

SOMAIYA

VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

BRANCH: Bachelor of Business Administration (Hons.)	SEM: IV
	MAR/APR-2024

Sr. No.	Subject	Available
1.	131U074301 – Banking Regulations & Operations	
2.	131U07N401 – Leadership Ethics & CSR (A), (B)	
3.	131U07C401 – Strategic Management (A), (B)	
4.	131U07C402 – Finance for HR Professionals	
5.	131U07E402 – Media Management	
6.	131U07K403 – Enrichment Course: German (A), (B)	
7.	131U07E403 – Cost Accounting (A), (B)	
8.	131U07E404 – Commodities & Derivatives Market	
9.	131U07E405 – Talent Management & Competency	
10.	131U07C402 - Operation Research (A), (B) (C)	

11. 131U07K402 - French
12. 131U07E401 - Consumer Behavior & consumer insights

LIBRARY





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Semester (Dec 23- April 24)		
Examination: End Semester Examination April 2024 (UG/PG Programmes)		
Programme code: 07 Programme: BBA(H)	Class: SYBBF	Semester: IV
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U074301	Name of the Course: Banking Regulations and Operations	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Draw neat diagrams 2) Use Examples as applicable		

Question No.		Max. Marks	CO Attainment
Q.1	A) A seminar is conducted where you are a speaker and your topic is Importance of Development Banks in the Indian Banking Structure.	8	1
	B) In a Bank Induction training you need to Justify the Important provisions of RBI Act 1934.	7	1
	OR C) A Tender contractor has called you for help to Understand the Types of Bank Guarantees .	15	3
Q.2	A) A Mortgage firm has a few new joiner's and you are called by the owner to help Explain 6 common types of mortgages in India.	8	4
	B) Credit is the Life line of the Economy, Keeping this in mind List 5 Cs of Credit in CCA	7	4
	OR C) You are taking part in a Home Loan Survey about Fixed and Floating ROI in Home loans.	15	4
Q.3	A) A Grade 9 Students wants to Build a Project on Functions of RBI. Please help .	7	1
	B) Compare Equitable vs registered mortgages for a first-time borrower.	8	3
	OR C) Attempt all 3 (5 Marks Each) A) Small Finance Banks B) Right to recover damages with example C) Loan Pricing	15	1 3 4



P. T. O →

Q:4	For a private sector bank you are called as an ARC expert to give a talk on NPA, Classification and Norms and to include the topic for Examining the Key highlights of NPA norms for recovery department of bank.	15	4
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Semester (November 2023 to March 2024)		
Examination: End Semester Examination March/April 2024 (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: 131U07N401	Name of the Course: Leadership ethics & CSR	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q.1. A	Mr. Anand, a sole proprietor wants to expand his business. For this purpose he will need to adopt a new leadership style, as a management consultant explain the need for good leadership, its purpose and importance.	15	CO1
	OR		
Q.1. B	Ms. Astha, a successor for Managing Director position needs to understand the concept of leadership culture and the leadership skills required for turbulent times. Explain the same to her.	15	CO1
Q.2. A	Mr. Ram, CEO of a company wants to understand the continuum of leadership behavior. Explain the same to him.	15	CO1
	OR		
Q.2. B	Ms. Rani, a transformational leader in an MNC, feels she can improve the performance of her employees by giving rewards. However she is skeptical and wants to have a clear idea of how transactional leadership works. Explain to her how both are different yet effective.	15	CO1
Q.3. A.	The CEO of a sports car company, wants to devise a new policy for ethics and csr. Define business ethics and Csr for him and state the nature of business ethics and csr from his organization's point of view.	15	CO3 CO2
	OR		
Q.3. B.	An Indian company wants to expand its business in the international market. Explain the role of international trade and business organizations in developing business ethics and CSR to them.	15	CO4
Q.4	CASE STUDY	15	
	Angela Ahrendts served as the CEO of Burberry from 2006 to 2014, during which she transformed the company into a global luxury brand. Her leadership style emphasized innovation, digital transformation, and employee engagement.		CO1 CO2
	Ahrendts had a clear vision of repositioning Burberry as a global luxury brand while maintaining its British heritage. She communicated this vision effectively to stakeholders, inspiring confidence and buy-in from employees, investors, and customers alike.		
	Ahrendts recognized the importance of digital technology in the fashion		



	industry early on. Under her leadership, Burberry became a pioneer in digital innovation, leveraging social media, e-commerce, and digital marketing to connect with consumers and drive sales. Ahrendts prioritized employee engagement and empowerment, fostering a culture of creativity, collaboration, and inclusivity. She encouraged open communication and feedback, creating a sense of belonging and pride among Burberry employees. Ahrendts oversaw Burberry's successful expansion into emerging markets like China, India, and Brazil. She recognized the potential of these markets and tailored Burberry's products and marketing strategies to appeal to local consumers while maintaining the brand's global appeal. Ahrendts' leadership legacy at Burberry includes significant financial growth, increased brand visibility, and industry accolades. Her strategic decisions and focus on innovation positioned Burberry as a leader in the luxury fashion industry. Questions		
1.	How did Angela Ahrendts' visionary leadership contribute to Burberry's transformation into a global luxury brand?	5	
2.	How did Ahrendts prioritize employee engagement and foster a culture of creativity and collaboration at Burberry?	5	
3.	What lessons can other leaders learn from Angela Ahrendts' leadership style and her approach to leading transformational change in the fashion industry?	5	



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Examination: End Semester Examination March/April 2024 (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: 131U07N401	Name of the Course: Leadership ethics & CSR		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary			

Question No.		Max. Marks	CO
Q.1. A	Mr. Alok, a newly appointed CEO, who was promoted from a managerial position needs to understand the difference between management and leadership. Explain the same to him alongwith the traits for effective leadership and managers.	15	CO1
	OR		
Q.1. B	Mr. Amol, a management consultant has an assignment to suggest a good leadership style for a hospital. Assist him to describe any five leadership styles to the hospital management from which they may select one leadership style.	15	CO1
Q.2. A	Mr. Roshan, the HR Manager, wants to understand the leadership style in his organisation based on leadership grid theory. Assist him in understanding the same.	15	CO1
	OR		
Q.2. B	Mr. Raman, the HR head for a software company, wants to understand the leadership style in his organisation based on the Feidlers contingency theory of leadership effectiveness. Assist him in understanding the same with a diagram.	15	CO1
Q.3. A.	Mr. Rajat, wants to understand the ethical theories so that he can adopt the most suitable one for his organisation. Explain any three ethical theories in detail with examples to him.	15	CO2
	OR		
Q.3. B.	An Indian company wants to start a production unit in USA. They want to hire the best talent from across the world and also buy the best machinery from Germany. As a management consultant assist her in understanding in detail the concept of home, host and third country.	15	CO4
Q.4	Solve the following Case Study	15	
	Mary Barra became the CEO of General Motors (GM) in 2014, becoming the first female CEO of a major automaker. Her leadership style and decisions have been instrumental in transforming GM into a more agile, customer-focused, and innovative company.		CO2 CO3
	Questions		
1.	What specific leadership traits should Mary Barra exhibit in her approach to leading General Motors?	5	



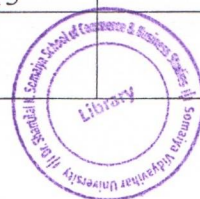
2	What strategies should Mary Barra implement to foster innovation and cultural change within General Motors?	5	
3	What lessons can other leaders learn from Mary Barra's leadership at General Motors, especially in the context of the automotive industry's challenges and transformations?	5	



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Semester (November 2023 to March 2024)		
Examination: End Semester Examination March/April 2024 (UG Programmes)		
Programme code: 07 / 06	Class: SY	Semester: IV
Programme: BBA Hons / BBM		
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131UO7C401/131U06C401	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	CO
Q.1. A	Define strategic management along with its components in detail.	8	CO1
B	"Effective Strategic management is crucial for the success and survival of an organization in the long run."-Justify the given statement.	7	CO1
	OR		
Q.1. C	As a counselor, suggest different steps to be followed by an organization while making a strategic choice along with any 4 factors to be considered while formulating a strategy.	8	CO2
D	For a hotel industry, identify strategy propositions to be focused upon for strategic alignment by a hotel to gain competitive advantage in the industry.	7	CO2
Q.2. A	Write any one example explaining GE 9 cell share matrix along with appropriate strategies to be adopted for each category.	8	CO2
B	Highlight different restructuring strategies adopted by the organizations in detail.	7	CO3
	OR		
Q.2. C	Give example of any one Indian brand explaining any 2 functional level strategies.	8	CO3
D	"Budgetary control evaluation technique proves to be beneficial if implemented properly else it has its own disadvantages as well."-Discuss the same giving suitable examples.	7	CO4
Q.3. A.	Assume you are a Senior resource manager in an automobile company. Discuss the advantages and challenges of appropriate resource allocation in a company.	8	CO4
B	How Strategy and structure can be aligned with each other and why there is a need to match the same.	7	CO4
	OR		
Q.3. C	As a business consultant, suggest various tactics for designing global marketing strategies and cultural aspects to be considered for entering the global market.	8	CO2
D	Write a note on strategic surveillance and performance benchmarking.	7	CO4
Q.4	Solve the following Case Study	15	
	Mr. N.R. Narayana Murthy is one of the well-known Indian entrepreneurs who failed before achieving success. He started his journey from IIMA and		



	established a small startup firm known as Softronic. But the business failed miserably, and he ended up joining Patni Computer Systems. Mr. Murthy had a different dream, for which he established another company with the name Infosys Technologies along with his six other partners. Now, Infosys is one of the most highly successful IT (Information Technology) firms across the globe with its presence in over 46 countries and serving clients in numerous industries. Infosys places a strong emphasis on innovation to stay competitive in the rapidly evolving technology landscape. The company invests heavily in R & D, fosters a culture of creativity and entrepreneurship, and actively seeks out partnerships with leading technology firms and academic institutions. Infosys views its employees as key assets and invests heavily in talent development initiatives like training programs, career programs, employee motivation and retention. Infosys places a strong emphasis on understanding its clients businesses and delivering value added services tailored to their specific needs. He is now regarded as a successful leader and a philanthropist.		
	Questions-		
i)	Analyze the above case and highlight possible reasons responsible for failure in implementation of strategies in Softronic.	5	CO4
ii)	Highlight different corporate level, Business level and Functional level strategies adopted by Infosys.	5	CO2
iii)	Highlight different qualities required in a strategic leader to be successful with reference to Mr. Narayan Murthy.	5	CO4



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Examination: End Semester Examination March/April 2024 (UG Programmes)			
Programme code: 07 / 06		Class: SY	Semester: IV
Programme: BBA Hons / BBM			
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies	
Course Code: 131U07C401/131U06C401		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	CO
Q.1. A	Define strategic management along with its features in detail.	8	CO1
B	Write any one example explaining growth share matrix along with appropriate strategies to be adopted for each category.	7	CO1
	OR		
Q.1. C	Analyze the type of existing competition based on barriers to entry and barriers to exit from any industry.	8	CO3
D	Give any one example of strategic leader you admire along with different roles performed by them.	7	CO2
Q.2. A	Mr. Soham runs a Fast food chain. He wants to adopt growth strategy using franchising option. Enumerate different steps involved in strategic implementation.	8	CO4
B	For a luxury cosmetic brand, Suggest business level strategy with right approach to be adopted to gain competitive edge in the industry.	7	CO2
	OR		
Q.2. C	Briefly elaborate strategic evaluation techniques for operational control.	8	CO4
D	Discuss the concept of restructuring along with its types in detail giving suitable examples.	7	CO2
Q.3. A.	Justify the importance of resource mobilization and resource allocation for effective strategic implementation along with the any four challenges involved in the same.	8	CO4
B	“Strategic decision making is influenced by multiple factors”- Elaborate	7	CO1
	OR		
Q.3. C	FASTO wants to start an e-commerce grocery food delivery business. Help him design the structural elements for effective strategy implementation.	8	CO4
D	Write a note on Strategic audit and strategic information system.	7	CO4
Q.4	Solve the following Case Study	15	
	Having qualified the engineering degree, Mr Deshpande decided to establish manufacturing business. He registered his manufacturing company as Viva Ltd. Initially, he set up an assembly unit to sell air conditioners through distributors. But gradually shifted to manufacturing and selling goods like juicer, mixer, grinder, toaster, etc. He also started retail outlets named Viva sales selling electronic products. He got outstanding response for his new business. He finally settled down in the		



	domestic market and made a niche for his business. Since the quality of the product was enough to compete in the international market, He decided to export. But the main worry was high cost of production. After many deliberations, he decided to outsource the production to China. This way he would be able to cut the cost of production and could offer most competitive price in the Global market.		
	Questions-		
	i) Highlight various strategies adopted by Mr Deshpande at different levels.	5	CO2
	ii) As a counsellor, suggest possible ways of internationalizing Viva Ltd and Viva sales.	5	CO3
	iii) Analyze different challenges involved in implementing global strategies.	5	CO3



Semester (November 2023 to March 2024)		
Examination: End Semester Examination March/April 2024 (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: 131U07C402	Name of the Course: Finance for HR professionals	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) All questions are compulsory		

Question No.		Max. Marks	CO
Q.1. A	Elaborate the factors influencing compensation in an organization.	8	Co1
B	Explain various compensation tools.	7	Co1
	OR		
Q.1. C	State the features of pay structure.	8	Co1
	Explain benefits of compensation in respect of safety and health.	7	Co2
Q.2. A	Elaborate incentives for managers and executives.	8	Co2
B	Explain the advantages of wage differences.	7	Co2
	OR		
Q.2. C	Explain marginal productivity theory.	8	Co3
D	Elaborate the perquisites of effective incentive plans.	7	Co3
Q.3. A.	Explain meaning of human resource accounting and its objectives.	8	Co4
B.	Explain remunerating expatriates and executives.	7	Co4
	OR		
Q.3. C.	Explain the payment of bonus act.	8	Co4
D	Explain all 7 pay commissions.	7	Co4
Q.4	Solve the following Case Study	15	
	The Indian Electric Company is a city-based manufacturer of welding machines and motors. When Mr. Nirad Shah established the company in 1970, he was keenly aware of the importance of a highly motivated workforce, and how the company's success, in fact, depended on it. Therefore, Mr. Shah had to ensure that each employee would work as diligently as possible for the good of the organisation. Mr. Shah realised that the best way to motivate employees would be to link the company's reward and recognition system to its goals. To establish this connection, Shah developed and implemented a comprehensive incentive system. Its aim was to improve the company's overall performance by allowing contributing workers to share in the proceeds. The plan rewards employees for turning out quality products efficiently while controlling costs. The system includes the following components: Paying by the Piece Rate: Production workers are paid according to the number of "pieces" or product units they produce that are not defective. If a customer sends		

