

SOMAIYA

VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

BRANCH: Bachelor of Business Administration (Hons.)	SEM: V
	NOV/DEC-2024

Sr. No.	Subject	Available
1.	131U07E501 – Retail Management	
2.	131U07C501 – Logistics & SCM	
3.	131U07C502 – Entrepreneurship Management & Business Planning	
4.	131U07K502 – Enrichment Course: German	
5.	131U07N502 – Event Management	
6.	131U07E502 – Sales & Distribution Management	
7.	131U07E503 – Strategic Cost Management	
8.	131U07E506 – Performance Management & Career Planning	
9.	131U07E505 – Human Resource Accounting & Audit	
10.		
11.		
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14.		
15.		





SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 07 Programme: BBA Hons	Class: TY	Semester: V
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U07E501	Name of the Course: Retail 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	Evaluate the decision of Drishyamart, led by CEO Matsyagandha, to shift from a brick-and-mortar retail model to an omnichannel approach. Was this move effective in responding to evolving customer preferences? Justify your answer by discussing the benefits and potential challenges associated with this strategy.	15 CO1
	OR	
Q.1. B	Evaluate the decision of Dhritarashtra Electronics, under purchasing manager Yuyutsu Kuru, to adopt a competitive-based pricing strategy for their new product launch. Was this the best choice considering market competition and customer expectations? Support your answer with factors affecting the pricing strategy.	15 CO2
Q.2. A	Evaluate the impact of foreign direct investment (FDI) on the expansion of Walmart's operations in India. How did CEO Doug McMillon address regulatory and competitive challenges, and what strategies were adopted to align with Indian retail policies and consumer preferences?	15 CO3
	OR	
Q.2. B	Compare the strategies adopted by Adani Enterprises and Reliance Industries in expanding their retail footprints. How did the leadership teams of these conglomerates, Gautam Adani and Mukesh Ambani, leverage their existing infrastructure to dominate the retail sector? According to you analyze the key success factors for each?	15 CO3
Q.3. A.	Evaluate the entry strategy of Harrods into the Indian retail market under CEO Sophia Turner. What obstacles might she encounter from established local players like Super Bazaar and traditional Kirana stores? Recommend strategic adaptations for long-term success.	15 CO4
	OR	
Q.3. B.	Assess how Walmart's initial foray into the Indian market affected small Kirana stores. What steps should retail analyst Meera Singh recommend to maintain the balance between global players and local businesses while ensuring consumer benefits?	15 CO4



Q.4	Solve the following Case Study	15
	<p>Future Trends of Retail in India – Focus on Mental Detox in Retail Spaces</p> <p>Company Background:</p> <p>Nestled in the bustling markets of Bangalore, <i>SoulSpring</i> emerged in 2018 as a unique wellness-centered retail brand catering to customers' growing desire for mental relaxation and rejuvenation. Unlike conventional retail outlets, SoulSpring combines shopping with an environment conducive to mental detox. With its product lineup centered around organic, natural wellness items like essential oils, herbal teas, mindfulness journals, and wellness books, SoulSpring's stores are intentionally designed to offer more than just a transactional experience. They feature soft lighting, a calming aroma, and designated quiet spaces for customers to unwind, meditate, or simply escape the city's noise.</p> <p>Recognizing that urban Indian consumers are experiencing unprecedented levels of stress and mental fatigue, SoulSpring leverages sensory retailing – using ambiance, aesthetics, and customer engagement practices to promote mental wellness. This emphasis on creating a "mindful shopping experience" aims to set SoulSpring apart from other wellness-focused brands by fostering a deeper connection with consumers through the holistic environment it provides.</p> <p>With the pandemic sparking a surge in wellness consciousness among Indian consumers, SoulSpring has experienced significant growth. However, maintaining a balance between offering a peaceful retail experience and profitability is challenging. Recently, the company has been strategizing on how to sustain customer loyalty, increase foot traffic, and establish its brand in other metropolitan areas in India.</p> <p>Future Trends & Strategy for Growth</p> <p>SoulSpring's future strategy is heavily influenced by retail trends forecasting an increased emphasis on experiential and mindful shopping, especially as customers seek reprieve from urban pressures. The company has introduced "Mindfulness Mondays," where customers can participate in guided meditation sessions in-store, and "Wellness Wednesdays," offering free mini-wellness consultations with holistic health experts. Additionally, SoulSpring is piloting a VR-powered "calm room" where customers can immerse themselves in tranquil virtual environments, like beaches or forests, for a brief mental escape during their shopping experience.</p>	<p>CO1,</p> <p>CO2</p>

