

# SOMAIYA

## VIDYAVIHAR UNIVERSITY

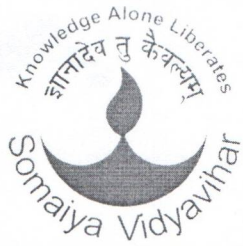
Dr. Shantilal K. Somaiya School of Commerce and Business Studies

### QUESTION PAPERS

<b>BRANCH: Bachelor of Business Administration (Hons.)</b>	<b>SEM: VI</b>
	<b>MAR/APR-2023</b>

Sr. No.	Subject	Available
1.	Corporate Etiquettes & Image Management	
2.	131U07E60 – e Commerce & Digital Marketing	
3.	131U07E201 – Rural Marketing	
4.	131U07E201 – Rural Marketing	
5.	131U07N601 – Finance 4.0	
6.	131U07E601 – International Marketing	
7.	131U07C601 – Corporate Etiquettes & Image Management	
8.	131U07K601 – French	
9.	131U07C602 – BI&DM (A)	
10.	131U07C602 – BI&DM (B)	
11.	131U07N602 – Event Management	
12.	131U07N602 – Event Management	
13.	131U06E602 – Advance Financial Account	
14.	131U07K602 – Enrichment Course: German (A)	
15.	131U07K602 – Enrichment Course: German (B)	
16.	131U07N603 – Marketing 4.0 (A)	
17.	131U07N603 – Marketing 4.0 (B)	
18.	131U07E604 – Indirect Tax (A)	





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19.	131U07E604 – Indirect Tax (B)	
20.	131U07E605 – Global HRM & Workforce Diversity	
21.	131U07E606 – Stress Management (A)	
22.	131U07E606 – Stress Management (B)	



**LIBRARY**





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BBA-VI

<b>Semester (November 2022 to April 2023)</b> <b>Examination: End Semester Examination March 2023 (UG Programmes)</b>		
<b>Programme code: 07</b> <b>Programme: BBA Hons</b>	<b>Class: TY</b>	<b>Semester: VI</b>
<b>Name of the Constituent College:</b> <b>S K Somaiya College</b>	<b>Name of the Department:</b> <b>Dept. of Business Studies</b>	
<b>Course Code:</b>	<b>Name of the Course: Corporate Etiquettes and Image Management</b>	
<b>Duration : 2 Hrs.</b>	<b>Maximum Marks : 60</b>	
<b>Instructions: 1) Figures to the right indicate maximum marks.</b> <b>2) Draw neat diagrams 3) Assume suitable data if necessary 4) Attempt all questions</b>		
<b>Question No.</b>		<b>Max. Marks</b>
Q.1 (A)	Highlight the concept of Electronic communication etiquette with respect to the changing social standards.	7 marks
(B)	Enumerate upon the popular customs of India and Macedonians with reference to Multicultural Etiquettes.	8 marks
	<b>OR</b>	
(C)	Elaborate upon the importance of Body Language with respect to the following: 1. Heads Up, Down, or Sideways? 2. Smile 3. Signs of Affection	15 marks
Q.2 (A)	Enumerate the concept of Prejudice with the help of Green Card and Time with the help of Being on time.	15 marks
	<b>OR</b>	
(C)	Highlight the importance of Positioning of Brand You.	7 marks
(D)	Enumerate upon the brand YOU strategies as a personal roadmap.	8 marks
Q.3 (A)	Explain the Concept of Self image. Enlist the 12 ways to a new self-image	15 marks
	<b>OR</b>	
(B)	Mr. Walter, CEO of Walkins Enterprises passed away on Thursday, Mar 30, 2023. The Funeral is organized on April 6, 2023. You being the great grandson and also the new CEO for the company, Write an Obituary for the same to be published in Times of India. The Obituary must not exceed 500 words.	15 marks



Q.4.	<b>Analyze the following case study</b>	15 marks
	<p>Robert D'Silva, a financial analyst for 25 years now. He is the husband of Mary, a primary school teacher, passionate for teaching the toddlers. They both have 3 kids viz, two boys and one girl. All 3 of them are meritorious and will be going abroad for further studies. Mr. Robert has an annual income of 25 lacs. Their family income is 32 lacs annually. Miss Mary recently met with a fatal accident causing four and a half months of hospital care out of which one and a half were in the ICCU. Doctors had lost all the hope but a miracle saved Mary and confined her to a wheelchair. Being a medically unfit candidate due to multiple surgeries she was given VRS from school. A total compensation of 15 lacs including PF, gratuity, and service. She has an annual maintenance cost of 3-4 lacs including medicines. Due to the owing financial crisis Mr. Robert is planning to shift to an industry which can give him higher returns. Robert is preparing for different industrial challenges and new age corporate escalations. Tom, the eldest son has confirmed admission in a foreign university with an annual income of 7 lakhs excluding hostel, food and other miscellaneous expenses. As an Image Consultant, Suggest an industry profile to Robert.</p>	
	<p>Ans the following questions</p> <ol style="list-style-type: none"> <li>1. Perform a character sketch highlighting Roberts's mental status, patriarchal pressure and survivor's guilt.</li> <li>2. Highlight ways of additional income generation in the life of Tom.</li> </ol>	





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Semester (November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 07/06 Programme: BBA(HONS.) / BBM	Class: TY	Semester: VI
Name of the Constituent College: S.K.Somaiya College	Name of the Department : Business Studies	
Course Code: 131U07E60 / 131U06E606	Name of the Course: E-Commerce & Digital Marketing	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks
Q.1. A.	Explain importance of E-Commerce?	08
B.	Explain E-Commerce infrastructure with an example?	07
	OR	
Q.1. C.	Explain in details E-Commerce in tourism sector with reference to Red bus?	08
D.	Explain influencing factors of a successful E-Commerce with reference to Meesho?	07
Q.2. A.	Enumerate the process of designing an E-Commerce website?	08
B.	Define search engine. Explain how it works with reference to Google?	07
	OR	
Q.2. C.	Explain in details E-Cheque and its features?	08
D.	Summarize the growth of mobile wallet with reference to Paytm?	07
Q.3. A.	Enumerate regulatory framework for E-Commerce?	08
B.	Explain in detail Content marketing with example.	07
	OR	
Q.3. C.	Explain online advertisement and different types of advertising with few examples.	08
D.	Define Web Analytics. Explain how it is helpful in digital marketing?	07
Q.4	Solve the following Case Study	15
	<p>Flipkart is an Indian e-commerce company founded in 2007 by Sachin Bansal and Binny Bansal. The company is headquartered in Bengaluru, Karnataka, and offers a wide range of products such as electronics, fashion, home appliances, and grocery items. Flipkart started as an online bookstore but has since expanded its offerings to include a variety of products.</p> <p>In 2018, Walmart acquired a 77% stake in Flipkart for \$16 billion, making it the largest e-commerce acquisition in history. Since then, Flipkart has continued to grow and expand its offerings, while also focusing on innovation and customer satisfaction.</p> <p>Flipkart has a large customer base in India, and is known for its competitive</p>	





prices, fast delivery, and reliable customer service. The company has also introduced a number of innovative features, such as the ability to buy products using voice commands, and has expanded its offerings to include grocery items and other essential goods.

Flipkart has faced a number of challenges over the years, including logistics and delivery challenges. One of the biggest challenges faced by Flipkart is ensuring timely delivery of products to customers. Logistics challenges such as infrastructure, transportation, and last-mile delivery can impact the speed and reliability of delivery. Quality control issues are another challenge that Flipkart faces, ensuring that the products sold on its platform are genuine and of high quality. Fake or low-quality products can damage the company's reputation and lead to lost business. In case of customer service, it was reported that customers were facing issues with Flipkart's customer service, including long wait times and unresponsive or unhelpful representatives. This can impact customer satisfaction and loyalty. In case of payment and fraud issues, E-commerce platforms like Flipkart face the risk of payment fraud, which can result in lost revenue and damage to the company's reputation. When it comes to competition, Flipkart faces tough competition from other e-commerce platforms in India, such as Amazon and Snapdeal. This can impact the company's market share and revenue growth from other e-commerce platforms. However, the company has implemented a number of solutions to address these challenges and has been able to maintain its position as one of the largest e-commerce platforms in India.

### **Questions**

1. Suggest some valuable inputs for the challenges faced by Flipkart in regard to logistics and delivery challenges as well as payment and fraud issues?
2. Explain the strategies that Flipkart adopts to face the market competition?
3. Explain online advertising and its different forms?





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**Semester (November 2022 to March 2023)**

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

<b>Programme code: 07</b> <b>Programme: BBA(Hons)</b>	<b>Class:</b> FYBBA	<b>Semester: VI</b>
<b>Name of the Constituent College: S K Somaiya College</b>	<b>Name of the Department:</b> Business Studies	
<b>Course Code: FYBBA- 131U07E201</b>	<b>Name of the Course: Rural Marketing</b>	
<b>Duration : 2 Hrs.</b>	<b>Maximum Marks : 60</b>	
<b>Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary</b>		

Question No.		Max. Marks	CO
Q.1. A	Explain in brief scope, types and important programs of rural development.	15	01
	OR		
Q.1. B	Give an account on effective messaging and rural infrastructure.	15	02
Q.2. A	Summarize importance of branding, packaging, and labeling in RM.	15	01
	OR		
Q.2. B	Elaborate promotional strategies in rural marketing.	15	01
Q.3. A.	Explain in detail steps involved in rural advertisement.	15	02
Q.3. B.	Define rural marketing. explain problems of rural market and strategies use to overcome these constraints.	15	02
Q.4	Solve the following Case Study.	15	02
	<p style="text-align: center;"><b>The Colgate Way!!</b></p> <p>Colgate believed in working on their unique selling proposition, which was converting the non-users into users. Colgate promoted its product aggressively in the rural market by spending approximately 4 crore per year. It used promotional vans to cover villages. Promotional films were used to create brand awareness. It took up sales promotion very aggressively by offering a free toothbrush with the Colgate toothpaste and used an integrated communication mix to enhance their reach in the rural market. Understanding the market needs and tapping them at the right time helped Colgate to have the highest market penetration of 62%. This in turn led Colgate to be the No.1 player in the rural market for the oral care segment. It was the first in the category to launch the white toothpowder that hit as a huge success in the rural market. It had a first mover's advantage in the rural areas, as it was focused on enhancing the reach of its product by reaching the bottom of the pyramid. Thus, they launched the sachets of both toothpaste and toothpowder at a very low price, that is, 2 for 15 g, 1.25 for 10 g and 30 g tube was priced at ` 9, which came along with a free toothbrush. Its customer-centric approach led to its success in the rural market.</p>		



	<p>The company believed that the marketing approach for selling the toothpaste to the rural consumer was unique, as toothpaste could not be sold in the same way as any other FMCG product. Understanding the nature of the industry and sentiments of the rural consumers would make the companies more successful in the rural market. The marketers are required to be more customer-centric in their approach to selling the products to the end consumers. The offering should be utility driven and should be compatible with the emotional aspirations of the rural consumers.</p>		
1.	Elaborate promotional and pricing strategies followed by Colgate.	08	
2.	Summarize SWOC analysis for above case study.	07	





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Programme code: 07	Class:	Semester: VI
Programme: BBA(Hons)	FYBBA	
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies
Course Code:FYBBA- 131U07E201	Name of the Course: Rural Marketing	
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 Rural Marketing and explain its types and importance.	15	01
	OR		
Q.1. B	Give distinguished between rural consumers vs urban consumers.	15	02
Q.2. A	Elaborate relevance of marketing mix for rural marketing.	15	01
	OR		
Q.2. B	Summarize distribution strategies in RM and give a short note on rural roads.	15	02
Q.3. A.	Describe problems of rural market explain strategies to overcome those problems.	15	02
	OR		
Q.3. B.	Give importance of branding, packaging, and labeling in RM.	15	01
Q.4	Solve the following Case Study.	15	01
	<p style="text-align: center;"><b>PROJECT SHAKTI</b></p> <p>Project Shakti was initiated to reach inaccessible rural markets with low potential with a target to reach villages with population below 2000. Started in 50 villages of Nalgonda district of Andhra Pradesh, HUL has been implementing Project Shakti since 2001. Under the project HUL has partnered with Self Help Groups (SHGs) of rural women. SHG were offered the option of distributing relevant products of the company as a sustainable income- generating activity. The model hinges on a powerful win-win relationship where the SHG engages in an activity which brings sustainable income while Hindustan Lever gets an interface to interact and transact with the rural consumer. A member from a SHG is selected as a Shakti entrepreneur, referred to as 'Shakti Amma', to become direct-to-home distributors of HUL products in rural markets. HUL has invested resources to provide on the job training and support to such Shakti Amma's. The Shakti Amma receives goods from the HULs rural distributor which is then sold directly to consumers and retailers in the village. Each Shakti Amma usually services 6-10 villages. Shakti Amma is provided HUL products on a 'cash and carry' basis and avail micro credit from SHG or local Banks wherever required. Wide range of products relevant to rural customers are.</p>		



marketed through this route - like Lifebuoy, Lux, Ponds, Wheel, Clinic Plus, Nihar, President, Annapurna salt and 3 Roses tea. A typical Shakti entrepreneur conducts business of around Rs.15000 per month, which gives her an income more than Rs.1000 per month on a sustainable basis. As most of these women are from below the poverty line and live in extremely small villages (less than 2000 population), this earning is very significant, and is almost double of their past household income. For HUL, the project is bringing new villages under direct distribution coverage. On its commencement in Andhra the project resulted in 15% increase in rural sales in Andhra. HUL extended the project to other states of the country. Currently, there are over 45,000 Shakti entrepreneurs covering over 100,000 villages across 15 states and reaching to over 3 million homes. Plans are being drawn up to cover more states, and provide products/services in agriculture, health, insurance, and education. This will both catalyze holistic rural development and help the SHGS generate even more income. This model creates a symbiotic partnership between HUL and its consumers, some of whom will also draw on the company for their livelihood and helps build a self-sustaining virtuous cycle of growth.