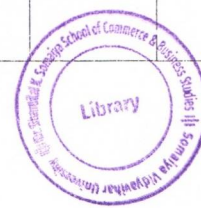


	a defective part back to the company, the employee who produced it must repair it on his or her own time. Providing Year-end Bonus: To reward workers further for their efforts, Shah introduced a year-end bonus system that gives all workers opportunity to nearly double their base wages. Workers get the bonus if the company's annual profit increases. Providing Stock Options: Shah also provided his employees with the option of buying company's stock at a low cost. Employees are also given shares of the company's stock based on annual profits. All the above financial incentive payments enabled the employees to earn more and helped to improve their morale and motivation. Case Questions 1. Identify the salient features of this case in general. 2. What are the additional incentives schemes you suggest for sustaining the morale and motivation of the employees? 3. Suggest suitable non-financial incentives for further improving the morale and motivation of the employees of the company.		
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Semester (November 2023 to March 2024)		
Examination: End Semester Examination March/April 2024 (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: 131U07E402	Name of the Course: Media Management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q.1. A	Mr. Raghav, Head- Marketing with a toy manufacturing company wants to enter into a new market. Help him to understand and devise the media planning process.	15	CO1
	OR		
Q.1. B	An FMCG company manufacturing potato chips is researching about consumer buying decisions. In this process, it wants to understand the role and Importance of Media in Consumer Buying Decision. As a media planner explain the same to them.	15	CO2
Q.2. A	Ms. Shriya wants to analyze the various types of Media mix decisions for its new beauty product having a niche target audience. Assist her with the same.	15	CO2
	OR		
Q.2. B	Ms. Dhruvi, a Marketing head for adventure sports company wants to explore print media advertising. Describe the factors affecting print media decisions and state its types with advantages and limitations so that she can make an apt decision.	15	CO2
Q.3. A.	Mr. Chandra, a newly appointed Media consultant needs to be briefed about the media buying process for an insurance product. Illustrate the same for him.	15	CO3
	OR		
Q.3. B.	Mr. Ashish, the Marketing head for a shampoo manufacturing company wants to understand the components of out of home metrics before spending its budget on out of home advertisements. Explain the same to him in detail	15	CO4
Q.4	Solve the following Case Study	15	
	Assess each of the below products,		CO1
1	Wireless earbuds	3	
2	Portable blender	3	
3	Travel neck pillow	3	
4	Electric toothbrush	3	
5	Fitness tracker	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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Semester (November 2023 to March 2024)		
Examination: End Semester Examination March 2024 (UG Programmes)		
Programme code: 07 Programme: BBA Hons	Class: TY	Semester: VI
Name of the Constituent College: SK Somaiya College	Name of the Department Business Studies	
Course Code: 131U07K602	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	CO
Q.1. A	Grüne Geschäftsideen Start-ups sind Unternehmen, die meist junge Menschen neu gründen. Allein in Deutschland sind 25 Prozent der Neugründungen sogenannte „grüne“ Start-ups, die mit ihrer Geschäftsidee versuchen, etwas für die Umwelt zu tun und nachhaltig zu sein. 1 SIRPLUS 18 Millionen Tonnen Lebensmittel werfen wir allein in Deutschland jährlich weg. Das Start-up SIRPLUS kämpft gegen diese Verschwendung und hat mehrere Supermärkte eröffnet. Dort kann man Lebensmittel kaufen, die andere Supermärkte wegwerfen, weil sie offiziell nicht mehr haltbar sind oder kleine Fehler haben (z. B. krummes Gemüse, beschädigte Verpackung). Die Kunden können diese Waren dann günstig kaufen. Damit die Waren in ganz Deutschland erhältlich sind, gibt es auch einen Online-Shop.  - Wie heißt das Start-up? - Was macht das Start-up? - Wie finden Sie die Idee? - Machen Sie Sätze: a) umweltfreundlich b) die Umwelt Schreiben Sie Umwelttipps mit damit oder um...zu...	10	CO4
Q.1. B	- Fahren Sie nicht so oft mit dem Auto, - Schreiben Sie einen Einkaufszettel, - Drucken Sie nur das wichtigste aus, - Kaufen Sie Obst und Gemüse ohne Verpackung, - Schalten Sie elektronische Geräte aus,	5	CO4



	OR		
Q.1. C	Eine Wochenendreise planen. Ergänzen Sie das passende Verb. Achten Sie auf den Infinitiv: mit oder ohne zu? ausschlafen besichtigen besuchen buchen essen kaufen machen 1. Ich habe keine Lust, das neue Kunstmuseum zu besuchen. 2. Ich möchte einen Bummel durchs Zentrum 3. Die Geschäfte sehen toll aus! Da bekommt man richtig Lust, was Schönes 4. Ist es schwer, für fünf Leute jetzt noch ein Hotelzimmer  5. Wir haben doch keine Zeit, so viele Sehenswürdigkeiten 6. Ich will keinen Stress, ich möchte am Morgen richtig 7. Ich will unbedingt in einem typischen Restaurant gut	10	CO1
Q.1. D	Nennen Sie 5 <u>umweltunfreundliche</u> Produkte. Im Alltag sollen wir auf diese Produkte oder Aktivitäten verzichten.	5	CO
Q.2. A	Was ist besser für die Umwelt ? Im Alltag kann man viel für die Umwelt tun, wenn man die richtige Wahl trifft. Wir haben einige Ökobilanzen verglichen. ? Baden – Duschen Sie liegen gern in der Badewanne? Bei einer Duschzeit von 5 Minuten verbraucht man circa 50 Liter Wasser. Fürs Baden brauchen Sie viel mehr Wasser – circa 150 Liter. Dazu kommt die Energie, die nötig ist, um das Wasser warm zu machen. Mit der Energie, die man für ein heißes Bad braucht, könnte man 120 Stunden fernsehen. Duschen Sie also lieber! Das ist viel umweltfreundlicher als Baden. ? Geschirrspüler – von Hand spülen Der Geschirrspüler ist ganz klar die bessere Wahl! Die modernen Maschinen sind effizienter geworden, da sie weniger Wasser und Energie als früher verbrauchen. Wichtig ist, die Maschine nur einzuschalten, wenn sie voll ist. Für die gleiche Menge Geschirr ist der Wasserverbrauch viel höher, wenn man von Hand spült. ? Plastiktüte – Papiertüte Hier gibt es keinen klaren Gewinner. Plastiktüten stellt man oft aus Erdöl her. Papiertüten behandelt man mit Chemikalien, damit sie nicht reißen. Eine Stofftasche zum Einkaufen mitzunehmen ist natürlich die beste Alternative. Wenn Sie diese vergessen haben, dann nehmen Sie lieber eine Plastiktüte als eine Papiertüte. Da Sie diese öfter verwenden können, ist das die bessere Wahl. ? Buch – E-Book Sie lesen mehr als zehn Bücher pro Jahr? Dann sind Sie mit einem E-Book-Reader auf der ökologisch korrekteren Seite. Aber Sie müssen das Gerät länger als drei Jahre benutzen. In diesem Zeitraum spart der E-Book-Leser viel Papier, Energie und Treibhausgase ein. Die gedruckten Bücher kommen zu einem schlechteren Ergebnis.	10	CO4

Q.2. B

Ökovergleiche. Lesen Sie die Sätze zu den Texten und kreuzen Sie an. Richtig oder falsch?

- | | | | |
|---|---|--------------------------|--------------------------|
| 1 | Duschen ist für die Umwelt schlechter als Baden. | richtig | falsch |
| 2 | Ein heißes Bad braucht so viel Energie wie 120 Stunden Fernsehen. | ☐ | ☐ |
| 3 | Heute kann man effizientere Geschirrspüler kaufen als früher. | ☐ | ☐ |
| 4 | Von Hand zu spülen ist am umweltfreundlichsten. | ☐ | ☐ |
| 5 | Gedruckte Bücher haben immer eine bessere Ökobilanz als E-Books. | ☐ | ☐ |
| 6 | Eine Stofftasche zum Einkaufen mitzunehmen ist die umweltfreundlichste Alternative. | ☐ | ☐ |

Wozu machen die Personen das? Ergänzen Sie die Sätze. Verwenden Sie *um ... zu*, wenn es möglich ist.

- Katja beeilt sich sehr, damit ihre Freunde nicht lange warten müssen.
lange / ihre Freunde / nicht / warten / müssen
- Dursun ruft seine Freunde an, _____
er / sie / zum Abendessen / einladen.
- Nina macht im Bus ihren Platz frei, _____
ein alter Herr / sitzen / können
- Florian telefoniert beim Essen nicht, _____
die anderen / er / nicht / stören
- Natasha muss heute länger arbeiten und ruft ihren Mann an, _____
er / keine Sorgen / sich / machen

5

CO2
&
CO4

OR

Q.2. C

Kaufentscheidungen treffen. Was ist richtig, *weil* oder *obwohl*? Kreuzen Sie an. (→ 4)

- Man kann Werbeprospekte studieren, weil ☐ obwohl ☐ man da Informationen zu den neuesten Produkten findet.
- Manche Leute informieren sich lieber im Freundeskreis, weil ☐ obwohl ☐ die Freunde keine Fachleute sind.
- Man kann Testberichte in Fachzeitschriften lesen, weil ☐ obwohl ☐ man dafür ziemlich viel Zeit braucht.
- Andere lesen Kundenbewertungen im Internet, weil ☐ obwohl ☐ sie diese sehr schnell finden können und keine Zeitschrift kaufen müssen.
- Viele Leute warten auf ein Sonderangebot, weil ☐ obwohl ☐ sie Geld sparen wollen.

5

CO2

Q.2. D

Nachrichten aus dem Urlaub. Was fehlt? Ergänzen Sie.

Essen • frustriert • nass • Natur • notwendig • tanzen • übernachten • unterwegs • verrückt • Zelt

Home
Blog



„Es gibt kein schlechtes Wetter, es gibt nur schlechte Kleidung.“ Das stimmt aber nicht, wenn man hier an der Ostsee unterwegs (1) ist. Der dritte Tag mit Wind und Regen, alles ist _____ (2). Und wie! Heute _____ (3) wir in einem netten, kleinen Hotel. Noch eine Nacht mit nassen Kleidern in einem nassen _____ (4) auf dem Campingplatz – das ist sogar für uns zu viel. Und der Wetterbericht sagt nichts Gutes. Wir sind _____ (5) – mehr als nur ein bisschen!

Seit drei Tagen fahren wir mit dem Boot durch Mecklenburg-

Vorpommern. Ulli findet es wahnsinnig entspannend. Nur Wasser und

_____ (6) und Vögel und sonst nichts. Aber ich werde

_____ (7) von so viel Ruhe. Deshalb waren wir gestern

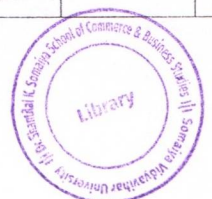
In einer Kneipe: warmes _____ (8) und viele andere Leute.

Und dann noch In einer Disko _____ (9). Das war dringend _____ (10)!



10

CO1



Q.3. A	Gespräch im Reisebüro. Ordnen Sie zu. 1 — Hallo, guten Tag. Was kann ich für Sie tun? 2 — Was machen Sie denn gern im Urlaub? Was für Wünsche haben Sie denn? 3 — Da kann ich Ihnen eine neue Anlage auf Usedom empfehlen. Da haben wir schöne, moderne Ferienwohnungen. Sehen Sie hier. 4 — Ach so, Sie möchten lieber in einem Ort sein. Kennen Sie Ückeritz? Da gibt es einen schönen alten Ortskern. Aber da sind Sie nicht direkt am Meer. 5 — Weit ist es nicht zum Strand, zwei Kilometer etwa. Wie gefällt Ihnen dieses Haus? Mit nur drei Ferienwohnungen, frisch renoviert. 6 — Ückeritz. Da können Sie surfen, Tennis spielen, schöne Ausflüge mit dem Fahrrad machen und noch einiges mehr. Wann wollen Sie denn hinfahren? 7 — Da würde ich Ihnen aber empfehlen, schnell zu buchen, denn für diese Zeit sind viele Wohnungen schon belegt. 8 — Ich gebe Ihnen noch ein paar Prospekte mit, und das ist meine Nummer. Sie können mich jederzeit anrufen. A Ah, vielen Dank. Auf Wiedersehen! B Ja, ich verstehe. Ich möchte das meiner Freundin zeigen und dann entscheiden wir uns ganz schnell. C Das macht nichts, wenn es nicht zu weit weg ist. Wir haben die Fahrräder dabei. D Das wissen wir noch nicht genau, aber wahrscheinlich in der letzten Juni-Woche. E Das sieht ja ganz nett aus. Aber es ist auch so groß. Ich hätte lieber etwas mitten im Ort, nicht außerhalb. F Guten Tag. Ich möchte mal an der Ostsee Urlaub machen und suche für mich und meine Freundin eine kleine Ferienwohnung. G Also, wir möchten nah am Meer sein. Für meine Freundin ist es auch wichtig, dass sie viel Sport machen kann. H Oh ja, das gefällt mir viel besser. So habe ich mir das vorgestellt. Und was für Sport kann man da machen, in Ü..., Ück...? Was sind Ihre Pläne fürs nächste Wochenende? Machen Sie die Sätze zu Ende. a. Ich habe einen Plan, b. Mir macht es keinen Spaß, c. Ich finde es langweilig, d. Vielleicht habe ich auch Zeit, e. Ich versuche auch,	10	CO1*
Q.3. B		5	CO1 & CO4
	OR		
Q.3. C	Wörter und Ausdrücke zu Werbung. Welche Wörter passen nicht? Streichen Sie. 1. Werbung will, dass man ein bestimmtes Produkt kauft. nutzt. produziert. 2. Damit Werbung funktioniert, muss sie einfallen. gefallen. auffallen. 3. Werbung versucht, die Menschen zu überraschen. zu vergessen. neugierig zu machen. 4. Die Sprache in Werbungen versucht, witzig kreativ langweilig zu sein. 5. Werbung will die Leute informieren. ansprechen. vorsprechen. 6. Werbung verwendet Bilder, die Emotionen wecken. in Erinnerung bleiben. man kennt.	5	CO2
Q.3. D	Bilden Sie Sätze mit den folgenden Wörtern: (5*2=10) a. Im Sommer b. die Umwelt schützen c. Berliner Mauer	10	CO1, 2, 3, 4