Looking to expand, SoulSpring plans to open three new stores in Mumbai, Hyderabad, and Chennai over the next year, aiming to replicate its Bangalore success by appealing to the mental wellness needs of India's rapidly urbanizing and stressed-out population. However, there is a need for careful consideration of scalability, cost efficiency, and the potential market saturation of wellness brands in these new regions.

As SoulSpring gears up for its next phase, it must address several key questions regarding brand positioning, competitive advantage, and long-term sustainability.

Questions

1. Analyze the factors contributing to SoulSpring's success in Bangalore and discuss how these could influence its expansion strategy into new metropolitan cities in India.
2. Evaluate the potential impact of emerging trends, such as experiential retail and wellness culture, on SoulSpring's future growth in India's competitive retail market.
3. Design a strategic plan for SoulSpring to differentiate itself from other wellness brands and address the challenges of scaling its "mental detox" retail model across multiple locations.

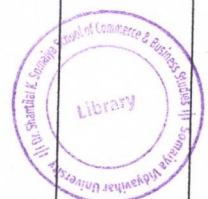




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Semester (July 2024 to October 2024)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code:07	Class:	Semester: V
Programme: BBA(Hons.)	TYBBA	
Name of the Constituent College: S.K.SOMAIYA	Name of the Department: BUSINESS STUDIES	
Course Code: 131UO7C501	Name of the Course: Logistics & SCM	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Attempt the questions from the internal choice provided. 2) Write clearly and neatly		

Question No.		Max. Marks	CO
Q.1a)	Select a product of your choice and propose an appropriate packaging design that emphasizes the product's brand identity while ensuring safety during transportation and storage. Explain the functions of packaging.	08	CO1
b)	Imagine you are a logistics coordinator for a global shipping company. Explain different types of cargo with examples.	07	
OR			
Q1c)	You are a logistics consultant advising a company that needs to transport a delicate and oversized piece of machinery internationally. Summarize in brief various specialized cargo ship?	08	CO2
d)	How would you navigate and complete the necessary shipping formalities for exporting perishable goods to ensure compliance with international trade regulations and timely delivery to overseas markets?	07	
Q.2a)	Apply Weber's theory of industrial location to advise a multinational corporation in the manufacturing sector on the optimal location for setting up a new production facility. Explain the weber's theory with its assumptions?	08	CO3
b)	Given a specific scenario of international trade involving multiple countries and various products, can you outline and illustrate the vital roles that intermediaries play in facilitating transactions, negotiation, and distribution processes?	07	
OR			



