

T/BMS
Finance

Regular T/BMS Sem IV 2019-20

Paper / Subject Code: 46009 / Finance: Wealth Management

Duration: 2.30 Hours

Max. Marks: 75

- NB: 1) All questions are compulsory subject to internal choice
2) Figures to the right indicate full marks.
3) Use of Simple Calculator is allowed.

Q.1.

(A)

Match the following: (Any 8):

(08)

Column "A"		Column "B"	
1.	Interest on Higher Educational loan	a.	Upward Sloping
2.	Housing Loan Installment	b.	Downward Sloping
3.	Normal Yield Curve	c.	Deduction u/s 80D
4.	Inverted Yield Curve	d.	Deduction u/s 80E
5.	Medical Insurance Premium	e.	Deduction u/s 80C
6.	Earning Capacity of an Individual	f.	Human Life Value
7.	Objectivity and Competence	g.	Principle of Wealth Creation
8.	Pay Yourself First	h.	Principle of Insurance
9.	Principle of Indemnity	i.	Total Assets - Total Liabilities
10.	Net Worth	j.	Code of Ethics For Wealth Managers

Q.1.

(B)

State whether the following statements are True or False (any 7):

(07)

- 1) Business loss cannot be set off against salary income.
- 2) Yield refers to the annual return on an investment.
- 3) Human Life Value concept deals with human capital.
- 4) CAGR return is same as Holding Period Return.
- 5) Insurer is the one who undertakes the responsibility of risks.
- 6) Health insurance policies are not issued for less than one year period.
- 7) Inflation rate has direct impact on wealth creation.
- 8) MIS provides regular income to the investors.
- 9) Long term capital loss cannot be set-off against short term capital gain.
- 10) Deduction for donation to a charitable trust can be claimed u/s 80G.

Q.2.

(A)

What is Wealth Management? Explain its scope in brief.

(08)

(B)

What are the reasons for changes in interest rates?

(07)

OR

(P)

Mr. Mohanji furnishes the following details for the year ended 31st March, 2019:

(15)

Particulars	Amount in Rs.
Short Term Capital Gain	2,40,000
Income from business of Electronics	4,00,000
Loss from Speculative business	(-),2,40,000
Long Term Capital Gain on Sale of Land	1,20,000
Long term Capital Loss on Sale of Shares	(-),2,00,000
Income from Salary	8,00,000
Loss from House Property A	(-),2,60,000

Paper / Subject Code: 46009 / Finance; Wealth Management

Income from owning and maintaining of Race horses	1,00,000
Income From House Property B	2,40,000
Income from House Property C	1,80,000

Following are the carry forward losses

- (1) Carry forward loss from business of electronics: Rs. 1,40,000, pertaining to the year 2017-18.
- (2) Losses from the activity of owning and maintaining race horses pertaining to assessment year 2016-17 : Rs. 3,00,000

Compute Gross Total Income of Mr. Mohanji for the Assessment Year 2019-20. Also state the eligible carry forward losses for the Assessment Year 2019-20.

Q.3.

- (A) Explain the Primary and Secondary functions of Insurance in brief. (08)
- (B) "Goal based Wealth Management is better" Justify the statement. (07)

OR

- (P) Following is the Balance Sheet of Kabir Singh and Sons as on 31st March, 2019 (08)

Liabilities	Rs.	Assets	Rs.
Equity Share Capital	25,00,000	Plant & Machinery	20,00,000
General Reserve	5,00,000	Building	10,00,000
Share Premium	2,50,000	Stock	8,50,000
9% Debentures	10,00,000	Sundry Debtors	10,29,000
11% Preference share capital	8,00,000	Cash & Bank balance	3,25,000
Sundry Creditors	2,50,000	Short Term Investments	2,78,000
Bank Overdraft	2,05,000	Profit and Loss Account	1,84,000
Provision for Taxation	50,000	Shares Issue Expenses	8,000
Proposed dividend	1,45,000	Preliminary Expenses	26,000
	57,00,000		57,00,000

You are required to calculate:

