

SOMAIYA

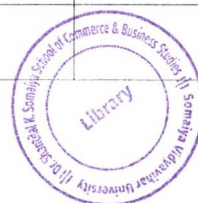
VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

BRANCH: Bachelor of Business Administration (Hons.)		SEM: III
		OCT/NOV-2022
Sr. No.	Subject	Available
1.	Business Management & Organizational Behavior	
2.	Strategic Financial Management (A)	
3.	Strategic Financial Management (B)	
4.	131U07K301 – Management Information System	
5.	131U07C301 – Business Management & Organizational Behavior	
6.	131U07N301 – Environmental Studies & SM (A)	
7.	131U07N301 – Environmental Studies & SM (B)	
8.	131U07E301 – Strategic Brand (A)	
9.	131U07E301 – Strategic Brand (B)	
10.	131U07C302 – Business Research Methods (A)	
11.	131U07C302 – Business Research Methods (B)	
12.	131U07E302 – Customer Relationship management (A)	
13.	131U07E302 – Customer Relationship management (B)	
14.	131U07K302 – French	
15.	131U07K303 – Enrichment Course German	
16.	131U07E304 – Risk Management (A)	
17.	131U07E304 - Risk Management (B)	
18.	131U07E305 – Strategic Human Resource Management	

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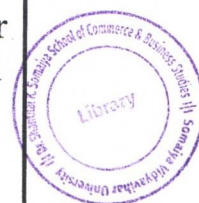




SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (June 2022 to October 2022) Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: 07 Programme: BBA Hons	Class: SY	Semester: III
Name of the Constituent College: S K Somaiya College	Name of the Department: Dept. of Business Studies	
Course Code:	Name of the Course: Business Management &Organizational Behaviour	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Figures to the right indicate maximum marks. 2)Draw neat diagrams 3) Figures to the right indicate full marks 4) Attempt all questions		

Question No.		Max. Marks
Q.1. A.	Define the term management and elaborate on the significance of management.	15 M
OR		
Q.1. B.	i) Compare the leadership styles and point out the most and least effective in today's organization?	10 M
	ii) Describe in detail Crisis Management.	5M
Q.2. A.	Explain in detail the Models of organizational behavior.	15 M
OR		
Q.2. B.	Explain the Big five model of personality development.	08 M
i)		
ii)	Discuss the challenges of Organizational behavior.	07 M
Q.3. A.	Evaluate on can high performance teams be built up?	08 M
i)	Explain are the different stages of group development according to Tuckman?	07 M
ii)		
OR		
Q.3. B.	Analyze the case and answer the questions given below: Kellogg's was recently placed in the top 100 of the best company to work for lists. Their values and culture support its role as a good employer. They live by the K values; they have ownership over their projects and strive for continuous improvement. Employees are optimistic and are motivated by cash alternatives. They have a summer hours program, so if employees have worked a full week's hour by noon on a Friday, they can adjust their working hours. They have a fit for life program i.e., an access to Fitness centers. They just started an initiative called 'Snap, Crackle and Save' – An employee suggestion scheme to save costs and come up with creative suggestions. What enables Kellogg's to create a highly committed and	15 M



	i) motivated environment? Justify your answer by linking it to Maslow, Herzberg's and Alderfer's ERG theory. ii) Enumerate are the different ways of motivating employees in an organization?	
Q.4. A.	Fill in the blanks i) _____ is called the father of scientific management. ii) In PODSCORB, S stands for _____. iii) Giving complete freedom and delegating work to subordinates is called the _____ leadership style. iv) In the managerial grid, the '9,9' style is called _____. v) Task group and _____ group are the two kinds of Formal Groups. vi) The formal lines of Authority from highest to the lowest ranks are known as _____. vii) Personality depends upon _____ and environment.	7 M
Q.4. B.	State whether the following statements are True or False i) The informal organization fulfills the social, psychological needs of the employees ii) Large MNCs should follow decentralization for smooth functioning iii) Co-ordination is required for all the functions of management. iv) Staffing starts with manpower planning and ends with appraisal and remuneration. v) Scaler chain was given by Henry Fayol. vi) In centralization there is no scope for development of lower-level managers.	8 M

- | | |
|--|--|
| <p>vii) The higher order needs specified by Maslow are considered as hygiene factors as per Herzberg's two factor theory.</p> <p>viii) Groups created by organization structure to accomplish stated goals are called as primary groups.</p> | |
|--|--|

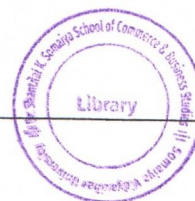




SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester: June 2022 - October 2022 Examination: Semester End		
Programme code: Programme: BBA (HONS)	Class: SY	Semester: III (SVU 2022)
Name of the Constituent College: S K Somaiya College	Name of the department/Section/Center: Business Studies	
Course Code:	Name of the Course: Strategic Financial Management	
Instructions: 1.) Working notes are compulsory 2.) Q1. – Q3. have internal option. Q4 is compulsory 3) Figures to the right indicate full marks		

Question No.		Max. Marks																																				
Q.1. (A)	Explain the meaning & importance of Strategic Financial Management. Discuss the challenges to financial Management in modern competitive environment.	15																																				
	OR																																					
(B)	1. The following is the Balance Sheet of Y Ltd. on 31 st March, 2022:	15																																				
	<table><tr><th>Liabilities</th><th>Rs.</th><th>Assets</th><th>Rs.</th></tr><tr><td>Equity Share Capital</td><td>3,00,000</td><td>Building</td><td>3,00,000</td></tr><tr><td>12% Debentures</td><td>2,00,000</td><td>Machinery</td><td>1,30,000</td></tr><tr><td>General Reserve</td><td>80,000</td><td>Goodwill</td><td>2,00,000</td></tr><tr><td>Profit and loss Account</td><td>1,50,000</td><td>Marketable Investments</td><td>30,000</td></tr><tr><td>Bank Overdraft</td><td>50,000</td><td>Debtors</td><td>1,00,000</td></tr><tr><td>Income Tax Provision</td><td>50,000</td><td>Stock</td><td>1,00,000</td></tr><tr><td>Creditors</td><td>1,00,000</td><td>Bank Balance</td><td>70,000</td></tr><tr><td></td><td>9,30,000</td><td></td><td>9,30,000</td></tr></table>	Liabilities	Rs.	Assets	Rs.	Equity Share Capital	3,00,000	Building	3,00,000	12% Debentures	2,00,000	Machinery	1,30,000	General Reserve	80,000	Goodwill	2,00,000	Profit and loss Account	1,50,000	Marketable Investments	30,000	Bank Overdraft	50,000	Debtors	1,00,000	Income Tax Provision	50,000	Stock	1,00,000	Creditors	1,00,000	Bank Balance	70,000		9,30,000		9,30,000	
Liabilities	Rs.	Assets	Rs.																																			
Equity Share Capital	3,00,000	Building	3,00,000																																			
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Creditors	1,00,000	Bank Balance	70,000																																			
	9,30,000		9,30,000																																			
	Other Information for the year ending 31 st March, 2022: Sales Rs. 35,00,000, Gross Profit on sales 10%. Net Profit before tax Rs. 1,40,000. Income Tax Provision Rs. 50,000. calculate the following ratios:																																					



1. Current Ratio,
2. Liquid Ratio,
3. Stock Turnover Ratio. Opening stock 1.4.2021 was Rs. 1,10,000.
4. Debtors Turnover Ratio & Collection Period. Debtors on 1.4.2021 were Rs. 1,80,000.
5. Capital Gearing Ratio.
6. Proprietary Ratio
7. Net Profit Ratio

Q.2.
(A)

Explain the meaning & process of Capital Budgeting. Write a short note on profitability index & discounted payback period.

15

OR

Q.2.
(B)

Z Ltd. is evaluating two projects- Project A & Project B. Following details are available.

15

Particulars	Project A	Project B
Outflows (beginning of year 1)	20,00,000	20,00,000
Inflows		
End of year 1	8,00,000	5,00,000
End of year 2	7,00,000	7,00,000
End of year 3	9,00,000	10,00,000
End of year 4	6,00,000	6,00,000
End of year 5	5,00,000	4,00,000

Expected rate of return is 10% p.a. Both the projects will require working capital of Rs. 2,00,000 at the beginning of the project & will be recovered back after completion of project.

Determine which project the company should select on the basis of :

1. Payback period
2. Net present value method

Q.3. (A) Explain the meaning & features of Cash flow statements. Discuss the components of Cash Flow statements. 15

OR

(B) Following information is available from the books of Karan limited 15

Particulars	2020	2021	Particulars	2020	2021
Equity Capital	6,00,000	8,00,000	Goodwill	1,00,000	1,00,000
12% Bank Loan	5,00,000	4,40,000	Machinery	6,00,000	5,50,000
Reserves	2,50,000	3,00,000	Furniture	4,00,000	4,50,000
Proposed dividends	50,000	60,000	Cash/Bank	2,00,000	3,00,000
Other Current liabilities	1,00,000	40,000	Share issue expenses	50,000	40,000
			Other Current assets	1,50,000	2,00,000
TOTAL	15,00,000	16,40,000	TOTAL	15,00,000	16,40,000

Additional Information:

1. Furniture worth Rs.30,000 sold for Rs.20,000.
2. Depreciation on Machinery and on furniture amounted to Rs. 50,000 and Rs.20,000 respectively

Prepare Cash flow statement for the year 2021

Q.4. (A) True or False: 08

1. Management & Assessment of risk is an important part of Strategic Financial Management.
2. Bank Overdraft is a long-term liability.
3. Capital Budgeting helps in evaluation of projects involving huge cash outflows.
4. Preparation of Cash flow statement is not mandatory as per Companies Act.
5. Return on net worth is a type of composite ratio.
6. Sale of investments is recorded under the group "Cashflow from Financing activities" in cash flow statements.
7. Liquid ratio indicates long term solvency position of the company.
8. Profitability index is the difference between present value of the inflows & outflows.



Q.4.
(B)

Match the column:

Column A

1. Capital Budgeting
2. Strategic Financial Management
3. Goodwill
4. Payback period
5. Cash flow statements
6. Capital gearing ratio
7. Short term investments

Column B

- a. Structured & flexible
- b. Ignores time value of money
- c. Creates accountability & measurability of projects
- d. Long term Solvency
- e. Current asset
- f. Tangible assets
- g. Ind AS 7
- h. Intangible assets

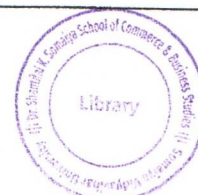
07



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester: June 2022 - October 2022		
Examination: Semester End		
Programme code: 07	Class: SY	Semester: III
Programme: BBA (HONS)		(SVU 2022)
Name of the Constituent College: S K Somaiya College		Name of the department/Section/Center: Business Studies
Course Code:	Name of the Course: Strategic Financial Management	
Instructions: 1.) Working notes are compulsory 2.) Q1. – Q3. have internal option. Q4 is compulsory 3) Figures to the right indicate full marks		

Questi on No.		Max. Marks																				
Q.1. (A)	1. Explain the meaning, features & importance of Strategic Financial Management. 2. Discuss different strategies that a finance manager should implement to improve firm`s efficiency.	08 07																				
	OR																					
(B)	Complete the following Balance Sheet: <table><tr><td>Liabilities</td><td>Amount</td><td>Assets</td><td>Amount</td></tr><tr><td>Equity Capital</td><td>?</td><td>Fixed Assets</td><td>?</td></tr><tr><td>Reserves</td><td>?</td><td>Stock</td><td>?</td></tr><tr><td>10% Loans</td><td>?</td><td>Debtors</td><td>?</td></tr><tr><td>Current liabilities</td><td>?</td><td>Cash</td><td>?</td></tr></table> Net worth Rs.40,00,000 Equity capital to Reserves: 3: 1 Interest on loans Rs. 80,000 Net Working Capital: Rs.12,00,000 Current ratio = 2.5: 1 Gross Profit ratio: 20% Cost of Goods Sold: Rs.32,00,000 Stock turnover ratio: 10 times Debtors` turnover ratio: 5 times	Liabilities	Amount	Assets	Amount	Equity Capital	?	Fixed Assets	?	Reserves	?	Stock	?	10% Loans	?	Debtors	?	Current liabilities	?	Cash	?	15
Liabilities	Amount	Assets	Amount																			
Equity Capital	?	Fixed Assets	?																			
Reserves	?	Stock	?																			
10% Loans	?	Debtors	?																			
Current liabilities	?	Cash	?																			