1. Give your opinion on how project shakti proved to be a life changing experience for rural market.

08

2. Summarize SWOC analysis for above case study.

07

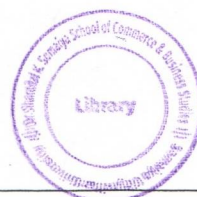




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Semester (November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 07 Programme: BBA (H)	Class: TY	Semester: VI
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U07N6 01	Name of the Course: Finance 4.0	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks																
Q.1. A	<p>The following is the profit and loss account of the Hanuman ltd.</p> <p style="text-align: center;"><b>Statement of profit and loss for the years ended 31<sup>st</sup> march 2020</b></p> <table><tr><th>Particulars</th><th>Amt (₹)</th></tr><tr><td>1) Revenue from operations</td><td>20,00,000</td></tr><tr><td>2) Expenses</td><td></td></tr><tr><td>Cost of materials consumes</td><td>1,00,000</td></tr><tr><td>Wages</td><td>6,00,000</td></tr><tr><td>Salaries</td><td>4,00,000</td></tr><tr><td>Other Expenses</td><td><u>6,00,000</u></td></tr><tr><td><b>Total Profit</b></td><td><b>3,00,000</b></td></tr></table> <p><b>Additional Information</b></p> <p>1) Trade receivables decrease by rupees 60,000 during the year</p> <p>2) Prepaid expenses increase by rupees 10,000 during the year</p> <p>3) Trade payables increase by rupees 30,000 during the year</p> <p>4) Outstanding expenses payable increase by rupees 60,000 during the year</p> <p>5) Other expenses include depreciation of 50,000 and amortization of 20,000 and loss on sale of machinery of 35,000.</p> <p>Compute net cash flow from operations for the year ended 31<sup>st</sup> March 2020.</p>	Particulars	Amt (₹)	1) Revenue from operations	20,00,000	2) Expenses		Cost of materials consumes	1,00,000	Wages	6,00,000	Salaries	4,00,000	Other Expenses	<u>6,00,000</u>	<b>Total Profit</b>	<b>3,00,000</b>	7
Particulars	Amt (₹)																	
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2) Expenses																		
Cost of materials consumes	1,00,000																	
Wages	6,00,000																	
Salaries	4,00,000																	
Other Expenses	<u>6,00,000</u>																	
<b>Total Profit</b>	<b>3,00,000</b>																	
Q.1.B	<p>Explain different kinds of floats in cash management system and discuss different ways to eliminate this float.</p> <p>OR</p>	8																
Q.1.C	<p>Elaborate recent developments in cash management systems.</p>	8																
Q.1.D	<p>Suppose ABC Ltd. has been offered credit terms from its major supplier of 3/15, net 60. Hence the company has the choice of paying Rs.1000 or to invest Rs. 970 for an additional 45 days and eventually pay the supplier 1000. The decision as to whether the discount should be accepted depends on the opportunity cost of investing 970 for 45 days. ANALYSE what should the company do?</p> <p>Also Discuss Cost of not taking the credit.</p>	7																
Q.2. A	<p>Technologies ltd. Manufactured and sold 2400 Wash machines in the year 2001. The production cost per unit is as under.</p> <table><tr><th>Particulars</th><th>Amt (₹)</th></tr><tr><td>Materials</td><td>10,000</td></tr><tr><td>Labor</td><td>4,000</td></tr><tr><td>Overheads</td><td><u>2,000</u></td></tr><tr><td>Total cost</td><td>16,000</td></tr><tr><td>Profit</td><td><u>4,000</u></td></tr><tr><td>Selling price</td><td>20,000</td></tr></table>	Particulars	Amt (₹)	Materials	10,000	Labor	4,000	Overheads	<u>2,000</u>	Total cost	16,000	Profit	<u>4,000</u>	Selling price	20,000	15		
Particulars	Amt (₹)																	
Materials	10,000																	
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Total cost	16,000																	
Profit	<u>4,000</u>																	
Selling price	20,000																	





	<p>For the year 2002, it is estimated that-</p> <p>(1) The output and sales will be 3,600 Machines.</p> <p>(2) Price of materials will rise by 10%.</p> <p>(3) Wages rate will rise by 25%.</p> <p>(4) Overheads will increase by 50%.</p> <p>(5) Selling price per unit will be ₹ 25,000.</p> <p>It is also estimated that -</p> <p>(a) Raw Materials remain in stock for 1 month before issue to production.</p> <p>(b) Finished Goods will remain in godown for one month before sale.</p> <p>(c) All sales will be on credit and 2months credit will be allowed to customers.</p> <p>(d) 60% for Raw Materials requirements will be obtained from the suppliers from Japan giving credit of 1 month and remaining from local sources giving credit of 2 months.</p> <p>(e) Raw Materials and Overheads are paid one month in Arrears.</p> <p>(f) Materials will be in process on an average for half month.</p> <p>(g) Cash on hand and with Bank should always be 50,000.</p> <p>You are required to forecast Working Capital Requirements of the company.</p>																	
	OR																	
Q.2. B	<p>ABC Corporation is considering relaxing its present credit policy and is in the process of evaluating two proposed policies. Currently, the company has annual sales of ₹ 25 lakhs and accounts receivable turnover ratio of 4 times a year. The current level of loss due to bad debts is ₹ 75,000. The required rate of return is 20% on investment in Debtors taken at cost. The company' variable cost is 60% of selling price. Given the following information, which is the better option:</p> <table><tr><th>Particulars</th><th>Present Policy</th><th>Policy 2</th><th>Policy 3</th></tr><tr><td>Annual sales</td><td>₹ 25,00,000</td><td>30,00,000</td><td>35,00,000</td></tr><tr><td>Accounts receivable turnover ( per year)</td><td>4 times</td><td>3 times</td><td>2.4 times</td></tr><tr><td>Bad debts</td><td>75,000</td><td>1,25,000</td><td>1,65,000</td></tr></table>	Particulars	Present Policy	Policy 2	Policy 3	Annual sales	₹ 25,00,000	30,00,000	35,00,000	Accounts receivable turnover ( per year)	4 times	3 times	2.4 times	Bad debts	75,000	1,25,000	1,65,000	15
Particulars	Present Policy	Policy 2	Policy 3															
Annual sales	₹ 25,00,000	30,00,000	35,00,000															
Accounts receivable turnover ( per year)	4 times	3 times	2.4 times															
Bad debts	75,000	1,25,000	1,65,000															
Q.3. A.	Explain Liquidity risk and discuss different techniques to manage liquidity risk.	8																
Q.3. B.	Describe Counter party risk and list strategies to manage counter party risk.	7																
	OR																	
Q.3. C.	<p>Calculate expected return and Risk (Standard deviation) and also suggest which stock to invest.</p> <table><tr><th>Situation</th><th>Probability</th><th>Stock X returns (%)</th><th>Stock Y returns (%)</th></tr><tr><td>Boom</td><td>0.5</td><td>30%</td><td>18</td></tr><tr><td>Normal</td><td>0.3</td><td>25%</td><td>24%</td></tr><tr><td>Recession</td><td>0.2</td><td>20%</td><td>32%</td></tr></table>	Situation	Probability	Stock X returns (%)	Stock Y returns (%)	Boom	0.5	30%	18	Normal	0.3	25%	24%	Recession	0.2	20%	32%	8
Situation	Probability	Stock X returns (%)	Stock Y returns (%)															
Boom	0.5	30%	18															
Normal	0.3	25%	24%															
Recession	0.2	20%	32%															
Q.3.D.	Explain risk management and discuss its process.	7																
Q.4	Write the following concepts (5 Marks each)	15																
a)	Exchange rate Risk and their types																	
b)	Working Capital																	
c)	Treasury risk																	





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Semester (November 2022 to March 2023) Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 06/07 Programme: BBM/ BBA(Hons)	Class: TYBBM TYBBA	Semester: VI
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies
Course Code:TYBBM- 131U06E605 TYBBA(HONS)-131U07E601	Name of the Course: International Marketing	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks
Q.1. A	Define IM. Explain principles and functioning of IM.	15
	OR	
Q.1. B	Explain 10 market strategies to sell products internationally with examples.	15
Q.2. A	State and elaborate Characteristics of successful innovations in brief.	15
	OR	
Q.2. B	Explain Sales promotions and Recent trends in IM.	15
Q.3. A.	Define Business Etiquettes and explain its importance in IM.	15
	OR	
Q.3. B.	Elaborate distribution channels in IM for consumer goods and industrial products.	15
Q.4	Solve the following Case Study.	15
	<p style="text-align: center;">Honda and the US motorcycle market</p> <p>It had been accepted that Honda's penetration of the US motorcycle market had been based on a deliberate strategy to target the bottom end of the US market, with the 50cc Supercub. However, research by Richard Pascale in 1984 revealed a different story. He found from speaking to Honda's executives that they were confident that the Honda 50 was a brilliant design, but they had had difficulties in raising production capacity in Japan. When they went to the US in 1959, they set themselves a target of exporting just 6000 machines per year for several years, leaving the actual timescale unspecified. They reckoned on 25 per cent of each of their four products: the 50cc Supercub, and the 125cc, 250cc and 305cc machines.</p> <p>The dramatic success of the 50cc came about through 'accident, good luck and the Honda US executives' willingness to respond to events and learn from the market. They concentrated first on selling the larger bikes, as they thought they were more suitable for the US market, where everything was bigger and more luxurious. However, these machines started to break down, as they were being driven harder and longer than in Japan. The Honda executives themselves used the Honda 50s to ride around Los Angeles on errands.</p>	



	<p>They attracted attention, including a call from a Sears buyer. While they were apprehensive that the small bikes would dent the macho image of their machines, they felt compelled to sell them when their bigger bikes were struggling. Surprisingly, the retailers buying the Honda 50 were not motorcycle dealers, but sporting goods stores.</p> <p>Honda enjoyed an initial design advantage in Japan, along with an efficient production line. But its seemingly unplanned success in the US demonstrates that successful strategy may emerge, rather than be the result of deliberate strategy. For Honda, successful strategy was a combination of opportunism and design. Kay concludes that the lesson of Honda is: 'that a business with a distinctive capability that develops innovative products to exploit that capability and recognizes the appropriate distribution channels for such innovations can take the world by storm'.</p>	
1.	What do we learn about emergent strategy from Honda's success with the Honda 50 in the US?	08
2.	Give SWOC analysis for above case study.	07





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<b>Programme code: 07</b> <b>Programme: BBA Hons</b>	<b>Class: TY</b>	<b>Semester: VI</b>
<b>Name of the Constituent College:</b> <b>S K Somaiya College</b>	<b>Name of the Department:</b> <b>Dept. of Business Studies</b>	
<b>Course Code: 131U07C601</b>	<b>Name of the Course: Corporate Etiquettes and Image Management</b>	
<b>Duration : 2 Hrs.</b>	<b>Maximum Marks : 60</b>	
<b>Instructions: 1) Figures to the right indicate maximum marks.</b> <b>2) Draw neat diagrams 3) Assume suitable data if necessary 4) Attempt all questions</b>		

Question No.		Max. Marks
Q.1 (A)	Elaborate upon Job Interview Etiquettes from the perspective of 1. The One who is conducting the Interview: Interviewer 2. The One who is giving the Interview: Interviewee <b>OR</b>	15 marks
(B)	Enumerate upon the popular customs of India and Russians with reference to Multicultural Etiquettes.	8 marks
(C)	Elaborate upon the importance of Body Language in Corporate with respect to the following: 1. Signs of Affection 2. Eye Contact	7 marks
Q.2 (A)	Mr. Walkins, CEO of Walkins Enterprises passed away on Thursday, Mar 30, 2023. The Funeral is organized on April 6, 2023. You being the VP - Operations, Write an Obituary for the same to be published in Times of India. The Obituary must not exceed 100 words.	7 marks
(B)	Illustrate any one superstition of your choice and elaborate upon the concept of Culture dictates Corporate Practices. <b>OR</b>	8 marks
(C)	Explain the concept of Time in the light of: 1. Urgency 2. Taboo Times 3. Dropping in	15 marks
Q.3 (A)	Highlight the concept of Truth and imagination in developing self image.	8 marks