- i) Current Ratio
- ii) Acid Test Ratio
- iii) Debt Equity Ratio
- iv) Capital Gearing Ratio

- (Q) Mr. Shahrukh purchased a house property for Rs. 20,00,000 on 1st September, 1995. He incurred expenses of Rs. 7,00,000 in financial year 1997-98 and Rs. 2,50,000 in the financial year 2006-07 on the same. (07)

The fair market value of the property on 01-04-2001 was Rs. 25,50,000. He sold the property on 1st December, 2018 for Rs. 95,00,000. Brokerage of Rs. 85,000 was incurred on sale transaction. He purchased a new Residential house on 1st February, 2019 for Rs. 30,00,000.

The Cost inflation index for various years is given: 2001-02 = 100, 2006-07 = 122, 2018-19 = 272 and 2018-19 = 280.

Compute the net capital gains of Mr. Shahrukh.

Q.4.

- (A) What is Estate Planning? Explain its Objective. (08)
 (B) What are different types of Will? (07)

OR

- (P) Compute the taxable income and tax liability of Mr. Naseem who is a handicapped assessee for the Assessment Year 2019-20. (08)

Particulars	Amount (Rs.)
Income from Business	3,60,000
Interest on Post Office Savings Bank A/c	5,500
Income from house Property	48,000
Income from salary	2,40,000
Winning from Lotteries	30,000
Interest on FD with Banks	10,000
Interest on National Savings Certificate	5,000
Contribution to Pension Fund	54,000

- (Q) Mr. Nitin is an assessee whose income is estimated at Rs. 22,00,000 during the Previous Year. Calculate the advance tax payable on the respective due dates. (07)

Q.5

- (A) What are the steps in Retirement Evaluation and Planning? (08)
 (B) Explain the principles of Wealth Creation in brief. (07)

OR

- Q.5. Write Short Notes on (any three) (15)
 i) Post Office Monthly Investment Scheme (MIS)
 ii) Importance Of Yield Curve
 iii) Responsibilities of the insured
 iv) ULIP Pension Scheme
 v) Limitation of Ratio analysis

TYBMS
Sem V
University
Paper

[Time: 2½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B.
1. Answer **all** the questions.
 2. The Marks are assigned on the R.H.S.
 3. Draw Illustrations, **diagrams** and **Schedules** wherever necessary.
 4. Use of **simple calculator** is allowed.

Q.1 A) Match the right and closely related answer from Column Y with the terms given in Column X. (Attempt Any 7 questions) (7)

Column X	Column Y
1) Maritime Logistics	a) Basic activities of Forwarding Logistics like pick and pack, distribution and warehousing.
2) Customer Developer 3 PL	b) Single type of commodity carried
3) Information Flow in SCM	c) credit terms, payment schedules, discount information
4) Standard 3PL	d) Transport of liquids and Gases
5) Unit Train	e) Cost
6) Air Transport	f) transmitting orders and updating the status of delivery
7) Internal Performance Measure	g) 3PL integrates with customer firm and is highest level of 3 PL
8) Pipeline Transport	h) Customer Perception Measurement
9) External Performance Measure	i) Highly Expensive mode of transport
10) Financial Flow in SCM	j) Pirate attacks is the key fear

Q.1 B) Choose Correct Alternative. (Attempt Any 8 questions) (8)

- 1) Following is not part of Logistics Performance Cycle (Total Logistics Cycle)
 - a) Product Life Cycle
 - b) Physical Distribution Cycle
 - c) Procurement Cycle
 - d) Manufacturing Support cycle
- 2) Commitment of the company is viewed as customer service
 - a) as a performance measure
 - b) as a philosophy
 - c) as an activity
 - d) All of the above
- 3) Inter modal transportation which combines air and Road
 - a) Fishy Back
 - b) Birdy Back
 - c) Land -Bridge
 - d) Piggy Back
- 4) The correct sequence of Warehouse operation cycle is
 - a) Pick, receive, store and ship
 - b) Pick, store, receive and ship
 - c) Receive, pick, store and ship
 - d) Receive, store, pick, and ship
- 5) The following is not related to Unitisation.
 - a) Containerisation
 - b) RO-RO
 - c) Palletisation
 - d) Water Transport