Q.2.
(A)

1. Discuss the benefits of Ratio analysis to different stakeholders in the firm.
2. Elaborate the process & different techniques of capital budgeting.

08
07

OR

Q.2.
(B)

Vijay Ltd. is evaluating purchase of an of the two machines - Machine A & Machine B. Following details are available.

15

Particulars	Machine A	Machine B
Cost of machine	80,00,000	80,00,000
<u>Inflows expected:</u>		
End of year 1	20,00,000	15,00,000
End of year 2	30,00,000	27,00,000
End of year 3	10,00,000	18,00,000
End of year 4	12,00,000	16,00,000
End of year 5	14,00,000	14,00,000

Expected rate of return is 10% p.a. Estimated scrap value from Machine A is Rs.3,00,000 and from Machine B is Rs.50,000

Determine which project the company should select on the basis of :

1. Profitability Index
2. Net present value method

Q.3.
(A)

Explain the meaning of cash flow statement and discuss its significance

15

OR

(B)

Following information is available from the books of Sarah limited

15

Particulars	2020	2021	Particulars	2020	2021
Equity Share Capital	8,00,000	9,50,000	Plant	9,00,000	9,90,000
12% Preference Capital	4,00,000	3,00,000	Buildings	5,00,000	9,00,000
11% Debentures	3,00,000	5,00,000	Cash & Bank	2,00,000	3,00,000
Reserves	2,00,000	3,50,000	Other Current assets	2,20,000	2,10,000
Creditors	90,000	2,60,000			

	<table><tr><td>Tax provision</td><td>30,000</td><td>40,000</td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td>Total</td><td></td><td></td></tr><tr><td>Total</td><td>18,20,000</td><td>24,00,000</td><td></td><td>18,20,000</td><td>24,00,000</td></tr></table>	Tax provision	30,000	40,000							Total			Total	18,20,000	24,00,000		18,20,000	24,00,000	
Tax provision	30,000	40,000																		
			Total																	
Total	18,20,000	24,00,000		18,20,000	24,00,000															
	Additional Information: 1. Depreciation on Plant and on buildings amounted to Rs.90,000 & Rs.50,000 respectively. 2. A part of building of book value Rs.70,000 sold during the year for Rs.50,000 3. Taxes paid during the year amounted to Rs.20,000 Prepare Cash flow statement for the year 2021																			
Q.4. (A)	True or False: 1. Risk Management is an important part of Strategic Financial Management. 2. Inventories are long-term assets 3. Capital Budgeting helps in optimum utilization of resources 4. IND AS -7 is related to Cash flow statements 5. Stock turnover ratio is a type of composite ratio. 6. Redemption of debentures is recorded under the group "Cashflow from Financing activities" in cash flow statements. 7. Liquid ratio indicates long term solvency position of the company. 8. Payback period is concerned with the difference between present value of the inflows & outflows.	08																		
Q.4. (B)	Match the column: <table><tr><th>Column A</th><th>Column B</th></tr><tr><td> 1. Capital Budgeting 2. Strategic Financial Management 3. Goodwill 4. Share Issue expenses 5. Cash flow statements 6. Capital gearing ratio 7. Short term investments </td><td> a. Structured & flexible b. Ignores time value of money c. Creates accountability & measurability of projects d. Long term Solvency e. Current asset f. Tangible assets g. Mandatory as per Companies Act h. Miscellaneous expenditure </td></tr></table>	Column A	Column B	1. Capital Budgeting 2. Strategic Financial Management 3. Goodwill 4. Share Issue expenses 5. Cash flow statements 6. Capital gearing ratio 7. Short term investments	a. Structured & flexible b. Ignores time value of money c. Creates accountability & measurability of projects d. Long term Solvency e. Current asset f. Tangible assets g. Mandatory as per Companies Act h. Miscellaneous expenditure	07														
Column A	Column B																			
1. Capital Budgeting 2. Strategic Financial Management 3. Goodwill 4. Share Issue expenses 5. Cash flow statements 6. Capital gearing ratio 7. Short term investments	a. Structured & flexible b. Ignores time value of money c. Creates accountability & measurability of projects d. Long term Solvency e. Current asset f. Tangible assets g. Mandatory as per Companies Act h. Miscellaneous expenditure																			



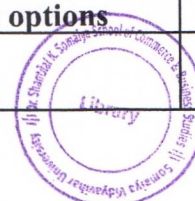


October 2022

Examination: Semester Examination (UG Programs)

Programme code: 07		Class: SY BBA (Hons.)	Semester: 3
Programme: Bachelore in Business Administration (Hons.)			
Name of the Constituent College: S K Somaiya		Name of the Department: Business Studies	
Course Code: 131U07K301	Name of the Course: Management Information System		
Duration : 2 Hrs.	Maximum Marks: 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary			

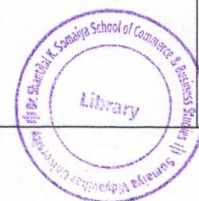
Question No.		Max. Marks
Q.1	Answer the Following	15
a)	Define management. Explain the importance of planning and control. Explain the different levels of management and their role with respect to planning.	08
b)	Explain MS Project? Explain different components of MS Project. What functions it offers to the organization.	07
	OR	
c)	Bring out different e-commerce business models, how do they generate revenue? Explain any 3	08
d)	Explains the difference between planning and strategic planning? Explain any 3 techniques used in Strategic Planning.	07
Q.2	Answer the Following	15
a)	Explain HTML? Explain tags used for forms and tables creation in HTML. Also explain tags – Break, Paragraph, Listed items and Body.	08
b)	Describe the internet? Differentiate between extranet and Intranet along with Internet. Explain precautions should be taken while writing professional emails.	07
	OR	
c)	Explain the Smart City concept? What are the problems associated with smart cities? Explain challenges to convert any Indian city to smart city based on Toyota Smart City.	08
d)	Describe algorithm? Explain algorithms used in social media? Enumerate the benefits of algorithms in social media for generating business.	07
Q.3	Answer the Following	15
a)	Explain Information System (IS)? What are the advantages of IS? Explain different types of IS in detail (at least 3).	08
b)	Describe ERP? How can ERP help in improving productivity in the org.? What are the advantages and disadvantages of ERP to any organization?	07
	OR	
c)	Describe tools for Office productivity? Explain any 4 such tools to increase office productivity. Explain how productivity can increase by using such tools.	08
d)	Explain the concept of web designing? What factors to be considered while designing a web? What are the different types of websites? Also explain the difference between a website and a blog.	07
Q.4	Answer the Following	15
a)	Multiple Choice Questions, select appropriate option from given options	07
1	MIS is normally found in ----- Sector A. Education	



	B. Manufacturing C. Service D. Marketing	
2	_____ can occur at the individual, group, organizational or extra-organizational level. A. Planning B. Organizing C. Scheduling D. Controlling	
3	Strategic planning is also known as _____. A. Tactical Planning B. Short Term Planning C. Long Term Planning D. Business Planning	
4	Which of the following is incorrect? Algorithms can be represented: A. As Pseudo code B. As Syntax C. As Program D. As Flowcharts	
5	The core element of architecture of smart city is _____. A. Integrated Information provider B. Mobile Unified Services C. Urban Application platform D. Management Center	
6	A(n) _____ determines how tasks and resources assigned to these tasks are scheduled. A. Schedule B. Exception plan C. Calendar D. Resource Pool	
7	Microsoft Project was introduced in the year of A. 1980 B. 1984 C. 1985 D. 1988	
b)	True or False	08
1	Toyota smart city is built in Korea	
2	Customer to Customer and Peer to Peet are same types of E-commerce type	
3	ERP and MIS is same	
4	Algorithm can be written on paper and then too its as effective as could be written in computer	
5	E-commerce framework has 5 main aspects	
6	Management Information Systems is defined as the use of information systems to help businesses reduce the number of employees and save costs.	
7	The Web consists of a series of computers linked together with cables.	
8	To run an ERP system, trained and experienced employees are needed.	

Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code:07 Programme: BBA(H)	Class: B /SY/ B	Semester: I /III/ IV
Name of the Constituent College: S K Somaiya college		Name of the Department: Department of Business Studies
Course Code: 131U07C301	Name of the Course: Business Management and Organisational Behaviour	
Duration : 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3) Figures to the right indicate full marks .		

Question No.		Max. Marks
Q.1 A	Explain the term management? Discuss in detail Scientific Management theory of management by F.W. Taylor? Suggest ways in which an organization overcome resistance to change with reference to ADKAR Model of Change Management?	7
Q.1 B		8
	OR	
Q.1 C	Describe the term staffing? Enumerate in detail steps involved in staffing process. Define Total Quality Management. Explain its importance in any organization.	7
Q.1 D		8
Q.2 A	Describe the term motivation? Explain the elements of Theory X and Theory Y of motivation. Design and explain the Johari Window model with an example?	7
Q.2 B		8
	OR	
Q.2 C	Enumerate the traits of effective leader? Explain in detail the various styles of leadership. Discuss the fundamental features of Organizational Behavior?	7
Q.2 D		8
Q.3	i) Explain the challenges of Organizational Behavior ii) Discuss in detail any two Models of Organization Behavior. OR Analyze the case and answer the questions given below: Martha has been assigned a team of 10 people to complete a major assignment. She contacted each member individually and let them know their responsibility. She didn't involve them in goal setting, neither communicated information to all. She didn't give them time to even know each other. They weren't aware how to develop processes, how the team members will share the work, meet objectives, solve problems, resolve conflicts, and make decisions. The mutual trust was low, and there was no open communication. Bottom line they didn't function as a team.	15
Q.3		



	Questions- a) With reference to the above case How can High performance Teams be built? b) What is the difference between groups and teams, what are the challenges to be faced by the HR manager in today's scenario?	8 7
Q.4 A	Multiple Choice Questions: - Which of the following is not a part of management? a) Planning b) Staffing c) Budgeting d) Communication - Coordination is _____. a) The essence of management. b) An objective of management. c) A social objective. d) A management functions. - What is not the characteristics of decentralization? a) The subordinate is held accountable for the work b) It is the result of well thought out policy of delegating authority to lower managerial level. c) It is more suitable for small organization more than the larger ones d) It produces autonomous and self-sustaining units. - Identify the correct sequence of the steps involved in the selection process. a) Medical Examination, Contract of Employment, Reference and Background Checking, Selection Decision, Job Offer b) Reference and Background Checking, Selection Decision, Contract of Employment, Medical Examination, Job Offer c) Job Offer, Reference and Background Checking, Selection Decision, Medical Examination, Contract of Employment d) Reference and Background Checking, Selection Decision, Medical Examination, Job Offer, Contract of Employment - The technique used to identify and assess factors that may jeopardize the success of a project is called _____. a) Flow analysis b) Data analysis c) Computation analysis. d) Risk analysis - In organizations, people who act as catalysts and assume the responsibility for managing the change process are called _____. a) change masters b) change agents c) operations managers d) charismatic leader	10

7. Organizations that are good at developing relevant capabilities to respond to a changing context are known as

- a) Knowing organization
- b) stretch organization
- c) learning organization
- d) active organization

8. It is during the _____ stage of team development that members begin to come together as a coordinated unit.

- a) storming
- b) norming
- c) performing
- d) total integration

9. The principles of management serve as a general guideline for _____

- a) Decision making
- b) Managerial actions
- c) Both a & b are correct.
- d) Both a & b are incorrect.

