

(SET-A)

Time: 2.1/2 Hours

Marks: 75

Date: 07/05/2022

Note: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q.1. Multiple Choice Questions. (Answer any 20) (40 Marks)

1) In oral communication the speaker can observe the listener's _____ to what is being related.

- a) Reaction
- b) Response
- c) Rejection
- d) Reset

2) Which of the following is NOT a common style of delivery?

- a) Contextual
- b) Memorized
- c) Manuscript
- d) Extemporaneous

3) _____ should be used to reinforce points while making a presentation.

- a) Vociferation
- b) visual aids
- c) thumping
- d) anger

4) Flip charts are _____

- a) expensive
- b) complicated
- c) portable
- d) too elaborate

5) The speaker must stand before the audience in a _____ posture.

- a) Relaxed
- b) Lax
- c) Flexible
- d) soldier-like

6) The _____ is the person who transmits the message.

- a) receiver
- b) driver

- c) sender
- d) cleaner

7) _____ helps to improve the efficiency and motivation of the employee.

- a) Exit interview
- b) Appraisal interview
- c) Selection interview
- d) Under stress interview

8) _____ is used to solve the personal problems of the employees which might be affecting their work and efficiency.

- a) Advice
- b) Counselling
- c) Persuasion
- d) Suggestion

9) _____ provides a personal touch which is very valuable for building good will.

- a) Open house
- b) Press conference
- c) Exhibitions
- d) Fairs

10) Finding out facts about the organization you work for and preparing _____ is the basic tool of the successful public relations

- a) fact sheets
- b) questionnaire
- c) survey
- d) bulletins

11) Good business letters are characterized by the following personal quality of the writer:

- a) formality
- b) sincerity
- c) humor
- d) seriousness

12) Which of these is not a type of letters of enquiry?

- a) General enquiries
- b) Personal enquiries
- c) Sales related enquiries
- d) Status enquiries

13) The purpose of writing a letter of complaint is not to start a _____

Time: 2.5Hours

Marks: 75

Date: 09/05/2022

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) Multiple Choice Questions (Any 20)

(Marks 40)

- 1) Business Objectives should be _____. (Rigid, Time bound, Specific, Complicated)
- 2) Business depends on the _____ for so many inputs. (Government, employees, society, economy)
- 3) _____ is a public corporation. (ECGC, IOC, Ministry of Finance, Business Model)
- 4) No person shall be compelled to pay _____ for the promotion of any religion. (Tax, attention, rules, things)
- 5) Labor _____ refers to people shift from one place to another in search of better job prospects. (Turnover, Mobility, Diversity, Retention)
- 6) _____ is an agreement and not an institution. (FDI, SWOT, PESTEL, GATT)
- 7) _____ removes the hindrances of place. (Business environment, Transportation, Job Marketing)
- 8) The economic growth of _____ depends on technology. (USA, CHINA, INDIA, PAKISTAN)
- 9) In the last three years, highest FDI inflow is in _____ in India. (Services Sector, Telecommunication Sector, Power Sector, Infrastructure Sector)
- 10) _____ is the moral fabric of society. (Culture, Ethics, Beliefs, Behavior)
- 11) GATT was born in the year _____. (1977, 1965, 1989, 1948)
- 12) Business ethics helps to _____ ethical decision making. (Clear, Identify, Improve, Utilize)
- 13) The basic of business is _____. (Profit maximization, Buying and selling, profiteering, loss)
- 14) External components of business Environment provides _____ and Opportunities. (Risks, strengths, Threats, fear)
- 15) The demographic environment is part of the _____ environment. (Micro, internal, government, Macro)
- 16) Internal environment of business environment gives, _____ and weaknesses. (Opportunities, threats, strengths, Fear)
- 17) WTO stands for _____. (World term organization, World trademark office, World tax organization, World trade organization)
- 18)means expansion of business activities on global scale. (Globalization, Liberalization, Privatization)

- 19) In Joint Hindu family business, the members work under a common head known as..... (Karta, Co-owner, Partner, Trader)
- 20) A Joint stock company is an person created by law. (Artificial, Natural, Personal, Unique)
- 21) The public sector business is conducted for providing to public. (Service, Profit, Interest, Wages)
- 22) _____ includes trade and aid-to-trade. (Industry, Commerce, Employment, Manpower)
- 23) _____ is the most significant force pressuring firms for social actions. (Competitors, Employees, Government, Creditors)
- 24) My friend always goes to the nearest shop to buy goods because it is his basic right to _____. (Check the price, choose, check the quality)
- 25) _____ are goods and services produced in one country but marketed in another country. (EXPORTS, IMPORTS, domestic, international)

Q.2. Answer any one of the following: (Marks 7)

- A) Explain the different types of Business Organizations.
 B) Explain SWOT analysis in brief.
 C) Write short note on External Environment.

Q.3. Answer any one of the following: (Marks 7)

- A) Explain Sunrise sectors of Indian Economy.
 B) Explain the different Economies.
 C) Write short note on "Impact of Business on Private sector, Public sector and Joint sector"

Q.4. Answer any one of the following: (Marks 7)

- A) Explain the importance of social responsibility of business
 B) Write note on Social Audit.
 C) Explain Michael Porter's Five Forces Analysis

Q.5. Answer any one of the following: (Marks 7)

- A) Explain the merits of MNC's.
 B) Explain the functions of WTO.
 C) Explain role and functions of FDI.

Q.6. Write Short Notes: (Any 2) (Marks 7)

- M) Internal Environment
 N) Challenges of Indian Economy
 O) Impact of technology
 P) MNC

FYBMS/SEM-II/REGULAR & ATKT/INDUSTRIAL LAW

SET-A

Time: 2.30Hours

Marks: 75

Date: 12/05/2022

- Note: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q.1 Multiple Choice Questions (Attempt Any 20)

40 Marks

- 1) Under Industrial Disputes Act, Court means_____.
- Court of inquiry
 - Court of disputes
 - Court of investigation
 - Court of arbitration
- 2) Permanent closing down of an establishment is called_____.
- Closure
 - Termination
 - Retrenchment
 - Layoff
- 3) Industrial disputes is settled through voluntary_____.
- Arbitration
 - Conciliation
 - Settlement
 - Award
- 4) A labour court shall consist of only _____ person appointed by appropriate government.
- 1
 - 2
 - 3
 - 4

- 5) The decision of an authority in an industrial disputes is known as _____.
- Award
 - Decision
 - Declaration
 - Order
- 6) Any person who has completed the age of _____ years can become member of a trade union.
- 15
 - 18
 - 21
 - 25
- 7) Every registered trade union has a _____ succession.
- Perpetual
 - Temporary
 - Standing
 - Full time
- 8) _____ numbers of persons required for formation of trade union.
- 7
 - 10
 - 15
 - 18
- 9) The Trade Union Act, has been framed in the year _____.
- 1926
 - 1947
 - 1948
 - 1930
- 10) Appropriate government means _____ government and/or _____ Government.
- Central, State
 - State, Local
 - Central, Local
 - Local, Municipality

11) The Industrial Disputes Act was framed in the year _____.

- a. 1948
- b. 1947
- c. 1926
- d. 1930

12) The Factories Act, framed in the year _____.

- a. 1948
- b. 1947
- c. 1984
- d. 1962

13) The Employees Compensation Act was framed in the year _____.

- a. 1923
- b. 1926
- c. 1947
- d. 1948

14) The payment of wages Act was made in the year _____.

- a. 1948
- b. 1962
- c. 1926
- d. 1923

15) The Employee State Insurance Act, framed in the year _____.

- a. 1948
- b. 1947
- c. 1946
- d. 1945

16) _____ means cessation of work by body of persons in any industry.

- a. Strike
- b. Lockout
- c. Winding up
- d. Layoff

- 17) The ESIC act provides for ____ (number) types of benefits.
- 6
 - 8
 - 10
 - 12
- 18) The ESIC Act is applicable to employees drawing wages not exceeding_____.
- Rs.15000
 - Rs.20000
 - Rs.25000
 - Rs.30000
- 19) ____% of employees wages is deducted towards PF in brick,coal industries.
- 12
 - 15
 - 18
 - 20
- 20) Employees providend fund act is administered by_____.
- PF commissioner
 - PF Director
 - PF Manager
 - Government
- 21) Wages must be not be paid in _____.
- Kind
 - Cash
 - Cheque
 - DD
- 22) A wage period shall not exceed ____ month/s,
- One
 - Two
 - Three
 - Four

23) Fine cannot be recovered in _____ under payment of wages Act.

- a. Installments
- b. Lumpsum
- c. Cash
- d. Cheque

24) According to Payment of wages Act, fine cannot be imposed on a person who is the below the age of _____.

