

SOMAIYA

VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

BRANCH: Bachelor of Business Administration	SEM: I
	OCT-2023

Sr. No.	Subject	Available
1.	131U06C102 – Corporate Accounting (A)	
2.	131U06C102 – Corporate Accounting (B)	
3.	- Goods & Services Marketing (A)	
4.	- Goods & Services Marketing (B), (C)	
5.	- Advertising	
6.	- Fundamental of Technical Skills	
7.		
8.		
9.		
10.		

LIBRARY





SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2023 to November 2023)

Examination: End Semester Examination October 2023 (UG Programmes)

Programme code:07/06

Programme:BBA/BBM

Class: FY

Semester: I

Name of the Constituent College:SKSC

Name of the Department: Business Studies

Course Code: 131U06C102

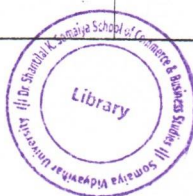
Name of the Course: Corporate Accounting

Duration : 2 Hrs.

Maximum Marks : 60

- Instructions:** 1) Figures to the right indicate maximum marks.
2) Use of simple calculator is allowed.
3) Smart watch is not allowed

Question No.		Max. Marks	CO Attainment			
Q.1. A	<p>Rakesh Ltd. issued 2000 equity shares of Rs100 each at a premium of Rs 20 per share payable as follows:</p> <p>On Application Rs 20 On Allotment Rs50 (including Premium) On first Call Rs20 On final Call Rs 30</p> <p>Applications were received for 3000 shares, 2000 share allotted to the applicants for 2400 shares.</p> <p>The remaining applications for 600 shares being refused and application money there on was refunded. Excess money received on application was adjusted against allotment.</p> <p>All amounts were duly received except Mr. Mandar to whom 80 shares were allotted. Mandar fails to pay First and Final call. His shares were forfeited and were reissued to Mr. Ketan as fully paid at Rs 80 per share. Journalize the transactions in the books of the company.</p>	15	CO1			
	OR					
Q.1. B	<p>The following is the Trial Balance of GLOBUS Limited as on 31.3.2012:</p> <p>(Figures in '000)</p> <table><tr><td></td><td>Debit</td><td>Credit</td></tr></table>		Debit	Credit	15	CO2
	Debit	Credit				



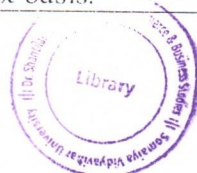
	Land	4400	Equity share capital of Rs 10 each	6000		
	Plant and machinery	15400	10% debentures	4000		
	Trade receivable s	1920	General reserve	2600		
	Inventorie s (31/3/12)	1720	Profit & loss A/c	1440		
	Bank	400	Securities premium	800		
	Adjusted purchase	6400	Sales	14000		
	Factory expenses	1200	Trade payables	1040		
	Administr ation expenses	600	Provision for depreciation	3440		
	Selling expenses	600	Suspense account	80		
	Debenture interest	400				
	Interim dividend paid	360				
	Total	33,400	Total	33,400		

