full marks.

3) Use of simple calculator is allowed.

**Q.1.A. Fill in the Blanks (Any eight):-****(8 Marks)**

- (1) In \_\_\_\_\_ transfer, an employee may be transferred to other job if he is not comfortable or suitable on his current job. (remedial, panel, replacement)
- (2) \_\_\_\_\_ is a tool that can ensure that you get called for an interview. (application blank, biodata or cv, presentation)
- (3) Job specification includes \_\_\_\_\_. (training, job duties, job summary)
- (4) \_\_\_\_\_ is one of the most common barrier to selection. (stereotyping, perception, gender issue)
- (5) The \_\_\_\_\_ factors should be taken into account while formulating the recruitment policy of the organization. (Government policies, knowledge, experience)
- (6) Putting new employees at ease is the \_\_\_\_\_ of induction. (purpose, feature, merit)
- (7) In \_\_\_\_\_ mostly groups are given topics which are factual in nature. (factual, abstract, controversial)
- (8) \_\_\_\_\_ are real life stimulated situations. (case based, personal interviews, GD)
- (9) \_\_\_\_\_ induction is a lengthy and time consuming process. (informal, induction, training)
- (10) A good \_\_\_\_\_ reduces the anxiety of the employee. (orientation, induction, training)

**Q.1.B. True or false :- (Any seven)****(7 Marks)**

- (1) Employee is overloaded with forms to complete is a demerit in induction.
- (2) Job design is also referred to as work design or task design.
- (3) Exit interview is taken to find out why the employee is leaving the organization.
- (4) Selection is the oldest method and often used to gather information.
- (5) When an employee is shifted in the same category, it is called horizontal promotion.
- (6) Notification is an external source of recruitment.
- (7) Specific orientation follows the general introduction stage.

**(8) Resume readers have become used to a customary and predictable format.**

**(9) Leadership in GD is predefined.**

**(10) Structuring or organizing the material clearly is vital for an effective presentation.**

**Q.2. A. Define recruitment. Explain its objectives and importance. (15 marks)**

**OR**

**B. Define job analysis and explain the uses and contents of job description. (8)**

**C. Define promotion and the types of promotion. (7)**

**Q.3. A. Define selection and explain the process of selection with diagram (15 marks)**

**OR**

**B. Explain the do's and don'ts of the interview ? (8)**

**C. Explain the different types of selection test. (7)**

**Q.4. A. What is induction and explain the various stages of orientation. (15 marks)**

**OR**

**B. What is socialization? What are the various socialization tactics? (8)**

**C. Define orientation and explain the different types of orientation programs. (7)**

**Q.5. A. Explain the different types of etiquettes. (8)**

**B. Discuss the importance of an exit interview. (7)**

**OR**

**C. Write short notes on: - (Any three) (15 marks)**

**(i). Group discussion.**

**(ii). Benefits of soft skills.**

**(iii). Negotiation skills.**

**(iv). Outsourcing.**

**(v). Quitting techniques.**

**FOUNDATION COURSE-III/SYBMS/SEM-III**

( )

Time: 2.5Hours

Marks: 75

Date:

Note: 1) Answers to both the sections should be written in the same answer book.  
2) Figures to the right indicate full marks.  
3) Use of simple calculator is allowed.

1.A. Explain the following concepts: (Any Five) 15mks

1. Amendment.
2. Recovery after Disaster.
3. Verbal communication.
4. Political Rights.
5. Scheduled Rights.
6. Reflective Listening.
7. Team building.
8. Science v/s Technology

**OR**

B. Write a comprehensive note on the foundation course (semester iii) project submitted by you.

**15mks**

2. A. Discuss the important constitutional and legal provisions of Scheduled Castes.

**OR**

B. Discuss the important constitutional and legal provisions for women in India.

**15mks**

3. A. What are the various effects of disasters?

**OR**

B. Explain the various impacts of disasters.



**15mks**

4. A. What is science? Explain the nature of science.

**OR**

B. Explain the positive and negative impact of Technology.

**15mks**

5. A. Explain the Non-Verbal Communication in detail.

**OR**

B. Explain in detail about Public Speaking and Presentation Skills.

SYBMS  
Finance

SYBMS/SEM-3/REGULAR/CORPORATE FINANCE

Marks: 75

Duration : 2 ½ Hour

Note: (1) All questions are compulsory, subject to internal options.

(2) Figures to the right indicate marks.

(3) State your assumptions clearly.

Q1) Choose correct Alternative/s from the following (Each carries 1 mk. Answer any Eight) (8)

- 1) NBFC Means \_\_\_\_\_
  - a) Non-Banking Foreign Currency
  - b) Non-banking Financial Company
  - c) Non-Banking Financial Company
  - d) None of the above
- 2) Fixed dividend is not paid to \_\_\_\_\_
  - a) Debenture holders
  - b) Equity shareholders
  - c) Preference share holders
  - d) None of the above
- 3) Interest on debt is calculated on \_\_\_\_\_
  - a) Face value
  - b) Book value
  - c) Market value
  - d) Intrinsic value
- 4) Repayment of Preference share or debenture is termed as \_\_\_\_\_
  - (a) Issue
  - (b) Redemption
  - (c) Net proceeds
  - (d) None of these
- 5) Operating leverage helps in analysis of:
  - (a) Business Risk
  - (b) Financing Risk
  - (c) Production Risk
  - (d) Credit Risk
- 6) \_\_\_\_\_ helps us to determine the present value of a payment that is to be received at a future date.
  - (a) Discounting
  - (b) Compounding
  - (c) Simplification
  - (d) None of these
- 7) At indifference point, EPS is \_\_\_\_\_
  - a) Zero
  - b) Same
  - c) Positive
  - d) Negative
- 8) The cost of capital of a firm is

- a) The dividend Paid on Equity Capital
- b) The weighted Average of the dividends paid on equity capital and the preference capital
- c) The weighted average of the cost of various long-term and short- term sources of Finance.
- d) The average rate of return it must read earn on its investments to satisfy the various investors

9) IRR Stands for \_\_\_\_\_

- a) Internal Rate of return
- b) Inclusive Rate of return
- c) Interest rate of Return
- d) Initial rate of Risk

10) PBIT refers to \_\_\_\_\_

- a) Earnings before Tax.
- b) earnings before Interest and Taxes
- c) Earnings after Taxes.
- d) None of the above.

**Q1) State whether the following statements are True or False. (Each carries 1 mk. Answer any Seven). (7)**

1. Interest paid on Equity Shareholders.
2. Different sources of Finance have the same cost of capital.
3. Interest on Debentures increases Tax Liability
4. EBIT means Operating Expenses.
5. Cost of Debt is same as the rate of Interest.
6. Preference Dividend gets fixed rate of dividend.
7. EBIT and EBT means same.
8. Preference shares and equity shares both enjoys similar advantages.
9. Kt refers to cost of Term loan.
10. Operating leverage arises due to Interest cost.

**Q2. (A) The Aaroha Company has the following capital structure:**

	Rs.
Common shares (4,00,000 shares)	80,00,000
6% Preference Shares	20,00,000
8% Debenture	60,00,000
	<b>1,60,00,000</b>

The share of the company sells for Rs. 20. It is expected that company will pay next year a dividend of Rs. 2 per share which will grow at 7 percent for ever. Assume a 35 percent tax rate.

- (a) Compute a weighted average cost of capital based on existing capital structure.
- (b) Compute the new weighted average cost of capital if the company raises an additional Rs. 40,00,000 debt by issuing 10% debentures. This would result in increasing the expected dividend to Rs. 3 and leave growth rate unchanged, but the price of share will fall to Rs. 15 per share. (8)

(B) Lever Ltd. manufactures calculators and it has arrived at three different levels of output that the company can produce: 1,500; 2500 and 4000. The fixed costs of the firm are Rs.5,00,000. The selling price per unit is Rs 300 and the variable costs per unit are Rs. 175. Compute the DOL for various levels of output? (7)

OR

Q2. (C) Key information pertaining to the proposed new financing plans of Hypothetical Ltd. is given below: (15)

Source of Funds	Financial Plans	
	1	2
Equity	15,000 shares of Rs. 100 each	30,000 shares of Rs. 100 each.
Preference Shares	12%, 25,000 shares of Rs. 100 each	-
Debentures	Rs. 5,00,000 at a coupon rate of 0.10	15,00,000 coupon rate of 0.11

Assuming 35 per cent tax rate. Expected EBIT Rs.8,00,000 .Tax rate 50%.Funds required for Expansion Rs.45,00,000.

Determine for each plan. Earnings per share (EPS)

Q3 (A) A firm decides to make a deposit of Rs 35,000 at the end of each year, for the next 15 years at 10% rate of interest. What will be the total cumulative deposit at the end of the 15<sup>th</sup> year from today? (7)

Q3 (B) The existing capital structure of MNC Ltd. is as follows:

	Rs.
Equity share of Rs. 100 each	40,00,000
Retained earnings	10,00,000
9% preference shares	25,00,000
7% debentures	25,00,000

Expected EBIT after expansion is Rs. 15,00,000 and the tax on income is 50%.