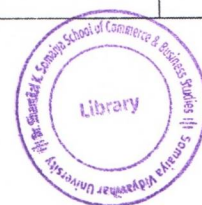
	d. funktionieren e. Werbung		
Q.4		15	
Q.4.A	Lebenswende. Was ist richtig? Kreuzen Sie an. 1. Bernd Huller ☐ hatte ☐ war Sportler, er ☐ hatte ☐ war eine erfolgreiche Karriere. 2. Aber dann wurde er schwer krank und ☐ hatte ☐ war lang im Krankenhaus. 3. Nach seiner Krankheit ☐ konnte ☐ musste er vieles in seinem Leben anders machen. 4. Herr Huller ☐ durfte ☐ wollte schnell wieder so selbstständig wie möglich sein. 5. Ein Jahr später ☐ konnte ☐ sollte er schon wieder Auto fahren und in Projekten arbeiten. 6. Er ☐ durfte ☐ wollte sich auch in einem Verein engagieren und ist dort sehr aktiv.	5	CO3
Q.4.B	Lesen Sie noch einmal den Skype-Dialog von Anna und Paula im Kursbuch. Welcher Ausdruck passt: a oder b? Kreuzen Sie an. 1. ☐ a Anna und Paula haben keine Lust, ... einen gemeinsamen Urlaub zu planen. ☐ b Anna und Paula finden es schwer, 2. ☐ a Für Anna ist es wichtig, ... im Urlaub viel zu unternehmen. ☐ b Anna findet es total anstrengend, 3. ☐ a Paula macht es keinen Spaß, ... sich im Urlaub gut zu erholen. ☐ b Paula hat vor allem vor, 4. ☐ a Anna hat erst am nächsten Tag Zeit, ... mit Paula ins Reisebüro zu gehen. ☐ b Anna hat vergessen, 5. ☐ a Die beiden Freundinnen versuchen, ... im Reisebüro ein Angebot für beide zu finden. ☐ b Für Anna und Paula ist es nicht wichtig,	10	CO1





Semester (November 2023 to March 2024)		
Examination: End Semester Examination March 2024 (UG Programmes)		
Programme code: 07 Programme: BBA Hons	Class: SY	Semester: IV
Name of the Constituent College: SK Somaiya College	Name of the Department Business Studies	
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	CO
Q.1. A	Lesen Sie den Text und Schreiben Sie die Antworten: Vom Büro zum eigenen Laden Nach ihrem Englisch-Studium hat Marlies Haunstein fast 20 Jahre lang als Übersetzerin bei einer Firma gearbeitet. Dann wurde sie arbeitslos und musste eine neue Arbeit finden. Sie wollte schon lange etwas für die Umwelt machen und hat die Chance genutzt. Mit einem Laden wird ihr Traum wahr. Dort verkauft sie nun Lebensmittel ohne Plastik, also ohne Verpackung. Sie ist selbstständig und hat keinen Chef mehr, aber das finanzielle Risiko ist größer als früher. Hat sie ihre Idee bereut? „Nein, auf keinen Fall. Ich werde jetzt 45 und habe mein eigenes Geschäft mit vielen netten Kunden. Das will ich bis zur Rente machen!“ i. Was hat Marlies studiert? ii. Was war Marlies von Beruf? iii. Was macht sie jetzt? iv. Was ist der Grund für den Berufswechsel? v. Gefällt ihr die neue Arbeit?	10	CO3
Q.1. B	Sehen Sie die Zeichnung an. Welche Wünsche hat Sebastian? <u>Sebastian hätte gern ein großes Haus.</u> _____ _____ _____ _____ _____ _____ _____ 	5	CO5



	OR		
Q.1. C	Beschreiben Sie ein Fest. 1. Wie feiern Sie das Fest? 2. Was machen Sie besonders? 3. Wann feiern Sie? 4. Wo feiern Sie? 5. Was sagen/machen die Leute?	9	CO1
Q.1. D	Deutsche Feste. Was passt? Wählen Sie. 2 Antworten sind richtig. 1. Was passt zu Ostern? a) Dieses Fest ist im Frühling. b) Dieses Fest ist im Winter. c) Die Kinder suchen bunte Eier aus Schokolade. d) Die Kinder spielen im Schnee. 2. Was passt zu Karneval? a) Alle ziehen sich elegant an. b) Alle verkleiden sich. c) Karneval ist am Jahresende. d) Karneval ist am Jahresanfang. 3. Was passt zum Oktoberfest? a) Das Oktoberfest gibt es nur in München. b) Das Oktoberfest gibt es in vielen internationalen Städten. c) Man kann dort Brot essen und Saft trinken. d) Man kann dort Brezeln essen und Bier trinken.	6	CO1
Q.2. A	Wie fahren die Personen zur Arbeit? Ergänzen Sie die Verben. (→ 11) brauchen * dauern * fahren * 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.	5	CO3

Q.2. B

Ihr Bekannter Cédric möchte als Au-pair bei einer Familie in Deutschland arbeiten und muss ein Formular ausfüllen. Er bittet Sie um Hilfe. Schreiben Sie die fünf fehlenden Informationen in das Formular.

10

CO3

Zeugnis

Cédric Voltaire
geb. 13.11.2003, Bordeaux, Frankreich
hat vom 15. bis 17. August an einem
Babysitterkurs (12 Stunden) im Jugend-Café
Erlangen-Süd teilgenommen.

J. Malik

Cédric Voltaire

Kochstraße 4
91054 Erlangen
Tel.: 0179-8750083

Cédric hat dieses Jahr in Bordeaux
Abitur gemacht. Vor zwei Monaten
ist er zu seiner Freundin nach
Erlangen gezogen. Er möchte
gern in Nürnberg oder Erlangen
als Au-pair arbeiten. Er hat schon
oft mit Kindern gearbeitet. Seine
Muttersprache ist Französisch und
er spricht ein bisschen Englisch und
Deutsch.

Formular – Au-pair Jetzt!

Willkommen bei Au-pair Deutschland. Füllen Sie bitte das Formular aus.
Wir suchen für Sie die passende Familie.

Nachname	Voltaire	(0)
Vorname	Cédric	
Geburtsdatum		(1)
Straße, Hausnummer	Kochstraße 4	
Postleitzahl, Wohnort	91054	(2)
Land	Deutschland	
Telefon	0179-8750083	
Nationalität	französisch	
Geschlecht	☒ männlich ☐ weiblich ☐ keine Angaben	
Schulabschluss		(3)
Erfahrung mit Kindern	☒ ja ☐ nein	
Wunschorte		(4)
Tragen Sie auch Folgendes ein:		
Muttersprache	Französisch	
Fremdsprachen		(5)

OR

Q.2. C

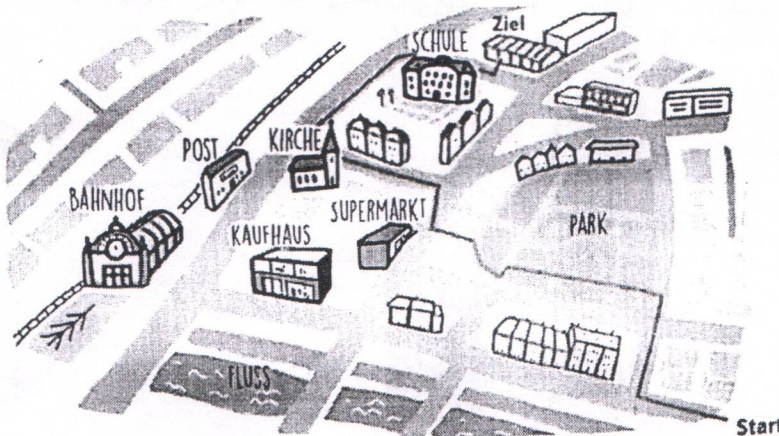
Schreiben Sie die Antworten in einem Satz.

- Wo sind Sie in die Schule gegangen?
- Durften Sie in der Schule Computer benutzen?
- Was haben Sie nach der Schule gemacht?
- Was machen Sie jetzt?
- Was sind Ihre Pläne für die Zukunft?

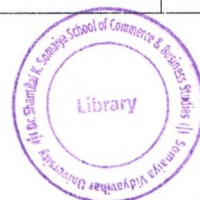
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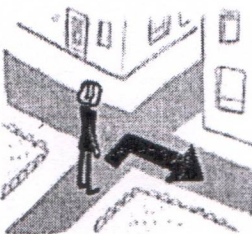
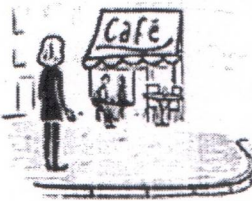
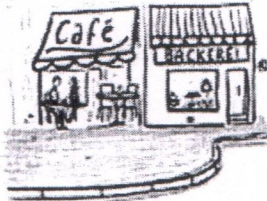
CO5



Q.2. D	Lesen Sie die Wegbeschreibung und ergänzen Sie die Präpositionen.  ○ Entschuldigung, ich suche das Café Prinz. ● Das Café Prinz? Das ist ganz einfach. Also, Sie gehen hier (0) <u>an</u> der Kreuzung nach rechts. Da sehen Sie den Park. Gehen Sie (1) _____ den Park und weiter (2) _____ Supermarkt. Gehen Sie nach rechts und an der nächsten Kreuzung links, (3) _____ der Kirche _____ und dann wieder rechts. Gehen Sie (4) _____ Schule und dann rechts. (5) _____ der Schule ist das Café Prinz. _____/5 ○ Super, vielen Dank!	5	CO3																								
Q.3. A	Etwas zusammen planen Planen Sie einen Ausflug mit Ihren Freunden. Die Stichpunkte helfen. - Wohin fahren Sie? - Wie fahren Sie? (mit welchem Verkehrsmittel?) - Was wollen Sie mitnehmen? - Was wollen Sie machen?	10	CO3 & CO4																								
Q.3. B.	Was möchten die Leute wissen? Welche Frage ist richtig? Kreuzen Sie an. <table><tr><td>1. Können Sie mir sagen,</td><td>☐ a ob wir rechtzeitig in Stuttgart ankommen?</td></tr><tr><td></td><td>☐ 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.</td></tr><tr><td></td><td>☐ 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.</td></tr><tr><td></td><td>☐ 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.</td></tr><tr><td></td><td>☐ 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.</td></tr><tr><td></td><td>☐ 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.</td></tr><tr><td></td><td>☐ 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	CO3
1. Können Sie mir sagen,	☐ a ob wir rechtzeitig in Stuttgart ankommen?																										
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	☐ 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>	8	CO2
Q.3.D	Das wäre so schön! Schreiben Sie die Wünsche im Konjunktiv II + gern. 1. wir - unsere Freunde treffen <u>Wir würden gern unsere Freunde treffen.</u> 2. Jan - mehr Geld haben _____ 3. du - weniger Stress haben _____ 4. Theresa - mehr lesen _____ 5. ihr - länger bleiben _____ 6. Jana und Eva - berühmt sein _____ 7. du - öfter Sport machen _____ 8. ich - ... _____ (For the 8th one, you can make a sentence for yourself.)	7	CO5
Q.4		15	
Q4A	Welcher Konnektor passt. Wählen Sie aus. 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	CO4
Q.4.B	Bilden Sie Indirekte-Fragen. Wählen Sie a, b oder c aus. 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. 4. Wer weiß,	5	CO3



	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.		
Q.4.C	Was passt? Ergänzen Sie die Präpositionen. Wählen Sie in, hinter, an, aus, auf, neben,  1. _____ der Kreuzung gehen Sie nach rechts.  3. Wenn Sie _____ dem Kaufhaus kommen, müssen Sie nach links gehen.  5. _____ dem Rathausplatz ist ein kleines Café.  2. _____ dem Café ist eine Bäckerei. Gehen Sie dort rechts.  4. _____ der Wilhelmstraße ist ein Supermarkt.  6. _____ dem Supermarkt ist die Post.	5	CO3


SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester: October 2023 – April 2024
Examination: Semester End

Programme code:07		Class: SY	Semester: IV
Programme: BBA (Hons)		(SVU 2024)	
Name of the Constituent College: S K Somaiya College		Name of the department/Section/Center: Business Studies	
Course Code: : 131UO7E403	Name of the Course: Cost Accounting		
Instructions: 1.) Working notes are compulsory. 2.) Q.1. – Q.3. have internal options. Q.4. is Compulsory. 3.) Figures to the right indicate full marks			