- a. 15
- b. 18
- c. 21
- d. 35

25) Maximum amount of bonus payable is _____ of salary under payment of bonus act, 1965.

- a. 20
- b. 25
- c. 30
- d. 35

Q.2 Answer any one of the following:

7 Marks

- a) Define Industrial Dispute and explain authorities under Industrial Dispute Act
- b) Briefly outlined the difference between Strike and Lockout?
- c) Explain Trade Union and the procedure for registration of Trade Union

Q.3 Answer any one of the following:

7 Marks

- a) Define Factory, Manufacturing process and Workers under Factories Act?
- b) Explain briefly Health provisions under Factories Act?
- c) Explain in detail when employer is liable to pay compensation and not liable to pay Compensation?

Q.4 Answer any one of the following:

7 Marks

- a) Discuss different benefits under ESI Act?
- b) Explain in detail about Standing Committee and Medical benefit Council
- c) Explain objectives of PF and contributions under Provident Fund Act?

5

Q.5 Answer any one of the following:

7 Marks

- a) Explain the rules relating to deductions from Payment of wages Act (Authorised and Unauthorised)?
- b) Explain rules relating to available surplus and allocable surplus under Bonus Act?
- c) Explain Gratuity and provision relating payment of gratuity and forfeiture of Gratuity?

Q.6 Write Short notes (Ant Two)

7 Marks

- a) Gratuity
- b) General and political funds of Trade Union
- c) Deposit Linked Insurance Scheme
- d) Safety Provision under factory Act.

6

Time: 3 hours

Date : 10/4/2022

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 20)**(Marks 40)**

1. According to Mary Parker Follet, management is an _____ of getting things done through people. (art, science, profession)
2. The process of management is _____ in nature (one time, continuous, constant)
3. In _____ organizations, management and ownership need not be one and the same. (small, medium, large)
4. Frequent _____ increases selection and training costs. (labour turnover, absenteeism, wastages)
5. _____ is the relation between returns and costs. (Productivity, Efficiency, Effectiveness)
6. _____ father of scientific management, was the first person to consider management as a science. (Henri Fayol, Elton Mayo, F. W. Taylor)
7. Management is a _____ science. (physical, social, natural)
8. _____ provides a sense of direction to business activities. (Planning, Organizing, Decision-making)
9. The _____ plans are meant for repeated use. (standing, single-use, realistic)
10. The _____ is a statement that reflects the vision, the basic purpose and philosophy of the organization. (objectives, targets, mission)
11. _____ defines the boundaries within which decisions are made. (Strategy, Policy, Procedure)
12. A _____ is a timetable for activities. (schedule, rule budget)
13. The concept of MBO was popularized by _____ (Henri Fayol, Elton Mayo, Peter Drucker)
14. Division of work is based on the principle of _____ (equality, authority, specialization)
15. _____ is the power to take the right decisions. (Responsibility, Authority, Delegation)
16. _____ means to confer, or to transfer or to assign. (Responsibility, Authority, Delegation)
17. _____ is a process of grouping activities into units for the purpose of effective management. (Departmentation, Decentralization, Span of control)
18. The concept of span of control was first asserted by _____. (Graicunas, Lyndall & Urwick, Sir Ian Hamilton)
19. According to Graicunas, there exists _____ types of superior-subordinate relationships. (two, three, four)

20. _____ is the obligation of an individual to report formally to his superior about the work he has done to discharge the responsibility. (Accountability, Authority, Delegation)
21. _____ refers to a pattern of relationships among individuals and departments in an organisation. (Management, Organisation structure, Organisation)
22. An _____ is one who takes all decisions by himself and expects to be obeyed by his subordinates. (autocrat, bureaucrat, sociocrat)
23. _____ is considered as an essence of management. (Leadership, Controlling, Co-ordination)
24. _____ is a process of monitoring actual performance, and taking corrective measures, if required. (Leadership, Controlling, Coordination)
25. _____ refers to the systematic evaluation of the functioning of performance and effectiveness of management of an organization. (Budgetary control, Management audit, MBO)

Q2. Answer in brief (Any 1)

(7 Marks)

- Q.2. A) What are the different roles of a manager?
 Q.2.B) Explain briefly the principles of scientific management.
 Q.2. C) Explain the functions of each level of management.

Q.3 Answer in brief (Any 1)

(7 Marks)

- Q.3. A) Define planning. State its components/elements .
 Q.3. B) Explain MBO and state its advantages.
 Q.3. C) What are the steps in the decision making process ?

Q.4. Answer in brief (Any 1)

(7 Marks)

- Q.4. A) Explain the steps in the organising process .
 Q.4. B) Distinguish between formal organisations and informal organisations.
 Q.4. C) State and explain the principles of effective delegations.

Q.5. Answer in brief (Any 1)

(7 Marks)

- Q.5. A) What is coordination? Explain its needs and importance.
 Q.5. B) What Steps involved in the control process.
 Q.5. C) Explain budgetary control and its advantages.

Q.6) Write Short Notes (Any 2)

(7 marks)

- A) Management is an art.
 B) Disadvantage of decentralisation .
 C) Process of directing .
 D) Managerial skill.

Time: 3 Hours

Marks: 75

Date: 13th May 2022

Note: 1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q1 Select the most appropriate option {attempt any 20, 2 marks each}

1] If simple interest for an amount for one year at a certain rate of interest is rs. 750, then simple interest for the same amount at the same rate for 4 years is

- (a) 3,000
- (b) 3,050
- (c) 2,900
- (d) 3500

2] If the simple interest on 30,000 for 4 years is 9,600, the rate of interest p.a is

- (a) 6%
- (b) 10%
- (c) 8%
- (d) 15%

3] If amount of Rs 50,000 becomes Rs 65,000 in 3 years, the rate of simple interest must be

- (a) 8%
- (b) 10%
- (c) 12%
- (d) 15%

4] The function $f(x) = 4 - 11x$ is a _____ function.

- (a) constant
- (b) Quadratic
- (c) Exponential
- (d) Linear

5] If $f(x) = kx - 3$ and $f(1) = 0$, then k is

- a) 0
- b) 1
- c) 2
- d) 3

6] The total revenue per unit sold is called

- a) Marginal revenue
- b) Average revenue
- c) Modal revenue
- d) Marginal revenue

7] There are three nails on a wall and seven pictures. In how many ways can pictures be put on all the nails?

- (a) 21
- (b) 42
- (c) 210
- (d) 86

- 8] How many four digit numbers can be formed from the digits 0 to 9, if no digit is repeated in the same number?
- (a) 2688
 - (b) 4536
 - (c) 5040
 - (d) 3024
- 9] In how many ways can 5 men, 4 women and 3 children be arranged for a photograph so that all the men are together and so are all women and all children.
- (a) 60!
 - (b) 12!
 - (c) 5! 4! 3!
 - (d) 5! 4! 3! 3!
- 10] How many words can be formed of the letters in the word ARTICLE, so that the vowels occupy only the odd positions?
- (a) 576
 - (b) 144
 - (c) 840
 - (d) 720
- 11] If A is a matrix of order $m \times n$, then it contains
- (a) n rows
 - (b) m rows
 - (c) mn rows
 - (d) $m - n$ rows
- 12] If A and B are two matrices of order 2×3 and 4×2 respectively then the number of columns of the matrices A and B are respectively
- (a) 2 and 4
 - (b) 2 and 3
 - (c) 3 and 2
 - (d) 4 and 2
- 13] A square matrix with all non-diagonal elements zero can be
- (a) Scalar matrix
 - (b) Identity matrix
 - (c) Diagonal matrix
 - (d) All 3
- 14] A system of 3 linear equations in 3 unknowns can be solved using
- a) Newton's rule
 - b) Cramer's rule
 - c) Binomial rule
 - d) Vogels rule
- 15] If rows and columns of a determinant are interchanged, its value
- a) increases
 - b) decreases
 - c) remains unchanged
 - d) doubles itself

- 16] If two rows of determinants are interchanged than its value
a) increases
b) decreases
c) does not change
d) changes its sign
- 17] A square matrix whose determinant value is zero, is called
(a) Non-singular matrix
(b) Singular matrix
(c) Null matrix
(d) Identity matrix
- 18] A square matrix whose determinant value is non-zero is called
(a) Non-singular matrix
(b) Singular matrix
(c) Null matrix
(d) Identity matrix
- 19] The Inverse matrix of a matrix A can be obtained only when
(a) A is a square matrix
(b) A is a singular matrix
(c) A is a non-singular matrix
(d) A is a null matrix
- 20] The input required by each industry is
(a) Labour
(b) Consumer
(c) Transaction
(d) Transportation
- 21] The transaction matrix is always a
(a) Diagonal matrix
(b) Identity matrix
(c) Square matrix
(d) Null matrix
- 22] The Demand Matrix is always a
(a) Unit matrix
(b) Column matrix
(c) Square matrix
(d) Null matrix
- 23] The derivative of a function y w.r.t. x measures
(a) rate of change of y w.r.t. x
(b) change in y
(c) change in x
(d) change in both x and y
- 24] The derivative of 17 w.r.t. x is
(a) 1
(b) 0
(c) 17
(d) $\log x$

25] The differences of successive values of y where y is a function of equally spaced values of x are called

- (a) Finite differences
- (b) Forward differences
- (c) Absolute differences
- (d) Positive differences

Q2] Answer any 1 out of 3 {7 marks}

- a) Find the final amount of Rs 10000 at 9% p.a in 3 years compounded half yearly.
- b) The total cost function is $C = 500 + 15x$ and total revenue is $R = 700 + 5x$, find the point at which there will be no profit and no loss, i.e break even point.
- c) In how many ways can letters of word FATHER be arranged, how many of these words begin with A and end with R.