	<p>Additional Information:</p> <p>i) The authorized share capital of the company is 8,00,000 shares of Rs. 10 each.</p> <p>(ii) The company, on the advice of an independent valuer, wishes to revalue the land at Rs. 72,00,000.</p> <p>iii) Declared final dividend @10% on 2nd April, 2012.</p> <p>(iv) Suspense account of Rs. 80,000 represents cash received for the sale of some of the machinery on 1.4.2011. The cost of the machinery was Rs. 2,00,000 and the accumulated depreciation thereon being Rs. 1,60,000.</p> <p>v) Depreciation is to be provided on plant and machinery at 10% on cost. You are required to prepare Alpha Limited's Balance Sheet as on 31.3.2012 and Statement of Profit and Loss with notes to accounts for the year ended 31.3.2012 as per Schedule III. Ignore previous years' figures & taxation.</p>		
	OR		
Q.2. B	<p>The capital structure of a company consists of 20,000 Equity Shares of Rs 10 each fully paid up and 1,000 8% Redeemable Preference Shares of Rs 100 each fully paid up (issued on 1.4.2011).</p> <p>Undistributed reserve and surplus stood as: General Reserve 80,000; Profit and Loss Account 20,000; Investment Allowance Reserve out of which 5,000, (not free for distribution as dividend) 10,000; Securities Premium 2,000. Cash at bank amounted to Rs 98,000. Preference shares are to be redeemed at a Premium of 10% and for the purpose of redemption, the directors are empowered to make fresh issue of Equity Shares at par after utilizing the undistributed reserve and surplus, subject to the conditions that a sum of Rs 20,000 shall be retained in general reserve and which should not be utilized.</p> <p>Pass Journal Entries to give effect to the above arrangements and also show how the relevant items will appear in the Balance Sheet of the company after the redemption carried out.</p>	15	CO3
Q.3. A.	<p>Mr. Brown has made following transactions during the financial year 2011-12:</p>	15	CO4



	<p>Date Particulars</p> <p>01.05.2011 Purchased 24,000 12% Bonds of Rs 100 each at Rs 84 cum-interest. Interest is payable on 30th September and 31st March every year.</p> <p>15.06.2011 Purchased 1,50,000 equity shares of Rs 10 each in Alpha Limited for Rs25 each through a broker, who charged brokerage @ 2%.</p> <p>10.07.2011 Purchased 60,000 equity shares of Rs 10 each in Beeta Limited for Rs 44 each through a broker, who charged brokerage @2%.</p> <p>14.10.2011 Alpha Limited made a bonus issue of two shares for every three shares held.</p> <p>31.10.2011 Sold 80,000 shares in Alpha Limited for Rs 22 each.</p> <p>01.01.2012 Received 15% interim dividend on equity shares of Alpha Limited.</p> <p>15.01.2012 Beeta Limited made a right issue of one equity share for every four shares held at Rs 5 per share. Mr. Brown exercised his option for 40% of his entitlements and sold the balance rights in the market at Rs 2.25 per share.</p> <p>01.03.2012 Sold 15,000 12% Bonds at Rs 90 ex-interest.</p> <p>15.03.2012 Received 18% interim dividend on equity shares of Beeta Limited. Interest on 12% Bonds was duly received on due dates.</p> <p>Prepare separate investment account for 12% Bonds, Equity Shares of Alpha Limited and Equity Shares of Beeta Limited in the books of Mr. Brown for the year ended on 31st March, 2012.</p>		
	OR		
Q.3. B.	<p>On 1st January 2011, Pritam had 20,000 equity shares in X Ltd. Nominal value of the shares were Rs10 each but their book value was Rs 16 per share. On 1st June 2011, Pritam purchased 5,000 more equity shares in the company at a premium of Rs 4 per share.</p> <p>On 30th June, 2011, the directors of X Ltd. announced a bonus and rights issue. Bonus was declared at the rate of one equity share for every five shares held and these shares were received on 2nd August, 2011.</p> <p>The terms of the rights issue were:</p> <p>(a) Rights shares to be issued to the existing holders on 10th August, 2011.</p> <p>(b) Rights issue would entitle the holders to subscribe to additional equity shares in</p>	15	CO4