Question No.		Max. Marks	CO																																										
Q.1. (A)	Following details are furnished by Anisha Ltd of expenses incurred during the year ended 31st March 2024 <table><tr><th>Particulars</th><th>Rs.</th></tr><tr><td>Stock of raw materials (1.4.2023)</td><td>4,00,000</td></tr><tr><td>Raw material purchased</td><td>20,00,000</td></tr><tr><td>Stock of raw materials (31.3.2024)</td><td>5,00,000</td></tr><tr><td>Carriage on purchase of raw material</td><td>40,000</td></tr><tr><td>General charges</td><td>40,000</td></tr><tr><td>Productive wages</td><td>12,00,000</td></tr><tr><td>Salaries of drawings and designing department</td><td>1,00,000</td></tr><tr><td>Hire charges of special equipment</td><td>50,000</td></tr><tr><td>Repairs to plant and machinery</td><td>90,000</td></tr><tr><td>Depreciation on plant</td><td>60,000</td></tr><tr><td>Gas and water charges</td><td>10,000</td></tr><tr><td>Counting house salaries</td><td>90,000</td></tr><tr><td>Rent, rates and taxes (office)</td><td>6,000</td></tr><tr><td>Depreciation on office furniture</td><td>4,000</td></tr><tr><td>Carriage on sales</td><td>36,000</td></tr><tr><td>Travelling expenses</td><td>54,000</td></tr><tr><td>Depreciation on delivery van</td><td>18,000</td></tr><tr><td>Brand ambassador's remuneration</td><td>54,000</td></tr><tr><td>Profit on sale of plant</td><td>1,000</td></tr><tr><td>Interest received on investment</td><td>2,000</td></tr></table> Other information Stock of finished goods at the end of the year: 2,000 units to be valued at cost of production	Particulars	Rs.	Stock of raw materials (1.4.2023)	4,00,000	Raw material purchased	20,00,000	Stock of raw materials (31.3.2024)	5,00,000	Carriage on purchase of raw material	40,000	General charges	40,000	Productive wages	12,00,000	Salaries of drawings and designing department	1,00,000	Hire charges of special equipment	50,000	Repairs to plant and machinery	90,000	Depreciation on plant	60,000	Gas and water charges	10,000	Counting house salaries	90,000	Rent, rates and taxes (office)	6,000	Depreciation on office furniture	4,000	Carriage on sales	36,000	Travelling expenses	54,000	Depreciation on delivery van	18,000	Brand ambassador's remuneration	54,000	Profit on sale of plant	1,000	Interest received on investment	2,000	15	01
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No. of units produced during the year 20,000 units.
 Profit desired on sales in 20%
 Prepare Cost sheet showing various elements of cost both in total and per unit and find out total profit and per unit profit.

OR

Information of Alfa and Co. is given below

Particulars	Per unit variable cost Rs	Fixed cost Rs
Direct material	3.00	-
Direct labour	3.00	-
Factory overheads	2.00	50,000
Selling expenses	2.00	20,000
Administrative overrheads	2.00	10,000

Budget sales are 12,500 units @ Rs20.00 per unit

Find:

P/V ratio

Break even sales.

Profit at budgeted sales

Profit if actual sales:

Decrease by 20% from budgeted sales/

Increase by 5% from budgeted sales/

08

02

Discuss the role of Marginal Costing in decision making process.

07

02

Following details are available from the records of a firm. Prepare a cash budget for the 3 months ending 30.06.2023

Month	Sales (Rs)	Materials (Rs)	Wages(Rs)	Overheads(Rs)
February	14,000	9,600	3,000	1,700
March	15,000	9,000	3,000	1,900
April	16,000	9,200	3,200	2,000
May	17,000	10,000	3,600	2,200
June	18,000	10,400	4,000	2,300

Additional Information:

10% sales are on cash

50 % of the credit sales are collected next month and the balance in the following month.

Period of credit allowed by suppliers 2 months

Delay in payment of wages 1/4th month

Delay in payment of overheads 1/2 month

Cash and bank balance on 1.04.2023 is expected to be 6,000

Plant and machinery will be installed in February 2023 at a cost of Rs. 96,000.

The monthly installments of Rs. 2,000 are payable from April 2023 onwards.

Advance to be received for sale of vehicle Rs,9,000 in June

Dividend from investments Rs. 1,000 is expected to be received in June 2023.

Advance income tax to be paid in June 2023 Rs.2,000

15

03

	OR																						
(B)	SaiKrupa ltd has furnished the following information relating to cost at a capacity level of 5,000 units (at 50% of installed capacity) <table><tr><td>Particulars</td><td>Rs</td></tr><tr><td>Material cost</td><td>25,000 (100% variable)</td></tr><tr><td>Labour cost</td><td>15,000 (100% variable)</td></tr><tr><td>Power</td><td>1,250 (80% variable)</td></tr><tr><td>Repairs and maintenance</td><td>2,000 (75% variable)</td></tr><tr><td>Stores</td><td>1,000 (100% variable)</td></tr><tr><td>Inspection</td><td>500 (20% variable)</td></tr><tr><td>Administrative overheads</td><td>5,000 (25% variable)</td></tr><tr><td>Selling overheads</td><td>3,000 (50% variable)</td></tr><tr><td>Depreciation</td><td>10,000 (100% fixed)</td></tr></table> Prepare the Flexible budget at the level of 6,000 units and 8,000 units.	Particulars	Rs	Material cost	25,000 (100% variable)	Labour cost	15,000 (100% variable)	Power	1,250 (80% variable)	Repairs and maintenance	2,000 (75% variable)	Stores	1,000 (100% variable)	Inspection	500 (20% variable)	Administrative overheads	5,000 (25% variable)	Selling overheads	3,000 (50% variable)	Depreciation	10,000 (100% fixed)	15	03
Particulars	Rs																						
Material cost	25,000 (100% variable)																						
Labour cost	15,000 (100% variable)																						
Power	1,250 (80% variable)																						
Repairs and maintenance	2,000 (75% variable)																						
Stores	1,000 (100% variable)																						
Inspection	500 (20% variable)																						
Administrative overheads	5,000 (25% variable)																						
Selling overheads	3,000 (50% variable)																						
Depreciation	10,000 (100% fixed)																						
Q.3																							
(A)	Discuss the precautionary steps to be taken while preparing a budget	08	03																				
(B)	“A well defined Standard Costing system helps in controlling costs and in optimum utilization of resources”. Discuss	07	04																				
	OR																						
(C)	Standard cost of producing 1 unit of product ‘EXE’ is as follows: Raw material requirement Raw material A : 10 units @ Rs. 5 per unit Raw material B : 20 units @ Rs. 2 per unit Labour requirement: Skilled workers : 2 hours @ Rs.100 per hour Semiskilled workers: 5 hours @ Rs.50 per hour Unskilled workers: 10 hours @ Rs.20 per hour During the month of February 2024. Company produced 5,000 units of EXE and actual quantity & cost incurred were as follows: Raw material A: 45,000 units, Rs.2,70,000 Raw material B: 1,10,000 units, Rs.3,30,000 Skilled workers: 9,500 hours, Rs.9,90,000	15	04																				



Q4	Semiskilled workers: 24,000 hours, Rs. 12,00,000 Unskilled workers: 52,000 hours, Rs.10,20,000 Calculate Material and Labour Cost Variances. Write the following concepts: 1. Direct & Indirect expenses 2. Limiting factor 3. Variance	15	01 02 04
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SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester: October 2023 – April 2024

Examination: Semester End

Programme code:07
Programme: BBA Hons

Class: SY

Semester: IV
(SVU 2022)

Name of the Constituent College:
S K Somaiya College

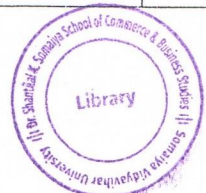
Name of the
department/Section/Center:
Business Studies

Course Code: 131U07E403

Name of the Course: Cost Accounting

Instructions: 1.) Working notes are compulsory
2.) Q.1. – Q.3. have internal options. Q.4. is Compulsory.
3.) Figures to the right indicate full marks

Question No.		Max. Marks	CO														
Q.1. (A)	M/s Vishal manufacturing company manufactures two types of products viz A and B. The information for the year ended on 31st March 2023 is as under. <table><tr><th rowspan="2">Particulars</th><th colspan="2">Products</th></tr><tr><th>A (Rs)</th><th>B (Rs)</th></tr><tr><td>Direct material per unit</td><td>100</td><td>120</td></tr><tr><td>Direct labour per unit</td><td>60</td><td>50</td></tr><tr><td>Direct expenses per unit</td><td>40</td><td>80</td></tr></table> Additional information Factory expenses are charged at 20% of prime cost. Office expenses are charged at 25% of work cost.. 2,000 units of products A were produced of which 1,500 units were sold 5,000 units of products B were produced of which 4,500 units were sold. Selling expenses are Rs 15 per unit for product A and Rs 20 per unit for product B The company charges a profit at 20% on sales for both the products. Prepare a cost sheet showing the cost and profit in total as well as in per unit. OR	Particulars	Products		A (Rs)	B (Rs)	Direct material per unit	100	120	Direct labour per unit	60	50	Direct expenses per unit	40	80	15	01
Particulars	Products																
	A (Rs)	B (Rs)															
Direct material per unit	100	120															
Direct labour per unit	60	50															
Direct expenses per unit	40	80															
(B)	Given: <table><tr><td>Total number of units manufactured and sold</td><td>800</td></tr><tr><td>Variable cost per unit:</td><td>Rs 20</td></tr><tr><td>Total fixed costs:</td><td>Rs 1,000</td></tr><tr><td>Selling price per unit:</td><td>Rs120</td></tr></table> Calculate the P/V ratio, the margin of safety and the break even point (in units and in value terms) What is the current profit? How much should the company sell to earn a target profit of Rs 1,00,000?	Total number of units manufactured and sold	800	Variable cost per unit:	Rs 20	Total fixed costs:	Rs 1,000	Selling price per unit:	Rs120	08	02						
Total number of units manufactured and sold	800																
Variable cost per unit:	Rs 20																
Total fixed costs:	Rs 1,000																
Selling price per unit:	Rs120																
(C)	Discuss the meaning and limitations of Marginal Costing.	07	02														



Q2/
(A)

Sony Ltd, a new started company wishes to prepare cash budget from January. Prepare a cash budget for the first 6 months from the following estimated revenue and expenses.

Month	Total Sales Rs	Materials Rs	Wages Rs	Production Overheads Rs	Selling Overheads Rs
January	20,000	20,000	4,000	3,200	800
February	22,000	14,000	4,400	3,300	900
March	28,000	14,000	4,600	3,400	900
April	36,000	22,000	4,600	3,500	1,000
May	30,000	20,000	4,000	3,200	900
June	40,000	25,000	5,000	3,600	1,200

Cash balance on 1st January was Rs. 10,000

Cash sales are assumed to be 50% of total sales.

A new machinery is to be installed at Rs. 20,000 on credit to be repaid by two equal installments in March and April.

Sales commission @5% on total sales is to be paid in the month following actual sales.

Rs. 10,000 being the amount of 2nd call may be received in March share premium amounting to Rs. 2000 is also obtainable with the 2nd call.

Period of credit allowed by suppliers: : two months.

Period of credit allowed to customers: 1 month.

Delay in payment of overheads one month.

Delay in payment of wages ½ month.

OR

(B)

Acer Ltd manufactures 5,000 units of product PT at a cost of Rs 90 per unit. Presently, the company is utilizing 50% of the total capacity. The information pertaining to cost per unit of the product is as follows:

Material	Rs 50
Labour	Rs 15
Factory overheads	Rs 15(40% fixed)
Administrative overheads	Rs 10 (50% fixed)

Other information

The current selling price of the product is Rs 100 per unit.

At 60 % capacity level- material cost per unit will increase by 2% and current selling price per unit will reduce by 2%

At 80% capacity level- material cost per unit will increase by 5 % and current selling price per unit will reduce by 5%

The fixed costs increase by Rs. 5,000 at 85% capacity and above

Prepare the budget of the company at 60 %, 80% and 90% capacity level.

15

03

15

03

Q.3			
(A)	Discuss the essentials of an effective budget.	08	03
(B)	Discuss the advantages and disadvantages of Standard Costing System.	07	04
	OR		
(C)	Standard cost of producing 1 unit of product 'ZED' is as follows: Raw material requirement Raw material A : 10 units @ Rs. 5 per unit Raw material B : 20 units @ Rs. 2 per unit Labour requirement: Skilled workers : 2 hours @ Rs.100 per hour Semiskilled workers: 5 hours @ Rs.50 per hour Unskilled workers: 10 hours @ Rs.20 per hour During the month of February 2024. Company produced 5,000 units of Zed and actual quantity & cost incurred were as follows: Raw material A: 45,000 units, Rs.2,70,000 Raw material B: 1,10,000 units, Rs.3,30,000 Skilled workers: 9,500 hours, Rs.9,90,000 Semiskilled workers: 24,000 hours, Rs. 12,00,000 Unskilled workers: 52,000 hours, Rs.10,20,000 Calculate Material and Labour Cost Variances.	15	04
Q4.	Write the following Concepts: 1. Budget 2. Variance analysis 3. BEP and Margin of Safety	15	03 04 02





SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2023 to March 2024)		
Examination: End Semester Examination March/April 2024 (UG Programmes)		
Programme code: 07 Programme: BBA	Class: SY	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 and Derivatives Market	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q.1. A	Your father has just started dealing in Derivatives markets and as a precaution elaborate to him about different penalties levied in terms of a) Failure to pay funds/Settlement obligations. b) short reporting of margin in clients margin report filing and c) Margin violations.	8	4
Q.1 B	As a professor at an MBA college, discuss with your students five important members in the derivative trading system.	7	4
	OR		
Q.1. C	Mr. Kuber holds shares in TCS Ltd. whose market value is Rs. 75,00,000. The standard deviation of the market price is 1% per day. Using 95% confidence level, determining the maximum loss level over the period of a) 2 trading days b) 9 trading days.	8	4
Q.1 B	Infy Ltd wants to start Dealing in derivatives market, as a finance manager explain to the company's CEO Risk associated with Derivatives.	7	4
Q.2. A	Shares of Ratan Ltd. are currently priced at Rs. 1660 and three months Call option exercisable rate is Rs. 1600. Calculate Value of call option using black Scholes model if risk free interest rate is 7% per annum and standard deviation of Share price is 25%.	15	3
	OR		
Q.2. B	Spot price of HDFC Ltd share is Rs. 1000. A 1 month call option of Strike price Rs. 1100 has a premium of Rs. 15. Create a covered call strategy for the above and Calculate net profit if probable spot price on day of option expiry are Rs. 920, 960, 1040, 1080, 1120 and 1160. and 1 lot has 50 Shares.	8	3
Q.2. C	a) Consider an exchange-traded call option contract to buy 500 shares with a strike price of Rs.400 and maturity in 4 months. Explain how the terms of the option contract change when there is: (a) a 50% stock dividend; (b) a 10% cash dividend; and (c) a 4-for-1 stock split. (Calculate terms of new contracts)	7	3
Q.3. A.	Investment in Stock is worth Rs. 1,20,00,000 when current index level is 20,000. Index future price is 20,300 and 50 times the index and beta of the stock is 1.2. Index pays dividend of 2% per annum and risk free interest rate is 6% per annum. a) Create a hedge for the portfolio. b) determine the value of the portfolio if you square off the positions after 6 months and the index turns out to be at Rs. 20,800 and Futures price is Rs. 21,000.	15	2