Q3] Answer any 1 out of 3 {7 marks}

- a) If $a_{11} = 9, a_{12} = 2, a_{21} = 8, a_{22} = 3$ are values of matrix A, & $a_{11} = 4, a_{12} = 7, a_{21} = 3, a_{22} = 1$ are values of matrix B, the order of these matrix are 2×2 , (2 rows and 2 columns), then find the Matrix X of order 2×2 such that $2A + 3B - 7i + X = 0$, where "i" is unit matrix of order 2×2 and "0" is a null matrix of order 2×2 .
- b) Solve the equations by Cramer's rule
 $5x - 2y = 21$
 $3x - 4y = 7$
- c) Find the inverse of matrix A by adjoint method where: $a_{11} = 5, a_{12} = 7, a_{21} = 2, a_{22} = 3$, where A is 2×2 matrix

Q4] Solve any 1 out of 3 { 7 marks }

- a) Find the derivative of $(x \log x) / (\log x + 7x)$
 - b) Divide 50 into two parts such that their product is a maximum.
 - c) Years 2006 2008 2010 2012
Exports 57 59 63 68
- using Newton's interpolation formula find the exports for the year 2009.

Q5] Short Notes, Answer any 2 { 7 marks, 3.5 marks each }

- a) What is Simple interest.
- b) What is future value & future value of annuity due, and immediate.
- c) What are the assumptions of Input - Output analysis.
- d) Explain Interpolation and Extrapolation.

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.) Multiple Choice Question (Any 20)

(Marks 40)

1. _____ is the biotic and abiotic elements that surround humans. (Environment/ Geology)
2. The _____ is composed of all the water on or near the earth. (Hydrosphere/ Atmosphere/ Lithosphere/Biosphere)
3. _____ helps to develop the power of concentration. (Meditation/ Social Support/Relaxation/Vacation)
4. The _____ needs lie at the highest level of Maslow's Need Hierarchy Theory. (Social/Self-actualization/Basic/Security).
5. _____ means pre-judgment. (Stereotypes/ Prejudice/Taboo/Conflict)
6. _____ occurs when the person does not know what his or her job is. (Role ambiguity/ Rotating shifts/Stress/Conflict).
7. _____ means movement or shift of people from one place to another. (Migration/Privatization/Liberalization/Globalization)
8. Economic liberalization was a bold decision by the Prime Minister _____ (Narsimha Rao/ Rajiv Gandhi/Narendra Modi/Manmohan Singh)
9. _____ rights aim at personal good of an individual as well as that of the community. (Fundamental/ Enforced/Neutral/Forced)
10. Human rights in a more specified and well-defined manner came with the signing of _____ in 1215, (Magna Carta/ UDHR/General Agreement/Agreement).
11. _____ is the integration of economies and societies. (Hydrosphere/ Atmosphere/ Lithosphere/Biosphere)
12. _____ refers to "removal of controls" to encourage economic development. (Hydrosphere/ Atmosphere/ Lithosphere/Biosphere)
13. _____ refers to negative impact of globalization. (IT/ Brain Drain/Lifestyle/Salary)
14. As per the new Industrial policy, 1991, licensing is required only in _____ industries. (5/6/7/8)
15. _____ environment provides scope for tourism, sports, wildlife and adventure. (Natural/Organizational/Individual/Group)
16. The _____ is composed of all of the water on or near the earth. (Hydrosphere/ Atmosphere/ Lithosphere/Biosphere)
17. The _____ is solid, rocky crust covering entire planet. (Hydrosphere/ Atmosphere/ Lithosphere/Biosphere)
18. The _____ stressors are called as job-related stressors. (organizational/group/individual/personal)
19. _____ arises when goal directed behaviour is blocked or thwarted. (Frustration/Violence/Taboo/Conflict)
20. The family influences a person's _____ through mirror-image of themselves. (attitude/lifestyle/ Networking/Biofeedback)
21. _____ means forming a close association with trusted friends and co-workers. (attitude/lifestyle Networking/Biofeedback)
22. Maslow identified _____ set of needs. (2/5/12/15)
23. _____ are the people who conceal their opinions and feelings and do not take interest in conflict resolution. (Concealers/ Attackers/Disputers/Resolvers)
24. In the state of _____ the number of farmer's suicides is the highest. (MP, UP, Goa, Maharashtra)
25. The UDHR consists of a preamble and _____ articles highlighting human rights and freedoms entitled to everyone in the world. (15/30/45/50)

Q.2. Answer any one of the following

(7 Marks)

- A) Define Globalization. State the impact of globalization.
- B) Define Migration. State its effects.
- C) Globalization and Changes in the Agrarian Sector

Q.3. Answer any one of the following

(7 Marks)

- A) Define environmental degradation and state its causes.
- B) Explain the disciplines of Ecology
- C) Explain the Components of Environment

Q.4. Answer any one of the following

(7 Marks)

- A) State the Organizational Stressors
- B) State the Group Stressors and Individual Stressors
- C) State the significance of values in Individual Development

Q.5. Answer any one of the following

(7 Marks)

- A) Individual Strategies for coping with stress
- B) Maslow's Theory of Self-Actualization
- C) State the features and Critical Appraisal of Need hierarchy Theory

Q.6) Short Notes (Any 2)

(7 marks)

- A) Types of Migration
- B) Liberalization
- C) Right against Exploitation
- D) Cultural and Educational Rights

REENA METHA COLLEGE OF ARTS, SCIENCE, COMMERCE & MANAGEMENT
STUDIES
INTERNAL EXAMINATION (Regular) 2021-2022
SEMESTER: II (FYBMS)

Subject: Business Communication -II
Time: 40 Mins (Paper-II)

Date: 11/04/2022 (Monday)
Marks: 20

Q.1. (A) Multiple Choice Question:

(Marks: 2.5)

1. The letter calling the interviewees must be sent several _____ in advance.
(Month, time, days)
2. _____ is often held for problem solving and decision making.
(Committee meeting, Symposium, Group discussion)
3. _____ plays the role of a leader in a meeting.
(Chairperson, Boss, Legal expert)
4. _____ can reduce tension and frustrations and set practical and attainable goals before workers.
(Advice, Counseling, Suggestion)
5. The main objective of _____ is to reach the mind of the outside public and establish mutual understanding.
(Conference, Public relations, Group Communication))

Q.1 (B) State whether the following statements are True or False

(Marks: 2.5)

Column A	Column B
1. Conference	a. Day, date, time and place
2. Notice	b. Exchange of views
3. Skype	c. Less stressful
4. Selection Interview	d. Web-based
5. Telephonic Interview	e. To find if applicant is suitable for a job

Q.2. Answer in one-two sentence

(Marks: 5)

1. Exit Interview.
2. Objectives of Meetings.
3. Appraisal Interview.
4. Webinar.
5. Teleconferencing

Q.3. Answer the following questions (Any 2)

(Marks: 10)

1. Explain the Advantage and Disadvantage of meetings.
2. Explain the External and Internal measures of Public Relation.
3. Explain the meaning of Conference and Types of conferences.



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

INTERNAL EXAMINATION (Regular) 2021-2022

SEMESTER: II (FYBMS)

Subject: *Business Environment -I*

Date: 11/04/2022 (Monday)

Time: 40 Mins (Paper-I)

Marks: 20

Q.1) (A) Multiple Choice Question:

Marks: 2.5

- 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

Marks: 2.5

- 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 1-2 sentences

Marks: 5

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 in Brief (Any 2)

Marks: 10

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.