Q2c)	How have economic dynamics, cultural interactions, and historical events shaped the development and importance of major trade routes globally throughout various time periods?	08	CO3
d)	You are a logistics manager for a rapidly growing e-commerce company. Devise an innovative transportation strategy that not only ensures timely and cost-effective delivery of products but also contributes to the expansion of your company's commercial footprint. Consider various modes of transportation and integration of technology to enhance efficiency.	07	
Q.3a)	Imagine you are a logistics consultant advising a major retail corporation. Based on your understanding of omnichannel shipping, evaluate the potential benefits and challenges of implementing a comprehensive omnichannel shipping strategy. Provide recommendations on how to overcome the identified challenges while maximizing the advantages of this approach in the evolving retail landscape.	08	CO4
b)	In a real-world scenario involving a global manufacturing company expanding its operations, demonstrate how an integrated 3PL service provider could streamline the company's supply chain by illustrating the specific services offered.	07	
OR			
Q3c)	You are a logistics technology consultant advising a major shipping company. Evaluate and compare the potential impact of integrating blockchain and big data analysis in their logistics operations. Provide a detailed assessment of how these technologies can enhance supply chain transparency, security, and efficiency, and propose recommendations on the best approach to their integration for maximum benefit and competitive advantage.	08	CO4
d)	How does the implementation of efficient warehousing practices and strategic strategies in a multinational electronics company's global supply chain enhance inventory movement, enabling timely product delivery, and ultimately enhancing customer satisfaction?	07	
Q.4	Case Study: Aegis Logistics Limited was incorporated in 1956 and its shares have been listed on the Bombay Stock Exchange since 1978 and traded on the National Stock Exchange. Aegis Group plays a key role in India's	15	CO3&4

downstream oil and gas sector, and its flagship company, Aegis Logistic Limited, is India's leading oil, gas, and chemical logistics company. Competition is a basic issue for every organization. Logistic companies also facing the same pressure of competition. To deal with the challenging business atmosphere, all private organizations seek new ways of business development. For logistic companies, environmental issues are highly important.

Therefore, green policies have become a strategy for them. Competitive levels of private companies may be affected by green policies because of regulations regarding environmental concerns. Logistics may improve efficiency and effectiveness such as using reusable containers and boxes instead of the paper carton may reduce waste and optimize product packaging; building a green warehouse lead to reduce the overall operating cost while using the hybrid engine in trucks may reduce carbon emissions and consume less gas.

In today's highly competitive environment, green logistics issues are gaining high attention. Since it is an important part of supply chain management and plays an important role in the improvement of a transport system. Logistics facilitates in getting products and services as and when they are needed and desired to the customer. It serves as a major enabler of the growth of trade and commerce in an economy because it is helpful in economic transactions.

Questions:

- a) Analyze the competitive strategies followed in the green business Logistics industry
- b) Elaborate the effects of the green business environment on the company. Explain by considering the case of Aegis Logistics Limited.
- c) Define Green Logistics. Explain its advantages?





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November / December 2024

Examination: End Semester Examination (UG Programmes)

Programme code:07

Programme: BBA(H)

Class: TY

Semester: V

Name of the Constituent College: S K Somaiya

**Name of the Department -Business
Studies**

Course Code: 131U07C502

**Name of the Course:Entrepreneurship management &
Business planning .**

Duration : 2 Hr.

Maximum Marks : 60

Instructions: 1)Draw neat diagrams 2)Give appropriate examples .

Question No.		Max. Marks	CO
Q1	a) Compare and contrast entrepreneurs and intrapreneurs.	08	CO1
	b) Entrepreneurship leads to Economic development of the country ,justify . OR	07	CO2
	c) Analyze the role of Entrepreneurship Development Program .	08	CO3
	d) How can entrepreneurs create and protect their intellectual property effectively (elaborate the types)	07	CO3
Q2	a) Analyze the pros and cons of Family managed business with examples and challenges faced by them .	08	CO4
	b) Elaborate on the New trends in entrepreneurship . OR	07	CO4
	c) Evaluate the various sources of Funding and the different schemes by the Government for budding and aspiring entrepreneurs .	15	CO3