	OR		
Q.3. B.	A paint manufacturer will need 5000 barrels of oil in 3 months from today. a) As a financial manager, create a hedging strategy to hedge if the spot price of oil is Rs. 2000 Rs /barrel , future price is 2200 Rs/barrel and 1 future contract contains 500 barrels. b) Calculate the net amount paid by the paint manufacturer if spot price on 1st august was 2200 Rs/ barrel and future price is 2300 Rs./barrel.	8	2
Q.3. B	As a MBA professor discuss the functions of derivatives with your students.	7	1
Q.4	Answer the following	15	
	Margin money		1
	Long hedge		2
	VAR		4

Additional information

Z	0.00	0.01	0.02	0.03	0.04	0.05	0.06	0.07	0.08	0.09
0.0	0.0000	0.0040	0.0080	0.0120	0.0160	0.0199	0.0239	0.0279	0.0319	0.0359
0.1	0.0398	0.0438	0.0478	0.0517	0.0557	0.0596	0.0636	0.0675	0.0714	0.0753
0.2	0.0793	0.0832	0.0871	0.0910	0.0948	0.0987	0.1026	0.1064	0.1103	0.1141
0.3	0.1179	0.1217	0.1255	0.1293	0.1331	0.1368	0.1406	0.1443	0.1480	0.1517
0.4	0.1554	0.1591	0.1628	0.1664	0.1700	0.1736	0.1772	0.1808	0.1844	0.1879
0.5	0.1915	0.1950	0.1985	0.2019	0.2054	0.2088	0.2123	0.2157	0.2190	0.2224
0.6	0.2257	0.2291	0.2324	0.2357	0.2389	0.2422	0.2454	0.2486	0.2517	0.2549
0.7	0.2580	0.2611	0.2642	0.2673	0.2704	0.2734	0.2764	0.2794	0.2823	0.2852
0.8	0.2881	0.2910	0.2939	0.2967	0.2995	0.3023	0.3051	0.3078	0.3106	0.3133
0.9	0.3159	0.3186	0.3212	0.3238	0.3264	0.3289	0.3315	0.3340	0.3365	0.3389
1.0	0.3413	0.3438	0.3461	0.3485	0.3508	0.3531	0.3554	0.3577	0.3599	0.3621
1.1	0.3643	0.3665	0.3686	0.3708	0.3729	0.3749	0.3770	0.3790	0.3810	0.3830
1.2	0.3849	0.3869	0.3888	0.3907	0.3925	0.3944	0.3962	0.3980	0.3997	0.4015
1.3	0.4032	0.4049	0.4066	0.4082	0.4099	0.4115	0.4131	0.4147	0.4162	0.4177
1.4	0.4192	0.4207	0.4222	0.4236	0.4251	0.4265	0.4279	0.4292	0.4306	0.4319
1.5	0.4332	0.4345	0.4357	0.4370	0.4382	0.4394	0.4406	0.4418	0.4429	0.4441
1.6	0.4452	0.4463	0.4474	0.4484	0.4495	0.4505	0.4515	0.4525	0.4535	0.4545
1.7	0.4554	0.4564	0.4573	0.4582	0.4591	0.4599	0.4608	0.4616	0.4625	0.4633
1.8	0.4641	0.4649	0.4656	0.4664	0.4671	0.4678	0.4686	0.4693	0.4699	0.4706
1.9	0.4713	0.4719	0.4726	0.4732	0.4738	0.4744	0.4750	0.4756	0.4761	0.4767
2.0	0.4772	0.4778	0.4783	0.4788	0.4793	0.4798	0.4803	0.4808	0.4812	0.4817
2.1	0.4821	0.4826	0.4830	0.4834	0.4838	0.4842	0.4846	0.4850	0.4854	0.4857
2.2	0.4861	0.4864	0.4868	0.4871	0.4875	0.4878	0.4881	0.4884	0.4887	0.4890
2.3	0.4893	0.4896	0.4898	0.4901	0.4904	0.4906	0.4909	0.4911	0.4913	0.4916
2.4	0.4918	0.4920	0.4922	0.4925	0.4927	0.4929	0.4931	0.4932	0.4934	0.4936
2.5	0.4938	0.4940	0.4941	0.4943	0.4945	0.4946	0.4948	0.4949	0.4951	0.4952
2.6	0.4953	0.4955	0.4956	0.4957	0.4959	0.4960	0.4961	0.4962	0.4963	0.4964
2.7	0.4965	0.4966	0.4967	0.4968	0.4969	0.4970	0.4971	0.4972	0.4973	0.4974
2.8	0.4974	0.4975	0.4976	0.4977	0.4977	0.4978	0.4979	0.4979	0.4980	0.4981
2.9	0.4981	0.4982	0.4982	0.4983	0.4984	0.4984	0.4985	0.4985	0.4986	0.4986
3.0	0.4987	0.4987	0.4987	0.4988	0.4988	0.4989	0.4989	0.4989	0.4990	0.4990
3.1	0.4990	0.4991	0.4991	0.4991	0.4992	0.4992	0.4992	0.4992	0.4993	0.4993
3.2	0.4993	0.4993	0.4994	0.4994	0.4994	0.4994	0.4994	0.4995	0.4995	0.4995
3.3	0.4995	0.4995	0.4995	0.4996	0.4996	0.4996	0.4996	0.4996	0.4996	0.4997
3.4	0.4997	0.4997	0.4997	0.4997	0.4997	0.4997	0.4997	0.4997	0.4997	0.4998
3.5	0.4998	0.4998	0.4998	0.4998	0.4998	0.4998	0.4998	0.4998	0.4998	0.4998
3.6	0.4998	0.4998	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999
3.7	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999
3.8	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999
3.9	0.5000	0.5000	0.5000	0.5000	0.5000	0.5000	0.5000	0.5000	0.5000	0.5000

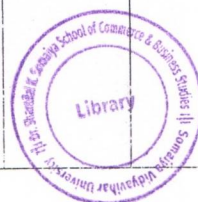




SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2023 to March 2024)		
Examination: End Semester Examination April 2024 (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: 131U07E405	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	CO
Q.1. A	Elaborate on principles of Talent management.	15	1,2
	OR		
Q.1. B	Illustrate on Human resource planning.	15	1,2
Q.2. A	Outline on Job analysis.	15	1,2
	OR		
Q.2. B	Demonstrate on elements of Job description and job specification.	15	1,2
Q.3. A.	Explain the concept of Competency in organizations.	15	3,4
	OR		
Q.3. B.	Evaluate the competency mapping procedure.	15	3,4
Q.4	Solve the following Case Study	15	1,2
	Burnout, retention, and renewed labor organization are critical challenges for leaders, especially amid COVID-19 and a looming recession. Leaders must ask themselves: What is it about my organization's culture that is contributing to such a high level of mental stress for my employees? Why are people leaving my organization or refusing to return to the office in such high numbers? What is my response, and how are my employees receiving it? At a time when people are getting choosier about where they work and employees who are feeling burned out are fleeing jobs during the Great Resignation, business leaders need to step up their game to attract and retain the top talent they need to remain competitive, productive, and cohesive to get through this tumultuous period. In this new climate, job seekers have greater power and flexibility in finding employment. As a result, organizations and leaders must reevaluate their value proposition to attract and retain talent. Each generation has experienced burnout differently. Organizations currently comprise multiple generations of employees simultaneously and must understand how each group may view any incentives companies provide to encourage people to stay at an organization.		



	In June, Business Insider said that Starbucks CEO Howard Schultz was pleading with workers to return to offices by saying, "I'll get on my knees and do whatever you want." While more than a few employees might love to see a CEO grovel on their knees, the critical lesson here is that Starbucks employees are voting with their feet "EMPLOYEES WANT REAL CHANGE, NOT PERFORMATIVE ACTIONS." Schultz isn't the only business leader struggling with this challenge. Many employees do not desire to return to the office. So, what should business leaders do?		
Q.4.A	Explain the importance of Retention in organization.		



Semester (November 2023 to March 2024)		
Examination: End Semester Examination March/April 2024 (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: 131U07C402	Name of the Course: Operation Research	
Duration : 2 hours	Maximum Marks: 60	
Instructions: 1. Draw neat and clean diagrams with pen on the answer sheet itself. 2. Assume suitable data if necessary. 3. Basic Calculator is allowed.		

Question No.		Max. Marks	CO																														
Q1. A	A small project consists of the following activities. Construct a network diagram for the project and identify critical path and project completion time. Also, for each activity, find 1. EST, EFT, LST, LFT 2. Total float, Free float, Independent float 3. Tail and Head slacks <table><tr><th>Activity</th><th>A</th><th>B</th><th>C</th><th>D</th><th>E</th><th>F</th><th>G</th><th>H</th><th>I</th></tr><tr><th>Preceding Activity</th><td>-</td><td>-</td><td>-</td><td>A</td><td>B</td><td>C</td><td>D, E</td><td>B</td><td>F</td></tr><tr><th>Time (in days)</th><td>4</td><td>8</td><td>5</td><td>5</td><td>6</td><td>3</td><td>7</td><td>4</td><td>9</td></tr></table>	Activity	A	B	C	D	E	F	G	H	I	Preceding Activity	-	-	-	A	B	C	D, E	B	F	Time (in days)	4	8	5	5	6	3	7	4	9	15	CO3
Activity	A	B	C	D	E	F	G	H	I																								
Preceding Activity	-	-	-	A	B	C	D, E	B	F																								
Time (in days)	4	8	5	5	6	3	7	4	9																								

OR

Q1. B

The following table shows details of a project where indirect cost is ₹ 200 per week. Answer the following questions given below the table.

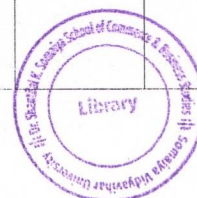
NODES	NORMAL		CRASH	
	Time	Cost	Time	Cost
	(in weeks)	(in ₹)	(in weeks)	(in ₹)
1-2	8	1500	6	2000
1-4	10	2000	7	3000
2-4	5	800	4	1400
2-3	6	1100	4	1500
2-5	8	900	5	1500
3-4	0	0	0	0
4-6	12	300	8	400
5-6	5	500	4	800

1. Draw the network diagram and find the project completion time.
2. Crash the project systematically and determine the optimal project duration and optimal project cost.
3. Is the minimum project duration different from the optimal project duration?

15

CO3





Q2. A	There are six jobs (namely 1,2,3,4,5 and 6), each of which must go through machines X, Y and Z in the order X-Z-Y. Processing Time (in hours) are given below. Answer the following questions given below. <table><tr><th>Jobs →</th><th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th></tr><tr><th>Machine X</th><td>6</td><td>8</td><td>3</td><td>6</td><td>4</td><td>6</td></tr><tr><th>Machine Y</th><td>11</td><td>8</td><td>9</td><td>12</td><td>8</td><td>10</td></tr><tr><th>Machine Z</th><td>4</td><td>6</td><td>5</td><td>6</td><td>2</td><td>3</td></tr></table> 1. Check whether the above problem is convertible to a two-machine problem. If yes, obtain the optimal sequence which minimizes the elapsed time. 2. Find the total minimum elapsed time. 3. Find the idle time for each machine corresponding to each job in the optimal sequence. Also find the total idle times for all three machines.	Jobs →	1	2	3	4	5	6	Machine X	6	8	3	6	4	6	Machine Y	11	8	9	12	8	10	Machine Z	4	6	5	6	2	3	15	CO4			
Jobs →	1	2	3	4	5	6																												
Machine X	6	8	3	6	4	6																												
Machine Y	11	8	9	12	8	10																												
Machine Z	4	6	5	6	2	3																												
OR																																		
Q2. B	The following is the demand distribution of a certain product. <table><tr><th>No. of units demanded</th><td>100</td><td>130</td><td>170</td><td>190</td><td>200</td></tr><tr><th>Probability</th><td>0.2</td><td>0.3</td><td>0.3</td><td>0.1</td><td>0.1</td></tr></table> If the cost of the units is ₹ 250 per unit and the selling price is ₹ 340 per unit, decide the optimal production using EMV criterion.	No. of units demanded	100	130	170	190	200	Probability	0.2	0.3	0.3	0.1	0.1	10	CO4																			
No. of units demanded	100	130	170	190	200																													
Probability	0.2	0.3	0.3	0.1	0.1																													
Q2. C	For the following payoff matrix, answer the following questions. <table><tr><th colspan="2" rowspan="2">strategies</th><th colspan="4">Player B</th></tr><tr><th>B₁</th><th>B₂</th><th>B₃</th><th>B₄</th></tr><tr><th rowspan="4">Player A</th><td>A₁</td><td>3</td><td>-2</td><td>4</td><td>0</td></tr><tr><td>A₂</td><td>6</td><td>-4</td><td>5</td><td>-4</td></tr><tr><td>A₃</td><td>4</td><td>2</td><td>4</td><td>3</td></tr><tr><td>A₄</td><td>4</td><td>0</td><td>0</td><td>8</td></tr></table> 1. Using dominance principle, find the saddle point if it exists. 2. If saddle point exists, then find the optimal strategies for both the players.	strategies		Player B				B ₁	B ₂	B ₃	B ₄	Player A	A ₁	3	-2	4	0	A ₂	6	-4	5	-4	A ₃	4	2	4	3	A ₄	4	0	0	8	5	CO4
strategies				Player B																														
		B ₁	B ₂	B ₃	B ₄																													
Player A	A ₁	3	-2	4	0																													
	A ₂	6	-4	5	-4																													
	A ₃	4	2	4	3																													
	A ₄	4	0	0	8																													
Q3. A	Solve LP Problem by Simplex method. $Z \text{ max} = 100X_1 + 80X_2$ Subject to – 1) $6X_1 + 4X_2 \leq 7200$ 2) $2X_1 + 4X_2 \leq 4000$ whereas, $X_1, X_2 \geq 0$	15	CO1																															
OR																																		
Q3. B	Apply all 3 Transportation methods and comment of Z min values comparatively. <table><tr><th>From / To</th><th>W1</th><th>W2</th><th>W3</th><th>W4</th><th>Supply</th></tr><tr><td>F1</td><td>42</td><td>32</td><td>50</td><td>26</td><td>11</td></tr><tr><td>F2</td><td>34</td><td>36</td><td>28</td><td>46</td><td>13</td></tr><tr><td>F3</td><td>64</td><td>54</td><td>36</td><td>82</td><td>19</td></tr><tr><td>Demand</td><td>6</td><td>10</td><td>12</td><td>15</td><td>43</td></tr></table>	From / To	W1	W2	W3	W4	Supply	F1	42	32	50	26	11	F2	34	36	28	46	13	F3	64	54	36	82	19	Demand	6	10	12	15	43	09	CO2	
From / To	W1	W2	W3	W4	Supply																													
F1	42	32	50	26	11																													
F2	34	36	28	46	13																													
F3	64	54	36	82	19																													
Demand	6	10	12	15	43																													