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

INTERNAL EXAMINATION (Regular) 2021-2022

SEMESTER: II (FYBMS)

Subject: *Industrial Law-I*

Time: 40 Mins (Paper-II)

Date: 12/04/2022 (Tuesday)

Marks: 20

Q.1. (A) Match the Column

(Marks: 2.5)

Column A	Column B
(1) Works committee	(a) Sec.3
(2) Conciliation Officer	(b) Sec.4
(3) Board of Conciliation	(c) Sec.5
(4) Court of Inquiry	(d) Sec.6
(5) Labour Court	(e) Sec.7

Q.1.(B) State whether the following statements are True or False

(Marks: 2.5)

- The Trade Union Act was passed to regulate obligations imposed upon a registered trade union.
- For registration of Trade Union minimum 7 members are required.
- Registrar can refuse registration of trade union under section 7.
- Under section 10, a certificate of registration of a trade union may be withdrawn or cancelled by the registrar.
- A registered trade union may constitute a separate fund for political purposes.

Q.2. Explain the following term:

(Marks: 5)

- what do you mean by trade dispute.
- what do you mean by trade union.
- what is strike?
- what is lock-out?
- what is award?

Q.3. Answer the following questions (Any 2)

(Marks: 10)

- What are the various methods for the settlement of industrial Disputes under the industrial Disputes Act?
- Bring out the difference between strike and lock-out.
- Describe the procedure for registration of trade union.

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

INTERNAL EXAMINATION (Regular) 2021-2022

SEMESTER: II (FYBMS)

Subject: *Principles of Management*

Time: 40 Mins (Paper-I)

Date: 12/04/2022 (Tuesday)

Marks: 20

Q.1. (A) Multiple Choice Question:

(Marks: 2.5)

- 1) A _____ is an estimate expressed in numerical terms.
(Report, budget, plan)
- 2) _____ popularized the concept of managerial skills.
(Henri Fayol, Robert Blake, F.W. Taylor)
- 3) The process of management is _____ in nature.
(One time, continuous, constant)
- 4) The _____ plan are meant for repeated use.
(Standing, single use, realistic)
- 5) A _____ is a time table for activities.
(Schedule, rule, budget)

Q.1.(B) Match the Column

(Marks: 2.5)

Column A	Column B
1. Henry Fayol	a. Managerial Roles
2. Mary Follet	b. Scientific Management
3. Henry Mintzberg	c. 1950
4. MBO	d. Administrative Management
5. FW Taylor	e. Management is the art of getting things done through people

Q.2. Explain the following term:

(Marks: 5)

1. MBO.
2. Staffing.
3. Function of top level management.
4. Managerial skill.
5. Components of planning.

Q.3. Answer the following questions (Any 2)

(Marks: 10)

- 1) Explain briefly the principles of scientific management.
- 2) Define planning and explain its elements.
- 3) What are the steps in the decision-making process?

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

INTERNAL EXAMINATION (Regular) 2021-2022

SEMESTER: II (FYBMS)

Subject: *Business Mathematics*

Date: 13/04/2022 (Wednesday)

Time: 40 Mins (Paper-II)

Marks: 20

Q.1. (A) Match the Column:

(Marks: 2.5)

Column I	Column II
1. The simple interest of Rs. 20,000 for 5 years at 7% is	a. Zero
2. If the payment of an annuity are made at the end of periods, the annuity is called	b. Annuity Due
3. If the payments of an annuity are made at the beginning of the period, the annuity is called	c. Rs. 7,000
4. The simple interest of Rs. 15,000 for 4 years at 8% is	d. Annuity Immediate
5. The difference between simple and compound interest of an amount at $r\%$ p.a. after one year is	e. Rs. 4,800

Q.1 (B) State whether the following statements are True or False

(Marks: 2.5)

- 1) Simple interest for 3 years at 9% pa of Rs 5000 is Rs 1300.
- 2) The future value of an amount is always greater than its present value.
- 3) If the payments of an annuity are all equal and are made over successive periods of time, there is uniform annuity.
- 4) An annuity in which the number of payments is fixed is called Fixed annuity.
- 5) The compound interest for an amount @ 12% pa is maximum if the compound interest is calculated quarterly.

Q.2. Answer the following questions in one or two statements.

(Marks: 5)

1. What is the formula future value of annuity immediate.
2. What is the formula for future value of annuity due.
3. What is the formula for calculating depreciation.
4. What is the formula of present value of annuity due.
5. What is the formula of present value of annuity immediate.

Q.3. Solve the following questions (Any 2)

(Marks: 10)

- 1) The sum required to earn an interest of 1200 Rs per month @ 18% pa Simple interest is?
- 2) $P = 8500$, $A = 10200$, $r = 12\%$ pa, $n = ?$.
- 3) Mr. Gopal borrows Rs. 12,000 for 4 years at compound interest rate of 8% p.a. How much will he have to repay at the end of the period.

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

INTERNAL EXAMINATION (Regular) 2021-2022

SEMESTER: II (FYBMS)

Subject: *Principles of Marketing*

Date: 13/04/2022 (Wednesday)

Time: 40 Mins (Paper-I)

Marks: 20

Q.1. (A) Multiple Choice Question:

(Marks: 2.5)

1. _____ is the base of marketing.

- (i) promotion (ii) production (iii) advertising (iv) Selling

2. _____ is the factor of the micro environment.

- (i) technological (ii) social and cultural (iii) political (iv) management structure

3. _____ is the study of how consumers make decisions to spend their available money, time, effort.

- (i) Consumer behaviour (ii) marketing behaviour (iii) communication (iv) All of these

4. _____ involves detailed study of sales activities of a firm in order to find out deficiencies therein.

- (i) production research (ii) product research (iii) marketing research (iv) sales research

5. _____ is useful for studying and solving different marketing problems faced by marketing firm.

- (i) production research (ii) product research (iii) marketing research (iv) sales research

Q.1 (B) State whether the following statements are True or False

(Marks: 2.5)

1. Marketing is a time-tested art.

2. Marketing is all about to take care of what consumer wants.

3. 4P's can not be altered.

4. Yesterday's luxuries are today's necessities.

5. Marketing and standard of living are not related.

Q.2. Answer the following questions in one or two statements.

(Marks: 5)

1. What is marketing environment?

2. What are the 4P's of marketing?

3. What are the advantages of marketing?

4. What is the meaning of micro environment?

5. What are important factors influencing macro environment?

Q.3. Answer the following questions (Any 2)

(Marks: 10)

1. Explain concepts of Marketing.

2. Explain 4C's of marketing.

3. Explain selling concept v/s marketing concept.

BMS
203
P. 01
13/04/22

Time: 2.5Hours

Marks: 75

Date: 10/05/2022

Note:1) All questions are compulsory.

2) Figures to the right indicate full marks.

Q.1. A) Multiple Choice Question's (Any 20)

(Marks 40)

- 1) Marketing is _____ in character. (interdependent, interrelated, interdisciplinary, product)
- 2) Customer cost is highly _____. (pleasing, economical, risky, places)
- 3) Marketing concept is based on _____ forecasting. (demand, supply, market, product line)
- 4) Marketing regulates _____. (exchanges, pricing, competition, programme)
- 5) Marketing brings transfer of _____ of goods. (possession, place, ownership, product)
- 6) _____ environment includes competitors. (Micro, macro, marketing, product)
- 7) Consumer behavior is the cornerstone of marketing _____. (strategy, policy, programme, price)
- 8) Marketing research is a _____ proposition. (costly, logical, poor, bad)
- 9) Social and cultural factors influence _____ for goods and services. (supply, product, demand, balance)
- 10) Legislations are a part of _____ environment. (economical, technological, political, social)
- 11) _____ means adding a lower priced item. (trading up, trading down, trading, no trade)
- 12) Product research simplifies the _____. (Product mix, product line, product, price)
- 13) Product line relates to the _____. (depth, width, length, height)
- 14) _____ has incremental value. (Brand personality, Brand association, Brand equity, brand)
- 15) _____ is a long term pricing strategy. (skimming, penetration, transfer, filling)
- 16) _____ is the shortest channel. (zero level, one level, two level, three level).
- 17) Packaging facilitates _____. (Handling, complaints, after use, before use)
- 18) Product planning can replace _____ products. (fashionable, obsolete, new, old)
- 19) _____ supports advertising and personal selling. (promotion, demand, supply, product)
- 20) The elements of marketing includes _____ (placement, procurement, price, test)
- 21) Segmentation facilitates effective _____ strategy. (Advertising, product, public relations)
- 22) _____ segmentation uses variables like family size and family life cycle. (Geographic, psychographic, demographic, product user)
- 23) Small firms target _____ marketing. (niche, test, audit, large)
- 24) Market is dividing the total market into sub-markets. (Segmentation targeting, positioning, cultivating)
- 25) E- marketing has _____ reach. (Individual, national, global, local)

Q.2. Answer any one of the following: (Marks 7)

- A) Explain the features of marketing.
- B) Explain 4P's of Marketing.
- C) Explain in brief various marketing functions.

