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VIDYAVIHAR UNIVERSITY

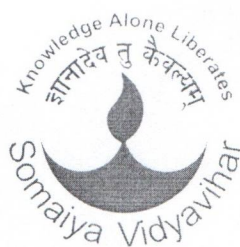
Dr. Shantilal K. Somaiya School of Commerce and Business Studies

QUESTION PAPERS

BRANCH: Bachelor of Business Administration (Hons.)	SEM: IV
	MAR/APR-2023

Sr. No.	Subject	Available
1.	Talent Management & Competency	
2.	131U074301 – Banking Regulation & Procedures (A)	
3.	131U074301 – Banking Regulation & Procedures (B)	
4.	131U07C401 – Strategic Management	
5.	131U07N401 – Leadership, Ethics & CSR (A)	
6.	131U07N401 – Leadership, Ethics & CSR (B)	
7.	131U07E402 – Media Management (A)	
8.	131U07E402 – Media Management (B)	
9.	131U07C402 – Operations Research (A)	
10.	131U07C402 - Operations Research (B)	
11.	131U03V402 – Management Theories & Applications	
12.	131U07E403 – Cost Accounting (A)	
13.	131U07E403 - Cost Accounting (B)	
14.	131U08C403 – Globalization & Medi Economics	
15.	131U07K403 – Enrichment Course: German (A)	
16.	131U07K403 – Enrichment Course: German (B)	
17.	131U07E404 – Commodities & Derivatives Market	
18.	131U07E401 – Consumer Behavior & Consumer (A)	





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19.	131U07E401 – Consumer Behavior & Consumer Insights (A)	
20.	131U07E401 – Consumer Behavior & Consumer Insights (B)	
21.	131U07E404 – Commodities & Derivatives Market (A)	
22.	131U07E404 – Commodities & Derivatives Market (B)	
23.	131U07E406 – Finance for HR Professionals (A)	
24.	131U07E406 – Finance for HR Professionals (B)	



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Semester (November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: Programme: BBA HONS	Class: SY	Semester: IV
Name of the Constituent College: SKSC	Name of the Department: Business Studies	
Course Code:	Name of the Course: Talent Management & Competency Mapping	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary)		

Question No.		Max. Marks
Q.1. A	Explain the benefits and scope of talent management in the business houses by clearly citing the definition.	15
	OR	
Q.1. B	Write short notes: Succession Planning Types of competencies Repertory grid	15
Q.2. A	“Talent management is a never-ending process that starts from targeting people. Explain the different stages involved in it.	15
	OR	
Q.2. B	Develop a complete competency model of a tech firm and explain the ways to validate it.	15
Q.3. A.	With a pictorial presentation discuss the MacLellan model of competency .	15
	OR	
Q.3. B.	Explain the competency mapping approaches to enhance overall organizational productivity.	15
Q.4	Solve the case study: Laura is the associate director of a non-profit agency that provides assistance to children and families. She is the head of a department that focuses on evaluating the skill-building programs the agency provides to families. She reports directly to the agency leadership. As a whole, the agency has been cautious in hiring this year because of increased competition for federal grant funding. However, they have also suffered high staff turnover. Two directors, three key research staff, and one staff person from the finance department have left. Laura has a demanding schedule that requires frequent travel; however, she supervises two managers who in turn are responsible for five staff members each. Both managers have been appointed within the last six months.	15



Manager 1: Kelly has a specific background in research. She manages staff who provide research support to another department that delivers behavioral health services to youth. Kelly supports her staff and is very organized; however, she often takes a very black and white view of issues. Upper level leadership values Kelly's latest research on the therapeutic division's services. Kelly is very motivated and driven and expects the same from her staff.

Manager 2: Linda has a strong background in social science research and evaluation. She manages staff that work on different projects within the agency. She is known as a problem solver and is extremely supportive of her staff. She is very organized and has a wealth of experience in evaluation of family services. Linda is very capable and can sometimes take on too much.

The managers are sensing that staff are becoming overworked as everyone takes on increased responsibilities due to high staff turnover. Staff have also mentioned that Laura's "glass half-empty" conversation style leaves them feeling dejected. In addition, Laura has not shared budgets with her managers, so they are having difficulty appropriately allocating work to staff. Laura said she has not received sufficient information from the finance department to complete the budgets. The finance department said they have sent her all the information they have available.

As staff become distressed, the managers are becoming frustrated. They feel like they are unable to advocate for their staff or solve problems without key information like the departmental budget.

Q.1. Name the competencies Laura could have used in her role. What combination of the two do you think would work best in this setting?

Q.2. What steps could be taken to build staff confidence.

Q.3. What are the talent management issues discussed in the case. Explain and elaborate.



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Semester (November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 7	Class: SY	Semester: IV
Programme: BBA(H)		
Name of the Constituent College: S K Somaiya college	Name of the Department Commerce and business studies	
Course Code: 131U074301	Name of the Course: Banking regulation and procedures	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks
Q.1. A	Explain the concept of Export finance with all the products and features	15
	OR	
Q.1. B	Write a note on sound principles of banking aka 5P's of banking	15
Q.2. A	Explain Buyer's credit with its necessary conditions, advantages and disadvantages	8
Q.2. B	What is the importance of UCP600 guidelines	7
	OR	
Q.2. C	Explain the general functions of RBI	8
Q.2 D	What are the Different types of Cheque in the banking system	7
Q.3. A.	What is Cash credit and explain its features mentioning advantages and disadvantages	8
Q.3 B.	What is overdraft facility and explain its features mentioning advantages and disadvantages	
	OR	
Q.3. C	Write a note on different types of banker-customer relations	15
Q.4	Solve the following Case Study Mr Hassan is in the business of manufacturing cut and polished diamonds. He procures rough diamonds from the mines in Russia or Africa and majority of his exports is in the south east Asian markets. Based on the scenario explained above please answer the following with assumptions and justifications	15
A.	What is the most suitable form of credit for Mr. Hassan and Why?	
B.	In what scenario account will be classified as NPA and what are the repercussions for Mr. Hassan?	





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Examination: End Semester Examination March/April 2023 (UG Programmes)

Programme code:7		Class: SY	Semester: IV
Programme: BBA(H)			
Name of the Constituent College: S K Somaiya college		Name of the Department Commerce and business studies	
Course Code: 131U074301	Name of the Course: Banking regulation and procedures		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)			

Question No.		Max. Marks
Q.1. A	Explain the difference between EPC, PCFC, Bill Discounting and bill purchasing and its role in the export finance	15
	OR	
Q.1. B	Write a note on Role of RBI and primary and general functions of RBI	15
Q.2. A	Explain Buyer's credit with its necessary conditions, advantages and disadvantages	8
Q.2. B	Write a note on sound principle of lending (5P's of lending)	7
	OR	
Q.2. C	Explain NPA, its classification and its repercussions	8
Q.2 D	What are the different types of payment system available in India ?	7
Q.3. A.	Explain cash credit facility and explain its features mentioning advantages and disadvantages	8
Q.3 B.	What is the difference between hypothecation and mortgage?	7
	OR	
Q.3. C	Write a note on different types of banker-customer relations	15
Q.4	Solve the following Case Study The central bank job of any country is to control the monetary policy for the smooth functioning of the economy. Assuming India is tacking high inflation rate in the year 2023 impacting the life of an average Indian. Answer the following with assumptions and justification	15
A.	What are the tools available with RBI to tackle inflation/	
B.	If inflation comes in control in the second half of the year 2023 what will be the further course of action of RBI and why?	





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Semester (November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: Programme: BBA (Hons).	Class: SY	Semester: IV
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U07C401	Name of the Course: Strategic Management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks
Q.1. A	Differentiate between vision and mission. Elucidate the importance of having a well-defined vision and mission for an organization.	8
B	Explain the limitations of strategy in contemporary times.	7
	OR	
Q.1. C	Explain marketing and human resource strategies as functional strategies in business.	15
Q.2. A	Explain Porter's 5 forces framework with necessary diagram.	8
B	Elucidate BCG Matrix in detail with all its quadrants.	7
	OR	
Q.2. C	Elaborate in length the various international strategies that can be adopted by organizations to have a footprint in overseas market.	15
Q.3. A.	Explain the concept of resource allocation. How would you overcome challenges associated in such allocation?	8
B.	Write a short note on Strategic Audit.	7
	OR	
Q.3. C.	Discuss varied techniques involved in strategic evaluation and control.	15
Q.4	Solve the following Case Study	15
	Sarin was chief information officer at Century Medical, a large medical products company. He had joined the company four years ago, and Century had made great progress integrating technology into its systems and processes. Sarin had developed trust with people throughout the company and showed them how technology could not only save money, but also support team-based work, encourage information sharing, and give people more control over their own jobs. A new boss, Bakhtawar, arrived at Century and considered Sarin's project, a Web-based job posting program, a waste of time and money. Bakhtawar had no understanding of why and how technology was being used. The vibrant and innovative human resources department Sarin's team had imagined now seemed like nothing more than a pipe dream.	
	A. Describe the two different mental models represented in this story.	
	B. Do you think it is possible for Bakhtawar to shift to a new mental model? If you were Sarin, what would you do?	

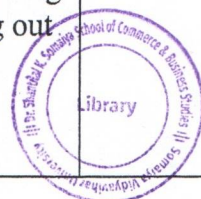




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Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 07 Programme: BBA (Hons)	Class:SYBBA (H)	Semester: IV
Name of the Constituent College: SK Somaiya College	Name of the Department Business studies	
Course Code: 131U07N401	Name of the Course: Leadership, Ethics and CSR	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) Give suitable examples wherever necessary.		

Question No.		Max. Marks
Q.1. A	Define Leadership and explain its need, purpose and importance.	15
	OR	
Q.1. B	Explain the role of international trade and business organizations in developing business ethics and CSR.	15
Q.2. A	Explain the continuum of leadership behavior in detail with examples.	15
	OR	
Q.2. B	Explain the following leadership styles in detail with examples, 1) Entrepreneurial leadership 2) Super Leadership 3) Ethical leadership	15
Q.3. A.	Define business ethics and Csr. State the nature of business ethics and csr from the organization's point of view.	15
	OR	
Q.3. B.	Describe the ethical abuses in any three functional aspects of management.	15
Q.4	Solve the following Case Study	15
	Peter Weaver doesn't like to follow the crowd. He thinks groupthink is a common problem in many organizations. This former director of marketing for a consumer products company believes differences of opinion should be heard and appreciated. As Weaver states, "I have always believed I should speak for what I believe to be true." He demonstrated his belief in being direct and candid throughout his career. On one occasion, he was assigned to market Paul's spaghetti-sauce products. During the brand review, the company president said, "Our spaghetti sauce is losing out to price-cutting competitors. We need to cut our prices!" Peter found the courage to say he disagreed with the president. He then	



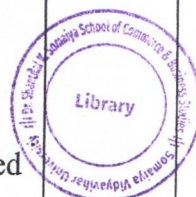
	explained the product line needed more variety and a larger advertising budget. Prices should not be cut. The president accepted Weaver's reasoning. Later, his supervisor approached him and said, "I wanted to say that, but I just didn't have the courage to challenge the president." On another occasion, the president sent Weaver and 16 other executives to a weeklong seminar on strategic planning. Weaver soon concluded the consultants were off base and going down the wrong path. Between sessions, most of the other executives indicated they didn't think the consultants were on the right path. The consultants heard about the dissent and dramatically asked participants whether they were in or out. Those who said "Out" had to leave immediately. As the consultants went around the room, every executive who privately grumbled about the session said "In." Weaver was fourth from last. When it was his turn, he said "Out" and left the room. All leaders spend time in reflection and self-examination to identify what they truly believe and value. Their beliefs are tested and fine-tuned over time. True leaders can tell you, without hesitation, what they believe and why. They don't need a teleprompter to remind them of their core beliefs. And, they find the courage to speak up even when they know others will disagree. Questions:	
1.	What leadership traits did Weaver exhibit?	5
2.	List your three most important values and justify your answer.	5
3.	If you were in Weaver's shoes, what would you have done?	5



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Programme code: 07	Class:SYBBA (H)	Semester: IV
Programme: BBA (Hons)		
Name of the Constituent College: SK Somaiya College	Name of the Department Business studies	
Course Code: 131U07N401	Name of the Course: Leadership, Ethics and CSR	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) Give suitable examples wherever necessary.		