	<p>the Company at the rate of one share per every three held at Rs 15 per share-the whole sum being payable by 30th September, 2011.</p> <p>(c) Existing shareholders were entitled to transfer their rights to outsiders, either wholly or in part.</p> <p>(d) Pritam exercised his option under the issue for 50% of his entitlements and the balance of rights he sold to Ananth for a consideration of Rs 1.50 per share.</p> <p>(e) Dividends for the year ended 31st March, 2011, at the rate of 15% were declared by the Company and received by Pritam on 20th October, 2011.</p> <p>(f) On 1st November, 2011, Singh sold 20,000 equity shares at a premium of Rs 3 per share.</p> <p>The market price of share on 31-12-2011 was Rs 14.</p> <p>Show the Investment Account as it would appear in Pritam's books on 31-12-2011 and the value of shares held on that date.</p>		
Q.4	Write the following concepts (5 Marks each)	15	CO1, 2,,4
a)	<p>Archana Ltd. issues 10000 shares of ` 10 each at Rs12 payable as Rs → 3 on Application Rs → 5 on Allotment (with premium) Rs → 4 on First Final Call Applications were received for 8000 shares only. Ketan a holder of 400 shares made the full payment at the time of Allotment. Record the above transactions in the Books of Archana Ltd.</p>		
b)	<p>XYZ Industries Ltd., issued 2,000, 10% debentures of Rs. 100 each, at a premium of Rs. 10 per debenture payable as follows:</p> <p>On application Rs. 50 On allotment Rs. 60 The debentures were fully subscribed and all money was duly received.</p> <p>Record the journal entries in the books of a company. Show how the amounts will appear in the balance sheet.</p>		
c)	<p>Mr. X purchased 500 equity shares of Rs 100 each in Omega Co. Ltd. for Rs 62,500 inclusive of brokerage and stamp duty. Some years later the company resolved to capitalize its profits and to issue to the holders of equity shares, one equity bonus share for every share held by them. Prior to capitalization, the shares of Omega Co. Ltd. Were quoted at Rs 175 per share. After the capitalization, the shares were quoted at Rs 92.50 per share. Mr. X. sold the bonus shares and received at Rs90 per share. Prepare the Investment Account in X's books on average cost basis.</p>		





SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2023 to November 2023)

Examination: End Semester Examination October 2023 (UG Programmes)

Programme code:07/06		Class: FY	Semester: I
Programme: BBA/BBM			
Name of the Constituent College: SKSC		Name of the Department :Business studies	
Course Code: 131U06C102	Name of the Course: Corporate Accounting		
Duration : 2 Hrs.	Maximum Marks : 60		

**Instructions: 1) Figures to the right indicate maximum marks.
2) Use of simple calculator is allowed.
3) Smart watch is not allowed**

Questi on No.		Max Mark s	CO Attain ment			
Q.1. A	<p>Give Journal entries for the following:</p> <p>1. Issue of Rs. 1,00,000, 9% debentures of Rs. 100 each at par and redeemable at par.</p> <p>2. Issue of Rs. 1,00,000, 9% debentures of Rs. 100 each at premium of 5% but redeemable at par.</p> <p>3. Issue of Rs. 1,00,000, 9% debentures of Rs. 100 each at discount of 5% repayable at par.</p> <p>4. Issue of Rs. 1,00,000, 9% debentures of Rs. 100 each at par but repayable at a premium of 5%.</p> <p>5. Issue of Rs. 1,00,000, 9% debentures of Rs. 100 each at discount of 5% but redeemable at premium of 5%.</p> <p>6. Issue of Rs. 1,00,000, 9% debentures of Rs. 100 each at premium of 5% and redeemable at premium of 5%</p>	15	CO1			
	OR					
Q.1. B	<p>The following is the Trial Balance of Omega Limited as on 31.3.2012: (Figures in '000)</p> <table><tr><td></td><td>Debit</td><td>Credit</td></tr></table>		Debit	Credit	15	CO2
	Debit	Credit				



Land at cost	220	Equity Capital	300
Plant and machinery at cost	770	(Shares of Rs 10 each)	200
Trade Receivables	96	10% Debentures	130
Inventories (31.3.12)	86	General Reserve	72
Bank	20	Profit & Loss A/c	40
Adjusted purchases	320	Securities Premium	700
Factory Expenses	60	Sales	52
Administration expenses	30	Trade Payables	172
Selling Expenses	30	Provision for depreciation	4
Debenture Interest	20	Suspense Account	
Interim Dividend Paid	18		
Total	1670		1670