<p>(B)</p> <p>(C)</p> <p>(D)</p>	<p>Enumerate the contribution of relaxation both physically and mentally in the construction of a healthy Self image.</p> <p style="text-align: center;"><b>OR</b></p> <p>Illustrate with an example of your choice, how Your self-image can give you a starring role on life's stage.</p> <p>Justify with example the concept of "Finding peace of mind in a troubled world."</p>	<p>7 marks</p> <p>7 marks</p> <p>8 marks</p>
<p><b>Q.4.</b></p>	<p><b>Analyze the following case study</b></p>	<p><b>15</b></p>
	<p>Samar, a 19 year old sports champion of college, has always been fond of adventure sports. He is raised in a family of 6. His Father, Mr. Rakesh Chatterjee, a government employee working with the Electricity department. His mother, Mrs. Reena Chatterjee, government school teacher teaching grades 7 to 10. His two brothers Sarang and Sudhir are currently working with the Education Ministry at clerical posts. All in all, the family is well to do and happy with whatever they are earning. Samar also got into the A grade college because of the Sports Quota as he is a National Football player. Samar has a match in a few days and for the last few days he has been busy training himself.</p> <p>Anant, a very close friend of Samar, has recently started vaping and has been hooked to it since day 1. Samar can see all the fun parties Anant is going to and sometimes feel lonely for not being able to spend quality time with Anant. One evening Anant invites Samar to such a party and with the hope of being able to spend time with his dear friend Samar agrees to go. There is always a moment of weakness and for Samar this was one. After going to the party, even before Samar's knowledge Samar had been the victim of vape. Slowly and steadily he was all in it and the return was more and more quality time with Anant. Samar was declared unfit for the upcoming football matches and as the admission was on the basis of sports talent was given an ultimatum also from the institute to make amends.</p> <p>The family, constantly being worried for Samar, started questioning him about his whereabouts more often. There was always a nag for his works.</p> <ol style="list-style-type: none"> <li>1. Suggest Samar measures Habit change in 21 days and help him develop his sports life.</li> <li>2. Perform SWOC Analysis on Samar.</li> </ol>	

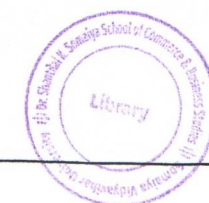




**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

<b>Semester (November 2022 to March 2023)</b>		
<b>Examination: End Semester Examination March 2023 (UG Programmes)</b>		
<b>Programme code: 07</b> <b>Programme: BBA (HONS)</b>	<b>Class: TY</b>	<b>Semester: VI</b>
<b>Name of the Constituent College: SK Somaiya</b>	<b>Name of the Department : Business Studies</b>	
<b>Course Code: 131U07K601</b>	<b>Name of the Course: French</b>	
<b>Duration : 2 Hrs.</b>	<b>Maximum Marks : 60</b>	
<b>Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary</b>		

Question No.		Max. Marks
Q.1	<p>Compréhension écrite</p> <p>Bruxelles, le 15 juin</p> <p>Chère Veronique,</p> <p>Je suis sous le charme de cette ville ! Les gens sont très chaleureux ; ici, on aime discuter pendant des heures autour d'une bonne gueuze. Hier, on a loué des vélos avec des amis et on a fait un tour de la ville à la découverte des peintures murales : elles représentent des personnages de BD, c'est très amusant d'essayer de les identifier ! Que te dire encore ? Aujourd'hui, il pleut, alors on va visiter le musée Magritte et, ce soir, moules-frites ! On nous a conseillé un bon resto dans le centre. Demain, on va chiner* place du Jeu de balle, c'est dans le quartier des Marolles. J'espère trouver l'objet rare... et pas cher ! Je te montrerai les photos à mon retour.</p> <p>Bises,</p> <p>Marianne</p> <p>Une gueuze : une bière belge; chiner - chercher des objets anciens, chez un antiquaire ou dans un bancaire.</p>	





**A. Dites Vrai ou Faux**

1. Véronique écrit la lettre
2. les gens ne sont pas chaleureuse
3. Aujourd'hui il pleut
4. Hier elle a chiné
5. Elle a visité le musée Magritte

5

**B. Répondez aux questions**

1. Quelle ville visite-t-elle?
2. Nommez une boisson belge?
3. Comment elle a voyagé autour de la ville?
4. Pourquoi a-t-elle fait le tour de la ville?
5. Où va-t-elle demain

5

**C. Répondez à cette lettre avec la réponse de la mère.**

5

OU

Lisez le document puis répondez.



**Des idées pour un week-end à Toulouse**

**OPTION 1 Exploration à la conquête des planètes !**

Partez à l'aventure pour un séjour inoubliable à la Cité de l'Espace. Ce parc à thème scientifique orienté vers l'espace et la conquête du ciel vous amènera à la découverte de la Station Mir et de la fusée Ariane 5. Avec le cinéma Imax, sur un écran géant haut comme un immeuble de six étages, et le Planétarium, plongez dans l'image et devenez le passager d'un voyage dans le cosmos !

**Au fil du Canal du Midi**

Venez faire une balade sur le Canal du Midi : un moment agréable le temps d'une croisière gastronomique. Embarquez à bord du bateau-restaurant « L'Occitania » pour une croisière d'une durée de 3 heures avec animation musicale. Savourez un moment inoubliable sur le Canal du Midi inscrit au patrimoine mondial de l'UNESCO.

Réservation : [resa@toulouse-tourisme.com](mailto:resa@toulouse-tourisme.com)  
Informations : 05 62 64 68 30



**D. Répondez aux questions**

1. Décrivez la Cité de l'Espace?
2. Où pouvez-vous voir les films et les images à Toulouse?
3. Où peut-on contacter pour plus d'informations?
4. Qui est inscrit au patrimoine mondiale de l'UNESCO
5. Comment s'appelle le bateau-restaurant?

5

**E. Dites Vrai ou Faux**

1. On peut faire une balade sur le Canal du Midi
2. On peut voir un film dans l'Occitania
3. Cinéma Imax a un écran petit
4. Cité de l'Espace est un parc à thème scientifique
5. Planétarium montre l'image du cosmos

5

**F. Qu'est-ce que vous pouvez faire dans la ville de Mumbai (écrivez 5 activités)**

5



Q.2

**A. Traduisez en anglais (ANY 1)**

5

1. L'été dernier, nous avons voyagé en groupe de 25 à travers l'Europe. L'âge moyen du groupe était 17 ans. Tout le monde portait un sac à dos. Il n'y avait pas de bagages lourds car le moyen de transport était le vélo. Nous voulions passer des vacances écologiques. Dans la plupart des destinations, nous avons logé dans des auberges de jeunesse où le logement était simple, propre et bon marché. On nous servait le petit déjeuner et le dîner mais pas le déjeuner. On se couchait dans des dortoirs.
2. Brigitte Bardot est née le vingt-huit septembre 1934 à Paris. Elle est devenue célèbre après qu'elle est apparue sur la couverture d'ELLE, le magazine de mode. Elle a vite gagné son premier rôle en 1952. L'année suivante, avant le festival de Cannes, elle a décidé d'éclaircir sa chevelure- les cheveux blonds ont attiré tous les regards et bientôt, elle est devenue star internationale. En 1973, Brigitte a annoncé qu'elle terminait sa carrière cinématographique. Elle s'est consacrée uniquement à la protection des espaces endommagés.

**B. Traduisez en français (ANY 1)**

5

1. My town is like many small towns in the countryside. The town hall is in the center. Next to it, there is a park, the favorite place of children, dogs and the aged. The post office is opposite the town hall. You wish to visit the bank? It is also in the same street, between the bookshop and the restaurant. To go to the supermarket, take the main road and go straight ahead. Next to supermarket, there is a small hotel and some shops like a grocery, a bakery and a butcher's shop
2. Next weekend, I will celebrate my birthday in an excellent restaurant in my locality. I will invite my friends from school. We will have lunch in the restaurant. I have already chosen the menu. Most of my friends do not eat fish and meat so it will be a vegetarian meal. We have chosen Indian cuisine. The food in this restaurant is delicious and not spicy. It also has a great variety of Indian desserts. I am sure my friends and I will have fun.

**C. Mettez les phrases en ordre (ANY 5)**

5

1. coupe / Maman / pour la soupe / les légumes.
2. le poisson / Le pêcheur / à l'hameçon / attend que / morde.
3. sont/ Les / volets / maison / de / cette / fermés.
4. Il / son / a / de / renversé / bol / soupe.
5. je / à la bibliothèque / chercher / vais / livres / des / semaine / Chaque.
6. soin / dessin / Avec / colorie / elle / son.
7. piano / Ce / joue / du / garçon / petit.











**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

**Semester (March 2023)**

**Examination: End Semester Examination March 2023 (UG Programmes)**

Programme code: 07			Class: TY		Semester: VI	
Programme: BBA (Hons.)						
Name of the Constituent College: S. K. Somaiya			Name of the Department: Business Studies			
Course Code: 131U07C602		Name of the Course: Business Intelligence and Data Mining				
Duration : 2 Hrs.		Maximum Marks: 60				
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary						

<b>Question No.</b>	<b>Attempt following questions</b>	<b>Max. Marks</b>
<b>Q.1. A</b>	What are different types of Dimension Tables? Also explain difference between OLAP and OLTP	<b>07</b>
<b>Q.1. B</b>	Illustrate BI Cycle. Explain Steps involved in replacing old system to BI system to your organization	<b>08</b>
	<b>OR</b>	
<b>Q.1. C</b>	Discuss the ways to enhance ETL performance and illustrate advantages of ETL	<b>07</b>
<b>Q.1. D</b>	Write detail note on concepts - Fact Table, Dimension Table, Attributes and Surrogate Key	<b>08</b>
<b>Q.2. A</b>	Explain the concept of Data Warehousing (DW). Also explain characteristic of DW	<b>07</b>
<b>Q.2. B</b>	Illustrate what is ETL? How is ELT different from ETL? Explain advantages of ETL	<b>08</b>
	<b>OR</b>	
<b>Q.2. C</b>	Which technique is used for anomaly detection?	<b>07</b>
<b>Q.2. D</b>	Explain predictive modeling in data mining	<b>08</b>
<b>Q.3. A</b>	Discuss instance based classifier in Data mining.	<b>07</b>
<b>Q.3. B</b>	Give application of data mining.	<b>08</b>
	<b>OR</b>	
<b>Q.3. C</b>	Define model in Data mining ,extend their types in brief	<b>07</b>
<b>Q.3. D</b>	Enlist and discuss different types of data in data mining.	<b>08</b>
<b>Q.4</b>	<b>Solve the following Case Study</b>	<b>15</b>
	<p>Netflix ran a huge contest from 2006 to 2009 asking people to design an algorithm that can improve its famous in-house recommender system 'Cinematch' by 10%. Whoever gave the best improvements would be awarded \$1 million. The size of the data set presented to the users was 100 million user ratings. The dataset consisted of 100,480,507 ratings that 480,189 users gave to 17,770 movies. In 2009, the prize was awarded to a team named BellKor's Pragmatic Chaos. Netflix has since stated that the algorithm was scaled to handle its 5 billion ratings (Netflix Technology Blog, 2017a).</p> <p>1.What organizational (non-technical)and technical challenges did they face? (5)</p> <p>2.How Netflix uses data and big data analytics?(5)</p> <p>3.What is the domain (subject matter area) of their study? (5)</p>	







**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

Semester (March 2023)			
Examination: End Semester Examination March 2023 (UG Programmes)			
Programme code: 07		Class: TY	Semester: VI
Programme: BBA (Hons.)			
Name of the Constituent College: S. K. Somaiya		Name of the Department: Business Studies	
Course Code: 131U07C602	Name of the Course: Business Intelligence and Data Mining		
Duration : 2 Hrs.	Maximum Marks: 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary			

Question No.	Attempt following questions	Max. Marks
Q.1. A	What is Business Intelligence (BI)? Explain BI Cycle and Importance of BI	07
Q.1. B	Illustrate with example - Attributes, Surrogate Key, Pivot Table, Fact Table	08
	OR	
Q.1. C	Explain the structure of BI? Illustrate MDD, and concepts involved in MDD	07
Q.1. D	Discuss OLAP system along with its types. Also differentiate between OLAP and OLTP	08
Q.2. A	Illustrate Data Warehousing concept. Also write a note on types of DW	07
Q.2. B	Differentiate between Database (DB) and Data Warehouse (DW) also explain approaches to DW	08
	OR	
Q.2. C	List and explain examples for recommended system	07
Q.2. D	Compare Classification and Clustering .	08
Q.3. A	Explain fraud detection with data mining techniques	07
Q.3. B	Discuss ensemble learning in brief.	08
	OR	
Q.3. C	Explain Steps involved in data cleansing and data validation in data mining.	07
Q.3. D	Demonstrate K nearest neighbor with suitable example.	08
Q.4	Solve the following Case Study	15
	An April 2020 piece from The New York Times alleged that popular video conferencing site Zoom engaged in undisclosed data mining during user conversations. The coverage asserted that when a person signed into a meeting, Zoom transmitted their data to a system that matched individuals with their LinkedIn profiles. 1. How to protect online privacy. (10) 2. Discuss the legal law related to online privacy of the data (5)	