Q3. C	A Sales manager has to assign salesman to 4 territories. He has 4 candidates of varying experience and capabilities. The manager assesses the possible profit for each salesman in each territory as given below: <table><tr><th>Salesman</th><th colspan="4">Territories</th></tr><tr><th></th><th>T1</th><th>T2</th><th>T3</th><th>T4</th></tr><tr><td>S1</td><td>35</td><td>27</td><td>28</td><td>37</td></tr><tr><td>S2</td><td>28</td><td>34</td><td>29</td><td>40</td></tr><tr><td>S3</td><td>35</td><td>24</td><td>32</td><td>33</td></tr><tr><td>S4</td><td>24</td><td>32</td><td>25</td><td>82</td></tr></table> Find the assignment of salesman to the territories so that TOTAL PROFIT is maximum.	Salesman	Territories					T1	T2	T3	T4	S1	35	27	28	37	S2	28	34	29	40	S3	35	24	32	33	S4	24	32	25	82	06	CO2
Salesman	Territories																																
	T1	T2	T3	T4																													
S1	35	27	28	37																													
S2	28	34	29	40																													
S3	35	24	32	33																													
S4	24	32	25	82																													
Q4	Attempt the following (5 Marks each)	15																															
A	Solve LP Problem graphically. $Z \text{ max} = 2X_1 + 4X_2$ Subject to – 1) $X_1 + 2X_2 \leq 5$ 2) $X_1 + X_2 \leq 4$ whereas, $X_1, X_2 \geq 0$	05	CO1																														
B	Define Operation Research and enumerate 4 Characteristics of OR	05	CO1																														
C	Describe how Transportation Problem is different than Assignment Problem. Also explain theoretically, 3 methods used for solving TP	05	CO2																														





Semester (November 2023 to March 2024) Examination: End Semester Examination March/April 2024 (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: 131U07C402	Name of the Course: Operation Research	
Duration : 2 hours	Maximum Marks: 60	
Instructions: 1. Draw neat and clean diagrams with pen on the answer sheet itself. 2. Assume suitable data if necessary. 3. Basic Calculator is allowed.		

Question No.		Max. Marks	CO																																
Q1. A	A Project manager has made following 3-point time estimates for various activities of a project. Answer the following questions given below. 1. Draw the PERT network and find out the expected project completion time. 2. What project completion time will have 85% confidence of completion? 3. What is the probability that the project will get completed between 13 to 17 days? <table><tr><th>Events</th><th>1-2</th><th>1-3</th><th>2-3</th><th>2-4</th><th>3-5</th><th>4-6</th><th>5-6</th></tr><tr><td>Optimistic time</td><td>2</td><td>3</td><td>1</td><td>2</td><td>1</td><td>1</td><td>1</td></tr><tr><td>Most likely time</td><td>4</td><td>6</td><td>4</td><td>3</td><td>3</td><td>1</td><td>2</td></tr><tr><td>Pessimistic time</td><td>6</td><td>9</td><td>7</td><td>4</td><td>5</td><td>1</td><td>3</td></tr></table>	Events	1-2	1-3	2-3	2-4	3-5	4-6	5-6	Optimistic time	2	3	1	2	1	1	1	Most likely time	4	6	4	3	3	1	2	Pessimistic time	6	9	7	4	5	1	3	15	CO3
Events	1-2	1-3	2-3	2-4	3-5	4-6	5-6																												
Optimistic time	2	3	1	2	1	1	1																												
Most likely time	4	6	4	3	3	1	2																												
Pessimistic time	6	9	7	4	5	1	3																												
OR																																			
Q1. B	A small project consists of the following activities. Construct a network diagram for the project and identify critical path and project completion time. Also, for each activity, find 1. EST, EFT, LST, LFT 2. Total float, Free float, Independent float 3. Tail and Head slacks <table><tr><th>Activity</th><th>Duration (in days)</th></tr><tr><td>1-2</td><td>4</td></tr><tr><td>1-3</td><td>6</td></tr><tr><td>1-5</td><td>13</td></tr><tr><td>2-3</td><td>5</td></tr><tr><td>2-4</td><td>20</td></tr><tr><td>4-6</td><td>10</td></tr><tr><td>3-6</td><td>6</td></tr><tr><td>5-6</td><td>16</td></tr></table>	Activity	Duration (in days)	1-2	4	1-3	6	1-5	13	2-3	5	2-4	20	4-6	10	3-6	6	5-6	16	15	CO3														
Activity	Duration (in days)																																		
1-2	4																																		
1-3	6																																		
1-5	13																																		
2-3	5																																		
2-4	20																																		
4-6	10																																		
3-6	6																																		
5-6	16																																		



Q2. A	There are six jobs (namely 1,2,3,4,5 and 6), each of which must go through machines A, B and C in the order B-C-A. Processing Time (in hours) are given below. Answer the following questions given below.	15	CO4																												
	<table><tr><td>Jobs →</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td></tr><tr><td>Machine A</td><td>7</td><td>8</td><td>3</td><td>7</td><td>4</td><td>6</td></tr><tr><td>Machine B</td><td>11</td><td>8</td><td>9</td><td>12</td><td>8</td><td>10</td></tr><tr><td>Machine C</td><td>5</td><td>7</td><td>5</td><td>8</td><td>3</td><td>6</td></tr></table>	Jobs →	1	2	3	4	5	6	Machine A	7	8	3	7	4	6	Machine B	11	8	9	12	8	10	Machine C	5	7	5	8	3	6		
Jobs →	1	2	3	4	5	6																									
Machine A	7	8	3	7	4	6																									
Machine B	11	8	9	12	8	10																									
Machine C	5	7	5	8	3	6																									
	1. Check whether the above problem is convertible to a two-machine problem. If yes, obtain the optimal sequence which minimizes the elapsed time. 2. Find the total minimum elapsed time. 3. Find the idle time for each machine corresponding to each job in the optimal sequence. Also find the total idle times for all three machines.																														

OR

Q2. B	The following is the demand distribution of a certain product.					10	CO4	
	No. of units demanded	90	100	120	150			190
	Probability	0.2	0.3	0.3	0.1			0.1
If the cost of the units is ₹ 80 per unit and the selling price is ₹ 120 per unit, decide the optimal production using EMV criterion.								

Q2. C	For the following payoff matrix, answer the following questions.	5	CO4																															
<table><tr><th colspan="2" rowspan="2">strategies</th><th colspan="4">Player B</th></tr><tr><th>B₁</th><th>B₂</th><th>B₃</th><th>B₄</th></tr><tr><th rowspan="4">Player A</th><td>A₁</td><td>3</td><td>-6</td><td>4</td><td>0</td></tr><tr><td>A₂</td><td>6</td><td>-6</td><td>5</td><td>-4</td></tr><tr><td>A₃</td><td>4</td><td>-5</td><td>-4</td><td>3</td></tr><tr><td>A₄</td><td>4</td><td>-8</td><td>0</td><td>8</td></tr></table>				strategies		Player B				B ₁	B ₂	B ₃	B ₄	Player A	A ₁	3	-6	4	0	A ₂	6	-6	5	-4	A ₃	4	-5	-4	3	A ₄	4	-8	0	8
strategies		Player B																																
		B ₁	B ₂	B ₃	B ₄																													
Player A	A ₁	3	-6	4	0																													
	A ₂	6	-6	5	-4																													
	A ₃	4	-5	-4	3																													
	A ₄	4	-8	0	8																													
1. Using dominance principle, find the saddle point if it exists. 2. If saddle point exists, then find the optimal strategies for both the players. 3. Determine the value of the game.																																		

Q3. A	Using the Simplex method solve the LPP. $Z \text{ max} = 8X_1 + 20X_2$ Subject to – 1) $2X_1 + X_2 \leq 80$ 2) $3X_1 + 4X_2 \leq 96$ 3) $40X_1 + 40X_2 \geq 1400$ and $X_1, X_2 \geq 0$ Find optimal Profit	15	CO1
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OR

Q3. B	Find IBFS and Check optimality by MODI method.					10
	Markets / Factories	X	Y	Z	Supply	
	A	6	3	5	60	
	B	5	2	2	80	
	C	12	7	8	85	
	Demand	75	110	40	225	

Q3. C	Formulate a Profit Matrix and find the optimal assignment of workers to product which will maximize the profit.	05	C02																																			
	<table><tr><td>Workers</td><td colspan="4">Quantity of products in Units</td></tr><tr><td></td><td>Pencil</td><td>Rubber</td><td>Pen</td><td>Ink</td></tr><tr><td>Amit</td><td>30</td><td>40</td><td>100</td><td>50</td></tr><tr><td>Sumit</td><td>25</td><td>70</td><td>140</td><td>30</td></tr><tr><td>Vinit</td><td>40</td><td>90</td><td>130</td><td>60</td></tr><tr><td>Punit</td><td>35</td><td>45</td><td>120</td><td>40</td></tr><tr><td>Profit in Rs. / Unit</td><td>4</td><td>2</td><td>1</td><td>3</td></tr></table>			Workers	Quantity of products in Units					Pencil	Rubber	Pen	Ink	Amit	30	40	100	50	Sumit	25	70	140	30	Vinit	40	90	130	60	Punit	35	45	120	40	Profit in Rs. / Unit	4	2	1	3
	Workers			Quantity of products in Units																																		
				Pencil	Rubber	Pen	Ink																															
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	Vinit			40	90	130	60																															
	Punit			35	45	120	40																															
Profit in Rs. / Unit	4	2	1	3																																		
Q.4	Write the following concepts (5 Marks each)	15																																				
A	Solve LPP by Graphical method. Z min = 4X1 + 3X2 Subject to – 1) 200X1 + 100X2 >= 4000 2) X1 + 2X2 >= 50 3) 40X1 + 40X2 >= 1400 and X1, X2 >= 0	05	CO2																																			
B	Write any 3 Advantages and Disadvantages of OR	05	CO1																																			
C	Transportation Problem is a special case of LPP, explain. Also bring out differences between TP and AP (at least 5 points)	05	CO1																																			