Company wants to raise Rs. 25,00,000 for its expansion project for which it is considering flowing alternatives:

- Issue of 20,000 equity shares at a premium of Rs. 25 per share.
- Issue of 12% preference shares.
- Issue of 10% Debentures.

Which alternative would you consider to be the best? Give reasons for your choice. (8)

OR

Q3. (C) Mr. Shekar has supplied you the following information regarding his investments. (15)

HL Ltd.		LT Ltd.	
Return (%)	Probability	Return (%)	Probability
25	0.30	15	0.20
20	0.50	13	0.30
10	0.20	12	0.40
		06	010

Which security should be selected for his investment, based on Expected Return and Standard Deviation?

Q4 (A) An equipment A, has a cost of Rs. 75,000 and net cost flow of Rs. 20,000 per year for Six years. A substitute equipment B, would cost Rs. 50,000 and generate net cash flow of Rs. 15,000 per year for six years. The required rate of return of both equipment's is 11 per cent. Calculate the IRR and NPV for each equipment which equipment should be accepted and why? (15)

OR

Q4. (B) Calculate operating leverage, financial leverage, and combined leverage from the following data under situation I and situation II and financial plan A and B. (15)

Particulars	Amount	
	Rs.	
Installed Capacity	4,000 units	
Actual production and Sales	75% of the capacity	
Selling Price	Rs. 30 per unit	
Variable cost	Rs. 15 per unit	
<b>Fixed Cost:</b>		
Situation I	Rs. 15,000	
Situation II	Rs. 20,000	
<b>Particular's</b>	<b>Financial Plan A</b>	<b>Financial Plan B</b>
Equity	10,000	15,000
Debenture (rate of interest at 20%)	10,000	5,000
	<b>20,000</b>	<b>20,000</b>

Q5. (A) State and explain the main functions of a Finance manager. (8)

Q5. (B) What are the sources of short term Finance. (7)

OR

Q5 (C) Write short notes on :(Any three)

(15)

- a) SEBI Regulations
  - b) Protection of Depositories
  - c) NBFC's
  - d) GDR/ADR
  - e) Balanced Capitalization
-



SYBMS  
Finance

( )

Marks: 75

Duration : 2 ½ Hour

Note: (1) All questions are compulsory, subject to internal options.

(2) Figures to the right indicate marks.

(3) State your assumptions clearly.

Q1) Choose correct Alternative/s from the following (Each carries 1 mk. Answer any Eight) (8)

1) NBFC Means \_\_\_\_\_

- a) Non-Banking Foreign Currency                      c) Non-Banking Financial Company  
b) Non-banking Financial Company                      d) None of the above

2) Fixed dividend is not paid to \_\_\_\_\_

- a) Debenture holders                      b) Equity shareholders  
c) Preference share holders                      d) None of the above

3) Interest on debt is calculated on \_\_\_\_\_

- a) Face value                      c) Market value  
b) Book value                      d) Intrinsic value

4) Repayment of Preference share or debenture is termed as \_\_\_\_\_

- (a) Issue                      (b) Redemption  
(c) Net proceeds                      (d) None of these

5) Operating leverage helps in analysis of:

- (a) Business Risk                      (b) Financing Risk  
(c) Production Risk                      (d) Credit Risk

6) \_\_\_\_\_ helps us to determine the present value of a payment that is to be received at a future date .

- (a) Discounting                      (b) Compounding  
c) Simplification                      (d) None of these

7) At indifference point, EPS is \_\_\_\_\_

- a) Zero                      b) Same  
c) Positive                      d) Negative

8) The cost of capital of a firm is



- a) The dividend Paid on Equity Capital
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- (a) Compute a weighted average cost of capital based on existing capital structure.
- (b) Compute the new weighted average cost of capital if the company raises an additional Rs. 40,00,000 debt by issuing 10% debentures. This would result in increasing the expected dividend to Rs. 3 and leave growth rate unchanged, but the price of share will fall to Rs. 15 per share. (8)

(B) Lever Ltd. manufactures calculators and it has arrived at three different levels of output that the company can produce: 1,500; 2500 and 4000. The fixed costs of the firm are Rs.5,00,000. The selling price per unit is Rs 300 and the variable costs per unit are Rs. 175. Compute the DOL for various levels of output? (7)

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Source of Funds	Financial Plans	
	1	2
Equity	15,000 shares of Rs. 100 each	30,000 shares of Rs. 100 each.
Preference Shares	12%, 25,000 shares of Rs. 100 each	-
Debentures	Rs. 5,00,000 at a coupon rate of 0.10	15,00,000 coupon rate of 0.11

Assuming 35 per cent tax rate. Expected EBIT Rs.8,00,000 .Tax rate 50%.Funds required for Expansion Rs.45,00,000.

Determine for each plan. Earnings per share (EPS)

Q3 (A) A firm decides to make a deposit of Rs 35,000 at the end of each year, for the next 15 years at 10% rate of interest. What will be the total cumulative deposit at the end of the 15<sup>th</sup> year from today? (7)

Q3 (B) The existing capital structure of MNC Ltd. is as follows:

	Rs.
Equity share of Rs. 100 each	40,00,000
Retained earnings	10,00,000
9% preference shares	25,00,000
7% debentures	25,00,000

Expected EBIT after expansion is Rs. 15,00,000 and the tax on income is 50%.

Company wants to raise Rs. 25,00,000 for its expansion project for which it is considering flowing alternatives:

- (a) Issue of 20,000 equity shares at a premium of Rs. 25 per share.
- (b) Issue of 12% preference shares.
- (c) Issue of 10% Debentures.

Which alternative would you consider to be the best? Give reasons for your choice. (8)

OR

Q3. (C) Mr. Shekar has supplied you the following information regarding his investments. (15)

HL Ltd.		LT Ltd.	
Return (%)	Probability	Return (%)	Probability
25	0.30	15	0.20
20	0.50	13	0.30
10	0.20	12	0.40
		06	010

Which security should be selected for his investment, based on Expected Return and Standard Deviation?

Q4 (A) An equipment A, has a cost of Rs. 75,000 and net cost flow of Rs. 20,000 per year for Six years. A substitute equipment B, would cost Rs. 50,000 and generate net cash flow of Rs. 15,000 per year for six years. The required rate of return of both equipment's is 11 per cent. Calculate the IRR and NPV for each equipment which equipment should be accepted and why? (15)

OR

Q4. (B) Calculate operating leverage, financial leverage, and combined leverage from the following data under situation I and situation II and financial plan A and B. (15)

Particulars	Amount	
	Rs.	
Installed Capacity	4,000 units	
Actual production and Sales	75% of the capacity	
Selling Price	Rs. 30 per unit	
Variable cost	Rs. 15 per unit	
<b>Fixed Cost:</b>		
Situation I	Rs. 15,000	
Situation II	Rs. 20,000	
Particular's	Financial Plan A	Financial Plan B
Equity	10,000	15,000
Debenture (rate of interest at 20%)	10,000	5,000
	<b>20,000</b>	<b>20,000</b>

Q5. (A) State and explain the main functions of a Finance manager. (8)

Q5. (B) What are the sources of short term Finance. (7)

OR

Q5. (C) Write short notes on :(Any three)

(15)

- a) SEBI Regulations
- b) Protection of Depositories
- c) NBFC's
- d) GDR/ADR
- e) Balanced Capitalization

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SYBMS

**FOUNDATION COURSE-III/SYBMS/SEM-III**

( )

Time: 2.5Hours

Marks: 75  
Date:

Note: 1) Answers to both the sections should be written in the same answer book.  
2) Figures to the right indicate full marks.  
3) Use of simple calculator is allowed.

**1.A. Explain the following concepts: (Any Five) 15mks**

- 1. Amendment.
- 2. Recovery after Disaster.
- 3. Verbal communication.
- 4. Political Rights.
- 5. Scheduled Rights.
- 6. Reflective Listening.
- 7. Team building.
- 8. Science v/s Technology

**OR**

B. Write a comprehensive note on the foundation course (semester iii) project submitted by you.

**15mks**

2. A. Discuss the important constitutional and legal provisions of Scheduled Castes.

**OR**

B. Discuss the important constitutional and legal provisions for women in India.

**15mks**

3. A. What are the various effects of disasters?

**OR**

B. Explain the various impacts of disasters.

**15mks**

4. A. What is science? Explain the nature of science.

**OR**

B. Explain the positive and negative impact of Technology.

**15mks**

5. A. Explain the Non-Verbal Communication in detail.

**OR**

B. Explain in detail about Public Speaking and Presentation Skills.

SYBMS  
Marketing

Time: 2.5Hours

Marks: 75

Note: 1) Answers to both the sections should be written in the same answer book.  
2) Figures to the right indicate full marks.