Question No.		Max. Marks
Q.1. A	Distinguish between Management and Leadership. Enumerate the traits for effective leaders and managers.	15
	OR	
Q.1. B	Explain the home and host country's regulations and compulsions of international agencies.	15
Q.2. A	Explain the Feidlers contingency theory of leadership effectiveness along with the diagram and examples.	15
	OR	
Q.2. B	Explain the Life cycle theory of leadership along with the diagram and examples.	15
Q.3. A.	Explain any three ethical theories in detail with examples.	15
	OR	
Q.3. B.	Explain the cost benefit analysis of CSR and describe the stages of corporate citizenship.	15
Q.4	Solve the following Case Study	15
	Assume you are the VP of Sales and Marketing for a large insurance company. Once a year your company rewards and recognizes the top 100 sales agents by taking them to a luxury resort for a four-day conference. Business presentation meetings are held during the morning. Afternoons are free time. Agents and spouses can choose from an assortment of activities including golf, tennis, boating, fishing, shopping, swimming, etc. On day 2 at 3:00 p.m., you are at the gym working out on the treadmill, when you see Sue your administrative assistant rushing towards you. She says, "I need to talk to you immediately." You get off the treadmill and say, "What's up?" Sue states, "We've had a	



	tragedy. Several agents went boating and swimming at the lake. Randy, our agent from California died while swimming.” (Background information – Randy is 28 years old. His wife did not come on the trip. She is home in California with their three children). Questions:	
1.	Explain what you would communicate to the following people. • Your boss • Your Human Resources Department	5
2.	If Randy’s wife and a few family members want to visit the location of Randy’s death, what would you do?	5
3.	What are some “guiding principles” that leaders need to follow in a crisis situation?	5



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Programme code: 07	Class:SYBBA (H)	Semester: IV
Programme: BBA (Hons)		
Name of the Constituent College: SK Somaiya College	Name of the Department Business studies	
Course Code: 131U07E402	Name of the Course: Media Management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks
Q.1. A	Explain Media planning process with examples.	15
	OR	
Q.1. B	Explain the evaluation of television buying and print media buying	15
Q.2. A	Explain the various types of Media mix decisions with examples for each of the types.	15
	OR	
Q.2. B	Describe the factors affecting Out of Home media decisions and state its advantages and limitations.	15
Q.3. A.	Explain any five methods of setting media budget with examples.	15
	OR	
Q.3. B.	Describe the Media buying process and explain the concept of buying brief.	15
Q.4	Solve the following Case Study	15
	Assess each of the below products,	
	1. Toothpaste	3
	2. Hair oil	3
	3. Running shoes	3
	4. Smart phones	3
	5. Energy drink	3
	and enlist their,	
	i) Attributes and features	
	ii) Target audience	
	iii) Market segmentation	
	iv) Media tools	
	v) Two hastags for social media promotion	





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Programme code: 07	Class:SYBBA (H)	Semester: IV
Programme: BBA (Hons)		
Name of the Constituent College: SK Somaiya College	Name of the Department Business studies	
Course Code: 131U07E402	Name of the Course: Media Management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks
Q.1. A	Enumerate the factors affecting media planning decision with examples.	15
	OR	
Q.1. B	Explain the role and Importance of Media in Consumer Buying Decision with appropriate examples.	15
Q.2. A	Enlist any five emerging media used in marketing along with suitable examples.	15
	OR	
Q.2. B	Describe the factors affecting print media decisions and state its types with advantages and limitations.	15
Q.3. A.	Explain Media Scheduling along with its importance and factors affecting Scheduling.	15
	OR	
Q.3. B.	Explain the components of radio metrics, print metrics and out of home metrics in detail.	15
Q.4	Solve the following Case Study	15
	Assess each of the below products,	
	1. Electric vehicles	3
	2. Ear phones/ pods	3
	3. Plant based food	3
	4. Hair colour	3
	5. Chocolates	3
	and enlist their,	
	i) Attributes and features	
	ii) Target audience	
	iii) Market segmentation	
	iv) Media tools	
	v) Two hastags for social media promotion	





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Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 07	Class: SY	Semester: IV
Programme: Bachelor of Business Administration (H)		Name of the Department : Business Studies
Name of the Constituent College: S K Somaiya College		Name of the Course: Operations Research
Course Code: 131U07C402	Maximum Marks : 60	
Duration : 2 Hrs.	Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary	

Question No.		Max. Marks																														
Q.1. A	Solve the following LPP using simplex method - Maximize $Z = 4x_1 + 3x_2 + x_3$ Subject to constraints $2x_1 + 3x_3 \leq 12$ $x_1 + 2x_2 + 2x_3 \leq 20$ $x_1 + 2x_2 + x_3 \leq 17$ and $x_1, x_2, x_3 \geq 0$.	15																														
	OR																															
B	Find all the basic solution for the system of equations and comment on degenerate as well as feasible properties of these solutions- $2x_1 - x_2 + 3x_3 = 36$ $x_1 + 2x_2 + 7x_3 = 28$	10																														
C	Find the optimum solution using graphical method for the below given LPP - Maximize $Z = 4x + y$ Subject to constraints $x + y \leq 50$ $3x + y \leq 90$ and $x, y \geq 0$.	5																														
Q.2. A	The following table provides all the necessary information on the availability of supply to each warehouse, the requirement of each market, and the unit transportation cost (in Rs) from each warehouse to each market. <table><tr><td></td><td>P</td><td>Q</td><td>R</td><td>S</td><td>Supply</td></tr><tr><td>A</td><td>6</td><td>3</td><td>5</td><td>4</td><td>22</td></tr><tr><td>B</td><td>5</td><td>9</td><td>2</td><td>7</td><td>15</td></tr><tr><td>C</td><td>5</td><td>7</td><td>8</td><td>6</td><td>8</td></tr><tr><td>Demand</td><td>7</td><td>12</td><td>17</td><td>9</td><td>45</td></tr></table> Determine the optimal distribution for this company in order to minimize its total transportation cost.		P	Q	R	S	Supply	A	6	3	5	4	22	B	5	9	2	7	15	C	5	7	8	6	8	Demand	7	12	17	9	45	15
	P	Q	R	S	Supply																											
A	6	3	5	4	22																											
B	5	9	2	7	15																											
C	5	7	8	6	8																											
Demand	7	12	17	9	45																											
	OR																															



B

A departmental head has four subordinates and four tasks to be performed. The subordinates differ in efficiency and the tasks differ in their intrinsic difficulty. His estimates of the times that each man would take to perform each task is given in the matrix below:

Subordinates	Tasks			
	I	II	III	IV
A	8	28	17	11
B	13	28	4	28
C	38	19	18	15
D	19	28	24	10

How should the tasks be allocated to subordinates so as to minimize the total man-hours?

5

C

Find the sequence that minimizes the total time required in performing the following jobs on three machines in the order ABC. Processing times (in hours) are given in the following table:

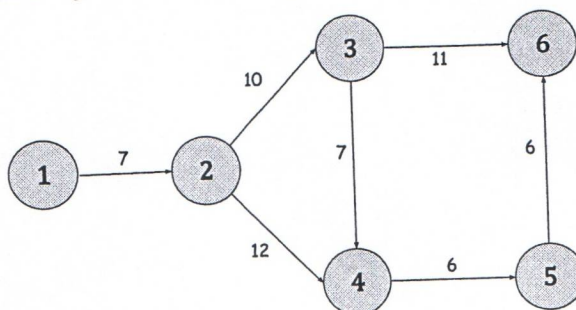
JOB	1	2	3	4	5
Machine A	8	10	6	7	11
Machine B	5	6	2	3	4
Machine C	4	9	8	6	5

Also, calculate the idle time for all the 3 machines.

10

Q.3. A.

For the above given Project network diagram-



- Find EST, EFT, LST and LFT for each activity.
- Calculate total float, independent float and free float.

10



B

For the given Project network diagram Q3 A-

5

Activity	Normal		Crash	
	Time(weeks)	Cost(Rs.)	Time(weeks)	Cost(Rs.)
1-2	7	400	7	400
2-3	10	800	8	860
2-4	12	900	10	950
3-4	7	350	6	400
4-5	6	250	6	250
3-6	11	700	10	750
5-6	6	250	5	280

(a) Find the critical path.

(b) If the indirect cost is Rs. 35 per week, then obtain the project total cost when the project completion time is crashed to 32 weeks.

OR

C.

A small project consists of seven activities, the details of which are given below:

8

Activity	Predecessor Activity	Time estimate		
		Optimistic	Most likely	Pessimistic
A	-	1	1	7
B	A	1	4	7
C	A	2	2	8
D	C	2	5	11
E	B,D	2	2	2
F	C	2	5	14
G	E,F	3	6	15

(a) Draw the network diagram and number each event accordingly.

(b) Calculate expected time for each activity.

(c) Mention all possible paths and find the critical path with project completion time.



D.	For the given Project network diagram –			7																																
	<table><tr><th>Activity</th><th>Predecessor Activity</th><th>Time (in days)</th></tr><tr><td>A</td><td>-</td><td>7</td></tr><tr><td>B</td><td>-</td><td>4</td></tr><tr><td>C</td><td>A</td><td>9</td></tr><tr><td>D</td><td>A</td><td>5</td></tr><tr><td>E</td><td>B, C</td><td>3</td></tr><tr><td>F</td><td>D</td><td>5</td></tr><tr><td>G</td><td>E</td><td>2</td></tr></table>	Activity	Predecessor Activity	Time (in days)	A	-	7	B	-	4	C	A	9	D	A	5	E	B, C	3	F	D	5	G	E	2											
Activity	Predecessor Activity	Time (in days)																																		
A	-	7																																		
B	-	4																																		
C	A	9																																		
D	A	5																																		
E	B, C	3																																		
F	D	5																																		
G	E	2																																		
	Find critical path and project completion time.																																			
Q.4				15																																
A.	Use Least Cost Method (LCM) to find an initial basic feasible solution to the transportation problem given below-			5																																
	<table><tr><td></td><td>P</td><td>Q</td><td>R</td><td>S</td><td>Supply</td></tr><tr><td>A</td><td>6</td><td>3</td><td>5</td><td>4</td><td>22</td></tr><tr><td>B</td><td>5</td><td>9</td><td>2</td><td>7</td><td>15</td></tr><tr><td>C</td><td>5</td><td>7</td><td>8</td><td>6</td><td>8</td></tr><tr><td>Demand</td><td>7</td><td>12</td><td>17</td><td>9</td><td>45</td></tr></table>						P	Q	R	S	Supply	A	6	3	5	4	22	B	5	9	2	7	15	C	5	7	8	6	8	Demand	7	12	17	9	45	
	P	Q	R	S	Supply																															
A	6	3	5	4	22																															
B	5	9	2	7	15																															
C	5	7	8	6	8																															
Demand	7	12	17	9	45																															
B.	Below given is a under uncertainty payoff matrix -			5																																
	<table><tr><th rowspan="2">Course of Action</th><th colspan="4">State of Nature</th></tr><tr><th>S₁</th><th>S₂</th><th>S₃</th><th>S₄</th></tr><tr><td>A₁</td><td>19</td><td>18</td><td>10</td><td>7</td></tr><tr><td>A₂</td><td>19</td><td>5</td><td>10</td><td>8</td></tr><tr><td>A₃</td><td>21</td><td>6</td><td>7</td><td>7</td></tr><tr><td>A₄</td><td>19</td><td>7</td><td>11</td><td>8</td></tr></table>				Course of Action	State of Nature				S ₁	S ₂	S ₃	S ₄	A ₁	19	18	10	7	A ₂	19	5	10	8	A ₃	21	6	7	7	A ₄	19	7	11	8			
Course of Action	State of Nature																																			
	S ₁	S ₂	S ₃	S ₄																																
A ₁	19	18	10	7																																
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A ₃	21	6	7	7																																
A ₄	19	7	11	8																																
	Find the best course of actions using Maximin criteria and regret criteria.																																			



