

SOMAIYA

VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

BRANCH: Bachelor of Business Administration (Hons.)	SEM: III
	OCT/NOV-2023

Sr. No.	Subject	Available
1.	131U07K301/131U06K301 – MIS/IT in Management (A)	
2.	131U07K301/131U06K301 – MIS/IT in Management (B), (C)	
3.	131U07N301 – Environmental Studies & SM (A)	
4.	131U07E301 – Strategic Brand Management (A)	
5.	131U07E301 - Strategic Brand Management (B)	
6.	131U07K302 – French (A), (B)	
7.	131U07E302 – Customer Relationship Management (A), (B)	
8.	131U07C302 – Business Research Methods (A), (B), (C)	
9.	131U07K303 – German	
10.	131U07E304 – Risk Management	
11.	131U07E305 – Strategic Human Resource management (A), (B)	
12.	131U07E306 - HRD (A), (B)	

13. 131U07N301 - Environment Studies & SM
(B)

LIBRARY



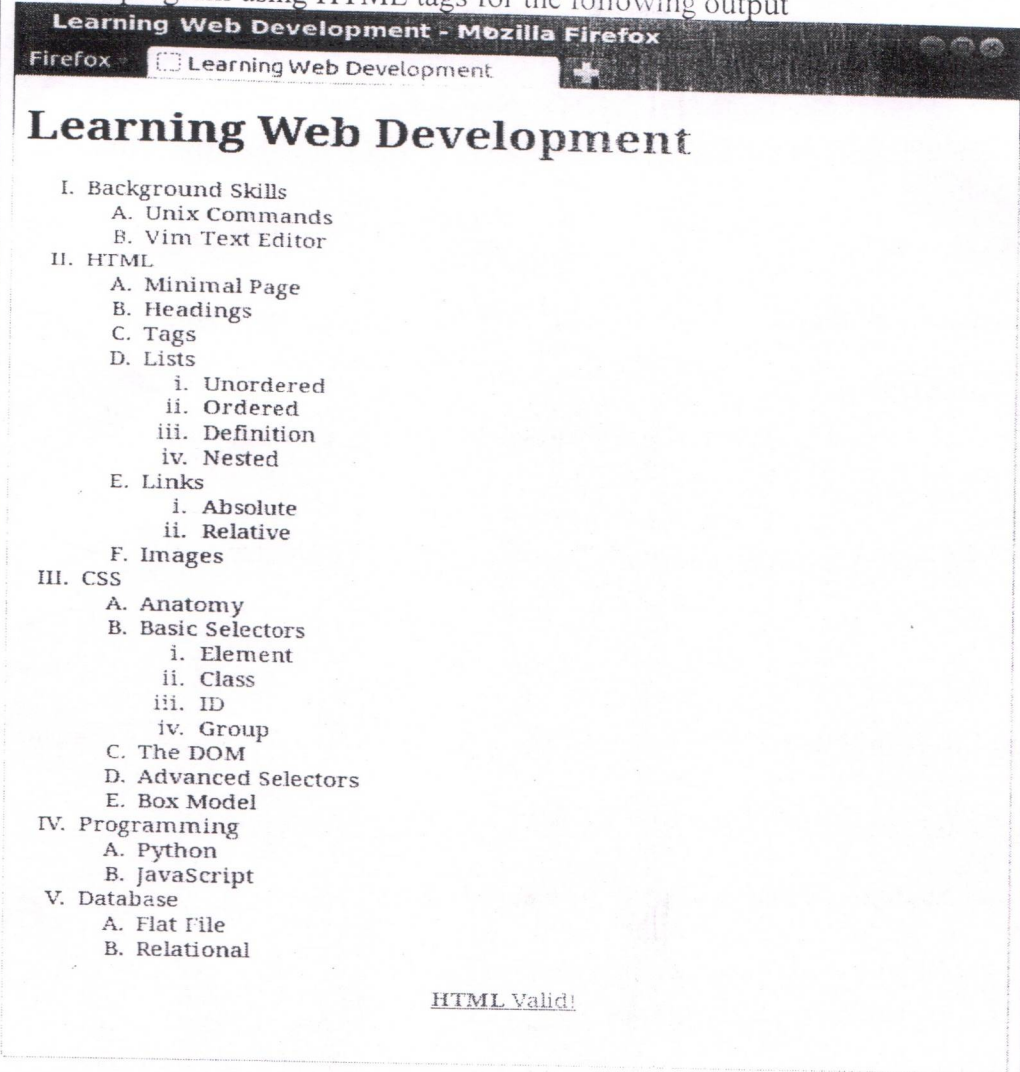


SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2023 to November 2023)		
Examination: End Semester Examination October 2023 (UG Programmes)		
Programme code: 07/06	Class: SY	Semester: III
Programme: BBA(H)/BBM		
Name of the Constituent College: S K Somaiya		Name of the Department Business Studies
Course Code: 131U07K301/ 131U06K301	Name of the Course: MIS/ IT in management	
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. A	Relate BIS with BSS and EIS with ESS for Information System	8	CO1, CO2
B	Explain System Development Life Cycle which helps in designing IS	7	
	OR		
Q.1. C	Evaluate Strategic Management with respect to Strategic planning.	7	CO1, CO2
D	Compare Robots work same as Artificial Intelligence	8	
Q.2. A	Justify how Amazon is best example of CRM and SCM	8	CO2, CO3,
B	Differentiate between Web Browser and Search Engine	7	
	OR		
Q.2. C	Summarize on DSS and TPS and its relation.	8	CO2, CO3
D	Explain Internet and protocols used for it	7	
Q.3. A.	Write a program using HTML tags for the following output. Novell Services Login Username: Password: City of Employment: Web server: — Choose a server — Please specify your role: ☐ Admin ☐ Engineer ☐ Manager ☐ Guest Single Sign-on to the following: ☐ Mail ☐ Payroll ☐ Self-service Login Reset	15	CO4
	OR		



Q.3. B.	Write a program using HTML tags for the following output  The screenshot shows a web browser window with the title 'Learning Web Development - Mozilla Firefox'. The address bar shows 'Learning Web Development'. The main content area has the heading 'Learning Web Development' and a table of contents with the following structure: I. Background Skills A. Unix Commands B. Vim Text Editor II. HTML A. Minimal Page B. Headings C. Tags D. Lists i. Unordered ii. Ordered iii. Definition iv. Nested E. Links i. Absolute ii. Relative F. Images III. CSS A. Anatomy B. Basic Selectors i. Element ii. Class iii. ID iv. Group C. The DOM D. Advanced Selectors E. Box Model IV. Programming A. Python B. JavaScript V. Database A. Flat File B. Relational <u>HTML Valid!</u>	15	CO4
Q.4	Write the following concepts (5 Marks each)	15	CO1,CO2,CO3,C04
	1) Flipkart India's biggest online store for Mobiles, Fashion (Clothes/Shoes), Electronics, Home Appliances, Books, Home, Furniture, Grocery, Jewelry, Sporting goods Whether Flipkart is an IS system or not. Elaborate with examples	5	
	2) Design the output of the following and correct the errors: <pre> <html> <head> <title>HTML errors</title> </script> <body> <h1>HTML errors</h1> <p>unclosed paragraph tag <h1>its displaying the way it is intended <p align="right">but it may lead to next unexpected thing Click <bbr> </bbr> </bgcolor> </html> </pre>	5	
	3) CSS is Cascading Style Sheet used for styling tag ,elaborate different style tags	5	



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Programme: BBA(H)/BBM		
Name of the Constituent College: S K Somaiya		Name of the Department Business Studies
Course Code: 131U07K301/ 131U06K301	Name of the Course: MIS/ IT in management	
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. A	Determine the pros and cons of Enterprise Resource Planning	8	CO1,C O2																																				
B	Justify Toyota's Woven city being an example of AI technology	7																																					
	OR																																						
Q.1. C	Analyze Knowledge management system with respect to Content Management System	8	CO1,C O2																																				
D	Explain different roles and responsibilities of Managers	7																																					
Q.2. A	Explain Cascading Style Sheets and its types with examples	15	CO2,C O3																																				
	OR																																						
Q.2. B	Explain URL and various Domain Names used for a website.	7	CO2,C O3																																				
C	Compare how E-commerce varies with respect to E-business	8																																					
Q.3. A.	Write a program using HTML tags for the following output	15	CO4																																				
<table><tr><th>Student Name</th><th>Student Reg No.</th><th>Subject Name</th><th>Obtained Marks</th><th>Total Marks</th><th>Average Marks</th></tr><tr><td rowspan="3">Alan</td><td rowspan="3">Std-01</td><td>Math</td><td>50.00</td><td rowspan="3">150.00</td><td rowspan="3">50.00</td></tr><tr><td>Physics</td><td>50.00</td></tr><tr><td>Chemistry</td><td>50.00</td></tr><tr><td rowspan="3">Scott</td><td rowspan="3">Std-01</td><td>Math</td><td>50.00</td><td rowspan="3">150.00</td><td rowspan="3">50.00</td></tr><tr><td>Physics</td><td>50.00</td></tr><tr><td>Chemistry</td><td>50.00</td></tr><tr><td rowspan="3">John</td><td rowspan="3">Std-01</td><td>Math</td><td>50.00</td><td rowspan="3">150.00</td><td rowspan="3">50.00</td></tr><tr><td>Physics</td><td>50.00</td></tr><tr><td>Chemistry</td><td>50.00</td></tr></table>				Student Name	Student Reg No.	Subject Name	Obtained Marks	Total Marks	Average Marks	Alan	Std-01	Math	50.00	150.00	50.00	Physics	50.00	Chemistry	50.00	Scott	Std-01	Math	50.00	150.00	50.00	Physics	50.00	Chemistry	50.00	John	Std-01	Math	50.00	150.00	50.00	Physics	50.00	Chemistry	50.00
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John	Std-01	Math		50.00	150.00	50.00																																	
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		Chemistry		50.00																																			