**Q.1.A) Fill in the blanks (Any 8)**

(Marks 8)

- 1) \_\_\_ customers is the final customer who purchase products for personal consumption. (Retail, wholeseller, institutional).
- 2) \_\_\_ income customers are status conscious. (Upper, middle, lower).
- 3) Consumer needs refer to the \_\_\_ of a customer.(Requirement, motives, attitudes).
- 4) According to Abraham Maslow, \_\_\_ needs are the highest level of needs (self -actualisation,self-esteem,social).
- 5)Attitudes may be \_\_\_ or negative.(Positive,negative, neutral).
- 6)Nicosia Model of decision making identified \_\_\_ fields that result into purchase. (Four,five,six)
- 7) Online stores enable \_\_\_ reach. (Global,local, national).
- 8)At the bottom of Maslow's hierarchy of needs comes \_\_\_ (esteem, social needs,physiological needs).
- 9) Market \_\_\_ refers to identifying different groups of buyers with different desires or requirements. (Segmentation,positioning,targeting).
- 10) Full nest \_\_\_ refers to couple with youngest child of 6 years or more (II, III, IV)

**Q.1.B) True or False (Any 7)**

(Marks 7)

- 1) The family is the least influential factor for an individual.
- 2) Consumers do not look for reliability in the information obtained by word -of -mouth communication.
- 3)Opinion leaders do not have good knowledge about a particular product category.
- 4)The subculture based on male female divide is called gender subculture.
- 5)The shopping websites are available only for two hours in a day
- 6)The psychological factors that influence the buying decision are motivation attitudes, beliefs,perception etc.
- 7) Acquired needs are needs that an individual learns in response to his culture or environment.
- 8)Consumer Behavior is a systematic process relating to buying decision of the consumer.
- 9) Positive reinforcement means the consumer develops a feeling of satisfaction after purchasing the product.
- 10) The parents does not develop basic family values in their children

Q.2. A) Define consumer behaviour and discuss its features.

(Marks 8)

B) Describe the steps in the process of consumer buying decision making?

(Marks7)

OR

Q.2. C) What is the factors influencing consumer behavior?

(Marks 8)

D) What is Consumer profiling? How it helps to understand customer involvement? (Marks 7)

Q.3. A) Explain the features of consumer perception?

(Marks8)

Q.3. B) what is consumer motivation? Discuss the characteristics of consumer motivation?(Marks7)

OR

Q.3. C) What is self-concept? Discuss the different components of self -concept?

(Marks8)



Q.3. D) Explain Freudian -Psychoanalytic theory? (Marks7)

Q.4. A) what is the concept of family? Explain its features? (Marks8)

Q.4. B) Write a note on group dynamics and reference groups. (Marks7)

OR

Q.4. C)what are the different types of consumer needs? (Marks8)

Q.4. D) Discuss the Influences of social class on consumer behaviour. (Marks7)

Q.5. A) Explain the Howard -Sheth model of consumer decision making? (Marks 8)

Q.5. B) Define Diffusion? Describe the process of Diffusion? (Marks7)

OR

Q. 5. Short Notes: (Any 3) (Marks 15)

M) Consumer perception

N) Brand Personification

O) Merits and demerits of e- buying

P) Stages in adoption process

Q) Need of Innovation

SYBMS

SYBMS/SEM-III/Regular/Information Technology in Business Management-I

Time: 2hrs 30 Mins

Max Marks: 75

Note: 1. Answers to both the questions should be written in the same answer book

2. Figures to the right indicate full marks

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**Q1 A. Fill in the Blanks (Any 8):**

(8 Marks)

1. \_\_\_\_\_ operating system provides GUI
  - a. MS-DOS
  - b. Windows7
  - c. Unix
  - d. None of the above
  
2. \_\_\_\_\_ is used by knowledge and dataworkers.
  - a. OAS
  - b. EIS
  - c. KMM
  - d. All of the above
  
3. DNS stands for \_\_\_\_\_.
  - a. Dornain name system
  - b. Domain niche system
  - c. Data name stsyem
  - d. All of the above
  
4. DSL stands for \_\_\_\_\_.
  - a. Data super line
  - b. Data subscriber line
  - c. Digital subscriber line
  - d. None of the above
  
5. \_\_\_\_\_ protocol is used to retrieve an email to user.
  - a. HTTP
  - b. POP
  - c. SMTP
  - d. None of the above
  
6. \_\_\_\_\_ hat hacker is combination of black and white.
  - a. grey
  - b. Green
  - c. Yellow
  - d. Nune of the above

7. \_\_\_\_\_ is a type of virus
- BOOT SECTOR
  - SOCKET
  - QUICK
  - All of the above
8. \_\_\_\_\_ is a unique identifying number
- IP address
  - MP address
  - UN address
  - None of the above
9. \_\_\_\_\_ deals in making obtainable knowledge of experts to others
- OAS
  - EIS
  - KDD
  - All of the above
10. \_\_\_\_\_ is an example of logical threats
- Phishing
  - Chatting
  - meeting
  - None of the above

**Q1 B. State whether following statement are True or False (Any 7):**

(7 Marks)

- DBMS is a software that organize, control and use the data needed by application.
- OAS helps in creating reports and messages under management activities.
- Coaxial cable used by cable TV range is 512kbps to 20 Mbps.
- Excel is the extension of Microsoft excel.
- Absolute referencing is used in changing values.
- UDP is user datagram protocol.
- VoIP enables sound to be converted in digital format.
- Flipkart is an example of C2C.
- MAC address is assigned to NIC.
- Star topology works on a centralized computer system.

**Q2. Answer the following:** (15 Marks)

- a) What is DBMS? Write its advantages and disadvantages. (8 Marks)
- b) What is CBIS? Write and explain components of CBIS. (7 Marks)

OR

- c) Write a short note on Artificial Intelligence. (8 Marks)
- d) What is EIS? Explain the role of EIS in any organization. (7 Marks)

**Q3. Answer the following:** (15 Marks)

- a) What is open source software? What are its types and advantages? (8 Marks)
- b) What is operating system? What are the functions of operating system? (7 Marks)

OR

- c) What are the techniques to secure the network? (8 Marks)
- d) What is Information technology? Discuss any 5 reasons why IT is successful in India? (7 Marks)

**Q4. Answer the following:** (15 Marks)

- a) What are the advantages and disadvantages of E-commerce? (8 Marks)
- b) What is e-commerce? Explain its types? (7 Marks)

OR

- c) What is topology? Explain types of topologies. (8 Marks)
- d) What is threat? Explain its classification? (7 Marks)

**Q5. Answer the following:** (15 Marks)

- a) What is bulk email software? Explain some of it. (8 Marks)
- b) What are Internet, Intranet and Extranet? (7 Marks)

OR

**Q5. Write Short notes on (Any 3):** (15 Marks)

1. CUI
2. Adding tables in MS-word
3. Cryptography
4. OLAP
5. Email compose

Time: 2hrs 30 Mins

Max Marks: 75

Note: 1. Answers to both the questions should be written in the same answer book

2. Figures to the right indicate full marks

**Q1 A. Fill in the Blanks (Any 8):**

(8 Marks)

1. \_\_\_\_\_ marketing means creating valuable content to attract visitors.
  - a. Content
  - b. Creative
  - c. Cooperative
  - d. None of the above
  
2. Optimizing means improving \_\_\_\_\_ rate.
  - a. market
  - b. conversion
  - c. marketing
  - d. All of the above
  
3. Function in JavaScript should be in \_\_\_\_\_.
  - a. Uppercase
  - b. Lowercase
  - c. Upper & Lower case
  - d. All of the above
  
4. To create a hyperlink \_\_\_\_\_ tag is used
  - a. EHRF
  - b. HFRE
  - c. HREF
  - d. None of the above
  
5. \_\_\_\_\_ protocol is used to send an email to user.
  - a. HTTP
  - b. POP
  - c. SMTP
  - d. None of the above
  
6. \_\_\_\_\_ is a great place to look for a job
  - a. LinkedIn
  - b. Linking
  - c. Linkd
  - d. None of the above

7. \_\_\_\_\_ is a multimedia format
- .wmv
  - .spa
  - .fsd
  - All of the above
8. \_\_\_\_\_ panel contains editing tool.
- Window
  - Tool
  - Drawing
  - None of the above
9. \_\_\_\_\_ is a vital component of any PR strategy.
- ORM
  - MRO
  - ROM
  - All of the above
10. \_\_\_\_\_ is a type of e-mail software
- Outlook
  - Inlook
  - greatlook
  - None of the above

**Q1 B. State whether following statement are True or False (Any 7):**

(7 Marks)

- Demographics means marketers know where to look to target.
- Email marketing is about building up relationships with your client.
- Search engine cannot read images.
- CPA stands for Cost per Acquisition
- Dirty URL's use complex parameters.
- Virtual marketing uses electronic means to spread the message.
- Javascript function cannot be used again.
- Objects in flash are called symbols.
- Flash banners may involve a lot of animation.
- Composite banners contain graphic banners only.