**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

**Semester (November 2022 to March 2023)**

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

**Programme code: 7**

**Programme: TY BBA (Hons.)**

**Class: TY**

**Semester: VI**

**Name of the Constituent College: SK Somaiya College**

**Name of the Department: Business Studies**

**Course Code:**

**131U07N6 02**

**Name of the Course: Event Management**

**Duration : 2 Hrs.**

**Maximum Marks : 60**

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

Question No.		Max. Marks
Q.1. A	Come up with an idea of an event to raise awareness around breast cancer for the world cancer awareness day on 4th Feb. Detail out the concept, plan and the theme	15
	OR	
Q.1. B	What are the different Departments for culinary event	15
Q.2. A	Sunburn is getting weeknd to India this summer for the biggest coastal party of all time. Describe in brief what is the right target audience for the event and why.	15
	OR	
Q.2. B	Provide a marketing promotion plan for the above mentioned event	15
Q.3. A.	What are sponsorships for an event	15
	OR	
Q.3. B.	What are the different ways to earn or build revenues for a charity event	15
Q.4	Solve the following Case Study	15
	Describe the personality & tonality of a Taylor Swift reunion concert happening in the first week of February in India.	
	The Event: The Reputation Stadium Tour was the fifth concert tour by American singer-songwriter Taylor Swift, in support of her sixth studio album Reputation. The all-stadium tour began on May 8, 2023, in Glendale, Arizona, and concluded on November 21, 2023, in Tokyo, consisting of 53 shows	
	Songs in Reputation: End Game	
	New Year's Day	
	Don't Blame Me	
	King of My Heart	
	So It Goes...	
	I Did Something Bad	
	Delicate	
	Dress	
	Look What You Made Me Do	







**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

BBA  
Sem II  
EM

Semester (November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 7	Class: TY	Semester: VI
Programme: TY BBA (Hons.)		
Name of the Constituent College: SK Somaiya College		Name of the Department: Business Studies
Course Code: 131U07N6 02	Name of the Course: Event Management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks
Q.1. A	List down the important departments that are required to carry out an event with a one line explainer on their key functions	15
	OR	
Q.1. B	Describe the flow of a concert	15
Q.2. A	Sunburn is getting Charlie Puth to India this summer for the biggest coastal party of all time. Describe in brief what is the right target audience for the event and why.	15
	OR	
Q.2. B	Provide a marketing promotion plan for the above mentioned event	15
Q.3. A.	What are sponsorships for an event	15
	OR	
Q.3. B.	What are the different ways to earn or build revenues for a charity event	15
Q.4	Solve the following Case Study	15
	<p>Describe the personality &amp; tonality of a Backstreet boys concert happening in the first week of February in India.</p> <p>Backstreet Boys: Backstreet Boys are an American vocal group consisting of Nick Carter, Howie Dorough, AJ McLean, and cousins Brian Littrell and Kevin Richardson. They were formed in 1993 in Orlando, Florida. The group rose to fame with their international debut album, Backstreet Boys.</p> <p>India Tour: Backstreet's back, alright!</p> <p>The pitch-perfect harmonies. The matching outfits and dance moves. The dreamy personas. When they set foot in an arena, the Backstreet Boys are absolutely in their element, belting out a massive catalog of original hits to an outsized audience that screams back every word. Get your group together for the biggest selling Boy Band of all time!</p> <p>AJ McLean, Brian Littrell, Nick Carter, Howie Dorough and Kevin Richardson have been enthralling fans for more than 25 years and are expanding their massive world tour to India. Their DNA World Tour celebrates their rich history of flawless choreography, harmony-laden vocal prowess and an arsenal of mega-watt hits such as; 'I Want It That Way', 'Everybody (Backstreet's Back)' and 'As Long As You Love Me', plus songs from their tenth studio album, 'DNA'.</p>	







**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

Semester (November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 06 & 07 Programme: BBA (H) & BBM	Class: TY BBA(H) & TY BBM	Semester: VI
Name of the Constituent College: S. K. Somaiya College	Name of the Department : Business Studies	
Course Code: 131U06E602 & 131U07E603	Name of the Course: Advance Financial Account	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Use of Simple Calculator is allowed		

Question No.		Max. Marks												
Q1 A	<p>M/s Aditya builders purchase property ₹ 1,00,00,000/- on 1st April 2021 stamp duty and registration charges ₹10,00,000. the property was purchased with an intention to build a shopping complex. the shopping complex will consist of 10 shops of which one shop will be used by Aditya builders for its office.</p> <p>Aditya builders incurred following expenditures for development of the property. planning permission fees ₹1,50,000 architect fees ₹3,50,000 construction cost amounted ₹85,00,000. other costs include advertisement ₹2,00,000 date today expenditures ₹1,00,000. You required to present details how Aditya builders should record all those expenditures in its books of accounts. also, present details of amount of investment property and owner-occupied property.</p> <p style="text-align: center;"><b>OR</b></p>	15												
Q1 B	<p>Following is capital structure of X limited</p> <table><tr><th>Particulars</th><th>Amount</th></tr><tr><td>Equity shares of ₹100 each fully paid</td><td>₹ 505 lakhs</td></tr><tr><td>9% preference shares of ₹10 each</td><td>₹ 150 lakhs</td></tr><tr><td>12% secured debentures of ₹10 each</td><td>₹ 5 lakhs</td></tr><tr><td>Reserves</td><td>₹ 101 lakhs</td></tr><tr><td>statutory fund</td><td>₹ 50,50,000</td></tr></table> <p>According to details available ordinary shares are quoted at stock market at a premium of 500% Preference Shares are quoted at ₹30 per share and Debentures at par value. you are required to calculate MVA of the firm and comment on it.</p>	Particulars	Amount	Equity shares of ₹100 each fully paid	₹ 505 lakhs	9% preference shares of ₹10 each	₹ 150 lakhs	12% secured debentures of ₹10 each	₹ 5 lakhs	Reserves	₹ 101 lakhs	statutory fund	₹ 50,50,000	08
Particulars	Amount													
Equity shares of ₹100 each fully paid	₹ 505 lakhs													
9% preference shares of ₹10 each	₹ 150 lakhs													
12% secured debentures of ₹10 each	₹ 5 lakhs													
Reserves	₹ 101 lakhs													
statutory fund	₹ 50,50,000													



Q1 C	<p>Z Ltd provide details, you are required to calculate value of Human Capital applying Lev and Schwartz model.</p> <p>No of Employees : 30</p> <p>Annual average earnings : ₹ 60,000</p> <p>Age of retirement : 65 Years</p> <p>Discount Rate : 15%</p> <p>Average age : 60 Years</p>	07																																
Q2 A	<p>Following is capital structure of Z Ltd.</p> <ul style="list-style-type: none"><li>• 80,00,000 Equity Shares of ₹ 10 each - ₹ 800 lakhs</li><li>• 1,00,000 12% Preference Shares of ₹ 250 each - ₹ 250 lakhs</li><li>• 1,00,000 10% Debentures of ₹ 500 each - ₹ 500 lakhs</li><li>• 10% Term loan from Bank - ₹ 450 lakhs</li><li>• Reserves – 200 lakhs</li><li>• PBIT ₹ 900 lakhs</li><li>• Tax rate 40%</li></ul> <p>Calculate EVA of the organization considering Cost of Equity 15%.</p>	15																																
OR																																		
Q2 B	<p>Following details are provided by Hindal Co Ltd. for the year 31 Mar</p> <table><tr><th>Particulars</th><th>2020</th><th>2021</th></tr><tr><td>Sales</td><td>20,00,000</td><td>28,80,000</td></tr><tr><td>Cost of Goods Sold</td><td>16,00,000</td><td>24,00,000</td></tr><tr><td>Sale Price per unit</td><td>200</td><td>240</td></tr></table> <p>Account for changes in Profit due to changes in sale and cost.</p>	Particulars	2020	2021	Sales	20,00,000	28,80,000	Cost of Goods Sold	16,00,000	24,00,000	Sale Price per unit	200	240	15																				
Particulars	2020	2021																																
Sales	20,00,000	28,80,000																																
Cost of Goods Sold	16,00,000	24,00,000																																
Sale Price per unit	200	240																																
Q3 A	<p>Following are balance sheets of Z ltd. for 3 years. You are required to present trend analysis.</p> <table><tr><th>Particular</th><th>2020</th><th>2021</th><th>2022</th></tr><tr><td>Share Capital</td><td>3,00,000</td><td>3,40,000</td><td>4,00,000</td></tr><tr><td>General Reserve</td><td>1,00,000</td><td>1,00,000</td><td>1,00,000</td></tr><tr><td>Secured Loan</td><td>1,40,000</td><td>1,80,000</td><td>1,60,000</td></tr><tr><td>Creditors</td><td>45,000</td><td>90,000</td><td>1,60,000</td></tr><tr><td></td><td>6,35,000</td><td>7,70,000</td><td>8,80,000</td></tr><tr><td>Fixed Assets</td><td>2,80,000</td><td>3,60,000</td><td>4,00,000</td></tr><tr><td>Stock</td><td>1,35,000</td><td>1,50,000</td><td>1,60,000</td></tr></table>	Particular	2020	2021	2022	Share Capital	3,00,000	3,40,000	4,00,000	General Reserve	1,00,000	1,00,000	1,00,000	Secured Loan	1,40,000	1,80,000	1,60,000	Creditors	45,000	90,000	1,60,000		6,35,000	7,70,000	8,80,000	Fixed Assets	2,80,000	3,60,000	4,00,000	Stock	1,35,000	1,50,000	1,60,000	15
Particular	2020	2021	2022																															
Share Capital	3,00,000	3,40,000	4,00,000																															
General Reserve	1,00,000	1,00,000	1,00,000																															
Secured Loan	1,40,000	1,80,000	1,60,000																															
Creditors	45,000	90,000	1,60,000																															
	6,35,000	7,70,000	8,80,000																															
Fixed Assets	2,80,000	3,60,000	4,00,000																															
Stock	1,35,000	1,50,000	1,60,000																															



	Debtors	1,40,000	1,60,000	2,00,000	
	Loans & Advances	60,000	80,000	1,00,000	
	Cash & Bank Balances	20,000	20,000	20,000	
		<b>6,35,000</b>	<b>7,70,000</b>	<b>8,80,000</b>	
	<b>OR</b>				
<b>Q3 B</b>	<p>In financial year 2021-2022, X Limited incurred the following expenditure in acquiring property consisting of 6 identical houses each with separate legal title including the land on which it is built.</p> <p>The expenditure incurred on various dates is given below:</p> <p>On 1<sup>st</sup> April, 2021 - Purchase cost of the property ₹ 1,80,00,000. Non-refundable transfer taxes ₹ 20,00,000 (not included in the purchase cost).</p> <p>On 2<sup>nd</sup> April, 2021- Legal cost related to property acquisition ₹ 5,00,000. On 6<sup>th</sup> April, 2021- Advertisement campaign to attract tenants ₹ 3,00,000.</p> <p>On 8<sup>th</sup> April, 2021 - Opening ceremony function for starting business ₹ 1,50,000.</p> <p>Throughout 2021-2022, incurred ₹ 1,00,000 towards day-to-day repair maintenance and other administrative expenses.</p>				<b>15</b>
<b>Q.4</b>	Write the following concepts (5 Marks each)				<b>15</b>
	<ol style="list-style-type: none"> <li>1. Fintech</li> <li>2. Bitcoin</li> <li>3. Paypal</li> </ol>				