	OR		
Q.3. B.	Write a program using HTML tags for the following output Selection options list Checkbox: ☐ RadioButton1: ☐ RadioButton2: ☒ Input text Login Id: Password: Employee Designation ☒ Software Engineer ☐ Data Analyst ☐ Web Developer ☐ Senior Analyst press Reset	15	CO4
Q.4	Write the following concepts (5 Marks each)	15	CO1,C O2,CO 3,CO4
	1) Identify the missing tags and correct the code and display the output <pre> <html> <title> <head> Hello </title> <bgcolor body="yellow"> <li type="circle"> HTML CSS <li type="a"> HTML CSS </body> </html> </pre>	5	
	2) Ube Cabs offers to book cabs nearby your location for best fares. For best taxi service at lowest fares, say Uber! Whether Uber is an IS system or not. Elaborate with examples	5	
	3) Blog are similar to webpages but how are they different from Websites give few examples of it	5	



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Semester (July 2023 to November 2023)		
Examination: End Semester Examination October 2023 (UG Programmes)		
Programme code: 07/06	Class: SY	Semester: III
Programme: BBA(H)/BBM		
Name of the Constituent College: S K Somaiya		Name of the Department Business Studies
Course Code: 131U07K301/ 131U06K301	Name of the Course: MIS/ IT in management	
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. A	Explain the various functions of Management performed by managers.	8	CO1																																																														
B	Elaborate how Information System is different from IT	7																																																															
	OR																																																																
Q.1. C	Describe the different roles and responsibilities at Management Levels	8	CO1, CO2																																																														
D	Define briefly on Management Information System for Amazon	7																																																															
Q.2. A	Evaluate the process of SCM for any E-commerce based Websites.	8	CO2, CO3																																																														
B	Explain the how generations of different Internet Connections	7																																																															
	OR																																																																
Q.2. C	Demonstrate how E-mails work with MIME protocol.	8	CO2, CO3																																																														
D	Classify different examples based on E-governance types	7																																																															
Q.3. A.	Write a program using HTML tags for the following output.	15	CO4																																																														
	TIME TABLE <table><tr><th>Day/Period</th><th>I 9:30-10:20</th><th>II 10:20-11:10</th><th>III 11:10-12:00</th><th>12:00-12:40</th><th>IV 12:40-1:30</th><th>V 1:30-2:20</th><th>VI 2:20-3:10</th><th>VII 3:10-4:00</th></tr><tr><td>Monday</td><td>Eng</td><td>Mat</td><td>Che</td><td rowspan="6">L U N C H</td><td colspan="3">LAB</td><td>Phy</td></tr><tr><td>Tuesday</td><td colspan="4">LAB</td><td>Eng</td><td>Che</td><td>Mat</td><td>SPORTS</td></tr><tr><td>Wednesday</td><td>Mat</td><td>phy</td><td>Eng</td><td>Che</td><td colspan="3">LIBRARY</td><td></td></tr><tr><td>Thursday</td><td>Phy</td><td>Eng</td><td>Che</td><td colspan="4">LAB</td><td>Mat</td></tr><tr><td>Friday</td><td colspan="4">LAB</td><td>Mat</td><td>Che</td><td>Eng</td><td>Phy</td></tr><tr><td>Saturday</td><td>Eng</td><td>Che</td><td>Mat</td><td colspan="3">SEMINAR</td><td>SPORTS</td></tr></table>			Day/Period	I 9:30-10:20	II 10:20-11:10	III 11:10-12:00	12:00-12:40	IV 12:40-1:30	V 1:30-2:20	VI 2:20-3:10	VII 3:10-4:00	Monday	Eng	Mat	Che	L U N C H	LAB			Phy	Tuesday	LAB				Eng	Che	Mat	SPORTS	Wednesday	Mat	phy	Eng	Che	LIBRARY				Thursday	Phy	Eng	Che	LAB				Mat	Friday	LAB				Mat	Che	Eng	Phy	Saturday	Eng	Che	Mat	SEMINAR			SPORTS
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Saturday	Eng	Che	Mat		SEMINAR			SPORTS																																																									
	OR																																																																



Q.3. B.	Write a program using HTML tags for the following output Your address First name Last name Street City Additional details Biography Image Choose file No file chosen Age Group 0 to 9 Years Interests Hobbies Playing soccer Dancing Gardening Watching movies Favourite car? Volvo Favourite public transport? Ground Train Bus Water	15	CO4
Q.4	Write the following concepts (5 Marks each)	15	CO1,C O2,CO 3,CO4
	1) Ola Cabs offers to book cabs nearby your location for best fares. For best taxi service at lowest fares, say Ola! Whether OLA is an IS system or not. Elaborate with examples	5	
	2) Identify the errors in the following HTML code and write the correct code and give the output. <pre><html> <title> IMAGES <? head> <body bgcolor="picjpg"> HERE IS MY IMAGE FILE </bgcolor> </html></pre>	5	
	3) Evaluate how Google chrome which is a Web browser different from Google Search Engine.	5	



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Semester (June 2023 to October 2023)		
Examination: End Semester Examination October 2023 (UG Programmes)		
Programme code: 07 Programme: BBA (hons)	Class: SYBBA	Semester: III
Name of the Constituent College: S.K .Somaiya	Name of the Department Business Studies	
Course Code: 131U07N301	Name of the Course: Environmental Studies & SM	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) Attempt all questions		

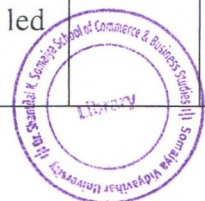
Question No.		Max. Marks	CO
1	A) The existence and continuation of living things is completely based on availability of Abiotic component of environment. Study such components of ecosystem. OR B) Pune Municipal corporation has adapted a policy and technique based on Singapore Project –NEWater. Emphasize their view on this project.	15	CO2
Q.2	A) The blog writing website expects people to give their opinion about the following things. Kindly put your ideas on given topics. 1. Zoo culture 2. Air pollution 3. E-waste OR B) The modern sciences proved to be benefited for non-conventional sources as alternative sources of energy for mankind. Justify the given statement.	15	CO3



Q.3	A) The buying behaviors of consumers have changed completely since the last decade. This condition is Consumerism. Explore the causes, effects and mitigation to constrain this. OR B) Plant utilizes water during photosynthesis and generates Hydrogen which is known as fuel of future. Analyze the advantages and disadvantages of this gas as fuel.	15	CO4
Q.4	Read the given Case Study carefully and answer the following questions. British Petroleum Oil Leak Intro- The BP Oil Spill was the longest and most severe offshore oil spill in United States history. On April 20, 2010, the Deepwater Horizon oil rig, operated by the BP oil company, exploded, killing 11 people and sending 134 million gallons of crude oil straight into the waters of the Gulf of Mexico. The rig exploded in the northern Gulf of Mexico, causing a leak in BP's Macondo wellhead located 1,525 meters (almost a mile) below the water's surface. The well wasn't capped until July 15, 2010, almost three months after the initial explosion. Impacts- initial reports listed 11 workers as missing and seven injured, with the rig burning about 52 miles southeast of the tip of Louisiana. By the morning of April 22nd, the fire was out, and the Deepwater Horizon drilling rig had sunk to the bottom of the Gulf. Louisiana declared a state of emergency on April 29th, and shortly after, President Obama announced an immediate ban on new drilling in the Gulf. The clean-up process primarily involved the application of subsurface chemical dispersants to break up oil so that it could be absorbed easier (since oil and water don't mix). By the time the leak was capped, a total of 11,000 square kilometres (4,200 square miles) of the ocean surface and 2,000 kilometres (1,243 miles) of coastline — half of which was in Louisiana — had been impacted by oil, gas, and dispersants. Visible oil washed up on coastal marshes and beaches over 80 kilometres (50 miles) from the spill site. Just months after the spill was contained, oceanographers compared population densities of foraminifera, a single cell organism that is an important primary food source for the Gulf's bottom-dwelling marine life, in three sites. They found that populations were 80% to 93% lower in the two sites affected by the oil spill. Anywhere from 2% to 20% of the oil spilled was deposited into sediments on the seafloor. Less than a year after the leak, a study in the Society for Conservation Biology journal estimated that the true death toll of marine animals could be 50 times more than the numbers reported. 1. What are the Environmental impacts of BP oil leak? 2. Explain clean up drive methods to maintain environmental balance? 3. Give SWOC Analysis on above case study.		CO4

Semester (July 2023 to November 2023)		
Examination: End Semester Examination October 2023 (UG Programmes)		
Programme code:07 Programme: BBA (Hons)	Class: SY	Semester: III
Name of the Constituent College: SKSC		Name of the Department: Business Studies
Course Code:131U07E301	Name of the Course: Strategic Brand Management	
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. A	Outline how brands matter to companies with examples.	15	CO 1
	OR		
Q.1. B	Identify the branding challenges faced in India over the years.	15	CO 2
Q.2. A	Discuss how Pinterest can be used to build a brand in the maturity stage of the PLC with an example.	15	CO 2
	OR		
Q.2. B	Demonstrate how can a brand build its architecture.	15	CO 3
Q.3. A.	Summarize how can VIVO as a brand maintain its Brand Equity.	15	CO 4
	OR		
Q.3. B.	Build and explain the brand hierarchy for Mondelez International	15	CO 1
Q.4	Solve the following Case Study	15	
	Do you like to check live tweets about a match as you watch one on the television? Does it add value to your experience, beyond the commentary you are able to hear? How likely do you feel you are to share that meme on the brilliant run-out you just saw? Or check the website of the brand that just declared sale on screen? Order a treat to celebrate the win of your favourite team? Or simply swipe into the app to check on the well-being of your fantasy cricket team? In all these scenarios, the common link is that a second screen is being used to extend and complete a match experience. And this behaviour has been on the rise in the last few years, especially around IPL. Who can forget the tale of Gulab Jamun Uncle, right? Do you remember feeling the need to absolutely pop the sweet in your mouth when you saw him relishing this little treat? Swiggy had reportedly seen a hike in the number of searches for Gulab Jamun back then! Over the last decade, IPL has bloomed into a big league with various touchpoints for brands to experiment with, parallel to the technological advancements in the smartphone industry. More people have access to better smartphones and internet coverage than ever before. This has also led to an increase in the democratization in regards to access as well as		



creation.