**Q2. Answer the following:**

**(15 Marks)**

- a) Explain about different type of social media platform.  $\frac{1}{5}$  (8 Marks)
- b) Explain the type of web banners. \ (7 Marks)

OR

- c) What are various aspects of keyword research? (8 Marks)
- d) Explain blogging and SEO in detail. (7 Marks)

**Q3. Answer the following:**

**(15 Marks)**

- a) Write a short note on HTML 5 multimedia.  $\frac{1}{5}$  (8 Marks)
- b) Explain all new elements of HTML 5 in detail? (7 Marks)

OR

- c) What is CSS3? How CSS3 is helpful. (8 Marks)
- d) What is JavaScript? Write a JavaScript for an alert box. (7 Marks)

**Q4. Answer the following:**

**(15 Marks)**

- a) Explain the interface or workspace of a flash document. (8 Marks)
- b) What is net neutrality and why it is important for business. (7 Marks)

OR

- c) Explain 4 body tags in HTML with suitable example. (8 Marks)
- d) Write a code to draw a circle on canvas. (7 Marks)

**Q5. Answer the following:**

**(15 Marks)**

- a) What is crowdfunding and its types? (8 Marks)
- b) What is animation? Explain 3D animation software. (7 Marks)

OR

**Q5. Write Short notes on (Any 3):**

**(15 Marks)**

1. Podcast
2. Cell spacing and Cell padding
3. Tools panel
4. Anchor tag
5. Flash symbols





SYBMS  
FC  
Regular  
25/4/19

Sem IV

Q. P. Code: 36815

Time: 2 ½ hours

Total marks: 75

- NB:** (1) All questions are compulsory  
(2) Figures to the right indicate full marks.

1(A) Explain the following concepts (any 5)

(15)

1. Citizens Charter
2. Right to information
3. Eco-centrism
4. Human Right Principle of environment
5. Cyber Crime
6. GPS
7. Time Management
8. Soft Skills

OR

(B) Write a comprehensive note on the Foundation Course (Semester IV) Project submitted by you.

2. a) Discuss the need of Public Interest Litigation and the procedure to file PIL.

(15)

OR

2. b) Highlight the important provisions of the Consumer Protection Act, 1986.

3. a) Describe the main aspects of Polluter Pays Principle of Environment.

(15)

OR

3. b) Define the term Eco-feminism and explain the arguments in favour of Eco-feminism.

4. a) Explain the concept of Laser. State the applications of Laser Technology.

(15)

OR

4. b) Explain how technology can be misused. Give examples.

5. a) Define the term Lateral Thinking. State how different is it from critical thinking.

(15)

OR

5. b) Discuss examinations – GRE, CAT and GMAT- conducted for entry into Professional courses.

(15)

\*\*\*\*\*



- Note:**
1. Attempt all questions.
  2. All questions carry equal marks.
  3. Use of simple calculator is permitted.
  4. Draw schedules, graphs and diagrams wherever necessary.

**Q1. A Choose the best answer: (ANY EIGHT)****08M**

- The consumption function or propensity to consume refers to -----
  - a. income saving relationship
  - b. income investment relationship
  - c. income consumption relationship
  - d. All of the above
- Keynesian Economics is -----
  - a. Micro economics
  - b. Macro economics
  - c. Monetary economics
  - d. Welfare economics
- Marginal efficiency of capital refers to -----
  - a. the rate of profit expected
  - b. the rate of investments made
  - c. the rate of savings made
  - d. None of the above
- During inflation gainers are -----
  - a. Common man
  - b. Debtors
  - c. Creditors
  - d. All of the above
- According to Fisher's Equation of quantity theory of money -----
  - a.  $MV = PT$
  - b.  $MP = PV$
  - c.  $MT = PV$
  - d. None of the above
- Money supply  $M_3$  includes -----
  - a.  $M_3 = C + DD + OD$
  - b.  $M_3 = C + DD + \text{Deposits with post offices}$
  - c.  $M_3 = M_1 + \text{Time Deposits with the banks}$
  - d. None of the above
- Budget Deficit Fiscal Policy is followed during -----
  - a. Inflation
  - b. Depression
  - c. Boom
  - d. None of the above
- The debt that is repayable by the government after a fixed period of time is known as -----
  - a. redeemable debt
  - b. Irredeemable debt
  - c. Coercive debt
  - d. None of the above
- introduced the concept of GBTT.
  - a. Adam Smith
  - b. Alfred Marshall
  - c. Amartya Sen
  - d. Taussig
- Equilibrium terms of trade according to J. S. Mill is determined by the condition of -----
  - a. Market demand
  - b. Aggregate demand
  - c. Reciprocal demand
  - d. None of the above

**Q1. B. State whether the following statements are true or false: (ANY SEVEN) 07M**

- i. The current account of balance of payment does not include Unilateral services.
- ii. Donations, grants, gifts and such other payments which do not have counter obligations are known as unilateral flows.
- iii. Modern theory of International trade is based on the assumption of free trade.
- iv. The chief proponent of the concept of functional finance is J.M Keynes.
- v. Funded debt is a long-term debt for a definite period.
- vi. "Too much of money chasing too few goods" is definition of inflation given by Coulbourn.
- vii. During inflation losers are Common man.
- viii. The term 'the supply of money' is synonymous with 'money supply'.
- ix. The question of tax shifting especially arises in the case of direct taxes.
- x. The monetary policy is concerned with the raising of government revenue and incurring of government expenditure.

**Q2. Answer ANY ONE question from the following: 15M**

- a. Discuss the importance of macro economics.
- b. Enumerate the phases of business cycle.

**OR**

- c. Explain the significance of circular flow of income.
- d. Explain in details the factors affecting velocity of circulation of money.

**Q3. Answer ANY ONE question from the following: 15M**

- a. Explain demand-pull and cost-push inflation.
- b. Discuss Keynes' s theory of demand for money.

**OR**

- c. Explain in brief the instruments of monetary policy.
- d. Examine adverse effects of inflation on production.

**Q4. Answer ANY ONE question from the following: 15M**

- a. Enumerate canons of taxation.
- b. Explain the factors influencing incidence of taxation.

**OR**

- c. Discuss the significance of public expenditure.
- d. State the objectives of the FRBM Act.

**Q5. Answer the following questions:**

**15M**

- a. Explain classical theory of international trade.
- b. Explain the functions of foreign exchange market.

**OR**

**Q5. B. Write explanatory notes on ANY THREE of the following:**

**15M**

- a. Hedging
- b. Objectives of fiscal policy
- c. FDI
- d. Inflation targeting
- e. Green GNP and Green NNP

---XXX---XXX---



**Instructions:**

- All Questions are compulsory
- Follow the instructions before every question

Q1. A. Match the Column (Attempt any 8)

[8]

S. No.	Column A	Column B
1	Bicycle	Packaging
2	Value Engineering	ITC
3	PMRY	Kisan Credit Card
4	NABARD	Barrier to rural marketing
5	Many Languages	Branding
6	Live stock and Poultry	Cheaper Product
7	Symbol & Design	Durable Product
8	e-Chaupal	Rural Development by Government
9	Protection from spoilage	Traditional Market
10	Haat	Allied Sector

Q1. B. State whether the statements are TRUE or FALSE (Attempt any 7)

[7]

1. Marketing of agri products is done from rural to urban.
2. FMCG constitutes major portion of rural market.
3. The status of a consumer has no effect on choice of products in rural area.
4. The Caste factor continues to impact the overall structure within the society.
5. Technology has no impact on rural consumer behaviour.
6. Radio is a traditional form of market.
7. Competition in the rural market is complex.
8. Social class is an important base for Psychographic Segmentation.
9. Direct Marketing involves middlemen.
10. AMUL is an example of co-operative business model.

Q2. What is rural Marketing? Discuss its scope.

[15]

OR

Q2. What are the various programmes designed by the government for rural development? [15]

Q3. What is Consumer Behaviour? List all the factors which affect it.

[15]

OR

Q. Discuss various pricing strategies of rural marketing.

[15]

Q4. Discuss 4Ps and 4As of rural marketing mix.

[15]

OR

Q4. Discuss various products strategies.

[15]

Q5. A. What are the various strategies to overcome the constraints in rural marketing? [8]

Q5. B. Discuss the process of developing effective rural communication process. [7]

OR

Q5. Write short note on any three of the following.

[15]

1. Segmentation
  2. Non-conventional media
  3. Syndicate distribution
  4. Indirect marketing
  5. Coinage Pricing
-



Duration: 2½ Hours

Total Marks: 75

**Instructions:**

- All Questions are compulsory
- Follow the instructions before every question

Q1. A. Match the Column (Attempt any 8)

[8]

S. No.	Column A	Column B
1	Bicycle	Packaging
2	Value Engineering	ITC
3	PMRY	Kisan Credit Card
4	NABARD	Barrier to rural marketing
5	Many Languages	Branding
6	Live stock and Poultry	Cheaper Product
7	Symbol & Design	Durable Product
8	e-Chaupal	Rural Development by Government
9	Protection from spoilage	Traditional Market
10	Haat	Allied Sector

Q1. B. State whether the statements are TRUE or FALSE (Attempt any 7)

[7]

1. Marketing of agri products is done from rural to urban.
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[15]

OR

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[15]

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Q4. Discuss 4Ps and 4As of rural marketing mix.

[15]

**OR**

Q4. Discuss various products strategies.

[15]

Q5. A. What are the various strategies to overcome the constraints in rural marketing? [8]

Q5. B. Discuss the process of developing effective rural communication process. [7]

**OR**

Q5. Write short note on **any three** of the following.