C.

Below given is a payoff matrix of a zero-sum game.

5

X's Strategy	Y's strategy			
	Y_1	Y_2	Y_3	Y_4
X_1	14	7	5	12
X_2	14	10	15	13
X_3	16	9	8	12
X_4	14	8	12	13

For the above given payoff matrix,

1. Maximin and Minimax method, find the value of the game.
2. Find the optimal strategies for both the players.

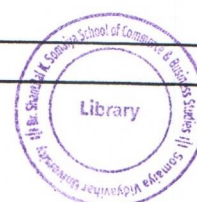




SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 07	Class: SY	Semester: IV
Programme: Bachelor of Business Administration (H)		
Name of the Constituent College: S K Somaiya College	Name of the Department : Business Studies	
Course Code: 131U07C402	Name of the Course: Operations Research	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks																
Q.1. A	Solve the following LPP using simplex method - Maximize $Z = 20x_1 + 30x_2 + 25x_3$ Subject to constraints $4x_1 + 2x_2 + 5x_3 \leq 240$ $x_1 + 2x_2 + 2x_3 \leq 200$ $x_1 + 2x_2 + x_3 \leq 340$ and $x_1, x_2, x_3 \geq 0$.	15																
	OR																	
B	Raj holds two part-time jobs, Job I and Job II. He never wants to work more than a total of 12 hours a week. He has determined that for every hour he works at Job I, he needs 2 hours of preparation time, and for every hour he works at Job II, he needs one hour of preparation time, and he cannot spend more than 16 hours preparing. If he makes Rs.400 an hour at Job I, and Rs.300 an hour at Job II, how many hours should he work per week at each job to maximize her income?	15																
Q.2. A	A company has factories at F_1, F_2, and F_3 that supply products to warehouses at W_1, W_2 and W_3. The weekly capacities of the factories are 200, 160 and 90 units, respectively. The weekly warehouse requirements are 180, 120 and 150 units, respectively. The unit shipping costs (in rupees) are as follows: <table><tr><td></td><td>W_1</td><td>W_2</td><td>W_3</td></tr><tr><td>F_1</td><td>16</td><td>20</td><td>12</td></tr><tr><td>F_2</td><td>14</td><td>8</td><td>18</td></tr><tr><td>F_3</td><td>26</td><td>24</td><td>16</td></tr></table> Determine the optimal distribution for this company in order to minimize its total shipping cost.		W_1	W_2	W_3	F_1	16	20	12	F_2	14	8	18	F_3	26	24	16	15
	W_1	W_2	W_3															
F_1	16	20	12															
F_2	14	8	18															
F_3	26	24	16															
	OR																	



B	The Pizza shop promises its customers delivery within an hour on all orders. The demand distribution of pizzas is 70, 80, 90, and 100, with the probability of occurrence being 0.2, 0.3, 0.4, and 0.1. The cost of making is ₹ 70 per pizza and are sold at a rate of ₹ 100 per pizza. All unsold pizza is distributed in a local hospital free of cost. How much raw material should the chef buy for each day to maximize his profit? Using EMV and EOL.	8																																								
C	A readymade garments manufacturer has to process 6 items through two stages of production, viz., cutting and sewing. The time taken for each of these items at the different stages are given below in appropriate units: <table><tr><td>ITEM</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td></tr><tr><td>Machine A: Cutting</td><td>5</td><td>7</td><td>3</td><td>4</td><td>6</td><td>7</td></tr><tr><td>Machine B: Sewing</td><td>2</td><td>6</td><td>7</td><td>5</td><td>9</td><td>5</td></tr></table> Find an order in which these items are to be processed through these stages so as to minimize the total processing time. Also, calculate the idle time of both the machines.	ITEM	1	2	3	4	5	6	Machine A: Cutting	5	7	3	4	6	7	Machine B: Sewing	2	6	7	5	9	5	7																			
ITEM	1	2	3	4	5	6																																				
Machine A: Cutting	5	7	3	4	6	7																																				
Machine B: Sewing	2	6	7	5	9	5																																				
Q.3. A.	For the given Project network diagram – <table><tr><th rowspan="2">Activity</th><th rowspan="2">Predecessor Activity</th><th colspan="2">Normal</th><th colspan="2">Crash</th></tr><tr><th>Time (in hr)</th><th>Cost (in Rs.)</th><th>Time (in hr)</th><th>Cost (in Rs.)</th></tr><tr><td>P</td><td>-</td><td>8</td><td>70</td><td>6</td><td>90</td></tr><tr><td>Q</td><td>P</td><td>7</td><td>30</td><td>4</td><td>84</td></tr><tr><td>R</td><td>P</td><td>12</td><td>90</td><td>5</td><td>174</td></tr><tr><td>S</td><td>P</td><td>9</td><td>60</td><td>5</td><td>92</td></tr><tr><td>T</td><td>Q, R, S</td><td>6</td><td>40</td><td>6</td><td>40</td></tr></table> Find the critical path and if the indirect cost is Rs. 30 per hour, then obtain the project total cost when the project is completely crashed.	Activity	Predecessor Activity	Normal		Crash		Time (in hr)	Cost (in Rs.)	Time (in hr)	Cost (in Rs.)	P	-	8	70	6	90	Q	P	7	30	4	84	R	P	12	90	5	174	S	P	9	60	5	92	T	Q, R, S	6	40	6	40	10
Activity	Predecessor Activity			Normal		Crash																																				
		Time (in hr)	Cost (in Rs.)	Time (in hr)	Cost (in Rs.)																																					
P	-	8	70	6	90																																					
Q	P	7	30	4	84																																					
R	P	12	90	5	174																																					
S	P	9	60	5	92																																					
T	Q, R, S	6	40	6	40																																					
B.	For the 2 person game to find the optimal strategies and value of the game using Maximin and Minimax criteria. <table><tr><td></td><td>B₁</td><td>B₂</td><td>B₃</td><td>B₄</td></tr><tr><td>A₁</td><td>10</td><td>-7</td><td>0</td><td>4</td></tr><tr><td>A₂</td><td>12</td><td>1</td><td>-3</td><td>-1</td></tr><tr><td>A₃</td><td>10</td><td>5</td><td>-1</td><td>15</td></tr><tr><td>A₄</td><td>-17</td><td>-7</td><td>-2</td><td>-15</td></tr></table>		B ₁	B ₂	B ₃	B ₄	A ₁	10	-7	0	4	A ₂	12	1	-3	-1	A ₃	10	5	-1	15	A ₄	-17	-7	-2	-15	5															
	B ₁	B ₂	B ₃	B ₄																																						
A ₁	10	-7	0	4																																						
A ₂	12	1	-3	-1																																						
A ₃	10	5	-1	15																																						
A ₄	-17	-7	-2	-15																																						
OR																																										

C.

For the following project optimistic, most likely, and pessimistic time estimates are given for each activity.

8

Activity	Predecessor Activity	Time estimate		
		Optimistic	Most likely	Pessimistic
A	-	4	10	16
B	-	4	10	24
C	A	8	12	24
D	A, B	10	14	30
E	C, D	4	6	20

- Draw the PERT network and find expected completion time of project.
- Prepare/tabulate slack and variance for different activities.
- What project duration will have 90% confidence of completion?

D.

For the given Project network diagram –

7

Activity	Predecessor Activity	Time (in days)
A	-	4
B	-	6
C	A	8
D	A	10
E	B, C	4
F	D	6
G	E	2

Find critical path and project completion time.

Q.4

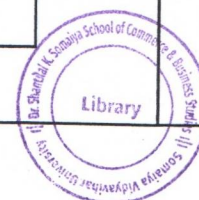
15

A.

Use Least Cost Method (LCM) to find an initial basic feasible solution to the transportation problem given below-

5

	W	X	Y	Z	Supply
F ₁	24	35	55	15	7
F ₂	75	35	45	65	9
F ₃	45	13	75	25	18
Demand	5	8	7	14	



B.

Below given is a under uncertainty payoff matrix -

5

Course of Action	State of Nature			
	S ₁	S ₂	S ₃	S ₄
A ₁	9	8	10	7
A ₂	9	5	10	8
A ₃	11	6	7	7
A ₄	9	7	11	8

Find the best course of actions using Laplace criteria and regret criteria.

C.

Use dominance rules to reduce the size of the following payoff matrix to (2×2) size and hence, find the optimal strategies and value of the game using Arithmetic method.

5

	B ₁	B ₂	B ₃	B ₄
A ₁	10	12	11	9
A ₂	12	13	9	11
A ₃	10	10	12	9
A ₄	9	8	11	7

STANDARD NORMAL DISTRIBUTION: Table Values Represent AREA to the LEFT of the Z score.