Q 1)	The reach and mass appeal of IPL combined with the potential of television to reach the nooks and crannies of the nation, results in campaign results that transcend boundaries of screens-Agree or Disagree	CO 1
Q2)	Analyze if PhonePe developed a strong association with IPL, when they brought in Aamir Khan and Alia Bhatt to further develop brand resonance in 2020.	CO 2
Q3)	During IPL 2020, Spotify saw a 29% growth in daily downloads. They have been able to add about 6.4 million new users since the league-Analyze how can Wynk become a successful brand once again.	CO 3

Semester (July 2023 to November 2023)
Examination: End Semester Examination October 2023 (UG Programmes)

Programme code:07		Class: SY	Semester: III
Programme: BBA (Hons)			
Name of the Constituent College: SKSC			Name of the Department: Business Studies
Course Code:131U07E301	Name of the Course: Strategic Brand Management		
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. A	Illustrate the various brand elements with applicable examples	15	CO 1
	OR		
Q.1. B	Discover how brand differentiation is so valuable to innovative brands like Ikea & Red Bull.	15	CO 2
Q.2. A	Summarize how can TATA as a brand maintain its Brand Equity.	15	CO 2
	OR		
Q.2. B	Identify and analyze the different brand portfolio roles with examples.	15	CO 3
Q.3. A.	Apply how digital brand presence matters to brands along with its benefits.	15	CO 4
	OR		
Q.3. B.	Evaluate how FabIndia turned a challenge into opportunity by pivoting at the face of the COVID-19 pandemic	15	CO 1
Q.4	Solve the following Case Study	15	
	Instagram remains supreme as the most popular platform for Influencer marketing with YouTube shorts emerging as the preferred format of content in this platform. 80% of Influencers prefer long-term brand relationships. One key revelation is the increasing popularity of Short-Form Videos with over 92% of influencers preferring generating content using this medium with YouTube Shorts emerging as the preferred platform for content creation. This reflects broader social media trends towards quick, visually engaging content. Brand spends on Influencer marketing remains low with most apportioning only 5-10% of their marketing budgets to this medium.		
Q 1)	Influencers are now actively seeking tools, including ideas and content creation using AI, to enhance their performance- Agree or Disagree		CO 1
Q2)	Interpret if emphasizing on the importance of talent, and the need to diversify skill sets in the marketing and advertising industry to stay competitive and meet evolving consumer demands is the right approach		CO 2
Q3)	Brands can establish promotional stalls and give away sample products via co-branding activities with publications and TV channels-Explain		CO 3



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Semester (July 2023 to October 2023)

Examination: End Semester Examination October/November 2023 (UG Programmes)

Programme code: 07

Programme: BBA (Hons.)

Class: SY

Semester: III

Name of the Constituent College: SKSC

Name of the Department : Business Studies

Course Code: 131U07K302

Name of the Course: French

Duration : 2 Hrs.

Maximum Marks : 60

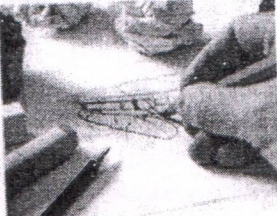
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary

Question No.		Max. Marks	CO Attainment
Q.1.	Comprehension Ces célébrités peuvent s'exprimer en français !  Justin Bieber, chanteur canadien, a étudié le français il y a dix ans, mais il a des difficultés à s'exprimer en français aujourd'hui.  Pendant ses études universitaires, l'acteur Bradley Cooper est venu en France avec un programme d'échange et il a vécu dans une famille d'accueil pendant six mois à Aix-en-Provence. Maintenant, quand il vient en France, il répond aux interviews en français.  Johnny Depp, acteur américain, a longtemps été le compagnon de la chanteuse et actrice française Vanessa Paradis. Il a vécu en France de 1998 à 2012 avec sa famille : il a donc appris un peu de français, mais il ne le parle pas en public. Il est très gêné par son accent ! L'actrice britannique Emma Thompson a suivi des cours de français pendant des années. Elle s'exprime très bien dans cette langue.  Serena Williams est une joueuse de tennis américaine. Elle voyage souvent en France pour ses compétitions, et elle a acheté un appartement à Paris en 2007. Elle parle assez bien français.	5	1,2,3,4

A. Vrai ou Faux

- Justin Bieber est acteur français
- Johnny Depp était avec le compagnon de Vanessa Paradis
- Emma Thompson a appris la langue française
- Bradley Cooper a habité en France pendant 6 mois



	5. Serena Williams ne parle pas le français B. Répondez aux questions 1. Qui a étudié le français mais il ne parle pas vraiment en français? 2. Bradley Cooper donne des interviews dans quelle langue? 3. Pourquoi Johnny Depp ne parle pas en français en public? 4. Pour combien de temps Emma Thompson a suivi des cours de français? 5. Pour quelle raison Serena Williams a acheté une maison parisienne? C. Que pensez-vous de la langue française?	5	1,2,3,4
	OR		
Q.1.	 FACLAB APPRENDRE CRÉER PARTAGER Le Faclab de l'université de Cergy-Pontoise est un lieu ouvert à tous : il réunit des étudiants, des chercheurs, des enseignants, des designers, des artistes, des ingénieurs... Créer Vous avez une idée d'objet et vous voulez le créer ? Le Faclab met à votre disposition les machines nécessaires à la réalisation de votre projet : imprimante 3D, outils de découpe (bois, tissu, etc.), machine à coudre... Des techniciens et des enseignants sont là pour vous accompagner.  Apprendre Dans le Faclab, vous prenez part aux projets de fabrication des autres membres. Vous pouvez aussi participer à des ateliers, à des formations...  Partager Ici, on apprend à plusieurs ! Les utilisateurs expérimentés partagent leurs connaissances. Les plans de fabrication des objets sont accessibles en ligne à tous les utilisateurs de fablabs partout dans le monde.  Un « fablab », qu'est-ce que c'est ? Les fablabs (« laboratoires de fabrication ») sont nés à la fin des années 1990 au Massachusetts Institute of Technology (MIT), aux États-Unis. Aujourd'hui, il existe de nombreux fablabs dans le monde, notamment dans plusieurs universités françaises (Bordeaux, Le Havre...) et francophones (Lausanne, Laval, Rabat, Tunis...). D. Vrai ou Faux 1. Le Faclab de l'université de Cergy-Pontoise est exclusif. 2. Des techniciens accompagnent les enseignants 3. Vous pouvez créer toutes les choses imaginées 4. Vous avez accès au plan des gens expérimentés 5. Faclab est né à MIT dans les années 1980 E. Répondez aux questions 1. Qu'est-ce que Faclab met à notre disposition? 2. Qui va vous accompagner? 3. Où sont les Faclabs nés? 4. Plans sont accessibles pour qui? 5. Nommez quelques Faclabs dans le monde francophone? F. Que pensez vous des Faclabs?	5	1,2,3,4

Q.2.

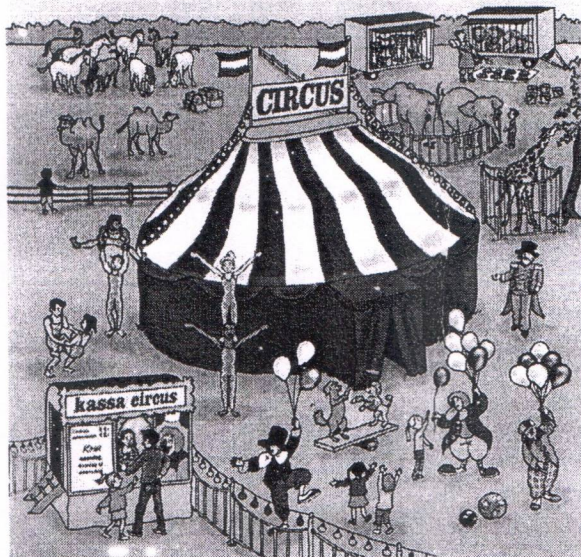
A.

Décrivez l'image

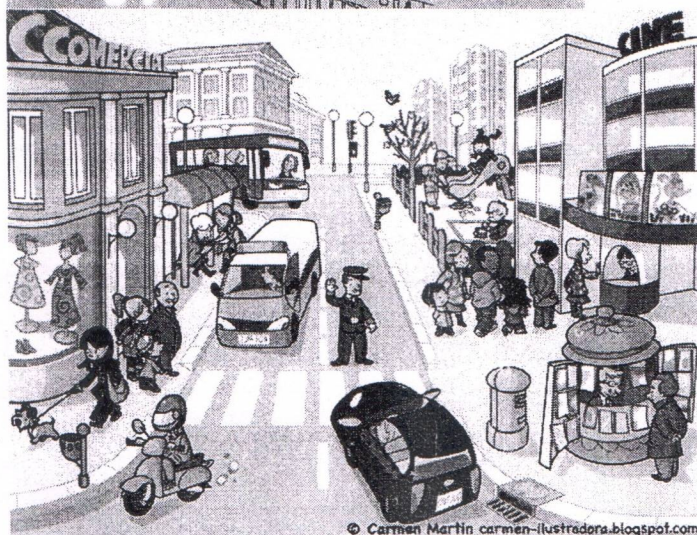
5

1,2

1.



2.



B.

Ecrivez l'invitation et la réponse

10

3,4

1.

Le mariage de Suzanne et Henri

OR

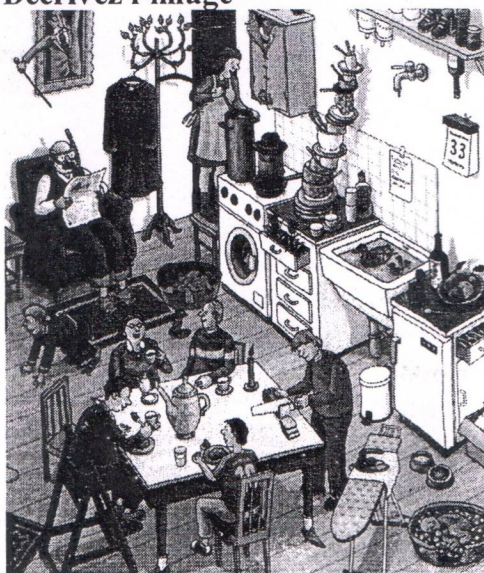
C.

Décrivez l'image

5

1,2

1.