Additional Information:

- (i) The authorized share capital of the company is 40,000 shares of Rs 10 each.
 - (ii) The company on the advice of independent valuer wish to revalue the land at Rs 3,60,000.
 - (iii) Declared final dividend @ 10%.
 - (iv) Suspense account of Rs 4,000 represents cash received for the sale of some of the machinery on 1.4.2011. The cost of the machinery was Rs10,000 and the accumulated depreciation thereon being Rs 8,000.
 - (v) Depreciation is to be provided on plant and machinery at 10% on cost.
- You are required to prepare Omega Limited's Balance Sheet as on 31.3.2012 and Statement of Profit and Loss with notes to accounts for the year ended 31.3.2012 as per Schedule III. Ignore previous years' figures & taxation.

Q.2. A

The capital structure of a company consists of 20,000 Equity Shares of Rs 10 each fully paid up and 1,000 8% Redeemable Preference Shares of Rs100 each fully paid up (issued on 1.4.2011).

Undistributed reserve and surplus stood as: General Reserve 80,000; Profit and Loss Account 20,000; Investment Allowance Reserve out of which 5,000, (not free for distribution as dividend) 10,000; Securities Premium 2,000, Cash at bank amounted to Rs 98,000. Preference shares are to be redeemed at a Premium of

15

CO3

	<p>10% and for the purpose of redemption, the directors are empowered to make fresh issue of Equity Shares at par after utilizing the undistributed reserve and surplus, subject to the conditions that a sum of Rs 20,000 shall be retained in general reserve and which should not be utilized.</p> <p>Pass Journal Entries to give effect to the above arrangements and also show how the relevant items will appear in the Balance Sheet of the company after the redemption carried out.</p>																
	OR																
Q.2. B	<p>On January 1, Rama Ltd. (listed company), had 500 Debentures of Rs 100 each outstanding in its books carrying interest at 6% per annum. In accordance with the regulatory requirements, the directors of the company acquired debentures from the open market for immediate cancellation as follows:</p> <p>March 1 5,000 at 98.00 (cum interest)</p> <p>Aug. 1 10,000 at 100.25 (cum interest)</p> <p>Dec. 15 2,500 at 98.50 (ex-interest)</p> <p>Debenture interest is payable half-yearly, on 30th June and 31st Dec.</p> <p>Show ledger accounts of Debentures and Debenture interest for the first year, ignoring income-tax.</p>	15	CO3														
Q.3. A.	<p>The following transactions of Nidhi took place during the year ended 31st March 2012:</p> <table><tr><td>1st April</td><td>Purchased Rs 12,00,000, 8% bonds at Rs 80.50 cum-interest. Interest is payable on 1st November and 1st May.</td></tr><tr><td>12th April</td><td>Purchased 1,00,000 equity shares of Rs 10 each in X Ltd. for Rs 40,00,000</td></tr><tr><td>1st May</td><td>Received half-year's interest on 8% bonds.</td></tr><tr><td>15th May</td><td>X Ltd. made a bonus issue of three equity shares for every two held. Nidhi sold 1,25,000 bonus shares for Rs 20 each</td></tr><tr><td>1st October</td><td>Sold Rs 3,00,000, 8% bonds at Rs 81 ex-interest.</td></tr><tr><td>1st November</td><td>Received half-year's bond interest.</td></tr><tr><td>1st December</td><td>Received 18% interim dividend on equity shares (including bonus shares) in X Ltd.</td></tr></table>	1st April	Purchased Rs 12,00,000, 8% bonds at Rs 80.50 cum-interest. Interest is payable on 1st November and 1st May.	12th April	Purchased 1,00,000 equity shares of Rs 10 each in X Ltd. for Rs 40,00,000	1st May	Received half-year's interest on 8% bonds.	15th May	X Ltd. made a bonus issue of three equity shares for every two held. Nidhi sold 1,25,000 bonus shares for Rs 20 each	1st October	Sold Rs 3,00,000, 8% bonds at Rs 81 ex-interest.	1st November	Received half-year's bond interest.	1st December	Received 18% interim dividend on equity shares (including bonus shares) in X Ltd.	15	CO4
1st April	Purchased Rs 12,00,000, 8% bonds at Rs 80.50 cum-interest. Interest is payable on 1st November and 1st May.																
12th April	Purchased 1,00,000 equity shares of Rs 10 each in X Ltd. for Rs 40,00,000																
1st May	Received half-year's interest on 8% bonds.																
15th May	X Ltd. made a bonus issue of three equity shares for every two held. Nidhi sold 1,25,000 bonus shares for Rs 20 each																
1st October	Sold Rs 3,00,000, 8% bonds at Rs 81 ex-interest.																
1st November	Received half-year's bond interest.																
1st December	Received 18% interim dividend on equity shares (including bonus shares) in X Ltd.																