Z	.00	.01	.02	.03	.04	.05	.06	.07	.08	.09
0.0	.50000	.50399	.50798	.51197	.51595	.51994	.52392	.52790	.53188	.53586
0.1	.53983	.54380	.54776	.55172	.55567	.55962	.56356	.56749	.57142	.57535
0.2	.57926	.58317	.58706	.59095	.59483	.59871	.60257	.60642	.61026	.61409
0.3	.61791	.62172	.62552	.62930	.63307	.63683	.64058	.64431	.64803	.65173
0.4	.65542	.65910	.66276	.66640	.67003	.67364	.67724	.68082	.68439	.68793
0.5	.69146	.69497	.69847	.70194	.70540	.70884	.71226	.71566	.71904	.72240
0.6	.72575	.72907	.73237	.73565	.73891	.74215	.74537	.74857	.75175	.75490
0.7	.75804	.76115	.76424	.76730	.77035	.77337	.77637	.77935	.78230	.78524
0.8	.78814	.79103	.79389	.79673	.79955	.80234	.80511	.80785	.81057	.81327
0.9	.81594	.81859	.82121	.82381	.82639	.82894	.83147	.83398	.83646	.83891
1.0	.84134	.84375	.84614	.84849	.85083	.85314	.85543	.85769	.85993	.86214
1.1	.86433	.86650	.86864	.87076	.87286	.87493	.87698	.87900	.88100	.88298
1.2	.88493	.88686	.88877	.89065	.89251	.89435	.89617	.89796	.89973	.90147
1.3	.90320	.90490	.90658	.90824	.90988	.91149	.91309	.91466	.91621	.91774
1.4	.91924	.92073	.92220	.92364	.92507	.92647	.92785	.92922	.93056	.93189
1.5	.93319	.93448	.93574	.93699	.93822	.93943	.94062	.94179	.94295	.94408
1.6	.94520	.94630	.94738	.94845	.94950	.95053	.95154	.95254	.95352	.95449
1.7	.95543	.95637	.95728	.95818	.95907	.95994	.96080	.96164	.96246	.96327
1.8	.96407	.96485	.96562	.96638	.96712	.96784	.96856	.96926	.96995	.97062
1.9	.97128	.97193	.97257	.97320	.97381	.97441	.97500	.97558	.97615	.97670
2.0	.97725	.97778	.97831	.97882	.97932	.97982	.98030	.98077	.98124	.98169
2.1	.98214	.98257	.98300	.98341	.98382	.98422	.98461	.98500	.98537	.98574
2.2	.98610	.98645	.98679	.98713	.98745	.98778	.98809	.98840	.98870	.98899
2.3	.98928	.98956	.98983	.99010	.99036	.99061	.99086	.99111	.99134	.99158
2.4	.99180	.99202	.99224	.99245	.99266	.99286	.99305	.99324	.99343	.99361
2.5	.99379	.99396	.99413	.99430	.99446	.99461	.99477	.99492	.99506	.99520
2.6	.99534	.99547	.99560	.99573	.99585	.99598	.99609	.99621	.99632	.99644
2.7	.99653	.99664	.99674	.99683	.99693	.99702	.99711	.99720	.99728	.99736
2.8	.99744	.99752	.99760	.99767	.99774	.99781	.99788	.99795	.99801	.99808
2.9	.99813	.99819	.99825	.99831	.99836	.99841	.99846	.99851	.99856	.99861
3.0	.99865	.99869	.99874	.99878	.99882	.99886	.99889	.99893	.99896	.99900
3.1	.99903	.99906	.99910	.99913	.99916	.99918	.99921	.99924	.99926	.99929
3.2	.99931	.99934	.99936	.99938	.99940	.99942	.99944	.99946	.99948	.99950
3.3	.99952	.99953	.99955	.99957	.99958	.99960	.99961	.99962	.99964	.99966
3.4	.99966	.99968	.99969	.99970	.99971	.99972	.99973	.99974	.99975	.99977
3.5	.99977	.99978	.99978	.99979	.99980	.99981	.99981	.99982	.99983	.99984
3.6	.99984	.99985	.99985	.99986	.99986	.99987	.99987	.99988	.99988	.99989
3.7	.99989	.99990	.99990	.99990	.99991	.99991	.99992	.99992	.99992	.99993
3.8	.99993	.99993	.99993	.99994	.99994	.99994	.99994	.99995	.99995	.99995
3.9	.99995	.99995	.99996	.99996	.99996	.99996	.99996	.99996	.99997	.99997





SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 03	Class: SY BAF Honours	Semester: IV
Programme: Bachelor of Accounting and Finance Honours		
Name of the Constituent College: S K Somaiya College		
Course Code: 131U03V402	Name of the Course: Management Theories and Applications	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Attempt all questions 2) Draw neat diagrams wherever necessary		

Question No.		Max. Marks
Q.1(a)	Explain the Hawthorne theory of management. (8 marks)	(15)
(b)	Define centralization. State the factors affecting centralization. (7 marks)	
(c)	Or Describe the components of planning in detail. (15 marks)	
Q.2(a)	Define MBO and state its advantages. (8 marks)	(15)
(b)	Discuss Mc Kinsey's 7s framework in detail. (7 marks)	
(c)	Or Enumerate Graicunas formula with reference to span of control in management. (15 marks)	
Q.3(a)	Analyse the application of management principles in library information science department. (15 marks)	(15)
(b)	Or Explain new organisational design structures. (15 marks)	
Q.4	Conceptual questions (5 marks each)	(15)
(a)	Affinity diagram	
(b)	Committee organisation	
(c)	Open system of planning	





SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester: October 2022 – March 2023

Examination: Semester End

Programme code: Programme: BBA (Hons)	Class: SY	Semester: IV
Name of the Constituent College: S K Somaiya College	Name of the department/Section/Center: Business Studies	
Course Code: 131V07E403	Name of the Course: Cost Accounting	
Instructions: 1.) Q.1.- Q.3. have internal option 2.) Q4. is compulsory 3.) Figures to right indicate full marks 4.) Working notes are compulsory		

Questi on No.		Max. Marks																						
Q.1.																								
(A.)	Discuss the purpose & Benefits of Cost Accounting	08																						
(B.)	Explain the concepts of Cost, Costing, Cost Accounting & Cost Accountancy	07																						
	OR																							
(C)	Prepare Cost Sheet from the following information:	15																						
	<table><tr><th>Particulars</th><th>Amount</th></tr><tr><td colspan="2"><u>Opening Stocks:</u></td></tr><tr><td>RM</td><td>50,000</td></tr><tr><td>W/P</td><td>10,000</td></tr><tr><td>FG</td><td>60,000</td></tr><tr><td colspan="2"><u>Closing Stocks:</u></td></tr><tr><td>RM</td><td>30,000</td></tr><tr><td>W/P</td><td>15,000</td></tr><tr><td>FG</td><td>40,000</td></tr><tr><td></td><td></td></tr><tr><td>RM Purchased</td><td>3,00,000</td></tr></table>	Particulars	Amount	<u>Opening Stocks:</u>		RM	50,000	W/P	10,000	FG	60,000	<u>Closing Stocks:</u>		RM	30,000	W/P	15,000	FG	40,000			RM Purchased	3,00,000	
Particulars	Amount																							
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FG	40,000																							
RM Purchased	3,00,000																							



Direct Wages	45,000
Indirect Wages	30,000
Salary of Works Manager	60,000
Staff Salaries	90,000
Office expenses	40,000
Dividends received on investments	20,000
Bad debts	10,000
Depreciation:	
Plant & Machinery	20,000
Office Furniture	10,000
Delivery Van	10,000
Commission of Salesman	25,000
Advertisement	30,000
Power & Fuel	20,000
Electricity	50,000
Sales	12,00,000

Note: Apportion electricity expenses as factory and administration expenses in the ratio of 3:2

Q.2.											
(A.)	Explain the preliminaries to be considered before using a standard costing system	08									
(B.)	“Marginal Costing is a very valuable decision-making technique.” Discuss	07									
	OR										
(C)	The following is the information of sales and cost of sales of Cool Ltd. for the last two years are as follows:	08									
	<table border="1"> <thead> <tr> <th>Years</th><th>Sales (Rs.)</th><th>Cost of Sales (Rs.)</th></tr> </thead> <tbody> <tr> <td>2021</td><td>2,00,000</td><td>1,20,000</td></tr> <tr> <td>2022</td><td>1,20,000</td><td>80,000</td></tr> </tbody> </table>	Years	Sales (Rs.)	Cost of Sales (Rs.)	2021	2,00,000	1,20,000	2022	1,20,000	80,000	
Years	Sales (Rs.)	Cost of Sales (Rs.)									
2021	2,00,000	1,20,000									
2022	1,20,000	80,000									
	From the above information calculate: (i.) Profit-Volume Ratio (ii.) Break-even Point (iii.) Sales to earn a profit of Rs. 3,50,000 (iv.) Profit when sales are Rs. 12,00,000 (v.) Revised BEP if fixed cost is increased by 20%.										

(D)	Standard labour cost of producing 1 unit of product 'EXE' is as follows: Skilled workers: 3 hours @ Rs.15 per hour Unskilled workers: 5 hours @ Rs.8 per hour During the month of January 2023, company produced 100 units and following actual expenses were incurred: Skilled Workers: 275 hours @ Rs.17 per hour Unskilled workers: 600 hours @ Rs.8.5 per hour Calculate : Total labour cost variance Labour Efficiency variance Labour Rate variance	07																								
Q.3. (A.)	State the advantages, limitations & essentials of Budgetary control. OR	15																								
(B.)	Prepare the cash Budget of a trader for the three months commencing from April with the following details: (a.) Cash Sales are 25% of total sales. (b.) 60% of credit sales are collected in the same month and the balance 40% in the following month. (c.) 60% of purchase payment is made in the same month and 40% in the following month. (d.) Rent of Rs. 4,000 is paid every month. (e.) Dividend received in May Rs. 11,000. (f.) Cash balance on 31st March is Rs. 1,00,000. The following details are also provided: <table><tr><th>Month</th><th>Sales (Rs.)</th><th>Purchase (Rs.)</th><th>Wages (Rs.)</th></tr><tr><td>March</td><td>8,00,000</td><td>2,50,000</td><td>80,000</td></tr><tr><td>April</td><td>3,00,000</td><td>3,20,000</td><td>80,000</td></tr><tr><td>May</td><td>4,00,000</td><td>3,20,000</td><td>80,000</td></tr><tr><td>June</td><td>4,00,000</td><td>4,80,000</td><td>1,00,000</td></tr><tr><td>July</td><td>6,00,000</td><td>4,00,000</td><td>1,00,000</td></tr></table>	Month	Sales (Rs.)	Purchase (Rs.)	Wages (Rs.)	March	8,00,000	2,50,000	80,000	April	3,00,000	3,20,000	80,000	May	4,00,000	3,20,000	80,000	June	4,00,000	4,80,000	1,00,000	July	6,00,000	4,00,000	1,00,000	15
Month	Sales (Rs.)	Purchase (Rs.)	Wages (Rs.)																							
March	8,00,000	2,50,000	80,000																							
April	3,00,000	3,20,000	80,000																							
May	4,00,000	3,20,000	80,000																							
June	4,00,000	4,80,000	1,00,000																							
July	6,00,000	4,00,000	1,00,000																							
Q.4.	Explain the following concepts: 1. Variance analysis 2. Break-even point & Margin of Safety 3. Flexible Budget	15																								



Semester: October 2022 – March 2023		
Examination: Semester End		
Programme code: Programme: BBA (Hons)	Class: SY	Semester: IV
Name of the Constituent College: S K Somaiya College	Name of the department/Section/Center: Business Studies	
Course Code: 131007E403	Name of the Course: Cost Accounting	
Instructions: 1.) Q.1.- Q.3. have internal option 2.) Q4. is compulsory 3.) Figures to right indicate full marks 4.) Working notes are compulsory		

Questi on No.		Max. Marks																		
Q.1. (A.)	Discuss the meaning, advantages, limitations & Features of Cost Accounting	15																		
	OR																			
(B.)	Identify the causes of difference in profits as per financial records and as per cost records.	08																		
(C)	From the following figures prepare a reconciliation statement of M/s Cosy Home Ltd, for the year ended 31 st March,2022	07																		
	<table><tr><th>Particulars</th><th>Rs.</th></tr><tr><td>Net profit as per financial records</td><td>2,10,000</td></tr><tr><td>Closing stock recorded in excess in financial records</td><td>20,000</td></tr><tr><td>Opening stock recorded in excess in Costing</td><td>10,000</td></tr><tr><td>Depreciation charged in financial records</td><td>45,000</td></tr><tr><td>Depreciation recovered in Costing</td><td>42,000</td></tr><tr><td>Selling overhead under recovered in Cost Accounts</td><td>20,000</td></tr><tr><td>Factory Overhead recovered in excess in Cost Accounts</td><td>6,000</td></tr><tr><td>Commission received credited in Financial Accounts</td><td>3,000</td></tr></table>	Particulars	Rs.	Net profit as per financial records	2,10,000	Closing stock recorded in excess in financial records	20,000	Opening stock recorded in excess in Costing	10,000	Depreciation charged in financial records	45,000	Depreciation recovered in Costing	42,000	Selling overhead under recovered in Cost Accounts	20,000	Factory Overhead recovered in excess in Cost Accounts	6,000	Commission received credited in Financial Accounts	3,000	
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Commission received credited in Financial Accounts	3,000																			