2.			
	D. Ecrivez l'invitation et la réponse 1. L'anniversaire de Sophie	10	3,4
Q.3.	A. Ecrivez 1. Ecrivez une lettre à votre ami, pour décrire vos projets d'avenir B. Faites comme indiqué 1. Les poissons sont _____ la mer (mettez les prépositions) 2. Le chanteur espagnol est beau et charmant (mettez au féminin) 3. Mon étudiant italien parle bien le français (mettez au pluriel) 4. Tu vois _____ visage dans le miroir (mettez l'adjectif possessif) 5. Sarah achète toujours des chocolats (mettez des phrases en négatif)	10 5	1,2,3,4 2,3,4
	OR	10	1,2,3,4
Q.3	C. Ecrivez 1. Ecrivez une biographie sur un personnage célèbre D. Faites comme indiqué 1. _____ église se trouve où? (mettez l'adjectif démonstratif) 2. Hier, j'ai acheté un t-shirt (rouge), une chemise (blanc), une robe (gros) et des chaussures (nouveau) (changez des adjectifs selon le nom) 3. Le roi part avec son fils au château de fontainebleau (mettez au féminin) 4. L'enfant joue au foot avec son ami (mettez au pluriel) 5. Je vais _____ Paris _____ juin (mettez la bonne préposition)	10 5	1,2,3,4 2,3,4
Q.4	A. Mettez les verbes dans les temps donné 1. Les voisins me (dire - passé composé) la nuit dernière 2. Dans quelques instants, le vainqueur (passer - futur proche) la ligne d'arriver 3. Elles (visiter - présent) des sites extraordinaires ce matin 4. Marie (naître - passé composé) le 28 juin 1980 5. Vous (faire - présent) les cours deux fois par semaine	5	1,2,3,4

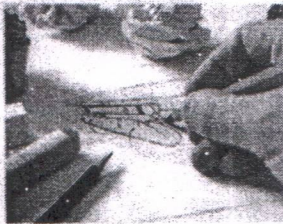


SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2023 to October 2023)		
Examination: End Semester Examination October/November 2023 (UG Programmes)		
Programme code: 07	Class: SY	Semester: III
Programme: BBA (Hons.)		
Name of the Constituent College: SKSC	Name of the Department : Business Studies	
Course Code: 131U07K302	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  SOIRÉE POLYGLOTTE tous les mardis à 20 h au Café DENFERT 58 bd Saint-Jacques 75014 Paris (Métro Denfert-Rochereau - lignes 4, 6, RER B) • Pratiquer toutes les langues ! Vous rêvez de pratiquer vos langues préférées avec des personnes du monde entier ? À la soirée polyglotte, il y a des conversations dans toutes les langues du monde ! Comment ça marche ? C'est très simple : à votre arrivée, nous vous donnons un badge avec votre prénom et les langues que vous parlez. Des drapeaux indiquent les langues parlées aux différentes tables. Toutes les langues sont les bienvenues. Vous vous installez, vous vous présentez aux autres personnes... et votre soirée multilingue commence ! Vous êtes débutant ? Courage, allez-y ! Les soirées polyglottes vous aident à progresser.  Entrée gratuite Polyglot Club vous conseille de ne PAS parler votre langue maternelle avec un participant de même langue. Exemple : ne parlez pas français avec un Français si vous êtes français ! Participer	5	1,2,3,4
A. Vrai ou Faux			
1.	Polyglot parle dans une langue		
2.	Polyglot vous encourage de parler dans la langue maternelle		
3.	Vous recevez des badges avec votre nom et votre langue		
4.	C'est une soirée multilingue		
5.	La soirée polyglot se passe à Paris		
B. Répondez aux questions			
1.	Où se passe la soirée polyglotte?	5	1,2,3,4



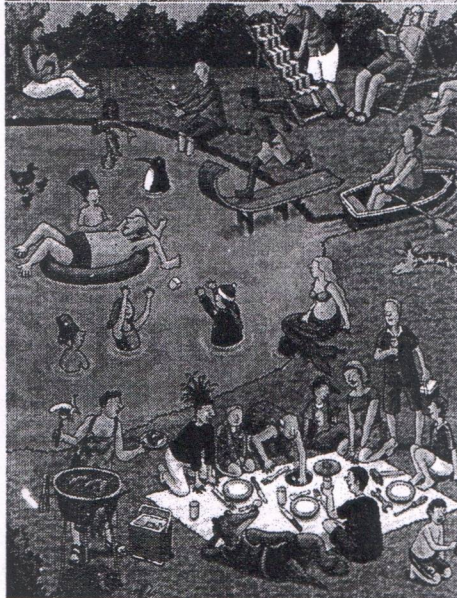
	2. Quel est l'objectif de cette soirée? 3. Quel est le conseil du Polyglot Club? 4. Qu'est-ce qu'indique les langues parlées des tables? 5. Est-ce que l'entrée est gratuite? C. Quelles sont vos opinions sur les langues multiples parlée par les polyglottes?	5	3,4
	OR		
Q.1.	 FACLAB APPRENDRE CRÉER PARTAGER Le Faclab de l'université de Cergy-Pontoise est un lieu ouvert à tous : il réunit des étudiants, des chercheurs, des enseignants, des designers, des artistes, des ingénieurs... Créer Vous avez une idée d'objet et vous voulez le créer ? Le Faclab met à votre disposition les machines nécessaires à la réalisation de votre projet : imprimante 3D, outils de découpe (bois, tissu, etc.), machine à coudre... Des techniciens et des enseignants sont là pour vous accompagner.  Apprendre Dans le Faclab, vous prenez part aux projets de fabrication des autres membres. Vous pouvez aussi participer à des ateliers, à des formations...  Partager Ici, on apprend à plusieurs ! Les utilisateurs expérimentés partagent leurs connaissances. Les plans de fabrication des objets sont accessibles en ligne à tous les utilisateurs de faclabs partout dans le monde.  Un « faclab », qu'est-ce que c'est ? Les faclabs (« laboratoires de fabrication ») sont nés à la fin des années 1990 au Massachusetts Institute of Technology (MIT), aux États-Unis. Aujourd'hui, il existe de nombreux faclabs dans le monde, notamment dans plusieurs universités françaises (Bordeaux, Le Havre...) et francophones (Lausanne, Laval, Rabat, Tunis...). D. Vrai ou Faux 1. Le Faclab de l'université de Cergy-Pontoise est exclusif. 2. Des techniciens accompagnent les enseignants 3. Vous pouvez créer toutes les choses imaginées 4. Vous avez accès au plan des gens expérimentés 5. Faclab est né à MIT dans les années 1980 E. Répondez aux questions 1. Qu'est-ce que Faclab met à notre disposition? 2. Qui va vous accompagner? 3. Où sont les Faclabs nés? 4. Plans sont accessibles pour qui? 5. Nommez quelques Faclabs dans le monde francophone? F. Que pensez vous des Faclabs?	5 5 5	1,2,3,4 1,2,3,4 3,4
Q.2.	A. Ecrivez l'invitation et la réponse 1. L'anniversaire d'Henri	10	3,4

B. Décrivez l'image

1.



2.



5

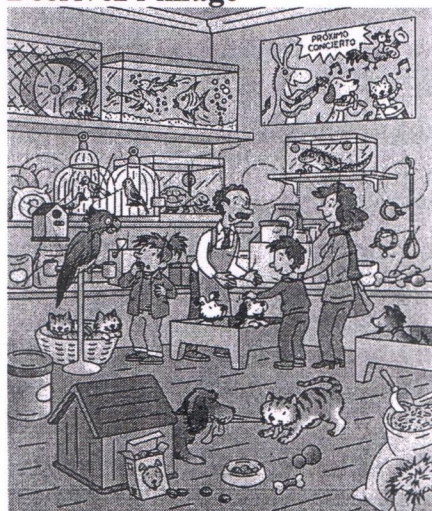
1,2

OR

Q.2

C. Décrivez l'image

1.



5

1,2



2.		10	3,4
D.	Ecrivez l'invitation et la réponse		
1.	Le mariage de Eric et Cristy		
Q.3.	A. Ecrivez	10	1,2,3,4
	1. Ecrivez une lettre à votre ami, pour parler de vos vacances dernières		
	B. Faites comme indiqué		
	1. Tu vois _____ visage dans le miroir (mettez l'adjectif possessif)	5	2,3,4
	2. Sarah achète toujours des chocolats (mettez des phrases en négatif)		
	3. _____ église se trouve où? (mettez l'adjectif démonstratif)		
	4. Hier, j'ai acheté un t-shirt (rouge), une chemise (blanc), une robe (gros) et des chaussures (nouveau) (changez des adjectifs selon le nom)		
	5. Les poissons sont _____ la mer (mettez les prépositions)		
	OR		
Q.3	C. Faites comme indiqué	5	2,3,4
	1. Le chanteur espagnol est beau et charmant (mettez au féminin)		
	2. Mon étudiant italien parle bien le français (mettez au pluriel)		
	3. Nous écoutons _____ radio (mettez l'adjectif démonstratif)		
	4. Vous mangez _____ gâteau, _____ chocolats mais vous ne mangez pas _____ oeuf (mettez l'article partitif)		
	5. Je pars _____ France pour aller _____ Etats unis (mettez la bonne préposition)		
	D. Ecrivez	10	1,2,3,4
	Ecrivez une lettre à votre ami, pour décrire vos projets d'avenir		

Q.4	A. Mettez les verbes dans les temps donné 1. Ce soir, nous (suivre - présent) le combat de judo à la télé 2. Mon frère (aller - passé composé) chez le dentiste hier 3. Papa (scier - futur proche) une bûche dans le jardin après cinq minutes 4. Le voisin (s'accroupir - passé récent) pour ramasser le ballon il y a dix minutes 5. Les voisins me (dire - passé composé) la nuit dernière	5	1,2,3,4
	B. Remplacez les noms avec des pronoms convenables 1. <u>Sarah et William</u> sont des amis 2. J'achète <u>les robes</u> pour mon anniversaire 3. Il prête <u>les chaussures</u> 4. Ce sont <u>mes amis</u> 5. Tina est plus belle que <u>Sam</u>	5	3,4
	C. Ecrivez une dialogue - réserver une chambre dans un hôtel	5	1,2,3,4
Bonne Chance			