10. Which of the following is a desirable feature of leadership?

- a) one directional influence from the leader to the follower
- b) coercive power and authority
- c) lack of freedom
- d) coexistence of leaders and managers

Q.4 B

State whether the statement is true or false

5

- 1. OB is multidisciplinary
- 2. Motivation comes only from external forces
- 3. The Big Five Model found that calm and secure workers performed better than nervous ones.
- 4. Change agents believe they are the driving force to solve problems to ensure the organization is successful since people are not inclined to solve their own problems.
- 5. Time management is important only to students





SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: 07 Programme: BBA Hons	Class: SY	Semester: III
Name of the Constituent College: S.K. SOMAIYA	Name of the Department BBA(HONS)	
Course Code: 131U07N301	Name of the Course: Environmental Studies & SM	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3) Attempt all questions		

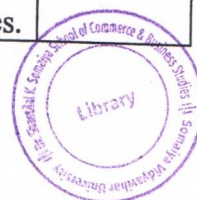
Question No.		Max. Marks
Q.1	A) Explain the Biotic component of environment. OR	15
Q.1	B) What are the causes for forest Degradation? Give its remedies?	
Q.2	A) Explain Triple Bottom Line and its components. OR B) Give an account on Hydrogen as a fuel its advantages and disadvantages.	15
Q.3	A) Give Causes, Effects and Mitigation for Water Pollution. OR B) Read the given Case Study carefully and Answer the following questions. Bhopal Gas Tragedy UCIL was a pesticide manufacturing plant that produced the insecticide carbaryl. As an intermediary, UCIL produced carbaryl using methyl isocyanate (MIC). Other techniques of producing the ultimate product are available, but they are more expensive. The very toxic chemical MIC is extremely dangerous to human health. Residents of Bhopal in the area of the pesticide plant began to feel irritated by the MIC and began fleeing the city. During the buildup to the spill, the plant's safety mechanisms for the highly toxic MIC were not working. The MIC was stored in three tanks, with tank E610 being the source of the leak. This tank should have held no more than 30 tons of MIC, according to safety regulations. Water is believed to have entered the tank through a side pipe as technicians were attempting to clear it late that fatal night. Thousands had died as a result of choking, pulmonary edema, and circulatory collapse. Neonatal death rates increased by 200 percent. A huge number of animal carcasses have been discovered in the area, indicating the impact on flora and animals. The trees died after a few days. Food supplies have grown scarce due to the fear of contamination. At least 200,000 youngsters were exposed to the gas. Hospitals were overcrowded, and there was no sufficient training for medical workers to deal with MIC exposure.	15



	1. What are the Causes of above stated tragedy? 2. What are the effects of this incident on Human and Environment? 3. Give SWOC Analysis on above case study.	
Q.4	A) State whether the following statements are True or False . 1) There is need for trained manpower to deal with number of environmental issues. 2) Largest volume of fresh waters is in rivers. 3) Extensive irrigation contribute to land degradation through salination, alkalization and water logging. 4) Pollution started since human being started using fire. 5) Biomedical waste is non- infectious. 6) The concept of sustainable development is a new concept for Indians. 7) EIA is based on Principle of prevention and not on principle of curve.	07
	B) Choose the correct alternative out of following. 1) Environment is complex of physical, chemical and _____ factor act upon an organism or an ecological community. A) Psychological B) Biotic C) Ethical D) Anatomical 2) Lithosphere contain outer thin shell of the planet called as _____. A) Mantle B) Crust C) Layer D) Sheath 3) There are the animals which feed on green plants are called as _____. A) Omnivores B) Carnivores C) Herbivores D) Decomposers 4) The conversion of natural liquids like water into gaseous form like air or steam is called _____. A) Transpiration B) Translocation C) Mutation D) Evaporation 5) Vermicomposting is done by _____. A) Fungus B) Bacteria C) Worms D) Animals 6) The ecosystem is basic functional unit in _____ as it indicates both living organism and biotic environment. A) Economics B) Ecology C) Agro economics D) Ecotourism 7) The fall of moisture from atmosphere to earth's surface in any form is called as _____. A) Evaporation B) Assimilation C) Precipitation D) Filtration 8) The chief source of energy in the environment is _____. A) Fire B) Moon C) Sun D) Stars	08



Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: 07 Programme: BBA [Hons.]		Class: SY Semester: III
Name of the Constituent College: S.K. SOMAIYA		Name of the Department BBA(HONS)
Course Code: 131U07N301	Name of the Course: Environmental Studies & SM	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) Attempt all questions		
Question No.		Max. Marks
Q.1	A) Explain the Abiotic component of environment? OR	15
Q.1	B) Explain in Brief Singapore Project –NEWater	15
Q.2	A) Explain following concept- 1. Zoo culture 2. Air pollution 3. Carbon Bank OR	15
Q.2	B) Explain in brief- non-conventional sources as alternative sources of energy for mankind.	15
Q.3	A) Explain in brief- 1. Sustainable natural resource management. 2. Exploitation of Massai tribes. OR	15
Q.3	B) Read the given Case Study carefully and Answer the following questions. British Petroleum Oil Leak Intro- The BP Oil Spill was the longest and most severe offshore oil spill in United States history. On April 20, 2010, the Deepwater Horizon oil rig, operated by the BP oil company, exploded, killing 11 people and sending 134 million gallons of crude oil straight into the waters of the Gulf of Mexico. The rig exploded in the northern Gulf of Mexico, causing a leak in BP's Macondo wellhead located 1,525 meters (almost a mile) below the water's surface. The well wasn't capped until July 15, 2010, almost three months after the initial explosion. Impacts- initial reports listed 11 workers as missing and seven injured, with the rig burning about 52 miles southeast of the tip of Louisiana. By the morning of April 22nd, the fire was out and the Deepwater Horizon drilling rig had sunk to the bottom of the Gulf. Louisiana declared a state of emergency on April 29th, and shortly after, President Obama announced an immediate ban on new drilling in the Gulf. The clean-up process primarily involved the application of subsurface chemical dispersants to break up oil so that it could be absorbed easier (since oil and water don't mix). By the time the leak was capped, a total of 11,000 square kilometres (4,200 square miles) of the ocean surface and 2,000 kilometres (1,243 miles) of coastline — half of which was in Louisiana — had been impacted by oil, gas, and dispersants. Visible oil washed up on coastal marshes and beaches over 80 kilometres (50 miles) from the spill site. Just months after the spill was contained, oceanographers compared population densities of foraminifera, a single cell organism that is an important primary food source for the Gulf's bottom-dwelling marine life, in three sites.	15



	They found that populations were 80% to 93% lower in the two sites affected by the oil spill. Anywhere from 2% to 20% of the oil spilled was deposited into sediments on the seafloor. Less than a year after the leak, a study in the Society for Conservation Biology journal estimated that the true death toll of marine animals could be 50 times more than the numbers reported. 1. Discuss the Environmental impacts of BP oil leak? 2. Explain clean up drive methods to maintain environmental balance? 3. Give SWOC Analysis on above case study.	
Q.4	A) State whether the following statements are True or False. 1. Largest volume of fresh waters is in rivers. 2. Extensive irrigation contribute to land degradation through salination, alkalization And water logging. 3. Pollution started since human being started using fire. 4. Biomedical waste is non- infectious. 5. Minerals are more evenly distributed resources on the earth 6. Organic resources such as forest, fish and animals are flow resources. 7. The concept of sustainable development is a new concept for Indians.	07
Q.4	B) Choose the correct alternative out of following. 1. Animals lack chlorophyll are unable to synthesize own food & have to depend on other are called _____. A) Autotrophs B) Heterotrophs C) Sangvivores D) Saprotrophs 2. The transfer of food energy from producer through a series of organism in trophic level called _____. A) Tropism B) Dwarfism C) Food chain D) Translocation 3. _____ is not a renewable resource, but a non- renewable resource because it takes million years to form. A) Water B) Air C) Soil D) Sunlight 4. Environmental _____ is process whereby quality of environment is degraded due to human activities. A) Protection B) Degradation C) Resource D) Management 5. With increase in populations, the demand for _____ land is also increasing day by day. A) Food B) Waste C) Urban D) Productive 6. Soil erosion, water _____ & contamination of soil are major causes of degradation of land. A) Logging B) Contamination C) Crisis D) Purification 7. Dictionary defines _____ as sound which is loud and harsh and which has no musical quality. A) Eco B) Ring C) Noise D) Cracking 8. Crops can be genetically modified to make disease and pest resistance using _____ engineering. A) Civil B) Electronic C) Computer D) Genetic	08



Semester (June 2022 to October 2022) Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: Programme: BBA Hons	Class: SY	Semester: III
Name of the Constituent College: S K Somaiya College		
Name of the Department: Dept. of Business Studies		
Course Code:131U07E301		
Name of the Course: Strategic Brand Management		
Duration : 2 Hrs.		
Maximum Marks : 60		
Instructions: 1) Figures to the right indicate maximum marks. 2)Draw neat diagrams 3)Assume suitable data if necessary 4) Attempt all questions		

Question No.		Max. Marks
Q.1. A.	Describe the entire SBM process.	15 M
	OR	
Q.1. B.	Explain how Facebook & Instagram was used for building an existing brand.	15 M
Q.2. A. i)	Discuss the 3 Brand Valuation approaches?	8 M
ii)	Describe the Offensive strategy to develop Brand Equity.	7M
	OR	
Q.2. B. i)	Explain Brand audit & discuss the 6 steps to conduct a Brand Audit.	8 M
ii)	Describe the Defensive strategy to develop Brand Equity.	7M



Q.3. A.	Elaborate in detail all the 6 components of Brand Equity.	15 M
	OR	
Q.3. B.	Read the given Case Study carefully and answer the following questions. Zomato's branding story. Zomato was launched by Mr Deepinder Goyal in 2008. In the initial years, the brand was known as 'Foodiebay', but eventually was renamed to Zomato, which then was a restaurant searching platform that offered details related to the place (cafe/restaurant, etc.) – menus, price lists, autonomous reviews, and other details. Over the years, Zomato has grown exponentially and has become a dominant brand in the online food delivery industry. Zomato has a very specific targeted audience, the people between the age of 18-35 years, who have access to a smartphone device and are comfortable in operating a mobile application. The target audience is majorly divided into two types of customers: people who want to get their food delivered and the other group of people who wish to dine out. The majority of Zomato's audience includes corporate professionals who wish to order their food in the office, students from hostels, or people who love to enjoy outside food on occasions. Zomato's mission is to ensure nobody has a bad meal. They want to be the 'Google' of food. Their vision is to be the global platform when someone is looking for food locally. 1. What is the business model adopted by Zomato? 2. How has Zomato used its social media presence to target its audience? 3. Give the SWOT analysis of the case study.	15 M
Q.4. A. I)	Fill in the blanks	10 M
i)	Companion products usually complement the _____ products.	
ii)	_____ Extension includes launching the same product in a different form.	

iii)	_____ is one such company that used brand extension to extend its company's expertise to other product categories.	
iv)	_____ has developed different products under the same name, which caters to the same target consumers – babies.	
v)	_____, a known automobile brand, extended its brand prestige to the products it launched in the apparel industry and accessories	
vi)	When a celebrity, an industry expert, or an influencer lends his name, knowledge, and expertise to a brand to help it extend its product offerings, it is known as _____ brand extension.	
vii)	The best defensive strategy in today's marketplace is to build and sustain _____	
viii)	A great strategic _____ can open entryways for your business.	
ix)	Brand _____ is the structure a business uses to organize their offerings into brands that become meaningful to customers.	
x)	_____ is also known as the 'range brand' or the 'umbrella brand'	
Q.4. A. II)	State whether True or False for the taglines	5 M
i)	The tagline for Britannia is " The Taste of India"	
ii)	Har mausam aam is Maaza's tagline	
iii)	Good Food.Good life is the slogan for Nestle	
iv)	Pal Banaye Magical is Frooti's tagline.	
v)	Fevicol's tagline is Chutki Mein Chipkaye.	