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- 6) _____ measures track historical logistics systems performance for reporting to management.
 a) Planning
 b) Monitoring
 c) Controlling
 d) Directing
- 7) The following is not Asset Performance measure of Logistics Performance.
 a) Inventory Carrying Cost
 b) Return on net assets
 c) Ordering Cost
 d) Return on Investment
- 8) What does the acronym EDI stand for?
 a) Enterprise Data Information
 b) Electronic Data Infrastructure
 c) Enterprise Data Interchange
 d) Electronic Data Interchange
- 9) 3PL is a _____ approach with comparing to 4 PL.
 a) Broader
 b) Wider
 c) narrow
 d) Both a and b
- 10) The cost of insurance and taxes are included in
 a) Inventory Carrying cost
 b) Cost of stock-outs
 c) Ordering cost
 d) Set up Cost

Q.2 A. Discuss Total Cost Approach (TCA) of logistical costing & compare TCA with Traditional costing. (8)

B. Discuss the Internal & External Logistics Information System. (LIS). (7)

OR

C. Explain any 05 functions of Logistics Management. (5)

D. From the following data, calculate a 3 period weighted moving averages from 4th Month to 8th Month, with weights as 3, 2 and 1. The largest weight is being assigned to most recent period and current Demand Value. (10)

Period (Month)	1	2	3	4	5	6	7	8
Demand in Units	120	130	145	160	170	190	200	?

Q.3 A. Define Logistics Infrastructure. Discuss the advantages & limitations of Inland Container Depot (ICD). (8)

B. Discuss principles of Warehouse Layout designing (7)

OR

C. Explain External Performance Techniques in Logistics Performance Measurement System. (8)

D. Discuss the different stages (phases) of integration in SCM (Supply Chain Management) with the help of diagram. (7)

Q.4 A. Define Safety Stock Level. What are the factors on which Safety Stock Level depends? Daily consumption of a raw material in the production process is 600 units. Lead time for delivery is 4 Days. Company's policy is to keep a safety stock equal to four day's daily consumption to guard against stock out. Calculate Re-Order Level. (8)

B. Explain importance and Principles of Transportation. Also discuss Transportation functionality. (7)

OR

REGULAR SEM I TYBMS 2019-20

- C. Discuss the concept of integrated logistics with respect to Inbound, Outbound & Manufacturing Support Logistics. (8)
- D. Discuss RFID & EDI, and also explain their merits and demerits. (7)

Q.5 Write short notes on following. (Attempt Any 3 Questions out of 5) 15

1. 3PL Vs. 4PL
2. Logistics and 3Cs
3. Merits and Demerits of Air Transportation
4. Global Logistics Trends.
5. Benefits of Good packaging.