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Semester (July 2023 to November 2023)		
Examination: End Semester Examination Oct 2023 (UG Programmes)		
Programme code:07	Class: SY	Semester: III
Programme: BBA HONS		
Name of the Constituent College: S K Somaiya College	Name of the Department Business studies	
Course Code: 131U07E302	Name of the Course: Customer relationship management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) All questions are compulsory subject to internal choice. <i>except Q.4</i>		

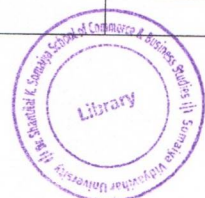
Question No.		Max. Marks	CO mapped
Q.1. A	"CRM has evolved over a period of time"-Comment on this statement.	08	CO1
B	Enunciate any 4 criteria for technological support based on different types of CRM.	07	CO2
	OR		
Q.1. C	The modern business needs to focus more on CRM. Discuss the reasons for the growing needs of CRM in the recent times.	08	CO3
D	Analyze the relevance of each component of CRM describing it in detail.	07	CO1
Q.2. A	Loyalty programs need to be measured as it involves a huge cost for the organization. Highlight the parameters of evaluating loyalty programs.	08	CO4
B	Relate how service quality influences customer loyalty giving relevant examples.	07	CO3
	OR		
Q.2. C	Mr Rajat provides saloon services to his clients. He is interested to improve upon his customer lifetime value but does not understand ways of doing it. Enumerate some ways of increasing customer value for him.	08	CO2
D	Define E-CRM along with various components and its impact on customer relationships.	07	CO3
Q.3. A.	"CRM implementation cannot happen easily in a day". Elucidate the steps involved in the implementation of CRM.	08	CO4
B	"Campaign management leads to the success of CRM" Discuss the steps and types of Campaigns undertaken by organizations giving suitable examples.	07	CO3
	OR		
Q.3. C	Mr Aman runs a broking firm. He wants to know whether all the customers are equally profitable. Suggest him any one analysis model along with ways to tackle with unprofitable customers.	08	CO4
D	The privacy concerns of the customers is an important priority for Neosoft corporation. It plans to adopt Microsoft Dynamics CRM. Discuss different options	07	CO3



	available and help them choose the better option.		
Q.4	Solve the following Case Study	15	
	TelecomConnect is a leading telecommunications company providing a range of services, including mobile, broadband, and television subscriptions. The company operates in a highly competitive market with various players vying for market share. TelecomConnect faced challenges in customer acquisition and retention. The telecommunications industry had multiple players offering similar services, making it challenging to stand out. TelecomConnect observed a high churn rate, with customers switching to competitors for better deals or improved service. The market was reaching saturation, and acquiring new customers was becoming more difficult.		
	Questions-		
1.	Analyze the case and highlight the problems with the possible reasons responsible for the same.	5 mks	CO1
2.	In the evolving world of technology and changing customer needs suggest some CRM strategies that can help in acquiring customers and developing loyalty.	5 mks	CO1
3.	"Data analytics proves to be fruitful in successful implementation of CRM."- Justify the given statement.	5 mks	CO4

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Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) All questions are compulsory subject to internal choice. <i>except Q.4</i>		

Question No.		Max. Marks	CO mapped
Q.1. A	Discuss the evolving nature of Customer relationship management over a period.	08	CO1
B	Mr X provides catering services and wants to make good revenue in the long term. Help him understand the importance of customer value and ways of building it.	07	CO2
	OR		
Q.1. C	For a global e-commerce beauty brand suggest some loyalty programs to increase customer retention rate with any 4 evaluation ways to measure them.	08	CO4
D	"Data analytics is a backbone of CRM"-Justify.	07	CO3
Q.2. A	Discuss the components of SFA along with operational CRM.	08	CO3
B	Describe some CRM strategies that organizations should adopt for building lifelong relationships with its customers.	07	CO2
	OR		
Q.2. C	CRM market is growing and expected to bloom in the future. Enlist the global product CRM market with the CRM providers.	08	CO3
D	Elucidate the importance of market basket analysis along with RFM analysis.	07	CO4
Q.3. A.	Zero customer defection results in excellent CRM. Analyze possible defectors that organizations should try reducing it.	08	CO3
B	Discuss various stages that the customer passes through the loyalty ladder giving suitable examples.	07	CO2
	OR		
Q.3. C	Mr Sam started a new business of organic grocery and wants to implement CRM. Help him understand the steps of CRM implementation.	08	CO4
D	Highlight different components of customer service in detail. Write relevant examples to delight customers with excellent customer service.	07	CO3



Q.4	Solve the following Case Study	15	
	Royal Corporation, an e-commerce company selling clothing and accessories, faced the challenge of low customer loyalty. The company was struggling to retain customers and compete with other e-commerce retailers offering similar products. They needed a solution to increase customer loyalty and encourage repeat purchases. To address the problem, Royal Corporation implemented a personalized customer experience strategy. They collected customer data and analyzed it to gain insight into individual preferences, purchase history, and behavior. They then used this information to create personalized shopping experiences for each customer, tailored to their unique interests and needs. The company also used customer data to send personalized promotional offers and discounts, further incentivizing customers to make repeat purchases. Additionally, they explored new communication channels, such as social media and chatbots, to better connect with customers and provide them with timely, personalized support. Throughout the implementation process, Royal Corporation faced challenges related to data privacy and security, as well as the need to effectively integrate and analyze customer data from multiple sources.		
	Questions-		
1.	Analyze how did the CRM system help Royal corporation to execute targeted marketing campaigns and improve customer service?	5 mks	CO1
2.	Enunciate different CRM components that Royal corporation needs to focus upon.	5 mks	CO1
3.	Justify the need of retaining customers for Royal corporation in the long run.	5 mks	CO2



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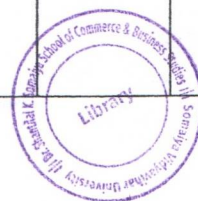
Semester (July 2023 to November 2023)

Examination: End Semester Examination October 2023 (UG Programmes)

Programme code: 07	Class: SY	Semester: III
Programme: BBA Hons		
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U07C302	Name of the Course: Business Research Methods	
Duration : 2 Hrs.	Maximum Marks : 60	

Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary. 3) Only Simple Calculator allowed

Qn No.		Max. Marks	CO
Q.1. A	Ms. Renuka understands research from the perspective of TD. Slesinger and M. Stephenson in the Encyclopaedia of Social Sciences define research as “the manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art.” Enunciate it further for her. In order to finalize a topic for research she is first understanding the interdependence of Research and Social Relationships. Elaborate on the same for her better understanding.	15	CO1
	OR		
Q.1. B	Mr. Ashwathama is a PhD Aspirant and wishes to complete his PhD in Management. He is stumbling upon finalizing the research topic for Research. With a help of a funnel approach, Enunciate on the Finalizing the Topic to help Mr. Vasudev make an informed decision. 1. Selecting a Research Problem 2. Technique Involved in Defining the research Problem	15	CO1
Q.2. A	Ms. Karleshawari is conducting a Research on Research paper Titled “Impact of incidents from Mahabharat on Character Building of Children aged 7 to 10 years. For her Elaborate on Points to Consider before and after construction of Hypothesis Hypothesis Testing	15	CO2



	OR																															
Q.2. B	Mr. Sushrut is pursuing research in the field of management. He is finding it difficult to understand how to use the sampling procedure. Enunciate on 1. Type I and II Error 2. Sampling Error 3. Census vs Sample	15	CO2																													
Q.3. A.	A Social Science Researcher wants to conduct a research on <i>Effect of leadership styles on day to day working of an organization.</i> The approach is Quantitative and The method of data collection adopted by the researcher is the Questionnaire Survey method. Construct a Questionnaire to cover all types of Questions.	15	CO3																													
	OR																															
Q.3. B.	Elaborate on the detailed layout of the Research Report with an Example of your choice.	15	CO4																													
Q.4	Solve the following Case Study	15	CO3 & 4																													
	A group of Scientists is researching on the effect of a medicinal drug to increase Hemoglobin levels of individuals with varied abnormalities. Following data has been collected pre and post consumption of medicinal drugs. Test the efficiency of the drug on 5% level of Significance. [$F(2, 9) = 4.26$]																															
	<table border="1"> <thead> <tr> <th></th><th colspan="3">Drug</th></tr> <tr> <th></th><th>X</th><th>Y</th><th>Z</th></tr> </thead> <tbody> <tr> <td rowspan="2">Group of People A</td><td>14</td><td>10</td><td>11</td></tr> <tr> <td>15</td><td>9</td><td>11</td></tr> <tr> <td rowspan="2">B</td><td>12</td><td>7</td><td>10</td></tr> <tr> <td>11</td><td>8</td><td>11</td></tr> <tr> <td rowspan="2">C</td><td>10</td><td>11</td><td>8</td></tr> <tr> <td>11</td><td>11</td><td>7</td></tr> </tbody> </table>		Drug				X	Y	Z	Group of People A	14	10	11	15	9	11	B	12	7	10	11	8	11	C	10	11	8	11	11	7		
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Course Code: 131U07C302	Name of the Course: Business Research Methods	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary. 3) Only Simple Calculator allowed		

Qn No.		Max. Marks	CO attainment
Q.1. A	Ms. Robin understands research from the perspective of Redman and Mory defines research as a “systematized effort to gain new knowledge.”. She is very much excited to work on a research project titled, “Impact of use of slang words on holistic development of school students.” She is confused about the research objective. She seeks your help to make her understand: 1. Concept of Research Objective 2. SMART Objectives 3. General Process of Drafting Research Objective 4. Research Objectives for her Research topic (Minimum 3)	15	CO1
	OR		
Q.1. B	Mr. Vasudev is a PhD Aspirant and wishes to complete his PhD in Management. He is stumbling upon the Research process to be followed. With a help of a detailed diagram, Enunciate on the Research Process to help Mr. Vasudev made an informed decision.	15	CO1
Q.2. A	Ms. Shakambhari is conducting a Research on Research paper Titled “Impact of Procrastination on Time management in Submission of Project process of Students”. For her Elaborate on 1. Points to Consider before and after construction of Hypothesis 2. Hypothesis Testing	15	CO2
	OR		