Q3	<p>a) Analyze the components of a business plan. What are the key elements of a marketing plan, organizational plan, and financial plan that entrepreneurs should focus on?</p> <p>OR</p> <p>b) Evaluate the potential roadblocks and challenges entrepreneurs face. What are common issues that can go wrong in a new venture, and how can they be managed?</p>	15	CO4
Q4	<p>Ghazal Alagh's journey as co-founder of Mamaearth is a remarkable tale of transforming personal challenges into entrepreneurial success. Inspired by her son Agastya's skin condition, she recognized the need for safe, toxin-free baby products and embarked on a mission to create Mamaearth. With a background in computer science and art, Ghazal utilized her skills in research and development to ensure Mamaearth's products were safe for sensitive skin. She expanded the product range beyond baby care to include adult personal care items, backed by robust consumer education campaigns about harmful chemicals. By leveraging a digital-first approach and raising substantial funding, Mamaearth achieved unicorn status with a valuation of over \$1.2 billion in 2022, establishing itself as a leader in toxin-free personal care products. Ghazal's dedication to supporting women entrepreneurs further underscores her commitment to fostering innovation and addressing consumer needs and promoting women entrepreneurship in INDIA .</p> <p>Application Questions:</p> <p>a) How has Mamaearth disrupted the beauty market ,with a focus on Innovation ?</p> <p>b) What strategies should Ghazal implement to sustain Mamaearth's growth in a highly competitive personal care market while maintaining its commitment to safety and innovation ,also do a SWOC analysis of mamaearth .</p> <p>c) According to you, what are the challenges faced by women entrepreneurs ?</p>	<p>15</p> <p>03</p> <p>07</p> <p>05</p>	CO1 ,CO2, CO3,



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Semester (July 2024 to October 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 07 Programme: BBA Hons	Class: TY	Semester: V
Name of the Constituent College: SK Somaiya College	Name of the Department Business Studies	
Course Code: 131U07K502	Name of the Course: Enrichment Course - German	
Duration: 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Q1 Q2 and Q3 have options 2) Q4 is compulsory		

Question No.		Max. Marks	CO
Q.1.A	<p>Sie lesen die Informationstafel in einem Kaufhaus. Lesen Sie die Aussagen von 1 bis 5. In welchen Stock gehen Sie? Wählen Sie die Richtige Lösung a, b oder c.</p> <div><p>Sporthaus Schaller</p><p>4. Stock Wintersport: Skier, Snowboards, Skistöcke, Skianzüge, Skistiefel / Wandersport, Wanderkarten / Alles für Ihr Rad / Klettersport: Helme, Gurte und Kletterzubehör / Restaurant</p><p>3. Stock Bademoden / Strand- und Sporthandtücher / Tanzsport / Fitness / Yoga: Matten und Kleidung / Ballsport, Bälle, Schläger</p><p>2. Stock Fitnessgeräte / Sportuhren / Smartwatches / Sportcomputer / Spielzimmer & Bällebad für Kinder</p><p>1. Stock Schuhmoden für Freizeit, Sport und Spiel / Sporttaschen / Kundentoiletten / Schuhwerkstatt / Notarzt und Erste Hilfe</p><p>EG Information / Fanartikel / Reiseführer / Landkarten / Sonnenbrillen / Reisebüro / Fundbüro / Ausgang zu Taxi und Bus, U- und S-Bahn</p><p>UG Camping & Zubehör / Wassersport: Taucheranzüge, Surfbretter, Paddel und Schwimmb Zubehör / Getränkeautomat / Kundenservice / Kundentoiletten</p></div> <p>0. Sie möchten eine Tasse von Ihrem Lieblings-Fußballverein kaufen. <input checked="" type="checkbox"/> a Erdgeschoss <input type="checkbox"/> b 3. Stock <input type="checkbox"/> c anderer Stock</p> <p>1. Sie brauchen eine Taucherbrille. <input type="checkbox"/> a 3. Stock <input type="checkbox"/> b Untergeschoss <input type="checkbox"/> c anderer Stock</p> <p>2. Sie möchten einen Volleyball kaufen. <input type="checkbox"/> a 2. Stock <input type="checkbox"/> b 4. Stock <input type="checkbox"/> c anderer Stock</p> <p>3. Sie möchten eine Wanderreise in den Alpen reservieren. <input type="checkbox"/> a Erdgeschoss <input type="checkbox"/> b 4. Stock <input type="checkbox"/> c anderer Stock</p> <p>4. Sie brauchen einen neuen Bikini. <input type="checkbox"/> a Untergeschoss <input type="checkbox"/> b 3. Stock <input type="checkbox"/> c anderer Stock</p> <p>5. Sie möchten einen frischen Saft trinken. <input type="checkbox"/> a Untergeschoss <input type="checkbox"/> b 4. Stock <input type="checkbox"/> c anderer Stock</p>	10	CO1 & CO3