Q.3. Answer any one of the following: (Marks 7)

- A) What is MIS? Explain its benefits and importance.
- B) What is marketing environment? Explain briefly its features..
- C) Explain PEST analysis in marketing.

Q.4. Answer any one of the following: (Marks 7)

- A) Discuss all the stages in product life cycle in detail.
- B) Explain in detail the types of marketing channels.
- C) What is branding? Explain its role in sales promotion.

Q.5. Answer any one of the following: (Marks 7)

- A) Explain the concept of relationship marketing.
- B) Explain the importance of segmentation in the marketing of consumer goods.
- C) What is E-marketing? Explain the features of internet marketing.

Q. 6. Write Short Note on: (Any 2) (Marks 7)

- a) Difference between Macro and Micro Environment
- b) 4C's of marketing
- c) Elements of marketing mix
- d) Target marketing

54

**REENA METHA COLLEGE OF ARTS, SCIENCE, COMMERCE & MANAGEMENT
STUDIES
INTERNAL EXAMINATION (Regular) 2021-2022
SEMESTER: IV (SYBMS)**

Subject: Business Research Methods

Time: 40 Mins (Paper-II)

Date: 10/03/2022 (Thursday)

Marks: 20

Q.1. (A) Multiple Choice Question:

(Marks: 2.5)

- 1) _____ research is designed to solve practical problems of the modern. (Basic, Applied, Quantitative)
- 2) The _____ is a tentative proposition formulated to determine its validity. (Hypothesis, research design, sample design)
- 3) Researcher uses _____ sampling method when the sample for the study is very rare or limited. (Convenient, Judgement, Snowball)
- 4) The _____ method of data collection is mostly used in the case of scientific study research. (Interview, survey, census survey)
- 5) A _____ is continuum containing a set of statements logically related to the attitude under study. (Scale, variable, questionnaire)

Q.1.(B) Match the Column

(Marks: 2.5)

Column A	Column B
1. Likert scale	a. No sampling errors
2. Social science research	b. Accurate
3. Secondary data	c. Measured outcome
4. Dependent variable	d. Five-point scale
5. Primary data	e. Behaviour of people

Q.2. Explain the following term:

(Marks: 5)

1. Research Design.
2. Questionnaire.
3. Hypothesis.
4. Independent variables.
5. Casual research.

Q.3. Answer the following questions (Any 2)

(Marks: 10)

1. Describe the stages in the research process.
2. What is research? Explain its nature and characteristics.
3. Describe the stages in designing questionnaire.



**REENA METHA COLLEGE OF ARTS, SCIENCE, COMMERCE & MANAGEMENT
STUDIES
INTERNAL EXAMINATION (Regular) 2021-2022
SEMESTER: IV (SYBMS_HR)**

HR: Subject: *Change Management*
Time: 40 Mins (Paper-II)

Date: 12/03/2022 (Saturday)
Marks: 20

Q.1. (A) Multiple Choice Questions:

(Marks: 2.5)

1. Change is ___ phenomenon of organizational life.
(Continuous, One time, Alternate)
2. Change eliminates any adverse impact on _____.
(Customers, Suppliers, Distributors)
3. _____ is a negative impact of change management.
(Mental Stress, New Opportunities, Increased efficiency)
4. _____ plays a big role in running a successful organization.
(Trust, Skills, Self-Interest)
5. _____ in a team may be more time consuming and tedious.
(Coordination, Cooperation, Communication)

Q.1 (B) State whether the following statements are True or False.

(Marks: 2.5)

1. Change is an inseparable fundamental fact of life.
2. The goal of change management is to minimize the impact on productivity.
3. An organization is just a bigger team often made up of smaller teams.
4. Firm behavior of the employees will maximize support and limit resistance to change.
5. The ability to embrace change can help employees in a business by creating new opportunities.

Q.2. Answer in one-two sentence.

(Marks: 5)

1. Individual Level of Change
2. Group Level of Change
3. Organizational Level of Change
4. Change Management
5. Organizational Culture

Q.3. Answer the following questions (Any 2)

(Marks: 10)

1. Characteristics of Change
2. External Forces of Change
3. Internal Forces of Change

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

INTERNAL EXAMINATION (Regular) 2021-2022

SEMESTER: IV (SYBMS_MARKETING)

MARKETING: Subject: *Integrated Marketing Communication*
Time: 40 Mins (*Paper-II*)

Date: 12/03/2022 (Saturday)
Marks: 20

Q.1. (A) Multiple Choice Questions:

(Marks: 2.5)

- 1) The primary role of IMC program is to _____.
(*Communicate, advertise, Convince*)
- 2) _____ has brought media to global audience.
(*Communication, Marketing, Internet*)
- 3) Decoding is a process which involves the _____.
(*Sender, receiver, outsider*)
- 4) _____ strategy is called a pressure strategy.
(*Push, pull, direct marketing*)
- 5) A _____ may be an individual or a firm having something to advertise.
(*Sponsor, direct marketer, dealer*)

Q.1 (B) State whether the following statements are True or False

(Marks: 2.5)

- 1) Publicity refers to non-personal communication.
- 2) DAGMAR is a model of sales process.
- 3) Facebook is one of the most used social platform in the world.
- 4) Radio is a vehicle to which advertisers can reach children easily.
- 5) Magazines are periodically publications.

Q.2. Answer in one-two sentence

(Marks: 5)

1. Define IMC.
2. Draw the process of IMC planning.
3. Draw the Innovation Adoption Model.
4. What is a Communication Process?
5. Chart of Advertising media.

Q.3. Answer the following questions (Any 2)

(Marks: 10)

1. What is Sales Promotion? Role of sales Promotion as IMC tool?
2. Define Advertising. Explain the features of Advertising.
3. Write short note on DAGMAR.

**REENA METHA COLLEGE OF ARTS, SCIENCE, COMMERCE & MANAGEMENT
STUDIES
INTERNAL EXAMINATION (Regular) 2021-2022
SEMESTER: IV (SYBMS_FINANCE)**

FINANCE: Subject: *Auditing*
Time: 40 Mins (Paper-II)

Date: 12/03/2022 (Saturday)
Marks: 20

Q.1(a) Select the most appropriate option given below and rewrite the statement. (Marks 2.5)

- 1) Secret Reserve is also known as _____.
(Hidden Reserve, Capital Reserve)
- 2) Accounting standards are issued by _____.
(ICAI, ICSI)
- 3) Error is an _____ mistake.
(Intentional, Unintentional)
- 4) Confidentiality is _____ of Auditing.
(Principles, Advantage)
- 5) Auditing begins when Accounting _____.
(Begins, ends)

Q.1(b) State whether the following statements are True or False. (Marks 2.5)

- 1) An auditor can take the help of experts.
- 2) An auditor must be a practising CA.
- 3) An Audit Plan should be based on knowledge of Client Business.
- 4) Errors and Frauds both are different.
- 5) Auditing is derived from Latin word 'AUDIRE'.

Q.2) Answer the following in one sentence. (Marks 5)

- 1) What do you mean by Fraud?
- 2) Explain the term Auditing.
- 3) What do you mean by Audit Programme?
- 4) Explain Error of Duplication.
- 5) Which is the Primary Objective of Auditing?

Q.3) Answer the following questions. (Any 2) (Marks 10)

- 1) What do you mean by error? Explain the different types of error.
- 2) Write a short note on Window Dressing.
- 3) Explain the users of Financial Statement.



**REENA METHA COLLEGE OF ARTS, SCIENCE, COMMERCE & MANAGEMENT
STUDIES
INTERNAL EXAMINATION (Regular) 2021-2022
SEMESTER: IV (SYBMS_MARKETING)**

MARKETING: Subject: *Rural Marketing*
Time: 40 Mins (Paper-I)

Date: 12/03/2022 (Saturday)
Marks: 20

Q.1. (A) Multiple Choice Question:

(Marks: 2.5)

1. Rural Market is a _____ Market.
(Homogeneous/heterogeneous)
2. Rural Market has _____ and dispersed settlement.
(small/large)
3. Urban to _____ does not fall under the scope of rural marketing.
(Urban/Rural)
4. In rural marketing the focus should more be on _____.
(Relationship building/Product Selling)
5. Demand pattern of rural customer is fast changing also due to credit facilities offered by banks like _____.
(Krishi Credit Card/Kisan Credit Card)

Q.1 (B) Match the columns.