	Preliminary Expenses written off	5,000		
	Bad debts written off in Financial Accounts	9,000		
Q.2.				
(A.)	Discuss the application of Marginal costing in complex Business environment			08
(B.)	State the essentials of effective budgetary control			07
	OR			
(C)	Nike Ltd is currently engaged in production and sales of Sport shoes. Production capacity of the company is of 6,000 shoe pairs annually. Company is currently producing and selling 5,000 pairs in domestic market only. The company supplies the following details for the year ended 31st March 2022. Selling price per unit: Rs.1,500 Material cost per unit: Rs.800 Labour Cost per unit : Rs.400 Fixed Cost: Rs.1,00,000 As a Cost Accountant, you are required to answer the following each part independently: 1. Calculate Break Even Point and margin of safety in sales revenue and number of shoe pairs sold 2. Assume that 6,000 shoe pairs were sold during the year, find out the net profit. 3. If Company receives an export order of 1,000 pairs at a price of Rs. 1,300 per pair, should the company accept the order.			08
(D)	A Company produces single article and sells it at Rs. 10 each. The variable cost of production is Rs. 6 and fixed cost is Rs. 400 per annum. Calculate: 1. The P/V ratio 2. Break Even Sales in units 3. Break Even Sales value 4. Sales to earn a profit of Rs. 500			07

	5. Profit at Sales of Rs. 3,000 6. New Breakeven point if the selling price is reduced by 10% 7. Margin of safety all the revised price	
Q.3.		
(A.)	Explain the meaning & importance of standard costing.	08
(B.)	Distinguish between Standard costing & Budgetary control	07
	OR	
(C)	Sleepwell Ltd. is currently producing 8,000 units at 80% capacity. Following cost data is available. Direct materials Rs. 20 per unit Direct labour Rs. 15 per unit Variable overheads Rs. 10 per unit Production overheads Rs. 8 per unit (70% fixed) Administration overheads Rs. 5 per unit (100% fixed) Selling overheads Rs. 6 per unit (60% fixed) Prepare flexible Budget for 60% capacity, 80% capacity & 100% capacity utilization	08
(D)	Deccan Gold Mines Ltd provides following information pertaining to its standard costing system: Material requirement Per unit of finished product: Material X: 10 units @ Rs.50 per unit Material Y: 5 units @ Rs.30 per unit Material Z: 4 units @Rs. 10 per unit During the month of January 2023, company produced 5,000 units and materials consumed and purchase price of materials were: Material X: 55,000 units @ Rs.49 per unit Material Y: 23,000 units @ Rs. 35 per unit Material Z : 18,000 units @ Rs.9.5 per unit Calculate Material Cost Variance, Material Usage Variance and Material Price Variance	07
Q.4.	Explain the following concept: 1. Limiting Factor 2. Cash Budget 3. Direct & Indirect Expenses	15





SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: Programme: BA (Hons) MCJ	Class: SY	Semester: IV
Name of the Constituent College: S.K. Somaiya College	Name of the Department: Mass Communication Department	
Course Code: 131U08C403	Name of the Course: Globalisation and Media Economics	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Q1 is compulsory 2) Draw neat diagrams 3)Elucidate your answer with suitable examples		

Question No.		Max. Marks
Q.1	Discuss India as a superpower in the global economy	15
Q.2a.	Write a detailed note on the digital divide in the global economy	15
	OR	
Q. 2.b	Explain network society. How does inclusion and exclusion affect people the in globalized world?	15
Q.3a	Define media economics. Discuss how the study of media economics provides a context within which to understand the behaviour of media firms, media markets and consumers	15
	OR	
Q3.b.	What is democratization of the information process?	07
Q3. c	How have ownership patterns in media has changed in the globalized world?	06
Q.4	Write short notes on any three of the following: a. McDonaldization b. PET theory of Media c. Anti-colonialism d. Heterogenization scenario e. Economic Reforms during Liberalization	15





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Semester (November 2022 to March 2023)		
Examination: End Semester Examination March 2023 (UG Programmes)		
Programme code: 07 Programme: BBA Hons	Class: SY	Semester: IV
Name of the Constituent College: SK Somaiya College	Name of the Department	
Course Code: 131U07K403	Name of the Course: Enrichment Course - German	
Duration: 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Q1 Q2 and Q3 have options 2) Q4 is compulsory		

Question No.		Max. Marks
Q.1. A	Lesetext Carmen schreibt über ihre Erfahrungen im fremden Land Ich wollte schon lange ins Ausland und jetzt bin ich seit zwei Monaten in Argentinien. Ich arbeite in einer Sprachenschule und unterrichte Deutsch. Die Arbeit macht viel Spaß, im Kurs ist es oft lustig und wir sprechen viel. Die Teilnehmer in meinem Kurs sind fast immer pünktlich, das ist mir schon wichtig. Aber wenn ich Freunde treffe, dann ist eigentlich niemand pünktlich... außer mir! 5 Dann sitze ich oft lange allein in einem Restaurant. Ich nehme immer ein Buch mit, dann ist mir nicht so langweilig ;-). Überhaupt treffen sich meine Freunde ziemlich spät, um 22 Uhr oder sogar später. Meine Freunde erzählen viel und fragen auch nach Deutschland und Europa. Mein Spanisch ist schon viel besser geworden, das ist super! Musik ist hier sehr wichtig, aber zum Glück nicht nur Tango-Musik. Ich habe gedacht, alle hören immer Tango und können super Tango tanzen, aber das stimmt nicht. Alle gehen gern in die Disco und tanzen auch ganz „normal“. Da kann ich zum Glück auch mitmachen Antworten Sie die Fragen in ein oder zwei Sätze. (2*5=10) 1. Wo ist Carmen? 2. Was macht sie dort? 3. Was ist Carmen von Beruf? 4. Was gefällt ihr? 5. Wie lange ist sie schon in Argentinien?	10
Q.1. B	Ergänzen Sie die Wörter in den Sätzen je nach dem Text. 1. Carmen erzählt ihre im Ausland 2. Carmen nimmt in einem Restaurant ein Buch mit, weil ihre Freundekommen. 3. Die in Carmens Kurs sind fast immer pünktlich. 4. Carmen spricht 2 Sprachen und	5 marks
	OR	



Q.1. C	Welches Verkehrsmittel benutzen Sie? - Schreiben Sie die Vor und Nachteile davon. Schreiben Sie einen Text. (Beschreiben Sie 2 Verkehrsmittel)	10
Q.1. D	Welches Fest ist das? Wählen Sie! (1*5=5) <i>Weihnachten, Oktoberfest, Silvester, Valentinstag, Geburtstag</i> 1. Manche Leute schenken ihren Partnern Blumen oder Schokolade. 2. Man feiert das Fest in München und kann dort viel Bier trinken. 3. Man bekommt Geschenke und feiert mit Freunden oder der Familie. 4. Das größte Fest in Deutschland. 5. Wir gratulieren fürs neue Jahr. 	5
Q.2. A	Lesen Sie die Beschreibungen und die Anzeigen. Welche Anzeige passt zu wem? Für eine Person gibt es keine Anzeige. 1. Lara studiert und sucht einen Job am Abend oder am Wochenende. Sie möchte nur 8 Stunden in der Woche arbeiten. _____ 2. Mario spricht mehrere Sprachen und interessiert sich für andere Länder. Er kann nur nachmittags arbeiten. _____ 3. Jens ist Sportstudent und sucht eine Stelle im Stadtzentrum für einige Stunden am Nachmittag. Die Arbeit soll nicht anstrengend sein. _____ 4. Sarah kennt sich mit Computern aus, arbeitet gern mit Menschen und möchte vormittags arbeiten. _____ 5. Nicole ist sportlich und gern draußen. Die Arbeitszeiten sind ihr egal. _____ A www.computerprofis.de Wir, Computerprofis.de, suchen eine Aushilfe für unser Team. Voraussetzung: offener Umgang mit Kunden und Kollegen, Spaß an der Arbeit. Arbeitszeiten 9.00–12.00 Uhr, drei Tage pro Woche. Tel. 040-918171 Marc B www.hotel-international.de Hotel International sucht einen Nachportier für drei Nächte pro Woche. Voraussetzung: Englisch- und Französisch-Kenntnisse. Tel. 040-239918 C www.die-briefzusteller.de Ferienjob als Briefzusteller in verschiedenen Stadtbezirken. Montag bis Samstag von 6–14 Uhr. Voraussetzung: gute Kondition, zuverlässig. 040-778191 von 9–10 Uhr D www.cafe-stadtpark.de Café Stadtpark sucht eine freundliche, sympathische Aushilfe für Sonntag 10–18 Uhr. Auch ohne Erfahrung in der Gastronomie. Tel. 040-560561 E www.suedtours.de Reisebüro Südtours Unser Team in Hamburg-Harburg braucht Hilfe! Wir suchen einen Reiseplaner mit Büroerfahrung. Arbeitszeit von 13–18 Uhr. Tel.: 040-372971 Frau Henkel F www.sportmerz.com Wir brauchen dringend neue Verkäufer für unsere Filiale im Stadtzentrum. Arbeitszeit: Mo–Fr 9–13 Uhr. Festanstellung möglich. Sport Merz www.sportmerz.com	7
Q.2. B	Wie fahren die Personen zur Arbeit? Ergänzen Sie die Verben. (→ 11) brauchen * dauern * <u>fahren</u> * fahren * nehmen * warten * pendeln * umsteigen Anna Franze <u>fährt</u> (1) immer mit dem Fahrrad. So ist sie schneller als mit dem Bus oder der U-Bahn, weil sie nie (2) muss. Sie (3) nur nicht einmal eine halbe Stunde für ihren Weg. Markus Müller wohnt auf dem Land und (4) jeden Tag mit dem Zug in die Stadt in seine Praxis. Er (5). Peter Koch (6) den Bus, und dann muss er in die U-Bahn (7). Manchmal (8) die Fahrt bis zur Uni eine Stunde.	8
	OR	