SOMAIYA
VIDYANIDHAR UNIVERSITY

Semester (June 2022 to October 2022) Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: Programme: BBA Hons	Class: SY	Semester: III
Name of the Constituent College: S K Somaiya College		Name of the Department: Dept. of Business Studies
Course Code:131U07E301 Management		Name of the Course: Strategic Brand
Duration : 2 Hrs.		Maximum Marks : 60
Instructions: 1) Figures to the right indicate maximum marks. 2)Draw neat diagrams 3)Assume suitable data if necessary 4) Attempt all questions		

Question No.		Max. Marks
Q.1. A.	Explain in brief- Brand Extension with an example and discuss its advantages and disadvantages.	15 M
	OR	
Q.1. B.	Explain in brief- Brand Portfolio and elaborate its types with examples.	15 M
Q.2. A. i)	Discuss the advantages of Brand Valuations?	8 M
ii)	Elaborate the types of Brand Extensions.	7M
	OR	
Q.2. B. i)	Elaborate the steps to create Brand Architecture?	8 M
ii)	Discuss the steps to build Brand Hierarchy?	7M



Q.3. A.	Explain in brief the SBM process.	15 M
	OR	
Q.3. B.	Read the given Case Study carefully and answer the following questions. Beardo the brand revolutionized the entire men's grooming industry. The founders of Aajkiitem – Ashutosh Valani and Priyank Shah – accidentally discovered a 2000 crore market potential in men's grooming. They decided to carve out a piece of the market for themselves focussing specifically on beard grooming – an oft-ignored part of men's grooming. Thus, was born a new e-commerce start-up that morphed into Beardo – the beard-grooming brand. Beardo was, by, no means the first-of-its-kind. Other major players like The Man Company and LetsShave had made forays into the men's grooming niche alongside FMCG giants like Procter & Gamble. Moreover, although men's grooming was no new concept, the pace was only just picking up – particularly in the Indian market. Beardo, therefore, faced the challenge of having to carve out a large piece from a pie that was still baking – no mean task. Valani and Shah discovered that Indian culture, while open to men's grooming in general, was still reluctant to accept specific grooming products – such as oils or washing gel for beards. They, therefore, created an aura of prosperity and class around their products targeting affluent men in the ages of 25 to 45 – an internet savvy group with a preference for branded products. The duo channelized their marketing efforts on social media platforms like Instagram, Facebook, Twitter, and YouTube. 1. Describe the branding strategies adopted by Beardo? 2. Explain how Beardo used its social media presence to target its audience? 3. Give the SWOT analysis of the case study.	15 M

Q.4. A. I)	Fill in the blanks	10 M
i)	A brand _____ for the product becomes more popular than the generic product name itself.	
ii)	_____ is the second most important brand element.	
iii)	_____ is one such company that used brand extension to extend its company's expertise to other product categories.	
iv)	_____ should be memorable, easy to say and should match your brand's personality.	
v)	_____ is how a product opens, expands, shifts or condenses	
vi)	When a celebrity, an industry expert, or an influencer lends his name, knowledge, and expertise to a brand to help it extend its product offerings, it is known as _____ brand extension.	
vii)	The best defensive strategy in today's marketplace is to build and sustain _____	
viii)	A great strategic _____ can open entryways for your business.	
ix)	Chanel No. 5's rose-jasmine-musk is a trademarked _____ brand element.	
x)	_____ is also known as the 'range brand' or the 'umbrella brand'	
Q.4. A. II)	State whether True or False for the taglines	5 M
i)	Pepsi's tagline is Open Happiness.	
ii)	Citi Never Sleeps is the tagline for Citi Bank	
iii)	Snapdeal's tagline is Bachatey Raho	
iv)	There are some things that money can't buy, for everything else, there's VisaCard	
v)	Thump's up slogan is Aaj kuch toofani karte hai.	



Degrees of Freedom	Chi-Square (χ^2) Distribution Area to the Right of Critical Value									
	0.995	0.99	0.975	0.95	0.90	0.10	0.05	0.025	0.01	0.005
1	—	—	0.001	0.004	0.016	2.706	3.841	5.024	6.635	7.879
2	0.010	0.020	0.051	0.103	0.211	4.605	5.991	7.378	9.210	10.597
3	0.072	0.115	0.216	0.352	0.584	6.251	7.815	9.348	11.345	12.838
4	0.207	0.297	0.484	0.711	1.064	7.779	9.488	11.143	13.277	14.860
5	0.412	0.554	0.831	1.145	1.610	9.236	11.071	12.833	15.086	16.750
6	0.676	0.872	1.237	1.635	2.204	10.645	12.592	14.449	16.812	18.548
7	0.989	1.239	1.690	2.167	2.833	12.017	14.067	16.013	18.475	20.278
8	1.344	1.646	2.180	2.733	3.490	13.362	15.507	17.535	20.090	21.955
9	1.735	2.088	2.700	3.325	4.168	14.684	16.919	19.023	21.666	23.589
10	2.156	2.558	3.247	3.940	4.865	15.987	18.307	20.483	23.209	25.188
11	2.603	3.053	3.816	4.575	5.578	17.275	19.675	21.920	24.725	26.757
12	3.074	3.571	4.404	5.226	6.304	18.549	21.026	23.337	26.217	28.299
13	3.565	4.107	5.009	5.892	7.042	19.812	22.362	24.736	27.688	29.819
14	4.075	4.660	5.629	6.571	7.790	21.064	23.685	26.119	29.141	31.319
15	4.601	5.229	6.262	7.261	8.547	22.307	24.996	27.488	30.578	32.801
16	5.142	5.812	6.908	7.962	9.312	23.542	26.296	28.845	32.000	34.267
17	5.697	6.408	7.564	8.672	10.085	24.769	27.587	30.191	33.409	35.718
18	6.265	7.015	8.231	9.390	10.865	25.989	28.869	31.526	34.805	37.156
19	6.844	7.633	8.907	10.117	11.651	27.204	30.144	32.852	36.191	38.582
20	7.434	8.260	9.591	10.851	12.443	28.412	31.410	34.170	37.566	39.997
21	8.034	8.897	10.283	11.591	13.240	29.615	32.671	35.479	38.932	41.401
22	8.643	9.542	10.982	12.338	14.042	30.813	33.924	36.781	40.289	42.796
23	9.260	10.196	11.689	13.091	14.848	32.007	35.172	38.076	41.638	44.181
24	9.886	10.856	12.401	13.848	15.659	33.196	36.415	39.364	42.980	45.559
25	10.520	11.524	13.120	14.611	16.473	34.382	37.652	40.646	44.314	46.928
26	11.160	12.198	13.844	15.379	17.292	35.563	38.885	41.923	45.642	48.290
27	11.808	12.879	14.573	16.151	18.114	36.741	40.113	43.194	46.963	49.645
28	12.461	13.565	15.308	16.928	18.939	37.916	41.337	44.461	48.278	50.993
29	13.121	14.257	16.047	17.708	19.768	39.087	42.557	45.722	49.588	52.336
30	13.787	14.954	16.791	18.493	20.599	40.256	43.773	46.979	50.892	53.672
40	20.707	22.164	24.433	26.509	29.051	51.805	55.758	59.342	63.691	66.766
50	27.991	29.707	32.357	34.764	37.689	63.167	67.505	71.420	76.154	79.490
60	35.534	37.485	40.482	43.188	46.459	74.397	79.082	83.298	88.379	91.952
70	43.275	45.442	48.758	51.739	55.329	85.527	90.531	95.023	100.425	104.215
80	51.172	53.540	57.153	60.391	64.278	96.578	101.879	106.629	112.329	116.321
90	59.196	61.754	65.647	69.126	73.291	107.565	113.145	118.136	124.116	128.299
100	67.328	70.065	74.222	77.929	82.358	118.498	124.342	129.561	135.807	140.169

Q.3. A.

Classify the Sources of Data along with examples of your own choice.

15 M

OR

Q.3. B.

Analyse the following case study:
As a social science researcher, you are informed to conduct a research on "Effect of Consanguineous marriage on the mental health of youth." As a researcher, you are supposed to prepare:
1. Target Respondents (Demographic Details)
2. Research Objective (List minimum 3)
3. Structured Questionnaire

15 M

Q.4. A.

Explain the following Concepts:
1. Null Hypothesis
2. Observation Method
3. Sample
4. KS test
5. Dichotomous Question
6. Research Report
7. Bibliography

7 M

Q.4. B.

Choose the correct alternative and re-write the full sentence with answer highlighted by underlining it.

8 M

1. Research process generally starts with _____

- A. Experiments
- C. Hypothesis
- B. Data Analysis
- D. Observation

2. _____ was not identified as a major research design.

- A. Field Research
- B. ethnography
- C. Surveys
- D. secondary research

3. Information acquired by experience or experimentation is known as _____

- A. Factual
- B. Scientific evidences
- C. Scientific
- D. Empirical

4. The concepts in a hypothesis are stated as _____

- A. Theories
- B. Indices
- C. Variables
- D. Ideas

5. Testing hypothesis is a _____

- A. Descriptive statistics
- B. Data analysis
- C. Inferential statistics
- D. Data preparation

6. The two main styles of research are _____

- A. Vertical & horizontal process
- B. Surveys and questionnaires
- C. Qualitative and quantitative
- D. Sampling and recording

7. After collecting research data, it is necessary to _____ and interpret them.

- A. conclude
- B. analyse
- C. write findings
- D. observe

8. _____ is the first step in starting the research process.

- A. Searching online or offline
- B. Identification of problem
- C. Idea screening and concept development
- D. Data collection





Semester (June 2022 to October 2022)
Examination: End Semester Examination October 2022 (UG Programmes)

Programme code: 07
Programme: BBA Hons

Class: SY

Semester: III

Name of the Constituent College:
S K Somaiya College

Name of the Department:
Dept. of Business Studies

Course Code: 131U07C302

Name of the Course: Business Research Methods

Duration : 2 Hrs.