(Marks: 2.5)

A	B
1. Highest Literacy	a. Nila
2. Nirma	b. Infrastructure
3. Bharat Nirman	c. Kerala
4. Surf	d. Bihar
5. Lowest Literacy	e. Pila

Q.2. Answer in one-two sentences.

(Marks: 5)

1. Employment
2. Electricity
3. Housing
4. Technology
5. Purchase Decision

Q.3. Answer the following questions (Any 2).

(Marks: 10)

1. Nature of Rural Market
2. Problems in rural Market
3. Factors affecting rural consumer behaviour.

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

INTERNAL EXAMINATION (Regular) 2021-2022

SEMESTER: IV (SYBMS_FINANCE)

FINANCE: Subject: *Strategic Cost Finance*

Time: 40 Mins (Paper-I)

Date: 12/03/2022 (Saturday)

Marks: 20

Q.1. (A) Multiple Choice Question:

(Marks: 2.5)

1. Following is not an internal failure cost.
(Scrap , Replacement , Repairs)
2. Design modification is _____
(initial cost, operating cost, disposal cost).
3. RI is a measure of performance of _____
(Profit centre , Cost centre , Revenue centre)
4. Profit centre is evaluated by
(Cost , Profit Margin , EVA)
5. Revenues centre has control over _____
(cost, profit , Revenue)

Q.1 (B) State whether the following statements are True or False

(Marks: 2.5)

1. TQM does not control quality.
2. Replacement is not an internal failure cost.
3. All controllable costs are direct cost.
4. ROI measures performance of an investment centre.
5. RI stands for remaining income.

Q.2. Answer the following.

(Marks: 5)

1. What is Target Costing?
2. What are Responsibility Centres?
3. What is Values Analysis?
4. What is Material Cost Variances?
5. What is Labour Rate Variance.

Q.3. Answer the following questions (Any 2)

(Marks: 10)

a) There are 3 division operating in a company :

Particular	A	B	C
Sales	4,00,000	4,00,000	20,00,000
Less : Expenses	3,60,000	2,00,000	18,00,000
= Profit	40,000	2,00,000	2,00,000
Assets	2,00,000	8,00,000	40,00,000

You are required to find : i. Profitability ratio , ii. Return on Assets , iii. % Net Income to total income

b) Calculate Material Variance :

Standard – for 90 kgs of finished goods

Material – 135 kgs @ Rs.12 per kg

Actual Production – 81,000 kg

Material used – 1,24,000 kgs

Cost of Material used – Rs.14,75,600

c) Explain the elements of Strategic Cost Management.



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

INTERNAL EXAMINATION (Regular) 2021-2022

SEMESTER: VI (TYBMS)

Subject: *Project Management*

Time: 40 Mins (Paper-II)

Date: 07/03/2022 (Monday)

Marks: 20

Q.1. (A) Multiple Choice Question:

(Marks: 2.5)

1. A project is any thing which is _____.
(implicitly expressed , physical objective, Repairs)
2. Organisation structure shows _____
(division of labour, operating cost, disposal cost).
3. Matrix type of structure is _____
(Flexible , Rigid ,Permanent)
4. SBU develops its own _____
(Strategic vision and direction, Profit Margin , EVA)
5. The method which uses accrual accounting _____
(payback, ARR , NPV)

Q.1 (B) State whether the following statements are True or False

(Marks: 2.5)

1. A Project manager is a leader of project team.
2. Project planning focuses on problems.
3. Depreciation is a Non cost items.
4. NPV is the test of selection of a project.
5. Feasibility study help to start new business.

Q.2. Answer the following.

(Marks: 5)

1. What is Project management?
2. What are NPV?
3. What is Payback period?
4. What is SWOT in project?
5. What is market analysis?

Q.3. Answer the following questions (Any 2)

(Marks: 10)

- a) A Ltd is considering investing in a project. The expected original investment in the project will be Rs. 2,00,000, the life of project will be 5 years with no salvage value. The expected net cash inflow after depreciation but before tax during of the project are as follow:

Year	Amount
1	85,000
2	1,00,000
3	80,000
4	80,000
5	40,000

The project will be depreciated @ 20% on WDV and Tax rate @ 30%.
Required to calculate Cash inflow

- b) The expected cash flow of a project are:

Year	Cash Flow
1	40,000
2	55,000
3	45,000
4	70,000
5	90,000

The cash outflow is Rs. 3,00,000.

The cost of capital is 12% p.a

Calculate the following :

- i. NPV
- ii. PI
- iii. IRR (In case of IRR the discounted factor will be consider between 14 % to 16%)

- c) Explain the types of Demand forecasting?

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

INTERNAL EXAMINATION (Regular) 2021-2022

SEMESTER: VI (TYBMS_FINANCE)

FINANCE: Subject: *International Finance*

Date: 07/03/2022 (Monday)

Time: 40 Mins (Paper-I)

Marks: 20

Q.1. (A) Multiple Choice Question:

(Marks: 2.5)

1. Economic _____ means increase in economic integration.
(a. globalization, b. development, c. growth)
2. It is constructed on _____ of accounting
(a. double entry, b. single entry, c. both a and b).
3. _____ provides stable price level in country.
(a. Price, b. Gold standards, c. Bretton wood)
4. A country exchange rate regime under which the government exchange rate to another country currency _____.
(a. fixed, b. flexible, c. both a and b)
5. The _____ system is also called the IMF fixed exchange rate.
(a. Price, b. Gold standards, c. Bretton wood)

Q.1 (B) State whether the following statements are True or False:

(Marks: 2.5)

1. Floating exchange rate is a regime where the currency price is set the forex market.
2. Loro accounts are generally held by a 2nd party bank.
3. Vostro accounts are generally held by a foreign bank in our country.
4. Inflation cannot cause changes in currency exchange rates.
5. Retail clients deal through commercial banks and authorized agents.

Q.2. Answer the following.

(Marks: 5)

1. What is International Finance?
2. What is Interest Rate Parity?
3. What is Cross rate?
4. What is Spread rate?
5. What are Direct quotes?

Q.3. Answer the following questions (Any 2)

(Marks: 10)

- a) Identify the locations where the following quotation are "Direct" and calculate Indirect Form
 $1 \text{ GBP} = \text{SGD } 2.8272-2.8282$
- b) Ask Rate USD/CHF 0.9406 and spread = 12 points. Calculate USD/CHF quotation and % spread
- c) Explain the Balance of Payments

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

INTERNAL EXAMINATION (Regular) 2021-2022

SEMESTER: VI (TYBMS_MARKETING)

MARKETING: Subject: *International Marketing*

Date: 07/03/2022 (Monday)

Time: 40 Mins (Paper-II)

Marks: 20

Q.1. (A) Multiple Choice Question:

(Marks: 2.5)

1. International marketing transaction is always conducted in _____. (Small quantity, Large quantity, No quantity)
2. _____ is an excellent way to expand business with products that are more widely accepted around the world. (Importing, Exporting, Domestic Business)
3. In order to protect domestic industries, some government impose _____. (strict trade barriers, No barriers, new trade policies)
4. _____ is the outcome of economic factors such as economic system, economic policies of the government. (Economic Environment, Social Environment, Political environment)
5. The International Bank for Reconstruction and Development is popularly known as _____. (WTO, World Bank, IMF)

Q.1 (B) State whether the following statements are True or False

(Marks: 2.5)

1. Economic integration means grouping of countries for mutual benefits.
2. Legal environment relates to laws which govern business activities.
3. Authoritarianism is opposite to democracy.
4. Direct exporting means exporting the products by the manufacturer himself.
5. International Marketing provides higher standard of living.

Q.2. Answer in one-two sentence

(Marks: 5)

1. Trade barriers
2. European Union
3. Trading Blocs
4. IMF
5. Elements of Culture

Q.3. Answer the following questions (Any 2)

(Marks: 10)

1. International Marketing
2. International Trade
3. International Marketing Research

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

INTERNAL EXAMINATION (Regular) 2021-2022

SEMESTER: VI (TYBMS_Marketing)

MARKETING: Subject: *Retail Management*
Time: 40 Mins (Paper-I)

Date: 08/03/2022 (Tuesday)
Marks: 20

Q.1. (A) Multiple Choice Question: (Marks: 2.5)

- 1) _____ is a form of foreign investment which comes in the form of a physical plant in the country where the investor wishes to invest.
(FII, FPI, FDI)
- 2) For _____ retailers a store's physical layout is an important component in creating a retail experience that will attract customers.
(Non-store based, store-based, public based)
- 3) _____ Industry is one of the fastest changing and vibrant industries in the world.
(Manufacturing, Retail, wholesale)
- 4) _____ has used 15th August and 26th January as days for giant sale.
(Pantaloons, Big Bazaar, Walmart)
- 5) Retailing done without conventional store-based locations is called as _____ retailing.
(Specialty, Departmental, Non store)

Q.1 (B) Match The Column (Marks: 2.5)

Column A	Column B
1. Bar coding	a. Still at developing stage
2. Wholesaler	b. Unorganized
3. RFID	c. Bulk purchase
4. Organized retail	d. Radio Frequency Identification
5. Low cost retailers	e. Automated data collection

Q.2. Explain the following term: (Marks: 5)

1. CRM in retail.
2. Airport retailing.
3. Bar-coding .
4. FII.
5. Multi channel retailing.

Q.3. Answer the following questions (Any 2) (Marks: 10)

1. What do you mean by private label? Explain its categories of private label brands.
2. Define the term Retailing; State the functions performed by the retailer in India.
3. Explain the significance of organized retail formats.