OR

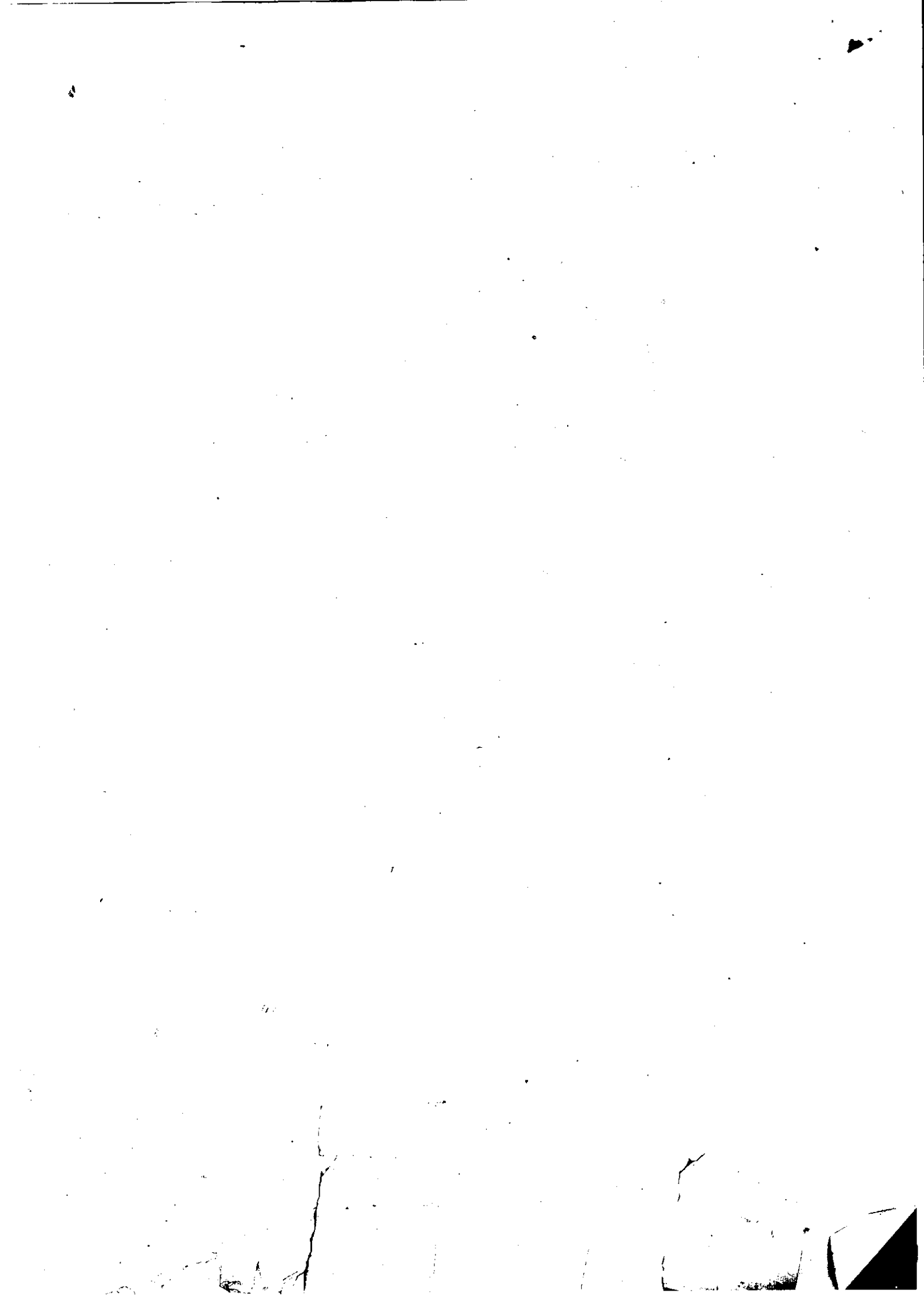
Q. 5 Case Study – Read following case and attempt the given below questions.

Super Robots is a toy manufacturing company which is in the business for the past two decades. The manufacturing unit is situated in Mumbai, while its sales and marketing are spread over a large geographical area, especially in the major cities across the country. Over the years, a number of competitors have sprung in the field. Far from child's play, the company found that the toys' sector is a tough business. Some of the problems faced by it are:

- There is a massive sale during the festival seasons. If the company's product is delayed, the valuable market is missed.
- "Fashion" or "cult" status products influence the market. Any wrong decision in this matter, means loss of sale and build-up of unwanted inventory.
- There are high marketing and promotional costs. If these programs go out, the sales drop massively
- Any misjudge of the market can also mean closing down of the company.
- The company has problems regarding stock holding at its distribution centers. This is mainly due to wrong inputs from feedbacks and improper surveys.
- The company relies mainly on hired fleet of road transport. The services are not up to the mark in terms of delivery schedules, safety of goods from pilferage/theft, and mishandling of product.
- Marketing strategies are far from adequate. They are not effective enough to counter the strategies adopted by the competitors.

You are called upon by the management of Super Robots to head their logistics operations. You are required to study and guide the company regarding the following matters.