Q.1.B	<p>Ergänzen Sie <i>Was für ein/e</i> in der richtigen Form.</p> <p>0. <input type="radio"/> <u>Was für ein</u> Instrument spielst du? ● Ich spiele Gitarre.</p> <p>1. <input type="radio"/> _____ Tricks gegen Prüfungsangst kennst du? ● Ich mache vor der Prüfung regelmäßig Yoga. Und positiv denken, das hilft auch.</p> <p>2. <input type="radio"/> _____ Workshop machst du? ● Einen Computer-Workshop.</p> <p>3. <input type="radio"/> Mit _____ Werkzeug kann man das Auto reparieren? ● Keine Ahnung.</p> <p>4. <input type="radio"/> Für _____ Firma arbeitest du gern? ● Für keine. Ich arbeite freiberuflich.</p> <p>5. <input type="radio"/> Mit _____ Kollegin arbeitest du zusammen? ● Mit einer sehr netten.</p>	5	CO1 & CO2
	OR		
Q.1.C	<p>Sie lesen in einer Zeitung diesen Text. Wählen Sie für die Aufgaben 1 bis 5 die richtige Lösung a, b oder c.</p> <div style="border: 1px solid black; padding: 10px;"> <p><i>Die Journalistin Alesha Brix</i></p> <h3 style="text-align: center;">Ein Leben für den Journalismus</h3> <p>Schon als Kind wollte Alesha Brix Journalistin werden. In der Schule hat sie schon früh für die Schülerzeitung geschrieben. Dann, in der 9. Klasse, hat sie ein Praktikum bei der Schweriner Morgenzeitung gemacht und ab der 10. Klasse dort gejobbt. Nach dem Abitur ist sie nach Hamburg gegangen und hat dort Journalismus studiert. Danach hat sie sofort eine Stelle bei einer Zeitung in Köln bekommen.</p> <p>Aber nach wenigen Jahren wollte sie nicht mehr für andere arbeiten. Sie wollte ihre eigene Chefin werden. Jetzt arbeitet sie seit drei Jahren als freie Journalistin. Sie schreibt Artikel zum Thema Kultur, nicht mehr wie früher über Politik oder Sport.</p> <p>Für ihre Artikel macht sie oft Interviews. Weil sie freiberuflich arbeitet, hat sie keine festen Arbeitszeiten. Das gefällt ihr. Sie arbeitet nicht gern morgens. Sie freut sich auch, dass sie keinen Chef mehr hat und vieles selbst entscheiden kann. Leider ist die Bezahlung nicht sehr gut. Und wenn sie in den Urlaub fährt oder krank wird, dann verdient sie kein Geld.</p> <p>Alesha Brix ist sehr erfolgreich: Vor einem Jahr hat sie bei einem Schreibwettbewerb einen Workshop zum Thema Online-Journalismus gewonnen. Aktuell macht sie einen Kurs für Radio-Journalismus und in Zukunft will sie an einer Journalistenschule junge Kolleginnen und Kollegen ausbilden.</p> </div>	10	CO1 & CO3
Q.1.D	<p>Setzen Sie die Sätze fort. Verwenden Sie <i>deshalb</i> oder <i>trotzdem</i>.</p> <p>0. Anton hat Kopfschmerzen, <u>deshalb kann er nicht joggen</u>. er / nicht / joggen / können /</p> <p>1. Karina macht keinen Sport, _____ sie / sehr sportlich / sein /</p> <p>2. Isabellas Mannschaft hat verloren, _____ sie / sehr traurig / sein /</p> <p>3. Tarek hat seinen Helm vergessen, _____ er / nicht / zum Klettern / gehen / dürfen /</p> <p>4. Oliver hat keine Sportschuhe, _____ er / Fußball / spielen /</p> <p>5. Alex möchte sich beim Sport entspannen, _____ er / Yoga / machen /</p>	5	CO1 & CO2