	Prepare the relevant investment account in the books of Nidhi for the year ended 31st March, 2012.		
	OR		
Q.3. B.	<p>On 1.4.2011, Sundar had 25,000 equity shares of 'X' Ltd. at a book value of Rs 15 per share (Nominal value Rs 10). On 20.6.2011, he purchased another 5,000 shares of the company at Rs 16 per share. The directors of 'X' Ltd. announced a bonus and rights issue. No dividend was payable on these issues. The terms of the issue are as follows:</p> <p>Bonus basis 1:6 (Date 16.8.2011).</p> <p>Rights basis 3:7 (Date 31.8.2011) Price Rs 15 per share.</p> <p>Due date for payment 30.9.2011.</p> <p>Shareholders were entitled to transfer their rights in full or in part. Accordingly, Sundar sold 33.33% of his entitlement to Sekhar for a consideration of Rs 2 per share.</p> <p>Dividends: Dividends for the year ended 31.3.2011 at the rate of 20% were declared by X Ltd. and received by Sundar on 31.10.2011. Dividends for shares acquired by him on 20.6.2011 are to be adjusted against the cost of purchase.</p> <p>On 15.11.2011, Sundar sold 25,000 equity shares at a premium of Rs 5 per share.</p> <p>You are required to prepare in the books of Sundar.</p> <p>(1) Investment Account</p> <p>(2) Profit & Loss Account.</p> <p>For your exercise, assume that the books are closed on 31.12.2011 and shares are valued at average cost.</p>	15	CO4
Q.4	Write the following concepts (5 Marks each)	15	CO1, 4
a)	<p>Vaishali Ltd. Issued 10000 equity shares of Rs 10 each at par payable Rs 3 on Application, Rs4 on Allotment and Rs 3 on First and Final call. The company received applications for 15000 shares.</p> <p>The Board of Directors rejected 5000 applications and application money was</p>		

	<p>refunded. All the money was duly received.</p> <p>Show Journal Entries in the Books of Vaishali Ltd.</p> <p>b) TV Components Ltd., issued 10,000, 12% debentures of Rs. 100 each at a discount of 5% payable as follows:</p> <p>On application Rs. 40</p> <p>On allotment Rs. 55</p> <p>Show the journal entries including those for cash, assuming that all the instalments were duly collected. Also show the relevant portion of the balance sheet.</p>		
c)	<p>The following balances appeared in the books of a company (unlisted company other than AIFI, Banking company, NBFC and HFC) as on December 31, 2011:</p> <p>6% Mortgage 10,000 debentures of Rs 100 each; Debenture Redemption Reserve (for redemption of debentures) Rs50,000; Investments in deposits with a scheduled bank, free from any charge or lien Rs 1,50,000 at interest 4% p.a. receivable on 31st December every year. Bank balance with the company is 'Rs9,00,000.</p> <p>The Interest on debentures had been paid up to December 31, 2011.</p> <p>On February 28, 2012, the investments were realized at par and the debentures were paid off at 101, together with accrued interest.</p> <p>Write up the concerned ledger accounts (excluding bank transactions). Ignore taxation</p>		





SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2023 to November 2023)			
Examination: End Semester Examination October 2023 (UG Programmes)			
Programme code: 07		Class: FY	Semester: I
Programme: BBA			
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies	
Course Code:	Name of the Course: Goods and Services Marketing		
Duration: 2 Hrs.	Maximum Marks: 60		
Instructions: 1) Draw neat diagrams wherever necessary.			

Question No.		Max. Marks	CO Attainment
Q.1.	<p>Analyse the case study and answer the following:</p> <p>A sales campaign is successful if a regular Starbucks customer spends more than she does during the promotion period. A sales campaign is in danger of costing the company if a regular Starbucks customer does not change his spending behavior during this period. Starbucks has an estimated 23 million "Starbucks mobile app" members, and an enormous collection of data on the demographics, promotions received, and purchase records of these customers.</p> <p>Highlight the various promotion tools that can be used by the company in order to expand its presence.</p>	15	CO1
Q.2.A	<p>1. Mr. X marketer had concerns for environment, whereas Mr. Y marketer focused on 360-degree approach. Identify their concepts of marketing and explain them.</p>	15	CO3
	OR		



Q.2.B	What is the definition of Service? Briefly explain the characteristics of services.	15	CO2
Q.3.A.	Compare product life cycle with that of service life cycle using the help of an example.	15	CO2
	OR		
Q.3.B.	In addition to 4Ps, there are another 3Ps for Service Marketing. What are they? Explain them in detail.	15	CO1
Q.4.A.	You are the marketing manager of a firm. You wish to understand the gap between customer satisfaction and company's performance. Construct the GAP Model and write an explanatory note.	15	CO4
	OR		
Q.4.B.	Elucidate the various strategies of targeting with the support of relevant examples	15	CO4



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2023 to November 2023)		
Examination: End Semester Examination October 2023 (UG Programmes)		
Programme code: 07	Class: FY	Semester: I
Programme: BBA		
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies
Course Code:	Name of the Course: Goods and Services Marketing	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Draw neat diagrams wherever necessary.		

Question No.		Max. Marks	CO Attainment
Q.1.	<p>Analyse the case study and answer the following questions:</p> <p>Adidas is a German Multinational corporation founded in 1959 by Adolf Dassler, headquartered in Germany. It is one of the oldest footwear brands that is still considered a major style statement by youngsters worldwide. Even after facing intense competition from the traditionally competitive US sportswear market, Adidas through its creative and appealing marketing campaigns has managed to remain one of the leading brands in the world.</p> <p>Having operations in over 100 different countries, Adidas is a large and multifaceted organization that employs 62000 people all over the world. Since its establishment, Adidas has opened its successful brand subsidiaries including Reebok, TaylorMade, and Runtastic. These emails are collected during the purchases made by the consumer. The company then uses these emails to send some promotional emails to these consumers, so that they are aware of the company's new products and services. The company selects influencers with large followings that are relevant to its target audience in order to promote its products on social media. Influencers help the company increase the reach of its products.</p>	15	CO2, CO4



	Q.A. Explain the 7Ps of Marketing in context of the company. Q.B. Identify the strategies of digital marketing used by the company. Briefly explain the trends in marketing.		
Q.2.A.	'The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.' Outline the significance of marketing along with its definition.	15	C01
	OR		
Q.2.B.	Discuss in detail the strategic model for service marketing developed by Christian Gronoos along with an example.	15	C02
Q.3.A.	Based on sales and profit, a product's life span is divided into several levels. Assess the stages of product life cycle in detail.	15	C03
	OR		
Q.3.B.	Mr. A is about to set a price of the new product. As a marketing head of the company, help him understand the various factors to be considered before setting the price.	15	C01
Q.4.A.	Ethics in marketing is an oxymoron. Justify your opinion for this statement.	15	C03
	OR		
Q.4.B.	Mercedes has positioned itself as a luxury brand, whereas Volvo as safety brand. Discuss the various strategies of positioning a product.	15	C02