[15]

1. Segmentation
  2. Non-conventional media
  3. Syndicate distribution
  4. Indirect marketing
  5. Coinage Pricing
-

SIBMS

Maximum Marks: 75

Duration: 2 Hours & 30 Minutes

Note: 1) All questions are compulsory, Subject to internal choice.  
2) Figures to the right indicate full marks.

Q 1 A) Fill in the Blanks (Any 8) 08

- 1) \_\_\_\_\_ is the process of transforming raw material into finished goods for sale. ( Marketing / Production / Packaging )
- 2) \_\_\_\_\_ means determining the shape, standard & pattern of the product. ( Product Design / Product Process / Product Sale )
- 3) \_\_\_\_\_ is the ratio between what is produced to what is required to produce it. ( Quality / Quantity / Productivity )
- 4) ISO stands for \_\_\_\_\_ organization for Standardisation. ( Indian / International / Institutional )
- 5) \_\_\_\_\_ is the art & science of moving, packaging & storing of material in any form. ( Material Management / Material Handling / Material Procuring )
- 6) \_\_\_\_\_ refers to the quantity ordered to be purchased at the lowest total cost. (EOQ / ABC / XYZ)
- 7) \_\_\_\_\_ pertains to planning of the space available for production activities. ( Plant Layout / Plant Location / Plant Management )
- 8) \_\_\_\_\_ should be aimed at the needs of the customer, present & future. (Quantity / Quality / Productivity)
- 9) Under \_\_\_\_\_ process, 99.99966% of products created are expected to be statically free from defects. ( Kaizen / Six Sigma / Lean )
- 10) \_\_\_\_\_ defines quality in terms of the social loss, loss to producer & consumer. ( Deming / Taguchi / Kepner & Tregor )

Q 1 B) Match the Column (Any 7) 07

Group A		Group B	
1	Process Production	A	Appraisal Cost
2	Batch Production	B	Failure Cost
3	MBNQA	C	Paints & Vehicles
4	Deming Prize	D	Crude Oil & Sugar
5	Cost of Poor Quality	E	Based on Nature of Supplier
6	Cost of Good Quality	F	For American Company
7	GOLF Analysis	G	For Japanese Company
8	SDE Analysis	H	Minimize Waste.
9	Lean Thinking	I	To change for better
10	Kaizen	J	Based on Problem of Procurement

Q 2 A) Define Production Management. Discuss the Components of Production Management. 08

B) Explain the characteristics of a good product design. 07

OR

C) Define Six Sigma. Explain the DMAIC & DMADV methodology in brief. 08

D) Discuss in brief procedure for registration for ISO certification. 07

Q 3 A) Explain in brief various types of Material handling Equipments. 08

B) Explain the objectives of Materials Management. 07

OR

C) Define Quality. Explain the characteristics of Quality. 08

D) Discuss the service dimensions of Quality. 07

Q 4 A) Explain in brief any 4 Inventory Control Techniques. 08

B) What are the types of Plant Layout? 07

OR

C) Explain Taguchi's Quality Engineering. 08

D) Explain Edward Deming's Philosophy & approach to Quality. 07

Q 5 A) ABC Ltd. Purchases computer chips at the rate of Rs. 50 each. The annual consumption of chip is 36,000 units. If the ordering cost is Rs.250 per order & carrying cost is 25%p.a., what would be the EOQ and Total Cost?

If the supplier offers a discount of 10% for ordering 6,000 units. Per order, do you accept the discount offer?

B) Calculate partial & Total Productivity. 07

Output	1000,000	Raw Material	175,000
Labour	150,000	Electricity	50,000
Capital	200,000	Other Misc. Exp.	25,000

OR

C) Write a Short Notes : (Any 3) 15

1. Quality Circle
2. Lean Thinking
3. Production System
4. Deming's Application Prize
5. Ishikawa Fish Bone Diagram

(2½ Hours)

(Total Marks : 75)

**NOTE: All questions are compulsory subject to Internal choice.  
Each question carry equal Marks.**

**Q1. (A) Fill in the blanks. (Any 8)**

**(8Marks)**

1. \_\_\_\_\_ method aims at developing the trainee in the areas of intellectual ability, practical judgment & social awareness.  
(Management Games/Incident Method/Role Playing/Case Study)
2. \_\_\_\_\_ is to help the organization to achieve its objectives by adding value to the human resources.  
(Training/ Knowledge Management/Performance Appraisal/Talent Management)
3. \_\_\_\_\_ is the first step in training needs assessment.  
(Person Analysis/Organization Analysis/ Task Analysis/Environment Analysis)
4. \_\_\_\_\_ results in an over- simplified view & blurs the assessment of job performance.  
(Recency Effect / Halo Effect / Stereo Typing / Horn Effect)
5. \_\_\_\_\_ is first & foremost a branch of management which makes it a social science.  
(Knowledge Management /Global Talent Management/Talent Management /Training)
6. \_\_\_\_\_ may suffer from unreliability, leniency bias and lack of discriminant validity between performance dimensions.  
(Global Talent Management / M B O / Training / B A R S)
7. Performance appraisal is also called as \_\_\_\_\_.  
(Service Rating / Structure rating / system rating / strategy rating)
8. The main objective of management development is to prepare managers for handling the overall \_\_\_\_\_ in the organization.  
(Responsibility / Deficiency / Authority / Development)
9. \_\_\_\_\_ is result Based & Systematic.  
(Human Performance/Career Development/Counseling /Training)
10. \_\_\_\_\_ is needed to bring the three- tier changes in the organization.  
(M D P / Training / Organization Development / Coaching)

**Q.1 B) Match the following. (ANY 7)**

**7 Marks**

- A**
1. T- Group training
  2. Establishment stage
  3. M D P
  4. Self- development
  5. In basket method
  6. S T A R S
  7. Direct counseling
  8. Full circle Appraisal
  9. Job rotation
  10. Checklist

- B**
1. Quantifiable data
  2. Full counseling
  3. Regular feedback
  4. Sensitivity training
  5. Continuous process
  6. Action learning
  7. Off the job method
  8. Role models
  9. 360 degree Appraisal
  10. On the job method

**Q.2) Answer the following. 15 Marks**

- a) Enumerate in Detail ON- The- Job methods of Training?
- b) State and explain the Objectives & Features of training?

**OR**

- c) Briefly discuss the steps in Training programme.
- d) Describe the Designing & Implementation of Training Programme.

**Q.3) Answer the following. 15 Marks**

- a) Explain in Detail the Need & Importance of Organization Development?
- b) Elaborate in detail the Career Development Cycle?

**OR**

- c) Define Counseling? Explain the Essentials requirements of Effective Counseling.
- d) What is Succession Planning? Why should an organization have a succession plan?

**Q.4) Answer the following. 15 Marks**

- a) Elaborate in detail the Tradition Methods of Performance Appraisal?
- b) Knowledge Management: WHAT IS and WHAT IS NOT?

**OR**

- c) Suggest various metrics for the measurement of Talent of Employees.
- d) Suggest guidelines to make M B O methods more successful.

**Q.5) Short Notes. (Any3) 15 Marks**

1. 360 Degree Appraisal
  2. Management Development Program
  3. Ethics of Performance Appraisal
  4. Global Talent Management
  5. Human Performance Improvement
-

SYBMS  
27/04/2019

104

SEM-III (External) REGULAR

Time: 2.30 Hours

Max Marks: 75

N.B. i) All questions are compulsory  
ii) Figures to the right indicate full marks

**Q.1. (A) Answer the following: (Any Eight)**

08

**1. Mean, Median and Mode are:**

- (A) Ways of sampling (B) Measures of central tendency (C) None of the above

**2 Information is.....**

- (A) Raw Data (B) Processed Data (C) Pure data

**3. Research is**

- (A) Searching again and again (B) Finding solution to any problem  
(C) Working in a scientific way to search for truth of any problem d) All of the above

**4. Which of the following is the first step in starting the research process?**

- (A) Searching sources of information to locate problem.  
(B) Survey of related literature (C) Identification of problem

**5. \_\_\_\_\_ research is also called as basic research.**

- (A) Fundamental (B) Applied (C) Historic

**6. Action research means**

- (A) A longitudinal research (B) An applied research (C) A research initiated to solve an immediate problem

**7. \_\_\_\_\_ gives direction to the research work.**

- (A) Sampling (B) Research design (C) Questionnaire  
(D) Professional Attitude

**8. The essential qualities of a researcher are**

- (A) Spirit of free enquiry (B) Reliance on observation and evidence  
(C) Systematization or theorizing of knowledge

**9. In the process of conducting research 'Formulation of Hypothesis' is followed by**

- (A) Statement of Objectives (B) Analysis of Data  
(C) Selection of Research Tools (D) Collection of Data

**10. A research paper is a brief report of research work based on**

- (A) Primary Data only (B) Secondary Data only  
(C) Both Primary and Secondary Data (D) None of the above

**Q.1. (B) Answer the following: (Any Seven)**

07

Group A		Group B	
1.	z - test	a.	Measured outcome
2.	Null Hypothesis	b.	Representative Unit
3.	Dependent variables	c.	Sample size above 30
4.	Sample	d.	H0
5.	Hypothesis	e.	Books and articles
6.	Secondary data	f.	Type of Research
7.	Descriptive	g.	Assumptions

8.	Questionnaire	h.	Superscript number
9.	Likert Scale	i.	Five – point scale
10.	Footnote	j:	Logical Sequence

- Q.2 a. State any eight characteristics of the research. 07  
 Q.2 b. What is the hypothesis? Explain its importance. 08

OR

- Q.2.a. Explain in detail meaning of research design and discuss the factors importance of research design. 15

- Q.3.a. Discuss the different methods of collection of primary data 07  
 Q.3.b. Explain the limitations and advantages of secondary data in brief. 08

OR

- Q.3.a. Explain the concept and techniques of scaling. 07

- Q.3.b. Explain the essentials of a good questionnaire. 08

- Q.4.a. Explain in brief the stages of data processing. 07  
 Q.4.b Explain the significance of data interpretation. 08

OR

- Q.4.a. Explain report writing, and any eight of its importance. 07  
 Q.4 b. Discuss the various types of reports. 08

OR

- Q. 5) Case Study 15

Your Company is Concerned with the production and marketing of T-Shirts.  
 The Company wants to introduce a new range of sportswear as per the current needs and expectations of young college sportsmen and college students.