Q.2. B	Mr. Yayati is pursuing research in the field of management. He is finding it difficult to understand how to use sampling. Elaborate with a diagram about Sampling Methods.	15	CO2																										
Q.3. A.	A Social Science Researcher wants to conduct a research on <i>Effect of Violence in OTT on Criminal Behaviour of Juvenile</i> The approach is Quantitative and The method of data collection adopted by the researcher is the Questionnaire Survey method. Construct a Questionnaire to cover all types of Questions.	15	CO3																										
	OR																												
Q.3. B.	Mr. Saksham wants to compile all the research work and compile the report. The topic of Research is "Impact of Social Anxiety on Personality Development of individuals." Elaborate on the detailed layout of the Research Report with an Example of your choice.	15	CO4																										
Q.4	Solve the following Case Study	15	CO3&4																										
	Set up an analysis of variance table for the following per acre production data for three varieties of wheat, each grown on 4 plots and state if the variety differences are significant. (<i>Table value: $F(2, 9) = 4.26$</i>) <table> <tr> <th rowspan="3">Plot of land</th><th colspan="3">Per acre production data</th></tr> <tr> <th colspan="3">Variety of wheat</th></tr> <tr> <th>A</th><th>B</th><th>C</th></tr> <tr> <td>1</td><td>6</td><td>5</td><td>5</td></tr> <tr> <td>2</td><td>7</td><td>5</td><td>4</td></tr> <tr> <td>3</td><td>3</td><td>3</td><td>3</td></tr> <tr> <td>4</td><td>8</td><td>7</td><td>4</td></tr> </table>	Plot of land	Per acre production data			Variety of wheat			A	B	C	1	6	5	5	2	7	5	4	3	3	3	3	4	8	7	4		
Plot of land	Per acre production data																												
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Programme code: 07	Class: SY	Semester: III
Programme: BBA Hons		
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies
Course Code: 131U07C302	Name of the Course: Business Research Methods	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary. 3) Only Simple Calculator allowed		

Qn No.		Max. Marks	CO
Q.1. A	Ms. Rakshanda understands research from the perspective of The Advanced Learner's Dictionary of Current English lays down the meaning of research as "a careful investigation or inquiry specially through search for new facts in any branch of knowledge." Enunciate it further for her. In order to finalize a topic for research she is first understanding the Research approach. She recently came across a concept of Abduction Research Approach. Enunciate her in detail about all the three Research Approaches.	15	CO 1
	OR		
Q.1. B	Mr. Yayati is a PhD Aspirant and wishes to complete his PhD in Management. He is stumbling upon the Research Design to be Adapted. With a help of a detailed diagram, Enunciate on the Research Design to help Mr. Vasudev make an informed decision.	15	CO 1
Q.2. A	Ms. Kadambari is conducting a Research on Research paper Titled "Impact of incidents from Mahabharat on Character Building of Children aged 7 to 10 years. For her Elaborate on 1. Points to Consider before and after construction of Hypothesis 2. Hypothesis Testing	15	CO 2
	OR		
Q.2. B	Mr. Yayati is pursuing research in the field of management. He is finding it difficult to understand how to use the sampling procedure. Enunciate on	15	CO 2



	1. Criteria for selecting a sampling procedure 2. Characteristics of Good Sample design 3. Sampling Error																								
Q.3. A.	A Social Science Researcher wants to conduct a research on <i>Effect of financial Support from Government in Athletics on Olympic Records of India</i> . The approach is Quantitative and The method of data collection adopted by the researcher is the Questionnaire Survey method. Construct a Questionnaire to cover all types of Questions.	15	CO3																						
	OR																								
Q.3. B.	Mr. Indra wants to compile all the research work and compile the report. The topic of Research is “Impact of Social Anxiety on Personality Development of individuals.” Elaborate on the detailed layout of the Research Report with an Example of your choice.	15	CO4																						
Q.4	Solve the following Research Numerical																								
A.	In a school of Jamshedpur, a team of researchers went to understand that the variance of the distribution of weight of all students from which the below sample of 10 students was drawn is equal to 20 kgs? Test this at 5 percent and 1 percent level of significance. Weight of 10 students is as follows: <table><tr><td>S. No.</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr><tr><td>Weight (kg.)</td><td>38</td><td>40</td><td>45</td><td>53</td><td>47</td><td>43</td><td>55</td><td>48</td><td>52</td><td>49</td></tr></table>	S. No.	1	2	3	4	5	6	7	8	9	10	Weight (kg.)	38	40	45	53	47	43	55	48	52	49	7	CO3 & 4
S. No.	1	2	3	4	5	6	7	8	9	10															
Weight (kg.)	38	40	45	53	47	43	55	48	52	49															
B	Mrutyunjay and Radhey were playing dice. Radhey counted the die thrown by Mrityunjay. It was thrown for 132 times and it gave following results: <table><tr><td>Number turned up</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td></tr><tr><td>Frequency</td><td>16</td><td>20</td><td>25</td><td>14</td><td>29</td><td>28</td></tr></table> Is the die unbiased?	Number turned up	1	2	3	4	5	6	Frequency	16	20	25	14	29	28	8	CO3 & 4								
Number turned up	1	2	3	4	5	6																			
Frequency	16	20	25	14	29	28																			

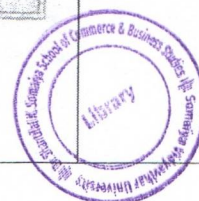
Degrees of freedom	Probability under H_0 that of $\chi^2 >$ Chi square						
	.99	.95	.50	.10	.05	.02	.01
1	.000157	.00393	.455	2.706	3.841	5.412	6.635
2	.0201	.103	1.386	4.605	5.991	7.824	9.210
3	.115	.352	2.366	6.251	7.815	9.837	11.341
4	.297	.711	3.357	7.779	9.488	11.668	13.277
5	.554	1.145	4.351	9.236	11.070	13.388	15.086
6	.872	1.635	5.348	10.645	12.592	15.033	16.812
7	1.239	2.167	6.346	12.017	14.067	16.622	18.475
8	1.646	2.733	7.344	13.362	15.507	18.168	20.090
9	2.088	3.325	8.343	14.684	16.919	19.679	21.666
10	2.558	3.940	9.342	15.987	18.307	21.161	23.209
11	3.053	4.575	10.341	17.275	19.675	22.618	24.725
12	3.571	5.226	11.340	18.549	21.026	24.054	26.217
13	4.107	5.892	12.340	19.812	22.362	25.472	27.688
14	4.660	6.571	13.339	21.064	23.685	26.873	29.141
15	4.229	7.261	14.339	22.307	24.996	28.259	30.578
16	5.812	7.962	15.338	23.542	26.296	29.633	32.000
17	6.408	8.672	16.338	24.769	27.587	30.995	33.409
18	7.015	9.390	17.338	25.989	28.869	32.346	34.805
19	7.633	10.117	18.338	27.204	30.144	33.687	36.191
20	8.260	10.851	19.337	28.412	31.410	35.020	37.566





Semester (July 2023 to November 2023)		
Examination: End Semester Examination October 2023 (UG Programmes)		
Programme code: 07 Programme: BBA Hons	Class: SY	Semester: III
Name of the Constituent College: SKSC	Name of the Department	
Course Code: 131U07K303	Name of the Course: Enrichment Course - German	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Question 1,2 and 3 have options 2) Attempt all parts of one whole question 3) Question 4 is compulsory.		

Question No.		Max. Marks	CO Attainment
Q.1. A	Lesen Sie die Texte und die Aufgaben. Wo finden Sie die Informationen? Kreuzen Sie an. 1 Sie möchten einen Film sehen und suchen ein Kino. www.kinoaktuell.de Wo läuft was? Alle Informationen über * die Kinos in der Stadt * Programme * Filme * Preise Reservieren Sie Ihre Tickets online! www.film-welt.de – Sind Sie Kino-Fan? Dann besuchen Sie: www.film-welt.de * Wer bekommt den Oskar? * Was machen Natalie Portman, Christoph Waltz und Co. privat? Vom Klassiker bis zur Moderne → alle wichtigen Filme! ☐ a www.kinoaktuell.de ☐ b www.film-welt.de	10	CO1
	2 Sie möchten nach Köln fahren und suchen Informationen über die Stadt. www.rheintour.de Sie fahren gern Fahrrad? Machen Sie am Wochenende eine Radtour am Rhein! Start ist in Köln Ziel ist Mainz. Wir organisieren Tour und Hotel. www.info-Köln.de Hier finden Sie alles über - Hotels - Kultur - Bus und Bahn - Theater und Kino ... und vieles mehr ☐ a www.rheintour.de ☐ b www.info-Köln.de		
	3 Sie möchten mit Freunden in ein Restaurant gehen. www.kochenmitfreunden.at Lernen Sie kochen wie im Restaurant! Machen Sie einen Kochkurs – allein oder mit Freunden! www.resttest.at Planen Sie das nächste Essen mit Freunden? Aber wo isst man gut? Der große Test! Alle Restaurants in der Stadt! ☐ a www.kochenmitfreunden.at ☐ b www.resttest.at		



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Q.1. B

Wer arbeitet wo? Ordnen Sie zu.

- | | |
|----------------------|---------------|
| 0. <u>E</u> Uni | A Architekt |
| 1. ___ Firma | B Ärztin |
| 2. ___ Fitnessstudio | C Mechaniker |
| 3. ___ Praxis | D Sportlehrer |
| 4. ___ Werkstatt | E Professorin |
| 5. ___ Baustelle | F Sekretärin |

5

OR

Q.1. C

**Ferien auf dem Campingplatz.
Nico schreibt in sein Tagebuch. Lies den Text.**



Ich finde Campingferien super! Man ist den ganzen Tag im Kontakt mit der Natur. Wir spielen, machen schöne Wanderungen, essen im Freien. Für meine Mutter bedeutet das natürlich wieder Arbeit, kochen, abwaschen usw. Aber wir helfen alle mit. Na ja, ... wenn das Wetter schlecht ist, machen Campingferien dann keinen Spaß ...