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester: October / 2023
Examination: ISE Examination

Programme code: 07
Programme: BBA

Class: FYBBA

Semester: I (SVU 2023)

Name of the Constituent College: S K Somaiya College

Name of the department: Business Studies

Course Code:

Name of the Course: Goods and Services Marketing

Instructions: 1) Figures to the right indicate maximum marks.

Q 1	Answer any One the following		10
	a)	Mr. X thinks Marketing and Selling are synonymous. Help him understand the difference.	
	b)	'Knowing who your customers are is great, but knowing how they behave is even better.' Explain this statement with the help of factors affecting buying behavior.	
Q 2	Answer any One the following		16
	a)	1. Briefly explain the characteristics of Services. 2. Write a short note on internal marketing from the Service Trinity.	
	b)	'Sales go up and down but service stays forever.' Elucidate this statement with the importance of services in modern economy.	





SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2023 to November 2023)

Examination: End Semester Examination October 2023 (UG Programmes)

Programme code: 07

Class: FY

Semester: I

Programme: BBA

Name of the Constituent College: S K Somaiya College

Name of the Department: Business
Studies

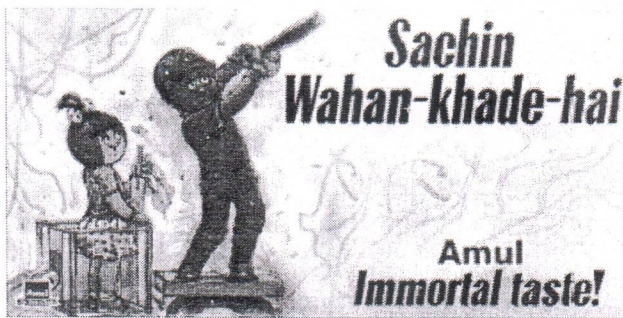
Course Code:

Name of the Course: Advertising

Duration : 2 Hrs.

Maximum Marks : 60

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

Question No.		Max. Marks	CO Attainment
Q.1.	 <p>Analyze the above ad on following parameters:</p> <ol style="list-style-type: none">1. Brand2. Company3. Headline4. Punchline5. Use of Brand Mascot6. Ad Agency7. Central Idea of the Ad8. Contemporary Issue Highlighted9. Product Showcase	15	CO1, CO2, CO3, CO4
Q.2.A	Illustrate the Hierarchy of Effects model with an ad of your choice for each part of the Model.	15	CO1
	OR		



Q.2.B	Advertising agencies conduct comprehensive research to gain a deep understanding of the client's target audience, industry, competition, and market trends. Justify the statement with the help of various Functions of Advertising Agency.	15	CO2
Q.3.A.	Develop an Advertising Campaign for an imaginary product of your choice with highlighting the following elements <ul style="list-style-type: none"> 1. USP 2. Target Audience 3. Central theme 4. Brand Name 5. Punchline 	15	CO3
	OR		
Q.3.B.	In the ad of Olx.in, discussing the humor appeal of Advertising, elaborate upon the various appeals of Advertising.	15	CO3
Q.4.A.	Enunciate upon the Advertising Budget with examples of your choice.	15	CO4
	OR		
Q.4.B.	Enumerate with examples of your choice upon the Ambush Advertising being the recent trend in Advertising.	15	CO4






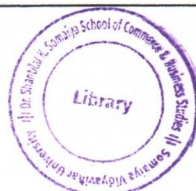
SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2023 to November 2023)

Examination: End Semester Examination October 2023 (UG Programmes)