QUESTIONS:

- a) Draft a suitable questionnaire for information collection (through survey) from sportsmen and college student also suggest a name for your Company. 07

- (iii) List the sources of collecting secondary data for the said research. 08

OR

- Q.5 Answer the following (Any three) 15

- a Steps in research process  
 b. Questionnaire  
 c. Plagiarism  
 d. Chi – square Test  
 e. T - Test

\*\*\*\*\*



Duration:2½ Hours

Total Marks: 75

**Instruction to students:**

- Write your answer in detail with suitable points.
- Please support your answers with examples.
- Kindly maintain neatness and continuity.
- Figures to the right indicate full marks.

**Q1.A Attempt any eight from the following:**

**(8 Marks)**

1) The promotional mix is the combination of different promotional channels that is used to \_\_\_\_\_ a promotional message.

(a) Target (b) Communicate (c) Advertising

2) The \_\_\_\_\_ analysis can provide insight into both internal & external conditions that can lead to more effective marketing communication.

(a) sales (b) SWOT (c) BCG

3) The \_\_\_\_\_ has brought media to a global audience

(a) SMS (b) Search engine (c) Internet

4) \_\_\_\_\_ are an excellent & risk free way to induce trial.

(a) Samples (b) C2B (c) C2C

5) Trade show are one of the most common type of sales promotion in \_\_\_\_\_ market.

(a) B2B (b) C2B (c) C2C

6) \_\_\_\_\_ advertising is all advertising by the stores that sell goods directly to consumer public.

(a) Wholesale (b) Online (c) Retail

7) \_\_\_\_\_ word of mouth publicity tends to increase the publicity of the organization.

(a) Positive (b) Negative (c) Diverse

8) A \_\_\_\_\_ test could also be done to check the effectiveness of the ad campaign.

(a) Memory (b) High Risk (c) Offensive

9) The boundaries between \_\_\_\_\_ psychiatry & neuroscience have become quite blurred.

(a) Psychology (b) Receptive (c) Ethical

10) \_\_\_\_\_ test market is widely used for major product test

- (a) Loyalty (b) Inverse (c) Standard

Q1B.) Match the column. Attempt any 7 out of 10

(7 marks)

	A		B
1	AIDA	a	Society benefit
2	DAGMAR	b	Applied science
3	Publicity	c	Non-profit Event
4	PULL Strategy	d	Eye Tracking
5	Contest	e	Arousing Interest
6	Corporate Sponsorship	f	Promotion
7	Cause Sponsorship	g	Number of click
8	Human mind	h	Attention
9	Innovative technique	i	Advertising goals
10	Online Evaluation	j	Editorial

Q2) Answer any one out of two:

(15 Marks)

- a) Define IMC. Explain in brief features & evolution of IMC. (7 Marks)  
 b) Explain in brief reasons for the growth & importance of IMC? (8 Marks)  
 OR  
 c) Define advertising. Explain in brief features of advertising. (7 Marks)  
 d) Distinguish between PUSH Strategy & PULL Strategy. (8 Marks)

Q3) Answer any one out of two:

(15 Marks)

- a) List out various tools for PR. (7 Marks)  
 b) Define sales promotion. Explain in detail the role of sales promotion and reasons for its growth. (8 Marks)  
 OR  
 c) Explain in details objectives of Direct Marketing. (7 Marks)  
 d) Explain in details steps in the sales process. (8 Marks)

Q4) Answer any one out of two:

(15 Marks)

- a) Explain Advertising tracking research. (7 Marks)  
 b) Describe in brief behavioural response. (8 Marks)  
 OR  
 c) Define Internet. Explain in brief Advertising on Internet. (7 Marks)  
 d) Explain in brief evaluation process of IMC. (8 Marks)

Q5) A Write Short Notes on any Three

**(15 Marks)**

- a) DAGMAR
- b) Surrogate Advertising
- c) Crisis Management
- d) Cause Sponsorship
- e) Offensive Brand Messages

**OR**

Q5)B ) a) Explain in brief Public Relation & Sales Promotion through Internet Banner. **(8 Marks)**

b) Explain in detail approaches used by organization for test marketing. **(7 Marks)**

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1  
2  
3



SYBMS  
FC.

SYBMS SEM V. Re-2019-20

**SYBMS/SEMESTER-IV/REGULAR/FOUNDATION COURSE - 4**

Time: 2 ½ hours

Total marks: 75

- NB:** (1) All questions are compulsory.  
(2) Figures to the right indicate full marks.

1(A) Explain the following concepts (any 5) (15)

1. Citizens charter
2. Public interest litigation
3. Anthropocentrism
4. Ecocentrism
5. Satellite technology
6. Biotechnology
7. Common admission test (CAT)
8. Theories of motivation

**OR**

(B) Write a comprehensive note on the foundation course (Semester IV) Project submitted by you.

2(A) Discuss the important provisions of Consumer Protection Act, 1986 (15)

**OR**

(B) Discuss the need of Public Interest Litigation and the procedure to fill PIL.

3(A) Describe the goals of the Sustainable Development of India 2015-2030. (15)

**OR**

(B) What is Deep Ecology? Explain the principles of Deep Ecology.

4(A) What is satellite technology and its uses? (15)

**OR**

(B) What is GPS and its uses?

5(A) Discuss Examinations – GMAT, CAT and SAT conducted for entry into professional courses. (15)

**OR**

(B) What is Goal Setting? Explain the various types of Goals.

SYBMS  
Economics

## SYBMS/SEM-IV/REGULAR/ECONOMICS

[ ]

Time: 2.5Hours

Marks: 75

- Note: 1) Answers to new question, to start from a fresh page.  
2) Figures to the right & conceptual answers indicate full marks.

Q.1.A) Fill in the blanks (Any 8)

(8 mrks)

- A. RBI borrowings/Reserve funds are its \_\_\_\_\_. ( Assets/liabilities/Both)
- B. Open trade policy is also known as \_\_\_\_\_policy. ( Free trade,Restricted trade,Smooth)
- C. Stagflation is inflation with \_\_\_\_\_. ( Employment/Unemployment/No effect)
- D. When exports of more than imports, its BOP \_\_\_\_\_.( Deficit/Surplus/Equal)
- E. An expansionary policy is followed in Fiscal policy,when there is money flow is \_\_\_\_\_  
( High/Low/Moderate) .
- F. The Modern Approach to Demand for Money was given by \_\_\_\_\_.  
(Keynes,Alfred marshall,Adam smith)
- G. Inflation comes under \_\_\_\_\_ economics.  
(Micro,Macro,Both)
- H. National Income can be also measured as per the National \_\_\_\_\_ of an economy.  
( Stagflation,Production,Demand)
- I. Exports more than imports is \_\_\_\_\_ budget in BOP.  
(Surplus,Defecit, balanced)
- J. The Human development index involves \_\_\_\_\_ in it. ( Promote Literacy/Avoid corruption/Growth)

Q.1.B) True or False (Any 7)

(7 mrks)

- A. More taxes imposed, leads to inflation in the economy.
- B. Black money is a problem in measurement of National income.
- C. Government of India grants subsidies through its fiscal policy.
- D. Free trade is good for a developing country.
- E. Overdraft and Cash credit also come under Constituents of money supply

F. National income can be measured from Expenditure side of the economy.

G. J.S.Mill propounded Neo-classical approach to demand for money.

H. Standard of living and Literacy rate comes under Human development index.

I. RBI looks after the monetary policy in India.

J. BPL refers to Below Poverty Line people.

Q.2. Explain the following concepts in Detail.

A. Explain Circular flow of National income in two sector economy. 7 mks

B. Explain the importance of Macro Economics. 8 mks

OR

C. What is National Income ? Explain 3 methods of measuring it. 7 mks

D. What are the issue or limitations in Measuring National income in India. 8 mks

Q.3. Answer the following questions.

A. Name and explain 3 approaches to demand for money. 7 mks

B. Explain business cycle with proper figure. 8 mks

OR

C. Explain the instruments of Monetary policy . 7 mks

D. Explain the demand function. 8 mks

Q.4. Answer the following.