Q.2. C	Schreiben Sie einen Dialog zwischen Bahn-Mitarbeiter und Fahr-Gast am Schalter. Hier sind 2 Situationen. Sie sind Bahn-Mitarbeiter und geben Auskunft. Züge nach Dresden fahren um 15.10, 16.10 und 17.10. Man muss in Leipzig umsteigen. Fragen Sie nach Wünschen für die Reservierung. Eine einfache Fahrkarte kostet 69,- €. Sie sind Fahrgast und möchten am Mittwoch nach 18 Uhr nach Frankfurt fahren. Sie fragen nach dem Preis. Müssen Sie umsteigen? Sie haben eine Bahncard und möchten gern am Gang sitzen.	15												
Q.3. A.	Etwas zusammen planen Aktivitäten planen. Ergänzen Sie die Lücken. (→ 8) ◆ W_____ (1) wir am Samstag Ski fahren? ◆ Nein, ich h_____ (2) keine Lust. Das Wetter ist zu sch_____ (3). Wollen wir nicht L_____ (4) einen gemütlichen Tag ma_____ (5)? ◆ Nein, lieber nicht. Ich w_____ (6) etwas unternehmen. Das Wetter ist mir egal. Dann gehe ich allein Ski fahren! ◆ Aber wir kö_____ (7) am Sonntag dann zusammen ins Theater gehen. ◆ Ich w_____ (8) nicht. Nach dem Skifahren bin ich m_____ (9). Lieber am Montag, gleich n_____ (10) der Arbeit! Was h_____ (11) du davon? ◆ Okay, von m_____ (12) aus. Warte, ich sehe mal nach, w_____ (13) auf dem Programm steht ... ah, eine Komödie von Doris Dörrie. ◆ Eine Komödie finde ich p_____ (14). Und Doris Dörrie ist immer lustig. ◆ Ja, da hast du r_____ (15)! Wir könnten uns vor dem Theater treffen. ◆ Ein_____ (16). Denkst du a_____ (17) die Karten ...?  	10												
Q.3. B.	Was möchten die Leute wissen? Welche Frage ist richtig? Kreuzen Sie an. <table style="width: 100%; border-collapse: collapse;"><tr><td style="width: 45%;">1. Können Sie mir sagen,</td><td style="width: 55%;"> a ob wir rechtzeitig in Stuttgart ankommen? b ob wir rechtzeitig in Stuttgart kommen an? </td></tr><tr><td>2. Ich weiß nicht,</td><td> a ob ich kann bei dir in der Nähe einen Parkplatz finden. b ob ich bei dir in der Nähe einen Parkplatz finden kann. </td></tr><tr><td>3. Ich bin nicht sicher,</td><td> a ob ich einen Sitzplatz muss reservieren. b ob ich einen Sitzplatz reservieren muss. </td></tr><tr><td>4. Mich interessiert besonders,</td><td> a ob wir mit dem Navigationssystem schneller sind. b ob mit dem Navigationssystem wir schneller sind. </td></tr><tr><td>5. Ich mache mir Sorgen,</td><td> a ob ich den nächsten Zug erreichen kann. b ob kann ich den nächsten Zug erreichen. </td></tr><tr><td>6. Ich möchte gern wissen,</td><td> a ob an der nächsten Haltestelle muss ich aussteigen. b ob ich an der nächsten Haltestelle aussteigen muss. </td></tr></table>	1. Können Sie mir sagen,	a ob wir rechtzeitig in Stuttgart ankommen? b ob wir rechtzeitig in Stuttgart kommen an?	2. Ich weiß nicht,	a ob ich kann bei dir in der Nähe einen Parkplatz finden. b ob ich bei dir in der Nähe einen Parkplatz finden kann.	3. Ich bin nicht sicher,	a ob ich einen Sitzplatz muss reservieren. b ob ich einen Sitzplatz reservieren muss.	4. Mich interessiert besonders,	a ob wir mit dem Navigationssystem schneller sind. b ob mit dem Navigationssystem wir schneller sind.	5. Ich mache mir Sorgen,	a ob ich den nächsten Zug erreichen kann. b ob kann ich den nächsten Zug erreichen.	6. Ich möchte gern wissen,	a ob an der nächsten Haltestelle muss ich aussteigen. b ob ich an der nächsten Haltestelle aussteigen muss.	5
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6. Ich möchte gern wissen,	a ob an der nächsten Haltestelle muss ich aussteigen. b ob ich an der nächsten Haltestelle aussteigen muss.													
OR														



Q.3. C.	Was machen die Leute, wenn ...? Schreiben Sie die Sätze fertig. 1. Wenn Leo zum Zahnarzt gehen muss, <u>dann hat</u> dann / er / Angst / ein bisschen / haben / . 2. Wenn Veronika Achterbahn fährt, <u>sie / haben / viel Spaß / und / lachen / .</u> 3. Wenn Lisa eine Prüfung geschafft hat, <u>dann / sie / glücklich sein / sehr / und / feiern / .</u> 4. Wenn Pia zur Arbeit fährt, <u>sie / oft / eine Kollegin / mitnehmen / .</u> 5. Wenn Mirko allein im Ausland ist, <u>unglücklich / er / sein / und / oft / telefonieren / .</u>	10
Q.3. D.	Ein Freund / Eine Freundin wartet auf Sie. Sie sind zu spät und rufen ihn/sie an. Was können Sie sagen? Wählen Sie und Schreiben Sie 5 Sätze. (1X5=5) a. Entschuldige bitte. g. Du bist nie pünktlich. b. Es geht gleich Los! h. Ich bin gleich da. c. Tut mir leid, es geht nicht schneller. i. Immer muss ich warten. d. Ich hab's ja gewusst. j. Ich warte schon eine Viertelstunde. e. Entschuldigung, aber es ist so viel los. k. Mensch, wo bleibst du denn? f. In fünf Minuten bin ich bei dir.	5
Q.4	<u>All questions are compulsory</u> (5 Marks each)	15
Q4A	Welches Konnektor passt. Wählen Sie aus. (1x5=5) 1. Helena muss gehen, sie Deutschkurs hat. 2. Robert fährt mit der U-Bahn, es schnell ist. 3. Ich denke, mir ein Ausflug am Wochenende gut passt. 4. Mario meint, Auto teurer als S-Bahn ist. 5. Ich kann zu Hause bleiben, mein Sohn krank ist.	5
Q4B	Bilden Sie Indirekte-Fragen. Wählen Sie a, b oder c aus. (1X5=5) 1. Entschuldigung, können Sie mir sagen _____? a. ob der Arzt heute da ist. b. wie der Arzt heute da ist? c. obwohl der Arzt heute da ist? 2. Mein Bruder weiß nicht, a. woher hat seine Frau das Auto genommen? b. warum seine Frau das Auto genommen habe? c. ob seine Frau das Auto genommen hat. 3. Keiner weiß, a. ob Mia morgen kommt. b. hat Mia morgen kommen. c. wen Mia morgen kommt.	5

	4. Wer weiß, a. ob es hier eine Kantine gibt. b. wann hier eine Kantine gibt. c. um wie viel Uhr eine Kantine gibt. 5. Ich habe keine Ahnung, ! a. obwohl Paul lieber Apfel oder Banane isst. b. ob Paul lieber Apfel oder Banane isst. c. wann Paul lieber Apfel oder Banane esse.	
Q4C	Welches Wort passt nicht? Streichen Sie. 1. das Flugzeug – die Baustelle – die Autobahn – der Stau 2. die Reparatur – kaputt sein – die Werkstatt – die Tankstelle 3. die Polizei – das Kennzeichen – der Abflug – die Radarkamera 4. der Flughafen – abfliegen – rückwärts fahren – landen 5. das KFZ – der PKW – die DVD – der LKW 6. bremsen – verpassen – tanken – parken	5





SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2022 to March 2023)		
Examination: End Semester Examination March 2023 (UG Programmes)		
Programme code: 07 Programme: BBA Hons	Class: SY	Semester: IV
Name of the Constituent College: SK Somaiya College	Name of the Department	
Course Code: 131U07K403	Name of the Course: Enrichment Course - German	
Duration: 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Q1 Q2 and Q3 have options 2) Q4 is compulsory		

Question No.		Max. Marks
Q.1. A	<u>Lesen Sie den Text</u> Berufserfahrung von Markus Studer Vom Operationssaal auf die Autobahn Markus Studer hat in Zürich Medizin studiert. Am Universitätsspital Zürich und an der University of Alabama at Birmingham (Alabama, USA) hat er seine Ausbildung zum Herzchirurgen gemacht. Später ist er Oberarzt der Herzchirurgie am Universitätsspital Zürich und Leiter eines Herzzentrums geworden. Nach 25 Jahren als erfolgreicher Herzchirurg hat Dr. Markus Studer den weißen Arztkittel gegen einen blauen Overall getauscht: Er ist Fernfahrer geworden und hat sich einen Traum erfüllt. Er verdient in seinem neuen Beruf wenig, aber er hat seine Entscheidung nie bereut. Er liebt die Freiheit auf der Straße und kommt mit seinem Lastwagen an sehr viele Orte. „Für mich war immer schon klar, dass ich auf dem Höhepunkt meiner Karriere aufhören möchte und etwas anderes mache.“ Antworten Sie die Fragen. (2*5=10) 1. Was hat Markus studiert? 2. Was war Markus von Beruf früher? 3. Was war der Grund für den Berufswechsel? 4. Was ist er von Beruf? 5. Was gefällt ihm an den neuen Beruf?	10
Q.1. B	<u>Schreiben Sie einen Satz mit den folgenden Wörtern</u> Beruf - studieren - Traum -	5 marks



	ODER	
Q.1. C	Schreiben Sie einen Text über Fahrrad. Welche sind die Vor und Nachteile von einem Fahrrad.	5
Q.1. D	Bilden Sie indirekte Fragen mit ob. (2x5=10) - Kommen wir rechtzeitig in Berlin an? Julia ist gespannt, ob..... - Ist das Navi wirklich so einfach? Marius fragt, ob - Kommst du zum Essen? Tom fragt, ob - Willst du die App kaufen? Nina fragt, ob..... - Funktioniert die App richtig? Ich möchte wissen, ob	10
Q.2. A	<u>Lesen Sie den Text und antworten Sie! (1*5=5)</u> Tilo Noack hat nach dem Abitur Sozialarbeit studiert und dann über zehn Jahre in einer WG mit schwierigen Jugendlichen gearbeitet. Aber das war oft hart und auch sehr anstrengend. Weil er schon immer gern geschrieben hat, hatte er dann eine Idee: Viele Jugendliche hatten ihm natürlich ihre Lebensgeschichten erzählt – Material genug für ein spannendes Jugendbuch. Gleich das erste Buch war ein großer Erfolg! So ist Tilo Noack Autor geworden. Jetzt schreibt er ein Jugendbuch nach dem anderen. Er mag an seiner neuen Arbeit, dass er selbst entscheiden kann: Wann arbeite ich – und wann mache ich eine Pause? Außerdem schreibt er auch nach so vielen Büchern immer noch sehr gerne. Und wenn er mal keine Ideen mehr hat? „Dann mache ich eben die Familienarbeit – wir haben drei kleine Kinder und zum Glück verdient meine Frau gut!“, sagt er lachend.	5

Lesen Sie und notieren Sie die Informationen.

0. Name: Tilo Noack
1. Ausbildung: _____
2. erster Beruf: _____
3. Grund für den Berufswechsel: _____
4. Was gefällt ihm an seinem neuen Beruf? _____
5. Und wenn es nicht klappt? _____

Q.2. B

Ein Gespräch am Schalter. Ordnen Sie den Dialog zu. Schreiben Sie. Antworte in der Tabelle. (10) (Donot rewrite the dialog)

10

1. Guten Morgen. Bitte sehr?
2. Gerne. Wann möchten Sie fahren?
3. Ja, Moment bitte. Abfahrt 9.28 Uhr.... Einfach oder hin und zurück?
4. Sie müssen in Mannheim umsteigen und kommen dann um 11.33 Uhr in Wiesbaden an. Und wann möchten Sie zurückfahren?
5. Um 9.02 Uhr ab Wiesbaden. Umsteigen in Frankfurt. Ankunft in Stuttgart ist 11.08 Uhr.
6. Möchten Sie einen Platz reservieren?
7. Fahren Sie erster oder zweiter Klasse?
8. Wo möchten Sie sitzen? Abteil oder Großraumwagen, Gang oder Fenster?
9. Gut, ein Fensterplatz im Großraumwagen. Das macht 102 Euro.
10. Und Ihr Ticket. Vielen Dank und eine gute Reise.