Programme code: 07	Class: FY	Semester: I
Programme: BBA		
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies
Course Code:	Name of the Course: Advertising	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO Attainment
Q.1.	 <p>Analyze the above ad on following parameters:</p> <ol style="list-style-type: none"> 1. Brand 2. Company 3. Headline 4. Punchline 5. Use of Brand Mascot 6. Ad Agency 7. Central Idea of the Ad 8. Contemporary Issue Highlighted 9. Product Showcase 	15	CO1, CO2, CO3, CO4
Q.2.A	Enunciate upon 5Ms of Advertising with an example of your choice.	15	CO1
OR			



Q.2.B	Enunciate the Marketing Objectives for launch of Bathing Soap in Rural India. (Keep Lifebuoy as an example in mind and construct on the same lines.)	15	CO2*
Q.3.A.	Elaborate upon 11 Commandments of David Ogilvy with special focus along with examples and understanding in detail on any one commandment of your choice.	15	CO3
	OR		
Q.3.B.	Develop an Advertising Campaign for an imaginary product of your choice with highlighting the following elements <ul style="list-style-type: none"> 1. USP 2. Target Audience 3. Central theme 4. Brand Name 5. Punchline 	15	CO3
Q.4.A.	Discuss the components and Advantages of Advertising Budget.	15	CO4
	OR		
Q.4.B.	Enumerate with examples of your choice upon the Global Advertising being the recent trend in Advertising.	15	CO4



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2023 to November 2023)

Examination: End Semester Examination October 2023 (UG Programmes)

Programme code:07		Class: FY	Semester: I
Programme: BBA			
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies	
Course Code:	Name of the Course: Fundamental of technical skills		
Duration : 1:30 Hrs.	Maximum Marks : 40		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary			

Question No.	Answer the questions below.	Max. Marks	CO Attainment
Q.1A.	Explain URL structure , http connection and cookies	10	CO2
	OR		
Q.1.A	Define computer and its functions	10	CO1
Q.2.A	Explain the steps to carry out a database function for finding VLOOKUP and HLOOKUP of a certain set of numbers .	10	CO3
	OR		
Q.2.B.	Explain the steps to carry out a database function for finding DVAR and DMAX of a certain set of numbers	10	CO3
Q.3.A.	Define ERP . How is ERP related to CRM ?	10	CO4
	OR		
Q.3.B.	Explain CRM . How is CRM implemented in software.	10	CO2
Q.4.A.	Why is DBMS required ? Define the term Entity	10	CO4
	OR		
Q.4.B.	How does DBMS help in designing a hierarchical format ?	10	CO4





SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2023 to November 2023)

Examination: End Semester Examination October 2023 (UG Programmes)

Programme code: 07

Class: FY

Semester: I

Programme: BBA

Name of the Constituent College: S K Somaiya
College

Name of the Department: Business
Studies

Course Code:

Name of the Course: Fundamentals of technical skills

Duration : 1:30 Hrs.

Maximum Marks : 40

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

Question No. ,	Answer the questions below.	Max. Marks	CO Attainment
Q.1. A	Explain the term cloud computing . Explain the different types of cloud computing in detail with examples	10	CO1
	OR		
Q.1. B	Draw and explain the TCP/OCI model in detail		CO2
Q.2. A	Explain the steps to carry out a database function for finding DSTDEV and DPRODUCT of a certain set of numbers .	10	CO3
	OR		
Q.2. B	Explain the steps to carry out a database function for finding the output for IF condition and NESTED IF for a certain set of data.	10	CO3
Q.3. A.	Why is CRM important ? How is CRM related to DBMS	10	CO4
	OR		
Q.3. B.	Explain mini computers . How is ERP implemented in HR system.		CO3



Q.4. A.	Explain the following concepts (5 marks - 2 questions) a)Artificial intelligence b)Hybrid cloud	10	CO4