Maximum Marks : 60

Instructions: 1) Figures to the right indicate maximum marks.
2) Draw neat diagrams 3) Assume suitable data if necessary 4) Attempt all questions

Question No.		Max. Marks																												
Q.1. A.	Explain the importance of research in various Management areas.	15 M																												
	OR																													
Q.1. B.	Define research. Illustrate the various types of research , explain with examples of your choice?	15 M																												
Q.2. A.	Explain the research process with the help of a research topic of your choice.	15 M																												
	OR																													
Q.2. B.	Set up ANOVA table for the following information relating to three drugs testing to judge the effectiveness in reducing sugar level for three different groups of people Amount of Sugar level Reduction in Millimeters of Mercury <table><tr><th>Group of People</th><th colspan="3">Drug</th></tr><tr><td></td><th>X</th><th>Y</th><th>Z</th></tr><tr><td>A</td><td>15</td><td>11</td><td>11</td></tr><tr><td></td><td>16</td><td>10</td><td>11</td></tr><tr><td></td><td></td><td></td><td></td></tr><tr><td>B</td><td>13</td><td>12</td><td>11</td></tr><tr><td></td><td>12</td><td>13</td><td>12</td></tr></table>	Group of People	Drug				X	Y	Z	A	15	11	11		16	10	11					B	13	12	11		12	13	12	15 M
Group of People	Drug																													
	X	Y	Z																											
A	15	11	11																											
	16	10	11																											
B	13	12	11																											
	12	13	12																											



C	10	11	8
	11	11	7

Do the drugs act differently? Are the different groups of people affected differently? Is the interaction term significant? Answer the above questions taking a significant level of 5%.

The F - Distribution with $\alpha = 0.05$								
$v_2 \backslash v_1$	2	3	4	5	6	7	8	9
2	19.00	19.16	19.25	19.30	19.33	19.35	19.37	19.38
3	9.55	9.28	9.12	9.01	8.94	8.89	8.85	8.81
4	6.94	6.59	6.39	6.26	6.16	6.09	6.04	6.00
5	5.79	5.41	5.19	5.05	4.95	4.88	4.82	4.77
6	5.14	4.76	4.53	4.39	4.28	4.21	4.15	4.10
7	4.74	4.35	4.12	3.97	3.87	3.79	3.73	3.68
8	4.46	4.07	3.84	3.69	3.58	3.50	3.44	3.39
9	4.26	3.86	3.63	3.48	3.37	3.29	3.23	3.18

Q.3. A.

Explain classification of sampling methods with suitable diagrams.

15 M

OR

Q.3. B.

Analyse the following case study:
As a social science researcher, you are informed to conduct a research on "Effect of Potholes in Mumbai on the commuters travelling by road." As a researcher, you are supposed to prepare:
1. Target Respondents (Demographic Details)
2. Research Objective (List minimum 3)
3. Structured Questionnaire

15 M

Q.4. A.

Explain the following concepts:

1. Type I Error
2. Probability Sampling
3. Hypothesis
4. Plagiarism
5. References
6. Research Objective
7. Appendix
8. Respondents
9. Population

10 M

	10. Ethnography	
Q.4. B.	Choose the correct alternative and re-write the full sentence with answer highlighted by underlining it. 1. Action research means _____ A. A research initiated to solve an immediate problem B. A research with socioeconomic objective C. an experimental research conducted by researcher D. fundamental research which focus on long term problem solving 2. One of the following is the first step in starting the research process: A. Searching sources of information to locate problem. B. Survey of related literature C. Identification of problem D. Searching for solutions to the problem 3. A common test in research demands much priority on A. Reliability B. Usability C. Objectivity D. All of the above 4. In the process of conducting research 'Formulation of Hypothesis' is followed by A. Statement of Objectives B. Analysis of Data C. Selection of Research Tools D. Collection of Data 5. A research paper is a brief report of research work based on A. Primary Data only B. Secondary Data only C. Both Primary and Secondary Data D. None of the above	5 M





SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code:07	Class: SY	Semester: III
Programme: BBA(Hons)	BBA	
Name of the Constituent College: S.K.SOMAIYA		Name of the Department : Business Studies
Course Code: 131UO7E302	Name of the Course: Customer Relationship Management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Attempt the questions from the internal choice provided. 2)Don't inter mix the internal choices 3) Write clearly and neatly		

Question No.		Max. Marks
Q.1a)	Enumerate in brief benefits of CRM?	08
b)	Describe the various elements of CRM?	07
	OR	
Q1c)	Analyze in brief different IT tools and its benefits to IT Industry.	08
d)	Discuss the importance of Customer Bonding?	07
Q.2a)	Define CRM. Explain types of CRM?	08
b)	Explain different categories of Customer Loyalty Ladder ?	07
	OR	
Q.2 c)	Analyze the term E-CRM. Explain features of the E-CRM system ?	08
d)	Examine how CRM helps in B2B marketing .Justify with reference to Airline industry.	07
Q.3a)	Discuss the advantages and disadvantages of Sales Force Automation ?	08
b)	Elaborate in brief benefits of Data Mining in CRM?	07
	OR	
Q.3c)	Case Study: Although the ridesharing industry is fairly new, Uber has gone above and beyond taking over the industry. They offer a variety of services that cater to just about any individual's specific needs as well as a loyalty program that's very valuable. When you become an Uber Rewards member, you earn points with every eligible dollar spent on rides and Uber Eats orders. These points can then add up to Uber Cash Rewards and other benefits like priority pickup and flexible cancellation. The more points that are ranked up, the higher the membership level, which unlocks even more rewards and benefits. Their program is designed to provide	



	users with various benefits that allow them extra time, flexibility, and control — leading to a better customer experience. Questions: a) Explain Customer Loyalty Point program with reference to the case of UBER. b) Write the personal experience of Uber services and rate its services?	08 07
Q.4A)	Multiple choice questions 1. IoT stands for _____ a) Internet Of Times b) Intranet Of Things c) International Time d) Internet Of Things 2. _____ customers are more likely to recommend your business to a friend and improve brand reputation. a) Royal b) Loyal c) Online d) Negative 3. Getting employees to provide a _____ customer experience is much different than getting them to provide routine service. a) Positive effect b) Negative effect c) Normal d) Zero defect 4. The _____ different categories under Customer Loyalty Ladder. a) 3 b) 7 c) 5 d) 4 5. _____ Provide access to customer data and history, supporting the sales team to function in an effective way a) Customer Management b) Administrative Management c) Account Management d) Case Management 6. _____ are crucial to the success of every business. a) Accounting b) Sales c) Advertising d) Production	08

7.	According to Zendesk's _____ Customer Experience Trends Report, customer service is the biggest factor that determines a consumer's loyalty to a brand. a) 1995 b) 2000 c) 2022 d) 2020	
8.	NPS stands for _____ a) New Promoter Score b) Net Promoter Score c) Net Progression Score d) Net Promoter Standard	
Q.4B)	Fill up the blanks 1. An easy-to-use _____ tracks everything regarding sales and project management and makes it visible real-time on configured mobile devices. 2. They are _____ Components of Market Intelligence. 3. _____ customers is a major part of the success of any business. 4. _____ free CRM is a top-notch system for startups or anyone looking to get acquainted with CRM tools. 5. The _____ cycle involves marketing, customer service and sales activities 6. _____ customers keep your revenue flowing. 7. _____ basket analysis also applies to bricks-and-mortar stores.	07





SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code:07 Programme : BBA	Class: SY	Semester: III
Name of the Constituent College: S.K.SOMAIYA	Name of the Department	
Course Code: 131UO7E302	Name of the Course: Customer Relationship Management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Attempt the questions from the internal choice provided. 2)Don't inter mix the internal choices 3) Write clearly and neatly 4) Give necessary diagrams and examples were ever necessary		

Question No.		Max. Marks
Q.1a)	Explain how does CRM work in the Retail Sector?	08
b)	Discuss different ways to build customers loyalty? OR	07
Q.1c)	Explain different categories of Customer Loyalty Ladder	08
d)	Describe Customer Retention with its benefits?	07
Q.2a)	Analyze the essential features of CRM ?	08
b)	Enumerate how to implement ECRM effectively? OR	07
Q.2c)	Summarize in details three magical CRM functions	08
d)	Evaluate how does Sales Force Automation work?	07
Q.3a)	Suggest major benefits of CRM in Telecom Industry ?	08
b)	Distinguish between customer service and customer support? OR	07
Q.3c)	Case Study For most people, coffee and other caffeinated beverages are a part of the morning commute, so they may as well get in on a loyalty program that'll reward their caffeine cravings. The Starbucks Rewards program does just that by bringing customers closer to free drinks and food with every purchase. To earn loyalty points (or, in Starbucks' case, loyalty stars), customers need to order or pay using the Starbucks app. They can then redeem those stars to get free drinks, food, and even Starbucks merchandise. Not only does this make it easy and convenient for customers to use regularly, it also allows Starbucks to gain valuable insight into <u>behavioral analytics</u> . From go-to drink orders to seasonal favorites, Starbucks can gather information on all of these habits, allowing them to offer more relevant rewards to their customers.	



	Questions a) Summaries Customer Loyalty Points Program with reference to Starbucks b) Analyze different ways to increase Customer Loyalty at your business ?	08 07
Q.4A) 1. 2. 3. 4. 5. 6.	Multiple choice questions _____ is based on consistent and reliable customer data. a)HRM b)Public relation c)Customer Retention d)CRM The _____ stores vast amounts of information of leads and manage customers a) CRM Software b)Database c) Marketing d) Analytics _____ automation is to find out the best way to offer products and approach potential customers. a)Marketing b)Campaign c)Customer data d) Advertising Customer Loyalty Ladder is a systematic way of classifying customers of an organization into _____ different categories depending upon the business level engagement of customers with the organization. a)Six b)Seven c)Five d)Nine A _____ -degree view of customers enables organizations to understand their requirements. a)360 b)630 c)260 d)320 _____ is all about finding out the hidden patterns and relationships in a large volume of data. a)Artificial Intelligence b)Cloud –based automation c)Data mining d)Customer self service	08

7.	A _____ loyalty program is where a customer will get different benefits depending on their rank. a) Tier based b) Tube base c) Task base d) Data base	
8.	The customer retention rate is simply a measurement of how long customers stay with you. a) Knowledge base b) Customer Loyalty c) Personal setting d) Customer Retention	
Q.4B)	Match the following 1. Security-related capabilities may find a huge application in protecting customer data. A) Educate Customer 2. Organization makes connections with its customers. B) Cloud based soft ware 3. A business can use web-based C) Marketing Automation 4. CRM software offers a functionality D) Drive Upsell 5. The planning, execution, tracking, and analysis of a marketing initiative. E) Block Chain 6. Upgrading to more expensive products. F) Customer Bonding 7. Provide information or training to help "problem" G) Campaign Management	07





SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: 07 Programme: BBA (Hons)	Class: SY	Semester: III
Name of the Constituent College: S.K.Somaiya	Name of the Department Business Studies	
Course Code: 131U07K302	Name of the Course: French	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Attempt all questions		

Question No.		Max. Marks
Q.1-A	Lisez le text et répondez aux questions: (dégustation-tasting, témoigner-to manifest, réunir-reunite, atelier-workshop, poule-hen) Grand succès pour le festival du chocolat de Bruxelles Le festival du chocolat a été un succès cette année encore à Bruxelles. Le week-end du 1^{er} mai, il a attiré plus de 40 000 visiteurs au parc des expositions de l'Atomium. Roger Van Honecker, organisateur de ce festival témoigne : « J'ai voulu réunir les grands et les petits, les familles et les touristes autour de l'amour du chocolat belge, dans un esprit festif, et pas vraiment commercial. » Les visiteurs ont pu savourer tous types de chocolat dans les boutiques et sur le site, avec le bar à chocolat gratuit ou les ateliers de dégustation de chocolat fin organisés chaque après-midi. Ils ont visité le musée du chocolat pour mieux connaître son histoire. La manifestation la plus originale était sans doute le spectacle de sculptures : le travail de l'artiste Jeff Koenens était fantastique, avec sa poule en chocolat d'un mètre de haut. À voir ! Et le meilleur moment de la fête a bien sûr été le concert des « Chocolate Boogies », un groupe de blues qui chante des chansons... sur le chocolat bien sûr ! Alexandre Flutz <i>Le journal du Samedi</i> 1) Ce texte est: a. un article de presse b. un blog sur internet c. une publicité pour un festival 2) Le festival du chocolat, c'est a. tous les week-ends b. en mai tous c. les deux ans.	(9)



- 3) L'organisateur du festival veut:
- développer l'amour de la musique et de l'art
 - développer le commerce du chocolat
 - développer la passion du chocolat

Reliez chaque personne à une activité qui lui correspond: (match a,b,c,d,e to 1,2,3,4,5)

- Achille aime l'art contemporain
 - Rose voudrait acheter un très bon chocolat pour faire un cadeau à sa mère
 - Max a dix ans, il adore le chocolat mais il n'a pas d'argent
 - Emilia est professeure d'histoire à l'Université libre de Bruxelles
 - Chloé vient à Bruxelles pour s'amuser et danser
- Le concert des Chocolate Boogies
 - Le concours (compétition) de sculptures sur Chocolat
 - Les ateliers de dégustation (tasting)
 - Le bar à chocolat
 - Le musée du chocolat

Q.1 B

Vous recevez le document suivant. Pour répondre aux questions, (6)
cochez la bonne réponse ou écrivez l'information demandée.