A. Explain the effects of Inflation. 7 mks

B. Quantitative instruments of monetary policy . 8 mks

OR

SYBMS/SEM-IV/REGULAR/ECONOMICS

[ ]

- C. Importance of Free trade policy. 7 mks
- D. Explain the objectives of Fiscal policy . 8 mks

Q.5. Answer the following.

- A. Factors causing Balance of payment disequilibrium. 7 mks
- B. Importance/Benefits of International trade. 8 mks

OR

Q.5. Write short notes:- ( Any 3/5) 15 mks

- A. SLR.
- B. Per Capita income.
- C. Trade policy.
- D. International trade.
- E. WTO.



SYBMS

SYBMS SEM IV Dec 2019-20

**SYBMS/SEM IV/BUSINESS RESEARCH METHODS**

**Marks: 75**

**Duration: 2hrs 30 mins**

**NOTE: 1) Read questions carefully and attempt every question.  
2) Figures to the right indicate marks.**

**Q 1 A) Fill in the Blanks (Any 8) (8 Marks)**

- 1) \_\_\_ is the process of checking errors and omissions in data collection and making corrections, if required. (Editing, Coding, Classification)
- 2) \_\_\_ observation is relatively non-planned by the researcher will conceal his identity and purpose so that the sample behaves naturally. (structured, unstructured, disguised)
- 3) In case of \_\_\_ observation , the researcher will conceal his identity and purpose so that the sample behaves naturally. (structured, unstructured, disguised)
- 4) The \_\_\_ method of data collection is mostly used in the case of scientific study research. (interview, survey, experimentation)
- 5) When the researcher uses devices like cameras, video tapes, stop watches etc. then it is called as \_\_\_ observation. (mechanical, structured, undisguised)
- 6) In case of \_\_\_, the entire universe is contacted to collect the data. (personal interview, e-mail survey, census survey)
- 7) A \_\_\_ is continuum containing a set of statements logically related to the attitude under study. (scale, variable, questionnaire)
- 8) \_\_\_ involves assigning numerical values to various degrees of opinion, attitude, quality and other abstract things. (Research, Scaling, Sampling)
- 9) Researcher uses \_\_\_ sampling method when the sample for the study is very rare or limited. (convenient, judgement, snowball)
- 10) The \_\_\_ is a tentative proposition formulated to determine its validity. (hypothesis, research design, sample design)

**Q 1 B) Match the columns (Any 7) (7 marks)**

Group 'A'	Group 'B'
1. Pure research	a) Second independent variable.
2. Applied research	b) Expands man's knowledge
3. Empirical research.	c) Commercial angle.
4. Social science research	d) Experimentation or Observation.
5. Casual research.	e) Behaviour of people.
6. Continuous variable.	f) Cause – effect relationship between two or more variables.
7. Non-continuous variable	g) Measured outcome.
8. Independent variable	h) Number of children
9. Dependent variable	i) Manipulating variable.
10. Moderating variable	j) Income

**Q 2 (A) What is research? Explain its nature and characteristics. (8 Marks)**  
**Q 2 (B) Describe the stages in research process. (7 marks)**

**OR**

**Q 2 (C) State and explain the objectives of research. (8 Marks)**  
**Q 2 (D) What are the types of research design? (7 marks)**

**Q 3 (A) Discuss the different methods of collection of primary data. (8 Marks)**  
**Q 3 (B) Explain the concepts and techniques of scaling. (7 marks)**

**OR**

**Q 3 (C) Describe the various stages in designing a questionnaire (8 Marks)**  
**Q 3 (D) What are the limitations of secondary data? (7 marks)**

**Q 4 (A) Discuss the purposes of Data Analysis. (8 Marks)**  
**Q 4 (B) Explain the significance of Data Interpretation. (7 marks)**

**OR**

**Q 4 (C) What are the methods of data interpretation? (8 Marks)**  
**Q 4 (D) State and explain different types of data analysis. (7 marks)**

**Q 5 (A) What are the different types of report? (8 Marks)**  
**Q 5 (B) Explain in brief the ethical norms in research. (7 marks)**

**OR**

**Q 5 (C) Write short notes (Any 3) (15 marks)**

- 1) Editing.**
- 2) Coding.**
- 3) Classification.**
- 4) Tabulation.**
- 5) Univariate.**

SYBMS

SYBMS - IV 2017-20 ATVT

**SYBMS/SEM IV/BUSINESS RESEARCH METHODS**

**Marks: 75**

**Duration: 2hrs 30 mins**

**NOTE: 1) Read questions carefully and attempt every question.**

**2) Figures to the right indicate marks.**

**Q 1 A) Fill in the Blanks (Any 8)**

**(8 Marks)**

- 1) \_\_\_ is the process of checking errors and omissions in data collection and making corrections, if required. (Editing, Coding, Classification)
- 2) \_\_\_ observation is relatively non-planned by the researcher will conceal his identity and purpose so that the sample behaves naturally. (structured, unstructured, disguised)
- 3) In case of \_\_\_ observation, the researcher will conceal his identity and purpose so that the sample behaves naturally. (structured, unstructured, disguised)
- 4) The \_\_\_ method of data collection is mostly used in the case of scientific study research. (interview, survey, experimentation)
- 5) When the researcher uses devices like cameras, video tapes, stop watches etc. then it is called as \_\_\_ observation. (mechanical, structured, undisguised)
- 6) In case of \_\_\_, the entire universe is contacted to collect the data. (personal interview, e-mail survey, census survey)
- 7) A \_\_\_ is continuum containing a set of statements logically related to the attitude under study. (scale, variable, questionnaire)
- 8) \_\_\_ involves assigning numerical values to various degrees of opinion, attitude, quality and other abstract things. (Research, Scaling, Sampling)
- 9) Researcher uses \_\_\_ sampling method when the sample for the study is very rare or limited. (convenient, judgement, snowball)
- 10) The \_\_\_ is a tentative proposition formulated to determine its validity. (hypothesis, research design, sample design)

**Q 1 B) Match the columns (Any 7)**

**(7 marks)**

Group 'A'	Group 'B'
1. Pure research	a) Second independent variable.
2. Applied research	b) Expands man's knowledge
3. Empirical research.	c) Commercial angle.
4. Social science research	d) Experimentation or Observation.
5. Casual research.	e) Behaviour of people.
6. Continuous variable.	f) Cause - effect relationship between two or more variables.
7. Non-continuous variable	g) Measured outcome.
8. Independent variable	h) Number of children
9. Dependent variable	i) Manipulating variable.
10. Moderating variable	j) Income

**Q 2 (A) What is research? Explain its nature and characteristics.** (8 Marks)  
**Q 2 (B) Describe the stages in research process.** (7 marks)

OR

**Q 2 (C) State and explain the objectives of research.** (8 Marks)  
**Q 2 (D) What are the types of research design?** (7 marks)

**Q 3 (A) Discuss the different methods of collection of primary data.** (8 Marks)  
**Q 3 (B) Explain the concepts and techniques of scaling.** (7 marks)

OR

**Q 3 (C) Describe the various stages in designing a questionnaire** (8 Marks)  
**Q 3 (D) What are the limitations of secondary data?** (7 marks)

**Q 4 (A) Discuss the purposes of Data Analysis.** (8 Marks)  
**Q 4 (B) Explain the significance of Data Interpretation.** (7 marks)

OR

**Q 4 (C) What are the methods of data interpretation?** (8 Marks)  
**Q 4 (D) State and explain different types of data analysis.** (7 marks)

**Q 5 (A) What are the different types of report?** (8 Marks)  
**Q 5 (B) Explain in brief the ethical norms in research.** (7 marks)

OR

**Q 5 (C) Write short notes (Any 3)** (15 marks)

- 1) Editing.
- 2) Coding.
- 3) Classification.
- 4) Tabulation.
- 5) Univariate.

SYBMS.  
HR

SYBMS SEM IV 2019-20

SYBMS/SEM IV/ Change Management

Time: 2hrs 30 Mins

Max Marks: 75

- Note: 1. All questions are compulsory  
2. All questions carry equal marks
- 

**Q1 A. Fill in the Blanks (Any 8):** (8 Marks)

1. \_\_\_\_\_ groups can pose a major barrier to change because of inherent strength they possess.  
a. Informal b. formal c. semi-formal d. all of the above
2. \_\_\_\_\_ means the degree to which employees are free to manage themselves or are not accountable to others.  
a. individual autonomy b. integration c. direction d. all of the above
3. All human beings react to change in a \_\_\_\_\_ manner.  
a. predictable b. unpredictable c. semi predictable d. None of the above
4. \_\_\_\_\_ increases understanding of team decisions.  
a. communication b. co-operation c. team work d. all of the above
5. Introduction of computers at LIC is an example of \_\_\_\_\_.  
a. security b. habits c. economic factors d. none of the above
6. \_\_\_\_\_ training takes place in an open environment, away from work place.  
a. sensitivity b. grid c. OD d. all of the above
7. Get together the right people are essential to \_\_\_\_\_ intervention.  
a. team b. HRM c. Strategic d. none of the above
8. \_\_\_\_\_ box model is a framework developed by Marvin.  
a. six b. four c. three d. none of the above
9. Better understanding of the current system is \_\_\_\_\_ benefit.  
a. intermediate b. short term c. long term d. all of the above
10. Not all change is \_\_\_\_\_.  
a. positive b. negative c. neutral d. none of the above

**Q1 B. State whether following statements are True or False (Any 7):** (7 Marks)

1. Evolutionary change is gradual, incremental and specifically focused.
2. Change is the coping process of moving from one present state to a desired state.
3. Careful monitoring of the entire change process is essential.