- a) Warehousing at distribution centers and large retailers to cut down inventory costs plus other suggestions in order to reduce inventory carrying costs. (5)
- b) Advantages of outsourcing in terms of preparing girls' and boys' toys, toys in local languages, toys for different age ranges, packaging, effecting savings on damages/transport, responding fast to customers' requests, etc. (5)
- c) How to cut down cost on advertisement campaigns by alternative forms of spreading awareness? (5)



TGMS
TAPM

Regular Exam 2019-20

Duration : 2.30 Hours

Marks : 75

- NB: (1) All questions are compulsory having internal option.
(2) Figures to the right indicate marks allotted to each question.
(3) Simple calculator allowed.

1. (A) Match the following columns. (Any 8)

(08 Marks)

Group A	Group B
1. Treynor's Measures	a) Based on an analysis of the fundamental factors and technical factor
2. Sharpe's Measures	b) CAPM
3. Active revision Strategy	c) Standard Deviation
4. Portfolio Evaluation	d) Last step in the process of Portfolio Management
5. Jensen's Measure	e) Beta
6. Equity share	f) Debt Fund
7. Preference share	g) Risky Capital
8. Bond	h) Fixed Dividend
9. PPF	i) Unsecured Deposit
10. Public Deposit	j) Tax Saving Investment

1. (B) Give True or False! (Any 7)

(07 Marks)

- 1) Examples of solvency ratio include current ratio and quick ratio.
- 2) Price level and inflation affect the economy of the country.
- 3) The efficient market hypothesis (EMH) states that the financial markets are inefficient.
- 4) Risk is measured by variability in returns.
- 5) A risky asset is one whose return is certain as a Government Security.
- 6) The higher the risk of a security, the lower would be the return expected.
- 7) Portfolio revision involves changing the existing mix of securities.
- 8) Portfolio evaluation refers to the evaluation of the performance of the portfolio.
- 9) The total return on a portfolio includes only risk free return.
- 10) Investing in equity share is a tax saving investment.

2. (A) Distinguish among Investment, Speculation and Gambling.

(08 Marks)

2. (B) Explain in brief the Investment avenues.

(07 Marks)

OR

2. (C) Calculation of Beta of each of the following two companies with the help of given information.

(08 Marks)

Year	Rudra Ltd (%)	Market return (%)
1	19	20
2	16	17
3	13	14
4	19	20
5	23	24

2. (D) The rate of return of stock M Ltd. and V Ltd. As under :

Particular	Boom	Normal	Recession
Probability	0.30	0.45	0.25
Return on stock M Ltd. (%)	35	55	70
Return of stock V Ltd. (%)	70	55	35

Calculate the expected return and standard deviation of both the stock.

(07 Marks)

3. (A) Compare the following portfolios according to Jensen's measure of portfolio evaluation and rank them .

(08 Marks)

Portfolio	Return on portfolio (%)	Beta	Risk free return
HDFC	15	0.8	7 %
Kotak	16	1	7 %
ICICI	12	1.5	7 %
Market Index	14	1.2	7 %

3. (B) Calculate Expected return and Standard Deviation. (07 Marks)

Probability	Returns (%)	
	Sam Ltd.	Cam Ltd.
0.33	6	9
0.33	30	12
0.34	18	18

OR

3. (C) The Security return and Beta factors of 4 securities are as follows:

Securities	Security Return (%)	Beta
Modi Ltd.	18	1.6
Gandhi Ltd.	10	0.8
Mehta Ltd.	12	1.2
Sardar Ltd.	15	1.5

If the risk free rate is 7 %. Calculate Average Market return and Expected returns for each security under CAPM. **(08 Marks)**

3. (D) The details of three portfolios are given below.

Portfolio	Average Return (%)	Beta	Standard Deviation
Padma	18	1.4	0.30
Jharana	12	0.9	0.35
Meenakshi	16	1.1	0.40
Market Index	14	1.0	0.25

Compare these portfolio on performance using Sharpe and Treynor measures.

Risk Free return is 8 %.

(07 Marks)

4. (A) Distinguish between Fundamental Analysis and Technical Analysis.