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

Semester (November 2022 to March 2023)		
Examination: End Semester Examination March 2023 (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										
Q.1. A	<p>Schreiben Sie ein Gespräch im Reisebüro. Hier sind Stichpunkte gegeben.</p> <table><tr><td><b>A Kunde</b> Sie möchten mit Ihrer Familie eine Woche Urlaub in Süddeutschland machen. Sie suchen ein ruhiges Hotel an einem See. Gute Sportangebote sind Ihnen wichtig, aber der Urlaub soll nicht mehr als 600 Euro pro Person kosten.</td><td><b>B Reisebüro</b> Sie haben zwei Angebote: Hotel „Alpenblick“, in den Bergen, Schwimmbad, kein Sportprogramm, mit Halbpension 580 Euro pro Person/Woche. Hotel „Zur Sonne“, sehr groß, am See, mit Sportprogramm + Vollpension, 890 Euro.</td></tr></table>	<b>A Kunde</b> Sie möchten mit Ihrer Familie eine Woche Urlaub in Süddeutschland machen. Sie suchen ein ruhiges Hotel an einem See. Gute Sportangebote sind Ihnen wichtig, aber der Urlaub soll nicht mehr als 600 Euro pro Person kosten.	<b>B Reisebüro</b> Sie haben zwei Angebote: Hotel „Alpenblick“, in den Bergen, Schwimmbad, kein Sportprogramm, mit Halbpension 580 Euro pro Person/Woche. Hotel „Zur Sonne“, sehr groß, am See, mit Sportprogramm + Vollpension, 890 Euro.	15								
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	OR											
Q.1. B	<p><b>Kaufentscheidungen treffen. Was ist richtig, weil oder obwohl? Kreuzen Sie an. (→ 4)</b></p> <table><tr><td>1. Man kann Werbeprospekte studieren,</td><td>weil <input type="checkbox"/> obwohl <input type="checkbox"/> man da Informationen zu den neuesten Produkten findet.</td></tr><tr><td>2. Manche Leute informieren sich lieber im Freundeskreis,</td><td>weil <input type="checkbox"/> obwohl <input type="checkbox"/> die Freunde keine Fachleute sind.</td></tr><tr><td>3. Man kann Testberichte in Fachzeitschriften lesen,</td><td>weil <input type="checkbox"/> obwohl <input type="checkbox"/> man dafür ziemlich viel Zeit braucht.</td></tr><tr><td>4. Andere lesen Kundenbewertungen im Internet,</td><td>weil <input type="checkbox"/> obwohl <input type="checkbox"/> sie diese sehr schnell finden können und keine Zeitschrift kaufen müssen.</td></tr><tr><td>5. Viele Leute warten auf ein Sonderangebot,</td><td>weil <input type="checkbox"/> obwohl <input type="checkbox"/> sie Geld sparen wollen.</td></tr></table>	1. Man kann Werbeprospekte studieren,	weil <input type="checkbox"/> obwohl <input type="checkbox"/> man da Informationen zu den neuesten Produkten findet.	2. Manche Leute informieren sich lieber im Freundeskreis,	weil <input type="checkbox"/> obwohl <input type="checkbox"/> die Freunde keine Fachleute sind.	3. Man kann Testberichte in Fachzeitschriften lesen,	weil <input type="checkbox"/> obwohl <input type="checkbox"/> man dafür ziemlich viel Zeit braucht.	4. Andere lesen Kundenbewertungen im Internet,	weil <input type="checkbox"/> obwohl <input type="checkbox"/> sie diese sehr schnell finden können und keine Zeitschrift kaufen müssen.	5. Viele Leute warten auf ein Sonderangebot,	weil <input type="checkbox"/> obwohl <input type="checkbox"/> sie Geld sparen wollen.	10
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Q.1. C	<p><b>Früher und heute vergleichen. Was passt zusammen? Ordnen Sie zu.</b></p> <table><tr><td>1. Heute ist der Alltag in der Schule ganz anders, ____</td><td>A war den Lehrern früher Disziplin sehr wichtig.</td></tr><tr><td>2. Im Vergleich zu früher</td><td>B dass sich der Unterricht verändert hat.</td></tr><tr><td>3. Die Schüler sind wirklich froh,</td><td>C dass der Stress in der Schule immer noch groß ist.</td></tr><tr><td>4. Im Gegensatz zu heute</td><td>D haben die Schülerinnen und Schüler mehr Freiheit.</td></tr><tr><td>5. Ich habe gehört, ____</td><td>E denn viele Lehrer sind jetzt viel weniger autoritär.</td></tr></table>	1. Heute ist der Alltag in der Schule ganz anders, ____	A war den Lehrern früher Disziplin sehr wichtig.	2. Im Vergleich zu früher	B dass sich der Unterricht verändert hat.	3. Die Schüler sind wirklich froh,	C dass der Stress in der Schule immer noch groß ist.	4. Im Gegensatz zu heute	D haben die Schülerinnen und Schüler mehr Freiheit.	5. Ich habe gehört, ____	E denn viele Lehrer sind jetzt viel weniger autoritär.	5
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Q.2. A

**Ein perfekter Urlaub. Welche Wörter passen? Ergänzen Sie.**

10

*Angebot, draußen/im Ferien, erholen, erleben, faulenzen, Kälte, Leute, Ruhe, spontan, Stress, übernachten, wegfahren*



Greg und seine Freunde planen nicht gern lange. Meistens fahren sie ganz \_\_\_\_\_ (1) irgendwo hin. Auch am nächsten Wochenende wollen sie wieder für ein paar Tage zusammen \_\_\_\_\_ (2), nach Amsterdam. „Da können wir viel unternehmen, das \_\_\_\_\_ (3) für Touristen ist riesig“ sagt Greg. „Amsterdam ist eine tolle Stadt! Ich will ja etwas \_\_\_\_\_ (4), wenn ich wegfahre.“ Greg will im Urlaub nicht am Strand liegen, lesen oder schlafen und den ganzen Tag nur \_\_\_\_\_ (5): „Das ist mir zu langweilig. Ich kann ja zu Hause wieder mehr schlafen und mich \_\_\_\_\_ (6)“ sagt er und lacht.

Egal ob Sommer oder Winter, Daniel liebt die Natur und ist gern \_\_\_\_\_ (7). Ihm macht im Winter die \_\_\_\_\_ (8) nichts aus. „Ich bin am liebsten in den Bergen oder im Wald, gern auch allein, da gibt es keine Autos, keinen Lärm und ich kann die \_\_\_\_\_ (9) genießen. Es ist sehr entspannend, wenn kaum andere \_\_\_\_\_ (10) um mich herum sind“ sagt er. „Ich habe schon in meinem Beruf so viel \_\_\_\_\_ (11).“ Er fährt gern in den Bayerischen Wald nach Lusen. Da kennt er eine kleine Pension, wo man billig und gut \_\_\_\_\_ (12) kann.



Q.2. B

**Wie hat sich die Arbeitswelt geändert? Die folgende Stichpunkte helfen.**

5

- Arbeitszeiten
- Arbeitsbedingungen
- Pausen
- Gehalt/Geld

Schreiben Sie einen Text.

Q.2. C

**Ein Gespräch mit dem Verkäufer im Geschäft. Ergänzen Sie die Wörter.**

10

- ◆ Guten Tag, was k\_\_\_\_\_ (1) ich für Sie t\_\_\_\_\_ (2)?
- ◆ Vorgestern habe ich di\_\_\_\_\_ (3) Handy bei Ihnen ge\_\_\_\_\_ (4), aber es funktioniert n\_\_\_\_\_ (5) richtig.
- ◆ Was ist denn d\_\_\_\_\_ (6) Problem?
- ◆ Der Akku ist n\_\_\_\_\_ (7) kurzer Zeit leer. Unterwegs k\_\_\_\_\_ (8) ich das Handy g\_\_\_\_\_ (9) nicht gebrauchen. Das ist s\_\_\_\_\_ (10) ärgerlich.
- ◆ Das kann ich ve\_\_\_\_\_ (11). Haben Sie den A\_\_\_\_\_ (12) denn auch richtig ge\_\_\_\_\_ (13)?
- ◆ Ja, 12 Stunden l\_\_\_\_\_ (14), wie es in d\_\_\_\_\_ (15) Anleitung steht. Aber nach 15 Mi\_\_\_\_\_ (16) ist er wieder l\_\_\_\_\_ (17).
- ◆ Hm, das wundert m\_\_\_\_\_ (18). Können Sie das H\_\_\_\_\_ (19) hier lassen? Wir sch\_\_\_\_\_ (20) es zum Hersteller.
- ◆ Ich br\_\_\_\_\_ (21) mein Handy beruflich, dr\_\_\_\_\_ (22). Kann ich bitte m\_\_\_\_\_ (23) Ihrem Chef sprechen? Ich m\_\_\_\_\_ (24) ein neues Handy. S\_\_\_\_\_ (25) geht das einfach n\_\_\_\_\_ (26).






Q.2. D	<p>Lesen Sie den Text. Was sagt Martin? Schreiben Sie 5 Tipps, von dem Text, um umweltfreundlicher zu sein.</p> <p>Hi, ich bin Martin. Ich glaube, wir sind alle schon sehr umweltfreundlich. Nicht nur in Deutschland, sondern in fast allen europäischen Ländern wird heute der Müll getrennt und recycelt. Trotzdem gibt es immer noch viele Probleme.</p> <p>Wenn wir unser Konsumverhalten nicht ändern, werden die Probleme bestimmt noch größer. Jeder muss etwas für die Umwelt tun. Je weniger Plastik wir konsumieren und wegwerfen, desto besser. Ich nehme jetzt immer eine Tasche zum Einkaufen mit und kaufe nur Produkte mit wenig Verpackung.</p>	5
Q.3. A.	<p>Es ging immer um die Wurst.</p> <div data-bbox="352 757 614 981" data-label="Image"> </div> <p>In den 50er-Jahren übernahm Karl Ludwig Schweisfurth das Familienunternehmen, eine Metzgerei. Er machte daraus die größte und modernste Fleisch- und Wurstwarenfabrik in Europa. Schon nach wenigen Jahren hatte er es geschafft: Er war ein reicher und erfolgreicher Mann. Aber Anfang der 80er-Jahre bekam er durch viele Gespräche mit seinen drei Kindern Zweifel. Tat er das Richtige? Die Kinder wollten die Firma nicht übernehmen, weil sie den Umgang mit den Tieren und die automatisierte Massenproduktion nicht gut fanden.</p> <p>Irgendwann wusste Schweisfurth, was er wollte: „Ich steige aus und beginne noch mal von vorne – mit ökologischer Landwirtschaft!“</p> <p>Er verkaufte sein erfolgreiches Unternehmen und begann tatsächlich ganz von vorn. 1986 gründete er die Herrmannsdorfer Landwerkstätten. Die Tiere haben hier genug Platz und Bewegung, bekommen kein künstliches Futter und kommen schließlich – ohne den Stress langer Transporte – zum Schlachthof auf dem eigenen Hof. Das Fleisch kommt direkt in die eigene Metzgerei. „Fleisch muss wieder kostbar und wertvoll werden. Lieber halb so viel, aber doppelt so gut!“, das war die Grundidee seines neuen Unternehmens.</p> <p>Beantworten Sie die Fragen, je nach dem Text.</p> <ol style="list-style-type: none"> <li>1. Was hat die Person früher gemacht?</li> <li>2. Was macht er jetzt?</li> <li>3. Was war der Grund für die Lebenswende?</li> <li>4. Wie hat die Person die Krise überwunden?</li> <li>5. Welche andere Wendepunkte könnte im Leben passieren?</li> </ol>	10
Q.3. B.	<p>Machen Sie Sätze von folgenden Worten:</p> <ol style="list-style-type: none"> <li>1. erfolgreich : .....</li> <li>2. übernehmen: .....</li> <li>3. Fabrik: .....</li> </ol>	5






Q.3. C.	<p><b>Eine Wochenendreise planen. Ergänzen Sie das passende Verb.</b>  <b>Achten Sie auf den Infinitiv: mit oder ohne zu?</b></p> <p>ausschlafen • besichtigen • besuchen • buchen • essen • kaufen • machen • mitmachen</p> <p>1. Ich habe keine Lust, das neue Kunstmuseum <u>zu besuchen</u>.</p> <p>2. Ich möchte einen Bummel durchs Zentrum _____.</p> <p>3. Die Geschäfte sehen toll aus! Da bekommt man richtig Lust, was Schönes _____.</p> <p>4. Ist es schwer, für fünf Leute jetzt noch ein Hotelzimmer _____?</p> <p>5. Wir haben doch keine Zeit, so viele Sehenswürdigkeiten _____.</p> <p>6. Ich will keinen Stress, ich möchte am Morgen richtig _____.</p> <p>7. Ich finde es am besten, gleich am ersten Tag eine Stadtführung _____.</p> <p>8. Ich will unbedingt in einem typischen Restaurant gut _____.</p> 	8
Q.3. D.	Was machen Sie für die Umwelt? Was machen Sie im Alltag, die Umwelt zu schützen?	7
Q.4		15
Q4A	<p>Was sind Ihre Pläne fürs nächste Wochenende? Machen Sie die Sätze zu Ende.</p> <p>a. Ich finde es toll, _____</p> <p>b. Mir macht es Spaß, _____</p> <p>c. Ich habe vor, _____</p> <p>d. Es ist zu anstrengend, _____</p> <p>e. Es ist mir wichtig, _____</p>	5
Q4B	<p><b>Wörter und Ausdrücke zu Werbung. Welche Wörter passen nicht? Streichen Sie.</b></p> <p>1. Werbung will, dass man ein bestimmtes Produkt <del>kauft</del> <del>nutzt</del> <del>produziert</del>.</p> <p>2. Damit Werbung funktioniert, muss sie <del>einfallen</del> <del>gefallen</del> <del>auffallen</del>.</p> <p>3. Werbung versucht, die Menschen <del>zu überraschen</del> <del>zu vergessen</del> <del>neugierig zu machen</del>.</p> <p>4. Die Sprache in Werben versucht, <del>witzig</del> <del> kreativ</del> <del>langweilig</del> zu sein.</p> <p>5. Werbung will die Leute <del>informieren</del> <del>ansprechen</del> <del>vorsprechen</del>.</p> <p>6. Werbung verwendet Bilder, die <del>Emotionen wecken</del> <del>in Erinnerung bleiben</del> <del>man kennt</del>.</p>	5
Q4C	Nennen Sie 5 unweltunfreundliche Produkte. Wir sollen auf diese Produkte oder Aktivitäten verzichten.	5





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

<b>Semester (November 2022 to March 2023)</b>			
<b>Examination: End Semester Examination March 2023 (UG Programmes)</b>			
<b>Programme code: 07</b>		<b>Class: TY</b>	<b>Semester: VI</b>
<b>Programme: BBA Hons</b>			
<b>Name of the Constituent College: SK Somaiya College</b>		<b>Name of the Department Business Studies</b>	
<b>Course Code: 131U07K602</b>	<b>Name of the Course: Enrichment Course - German</b>		
<b>Duration: 2 Hrs.</b>	<b>Maximum Marks : 60</b>		
<b>Instructions: 1) Q1 Q2 and Q3 have options 2) Q4 is compulsory</b>			