4. ADKAR model can be used to diagnose employee resistance to change.
5. Firm behavior of the employees will maximize support and limit resistance to change.
6. Change is continuous phenomenon of organizational life.
7. Six box model is a framework developed by American analyst Marvin Weisbord.
8. Education and communication do not help in overcoming resistance to change.
9. The objectives of TQM are to minimizing mistakes in all operational areas.
10. Management by exception is helps the leader to focus on all the problematic areas and find a solution to the same.

**Q2. Answer the following:**

**(15 Marks)**

- a) Explain different levels of change. (8 Marks)
- b) What are the causes of change? (7 Marks)

OR

- c) Explain Kurt Lewin's change model. (8 Marks)
- d) Explain in detail the types of change. (7 Marks)

**Q3. Answer the following:**

**(15 Marks)**

- a) Explain A J Leavitt's model in detail. (8 Marks)
- b) Explain how people in a team deal with change differently. (7 Marks)

OR

- c) Write down the limitations of team change. (8 Marks)
- d) Explain sources of individual resistance to change. (7 Marks)

**Q4. Answer the following:**

**(15 Marks)**

- a) What is OD interventions? What is the need for OD interventions? (8 Marks)
- b) What are the ways to manage role stress? (7 Marks)

OR

- c) Discuss the behavior modification model. (8 Marks)
- d) What are the role and functions of a change agent? (7 Marks)

**Q5. Answer the following:**

**(15 Marks)**

- a) Write a detailed note on "client and consultant relationship". (8 Marks)
- b) Explain the classic skills for leaders. (7 Marks)

OR

**Q5. Write Short notes on ( Any 3):**

**(15 Marks)**

1. Strategies to overcome Resistance to change
2. ADKAR model
3. Quality of work life
4. Coaching and Mentoring
5. Six box RTC model

SYBMS  
Finance

SYBMS/SEM-IV/Regular/Auditing -I

SYBMS SEM IV Reg. Auditing - I  
Apr 2017-18

Time: 2.5Hours

Marks: 75

Note: 1) Answers to both the sections should be written in the same answer book.  
2) Figures to the right indicate full marks.

Q.1.A) Fill in the blanks (Any 8)

(Marks 8)

1. In case liabilities are omitted or overstated/understated, the Balance sheet will not represent a \_\_\_\_\_ view of the company. (correct, true & fair, proper)
2. Auditor should verify \_\_\_\_\_ system while checking all liabilities. (financial, internal control, accounting)
3. Auditor should ensure that \_\_\_\_\_ life of the patent has not yet been expired. (legal, provisional, real)
4. The sales returns has to be verified against copy of \_\_\_\_\_. (credit register, credit note, credit copy).
5. Any document that support/represent an accounting transaction is termed as \_\_\_\_\_. (bill, invoice, voucher)
6. The auditor has to \_\_\_\_\_ the internal control system. (check, understand, evaluate)
7. \_\_\_\_\_ is the maximum error in the population that the auditor would be willing to accept. (normal error, expected error, tolerable error)
8. Audit notebook is written record of \_\_\_\_\_ that the auditor has. (queries, solutions, key points)
9. First auditor is appointed by \_\_\_\_\_. (board of directors, shareholders, CAGI)
10. \_\_\_\_\_ means parts of profits secretly kept aside for future use. (teeming & lading, window dressing, secret reserve)

Q.1.B) Match the Column (Any 7)

(Marks 7)

Column A	Column B
1. Salaries & wages	a. Credit note
2. Sales return	b. Dividend warrants
3. Dividend received	c. Attendance records
4. Travelling expenses	d. Imprest system
5. Rental receipts	e. Tickets
6. Petty expenses	f. Tenancy agreement
7. Plant & machinery	g. Plant register
8. Bills receivables	h. Bills receivable book
9. Patents	i. Renewable certificate
10. Work in progress	j. Cost sheet

- Q2. (a) what is auditing? Explain basic principles of auditing? 8  
 (b) what are the different types of errors that can committed in the books? 7  
 OR  
 Q2. (c) What are the different qualities of an auditor? 8  
 (d) What are the different types of frauds? 7
- Q3. (a) what is interim audit? Explain its advantages & disadvantages. 8  
 (b) what are the different factors to be considered before commencing the actual audit? 7

**SYBMS/SEM-IV/Regular/Auditing -I**

OR

- Q3. (c) Explain the audit of partnership firm. 8  
(d) Explain the contents of permanent file of audit working papers. 7

- Q4 (a) Explain different considerations while framing the system of internal check. 8  
(b) Explain different features of external audit. 7

OR

- Q4 (c) How an auditor verify the salaries and wages? 8  
(d) How an auditor verify bills payable? 7

- Q5. (a) Define audit programme. Explain the advantages of audit programme. 8  
(b) Write distinguish between Internal Audit & Statutory Audit. 7

OR

- Q5. Write short notes (any3) 15
1. True and fair view concept
  2. Concurrent audit
  3. Vouchers
  4. Secret reserve
  5. Audit working papers



**SYBMS/SEM-IV/Regular/INTEGRATED MARKETING COMMUNICATION**

[Pick the date]

Time: 2.5Hours

Marks: 75

Note: 1) Answers to both the sections should be written in the same answer book.

2) Figures to the right indicate fullmarks.

3) Use of simple calculator is allowed.

Q.1.A) Fill in the blanks (Any 8)

(Marks 8)

1. The aim of \_\_\_\_\_ is to move a product through various levels of the marketing channel. (Advertising, Promotion, Publicity)
2. \_\_\_\_\_ advertising is all advertising by the stores that sells goods directly to the consumer public. (Retail, B2B, Internet)
3. \_\_\_\_\_ appeal is an igniting force which stimulates the customer mindset towards the product or services. (Advertising, Moral, ethics)
4. An \_\_\_\_\_ appeal is related to an individual's psychological and social needs for purchasing certain products and services. (Emotional, moral, Personal)
5. \_\_\_\_\_ is also called copy testing by some experts. (pre-testing, post-Testing, After sale services)
6. Conducting \_\_\_\_\_ helps companies develop more efficient and effective communications. (research, selling, listening)
7. \_\_\_\_\_ includes finding new and different ways to achieve objectives. (innovation, past records, sales forecasting)
8. The portrayal of \_\_\_\_\_ in advertising is an issue that has received a great deal of attraction through the years. (women, Children, adults)
9. \_\_\_\_\_ registration is now ever more important than message recall. (Brand, Promotion, advertising)
10. \_\_\_\_\_ are an excellent and risk free way to induce trial. (Samples, Coupons, Gifts)

Q.1.B) Match the following (Any 7)

(Marks 7)

A	B
1. Communication process	a) Awareness
2. IMC Planning	b) Decoding
3. Advertising	c) Sales promotion
4. DAGMAR	d) Budget determination
5. Alternative Response	e) Comprehension
6. Information processing	f) Dissonance
7. Innovation adoption	g) Cognitive
8. Hierarchy adoption	h) Attention
9. AIDA	i) Linear hierarchy
10. Communication model	j) Purchase

Q.2. A) What are the features of advertising.

(Marks 8)

Q.2. B) Explain the advantages and disadvantages of Advertising.

(Marks 7)

OR

Q.2. C) Define IMC. Write a note on Evolution of IMC.

(Marks 8)

Q.2. D) What are the advantages and disadvantages of Direct marketing?

(Marks 7)

SYBMS/SEM-IV/Regular/INTEGRATED MARKETING COMMUNICATION

[Pick the date]

Q.3. A) Explain in detail IMC planning process. (Marks 8)

Q.3. B) Explain the Promotional tools for IMC? (Marks 7)

OR

Q.3. C) Explain the selling process. (Marks 8)

Q.3. D) Explain the role of public relation in IMC. (Marks 7)

Q.4. A) Explain the following tools of PR- Blogging, Newsletter And social Media Marketing. (Marks 8)

Q.4. B) Explain the different techniques of behavioral evaluation. (Marks 7)

OR

Q.4. C) Define ethics. Explain the importance of ethics in marketing communication. (Marks 8)

Q.4. D) Explain the Traditional Response Hierarchy Model of communication. (Marks 7)

Q.5. A) Explain sales v/s communication objectives of IMC. (Marks 8)

Q.5. B) Define sponsorship and explain the essentials of good sponsorship. (Marks 7)

OR

Q. 5. Short Notes: (Any 3) (Marks 15)

M) Importance of Objectives

N) DAGMAR

O) Cause sponsorship

P) Internet and IMC

Q) AIDA model