(08 Marks)

4. (B) What are Charts? Explain the types of charts.

(07 Marks)

OR

4. Hero Ltd. has presented its financial information for the year ended 31st March 2019.

Earnings before interest and taxes	16,00,000
2,00,000 Equity shares of ₹ 10 each	20,00,000
10% Debentures	30,00,000
Reserve and surplus	10,00,000
Provision for taxation	30%
Proposed Dividend	20%
Market price per share	32

Calculate: (i) EPS (ii) P/E Ratio (iii) Dividend payout ratio (iv) Dividend Yield

(v) Debt Equity Ratio

(15 Marks)

5. As Portfolio Management Consultant, you are approached by Mr. Puri, aged 27 with investible funds of Rs. 50 lakhs. He wants to know from you the following:

(i) What are the investment avenues available to him which will give a suitable return with maximum return?

(ii) What are the various types of risks?

(15 Marks)

OR

5. Give short notes on: (Any Three)

(15 Marks)

- 1) Public Provident Fund
- 2) Random Walk Theory
- 3) Debt Fund Investment
- 4) Bonds
- 5) Mutual Fund

TBMS

Reg: 2017-18, Sem V, 2019-20

Paper / Subject Code: 46002 / Corporate Communication & Public Relations

(2½ Hours)

[Total Marks: 75]

Note – Attempt all questions

Figures to the right indicate full marks

Q.I A) Choose the correct alternative (Any 8)

(08)

1. The word.....is short form for “web blog” (blog, skype, email)
2. Communicating withpublic is known as financial communication (consumer, financial, government)
3. Majority of corporate crisis arises due toproblems (external, internal, public)
4.is the first step for effective media relations (research, press materials, third party experts)
5. The identity of defendants are unknown at the time of filing of petitions as per(RTI, Defamation, John Doe Orders)
6.refers to collective judgement of a corporation (image, brand, reputation)
7.theory uses the economic metaphor of cost and benefit to predict behavior (social exchange theory, systems theory, diffusion theory)
8.is the most important part of public relations (press relations, employee relations, investor relations)
9.allows to connect a variety of different electronic devices wirelessly (Satellites, LAN, Bluetooth)
10. Public relations have emerged as acommunication network (national, global, multinational)

Q.I B) Match The Following (Any 7)

(07)

1 Situational theory	A culture
2 Written defamation	B slander
3 spoken defamation	C talking in jargon
4 Powerful segment of society	D libel
5 Classic mistake	E Web Conferencing
6 Traditional method	F publically available
7 Interact over internet	G Stakeholders
8 External blog	H press conferences
9 E-zines	I stockholders
10 Financial communication	J online magazines

Q.Ii A) Explain corporate identity. Mention its features

(08)

B) Explain Copyright Act in brief

(07)

OR

C) Enumerate on role of ethics in corporate communication

(08)

D) Discuss relevance of corporate communication

(07)

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Page 1 of 2

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- Q.IIIA) Explain systems theory used in public relation with diagram (08)
B) Define public relation. Discuss its essentials (07)
OR
C) Discuss the influence of social and cultural trends on business of the company (08)
D) Discuss the growth of PR in India (07)
- Q.IVA) What is financial advertising? State its advantages (08)
B) What are the sources of employee communication? (07)
OR
C) Elaborate on the guidelines for handling crisis (08)
D) Discuss principles of good media relations (07)
- Q.V A) Enumerate on the functions of communication technology in corporate communication (08)
B) Explain different types of corporate blogs (07)
OR
C) Write Short Notes (Any 3) (15)
i. Really Simple Syndication
ii. Press Release
iii. E-Media relations
iv. Crisis management
v. RTI

74BMS
SEM II

(2 ½ Hours)

Marks : 75

- NB: (1) All Questions are Compulsory.
(2) Figures to the right indicates full marks

Q1) A) State whether the following statements are TRUE or FALSE (any 8). (08)

1. Digital cash is suitable for small transactions.
2. There is no grace period for debit card.
3. Yahoo.com was launched after the birth of Google.com
4. Search Engine Marketing is a short term approach.
5. E-commerce includes business to business transaction only
6. Podcasts lacks interactivity.
7. Trojan horse is the unauthorized use of services and harassment by email.
8. Campaign Marketing requires very less money for effective execution.
9. A credit card is a credit system in retail transactions which has a pre set spending limit based on the user's credit limit.
10. E communication is the communication using electronic media.