Question No.		Max. Marks
Q.1. A	<p>„Gelähmt sind wir nur im Kopf!“</p> <p>Das ist das Motto von Markus Holubek und auch der Titel des Buches, das er geschrieben hat. Holubek bewies, dass man Dinge schaffen kann, die vorher unmöglich schienen. 2007 passierte es: Holubek stürzte bei einem Skirennen und brach sich die Wirbelsäule. Von einer Sekunde auf die andere war er gelähmt. „Unterhalb des Bauchnabels konnte ich nichts bewegen. Ein unglaubliches Gefühl, unreal.“ Von einem Tag auf den anderen veränderte sich sein Leben: Der sportliche Fernsehredakteur saß im Rollstuhl. Aber Markus Holubek ist ein Mensch, der nie aufgibt. Er dachte: Ich will das schaffen!</p>  <p>Mit sehr viel Training, seinem starken Willen und mit viel Optimismus überwand er alle Blockaden. Er schaffte das Unglaubliche: Er kann wieder gehen. Natürlich ist er noch gelähmt, er kann den größten Teil seiner Beine auch heute nicht spüren. Aber er hatte Glück: Die Art der Verletzung – es waren nicht alle Nerven kaputt – und sein starker Wille machten es möglich und befreiten ihn vom Rollstuhl. Heute arbeitet Holubek als Therapeut und hat es sich zur Aufgabe gemacht, Menschen, die in Krisensituationen sind, Optimismus zu vermitteln. Er hilft ihnen, Ängste abzubauen und aus der Passivität in die Aktivität zu kommen.</p> <p>Beantworten Sie die Fragen, je nach dem Text. (5*2)</p> <ol style="list-style-type: none"> <li>1. Was hat die Person früher gemacht?</li> <li>2. Was macht er jetzt?</li> <li>3. Was war der Grund für die Lebenswende?</li> <li>4. Wie hat die Person die Krise überwunden?</li> <li>5. Welche andere Wendepunkte könnte im Leben passieren?</li> </ol>	10
Q.1. B	<p>Machen Sie Sätze von folgenden Worten: (5 marks)</p> <ol style="list-style-type: none"> <li>1. Gefühl</li> <li>2. Rollstuhl</li> <li>3. starken Willen</li> </ol>	5
	OR	
Q.1. C	<p>Beschreiben Sie einen Urlaub. Schreiben Sie Ihre Vorlieben und Abneigungen im Urlaub. Wohin fahren Sie gern? Was machen Sie im Urlaub? u.s.w.</p>	10





Q.1. D	<p><b>Mein Fernseher funktioniert nicht! Welche Sätze kann ein Kunde verwenden? Ergänzen Sie die Verben in der richtigen Form. (→ 5)</b></p> <p>finden • funktionieren • gebrauchen • gehen • haben • kaufen • kontrollieren • lösen • umtauschen</p> <p>Mein Fernseher _____ (1) schon wieder nicht richtig. Das letzte Mal haben Sie gesagt, dass Sie alles _____ (2) haben, aber das Bild ist immer noch unscharf. So kann ich den Fernseher nicht _____ (3). Das _____ (4) so nicht! Ich habe das Gerät erst vor neun Monaten bei Ihnen _____ (5) und _____ (6) noch über zwei Jahre Garantie. Ich will jetzt ein neues Gerät, sie müssen den Fernseher _____ (7)! Ich _____ (8) es einfach nur ärgerlich, dass ich dauernd Probleme damit habe und Sie das Problem nicht _____ (9).</p>	5
Q.2. A	<p><b>Ein perfekter Urlaub. Welche Wörter passen? Ergänzen Sie.</b></p> <p><i>Angebot, draußen/im Ferien, erholen, erleben, faulenzen, Kälte, Leute, Ruhe, spontan, Stress, übernachten, wegfahren</i></p> <div data-bbox="313 779 642 981"> </div> <p>Greg und seine Freunde planen nicht gern lange. Meistens fahren sie ganz _____ (1) irgendwo hin. Auch am nächsten Wochenende wollen sie wieder für ein paar Tage zusammen _____ (2), nach Amsterdam. „Da können wir viel unternehmen, das _____ (3) für Touristen ist riesig“ sagt Greg. „Amsterdam ist eine tolle Stadt! Ich will ja etwas _____ (4), wenn ich wegfahre.“ Greg will im Urlaub nicht am Strand liegen, lesen oder schlafen und den ganzen Tag nur _____ (5): „Das ist mir zu langweilig. Ich kann ja zu Hause wieder mehr schlafen und mich _____ (6)“ sagt er und lacht.</p> <p>Egal ob Sommer oder Winter, Daniel liebt die Natur und ist gern _____ (7). Ihm macht im Winter die _____ (8) nichts aus. „Ich bin am liebsten in den Bergen oder im Wald, gern auch allein, da gibt es keine Autos, keinen Lärm und ich kann die _____ (9) genießen. Es ist sehr entspannend, wenn kaum andere _____ (10) um mich herum sind“ sagt er. „Ich habe schon in meinem Beruf so viel _____ (11).“ Er fährt gern in den Bayerischen Wald nach Lusen. Da kennt er eine kleine Pension, wo man billig und gut _____ (12) kann.</p> <div data-bbox="964 1171 1293 1373"> </div>	10
Q.2. B	<p><b>Im Urlaub arbeiten? Die markierten Wörter sind im falschen Satz. Wie heißen die Sätze richtig? Korrigieren Sie.</b></p> <ol style="list-style-type: none"> <li>1. Timo hat eine <u>Höhe</u> für ungewöhnliche Urlaube. _____</li> <li>2. Im Sommer auf der Alm hat er seinen stressigen <u>Feierabend</u> vergessen. _____</li> <li>3. Das Leben auf der Alm ist sehr ruhig im <u>Bescheid</u> zu seinem „normalen“ Leben. _____</li> <li>4. Ein Grund dafür ist, dass Timos Handy meistens keinen <u>Gegensatz</u> hat. _____</li> <li>5. Der Arbeitstag auf der Alm ist lang, man kann erst spät <u>Alltag</u> machen. _____</li> <li>6. Weil die Alm auf 1800 Metern <u>Vorliebe</u> liegt, hat es im September schon geschneit. _____</li> <li>7. Timo weiß noch nicht <u>Empfang</u>, ob er nächstes Jahr wieder auf die Alm gehen kann. _____</li> </ol>	5
Q.2. C	<p><b>Was machen Sie für die Umwelt? Was machen Sie im Alltag, die Umwelt zu schützen?</b></p>	10



Q.2. D	<p><b>Wörter und Ausdrücke zu Werbung. Welche Wörter passen nicht? Streichen Sie.</b></p> <ol style="list-style-type: none"> <li>1. Werbung will, dass man ein bestimmtes Produkt <u>kauft.</u> <u>nutzt.</u> <u>produziert.</u></li> <li>2. Damit Werbung funktioniert, muss sie <u>einfallen.</u> <u>gefallen.</u> <u>auffallen.</u></li> <li>3. Werbung versucht, die Menschen <u>zu überraschen.</u> <u>zu vergessen.</u> <u>neugierig zu machen.</u></li> <li>4. Die Sprache in Werbungen versucht, <u>witzig</u> <u>kreativ</u> <u>langweilig</u> zu sein.</li> <li>5. Werbung will die Leute <u>informieren.</u> <u>ansprechen.</u> <u>vorsprechen.</u></li> <li>6. Werbung verwendet Bilder, die <u>Emotionen wecken.</u> <u>in Erinnerung bleiben.</u> <u>man kennt.</u></li> </ol>	5
Q.3. A.	<p>Schreiben Sie ein Gespräch im Reisebüro. Hier sind Stichpunkte gegeben.</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><b>A Kunde</b> Sie möchten mit Ihrer Familie eine Woche Urlaub in Süddeutschland machen. Sie suchen ein ruhiges Hotel an einem See. Gute Sportangebote sind Ihnen wichtig, aber der Urlaub soll nicht mehr als 600 Euro pro Person kosten.</p> </div> <div style="width: 45%;"> <p><b>B Reisebüro</b> Sie haben zwei Angebote: Hotel „Alpenblick“, in den Bergen, Schwimmbad, kein Sportprogramm, mit Halbpension 580 Euro pro Person/ Woche. Hotel „Zur Sonne“, sehr groß, am See, mit Sportprogramm + Vollpension, 890 Euro.</p> </div> </div>	15
Q.3. C.	Beschreiben Sie ein modernes Gerät. Schreiben Sie, was man damit machen kann. Warum ist es Ihnen wichtig? Welche sind die Vorteile und Nachteile davon.	7
Q.3. D.	<p>Eine Wochenendreise planen. Ergänzen Sie das passende Verb. Achten Sie auf den Infinitiv: mit oder ohne zu?</p> <p>ausschlafen • besichtigen • besuchen • buchen • essen • kaufen • machen • mitmachen</p> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 30%;"> <p>1. Ich habe keine Lust, das neue Kunstmuseum <u>zu besuchen</u>.</p> </div> <div style="width: 30%;"> <p>2. Ich möchte einen Bummel durchs Zentrum _____.</p> </div> <div style="width: 30%;"> <p>3. Die Geschäfte sehen toll aus! Da bekommt man richtig Lust, was Schönes _____.</p> </div> <div style="width: 30%;"> <p>4. Ist es schwer, für fünf Leute jetzt noch ein Hotelzimmer _____?</p> </div> <div style="width: 30%;"> <p>5. Wir haben doch keine Zeit, so viele Sehenswürdigkeiten _____.</p> </div> <div style="width: 30%;"> <p>6. Ich will keinen Stress, ich möchte am Morgen richtig _____.</p> </div> <div style="width: 30%;"> <p>7. Ich finde es am besten, gleich am ersten Tag eine Stadtführung _____.</p> </div> <div style="width: 30%;"> <p>8. Ich will unbedingt in einem typischen Restaurant gut _____.</p> </div> </div> 	8
Q.4		15
Q4A	<p>Was sind Ihre Pläne fürs nächste Wochenende? Machen Sie die Sätze zu Ende.</p> <ol style="list-style-type: none"> <li>a. Ich habe einen Plan, .....</li> <li>b. Mir macht es keinen Spaß, .....</li> <li>c. Ich finde es langweilig, .....</li> <li>d. Vielleicht habe ich auch Zeit, .....</li> <li>e. Ich versuche auch, .....</li> </ol>	5
Q4B	<p>Bilden Sie Sätze mit den folgenden Wörtern: (5*2=10)</p> <ol style="list-style-type: none"> <li>a. verbringen</li> <li>b. die Umwelt schützen</li> <li>c. Plastik verboten</li> <li>d. funktionieren</li> <li>e. modern</li> </ol>	10





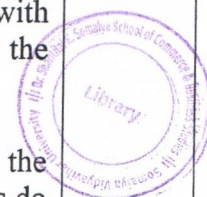
BBA (H)  
Sem IV  
Marketing



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

Semester (November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 7	Class: TY	Semester: VI
Programme: BBA(H)		
Name of the Constituent College: S K Somaiya college	Name of the Department Commerce and business studies	
Course Code: 131U07N603	Name of the Course: Marketing 4.0	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks
Q.1. A	Explain the concept of SERQUAL with reference to your personal service experience	15
	OR	
Q.1. B	Write a note on 7P's of service marketing	15
Q.2. A	What is the impact of social campaign/eco friendly products in marketing of a product	8
Q.2. B	Mention factors propelling and forbidding the growth of e-commerce in India	7
	OR	
Q.2. C	With reference to your preferred e-commerce player/brand draft the positives and negatives factors of online shopping	15
Q.3. A.	What is the role of in store experience (retail strategy) in creating loyal customer base	8
Q.3 B.	Write a note on role of social media in marketing and branding of products/service post covid19	7
	OR	
Q.3. C.	What is CRM and the importance of its features?	7
Q.3 D	Mention an example of a good and bad CRM practice by your choice of brand	8
Q.4	Solve the following Case Study Currently based in Perth & Melbourne..  For the last 7 years we have been saving the lives of people every weekend. Remember this! You don't have to worry about hosting a party and dealing with the dreaded task of cleaning up the next day. Hangover Helpers take the headache out of party planning.  It doesn't matter what sort of party it is, from a friends gathering while the parents are away, a sporting function celebrating a huge win, or a stag or hens do – the Hangover Helpers staff will come prepared to make the place look like the	15





	<p>party has never happened. The staff will happily clean-up and have the place smelling fresh. They will have drinks in tow to help with that hangover too. Stay in and relax while we clean or head out and enjoy the weekend.</p> <p>Hangover Helpers prides itself on using environmental friendly products and they understand that cleaning is the worst part of hosting a party.</p> <p>We aren't just party cleaners we also have bar staff &amp; glassware for hire so can help you cater for your whole event and once again keep that headache away!</p> <p>Lets get the party started ...cleaned up!!</p>	
A.	If hangover helpers decide to cater to different set of audience, What are the different ways to market the same service to different consumers?	
B.	What are the kind of cross selling or upselling hangover helpers can do to its existing customer base?	