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

INTERNAL EXAMINATION (Regular) 2021-2022

SEMESTER: VI (TYBMS_HR)

HR: Subject: *HRM in Service Sector Management*

Date: 07/03/2022 (Monday)

Time: 40 Mins (Paper-I)

Marks: 20

Q.1. (A) Multiple Choice Question:

(Marks: 2.5)

- 1) _____ service does not require formal training. (Professional, non-professional, Doctor)
- 2) Services are not _____ in nature. (Important, temporary, permanent)
- 3) Six market model was developed by _____. (Aristotle, Payne and Holt, Peter Drucker)
- 4) _____ is an example of highly tangible service. (Legal services, Consultancy, Vending Machine)
- 5) _____ is an example of high contact service. (Teaching, Customer Service, Tele-marketing)

Q.1 (B) Match the Column

(Marks: 2.5)

Column A	Column B
1. Referral Market	a. Interview technique
2. Customer Market	b. Consultancy
3. Role playing	c. Boundary Spanners
4. Front-line service	d. Third party Markets
5. Highly intangible	e. Retailers

Q.2. Explain the following term:

(Marks: 5)

1. Internal marketing.
2. Moment of truth.
3. Perquisites.
4. Service cape.
5. Employee Empowerment.

Q.3. Answer the following questions (Any 2)

(Marks: 10)

1. What are the significance of service sector?
2. Discuss the criteria for recruitment in service sector.
3. Explain the concept of Front-line employee and the challenges faced by them.

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

INTERNAL EXAMINATION (Regular) 2021-2022

SEMESTER: VI (TYBMS)

Core Subject: *Operation Research*

Date: 09/03/2022 (Wednesday)

Time: 40 Mins

Marks: 20

Q1. (A) Multiple Choice Question.

(Marks: 2.5)

- Objective of linear programming for an objective function is to _____
a) Maximize or Minimize b) Proper set modelling
c) Row or column modelling d) Adjacent modelling
- In graphical representation the bounded region is known as _____ region
a) solution b) basic solution
c) feasible solution d) optimal
- In the graphical method the restriction on number of constraints is
a) 2 b) not more than 3
c) 3 d) none of the above
- The assignment model is a special case of _____ model
a) maximum flow b) transportation
c) shortest route d) None of the above
- The optimal solution required to complete all jobs using sequencing is known as _____
a) Elapses time b) Sequencing time
c) Allotment time d) Assignment time

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

(Marks:2.5)

- Only one job can be processed on machine at a given point of time.
- Assignment problem is a special case of LLP
- If there is no single zero available for assignment row or column wise there doesn't exist multiple solution.
- When all the constraints are not satisfied solution is feasible
- Maximisation of objective function in LLP means highest value is chosen among allowable decision

Q2. Answer the following in one sentence.

(Marks: 5)

- Name any 2 areas where there are applications of LLP
- What do you mean by Objective Function "Z"
- What is the meaning of feasible solution?
- What is the meaning of order of Matrix?
- Name any two areas where sequencing problem may involve jobs/task

PTO,...

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

INTERNAL EXAMINATION (Regular) 2021-2022

SEMESTER: VI (TYBMS)

Core Subject: *Operation Research*

Date: 09/03/2022 (Wednesday)

Time: 40 Mins

Marks: 20

Q3. Solve the following problem. (Any 2)

(Marks: 10)

I) There are 6 jobs to be processed. Each of which must go through machines A, B and C in order of ABC. Processing time (in hours) are given in the following table.

Jobs	1	2	3	4	5	6
Machine A	18	3	17	12	15	11
Machine B	3	4	5	2	1	6
Machine C	18	17	16	19	10	19

II) A Company is faced with problem of assigning six different machines to five different jobs. The cost are estimated as follows (in hundreds of rupees)

MACHINES	JOBS				
	J1	J2	J3	J4	J5
M1	2.5	5	1	6	1
M2	2	5	1.5	7	3
M3	3	6.5	2	8	3
M4	3.5	7	2	9	4.5
M5	4	7	3	9	6
M6	6	9	5	10	6

III) Maximise $Z = 1800x + 3000y$,

Subject to $x + y \leq 50$,

$$x \geq 5,$$

$$y \geq 3x$$

$$x, y \geq 0$$

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

INTERNAL EXAMINATION (Regular) 2021-2022

SEMESTER: VI (TYBMS_HR)

HR: Subject: *Workforce Diversity*

Time: 40 Mins (Paper-I)

Date: 08/03/2022 (Tuesday)

Marks: 20

Q.1. (A) Choose the most appropriate word:

(Marks: 2.5)

1. _____ is multidimensional.
(Workforce/Workforce Diversity Management)
2. Who hire a _____ retain employees who feel valued and heard.
(Equality/Talent Pool)
3. _____ is a complex of race, religion, language, social, traditions and values etc.
(Culture/ Background)
4. _____ in the workplace is important for encouraging workers from all backgrounds.
(Equality/Talent Pool)
5. _____ aims at developing and nurturing a common organizational culture and climate.
(Workforce/Workforce Diversity Management)

Q.1 (B) State whether the following statements are True or False

(Marks: 2.5)

1. Workforce is multidimensional.
2. Work cultures that are more heterogeneous usually find communication easier.
3. Diversity is a mixture of people comprising of different caste, creed, education background etc.
4. Companies with excellent workforce diversity management build goodwill in the society.
5. Globalization and internalization are positive impacts of workforce diversity.

Q.2. Answer in one-two sentence

(Marks: 5)

1. Workforce Diversity
2. Primary Dimensions
3. Secondary Dimensions
4. Recruiting
5. Work Life Balance

Q.3. Answer the following questions (Any 2)

(Marks: 10)

1. Features of Workforce Diversity
2. Dimensions of Workforce Diversity.
3. Advantages of having a Diverse Workforce

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

INTERNAL EXAMINATION (Regular) 2021-2022

SEMESTER: VI (TYBMS_HR)

HR: Subject: *Organizational Development*

Date: 08/03/2022 (Tuesday)

Time: 40 Mins (Paper-II)

Marks: 20

Q.1. (A) Multiple Choice Question:

(Marks: 2.5)

1. Organisational Development is a _____ term effort. (Short/Long/Medium)
2. _____ is widely recognized as the founding father of OD.
(Kurt Gobain/Kurt Lewin/Lewinsky)
3. A decision cannot be completely agreeable to everyone without _____.
(Participation/Computation/Mandate)
4. OD Practitioner should possess good _____ skills.
(Negotiation/Reprimanding/Communication)
5. Organisation is a _____ that works when operated by people.
(Magic/framework/maze)

Q.1 (B) State whether the following statements are True or False

(Marks: 2.5)

1. The training should be all theory and lecture.
2. Motivation is not a critical issue in starting change.
3. OD Practitioner may be from HR department or Separate OD groups may exist in the Organisation.
4. The ways in which people and units interact with each other is termed as relationship.
5. Organisation development focuses on both societal as well as human aspects of business.

Q.2. Answer in one-two sentences.