Q1) B) Select the most appropriate alternative answer. (Any 7) (07)

1. _____ is trading in products or services using computer networks
a) E Commerce b) Motivating c) cooperation.
- 2 The _____ market enable the suppliers to directly interact with buyers that by eliminating distributors.
a) B2B b) C2C c) A2B
- 3) In India the _____ of e-commerce is due to cash on delivery payment option.
a) Failure b) Success c) Training.
- 4) E-commerce enhances the promotion of products and services to direct information and interactive contact with _____.
a) customers b) students c) children.
- 5) E-commerce in education has led to _____.
a) Personalized banking b) modification c) Globalization.
- 6) _____ refers to the management of a network of interconnected business involved in the ultimate provision of product and service packages required by the end customers.
a) Supply Chain Management b) customer relationship management c) personal management
- 7) _____ also is known as click and mortar business model.
a) Brick and mortar b) brick and click c) Pure online.
- 8) _____ allows card holding customers to perform routine banking transactions without interacting with the human teller.
a) RTGS b) IMPS c) ATM.
- 9) _____ is an approach that recognizes that customers are the core of business and that the company success depends effectively.
a) personal management b) customer relationship management c) Web design.
- 10) _____ is a financial Exchange that takes place on line between buyers and sellers.
a) E -payment b) Cyber crimes c) Fraud.

- Q2 a) What do you mean by E-commerce? Explain its features. (08)
b) Explain how social cultural factors affect e business. (07)

OR

- c) Discuss the trends in e-commerce in government sector. (08)
d) Distinguish between traditional commerce and e-commerce. (07)

- Q3 a) Discuss the steps in launching e-business. (08)
b) Explain the advantages and limitations of enterprise resource planning. (07)

OR

- c) Explain the significance of a e business in today's competitive world (08)
d) Justify the superiority of bricks and click model over pure online model (07)

- Q4 a) Explain the issues relating to privacy and security in E business. (08)
b) What do you mean by payment gateway? Explain its advantages. (07)

OR

- c) Write a detailed note on IT Act 2000. (08)
d) Discuss the need for e-commerce laws. (07)

- Q5 a) What do you mean by digital marketing? Discuss its evolution. (08)
b) Explain the concept of online advertisement along with its benefits. (07)

OR

- Q5 Write Short Notes (Any 3). (15)

- 1 Limitations of content marketing.
- 2 Smart Card
- 3 Myths of E Commerce .
- 4 Benefits of B2B E Commerce.
- 5 E Mail Marketing.

NBMS
Service Marketing

Time: 2½ Hrs.

Marks: 75

N.B. 1. All questions are compulsory
2. Figures to the right indicate marks.

Q.1. (A) Match the column (any Eight)

(08)

	Group A		Group B
A	Produced & consumed at same place	1	Perishability
B	Services cannot be stored	2	Customer involvement in process
C	People Based Services	3	The graphical depiction of a service
D	Self Service	4	Creates individuality in the product
E	Service Scape	5	Service Marketing strategy
F	Blue print	6	Labour intensive
G	Branding	7	An instrument to measure customer satisfaction level
H	Service marketing triangle	8	Setting standards
I	SERVQUAL	9	Physical environment of service
J	Benchmarking	10	Inseparability

Q.1. (B) State where the following statements are true or false (any seven)

(07)

1. Teaching is a high contact service.
2. Services are Homogeneous.
3. Customers do not participate in the production process of services.
4. Services can be patented.
5. The role of Public Relations is to build and maintain image of service marketer.
6. SERVQUAL is developed by Parasuraman, Zeithaml and Berry.
7. Misleading claims backed by poor service performance is one of the ethical issues in service marketing.
8. The transnational strategy is a combination of the global strategy, the multinational strategy and the international strategy.
9. Price plays vital role in the marketing mix because it gives perception of the quality.
10. Process, price and people are the extended P's of marketing.