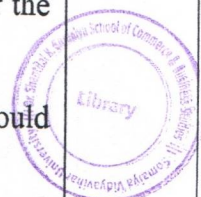




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Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks
Q.1. A	Explain the concept of Service quality with the help of a model and an example	15
	OR	
Q.1. B	Write a note on challenges of service marketing	15
Q.2. A	Mr. Bhavya Maru wants to open a vegan restaurant in Mumbai. Help him with drafting a marketing plan/strategy for the same.	15
	OR	
Q.2. B	With reference to your preferred e-commerce player/brand draft the positives and negatives factors of online shopping	15
Q.3. A.	Write a note on 4P to 4C to 4E of marketing mix	15
	OR	
Q.3 B	Give examples of your choice of brand and its CRM activity affecting the consumers in both positive and negative ways	15
Q.4	<p>Solve the following Case Study</p> <p>On a late-June evening, two distant friends asked me to be their bridesmaid... I came home and vented to my roommate about being "always a bridesmaid" and my roommate said to me, "Jen, you're good at this and everyone knows that. You've become a professional bridesmaid."</p> <p>That's when I had this "lightbulb" moment. In the \$300 billion wedding industry, why is there no one whose job it is to be there, really be there, for the bride?</p> <p>Since I was good at being a bridesmaid, and had done it more times than I could count on my hands (and toes), I wondered if I could do this for strangers?</p> <p>I gulped down courage and turned to Craigslist, where I posted an ad offering</p>	15





my services as a bridesmaid for hire. Two days later, I received 250 responses from people all over the world who wanted to hire me for their weddings.

Many people called me crazy for doing this. People called this social experiment a joke. But I decided not to prove those people wrong. Instead, I decided to go off and prove myself and my idea right.

In June 2014, I officially started Bridesmaid for Hire.

The head-turning company provides professional bridesmaid services to those getting married and to maids of honor. In the past 8-years, we've worked with hundreds of clients, had over 100,000 people apply to work for us, hired a team of professional bridesmaids, and even started a training program to help people start their own unique wedding business and make money.

I've also found myself telling my story on a lot of TV shows, like the TODAY Show, where Hoda Kotb gave me the warmest hug; Good Morning America, which came with me to video my very first wedding as a professional bridesmaid in Minnesota; and Fox News, where an anchor called my job the "weirdest ever." I share my wedding and bridesmaid expertise and unique perspective as a recurring guest on TV shows, podcasts, and in news articles on a weekly basis.

In 2017, Simon and Schuster published my second memoir, Always a Bridesmaid for Hire, about life as a professional bridesmaid and the crazy stories I've been a main character in along the way. I'm working really hard to turn my story into a reality show or a TV show—maybe even a movie. Can you help do that? Let's chat!

I'm also proud of my two other books, Finally the Bride and All My Friends are Engaged. Together, this series of books dives into the head-turning true life stories of dating in New York City, working as a hired bridesmaid for strangers and finding love, after a psychic told me I was forever doomed. All of these stories are told chronologically inside these three books.

I also created a game, yes a game! It's called The Newlywed Card Game and it's super fun & memorable to play.

#### Paragraph

A few years ago, my husband, Adam, and I decided to sell 90% of our belongings, ditch our leases, and live in a brand new city, or home, every 30 days. We've lived in Portland, Austin, LA, Brooklyn, and many more spots. It's been the kind of journey that reminds me of what matters most about life, myself, and even my relationship with Adam. Today, we live in Brooklyn near what matters the most—a handful of pizza places within a 3-block radius. It's my life's mission to eat as much pizza, write as many books, and help as many strangers feel okay about the pushes and pulls of their lives as I can.

- |    |   |  |
|----|---|--|
| A. | What are the factors promoting or generating needs for such kind of services? |  |
| B. | How can you market these services in a market like India?                     |  |
|    |   |  |
|    |   |  |




**Semester: October 2022- March 2023**
**Examination: Semester End**

<b>Programme code:</b> <b>Programme: BBA (Hons)</b>	<b>Class: TY</b>	<b>Semester: VI</b>
<b>Name of the Constituent College:</b> <b>S K Somaiya College</b>	<b>Name of the department/Section/Center:</b> <b>Business Studies</b>	
<b>Course Code:</b> 131U07E604	<b>Name of the Course: Indirect Tax</b>	
<b>Instructions:</b> 1.) Q.1.-Q.3.have Internal option 2.) Q.4. is compulsory 3.) Figures to right indicate full marks 4.) Working notes are compulsory		

Questi on No.		Max. Mark s														
Q.1.																
(A)	GST is a major boost for `Make in India.' Discuss	08														
(B)	Distinguish between composite supply & mixed supply	07														
	<b>OR</b>															
(C)	Omega Pvt Ltd. provides information technology software services. It has received the following amounts towards services provided by it during June, 2019:	08														
	<table><tr><th>Particulars</th><th>Rs.</th></tr><tr><td>1. On-Site development of software</td><td>80,000</td></tr><tr><td>2. Sale of pre-packaged software put on CDs</td><td>4,90,000</td></tr><tr><td>3. Advice, consultancy &amp; assistance on matter relating to information technology software</td><td>20,000</td></tr><tr><td>4. Customized development of software and delivery thereof to client on CD</td><td>1,00,000</td></tr><tr><td>5. Providing a license to use pre-packaged software without transfer of right to use</td><td>60,000</td></tr><tr><td>6. Providing a license to use pre-packaged software with restrictions for end use</td><td>2,50,000</td></tr></table>	Particulars	Rs.	1. On-Site development of software	80,000	2. Sale of pre-packaged software put on CDs	4,90,000	3. Advice, consultancy & assistance on matter relating to information technology software	20,000	4. Customized development of software and delivery thereof to client on CD	1,00,000	5. Providing a license to use pre-packaged software without transfer of right to use	60,000	6. Providing a license to use pre-packaged software with restrictions for end use	2,50,000	
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	Compute the value of taxable supply & GST (CGST @9% and SGST @9%) liability of Omega Pvt. Ltd.																											
(D)	Taurus Advertising agencies conceptualized and designed the advertising campaign for a new product launched by Gemini Pvt Ltd. for a consideration of Rs. 36,00,000. The agency owed Rs. 40,000 to one of its vendors in relation to the advertising service provided by it to Gemini Pvt Ltd. Such liability of Taurus agency was discharged by Gemini Pvt Ltd. Gemini Pvt Ltd. delayed the payment of consideration and thus, paid Rs. 1,00,000 as interest. Determine the value of taxable supply made by Taurus Advertising agencies.	07																										
Q.2.																												
(A)	Discuss the provisions regarding time limit for availing input tax credit.	08																										
(B)	Explain the provisions of section 18(4) regarding reversal of Input Tax Credit.	07																										
	OR																											
(C)	Mrs. Radhika, registered in state of Gujrat, provides following details for the month of February. Calculate her Net Tax Liability for the month of February. Excess Credit of IGST to be set-off against. CGST and SGST in the ratio of 30:70.	08																										
	<table><tr><th>Particulars</th><th>IGST(Rs.)</th><th>CGST(Rs.)</th><th>IGST(Rs.)</th></tr><tr><td>Opening balance in Electronic Credit Ledger as on 1<sup>st</sup> February 2023</td><td>57,000</td><td>Nil</td><td>Nil</td></tr></table>	Particulars	IGST(Rs.)	CGST(Rs.)	IGST(Rs.)	Opening balance in Electronic Credit Ledger as on 1 <sup>st</sup> February 2023	57,000	Nil	Nil																			
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	<p style="text-align: center;"><b>Transactions During the Month</b></p> <table><tr><th>Particulars</th><th>Rs.</th></tr><tr><td>Sold Goods @12% GST to Rani in Mysore</td><td>15,000</td></tr><tr><td>Sold Goods @18% GST to Dhanish in Hyderabad</td><td>20,000</td></tr><tr><td>Sold Goods @28% GST to Mayur in Rajkot</td><td>40,000</td></tr><tr><td>Sold Goods @5% GST to Deval in Bhavnagar</td><td>55,000</td></tr><tr><td>Purchased Goods @28% GST from Meerut</td><td>68,000</td></tr><tr><td>Purchased Goods @5% GST from Surat</td><td>79,000</td></tr><tr><td>Provided Goods @18% GST to Rohan in Lucknow</td><td>87,000</td></tr><tr><td>Provided Services @28% GST to Darshana in Vapi</td><td>96,000</td></tr><tr><td>Provided Services @5% GST to Rati in Ahmedabad</td><td>64,000</td></tr><tr><td>Provided Services @12% GST to Manish in Mathura</td><td>56,000</td></tr><tr><td>Availed Services @12% GST from Agra</td><td>23,000</td></tr><tr><td>Availed Services @18% GST from Vadodara</td><td>19,000</td></tr></table>	Particulars	Rs.	Sold Goods @12% GST to Rani in Mysore	15,000	Sold Goods @18% GST to Dhanish in Hyderabad	20,000	Sold Goods @28% GST to Mayur in Rajkot	40,000	Sold Goods @5% GST to Deval in Bhavnagar	55,000	Purchased Goods @28% GST from Meerut	68,000	Purchased Goods @5% GST from Surat	79,000	Provided Goods @18% GST to Rohan in Lucknow	87,000	Provided Services @28% GST to Darshana in Vapi	96,000	Provided Services @5% GST to Rati in Ahmedabad	64,000	Provided Services @12% GST to Manish in Mathura	56,000	Availed Services @12% GST from Agra	23,000	Availed Services @18% GST from Vadodara	19,000	
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- (D) Ms. Swara entered a contract with Ms. Asha for supply of Machine. Calculate Value of Supply as per section 15 of GST Act. 07

Transactions	Rs.
1. Value of Machine (including GST @28%)	16,64,000
2. Taxes (Other than CGST/ SGST/ IGST) charged separately by Ms. Swara	75,000
3. Expenses incurred by Ms. Asha on behalf of Ms. Swara	
(a.) Pre-Installation Consultancy	15,000
(b.) Commission	27,000
(c.) Designing Charges	12,000
4. Customized packing charges paid by Ms. Swara on request of Ms. Asha	13,000

- Q.3. (A) Discuss the provisions under GST Law regarding:  
 1. Registration when turnover exceeds specified limit  
 2. Persons not liable for registration  
 3. Registration procedure for non resident Taxable person 15

OR

- (B) M/s. Moon Pvt. Ltd incorporated in Chennai on 1-4-2021 has the following details for the year 2021-22: 08

Particulars	Value (Rs. in Lacs)
1. Inter-State exempted supply of Goods	4.00
2. Intra-State supplies of services	5.00
3. Non-Taxable supplies	2.00
4. Exempted supplies of services	0.60
5. Value of export of Goods	7.00

Is M/s Moon Pvt Ltd. required to register under GST Law? Whether your answer is different if in addition to above, inter-state taxable supply is of goods for Rs. 4 lacs.





(C)	<p>Determine Place of Supply in the following cases:</p> <ol style="list-style-type: none"> <li>1. Mr. M of Maharashtra opens a branch office in Delhi. He purchases a lift to be installed from XYZ Enterprises of Bengaluru.</li> <li>2. Mr. M imported goods from Dubai to his place of business in Kolkata.</li> <li>3. A businessman registered in Delhi makes a business trip to Bengaluru and stays in a hotel there.</li> <li>4. PQR o Mumbai provides GST training to Accounts &amp; Finance personal of XYZ Ltd. of Assam at Company`s registered office.</li> <li>5. Mr. Amar registered in New Delhi travels from Mumbai to Bengaluru in Indigo. He has purchased the tickets for the journey from Indigo`s registered office in New Delhi.</li> <li>6. Mr. X travelling from Delhi to Mumbai in an Air-Jet Flight desires to watch an English Movie during the journey by making necessary payments.</li> </ol>	07
	<ol style="list-style-type: none"> <li>7. Mr. A of Maharashtra goes to his native place in Punjab &amp; buys medical insurance policy for his parents from safety insurers registered in Punjab.</li> </ol>	
Q.4.	<p>Explain the following Concepts:</p> <ol style="list-style-type: none"> <li>a. Goods</li> <li>b. Electronic Commerce operator</li> <li>c. Consideration</li> </ol>	15



<b>Semester: October 2022-March 2023</b>		
<b>Examination: Semester End</b>		
<b>Programme code:</b> <b>Programme: BBA (Hons)</b>	<b>Class: TY</b>	<b>Semester: VI</b>
<b>Name of the Constituent College:</b> <b>S K Somaiya College</b>	<b>Name of the department/Section/Center:</b> <b>Business Studies</b>	
<b>Course Code:</b> 131007E604	<b>Name of the Course: Indirect Tax</b>	
<b>Instructions: 1.) Q.1.- Q.3. have internal option</b> <b>2.) Q4. is compulsory</b> <b>3.) Figures to right indicate full marks</b> <b>4.) Working notes are compulsory</b>		

Question No.		Max. Marks										
Q.1.												
(A)	Explain the features & Benefits of Goods & Services Tax	08										
(B)	Distinguish between Direct Tax & Indirect Tax	07										
	OR											
	M/s Kavita & Sons (Property dealer) provides you details of following activities during the month of January, 2023. Compute the value of taxable supply and GST Liability.	08										
	<table><tr><th>Particulars</th><th>Rs.</th></tr><tr><td>1. Collected rent from shop</td><td>6,00,000</td></tr><tr><td>2. Received rent from vacant land used for agricultural</td><td>2,00,000</td></tr><tr><td>3. Received rent from premises let a temple trust</td><td>1,50,000</td></tr><tr><td>4. Rent received from land used for Mona Circus</td><td>7,50,000</td></tr></table>	Particulars	Rs.	1. Collected rent from shop	6,00,000	2. Received rent from vacant land used for agricultural	2,00,000	3. Received rent from premises let a temple trust	1,50,000	4. Rent received from land used for Mona Circus	7,50,000	
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5.	Paid stationery and telephone bills	4,75,000
6.	Rent received on storing of agricultural produce	2,10,000
7.	Rent received from residential house	1,60,000

GST rate to be taken CGST 9% and SGST 9%.