Le 11 novembre, venez fêter la Saint-Martin !

11 heures Place Châteauneuf

Dégustation des produits de la région, vente d'objets traditionnels.

17 heures Rue des Halles

Promenade-découverte.

Départ : rue des Halles - place Pailhou - à droite, rue de la Grosse Tour - à droite, rue du Grand-Marché - arrêt, place Plumereau - Arrivée : place Châteauneuf

18 heures 30 Salle Charlemagne - Place du 14 juillet

« Concert martinien » - chef : Alain Guerber

Entrée 10 euros, 5 euros de 12 à 18 ans, gratuit moins de 12 ans.

- Le document propose de fêter quoi?
- À 11 heures, vous pouvez..
 - chanter en groupe
 - fabriquer des objets
 - manger des spécialités.

3) Vous voulez faire une promenade. Où est le rendez-vous pour partir?

- a. Place Châteauneuf
- b. Place du 14 juillet
- c. Rue des Halles

4) Vous venez au concert avec votre enfant de 13 ans. Combien coûte sa place?

OR

Q.1 C

Lisez le texte. Pour chaque question, cochez la case qui correspond à la bonne réponse. (7)

Salut !

Aujourd'hui, je me repose à la maison parce que je suis fatigué. Hier, j'ai assisté à un concert de musique rock avec mes amis pour la première fois. La musique était excellente. Mon groupe préféré jouait dans le parc d'un grand château. Il y avait des milliers de spectateurs. Je suis resté debout pendant quatre heures car il n'y avait pas assez de chaises pour tout le monde. C'était très bruyant mais l'ambiance était merveilleuse.

À la fin du concert, j'ai acheté un T-shirt du groupe et je le porte maintenant. Malheureusement, pour rentrer à la maison, nous avons dû attendre un train pendant presque deux heures. Le temps est passé assez vite, cependant, car on avait tellement de choses à se dire sur le concert.

Pierre

1. Aujourd'hui Pierre est:

- a. au collège
- b. chez lui
- c. à la plage

2. Pierre...

- a. a aimé le concert.
- b. déteste la musique.
- c. va souvent à des concerts.

3. Le concert a eu lieu...

- a. à la salle des fêtes.
- b. au stade.
- c. en plein air.



4. Au concert, il y avait...
 - a. des boissons gratuites.
 - b. beaucoup de bruit.
 - c. peu de gens.

5. Maintenant, Pierre...
 - a. a un souvenir du concert.
 - b. veut devenir musicien.
 - c. fait du travail scolaire

6. Après le concert, Pierre...
 - a. est rentré chez lui en voiture.
 - b. est allé à la gare.
 - c. a pris le train à trois heures

7. Pour passer le temps, Pierre et ses amis ont..
 - a. beaucoup bavardé.
 - b. chanté.
 - c. envoyé des textos.

Q. 1 D

LE WEEK-END DE PAULINE

(8)

(Denis et Pauline parlent au téléphone)

Denis : Allô! Pauline?

Pauline : Oui, c'est moi.

Denis : Tu as fini tes devoirs de maths?

Pauline : Non, je suis en train de faire le dernier exercice. Tu sais, la semaine dernière ma soeur est arrivée de Rome. Hier soir, nous sommes sorties.

Denis : Ah bon! Où êtes-vous allées?

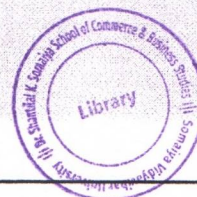
Pauline : D'abord, au cinéma. Puis, nous avons mangé une bonne pizza. Ce soir, nous aimerons nous reposer.

Denis : Mais tu as oublié le concert de Laura Cahen. J'ai deux billets.

Pauline : C'est super! Comment tu as eu ces billets?

Denis : Cet après-midi je suis allé à la Maison de Quartier avec Ali. Nous avons gagné ces billets au loto. Dépêche-toi! Le concert commence dans une heure. Nous serons en retard.

	1. Cochez les phrases que tu entends : Mark the sentences which you hear in the passage (a) Tu finis tes devoirs des maths? (b) Ma soeur est arrivée de Rome. (c) Nous mangeons une bonne pizza. (d) Tu oublies le concert de Laura Cahen. (e) Comment as-tu eu ces billets? 2. Dites vrai ou faux : (a) Pauline a fini ses devoirs de maths. (b) La soeur de Pauline arrivera la semaine prochaine. (c) Les deux soeurs ont mangé une bonne pizza. (d) Après elles sont allées au cinéma. (e) Denis a payé pour les billets de concert.	
Q.2-A	Vous avez déménagé à l'étranger pour travail/études, Vous envoyez une petite carte postale à un ami en France. Vous lui parlez du temps, de vos activités et vous lui parlez de votre nouvelle vie. (40-50 mots) OR	(15)
Q.2-B	Votre ami vous a invité au restaurant pour son anniversaire. Vous ne pouvez pas venir. Ecrivez une lettre pour refuser l'invitation et donnez une raison pour le refus. (30 mots)	(5)
Q.2-C	Lis la publicité: VIÊTNAM CHARMES DU VIÊTNAM 13 JOURS 28 REPAS HOTELS 4* Découvrez tout le plaisir de l'Asie avec le Viêtname, un pays magnifique ! Points forts de ce voyage : Les grandes villes vietnamiennes et leurs sites historiques, La baie d'Halong et le delta du Mékong, les petits plaisirs du Viêtname: Le spectacle de marionnettes, la récolte des légumes, les spécialités culinaires, les marchés flottants de Cantho. Départ le 17 jan 2013 A partir de 3329\$	(10)



Remplis les:

a) pays proposé	
b) Nom de voyage	
c) Lieu visité	
d) Durée du voyage	
e) Nombres de repas	
f) Prix	

Dites vrai ou faux:

- 1) c'est un texte littéraire - _____
- 2) Le texte propose un pays en Asie - _____
- 3) Il y a beaucoup de charme au Vietnam - _____
- 4) Le prix est en euro - _____

Q.3-A

Complétez les phrases en utilisant l'imparfait ou le passé composé.

(9)

1. Le garagiste.....(vérifier) la pression de mes pneus ; ils (ne pas être) assez gonflés.
2. Aux États-Unis, j'.....(voir) beaucoup de punks qui (avoir) les cheveux verts ou rouges.
3. Jacques..... (conduire) depuis 5 h quand un orage (éclater).
4. Quand elle(se réveiller), il (être) 10h.
5. L'année dernière nous (visiter) la France et nous (aller) au théâtre plusieurs fois.

Q.3-B

Remplacez les mots en caractères gras par des pronoms (directs/y/en)

(6)

1. Tu vas rendre **ces cahiers** à Nathalie.
2. Nous offrirons **cette cravate** à notre oncle.
3. Vous commandez **du poulet**.
4. Non, je ne prends pas **de thé**.
5. Elle a mis **sa valise** sous le lit.
6. Nous pensons **aux vacances d'été**.
7. Maman a sorti **le gâteau** du four

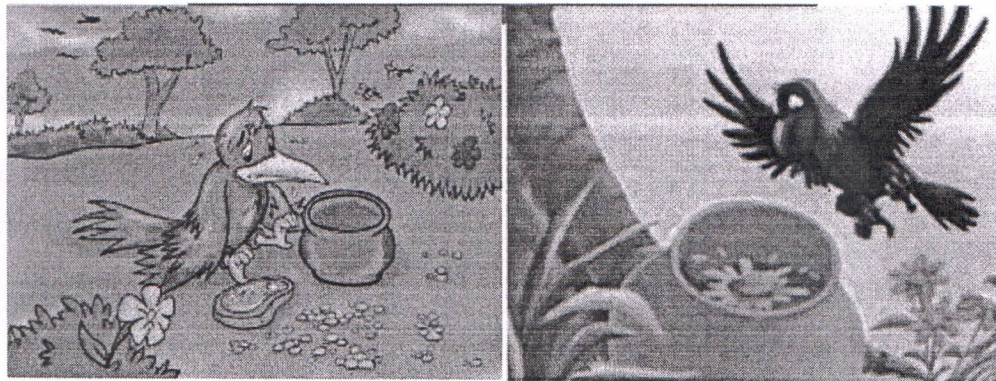
OR

Q.3-C

Complète l'histoire à l'aide des mots donnés:

(10)

(eau, très peu de, soif, longtemps, réfléchi, cailloux, idée, jetés, montée, envolé)



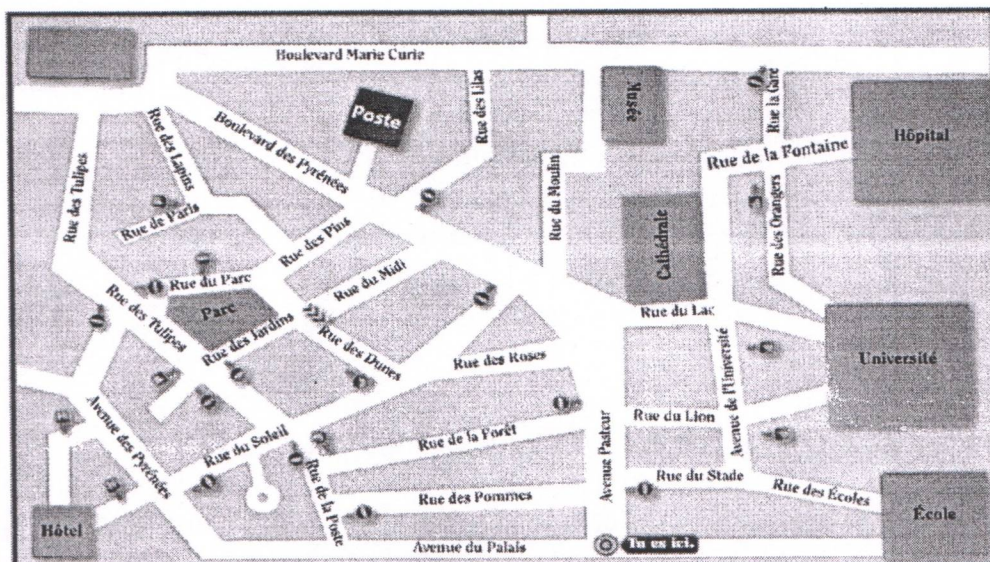
Il y avait une fois un corbeau qui avait Il a cherché partout mais il n'y avait pas d'.....
 Finalement il a vu une maison avec un pot d'eau dans le jardin. Il y avait eau et le corbeau ne pouvait pas boire. Il a beaucoup Il a eu une bonne
 Il a pris des et il les a dans l'eau. L'eau est Le corbeau en a bu et il s'est très content.