Q.2.A	<p>Schreiben Sie einen Text. Schreiben Sie 10-15 Sätze.</p> <div data-bbox="307 256 862 579" data-label="Diagram"> <pre> graph TD A((Wie lernen Sie Deutsch?)) --> B(Wie lange?) A --> C(Wie Oft?) A --> D(Wo?) A --> E(Wann?) A --> F(einfach/schwierig?) A --> G(Mit Wem?) </pre> </div>	10	CO1
Q.2.B	<p>Ergänzen Sie das Gespräch.</p> <p>Super, das ist eine gute Idee. Wollen wir nicht lieber eine Radtour machen? Ja, da kann ich. Leider geht es am Dienstag nicht.</p> <p>1. <input type="radio"/> Sollen wir zusammen joggen gehen?</p> <p>• Ich weiß nicht. _____</p> <p>2. <input type="radio"/> Ja, das ist auch gut. Hast du am Dienstag Zeit?</p> <p>• _____</p> <p>3. <input type="radio"/> Schade, kannst du am Mittwoch?</p> <p>• _____</p> <p>4. <input type="radio"/> Wir können zum See fahren und dort ein Picknick machen.</p> <p>• _____</p>	5	CO3
OR			
Q.2.C	<p>Schreiben Sie einen Text. Schreiben Sie 10-15 Sätze.</p> <div data-bbox="338 1519 920 1864" data-label="Diagram"> <pre> graph TD A((Wie feiern Sie Ihren Geburtstag?)) --> B(Was?) A --> C(Wann?) A --> D(Wo?) A --> E(Essen und Trinken) A --> F(Mit Wem?) A --> G(Wie lange dauert es?) </pre> </div>	10	CO1



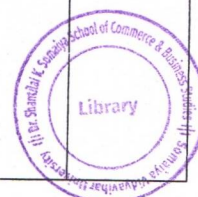
Q.2.D	<p>Bringen Sie das Gespräch in die richtige Reihenfolge.</p> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="border: 1px solid black; padding: 5px; width: 30%;"> Ja, da kann ich auch. Wir könnten ins Fitness-Studio gehen. Was hältst du davon? </div> <div style="border: 1px solid black; padding: 5px; width: 30%;"> Hey Selina, am Freitag kann ich leider nicht. Geht auch Donnerstag? </div> <div style="border: 1px solid black; padding: 5px; width: 30%;"> Hallo Amelie, wie geht's? Treffen wir uns am Freitag? LG Selina </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="border: 1px solid black; padding: 5px; width: 30%;"> A <input type="checkbox"/> </div> <div style="border: 1px solid black; padding: 5px; width: 30%;"> B <input type="checkbox"/> </div> <div style="border: 1px solid black; padding: 5px; width: 30%;"> C <input type="checkbox"/> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="border: 1px solid black; padding: 5px; width: 30%;"> D <input type="checkbox"/> </div> <div style="border: 1px solid black; padding: 5px; width: 30%;"> E <input type="checkbox"/> </div> </div>	5	CO3
Q.3.A	<p>Schreiben Sie einen kurzen Text zu dem Thema „Mein Lieblingsding“. Schreiben Sie 6-7 Sätze. Die Fragen unten können helfen. Was ist Ihr Lieblingsding? Wann brauchen Sie ihn/es/sie? Warum mögen Sie das Ding? Haben Sie es gekauft oder als Geschenk bekommen? ...</p>	5	CO1 & CO4
Q.3.B	<p>Kommst du mit? Ergänzen Sie das Gespräch. Achten Sie auf die richtige Form.</p> <p>dann Film Idee lieber machen nächstes sicher <u>Vorschlag</u> werden Zeit</p> <p>○ Du, ich habe einen (1) <u>Vorschlag</u>! Gehen wir doch in den Hochseilgarten. Das (2) _____ total viel Spaß. Geht es bei dir am Samstag?</p> <p>● Nein, da habe ich leider keine (3) _____</p> <p>○ Und am Sonntag? Komm mit, das (4) _____ lustig!</p> <p>● Ach, ich weiß nicht. Das können wir doch (5) _____ Wochenende machen. Wollen wir nicht (6) _____ ins Kino gehen?</p> <p>○ So kommst du nie zum Sport! Ich habe eine (7) _____: Wir gehen zuerst in den Hochseilgarten und (8) _____ sehen wir uns einen (9) _____ an.</p> <p>● Okay, das machen wir. Bist du (10) _____, dass ich das schaffe?</p>	10	CO1 & CO3
	OR		