- A. Danke. Auf Wiedersehen.
- B. Guten Morgen, zwei Fahrkarten nach Wiesbaden, bitte.
- C. Prima, 9.02 Uhr passt sehr gut. Danke.
- D. Hin und zurück, bitte. Fährt der Zug direkt oder müssen wir umsteigen?
- E. Ja, bitte. Morgens sind die Züge immer sehr voll.
- F. Jetzt, um halb zehn. Da fährt doch ein Zug, oder?
- G. Lieber nicht im Abteil. Großraumwagen ist besser. Am liebsten am Fenster.
- H. Morgen Vormittag, am besten so um 9 Uhr.
- I. Hier, bitte schön.
- J. Zweiter Klasse.



	OR																															
Q.2. C	Was feiert man bei Ihnen in Ihrem Land? Berichten Sie. Die Fragen helfen. Schreiben einen Text. (15) 1. Wen laden Sie ein? 2. Was machen Sie besonders? 3. Wann feiern Sie? 4. Wo feiern Sie? 5. Was sagen/machen die Leute?	15																														
Q.3. A.	Lesen Sie den Dialog. Wählen Sie die richtigen Antworten. (1x10=10) Emily: Hallo Gabriel, (1) wir am Samstag eine Auto-tour? Ich habe gerade am Freitag meine Führerscheinprüfung bestanden. Gabriel: Wirklich? Das ist ja super! Herzlichen(2) zum Führerschein! Leider muss ich am Samstag arbeiten. Emily: (3) Könnten wir bitte am Sonntag in die Berge fahren? Gabriel: Ja, klar! Sonntag ist perfekt! Laden wir Mindy und Camilie ein? Emily:(4) ! Rufst du Camilie an? Ich rufe Mindy an. Gabriel: Ja, natürlich! Ich backe einen (5). Einverstanden? Emily: Ja! Das ist super! Du backst den besten Kuchen! Ich (6) mich an die Getränke. Was hältst du davon? Gabriel: Das wäre super! Wer denkt an die Musik? Emily: Mindy kann an die Musik denken. Sie macht Musik sehr gern. Gabriel: Ja, klar! (7) wir um 10 Uhr anfangen? Emily: Nein, das ist nicht so..... (8). Es wäre zu spät. Vielleicht um 7 Uhr? Gabriel: Nein, das(9) ich nicht. Um 8 Uhr? Geht das bei dir? Emily: Ich finde, das ist gut! Gabriel: Klar, dann.(10) Sonntag! Tschüss Emily: Tschüss! Wählen Sie die richtigen Antworten. <table> <tr> <td>1. A. machen</td><td>B. fahren</td><td>C. macht</td></tr> <tr> <td>2. A. Glückwunsch</td><td>B. Gute</td><td>C. Gratulation</td></tr> <tr> <td>3. A. Prima!</td><td>B. Schade!</td><td>C. sehr gut!</td></tr> <tr> <td>4. A. Von mir aus gern</td><td>B. Nein, leider nicht</td><td>C. Nicht so gern!</td></tr> <tr> <td>5. A. Orangensaft</td><td>B. Eis</td><td>C. Schokoladenkuchen</td></tr> <tr> <td>6. A. bringe</td><td>B. kümmere</td><td>C. arbeite</td></tr> <tr> <td>7. A. Soll</td><td>B. Kann</td><td>C. Wollen</td></tr> <tr> <td>8. A. modern</td><td>B. praktisch</td><td>C. einfach</td></tr> <tr> <td>9. A. schaffe</td><td>B. geht</td><td>C. wollen</td></tr> <tr> <td>10. A. Auf</td><td>B. Bei</td><td>C. Bis</td></tr> </table>	1. A. machen	B. fahren	C. macht	2. A. Glückwunsch	B. Gute	C. Gratulation	3. A. Prima!	B. Schade!	C. sehr gut!	4. A. Von mir aus gern	B. Nein, leider nicht	C. Nicht so gern!	5. A. Orangensaft	B. Eis	C. Schokoladenkuchen	6. A. bringe	B. kümmere	C. arbeite	7. A. Soll	B. Kann	C. Wollen	8. A. modern	B. praktisch	C. einfach	9. A. schaffe	B. geht	C. wollen	10. A. Auf	B. Bei	C. Bis	10
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Q.3. B.	Schreiben Sie wenn Sätze (1x5=5) Was passt zum Satzanfang? Wählen Sie und schreiben Sie wenn-Sätze. Mutter und Baby kommen aus dem Krankenhaus • das Abiturzeugnis bekommen • heiraten • lange Zeit in der Firma arbeiten • zum ersten Mal in die Schule gehen 1. Kinder bekommen eine Schultüte, <u>wenn sie zum ersten Mal in die Schule gehen.</u> 2. Oft hängt man einen Storch ans Haus, _____ 3. Man feiert ein Jubiläum für Mitarbeiter, _____ 4. Schüler feiern zum Schulabschluss ein Fest, _____ 5. Das Brautpaar bekommt Glückwünsche und Geschenke, _____	5												
	OR													
Q.3. C.	Sie warten auf einen Freund / eine Freundin. Er/Sie kommt nicht. Was können Sie sagen? Wählen Sie und Schreiben Sie 5 Sätze. (1X5=5) <table style="width: 100%;"><tr><td>a. Entschuldige bitte.</td><td>g. Du bist nie pünktlich.</td></tr><tr><td>b. Es geht gleich Los!</td><td>h. Ich bin gleich da.</td></tr><tr><td>c. Tut mir leid, es geht nicht schneller.</td><td>i. Immer muss ich warten.</td></tr><tr><td>d. Ich hab's ja gewusst.</td><td>j. Ich warte schon eine Viertelstunde.</td></tr><tr><td>e. Entschuldigung, aber es ist so viel los.</td><td>k. Mensch, wo bleibst du denn?</td></tr><tr><td>f. In fünf Minuten bin ich bei dir.</td><td></td></tr></table>	a. Entschuldige bitte.	g. Du bist nie pünktlich.	b. Es geht gleich Los!	h. Ich bin gleich da.	c. Tut mir leid, es geht nicht schneller.	i. Immer muss ich warten.	d. Ich hab's ja gewusst.	j. Ich warte schon eine Viertelstunde.	e. Entschuldigung, aber es ist so viel los.	k. Mensch, wo bleibst du denn?	f. In fünf Minuten bin ich bei dir.		5
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e. Entschuldigung, aber es ist so viel los.	k. Mensch, wo bleibst du denn?													
f. In fünf Minuten bin ich bei dir.														
Q.3. D.	Lesen Sie den Text und wählen Sie die richtige Antwort Viele Feste sind heute international, man feiert sie auf der ganzen Welt. Viele Weihnachtsbräuche und -symbole kommen aus den deutschsprachigen Ländern, z. B. der Weihnachtsbaum. Weihnachtsbäume findet man heute überall in Europa, Amerika und sogar in Südostasien. Zu Ostern schenkt man in manchen Ländern Ostereier. In den deutschsprachigen Ländern bringt sie der Osterhase, der mit deutschen Auswanderern auch in die USA und nach Australien gekommen ist. Es gibt aber auch Feste, die nach Europa zurückkommen, z. B. der Valentinstag und Halloween. Beide nahmen die Auswanderer in die USA mit. Seit einigen Jahren feiert man sie auch wieder in Europa. Am Valentinstag machen sich auch in Deutschland manche Verliebte kleine Geschenke. Und zu Halloween verkleiden sich einige Kinder z. B. als Geister, gehen von Haus zu Haus und sammeln Süßigkeiten. Das wichtigste Halloween-Symbol ist der Kürbis. 1. Woher kommt die Tradition vom Weihnachtsbaum? a) Aus den Ländern, in denen man Deutsch spricht. b) Aus Europa, Amerika und Südostasien. 2. Was sind die typischen Geschenke zu Ostern? a) Ostereier b) Kuchen 3. Was sagt der Text über Halloween und Valentinstag? a) Alle verkleiden sich an Halloween und Valentinstag. b) Halloween und Valentinstag kommen aus Europa.	10												



	4. Was machen die Kinder an Halloween? a) Sie verkleiden sich und sammeln Süßigkeiten. b) Sie essen Kürbisse. 5. Was ist der wichtigste Halloween Symbol? a) Süßigkeiten b) Kürbis											
Q.4	All questions are compulsory (5 Marks each)	15										
Q4 A	Welches Konnektor passt. Ergänzen Sie. (weil, wenn, dass) 1. ich reise, nehme ich immer Sonnenbrille mit. 2. Monika fährt mit dem Fahrrad, umweltfreundlich ist. 3. Ich finde, 7 Uhr morgens zu früh ist. 4. Ich glaube, Autos viel Platz brauchen. 5. Ich fahre mit dem Bus, es billig ist.											
Q4. B	Wie gratuliert man an diesem Fest? Was sagt man an diesem Fest? Ordnen Sie die Ausdrücke den Festen zu. <i>1. Herzlichen Glückwunsch zum Geburtstag! , 2. Frohe Weihnachten! , 3. Frohes neues Jahr! , 4. Frohe Ostern! , 5. Ich liebe dich!</i> <table><tr><td>Morgen wird Carla 18 Jahre alt. Was sagen Sie?</td><td></td></tr><tr><td>Heute ist 31. Dezember. Was sagen Sie?</td><td></td></tr><tr><td>Heute ist 25. Dezember. Was sagen Sie?</td><td></td></tr><tr><td>Heute ist 14. Februar. Was sagen Sie?</td><td></td></tr><tr><td>Heute ist Ostern. Was sagen Sie?</td><td></td></tr></table>	Morgen wird Carla 18 Jahre alt. Was sagen Sie?		Heute ist 31. Dezember. Was sagen Sie?		Heute ist 25. Dezember. Was sagen Sie?		Heute ist 14. Februar. Was sagen Sie?		Heute ist Ostern. Was sagen Sie?		
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Heute ist Ostern. Was sagen Sie?												
Q 4C	Machen Sie die Sätze zu Ende. (Benutzen Sie weil, wenn oder dass) a) Clara ist nervös, b) Roman kommt nicht zum Unterricht, c) Anja sagt, d) Er trinkt viel Kaffee, e) Ich habe ein neues Handy gekauft,											



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2022 to March 2023)

Examination: End Semester Examination March/April 2023 (UG Programmes)

Programme code: 7

Programme: BBA Hons

Class:

SYBBA Hons

Semester: IV

Name of the Constituent College: S K Somaiya College

Name of the Department: Business Studies

Course Code: 131U07E404

Name of the Course: Commodities & Derivatives Market

Duration : 2 Hrs.