Q.3-D

Observe l'image et choisis (✓) l'option correcte pour demander ou indiquer le chemin. Commence à partir de « TU ES ICI »

(5)



1. Comment on va à l'école, s'il vous plaît?
 - a) Tourne à droite, ensuite va tout droit.
 - b) Va tout droit, après prends la deuxième à gauche
2. Quel est le chemin pour aller à la cathédrale
 - a) Va tout droit, après prends la première rue à gauche, ensuite tournez à droite.
 - b) Va tout droit, après prends la troisième rue à droite
3. Quel est le chemin pour aller à l'Avenue de Pyrénées
 - a) Tourne à gauche, ensuite va tout droit et après prends la deuxième rue à droite.
 - b) Va tout droit, après prends la deuxième rue à gauche.
4. Tourne à gauche, après prends la première rue à droite (Rue de la Poste), ensuite va tout droit et prends la quatrième rue à droite, c'est dans la Rue des Jardins.
 - a) Peux-tu me dire comment aller à l'université ?
 - b) Peux-tu me dire comment aller au Parc ?
5. Allez tout droit, prenez la troisième rue à droite (rue du lac) après, prenez la première rue et allez au rue de la fontaine, ensuite allez tout droit et vous êtes ici.
 - a) Comment aller à l'hôpital ?
 - b) Comment aller au musée ?

Q.4

(15)

1) Complétez la phrase avec le pronom COD qui convient: "Elena va acheter le journal à la librairie?"

- a. Oui, Elena va acheter le à la librairie.
- b. Oui, Elena le va acheter à la librairie.
- c. Oui, Elena va l'acheter à la librairie.

2) Remplacez la phrase avec le pronom 'en' ou 'y': "Lucie adore le violon et elle joue du violon tous les jours."

- a. Elle en joue tous les jours
- b. Elle y joue tous les jours.
- c. Elle joue en tous les jours
- d. Elle joue y tous les jours

3) Remplacez la phrase avec le pronom 'en' ou 'y': "Demain, tu vas chez le pédicure?"

- a. Oui, j'y vais
- b. Oui, j'en vais
- c. Oui, je vais y
- d. Oui, je vais en

4) Remplissez avec un pronom relatif: " Je veux regarder un film _____ est intéressant

- a. qui
- b. que
- c. qu'

5) Claire raconte _____ s'est passé

- a. ce qui
- b. ce que

6) Remplissez avec les indicateur de temps: "Il a même acheté un appartement _____ trois mois."

- a. depuis
- b. en
- c. il y a
- d. pendant

7) Mettez la phrase au passé récent : "Mes amis gagnent le match de football"

- a. Mes amis a gagné le match de football
- b. Mes amis vont gagner le match de football
- c. Mes amis viennent de gagner le match de football
- d. Mes amis venaient de gagner le match de football



8) Mettez les verbes au passé composé ou imparfait: "Quand je (venir) au bureau ce matin, tout le monde (travailler)

- a. venais, travaillait
- b. suis venu, travaillait
- c. venais, a travaillait
- d. suis venu, a travaillait

9) Où on peut acheter des stylos, des crayons, une gomme..

- a. au marché
- b. à la papeterie
- c. à la boucherie

10) Comment on dit " at the end of the road" en français?

- a. traverser la rue
- b. au bout de la rue
- c. au coin de la rue

11) 12.10am

- a. Il est midi et demi
- b. Il est minuit et demi

12) Le discothèque est (amusant) que l'école (+)

- a. plus amusant
- b. moins amusante
- c. amusant plus

13) Ils y (avoir) un très bon restaurant

- a. avait
- b. a eu
- c. avaient

14) Elle a froid, elle doit mettre

- a. une chemise
- b. un pull
- c. une robe

15) 'Bus stop' en français ça veut dire

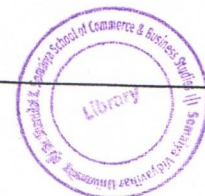
- a. L'office de tourisme
- b. L'arrete de bus
- c. La gare



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: 07 Programme: BBA Hons	Class: SY	Semester: III
Name of the Constituent College: S K Somaiya College (SKSC)	Name of the Department: Business Administration	
Course Code: 131U07K303	Name of the Course: Enrichment Course German	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) All questions are compulsory		

Question No.		Max. Marks
Q.1A	Gute Tipps für Berlin. Wer sagt was? Lesen Sie und ordnen Sie zu.  Flohmarkt am Mauerpark Tanja Cherbatova Tanja findet Berlin super. Die Exkursion hat ihr Spaß gemacht: der Flohmarkt, die Disko, der Potsdamer Platz. „Berlin ist sehr modern“, sagt sie. Das gefällt ihr. In der Gruppe war eine tolle Atmosphäre. Das ist auch gut für das Studium, man lernt die anderen Studenten gut kennen. Tanja sagt, sie kennt leider keine Berliner. Sie möchte bald wieder nach Berlin fahren. Marcel Schreiber Marcel findet die Berlin-Exkursion auch toll, aber zu kurz. Man braucht mehr Zeit für die Stadt. Er will wieder nach Berlin fahren. Er interessiert sich für Architektur. Modern, klassisch, alt, neu – hier gibt es alles. Er hat ein Fahrrad gemietet und war abends unterwegs. Marcel hat 200 Fotos gemacht.  Nordische Botschaft ☒ besichtigt gern Häuser. ☐ findet die Gruppe gut. ☐ hat viel fotografiert. ☐ mag das moderne Berlin. ☐ ist sportlich und gern unterwegs. ☐ mag Musik und Diskos.	5
Q.1B	Schreiben Sie! Was machen Sie am Computer und wie oft? ODER	10



1 Sie möchten einen Film sehen und suchen ein Kino.

www.kinoaktuell.de
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 • Filme
 • Preise
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Q.2A

Schreiben Sie!

8

Was hat Eva gemacht? Schreiben Sie einen Text.

in Berlin zur Schule gehen – in Köln eine Ausbildung zur Erzieherin machen – nach der Ausbildung Tom heiraten – zusammen nach Südamerika fahren und drei Monate dort bleiben – jetzt als Erzieherin im Kindergarten arbeiten

Eva ist in Berlin ...



Q.2B

Ordnen Sie den Dialog zu!

7

Was sagt der Kunde? Ordnen Sie zu.

- | | |
|--|--|
| 1 <u>D</u> Kann ich Ihnen helfen? | A Ich weiß nicht, die Farbe finde ich nicht so gut. Braun mag ich nicht. |
| 2 <u> </u> Welche Größe haben Sie? | B Ja, jetzt passt sie genau. – Nicht schlecht. |
| 3 <u> </u> Kommen Sie bitte mit.
Wie gefällt Ihnen diese Jacke in Braun? | C Ja, die ist gut, aber die ist zu eng. |
| 4 <u> </u> Welche Farbe möchten Sie denn? | D Ja, ich suche eine Jacke. |
| 5 <u> </u> Wie gefällt Ihnen diese Jacke hier?
Ganz aktuell, in Dunkelblau. | E 50 oder 52. |
| 6 <u> </u> Oder diese hier in Schwarz? Probieren Sie mal. | F Nein, Dunkelblau gefällt mir nicht. |
| 7 <u> </u> Ich bringe Ihnen die Jacke in 52. – Und? | G Schwarz finde ich immer gut. Oder Grau. |

ODER

Q.2C

Schreiben Sie eine Email an ihre neue Kollegin Frau Weber.
Die folgenden Punkte helfen. Schreiben Sie mindestens über 3 Punkte:

10

1. Was mögen Sie?
 2. Was studieren Sie jetzt? Was machen Sie jetzt?
 3. Was ist Ihr Lieblingsfach?
 4. Was sind Ihre Pläne für die Zukunft? / Was möchten Sie später machen?
- Vergessen Sie die Anrede und Grußformel nicht.

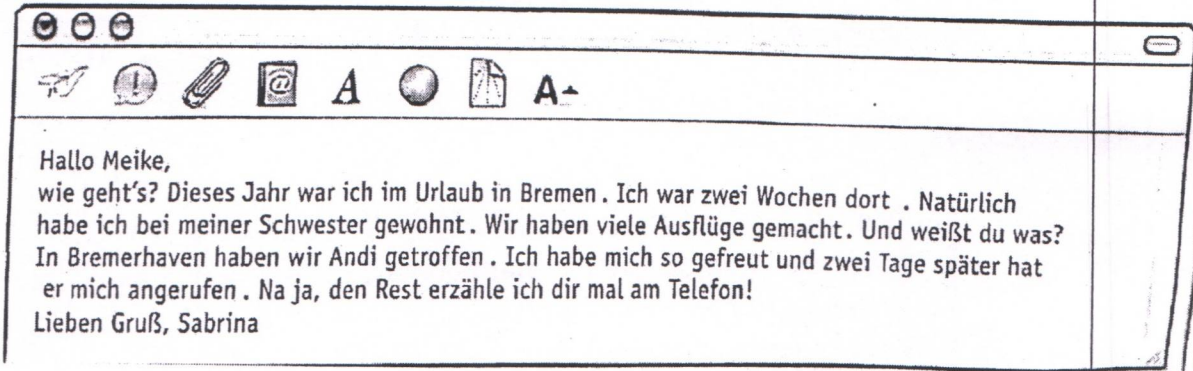
Q.2D

Wer arbeitet wo? Ordnen Sie zu.

5

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



Q.3A	Schreiben Sie! Schreiben Sie eine Email an Ihren Freund Leon. Er lebt in Deutschland. Die folgenden Punkte helfen. • Wann hast du Ferien? • Wohin fährst du in Urlaub? Mit wem? • Wie lange bleibst du da? • Was willst du dort machen?	10
Q.3B	Wählen Sie die richtige Antwort. <i>Emails, Gäste, Studenten, Prüfungen, Patienten</i> 1. Eva ist Lehrerin. Sie unterrichtet 2. Anna ist Studentin. Sie lernt für 3. Nina ist Kellnerin. Sie bedient 4. Ariane ist Ärztin. Sie untersucht 5. Jutta ist Assistentin. Sie beantwortet viele ODER	5
Q.3C	Lesen Sie die Email und Antworten Sie. Richtig oder falsch.  Hallo Meike, wie geht's? Dieses Jahr war ich im Urlaub in Bremen. Ich war zwei Wochen dort. Natürlich habe ich bei meiner Schwester gewohnt. Wir haben viele Ausflüge gemacht. Und weißt du was? In Bremerhaven haben wir Andi getroffen. Ich habe mich so gefreut und zwei Tage später hat er mich angerufen. Na ja, den Rest erzähle ich dir mal am Telefon! Lieben Gruß, Sabrina 1. Meike ist nach Bremen gefahren. 2. Der Urlaub was für 2 Wochen. 3. Sabrina bleibt bei ihrer Schwester. 4. Sabrina und ihre Schwester haben viele kurze Reisen gemacht. 5. Andi hat Sabrina telefoniert.	10