Q.2. (A) Explain the distinctive characteristics of services and its implications.

(08)

(B) Distinguish between: Goods marketing and Services Marketing

(07)

OR

(C) What are the different ways of distributing services? Explain the role played by Franchising in distributing services. (08)

(D) What is service mapping? Explain the four lines of service map (07)

Q.3. (A) Explain the Gap Model of service quality. (08)

(B) Explain the strategies for managing capacity to match demand. (07)

OR

(C) Explain the concept of service productivity and evaluate ways to improve productivity (08)

(D) What is Service Quality? What are the five dimensions of quality? (07)

Q.4. (A) what are the international and global strategies in services marketing? (08)

(B) Explain the concept of zone of tolerance with an appropriate example (07)

OR

(C) What are the recent trends in marketing of services in Banking? (08)

(D) What are the unethical practices in service marketing with suitable examples? (07)

Q.5. (A) Explain the different elements and factors favouring adoption of transnational strategy (15)

OR

Q.5. Write a short note on any Three of the following (15)

- a) Options for Service delivery
- b) Importance of people in service delivery.
- c) Variations in customer involvement
- d) Moment of Truth
- e) Challenges faced by Service Marketer.

Sem VI 2019-20

REENA METHA COLLEGE OF ARTS, SCIENCE, COMMERCE &
MANAGEMENT STUDIES

INTERNAL EXAMINATION 2019-2020

SEMESTER: VI

SUBJECT: SQA

MARKS: 20

DATE: 07/02/2020

TIME: 45 MINS

Q1 Attempt any **four** questions.

1. What a short note on continual improvement?
2. State and explain any 5 principles of software testing?
3. What are the quality principles of TQM?
4. Write a short note on RTM?
5. Define the term quality and elaborate different views on quality?
6. Explain the relationship between error, defect and failure with a proper example



**REENA METHA COLLEGE OF ARTS, SCIENCE COMMERCE &
MANAGEMENT STUDIES**

INTERNAL EXAMINATION 2019-2020

SEMESTER: VI

SUBJECT: Business Intelligence

MARKS: 20

DATE: 06/02/2020

TIME: 40 MINS

Q1 Attempt any **four** questions.

1. Draw and explain the Business intelligence architectures.
2. Draw and explain phases of Business Intelligence.
3. Explain phases of decision-making process.
4. Draw and explain architecture of Data Mining.
5. Explain data transformation with suitable diagram.
6. List and explain the types of mathematical models.

1

2

3

**REENA METHA COLLEGE OF ARTS, SCIENCE, COMMERCE &
MANAGEMENT STUDIES**

INTERNAL EXAMINATION 2019-2020

SEMESTER: VI

SUBJECT: Security In Computing

MARKS: 20

DATE: 07 /02/2020

TIME: 45 MINS

Q1 Attempt any **four** questions.

1. Write a short note on how to build a security program also explain its components?
2. Short Note on Computer Viruses?
3. Explain Remote Access Trojans and Email Worms?
4. Explain Application Layer attacks?
5. Explain Man-In-the-Middle Attacks?
6. Explain Lollipop and Onion Model?

1

2

3

**REENA METHA COLLEGE OF ARTS, SCIENCE, COMMERCE &
MANAGEMENT STUDIES**

INTERNAL EXAMINATION 2019-2020

SEMESTER: VI

SUBJECT: Cyber Laws

MARKS: 20

DATE: 06/02/2020

TIME: 45 MINS

Q1 Attempt any **four** questions.

1. What is cybercrime? How the classification of cybercrime is done?
2. Write a short note on arrest but no punishment.
3. What is hacker? What are the different types of hackers?
4. Explain cyber fraud and cyber cheating.
5. Explain cyber pornography.
6. List out the cybercrimes. Give the examples of cybercrime.



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