Z	0.00	0.01	0.02	0.03	0.04	0.05	0.06	0.07	0.08	0.09
0.0	0.0000	0.0040	0.0080	0.0120	0.0160	0.0190	0.0239	0.0279	0.0319	0.0359
0.1	0.0398	0.0438	0.0478	0.0517	0.0557	0.0596	0.0636	0.0675	0.0714	0.0753
0.2	0.0793	0.0832	0.0871	0.0910	0.0948	0.0987	0.1026	0.1064	0.1103	0.1141
0.3	0.1179	0.1217	0.1255	0.1293	0.1331	0.1368	0.1406	0.1443	0.1480	0.1517
0.4	0.1554	0.1591	0.1628	0.1664	0.1700	0.1736	0.1772	0.1808	0.1844	0.1879
0.5	0.1915	0.1950	0.1985	0.2019	0.2054	0.2088	0.2123	0.2157	0.2190	0.2224
0.6	0.2257	0.2291	0.2324	0.2357	0.2389	0.2422	0.2454	0.2486	0.2517	0.2549
0.7	0.2580	0.2611	0.2642	0.2673	0.2704	0.2734	0.2764	0.2794	0.2823	0.2852
0.8	0.2881	0.2910	0.2939	0.2969	0.2995	0.3023	0.3051	0.3078	0.3106	0.3133
0.9	0.3159	0.3186	0.3212	0.3238	0.3264	0.3289	0.3315	0.3340	0.3365	0.3389
1.0	0.3413	0.3438	0.3461	0.3485	0.3508	0.3513	0.3554	0.3577	0.3529	0.3621
1.1	0.3643	0.3665	0.3686	0.3708	0.3729	0.3749	0.3770	0.3790	0.3810	0.3830
1.2	0.3849	0.3869	0.3888	0.3907	0.3925	0.3944	0.3962	0.3980	0.3997	0.4015
1.3	0.4032	0.4049	0.4066	0.4082	0.4099	0.4115	0.4131	0.4147	0.4162	0.4177
1.4	0.4192	0.4207	0.4222	0.4236	0.4251	0.4265	0.4279	0.4292	0.4306	0.4319
1.5	0.4332	0.4345	0.4357	0.4370	0.4382	0.4394	0.4406	0.4418	0.4429	0.4441
1.6	0.4452	0.4463	0.4474	0.4484	0.4495	0.4505	0.4515	0.4525	0.4535	0.4545
1.7	0.4554	0.4564	0.4573	0.4582	0.4591	0.4599	0.4608	0.4616	0.4625	0.4633
1.8	0.4641	0.4649	0.4656	0.4664	0.4671	0.4678	0.4686	0.4693	0.4699	0.4706
1.9	0.4713	0.4719	0.4726	0.4732	0.4738	0.4744	0.4750	0.4756	0.4761	0.4767
2.0	0.4772	0.4778	0.4783	0.4788	0.4793	0.4798	0.4803	0.4808	0.4812	0.4817
2.1	0.4821	0.4826	0.4830	0.4834	0.4838	0.4842	0.4846	0.4850	0.4854	0.4857
2.2	0.4861	0.4864	0.4868	0.4871	0.4875	0.4878	0.4881	0.4884	0.4887	0.4890
2.3	0.4893	0.4896	0.4898	0.4901	0.4904	0.4906	0.4909	0.4911	0.4913	0.4916
2.4	0.4918	0.4920	0.4922	0.4925	0.4927	0.4929	0.4931	0.4932	0.4934	0.4936
2.5	0.4938	0.4940	0.4941	0.4943	0.4945	0.4946	0.4948	0.4949	0.4951	0.4952
2.6	0.4953	0.4955	0.4956	0.4957	0.4959	0.4960	0.4961	0.4962	0.4963	0.4964
2.7	0.4965	0.4966	0.4967	0.4968	0.4969	0.4970	0.4971	0.4972	0.4973	0.4974
2.8	0.4974	0.4975	0.4976	0.4977	0.4977	0.4978	0.4979	0.4979	0.4980	0.4981
2.9	0.4981	0.4982	0.4982	0.4983	0.4984	0.4984	0.4985	0.4985	0.4986	0.4986
3.0	0.4987	0.4987	0.4987	0.4988	0.4988	0.4989	0.4989	0.4989	0.4990	0.4990
3.1	0.4990	0.4991	0.4991	0.4991	0.4992	0.4992	0.4992	0.4992	0.4993	0.4993
3.2	0.4993	0.4993	0.4994	0.4994	0.4994	0.4994	0.4994	0.4995	0.4995	0.4995
3.3	0.4995	0.4995	0.4995	0.4996	0.4996	0.4996	0.4996	0.4996	0.4996	0.4997
3.4	0.4997	0.4997	0.4997	0.4997	0.4997	0.4997	0.4997	0.4997	0.4997	0.4998



Semester (November 2023 to March 2024) · Examination: End Semester Examination March/April 2024 (UG Programmes)		
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Course Code: 131U07C402	Name of the Course: Operation Research	
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Question No.		Max. Marks	CO																																																					
Q1. A	A Project manager has made following 3-point time estimates for various activities of a project. Answer the following questions given below. 1. Draw the PERT network and find out the expected project completion time. 2. What project completion time will have 90% confidence of completion? 3. What is the probability that the project will get completed between 70 to 74 days? <table><tr><th>Events</th><th>1-2</th><th>1-3</th><th>1-4</th><th>2-5</th><th>3-5</th><th>4-6</th><th>5-6</th></tr><tr><td>Optimistic time</td><td>6</td><td>6</td><td>12</td><td>6</td><td>12</td><td>12</td><td>18</td></tr><tr><td>Most likely time</td><td>6</td><td>12</td><td>12</td><td>6</td><td>30</td><td>30</td><td>30</td></tr><tr><td>Pessimistic time</td><td>24</td><td>18</td><td>30</td><td>6</td><td>48</td><td>42</td><td>54</td></tr></table>	Events	1-2	1-3	1-4	2-5	3-5	4-6	5-6	Optimistic time	6	6	12	6	12	12	18	Most likely time	6	12	12	6	30	30	30	Pessimistic time	24	18	30	6	48	42	54	15	CO3																					
Events	1-2	1-3	1-4	2-5	3-5	4-6	5-6																																																	
Optimistic time	6	6	12	6	12	12	18																																																	
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Pessimistic time	24	18	30	6	48	42	54																																																	
OR																																																								
Q1. B	The following table shows details of a project where indirect cost is ₹ 70 per day. Answer the following questions given below the table. <table><tr><th rowspan="3">NODES</th><th colspan="2">NORMAL</th><th colspan="2">CRASH</th></tr><tr><th>Time</th><th>Cost</th><th>Time</th><th>Cost</th></tr><tr><th>(in days)</th><th>(in ₹)</th><th>(in days)</th><th>(in ₹)</th></tr><tr><td>1-2</td><td>3</td><td>90</td><td>2</td><td>100</td></tr><tr><td>1-3</td><td>4</td><td>250</td><td>2</td><td>370</td></tr><tr><td>2-5</td><td>5</td><td>150</td><td>3</td><td>300</td></tr><tr><td>3-4</td><td>6</td><td>100</td><td>4</td><td>140</td></tr><tr><td>3-6</td><td>8</td><td>400</td><td>8</td><td>400</td></tr><tr><td>4-5</td><td>3</td><td>120</td><td>2</td><td>170</td></tr><tr><td>5-7</td><td>5</td><td>200</td><td>3</td><td>400</td></tr><tr><td>6-7</td><td>3</td><td>200</td><td>1</td><td>280</td></tr></table> 1. Draw the network diagram and find the project completion time. 2. Crash the project systematically and determine the optimal project duration and optimal project cost.	NODES	NORMAL		CRASH		Time	Cost	Time	Cost	(in days)	(in ₹)	(in days)	(in ₹)	1-2	3	90	2	100	1-3	4	250	2	370	2-5	5	150	3	300	3-4	6	100	4	140	3-6	8	400	8	400	4-5	3	120	2	170	5-7	5	200	3	400	6-7	3	200	1	280	15	CO3
NODES	NORMAL		CRASH																																																					
	Time		Cost	Time	Cost																																																			
	(in days)	(in ₹)	(in days)	(in ₹)																																																				
1-2	3	90	2	100																																																				
1-3	4	250	2	370																																																				
2-5	5	150	3	300																																																				
3-4	6	100	4	140																																																				
3-6	8	400	8	400																																																				
4-5	3	120	2	170																																																				
5-7	5	200	3	400																																																				
6-7	3	200	1	280																																																				



Q2. A

There are six jobs (namely A, B, C, D, E and F), each of which must go through machines M_1 , M_2 and M_3 in the order M_1 - M_3 - M_2 . Processing Time (in days) are given below. Answer the following questions given below.

Jobs →	A	B	C	D	E	F
Machine M ₁	7	8	6	7	10	11
Machine M ₂	15	14	12	13	10	14
Machine M ₃	8	9	7	8	9	8

1. Check whether the above problem is convertible to a two-machine problem. If yes, obtain the optimal sequence which minimizes the elapsed time.
2. Find the total minimum elapsed time.
3. Find the idle time for each machine corresponding to each job in the optimal sequence. Also find the total idle times for all three machines.

OR

Q2. B

For the following payoff matrix, find the best possible course of action using the below given criterions :

- a) Maximax b) Maximin c) Laplace d) Minimax Regret e) Hurwicz ($\alpha = 0.4$)

		States of nature			
		S ₁	S ₂	S ₃	S ₄
Actions	A ₁	3	5	8	-1
	A ₂	6	5	2	0
	A ₃	0	5	6	4

Q2. C

For the following payoff matrix, answer the following questions.

		Player B			
		B ₁	B ₂	B ₃	B ₄
Player A	A ₁	3	-2	4	0
	A ₂	2	-4	5	-4
	A ₃	4	1	4	3
	A ₄	4	4	5	8

1. Using Maximin-Minimax principle, find the saddle point if it exists.
2. If saddle point exists, then find the optimal strategies for both the players.
3. Are there multiple saddle points? If yes, determine all the saddle points.

Q3. A

Solve following Transportation problem by NWCR method and Test the optimality by MODI method

Destination / Origin	D1	D2	D3	D4	D5	D6	Availability
O1	1	2	1	4	5	2	30
O2	3	3	2	1	4	3	50
O3	4	2	5	9	6	2	75
O4	3	1	7	3	3	6	20
Requirements	20	40	30	10	50	25	175

15

CG4

10

CO4

5

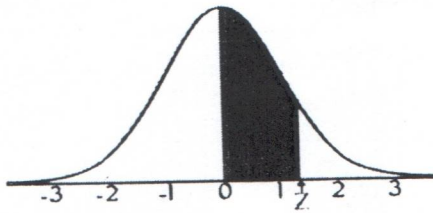
CO4

10

CO2

Q3. B	Find the optimal assignment for the following matrix.					05	CO2
	Salesman	Territories					
		A1	A2	A3	A4		
	S1	35	27	28	37		
	S2	28	34	29	40		
	S3	35	24	32	33		
	S4	24	32	25	82		
OR							
Q3. B	Solve the following LPP using Simplex Method Z max = 15X1 + 6X2 + 9X3 + 2X4 Subject to – 1) 2X1 + X2 + 5X3 + 6X4 <= 20 2) 3X1 + X2 + 3X3 + 25X4 <= 24 3) 7X1 + 7X2 <= 70 and X1, X2, X3 & X4 >= 0					15	CO1
Q.4	Attempt the following (5 Marks each)					15	
A	Differentiate between Transportation Problem & Assignment Problem (any 5)					05	CO2
B	Enumerate the Methodology used in Operation Research					05	CO1
C	Solve by Graphical method. Z min = 20X1 + 10X2 Subject to – 1) X1 + 2 X2 <= 40 2) 3X1 + X2 >= 30 3) 4X1 + 3X2 >= 60 and X1, X2 >= 0					05	CO1





STANDARD NORMAL TABLE (Z)

	0.00	0.01	0.02	0.03	0.04	0.05	0.06	0.07	0.08	0.09
0.0	0.0000	0.0040	0.0080	0.0120	0.0160	0.0190	0.0239	0.0279	0.0319	0.0359
0.1	0.0398	0.0438	0.0478	0.0517	0.0557	0.0596	0.0636	0.0675	0.0714	0.0753
0.2	0.0793	0.0832	0.0871	0.0910	0.0948	0.0987	0.1026	0.1064	0.1103	0.1141
0.3	0.1179	0.1217	0.1255	0.1293	0.1331	0.1368	0.1406	0.1443	0.1480	0.1517
0.4	0.1554	0.1591	0.1628	0.1664	0.1700	0.1736	0.1772	0.1808	0.1844	0.1879
0.5	0.1915	0.1950	0.1985	0.2019	0.2054	0.2088	0.2123	0.2157	0.2190	0.2224
0.6	0.2257	0.2291	0.2324	0.2357	0.2389	0.2422	0.2454	0.2486	0.2517	0.2549
0.7	0.2580	0.2611	0.2642	0.2673	0.2704	0.2734	0.2764	0.2794	0.2823	0.2852
0.8	0.2881	0.2910	0.2939	0.2969	0.2995	0.3023	0.3051	0.3078	0.3106	0.3133
0.9	0.3159	0.3186	0.3212	0.3238	0.3264	0.3289	0.3315	0.3340	0.3365	0.3389
1.0	0.3413	0.3438	0.3461	0.3485	0.3508	0.3513	0.3554	0.3577	0.3529	0.3621
1.1	0.3643	0.3665	0.3686	0.3708	0.3729	0.3749	0.3770	0.3790	0.3810	0.3830
1.2	0.3849	0.3869	0.3888	0.3907	0.3925	0.3944	0.3962	0.3980	0.3997	0.4015
1.3	0.4032	0.4049	0.4066	0.4082	0.4099	0.4115	0.4131	0.4147	0.4162	0.4177
1.4	0.4192	0.4207	0.4222	0.4236	0.4251	0.4265	0.4279	0.4292	0.4306	0.4319
1.5	0.4332	0.4345	0.4357	0.4370	0.4382	0.4394	0.4406	0.4418	0.4429	0.4441
1.6	0.4452	0.4463	0.4474	0.4484	0.4495	0.4505	0.4515	0.4525	0.4535	0.4545
1.7	0.4554	0.4564	0.4573	0.4582	0.4591	0.4599	0.4608	0.4616	0.4625	0.4633
1.8	0.4641	0.4649	0.4656	0.4664	0.4671	0.4678	0.4686	0.4693	0.4699	0.4706
1.9	0.4713	0.4719	0.4726	0.4732	0.4738	0.4744	0.4750	0.4756	0.4761	0.4767
2.0	0.4772	0.4778	0.4783	0.4788	0.4793	0.4798	0.4803	0.4808	0.4812	0.4817
2.1	0.4821	0.4826	0.4830	0.4834	0.4838	0.4842	0.4846	0.4850	0.4854	0.4857
2.2	0.4861	0.4864	0.4868	0.4871	0.4875	0.4878	0.4881	0.4884	0.4887	0.4890
2.3	0.4893	0.4896	0.4898	0.4901	0.4904	0.4906	0.4909	0.4911	0.4913	0.4916
2.4	0.4918	0.4920	0.4922	0.4925	0.4927	0.4929	0.4931	0.4932	0.4934	0.4936
2.5	0.4938	0.4940	0.4941	0.4943	0.4945	0.4946	0.4948	0.4949	0.4951	0.4952
2.6	0.4953	0.4955	0.4956	0.4957	0.4959	0.4960	0.4961	0.4962	0.4963	0.4964
2.7	0.4965	0.4966	0.4967	0.4968	0.4969	0.4970	0.4971	0.4972	0.4973	0.4974
2.8	0.4974	0.4975	0.4976	0.4977	0.4977	0.4978	0.4979	0.4979	0.4980	0.4981
2.9	0.4981	0.4982	0.4982	0.4983	0.4984	0.4984	0.4985	0.4985	0.4986	0.4986
3.0	0.4987	0.4987	0.4987	0.4988	0.4988	0.4989	0.4989	0.4989	0.4990	0.4990
3.1	0.4990	0.4991	0.4991	0.4991	0.4992	0.4992	0.4992	0.4992	0.4993	0.4993
3.2	0.4993	0.4993	0.4994	0.4994	0.4994	0.4994	0.4994	0.4995	0.4995	0.4995
3.3	0.4995	0.4995	0.4995	0.4996	0.4996	0.4996	0.4996	0.4996	0.4996	0.4997
3.4	0.4997	0.4997	0.4997	0.4997	0.4997	0.4997	0.4997	0.4997	0.4997	0.4998