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Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 07 Programme: BBA(Hons)		Class: TY Semester: V
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies
Course Code: 131U07N502	Name of the Course: Event Management	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q.1. A	Explain the importance of Budget control for event management firm.	15	CO 2
	OR		
Q.1. B	Elaborate on the various leadership qualities required in event management	15	CO 3
Q.2. A	Highlight the impact of events on local community with an example.	15	CO 4
	OR		
Q.2. B	Illustrate strategies you shall adopt to implement a successful virtual event with an example.	15	CO 1
Q.3. A	Identify important factors in the business environment that influence your event management activity.	15	CO 2
	OR		
Q.3. B	Explain the importance of Leisure events in promoting a place.	15	CO 3
Q.4	Solve the following Case Study	15	
	UNEP – Ogilvy Campaign Against Plastic		
	United Nations Environment Programme India partnered with Ogilvy India for a campaign with Designer Masaba Gupta to highlight work on phasing out single-use plastic.		
	Task A unique fashion event to host an elite guest list in the rooftop of Cube, Andheri against a massive backdrop of Mumbai International Airport.		
	The United Nations Environment Programme (UNEP) India partnered with Ogilvy India for a campaign to highlight the brand's work on phasing out single-use plastic in January 2020. Designer Masaba Gupta joined the initiative by transforming the campaign into a clothing line with detachable bags that sends out the message on #BeatPlasticPollution		
	Right from Dia Mirza to Sonal Dabral, Suresh Nayak & Piyush Pandey, the event saw attendance by many known names and faces and was conducted by The Event studio team using sustainable material for branding and fabrication.		



	<p>The team turned around the execution of the pitch-dark black setup with sustainable materials unlike plastic infused vinyl & flex brandings in a matter of hours. The integral part was AV screens as apt support for showcasing TVC & Garment line with celebrities amidst media interactions.</p> <p>As a venue, unique rooftop of Cube Andheri was selected as the massive backdrop of Mumbai International Airport and a flurry of gigantic aircrafts made apt minimalistic yet elite setup space to host the crème de la creme guest list.</p>		
Q.4.A	Illustrate the role of Event Management Committee from the above case study.		CO 2
Q.4.B	Explain the role of such off-beat events in India.		CO 1
Q.4.C	Summarize the key experience of any such events that you may have attended or have heard of.		CO 3