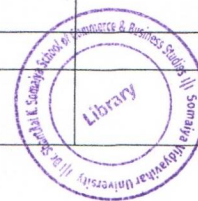
A. Was stimmt? Kreuz an.

- | | R | F |
|--|--------------------------|--------------------------|
| 1. Nico meint, Campingferien machen viel Spaß. | ☐ | ☐ |
| 2. Nico macht Campingferien allein. | ☐ | ☐ |
| 3. Nico wandert nicht gern. | ☐ | ☐ |
| 4. Im Urlaub kocht Nico für seine Mutter. | ☐ | ☐ |
| 5. Nicos Mutter muss auch in den Ferien arbeiten. | ☐ | ☐ |
| 6. Nico meint, bei schlechtem Wetter ist Camping nicht so schön. | ☐ | ☐ |

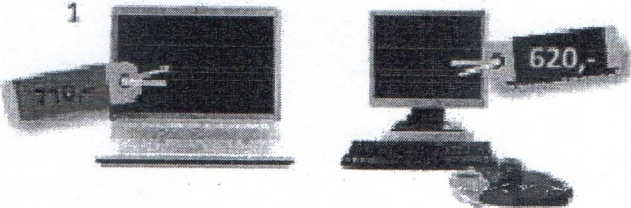
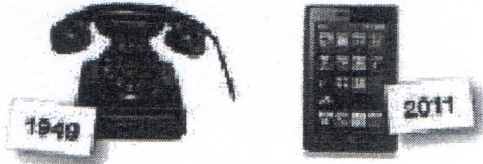
5

CO1

Q.1. D	1. wir • Ladakh • im • nach • Juli • fahren <u>Im Juli</u> 2. Sommer • ich • im • ans • fahre • Meer _____ 3. Winter • im • schneit • es _____ 4. du • fährst • Urlaub • wohin • in • ? _____ 5. Deutsch lernen • will • und • ich • Deutschland • nach • fahre _____ 6. heute • Wetter • ist • das • wie • ? _____	10	CO6
Q.2. A	Was hat Eva gemacht? Schreiben Sie einen Text. in Berlin zur Schule gehen – in Köln eine Ausbildung zur Erzieherin machen – nach der Ausbildung Tom heiraten – zusammen nach Südamerika fahren und drei Monate dort bleiben – jetzt als Erzieherin im Kindergarten arbeiten	5	CO2 CO7
Q.2. B	Was machen Sie am Computer/am Laptop? Wie oft? Wann?. u.s.w. Schreiben Sie 100-120 Wörter.	10	
Q.2. C	OR Perfekt – unregelmäßige Verben. Ergänzen Sie das Partizip II. schlafen helfen fahren sehen essen treffen sprechen finden Letztes Jahr habe ich für drei Monate ein Praktikum in Kolumbien gemacht. Ich habe viele nette Leute (1) _____. Ich spreche nicht so gut Spanisch, also habe ich fast immer Englisch (2) _____. Aber das war kein Problem. Nach dem Praktikum bin ich noch für zwei Wochen mit dem Bus und dem Zug durch das Land (3) _____. So habe ich noch viele Orte (4) _____. Manchmal war es chaotisch und ich habe den Bahnhof nicht (5) _____. Aber dann haben mir immer Leute (6) _____. Ich habe in Pensionen (7) _____. Die waren nicht so teuer. Das Essen war auch sehr lecker. Ich habe so viel Obst (8) _____. Das ist viel besser als bei uns. Es scheint ja auch mehr die Sonne.	5	CO2 CO5
Q.2. D	Sie sind im Urlaub. Schreiben Sie eine Email an einer Freundin. Wohin sind Sie gefahren?, Was machen Sie? Mit wem fahren Sie? Wie lange?	10	



Q.3. A.	Schreiben Sie eine Email. Schreiben Sie auch eine Anrede und einen Gruß. Ihr neuer Kollege, Herr Jensch, lädt Sie am Dienstag um 15 Uhr zu seiner Geburtstagsfeier im Büro ein. Schreiben Sie Herrn Jensch eine E-Mail: - Warum schreiben Sie? - Sagen Sie: später kommen. - Fragen Sie: helfen?	10	CO5
Q.3. B.	Was kann man in Innsbruck machen? Ergänzen Sie die passenden Verben. 1. einen Bummel durch die Altstadt _____ 5. typisches Essen _____ 2. den Dom _____ 6. auf den Berg Isel _____ 3. in ein Café _____ 7. im Zentrum _____ 4. das Volkskunstmuseum <u>besuchen</u> 8. eine Stadtführung _____ fahren * besichtigen * besuchen * gehen * machen * mitmachen * probieren * shoppen *****	5	
	OR		
Q.3. C.	Schreiben Sie eine Email. Schreiben Sie auch eine Anrede und einen Gruß. Sie möchten Ihren Geburtstag feiern und Ihre Freundin Anna einladen. Schreiben Sie Anna eine E-Mail: - Warum schreiben Sie? - Sagen Sie: Wann und wo feiern Sie? - Fragen Sie: kommen?	10	CO5 CO
Q.3. D.	Schreiben Sie Sätze im Perfekt. Beispiel: Tina – mit Annika – drei Stunden – telefonieren <u>Tina hat drei Stunden mit Annika telefoniert.</u> 1. Gestern – Gerd – eine Stunde – joggen _____ 2. Letzte Woche – Peter – drei Tage – zu Hause – bleiben _____ 3. Daniel – gestern – viel zu lange – im Seminar – sitzen _____ 4. Die Studenten – für ihre Präsentation – viel im Internet – recherchieren _____	5	

Q.4	All questions are compulsory														
Q.4.A	Was passt nicht? Streichen Sie durch. <table><tr><td>0. eine Reise</td><td>organisieren / besuchen / buchen</td></tr><tr><td>1. einen Helm</td><td>tragen / suchen / umsteigen</td></tr><tr><td>2. an der Haltestelle</td><td>dauern / einsteigen / warten</td></tr><tr><td>3. die Sonnenbrille</td><td>reparieren / scheinen / einpacken</td></tr><tr><td>4. das Flugzeug</td><td>nehmen / verpassen / wecken</td></tr><tr><td>5. den Koffer</td><td>packen / machen / tragen</td></tr></table>	0. eine Reise	organisieren / besuchen / buchen	1. einen Helm	tragen / suchen / umsteigen	2. an der Haltestelle	dauern / einsteigen / warten	3. die Sonnenbrille	reparieren / scheinen / einpacken	4. das Flugzeug	nehmen / verpassen / wecken	5. den Koffer	packen / machen / tragen	5	CO5
0. eine Reise	organisieren / besuchen / buchen														
1. einen Helm	tragen / suchen / umsteigen														
2. an der Haltestelle	dauern / einsteigen / warten														
3. die Sonnenbrille	reparieren / scheinen / einpacken														
4. das Flugzeug	nehmen / verpassen / wecken														
5. den Koffer	packen / machen / tragen														
Q.4.B	Ergänzen Sie <i>und</i>, <i>oder</i>, <i>aber</i>. 0. Nach dem Kurs mache ich immer die Hausaufgaben <u>und</u> ich lerne die neuen Vokabeln. 1. Lisa möchte gern arbeiten, _____ sie findet keinen Job. 2. In der Pause isst Frau Reih einen Salat in der Kantine _____ sie isst einen Döner beim Imbiss. 3. Mein Job macht sehr viel Spaß _____ die Kollegen sind alle sehr nett. 4. Finja liebt Kinder, _____ sie möchte nach der Schule lieber Informatik studieren.	5	CO4												
Q.4.C	Sehen Sie die Bilder an und vergleichen Sie. 1  2 	5	CO7												





SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2023 to March 2024)

Examination: End Semester Examination Nov 2023 (UG Programmes)

Programme code: 07

Programme: BBA(H)

Class: SY

Semester: III

**Name of the Constituent College: S K Somaiya College
Vidyavihar University**

**Name of the Department : Business
Studies**

Course Code: 131UOTE304

Name of the Course: Risk 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	Explain Risk and discuss various types of Risk associated with all kinds of financial and non-financial assets.	15	1
	OR		
Q.1. B	Discuss the investment strategies in detail.	15	1
Q.2. A	Explain the concept of Corporate Governance as a part of Risk Management	7	3
Q.2. B	Explain The Markowitz model of portfolio.	8	2
	OR		
Q.2.C	Our Society has kept Insurance Awareness week and you are an Industry expert staying in the same complex. Pl guide your society members with different types of Life Insurance Policies available for them.	15	4
Q.3. A.	Pankaj is keen on buying Insurance and his Agent friend is insisting him to add a few Riders to his Policy .Assuming you are the agent friend of Pankaj , please Discuss the types of riders with the advantages.	15	4
	OR		
Q.3. B.	IRDA has called for a seminar where you are a speaker and the topic given to you is : The Insurance Industry and the biggest issues impacting the global insurance industry. Please write appropriate answer as a global speaker.	15	4
Q.4	Answer all 3 Concepts (5 marks each)	15	
a)	Financial Technology or Fintech		1
b)	ULIP		1
c)	Call & Put Options		1





SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2023 to November 2023)

Examination: End Semester Examination October 2023 (UG Programmes)

Programme code: 07

Programme: BBA (Hons)

Class: SY

Semester: III

Name of the Constituent College: SKSC

Name of the Department Business studies

Course Code: 131U07E305

Name of the Course: Strategic Human Resource Management

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. A	Corporate HR of ABC Ltd. wants to shift its HRM operations to Strategic HRM processes. Help them with understanding the difference between Strategic HRM and Traditional HRM with suitable examples.	15	CO1
	OR		
Q.1. B	The top management wants to formulate a few important strategies. The HR manager needs to describe the Models of Strategic HRM in detail to them for the above mentioned purpose.	15	CO1
Q.2. A	Mr. Jai wants to formulate a HR policy. Explain the factors affecting HR policies so as to ensure efficiency.	15	CO2
	OR		
Q.2. B	The HR head of ABC Ltd. needs to explain the concept of Human Resource Discipline of organizational and employee development to his team members. Describe the same to him.	15	CO2
Q.3. A.	The organization wants to align its objectives to the employee goals. In this context define HR strategy and explain its objectives and advantages.	15	CO3
	OR		
Q.3. B.	Explain the relevance of Compensation and rewards as a strategy for competitive advantage for an organization who is facing attrition problems.	15	CO3 CO4
Q.4	Case study	15	
	ABC Corporation, a rapidly growing tech company, is exploring innovative recruitment methods to attract top talent. They are considering contest recruitment, implementing e-recruitment, and adopting a competency-based approach to HR management. Let's examine how these strategies are applied and their impact. - Contest Recruitment: ABC Corporation organizes coding contests, inviting software engineers to showcase their skills. The top performers are offered job interviews and potentially employment. - E-Recruitment: The company establishes an online platform where candidates can apply for jobs, upload resumes, and complete initial assessments remotely.		CO3 CO4