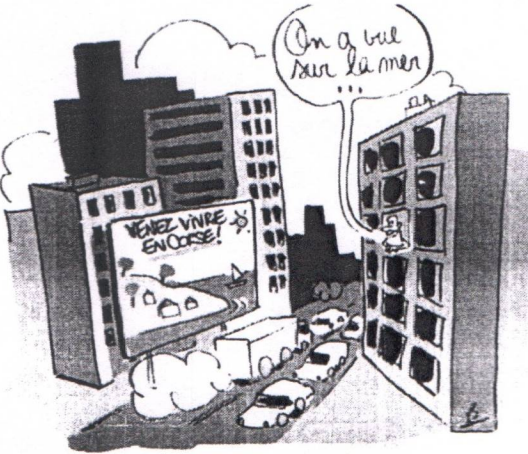
SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2024 to March 2024)		
Examination: End Semester Examination March/April 2024 (UG Programmes)		
Programme code: 07 Programme: BBA (Hons.)	Class: SY	Semester: IV
Name of the Constituent College: SKSC	Name of the Department : Business Studies	
Course Code: 131U07K402	Name of the Course: French	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO Attainment
Q.1.	Comprehension  Franck, Céline et leurs enfants Je vis à la montagne, au grand air : je me sens très libre ! Je suis berger depuis dix ans et j'habite avec ma famille dans une ferme. Nous passons nos journées à nous occuper des animaux : moi, je suis avec mes moutons et ma chienne, qui court après les bêtes ! Ma femme Céline est éleveuse de chèvres. On fait du fromage, mais on a aussi des lapins et des poules et on vend les œufs aux habitants du village. Ici, l'hiver, bien sûr, on fait du ski, c'est notre principale activité. L'été, il y a plein de choses à faire. On fait de la randonnée en forêt, on fait du kayak dans les rivières ou bien de l'escalade.  Maria et Pierre Nous, on habite à la campagne. Nos parents sont agriculteurs : ils cultivent des céréales et des légumes dans leurs champs et ils ont des vaches. Vivre à la campagne, c'est génial ! On va à l'école à vélo. Et le week-end, on joue au foot avec nos copains, ou alors on joue à des jeux de société à la maison. Moi je fais du cheval, mais ma sœur est trop petite ! Parfois, on campe aussi dans la forêt, avec nos parents. A. Vrai ou Faux 1. Franck et Céline sent terrible à la montagne 2. Les moutons courent avec les bêtes 3. En été, Céline fait de la randonnée 4. Maria joue au foot le week end 5. Pierre cultive des céréales et des légumes B. Répondez aux questions	5	1.2.3.4
		5	1.2.3.4



	1. Où habite Franck avec sa famille? 2. Qu'est-ce que la famille de Franck fait en hiver? 3. Quelle est la profession de Céline? 4. Qu'est-ce que Maria et Pierre font avec leurs parents? 5. Qu'est-ce que les parents de Maria cultivent?		
	C. Décrivez votre vie dans un village	5	3,4
	OR		
Q.1.	VENREDI Départ en autocar vers 08h00. Déjeuner en cours de route. A 13.00 visite guidée du Palais des Papes, symbole de la puissance de la paupauté témoigne, par son architecture et son décor, de cette splendeur passée. Arrivée en début d'après-midi aux Saintes Maries de la Mer. Installation à l'hôtel : HOTEL CAMILLE, 13 ave de la plage Après midi libre pour baignade à la plage. Départ à pied pour le dîner flamenco à 20.00 h au restaurant : EL CAMPO, 13 rue Victor Hugo SAMEDI Départ après le petit déjeuner pour Arles. Visite à 10h de la ville : les arènes, le théâtre, l'Espace Van Gogh, le marché. Déjeuner libre Retour sur les Saintes Maries de la Mer. Fin d'après-midi libre. Petit déjeuner, Libération des chambres. Départ pour le célèbre Pont Du Gard. La beauté de cet édifice romain est due à sa simplicité et à sa grandeur. La hauteur et l'exceptionnelle largeur de ses voûtes ont contribué à le rendre célèbre et lui confère cette allure de légèreté surprenante Pique-nique au Pont du Gard. 16h30 Retour direct sur Lyon en fin d'après midi Arrivée prévue aux alentours de 19.00h/20.00h.		
	D. Vrai ou Faux	5	1,2,3,4
	1. 12h visite au Palais des Papes 2. On va en bus pour le dîner flamenco 3. Départ pour Arles le Samedi 4. On fait du pique nique au Palais des Papes 5. Arrivée finale prévue à 19 heures		
	E. Répondez aux questions	5	1,2,3,4
	1. Décrivez le Pont du Gard 2. Décrivez le Palais des Papes 3. Qu'est-ce qu'on peut voir à Arles 4. Où va-t-on avoir le petit déjeuner le Samedi 5. Que fait-t-on pendant l'après-midi du vendredi?	5	3,4
	F. Créez une petite description de la visite à partir de cette itinéraire		

Q.2	A. Créez une affiche d'une fête culturelle B. Remplissez avec l'imparfait ou le passé composé Elle (naître) dans une famille aisée. Elle (appartenir) à la bourgeoisie de robe, à Langres, en France, en 1606. Tôt dans sa vie, elle (commencer) à travailler aux soins infirmiers. La guerre de Trente ans (1618-1648) lui (permettre) d'acquérir ses premières expériences auprès des malades. Tout au long de sa vie elle (continuer) à prodiguer son dévouement aux malades. C. Décrivez l'image 	5	3,4
OR			
Q.2	D. Créez une affiche d'un concours de langue E. Remplissez avec l'imparfait ou le passé composé Jeanne Mance (marquer) l'histoire de Montréal puisqu'elle (participer) à la fondation et à la survie de Montréal au Canada. Elle (fonder) puis elle (diriger) le premier hôpital montréalais qui (s'appeler) à l'époque : l'Hôtel-Dieu. F. Décrivez l'image 	5	1,2
		5	3,4
		5	3,4



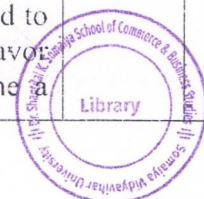
Q.3.	A. Mettez les verbes dans le temps donné 1. Je (finir - imparfait) les tâches 2. (arriver - impératif) vite! 3. Tu (tomber - passé composé) dans un trou 4. Rohini (chanter - futur proche) demain 5. Ils (vouloir - présent) danser B. Remplissez les tirets avec le pronom relatif 1. J'habite dans une ville _____ j'aime beaucoup. C'est une ville _____ il y a beaucoup d'espaces verts, beaucoup de jardins publics. Il y a aussi des arbres dans les rues, les arbres _____ je vous parle ont plus de cent ans et cela donne du charme à la ville. Dans ma ville, il y a aussi un centre culturel _____ propose des activités _____ m'intéressent beaucoup. C. Récrivez les phrases avec les pronoms 1. <u>Rahul</u> va au bureau 2. Il va avec <u>son ami</u> 3. Nous allons acheter <u>les fruits</u> 4. C'est <u>ma mère</u> 5. Nous allons lire <u>les romans</u>	5	1,2,3,4
		5	4
		5	1,2,3
	OR		
Q.3	D. Faites comme indiqué 1. Tu va partir demain (mettez la phrase au pluriel) 2. Je mange des gâteaux et des oeufs (mettez la phrase au négatif) 3. Il va _____ bibliothèque et puis _____ parking (mettez l'article contracté) 4. Nous partirons _____ Berlin _____ Allemagne (mettez la bonne préposition) 5. Vous buvez _____ eau et _____ bière (mettez l'article partitif) 6. Reema et Seema sont allés pour des vacances (mettez la phrase dans l'interrogative) 7. Le vendeur va vendre son produit à son client (mettez la phrase en féminin) 8. Nous allons chez _____ grands parents et puis chez _____ oncle (mettez l'adjectif possessif) 9. Tu manges _____ banane et _____ pomme de terre (mettez l'article indéfini) 10. Je porte _____ jupe et _____ chemisier (mettez l'adjectif démonstratif) 11. _____ monument et _____ lieux aimes-tu? (mettez l'adjectif interrogatif) 12. _____ fait-on le gateau au chocolat (mettez la bonne questionne) 13. Cette maison est _____ que la villa (bon) (faites la comparaison) 14. Faites une phrase avec - tourner 15. Il va au château _____ le roi est né (mettez le pronom relatif)	15	1,2,3,4
Q.4	Ecrivez un mél à votre parent en leur décrivant votre séjour à Paris	15	1,2,3,4



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2023 to March 2024)			
Examination: End Semester Examination April 2024 (UG Programmes)			
Programme code: 07 / 06		Class: SY	Semester: IV
Programme: BBA Hons / BBM			
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies	
Course Code: 131U07E401/131U06E404		Name of the Course: Consumer Behavior & Consumer Insights	
Duration: 2 Hrs.		Maximum Marks: 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary			

Question No.		Max. Marks	CO
Q.1. A	Analyze McClelland's theory of Needs	8	CO 2
Q.1. B	Design the steps to create a customer profile.	7	CO 1
	OR		
Q.1. C	Describe the factors that affect Self-Esteem.	7	CO 3
Q.1. D	Discuss the Brand Personality framework in detail.	8	CO 4
Q.2. A	Illustrate the 3 different types of Consumer Generations.	15	CO 4
	OR		
Q.2. B	Enumerate the different types of social classes affect the buying behavior with a suitable example.	15	CO 1
Q.3. A	Describe the determinants of Personality	15	CO 2
	OR		
Q.3. B	Enumerate in detail the Neo-Freudian theorists.	15	CO 3
Q.4	Solve the following Case Study	15	
	Starbucks the "Third Place" — a place that exists between work and home.		
	Starbucks was founded in 1971, initially as a small local coffee shop in Seattle. It became an international coffee chain just for 20 years' development, known as the "20th century American business legend." With the increasing standard of living, consumers' ideas are changing, they are not paying attention to the functional benefits that products or services bring to them, and they emphasize the experience during the purchase and consumption of products or services. The foreign scholar Schmidt first introduced the concept of experiential marketing, and he argued that experiential marketing was a way for marketing staff to create a combined effect to increase the customer experience through a variety of means and approaches (facilities, products, services, interactions, etc.)		
	In the era of experiential economy, Starbucks uses the strategy of experiential marketing and has achieved great success. Starbucks, aimed to create a vibrant coffeehouse culture where customers could sit down, savor their coffee, and engage in a sense of community. Starbucks became a		



	"third place" between work and home, where people could gather, connect, and enjoy handcrafted beverages. The first drink Starbucks introduced was a latte. Starbucks' journey from a single coffee shop to a global coffeehouse chain involved several success factors that contributed to its widespread appeal and winning consumers worldwide. Starbucks' journey serves as a valuable case study for businesses. It underscores the importance of adhering to core values, ethical sourcing, and sustainability, all resonating with socially conscious consumers. The emphasis on employee training and creating an inclusive environment fosters customer loyalty. Starbucks' success story demonstrates that whole growth is essential, it should not come at the expense of losing sight of the values that define a brand. By staying true to its roots and adapting to changing market dynamics, a coffee store can carve its path to success.		
Q.4.A	Develop the SWOT analysis from the above case study for Starbucks.		CO 2
Q.4.B	Evaluate if the excessive expansion of Starbucks has resulted in market saturation and the demand for Starbucks has slowed down.		CO 1
Q.4.C	Plan the consumer buying & behavior process the minute he/she enters any Starbucks outlet.		CO 3



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Programme code: 07 / 06	Class: SY	Semester: IV
Programme: BBA Hons / BBM		
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
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Q.1. A	Analyze McClelland's theory of Needs	8	CO 2
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	OR		
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Q.4	Solve the following Case Study	15	
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	Starbucks was founded in 1971, initially as a small local coffee shop in Seattle. It became an international coffee chain just for 20 years' development, known as the "20th century American business legend." With the increasing standard of living, consumers' ideas are changing, they are not paying attention to the functional benefits that products or services bring to them, and they emphasize the experience during the purchase and consumption of products or services. The foreign scholar Schmidt first introduced the concept of experiential marketing, and he argued that experiential marketing was a way for marketing staff to create a combined effect to increase the customer experience through a variety of means and approaches (facilities, products, services, interactions, etc.)		
	In the era of experiential economy, Starbucks uses the strategy of experiential marketing and has achieved great success. Starbucks, aimed to create a vibrant coffeehouse culture where customers could sit down, savor their coffee, and engage in a sense of community. Starbucks became a		

	"third place" between work and home, where people could gather, connect, and enjoy handcrafted beverages. The first drink Starbucks introduced was a latte. Starbucks' journey from a single coffee shop to a global coffeehouse chain involved several success factors that contributed to its widespread appeal and winning consumers worldwide. Starbucks' journey serves as a valuable case study for businesses. It underscores the importance of adhering to core values, ethical sourcing, and sustainability, all resonating with socially conscious consumers. The emphasis on employee training and creating an inclusive environment fosters customer loyalty. Starbucks' success story demonstrates that whole growth is essential, it should not come at the expense of losing sight of the values that define a brand. By staying true to its roots and adapting to changing market dynamics, a coffee store can carve its path to success.		
Q.4.A	Develop the SWOT analysis from the above case study for Starbucks.		CO 2
Q.4.B	Evaluate if the excessive expansion of Starbucks has resulted in market saturation and the demand for Starbucks has slowed down.		CO 1
Q.4.C	Plan the consumer buying & behavior process the minute he/she enters any Starbucks outlet.		CO 3