Maximum Marks : 60

Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary

Question No.		Max. Marks									
Q.1. A	Write the working and uses of Commodity Derivatives	15									
	OR										
Q.1. B	Write a short note on Black and Scholes Model, explain its formula in detail and what are the assumptions of the model.	15									
Q.2. A	Write a note on Derivatives Market and its participants.	8									
Q.2. B	Distinguish Futures V/s Option	7									
	OR										
Q.2. C	Explain Basel 3 Norms	8									
Q.2. D	Explain FRTB	7									
Q.3. A	SV and TJ are offered the following rates of Interest on a loan of Rs 1 crore by their banks. You are required to construct an Interest Rate Swap for these companies netting 0.5% to the bank acting as an intermediary and equally attractive by the companies. SV company wanted to take floating rate loan whereas it has taken fixed rate loan and TJ company wanted to take fixed rate loan whereas it has taken floating rate loan.	8									
	<table border="1"> <thead> <tr> <th>Company</th><th>Fixed</th><th>Floating</th></tr> </thead> <tbody> <tr> <td>SV</td><td>16.5%</td><td>MIBOR + 3 %</td></tr> <tr> <td>TJ</td><td>20%</td><td>MIBOR + 4 %</td></tr> </tbody> </table>	Company	Fixed	Floating	SV	16.5%	MIBOR + 3 %	TJ	20%	MIBOR + 4 %	
Company	Fixed	Floating									
SV	16.5%	MIBOR + 3 %									
TJ	20%	MIBOR + 4 %									
Q.3. B	Explain Bear Call Spread and when one should execute it, draw its diagram and explain its advantages.	7									
	OR										
Q.3. C	Explain Bear Put Spread and when one should execute it, draw its diagram and explain its advantages.	8									
Q.3. D	Types of Margins used in Commodity Market	7									
Q.4	Write the following concepts (5 Marks each)	15									
A	Short forward and long forward										
B	Interest Rate Swap										
C	Binomial Model										





SOMAIYA
VIDYAVIHAR UNIVERSITY

BBM-IV

Semester (November 2022 to March 2023)		
Examination: End Semester Examination April 2023 (UG Programmes)		
Programme code:6/7	Class: SYBBA (Hons)	Semester: IV
Programme: BBA(Hons)/BBM		
Name of the Constituent College:SKSC		Name of the Department:Business Studies
Course Code: 131U07E401/131U07E404	Name of the Course: Consumer Behaviour and Consumer Insights	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks
Q.1. A	Analyze if Needs & Goals are constantly changing.	8
Q.1. B	Enumerate the nature of Attitudes.	7
	OR	
Q.1. C	Illustrate the difference between Market Research & Consumer Insights.	7
Q.1.D.	State the characteristics of Opinion leaders.	8
Q.2. A	Discuss the different types of Market Research.	15
	OR	
Q.2. B	Enumerate the Carl Rogers theory of Self Concept in detail.	15
Q.3. A.	Describe the determinants of Personality.	15
	OR	
Q.3. B.	Discuss the 4 types of Social classes	15
Q.4	Solve the following Case Study	15
	Haldiram's: The No: 1 Choice of Consumers which markets snack products in India, became the primary choice among Indian consumers. Haldiram's came out with different products which suited the tastes of various ethnic and geographical groups. The company used the 4Ps effectively to influence consumer decision making. Haldiram's, a household name in ready-to-eat snack foods in India, offered a wide range of products to its customers. The product range included namkeens (savories), sweets, sharbats, bakery items, dairy products, papads, and ice-creams. Namkeens remained the main focus area for the group. By specializing in the manufacture of namkeens, the company created a niche market. Haldiram's sought to customize its products to suit the tastes and preferences of customers from different parts of India. For example, it launched 'Murukku,' a South Indian snack, and 'Chennai Mixture' for south Indian customers...	
A	Describe the ways in which Haldiram's influenced the decision making of the consumers.	
B	Design a Customer profile of the above case study.	
C	Identify the marketing strategies followed by Haldiram's to ensure that its products became the No 1 choice among the consumers.	





SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2022 to March 2023)

Examination: End Semester Examination April 2023 (UG Programmes)

Programme code: 6/7

Programme: BBA(Hons)/BBM

Class: SYBBA (Hons)/SYBBM

Semester: IV

Name of the Constituent College: SKSC

Name of the Department: Business Studies

Course Code:

11U07E401/131U07E404

Name of the Course: Consumer Behaviour and Consumer Insights

Duration : 2 Hrs.

Maximum Marks : 60

Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary

Question No.		Max. Marks
A	Describe the different types of Consumer Behavior.	8
B	Discuss the importance of Social Media Listening. OR	7
C	State the importance of Market Research.	7
D	Indicate the advantages & disadvantages of Customer Insights.	8
A	Illustrate the importance of Opinion leaders in this era of the internet. OR	15
B	Describe the different types of Reference groups.	15
A	Discuss the 4 types of Social classes. OR	15
B	Discuss if the pandemic affected Consumer attitudes.	7
C	Illustrate what happens if there is an imbalance between the id, the ego, and the superego.	8
	Solve the following Case Study	15
	Nivea is a German personal care brand. Initially, Nivea established its ground in the market space by introducing Nivea moisturizing creams. Nivea has ventured into selling various products such as Nivea body deodorants, roll-ons, and bathing soaps in the past few decades. Usually, the bathing soap of Nivea is compared with the Bathing soap of Dove. Before introducing the soap, Nivea studied the market value of Dove soap and learned why people prefer to buy it. Then they introduced their soap with almost the same features and approximate price range of Dove bathing soap. They analyzed bathing soap as an essential commodity of every household, and people, especially women, are more concerned about the adverse effect of bathing soaps on their skin. Nivea promotes its bathing soap as "a bathing bar to protect your skin.", In the above case study it is apparent that the company studied the consumer buying behavior for various situations such as what is the demand of the soap, what kind of soap people like to buy, how often do they buy a bathing soap, what features do they seek in a bathing soap, and much more.	
	Describe what Consumer Behavior strategy Nivea used to get a breakthrough.	
	Design a Customer profile of the above case study.	
	Identify any Indian brand that used Consumer Behavior study to get its hold into the foreign market.	





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Semester (November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 7 Programme: BBA Hons	Class: SYBBA Hons	Semester: IV
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code:131U07E404	Name of the Course: Commodities & Derivatives Market	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks									
Q.1. A	Write a short note on Black and Scholes Model, explain its formula in detail and what are the assumptions of the model.	15									
	OR										
Q.1. B	Explain VaR and methods of calculating VaR, its advantages and disadvantages	15									
Q.2. A	Explain futures and its pricing with the help of cost of carry model	8									
Q.2. B	Explain Commodity Clearing and settlement process	7									
	OR										
Q.2. C	Explain Basel 3 Norms	8									
Q.2. D	Explain FRTB	7									
Q.3. A	Explain Vega, its moneyness and impact of time on Vega	8									
Q.3. B	Explain Long Strangle and when one should execute it, draw its diagram and explain its advantages.	7									
	OR										
Q.3. C	Explain Short Strangle and when one should execute it, draw its diagram and explain its advantages.	8									
Q.3. D	A 5-year borrowing cost to Company A and Company B in Indian Rupees and US Dollars are shown below: <table border="1"> <thead> <tr> <th>Company</th><th>INR</th><th>USD</th></tr> </thead> <tbody> <tr> <td>A</td><td>10%</td><td>5%</td></tr> <tr> <td>B</td><td>12%</td><td>6%</td></tr> </tbody> </table> Company A wants to borrow US Dollars and Company B wants to borrow Indian rupees. Design a currency swap by giving 0.2% commission to the bank.	Company	INR	USD	A	10%	5%	B	12%	6%	7
Company	INR	USD									
A	10%	5%									
B	12%	6%									
Q.4	Write the following concepts (5 Marks each)	15									
A	Strategy used by LTCM and why it incurred losses										
B	Convergence of Spot and Future										
C	Short Put and its moneyness										

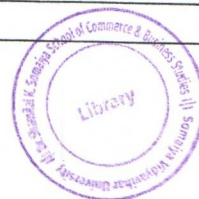




SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 7	Class:	Semester: IV
Programme: BBA Hons	SYBBA Hons	
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code:131U07E404	Name of the Course: Commodities & Derivatives Market	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks									
Q.1. A	Explain VaR and methods of calculating VaR, its advantages and disadvantages	15									
	OR										
Q.1. B	Write the working and uses of Commodity Derivatives	15									
Q.2. A	Explain futures and its pricing with the help of cost of carry model	8									
Q.2. B	Explain Binomial Model	7									
	OR										
Q.2. C	Explain Basel 3 Norms	8									
Q.2. D	Explain FRTB	7									
Q.3. A	Explain Delta, its moneyness and impact of time on Delta	8									
Q.3. B	Explain Long Straddle and when one should execute it, draw its diagram and explain its advantages.	7									
	OR										
Q.3. C	Explain Short Straddle and when one should execute it, draw its diagram and explain its advantages.	8									
Q.3. D	A 5-year borrowing cost to Company A and Company B in Indian Rupees and US Dollars are shown below: <table border="1" data-bbox="283 1464 1329 1682"> <thead> <tr> <th>Company</th><th>INR</th><th>USD</th></tr> </thead> <tbody> <tr> <td>A</td><td>10%</td><td>5%</td></tr> <tr> <td>B</td><td>12%</td><td>6%</td></tr> </tbody> </table> Company A wants to borrow US Dollars and Company B wants to borrow Indian rupees. Design a currency swap by giving 0.2% commission to the bank.	Company	INR	USD	A	10%	5%	B	12%	6%	7
Company	INR	USD									
A	10%	5%									
B	12%	6%									
Q.4	Write the following concepts (5 Marks each)	15									
A	Strategy used by LTCM and why it incurred losses										
B	Distinguish Futures V/s Forward										
C	Long Put and its moneyness										





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Semester (November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code:07 Programme: BBA (Hons)	Class: SY	Semester: IV
Name of the Constituent College: S.K. Somaiya college	Name of the Department Business studies	
Course Code: 131U07E406	Name of the Course: Finance for HR professionals	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks
Q.1. A	Elaborate the role of HR professionals in compensation plans.	8
B.	Explain the 4 Ps of compensation.	7
	OR	
C	Explain the welfare and recreational facilities.	8
D	Explain the compensation scenario in India	7
Q.2. A	Explain the types of incentive plans.	8
B.	Explain team incentives and its merits and demerits.	7
	OR	
C	Explain wage fund theory.	8
D	Explain the concept of wage differences.	7
Q.3. A.	Explain meaning of human resource accounting and its features.	8
B	Explain remunerating corporate directors and CEOs.	7
	OR	
C	Explain equal remuneration act.	8
D	Elaborate pay restructuring in mergers and acquisitions.	7
Q.4	Write the following concepts (5 Marks each)	15
A	Jaggi and Lau model.	
B	Employee stock ownership plans.	
C	Subsistence theory.	





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VIDYAVIHAR UNIVERSITY

Semester (November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 07	Class: SY	Semester: IV
Programme: BBA (Hons)		
Name of the Constituent College: S.K. Somaiya college	Name of the Department Business studies	
Course Code: 131U07E406	Name of the Course: Finance for HR professionals	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks
Q.1. A	Elaborate the types of compensation.	8
B.	Elaborate the dimensions of compensation.	7
	OR	
C	State the features of pay structure.	8
D	Explain benefits of compensation in respect of safety and health.	7
Q.2. A	Elaborate the benefits of incentive plan.	8
B	Explain incentives for salespeople.	7
	OR	
C	Explain subsistence theory.	8
D	Elaborate the types of wage differences.	7
Q.3. A.	Explain meaning of human resource accounting and its objectives.	8
B	Explain remunerating expatriates and executives.	7
	OR	
C	Explain the payment of bonus act.	8
D	Explain all 7 pay commissions.	7
Q.4	Write the following concepts (5 Marks each)	15
A	Wage fund theory.	
B	Gain sharing plan.	
C	Cafeteria approach.	