	- Competency-Based HR Management: ABC Corporation assesses candidates based on specific competencies required for a role, such as problem-solving, teamwork, and adaptability. Questions: 1. What are the advantages and potential drawbacks of contest recruitment for ABC Corporation? 2. In what ways can competency-based HR management help ABC Corporation improve its hiring decisions? 3. How can e-recruitment benefit ABC Corporation in attracting a diverse talent pool?		
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SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2023 to November 2023)

Examination: End Semester Examination October 2023 (UG Programmes)

Programme code: 07

Programme: BBA (Hons)

Class: SY

Semester: III

Name of the Constituent College: SKSC

Name of the Department: Business studies

Course Code: 131U07E305

Name of the Course: Strategic Human Resource Management

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. A	The HR Head wants to understand the Strategic HRM concept. Define Strategic HRM and state its objectives and barriers to him.	15	CO1
	OR		
Q.1. B	The Corporate HR of SCN Ltd. wants to implement Strategic HRM. They want to understand the role of Top management and Front line management in implementing Strategic HRM.	15	CO1
Q.2. A	For the better understanding of Hr policies in the organization, the HR head wants to enlist the features of HR policies and state its purpose. Describe the same.	15	CO2
	OR		
Q.2. B	A Startup wants to develop HR policies, describe the requisites of a sound HR policy to him.	15	CO2
Q.3. A.	The Training Manager wants to conduct a program for HR dept. on 'Human Resource Development and its process', explain the same to him with examples.	15	CO3
	OR		
Q.3. B.	The HR Manager notices a drop in productivity of his employees. Explain to him, the strategies for employee work performance with suitable examples.	15	CO3 CO4
Q.4	Case study	15	
	GlobalCorp is a multinational organization with operations in multiple countries. They are facing the challenge of managing a diverse and international workforce. The company has implemented various international SHRM practices to effectively address these challenges. International SHRM Initiatives: - Cross-Cultural Training - Global Talent Mobility		CO3 CO4



	- Localized HR Policies - Diversity and Inclusion Programs		
	Questions: 1. How does cross-cultural training benefit GlobalCorp and its employees in the context of international SHRM? 2. What are the advantages of global talent mobility as part of international SHRM for GlobalCorp? 3. How can diversity and inclusion programs positively impact GlobalCorp's international workforce and its global image?	5 5 5	



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2023 to November 2023)

Examination: End Semester Examination October 2023 (UG Programmes)

Programme code: 07

Programme: BBA Hons.

Class: SY

Semester: III

Name of the Constituent College: SKSC

Name of the Department – Business Studies

Course Code: 131U07E306

Name of the Course: HRD

Duration : 2 Hrs.

Maximum Marks : 60

Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3)

Question No.		Max. Marks	CO Attainment
Q.1. A	Explain the competencies of HRD professionals in today's world along with the HRD threats.	15	CO3
	OR		
Q.1. B	Employee counselling is a vital part of performance review and potential appraisal. Analyze the statement citing the meaning, concept benefits and challenges.	15	CO2
Q.2. A	Increasing technology applications have significantly reshaped the day-to-day practices of human resource development (HRD). Explain the statement with an impact on employer branding and the factors influencing employer branding.	15	CO4
	OR		
Q.2. B	Demonstrate the critical role of HRD in Government organizations citing the objectives role set & current systems.	15	CO4
Q.3. A.	Examine the role of PCMM & BSC as the major HRD systems.	15	CO3
	OR		
Q.3. B.	"Developing and training existing employees positively contributes to the company's success and increases the likelihood of achieving key goals". Justify the statement with reference to the role of Human Resources Development across along with in manufacturing sector too.	15	CO4
Q.4	Solve the following Case Study:	15	CO1 CO2 CO3
	A year ago, management noticed that Louis was not being effective at his job. When management approached Louis, he indicated that he was having		



	difficulty with his eyesight and this was hindering his ability to do his job. Management met with Louis to determine whether his eyesight was actually causing the problem. They set up guidelines to help Louis handle the workload. Another year passed and the company continued to notice that Louis was still unable to handle the workload. His work performance had become worse. He was forgetting important facts that needed to be documented. He was leaving customers on hold for an extended period of time. He was letting the telephone ring endlessly. He was forgetting when he put someone on hold. His work was piling up. There were times when he would just sit at his desk and "stare into space." 1. Since you have now been asked by management to intervene and work with Louis, how would you approach Louis concerning his work behavior and what action would you take regarding his underperformance? Back up your decisions by using the HR manual.		
	2. Which strategies would you use for the development of employee? Construct your answer categorically.		



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2023 to November 2023)

Examination: End Semester Examination October 2023 (UG Programmes)

Programme code: 07

Programme: BBA Hons

Class: SY

Semester: 111

Name of the Constituent College: SKSC

Name of the Department - Business Studies

Course Code: 131UO7E306

Name of the Course: HRD

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. A	Explain and justify the role of Leadership development, Action Learning & Assessment Development Centers in the organizations. OR	15	CO2
Q.1. B	"HRD function in government institutions and organizations is a highly complex one" Justify the statement with HRD developments & current systems.	15	CO4
Q.2. A	Demonstrate The human Resource Development (HRD) model which helps organisational effectiveness through different stages as per Aguinis & Kraige. OR	15	CO3
Q.2. B	Competency mapping plays a crucial role in the organizations. Explain how with the definition, steps and advantages.	15	CO2
Q.3. A.	Compare and analyze the role of career development & Career management in HRD explaining the process and the elements. OR	15	CO2
Q.3. B	Illustrate Kaplan & Norton scorecard of measuring Performance along with people CMM which defines evolutionary movement.	15	CO3
Q.4	Solve the following Case Study:	15	CO1 CO3
	At the end of your Annual Conference for the year 2000, you were asked the Area Managers if they have any problem. Mr. Ahmad Nawaz told you that the Senior Executive of his area, Mr. Ali Raza, who had also won the best performance award of the year 1999, was not taking interest in his work. Despite Ahmad Nawaz's continuous change was noticed in the individual, his attitude deteriorated. You had also received a suggestion from the National Manager, but you were not satisfied with Ahmad Nawaz being an experienced hand and a problem, you did not interfere intentionally.		



Now that Ahmad Nawaz himself brought this to your notice, you decided to call the individual and counsel him.

During the interview, Mr. Ali Raza initially did not tell you anything but considering his 14 years old association with you, he revealed that he got married five years ago (the marriage was also attended by you) and was still without a child. You were further informed that his parents were forcing him to divorce his wife, whom he loved so much. Moreover, he was also not being understood by the senior managers and was disallowed any kind of leave. Therefore, you concluded that an excellent worker had been disgruntled and had lost interest in his job.

As a General Manager, which HRD measures would you take for changing the employee mindset from organizational growth perspective
Do you think continuous methodological evaluation system is somewhere lacking in the above case? If yes justify it with its procedural objectives and benefits.



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (June 2023 to October 2023)			
Examination: End Semester Examination October 2023 (UG Programmes)			
Programme code: 07		Class: SY	Semester: III
Programme: BBA (HONS)			
Name of the Constituent College: S.K. SOMAIYA		Name of the Department Business studies	
Course Code: 131U07N301	Name of the Course: Environmental Studies & SM		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) Attempt all questions			

Question No.		Max. Marks	CO
Q.1	A) Human had developed domination over the environment with respect to different cultures. emphasize Cultural component of those environments. OR B) Sustainability is a foremost agenda undertaken by many pharmaceuticals justify the use 4 Rs of Sustainability as a basic tool by companies.	15	CO1
Q.2	A) BMC had contacted Solid waste management to NEERI. Help NEERI to classify those wastes by suggesting waste management techniques. OR B) Africa made provisions for Wildlife reserve & Trophy hunting. Elaborate both the concepts and their outcomes.	15	CO3
Q.3	A) Lodha builders planning for Vertical farming project in Navi Mumbai. Discuss the technique along with its Environmental benefits. OR B) Shark tank had started auditions for next season with the new theme as Sustainability. Present any three sustainable business models that you would like to represent.	15	CO2



Read the given Case Study carefully and answer the following questions.

15

CO3

Greta Thunberg- teenager inspired millions into climate action.

She was declared *Time* magazine's person of the year in the same month that Donald Trump told her to "work on her anger management issues". Greta Thunberg has attracted international attention since her lone demonstration outside the Swedish Parliament in August 2018. Her "school strike for the climate" has now grown into a global movement that has brought more than 10 million people onto streets worldwide to demand action on climate change.

Seeing or hearing Greta Thunberg once does not instantly turn someone into a climate activist. Nonetheless, we discovered a potentially important pattern of associations. Those more familiar with Thunberg were more likely to think their actions were effective and meaningful and were more intent on doing something about climate change.

In her public appearances, she is often surrounded by young people and her demands for climate action align most strongly with liberal policy.

preferences. Since people tend to listen more to those they identify with, we thought that young and left-leaning people would be more strongly influenced by her. In her speeches, Thunberg proclaims that "there is still time to change everything around". Her Fridays for the Future campaign is also founded on the empowering message that anyone – even school students – can make a difference. Considering how politicized climate change is, one answer might be appealing to people across the political spectrum by highlighting aspects of their identity that they tend to share with the wider public. The Greta Thunberg effect suggests that calls to action may be able to mobilize broad segments of society, regardless of age or politics.

1. How did Greta Thunberg turn out to be a great influencer for youth?
2. State the best message shared by Greta on climate change.
3. Give SWOC Analysis on above case study.