All amounts given are excluding GST.

07

Sista Advertisers conceptualized and designed the advertising campaign for a new product launched by Jio Pvt Ltd. for a consideration of Rs. 9,00,000. Sista Advertisers owed Rs. 10,000 to one of its vendors in relation to the advertising service provided by it to Jio Pvt Ltd. Such liability of Sista Advertisers was discharged by Jio Pvt Ltd. Jio Pvt Ltd. delayed the payment of consideration and thus, paid Rs. 25,000 as interest. Determine the value of taxable supply made by Sista Advertisers.

08

Mention any 10 goods & any 10 services that are exempt from tax.

07

Discuss composition scheme for suppliers of services

OR

08

Mr. Ravi Shankar is a registered dealer in the state of Maharashtra under GST provides the following information about his business for the month of August, 2022 details of electronic credit Ledger are as follows:

Particulars	IGST(Rs.)	CGST(Rs.)	SGST(Rs.)
Opening Balance in Electronic Credit Ledger a on 1-8-2022	5,000	6,000	7,000
Input-Tax Credit available on Inward Supplied during the month of August, 2022	9,000	13,000	13,000

The following details about various transactions for the month of August 2022 are also provided

Date	Particulars	GST Rate	Amount (Rs.)
------	-------------	----------	--------------



05-08-2022	Sold goods to a customer in Mumbai	18%	88,000
11-08-2022	Sold goods to a customer in Solapur	12%	75,000
18-08-2022	Sold goods to a customer in New Delhi	5%	66,000
20-08-2022	Consultancy Charges for services provided in Kolhapur	12%	1,23,000
22-08-2022	Services charges for services provided in Kolhapur	5%	1,15,000
25-08-2022	Professional Service charges received for services in Mahabaleshwar	12%	56,000
28-08-2022	Sold goods to a customer in Haryana	18%	2,35,000
31-08-2022	Sold goods to a customer in Silvassa	5%	1,28,000

Compute Net Tax Liability of Mr. Ravi Shankar for the month of August 2022

(D)

Identify the place of Supply in the following cases with appropriate reasons:

07

1. M/s X Ltd. has place of business in Chennai, being an NBFC given an asset under financial lease to M/s ABC Ltd. of Chennai. The said asset so far used by M/s ABC Ltd. in their factory located at Hyderabad.
2. Chennai express train going from Chennai to cochin, M/s X Ltd. located in Cochin has supplied the food which are given to passengers during night time. The food packets are loaded at Chennai Central Station, Chennai.
3. Mr. X located in Chennai engaged the services of Mr. Y an Architect in Chennai. Mr. X requests him to make design of residential complex to be constructed in Cochin, Kerala. Mr. Y provided drawing and design services in relation to immovable property located at Cochin.
4. M/s Cut Ltd., provider of hair cutting saloon services, located in Mumbai. Mr. M.S. Dhoni came from Jharkhand to Mumbai after appointment for haircut. The services are provided in Mumbai.





5. Mr. X, resident of Mumbai, goes to Bangalore for plastic surgery.

6. JK Academy registered person provides training and coaching services for JEE for IIT at Kota. Many students from all over India came and stay at Kota for the purpose of undergoing training in the Academy.

7. Board of Control for Cricket in India located at Mumbai, sold tickets on-line for IPL match, is going to conducted at Chepauk stadium, Chennai. However, finally match was conducted at Mumbai.

Q3

(A) Discuss the procedure to obtain GST registration

08

(B) Discuss the procedure for cancellation of GST registration

07

**OR**

(C) Explain in brief, the conditions for availing input tax credit & the time limit to avail it.

08

(D) Distinguish between Casual taxable person (CTP) & Non-Resident Taxable person (NRTP)

07

Q4

Explain the following Concepts:

15

1. Reverse charge

2. Credit note

3. Aggregate turnover





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

Semester (November 2022 to March 2023)		
Examination: End Semester Examination March 2023 (UG Programmes)		
Programme code: 07		Class: TY
Programme: TY BBA (Hons.)		
Name of the Constituent College: S K Somaiya College		Semester: VI
Name of the Constituent College: S K Somaiya College		Name of the Department : Business Studies
Course Code: 131U07E605	Name of the Course: Global HRM and Workforce Diversity	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams		

Question No.		Max. Marks
Q.1. A	Illustrate on International Industrial Relation.	15
	OR	
Q.1. B	Elaborate on International Compensation.	15
Q.2. A	Demonstrate on International Project Management.	15
	OR	
Q.2. B	Show the Current Emerging Trends of HRM.	15
Q.3. A.	Demonstrate on Diversity in a: Training and Development b: Performance Management	15
	OR	
Q.3. B.	Elaborate on Diversity and Inclusion.	15
Q.4	Solve the following Case Study	15
	<p>Diversity at Microsoft:</p> <p>In June 2011 Microsoft commissioned a report aimed at understanding the UK female talent landscape. We wanted to understand what women like and don't like about working in the IT industry, the roles they occupy, how many STEM degree qualified women are not currently working, the barriers to female progression and how qualified women can be encouraged back into the industry. 420 women currently working in technology roles took part in the research helping us document their careers and learn what is important to them.</p> <p>The key themes from the interviews fuelled our gender diversity programme; for example their insights helped us drive our senior leaders to be career sponsors as well as mentors for our female talent. We stay in contact with this network through our regular T Party events and LinkedIn network where we continue conversations on driving gender diversity in IT and we use it as a test bed for new initiatives. We started with two events designed to delight and challenge a few perceptions of our business; we also wanted to say a big thank you for the time they had spent with us on the research. One of the things we noticed about this group is that they are passionate about enabling more women in to IT, a passion we share, so our latest initiative with this group makes the most of that.</p> <p>It starts with a spark invites T Party members to nominate a woman they know</p>	





	<p>who doesn't currently work in IT to attend a course where she will learn to code an app in a day (delivered by our partner Decoded). 10 women win a place on the course each time we run it and we're now in our fourth cycle. Through the day the winners learn that women have been pivotal in IT since Ada Lovelace and after they have successfully coded and published an app they enjoy a networking event with the man or women who nominated them.</p> <p>Also at the T Party event are other successful women from the T Party group and our own Microsoft talent and hiring managers so they can understand different roles and what people love about working in IT. The nominator then becomes their career sponsor and is devoted to helping her carve out a career in IT. From our research we know that confidence is key for women progressing so by bringing all of the components; role models, inspiration and sponsorship together we hope to create interest in these women to follow a career in IT that they might not previously have had the opportunity to follow and to tap in to the huge number of women who are qualified to work in IT but have never pursued it.</p> <p>We are seeing very diverse women nominated for this initiative, for example one candidate had a PhD in Computer Science but had experienced trouble getting back in to work after extended maternity leave. We hope that with the help of her sponsor and her renewed confidence and the opportunities presented through T Party events and the free online training we provide through the Microsoft Virtual Academy that she will find herself back in work very soon.</p> <p>It's important to know that our female and male employees were also invited to nominate for the initiative and through the integration with T Party members and our employees at the event we hope to broaden all our horizons and networks. We didn't want there to be a separation between the wonderful events our T Party group are treated to and the events open to our employees and so by combining the two we create a more engaging and productive environment for all and a sense of community that supports our existing women but we also hope proves attractive to women thinking of working for us.</p> <p>Questions:</p>	
Q.4. A.	Do you think that the diversity initiative taken by Microsoft will work in the near future. Elaborate on the same.	15





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

Semester (November 2022 to March 2023)		
Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 7 Programme: BBA HONS	Class: TY	Semester: VI
Name of the Constituent College: SKSC	Name of the Department: Business Studies	
Course Code: 131UO7E606	Name of the Course: Stress Management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary ☺		

Question No.		Max. Marks
Q.1. A	Explain in details the symptoms as consequences faced by an individual who is experiencing stress.	15
	OR	
Q.1. B	Define anxiety. Further to explain its types and mechanism to cope up.	15
Q.2. A	How do you embrace and manage stress at workplace? Does it have a relevance with organizational growth & efficacy? Justify your answer.	15
	OR	
Q.2. B	Name five stress reduction techniques and explain any three.	15
Q.3. A.	How do you relate Emotional intelligence with rational personality development program in terms of stress?	15
	OR	
Q.3. B.	Short notes: <ul style="list-style-type: none"><li>• Sympathetic nervous system</li><li>• Harmony between work &amp; life</li><li>• Fight &amp; flight</li></ul>	15
Q.4	<p>Solve the case study:</p> <p>The stress audit case study is about Company A, 100-year-old UK manufacturing organization. The company employs 15,000 people and operates on 50 sites. It primarily supplies the agricultural machinery markets.</p> <p>The company set itself the objective of pulling itself out of a stagnant loss-making situation and to regain market dominance. It set out to accomplish this by completing redesigning its manufacturing techniques through lessons learnt from Japanese companies. The company also implemented a large-scale programme of organisational restructuring involving decentralisation and the establishment of call centres., however, the payoffs were not as great as expected, even after several years of development.</p> <p>The program of large-scale change, in the context of an already ailing business had improved performance at a slower than expected rate. Individuals were experiencing stress also. Changes were being implemented and performance was being Improved slowly bit a high personal cost (in terms of health) and high organization cost (in terms of disappointing efficiency increases).</p>	15



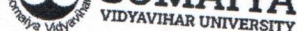


	<p>Senior managers presumed that middle managers were experiencing the worst stress, being caught between the upper management and the workforce. A stress audit was conducted with middle managers at each site. A hypothesis was confirmed by the stress audit. An analysis of the stress audit results indicated that stress levels were greater than expected and that many middle managers had adopted stressed styles of behaviour. The stress audit revealed that many of the middle managers perceived also that several of the changes going on around them were outside their influence or control.</p> <p>Analysis of stress sources and stress coping strategies employed by the middle managers revealed that the organizational development effort itself had the effect of being the source of stress. This in turn made it difficult for people to cope with the change of working practices.</p> <p>The organisation decided therefore to implement additional programmes of stress counselling, and to address the issues of role clarity and participation in change planning. The latter were seen as complementary inputs to the development process. Efficiency gains and a reduction of stress was realised as a result.</p> <p>Q1. List out factors that were causing stress among employees?</p> <p>Q2. How did the stress audit help the company?</p> <p>Q3. What stress management techniques would you implement as member of top management?</p>	
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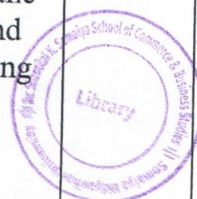




**SOMAIYA**  
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Semester (November 2022 to March 2023)			
Examination: End Semester Examination March/April 2023 (UG Programmes)			
Programme code: 7		Class: TY	Semester: VI
Programme: BBA HONS			
Name of the Constituent College: SKSC		Name of the Department: Business Studies	
Course Code: 131UO7E606		Name of the Course: Stress Management	
Duration : 2 Hrs.		Maximum Marks : 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary )			
Question			

Question No.		Max. Marks
Q.1. A	Define Stress and explain in details the psychological sources of stress and its remedial measures.	15
	OR	
Q.1. B	How autonomic nervous system is associated with stress. Explain in details with its two types.	15
Q.2. A	Describe three techniques of stress reduction.	15
	OR	
Q.2. B	What role emotional intelligence plays in business solutions? Justify your answer with reference to stress management.	15
Q.3. A.	Explain Autogenic training & biofeedback with its effects on organizational growth.	15
	OR	
Q.3. B.	Short notes: <ul style="list-style-type: none"><li>• PDP</li><li>• Work life harmony</li><li>• Self-exploration</li></ul>	15
Q.4	<p>Solve the case study:</p> <p>Calibra Net Informatics Company was established in 2004. Due to the innovative technical solutions, the company has been doing very well and despite of the economic crises in 2009, the profit was continuing to increase. When the company has to enhance its performance, increase its productivity &amp; goodwill, then it is obvious that the employees have to work hard and be motivated towards their work. The technical managing director in this company worked so hard that the symptoms of stress and fatigue could be easily observed on her. Not only the technical managing director, but the other employees of the company also worked so hard that they started developing health problems and began taking sick leave from work. Positive factors were that there was a strong correlation between the employees and absence of disputes and conflicting situations.</p> <p>The fact became clear that this company did not manage stress. There was lot of pressure of work upon the technical managing director and it was not divided amongst all the other employees. The tasks were overlapping amongst the heads</p>	15





of departments; hence stress and tension mainly arose due to indistinguishable capacity of tasks & duties. In order to effectively deal with these kinds of stressful situations, a workshop was conducted that emphasized and clearly disclosed the problems. Through a video analysis. The stress factors became visible and known to all the employees and employers and it is understood that all the problems & difficulties were arising from the inappropriate organizational structure. The company planned to organize another workshop to analyse the problems and find their solutions, stress management trainings were organised and then after half year outcomes were measures; the profitability began to increase again, number of sick leave days dropped back to half, work satisfaction questionnaire depicted good results, and in this way stress management proved to be flourishing & sustainable.

Q1. Explain the factors causing problems in the organisation and give a suitable name to the case.

Q2. Suggest some effective ways to manage workplace stress.

Q3. Enlist the technique used by the company to enhance the organisational productivity.