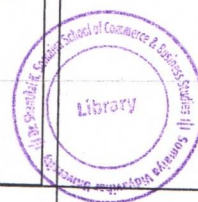
Q.3D	Schreiben Sie die Anmeldeformular. (1-5) Schreiben: Eine Anmeldung bei der Studentenjobbörse. Ihr Freund Adriano Miroballi möchte zwischen dem 1. August und 30. September in Leipzig als Möbelpacker arbeiten. Er hat diesen Job schon oft gemacht. Sein Mobiltelefon hat die Nummer 0157 45 45 678. Schreiben Sie die fünf fehlenden Informationen in das Formular. Name: <u>Adriano Miroballi</u> (0) gewünschte Tätigkeit: _____ (1) Haben Sie Erfahrungen in dieser Tätigkeit: ☐ ja ☐ nein (2) Termin: _____ (3) Stadt: _____ (4) Handynummer: _____ (5)	5
Q.4A	All questions in this section are compulsory. Der Urlaub von Familie Mertens a) Ergänzen Sie die Partizip-II-Formen. 1. ☐ Familie Mertens hat eine Radtour von Passau nach Linz (machen). 2. ☐ Am zweiten Tag haben sie (einkaufen) und an der Donau ein Picknick (machen). 3. ☐ In Linz haben sie in einer Pension (übernachten). 4. ☐ In Linz haben sie ein Kloster (besichtigen). 5. ☐ In Wien haben sie das Rathaus (besuchen) und (fotografieren). 6. ☐ In Budapest hat die Familie ihr Ziel (erreichen).	6
Q.4B	Vergleichen Sie! Schreiben Sie Sätze in Komparative und Superlative Formen. Was machen Sie <i>viel</i> im Internet! + recherchieren ++ Videos ansehen +++ Kinotickets buchen	4
Q.4C	Was ist richtig: <i>als</i> oder <i>wie</i>? Kreuzen Sie an. (→ 5) 1. Das Internet ist viel schneller ☐ als ☐ wie Zeitungen. 2. Im Kaufhaus einkaufen ist nicht so bequem ☐ als ☐ wie online einkaufen. 3. Eva sieht seltener Filme im Kino ☐ als ☐ wie zu Hause. 4. Philipp spielt lieber mit dem Computer ☐ als ☐ wie mit seiner Spielekonsole. 5. Telefonieren kostet oft mehr ☐ als ☐ wie simsen.	5





Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: 07	Class: SY	Semester: III
Programme: BBA Hons		
Name of the Constituent College: S K Somaiya College	Name of the Department: Dept. of Business Studies	
Course Code: 131U07E304	Name of the Course: Risk Management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Figures to the right indicate maximum marks.		
2)Draw neat diagrams 3)Assume suitable data if necessary 4) Attempt all questions		

Question No.		Max. Marks																								
Q.1.	a) Explain the process of risk management. b) An investor bought 10 shares of SATYAM Ltd at Rs 100/share. After 2 years he sold the same at Rs 150/share. During the period he earned dividend Rs 50/share. Calculate return earned by the investor.	7 M 8 M																								
	OR																									
Q.1.	c) Explain the ERM Matrix with a diagram. d) What is Derivatives? Explain Forward Contract.	7 M 8 M																								
Q.2.	a) Explain Risk and the three lines of Defence. b) Briefly discuss Risk and Stakeholders.	7 M 8 M																								
	OR																									
Q.2.	c) Discuss the global perspective of the insurance industry. d) Expected Losses are given in table below: <table border="1"><thead><tr><th>Loss Value (in Rs)</th><th>Probability</th></tr></thead><tbody><tr><td>1,00,000</td><td>0.02</td></tr><tr><td>20,000</td><td>0.08</td></tr><tr><td>0</td><td>0.9</td></tr></tbody></table> Find Fair Premium if: 1. policy provides full coverage 2. underwriting costs = 20% of pure premium claims are paid at end of year 3. interest rate = 8% 4. Expected claim processing costs = Rs. 500 5. fair profit = 5% of pure premium	Loss Value (in Rs)	Probability	1,00,000	0.02	20,000	0.08	0	0.9	7 M 8 M																
Loss Value (in Rs)	Probability																									
1,00,000	0.02																									
20,000	0.08																									
0	0.9																									
Q.3.	a) Explain IRS. b) Write a note on Fire Insurance.	7 M 8 M																								
	OR																									
Q.3.	c) Calculate Beta of each of the following two companies with the help of given information. <table border="1"><thead><tr><th>Year</th><th>A ltd</th><th>B ltd</th><th>Market Return</th></tr></thead><tbody><tr><td>1</td><td>25</td><td>30</td><td>26</td></tr><tr><td>2</td><td>-15</td><td>-18</td><td>-30</td></tr><tr><td>3</td><td>30</td><td>35</td><td>34</td></tr><tr><td>4</td><td>35</td><td>33</td><td>32</td></tr><tr><td>5</td><td>15</td><td>23</td><td>15</td></tr></tbody></table>	Year	A ltd	B ltd	Market Return	1	25	30	26	2	-15	-18	-30	3	30	35	34	4	35	33	32	5	15	23	15	15 M
Year	A ltd	B ltd	Market Return																							
1	25	30	26																							
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4	35	33	32																							
5	15	23	15																							

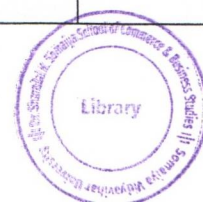


Q.4. A.	State True or False: 1. Risk and uncertainty are one and same 2. In Risk Management the most critical role is of Chief Officer (CRO). 3. Market Risk is diversifiable. 4. A put swaption gives its holder right to enter into a swap as a floating rate payer. 5. Lack of counterparty is not a limitations of swaps. 6. ERM looks at additional risks such as environmental, compliance, financial and strategic. 7. In Risk Assurance, Practitioner may express inference in form of written or oral reports. 8. Customers looks to maximize their wealth. 9. An actuary is a professional dealing with the assessment and management of risk for financial investments. 10. Asia-Pacific presents lesser opportunities for insurers seeking growth. 11. SEBI protects interest of policyholders in India. 12. Surveyor shall communicate his findings to the insurer within 20 days of his appointment. 13. Risk and Return have direct relationship with each other 14. According to the Insurance Act the Insurance Company has to deposit a specified amount with RBI as a condition for registration. 15. APT stands for Arbitrage Policy Theory.	15 M .
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Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: 07 Programme: BBA Hons	Class: SY	Semester: III
Name of the Constituent College: S K Somaiya College	Name of the Department: Dept. of Business Studies	
Course Code: 131U07E304	Name of the Course: Risk Management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Figures to the right indicate maximum marks. 2)Draw neat diagrams 3)Assume suitable data if necessary 4) Attempt all questions		

Question No.		Max. Marks								
Q.1.	a) Discuss tools of Quantitative risk management. b) An investor bought 20 shares of Amar Ltd at Rs 150/ share. After 2 years he sold the same at Rs 200/share. During the period he earned dividend Rs 200/share. He also paid commission of Rs 200 to the broker. Calculate return earned by the investor.	7 M 8 M								
	OR									
Q.1.	c) Explain SWOT analysis. d) What is Derivatives? Explain Options.	7 M 8 M								
Q.2.	a) Explain the challenges of Risk assurance in an organization. b) Define Stakeholder. How stakeholders can be managed.	7 M 8 M								
	OR									
Q.2.	c) Explain the powers, functions, and duties of IRDA. d) Expected Losses are given in table below: <table><tr><th>Loss Value (in Rs)</th><th>Probability</th></tr><tr><td>1,00,000</td><td>0.02</td></tr><tr><td>20,000</td><td>0.08</td></tr><tr><td>0</td><td>0.9</td></tr></table> Find Fair Premium if: 1. Policy provides full coverage 2. underwriting costs = 12% of pure premium claims are paid at end of year 3. interest rate = 5% 4. Expected claim processing costs = Rs. 1500 5. Fair profit = 3% of pure premium	Loss Value (in Rs)	Probability	1,00,000	0.02	20,000	0.08	0	0.9	7 M 8 M
Loss Value (in Rs)	Probability									
1,00,000	0.02									
20,000	0.08									
0	0.9									
Q.3.	a) Explain Commodity Swap. b) Write a note on Motor Insurance.	7 M 8 M								
	OR									
Q.3.	Calculate Beta of each of the following two companies with the help of given information.	15 M								



	Year	Suraj ltd (%)	Sanjay ltd (%)	Market Return(%)	
	1	20	18	18	
	2	20	20	14	
	3	16	16	13	
	4	24	18	15	
Q.4. A.	State True or False: - Operating Exposure is kind of foreign exchange risk. - The risk-return trade-off is the principle that potential return rises with an increase in risk. - ERM concepts in the process include the risk philosophy or risk strategy, risk culture and risk appetite. - Better capital allocation involves identification of areas of redundancy. - A risk management policy is approved by regional head. - A planning process involving the preparation of business plans and rolling monthly forecasts. - The level of assurance engagement risk is lower in a limited assurance engagement than in a reasonable assurance engagement. - An increase in the number of stakeholders adds stress to the project and influences the project's complexity level. - Many multinational insurers are entering into developing countries either through joint venture or through acquisition. - IRDA is the regulator of the insurance industry in India. - Alternative risk transfer enables companies to transfer risks another party or to capital markets investors. - Marine Insurance is a system of financial protection against the happenings of accidental during sea transportation. - A marine insurance policy undertakes to insure (cover) the insured in the event of a loss caused by an insured risk. - Beta is used to calculate market risk of a Portfolio or Security. - Forward Contracts are current commitments.				15 M



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: 7	Class: SY	Semester: III
Programme: BBA (Hons)	Name of the Department Business Studies	
Name of the Constituent College: S K Somaiya College	Name of the Department Business Studies	
Course Code: 131U07E305	Name of the Course: Strategic Human Resource Management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks
Q.1 A	Explain the meaning of Strategic Resource Management along with its detailed features.	15
	OR	
B	Explain the steps involved in Strategic Human Resource Management.	15
Q.2 A	Explain the meaning and need of Strategic Recruitment and Selection.	15
	OR	
B	What are the strategies for enhancing Employee Work Performance.	15
Q.3 A	Explain the factors affecting HR Policies.	15
	OR	
B	Explain the importance of Strategic HR Policies to maintain workplace harmony	15
Q.4 A	Multiple Choice Question (All Compulsory):	15
1.	_____ is a Barrier to SHRM. (Lack of strategic thinking, Effective Planning, Acquire Valuable Human Capital, well defined Mission and Vision)	
2.	High-involvement management approach is concerned with involvement and _____ (presentation, communication, remuneration, salary)	
3.	HR Strategy is aligned with _____ in organizations. (Markets, Finance, Vision, Process)	
4.	_____ level provide visionary leadership.	



	(HR, Top Management, Managers, Employees)	
5.	What helps in upgrading of employee skills. (Recruiting, Salary, Grading, Training)	
6.	Which strategy is used to overcome employee shortages. (Hiring Freezes, Early Retirement, Recruit new employees, Layoffs)	
7.	_____ is the purpose of HR Policies. (Set Guidelines, Conflict miscommunication), Motivation)	
8.	_____ if conducted in a systematic manner can help in retention of the best talent. (Exit Interviews, Induction, Training, Planning)	
9.	Welfare Policies Covers _____ (Safety program, Orientation of new employees, Rationale of transfer of employees, Placement of new employees)	
10.	The most extreme action to reduce a surplus is to the employees----- (Re-appoint, No-vacancy, Lay-off, Pay-on)	
11.	_____ is a special events recruitment. (Job Fair, Job Portals, career websites, employer websites)	
12.	_____ is a special events recruitment. (Job Fair, Job Portals, career websites, employer websites)	
13.	The term "emotional labour" is associated with which author. (Arlie Hochschild, Stephen Fineman, David Sims, Yannis Gabriele)	
14.	_____ offers big amount as prize money when the contestant wins, as well as job opportunities. (Contest Recruitment, E-recruitment, Job Fair, Campus Recruitment)	
15.	_____ comprehensive method of objective and systematic verification of current practices, documentation, policies and procedures prevalent in the HR system of the organization (HR Audit, HR score card, Benchmarking, Balance score card)	