(Marks: 5)

1. Equal Participation
2. Change management
3. OD specialists
4. Open system theory
5. Questionnaires

Q.3. Answer the following questions (Any 2)

(Marks: 10)

1. Features of OD
2. Principals of OD
3. External Practitioner

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

INTERNAL EXAMINATION (Regular) 2021-2022
SEMESTER: VI (TYBMS_Finance)

FINANCE: Subject: *Strategic Financial Management*
Time: 40 Mins (Paper-I)

Date: 08/03/2022 (Tuesday)
Marks: 20

Q.1. A) Multiple Choice Questions (2.5 marks)

- 1) Profitability Index Method is an extension of _____
a) Net Present Value b) Internal Rate of Return c) Payback Period d) Accounting Rate of Return
- 2) NPV of a proposal indicates
a) Net Incremental Profit b) Net Addition to Wealth c) Total Value of the Proposal d) None of these
- 3) Which of the following methods state the return from a project in percentage form?
a) Terminal Value Method b) Discounted Payback Method c) Internal Rate of Return d) Net Present Value
- 4) ABC Ltd. Acquired substantial number of equity shares in XYZ Ltd. It is a case of
a) Merger b) Horizontal Merger c) Reverse Merger d) Takeover
- 5) PQR Ltd. is a profit-making company. It is absorbed into another group company XYZ Ltd. which is a loss company. This case is of
a) Hostile takeover bid b) Horizontal merger c) Reverse merger d) Takeover

Q.1. B) State True or False; (2.5 marks)

1. IRR and NPV always give same decision.
2. NPV and PI are more or less the same technique.
3. The reinvestment rate in NPV and IRR is always same.
4. The terms merger and takeover referred to same type of situation.
5. Mergers provide tax benefit in the case of set off and carry forward of losses.

Q.2. Give formulae to calculate the following: (5 marks)

1. Net Present Value (NPV)
2. Profitability Index (PI)
3. Internal rate of return (IRR)
4. Accounting rate of return (ARR)
5. Payback period (PBP)

PTO....

Q.3. Solve the following: (Any one)

(10 marks)

A) DJ Ltd. has to consider the following project:

Cost Rs. 50,000 (Opportunity cost = 15%)

Cash Inflows:

Year 1	Rs. 5,000
Year 2	Rs. 5,000
Year 3	Rs. 10,000
Year 4	Rs. 25,000

Compute Net Present Value & Comment whether company should accept the project.

OR

B) A machine costing Rs. 110 lakhs has a life of 10 years, at the end of which its scrap value is likely to be Rs. 10 lakhs. The firm's opportunity cost is 12%. The machine is expected to yield an annual profit after tax of Rs. 10 lakhs, depreciation is charged on straight line basis. Ascertain the net present value of the project.

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

INTERNAL EXAMINATION (Regular) 2021-2022

SEMESTER: VI (TYBMS_FINANCE)

FINANCE: Subject: *Innovative Financial Services*

Date: 08/03/2022 (Tuesday)

Time: 40 Mins (Paper-II)

Marks: 20

Q1. (A) Multiple Choice Question.

(Marks: 2.5)

1. An on-going credit arrangement similar to a bank overdraft, whereby the financier, on-going basis, grants credit, is called _____.
(Fixed credit, Revolving credit, Cash credit, Secured credit)
2. _____ is the type of stored value card on which payment can be either made in full or is at cardholder's discretion.
(Budget card, Option card, Monthly card, Affinity card)
3. _____ is the method of consumer credit scoring, in which points are allotted to various aspects of the consumer's loan proposal, the total points being 100.
(Machinery Risk Formula, Machinery Fixed Formula, Dunham Greenberg Formula, Specific Fixed Formula)
4. The credit rating symbols used for long term debt instruments are _____ which considered having the highest degree of safety regarding timely servicing of financial obligations.
(IND A, IND AA, IND AAA, IND BBB)
5. Credit Analysis and Research Ltd (CARE) was established in the year _____.
(1980, 1985, 1990, 1993)

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

(Marks:2.5)

1. Credit Rating refers to assessment made from credit risk evaluation.
2. Credit cards are not used for travel bookings.
3. Having higher credit score gives you higher rate of interest and decreased lines of credit.
4. Consumer finance is granted for a short period of up to 10 to 15 years.
5. Credit rating helps to allocate capital efficiency across sectors.

Q2. Answer the following in one sentence.

(Marks: 5)

1. What is fraud called Identity Theft?
2. What is charge card?
3. What is Specific Fixed Formula in Consumer finance?
4. Provide any two functions of Credit rating?
5. Which is the Country's first rating agency focusing on the Indian Micro, small and medium enterprise segment?

Q3. Answer the following questions. (Any 2)

(Marks: 10)

1. Explain the importance of Credit rating agencies in India.
2. What are the various types of frauds while using plastic money.
3. Explain the Concept of Consumer Finance along with its various sources available to people.

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

INTERNAL EXAMINATION (Regular) 2021-2022

SEMESTER: VI (TYBMS_MARKETING)

MARKETING: Subject: *Media Planning and Management*
Time: 40 Mins (Paper-II)

Date: 08/03/2022 (Tuesday)
Marks: 20

Q.1. (A) Multiple Choice Question:

(Marks: 2.5)

1. The word media came from the latin word _____.
(Middle/Media/Medium)
2. (TRPs) are available in India calculated on the basis of the _____ method.
(Panel/Polling/Opinion)
3. Media strategy is based upon market.
(Coverage/Persuasion/Interaction)
4. A _____ is a publication that mostly covers one main topic.
(Newsletter/Newspaper/Magazine)
5. In _____ advertising messages are provided either or without the consent of the mobile owner.
(Push/Pull/Broad)

Q.1 (B) State whether the following statements are True or False

(Marks: 2.5)

1. Offering a free gift with purchase is an example of persuasion.
2. Media Scheduling are the decisions about the campaign, time period, size of the ads.
3. TV with a facility of internet is known as Smart TV.
4. A pulse is not a period of intense advertising activity.
5. All India Radio offers programmes in English only.

Q.2. Answer in one-two sentences.

(Marks: 5)

1. Sky writing
2. Transit
3. Wall Painting
4. Smart TV
5. Budget

Q.3. Answer the following questions (Any 2)

(Marks: 10)

1. Explain Media Research
2. Explain Media Planning
3. Online Media

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

INTERNAL EXAMINATION (Regular) 2021-2022

SEMESTER:VI (TYBMS_HR)

HR: Subject: *Human Resources Management in Global Perspective*
Time: 40 Mins (Paper-II)

Date: 07/03/2022 (Monday)
Marks: 20

Q.1. (A) Multiple Choice Question:

(Marks: 2.5)

1. A good international HR personnel understands that _____ is a key to success.
(Flexibility, stability, rigidity)
2. _____ employees are on cross-cultural communication becomes extremely essential when a company has customers residing in many different countries.
(Selecting, hiring, training)
3. _____ evaluation is the effective function of international human resource management.
(Performance, Resource, finance)
4. Frank, direct feedback is not a part of many _____ cultures.
(Australian, Asian, African)
5. In the domestic service, the involvement of HR with employee's family is _____.
(Limited, unlimited, varied)

Q.1 (B) Match the Column

(Marks: 2.5)

Column A	Column B
1. Geocentric approach	a. Systematic method of inquiry
2. No support of local society	b. Most ideal person for each job
3. Comparative HRM	c. Japanese style
4. Quality of global manager	d. Limitation of HRM
5. Lean production	e. Well-Spoken

Q.2. Answer in one-two sentence

(Marks: 5)

1. International HRM
2. Cross Cultural Management
3. HRM Perspective in Training & Development
4. International Compensation
5. Cultural shock

Q.3. Answer the following questions (Any 2)

(Marks: 10)

1. Explain IHRM and its features.
2. Explain the concept of Motivation and types of Motivation.
3. Distinguish between Training and Development.

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

INTERNAL EXAMINATION (Regular) 2021-2022

SEMESTER: VI (TYBMS_MARKETING)

MARKETING: Subject: *Brand Management*

Date: 07/03/2022 (Monday)

Time: 40 Mins (Paper-I)

Marks: 20

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

(2.5 Marks)

- 1) _____ is the act of creating a brand. (Branding, Brand building, Brand management)
- 2) The legal term for brand is _____. (Trademark, Patent, Branding)
- 2) _____ is the heart of marketing strategy. (Brand positioning, Brand awareness, brand equity)
- 4) _____ should be easy to be pronounced and can be easily recalled. (Brand names, advertisement, Sales promotion)
- 5) Walmart successfully follows _____ strategy. (Pricing, promotion, finance)

Q.1. B. True or false: -

(2.5 Marks)

- 1) Positioning connects product offering with the target market.
- 2) Brand recall is a less demanding memory task than brand recognition.
- 3) Brand personality is the human characteristics or traits that can be attributed to brand.
- 4) Jingles are the musical messages written around the brand.
- 5) Licensing is not lucrative for the licensor.

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

(5 marks)

- (1) Differentiate between Brand and Products.
- (2) Draw the CBBE Model.
- (3) What is a Brand?
- (4) What is Brand positioning?
- (5) What is Personalizing Marketing?

Q.3. Answer the following in detail (Any 2)

(10 marks)

- (1) Explain the criteria for choosing brand elements.
- (2) What are the different pricing strategies adopted by a firm?
- (3) Define Branding. Explain the importance of Branding to consumers with example.