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Semester (June 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 07 Programme: BBA(H)	Class: TYBBA	Semester: V
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U07E502	Name of the Course: Sales & distribution management	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q.1. A	Hitachi manufacturers better Air conditioners to get huge market reach suggest a brief selling process they need to adapt.	15	01
	OR		
Q.1. B	India Mart work as b2b while Walmart work as enterprises. Suggest more sales management types and their sales activities.	15	02
Q.2. A	Flipkart uses e-kart as a distributor and delivery partner. Analyze the distribution objectives and draw network of distribution that the company should follow.	15	03
	OR		
Q.2. B	Coca-Cola utilizes EDI technology to monitor their sales. Express your views on the benefits, work and drawbacks of EDI in sales.	15	04
Q.3. A.	Shop Clues has shown a drastic change in consumer holding due to errors in sales Suggest evaluation and controlling of sales force for Shop Clues.	15	02
	OR		
Q.3. B.	Marketing students at university opt for research based on retailing. Elaborate on the importance, types and decisions in retailing they could study.	15	01
Q.4	Solve the following Case Study.	15	03
	<p style="text-align: center;">Mc Donald's- fastest food chain</p> <p>McDonald's is a fast-food chain with restaurants all over the world. It serves burgers and other fast food customized to local tastes. Its philosophy has been 'one world, one burger;' which meant that the burger must be consistent in terms of cost and quality. To meet such high standards, it was essential to have an excellent supply chain management system. In India as in other parts of the world, McDonald's had a very well orchestrated supply chain, called the 'Cold Chain'. The case study looks at McDonald's supply chain management system in India and discusses in detail its outsourcing mechanism.</p>		



In 1996, when McDonald's entered India, it was looking for a distribution agent who would act as a hub for all its vendors. Mumbai-based Radhakrishna Foodland Private Limited (RFPL) was chosen for the job as it was already a distributor for its sister concern, Radhakrishna Hospitality Services, a catering unit supplying to offshore institutions. The iceberg lettuce from Ooty, mutton patties from Hyderabad and sesame seed buns from Punjab were all delivered to RFPL's distribution center (cold storage) in its refrigerated vans. RFPL stored the products in controlled conditions in Mumbai and New Delhi and supplied them to McDonald's outlets daily.

By transporting the semi-finished products at a particular temperature, the cold chain ensured freshness and adequate moisture content of the food. The specially designed trucks maintained the temperature in the storage chamber throughout the journey. Drivers were instructed specifically not to switch off the chilling system to save electricity, even in the event of traffic jam...

Q.1 elaborate on the cold chain system ensured the freshness and quality of the ingredients supplied to McDonald's outlets in India?

8

Q 2 What were the key logistics challenges McDonald's faced in India, and how did they address these challenges?

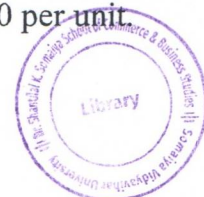
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SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 07 Programme: BBA Hons	Class: TY	Semester: V
Name of the Constituent College: SK Somaiya college	Name of the Department Business studies	
Course Code: 131107ES03	Name of the Course: Strategic cost 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 concept of Strategic cost management and distinguish between traditional cost method and strategic cost method.	15 Co1																				
	OR																					
Q.1. B	Explain modern business environment and supply chain management.	15 Co1																				
Q.2. A	<p>From the following details of ABC Ltd. Prepare Sales Budget for the first three months of next year. Given : Data for Current Year.</p> <table><tr><td>Particulars</td><td>A</td><td>B</td><td>C</td></tr><tr><td>January</td><td>90,000</td><td>90,000</td><td>80,000</td></tr><tr><td>February</td><td>1,30,000</td><td>1,50,000</td><td>1,40,000</td></tr><tr><td>March</td><td>1,40,000</td><td>1,20,000</td><td>1,30,000</td></tr><tr><td>Selling Price per unit</td><td>20</td><td>30</td><td>25</td></tr></table> <p>Expected increase in sales quantity of product A and C will be 10% in each case. Expected decrease in sales quantity of product B will be 20%. Estimated rise in selling price per unit for all product will be 20%.</p>	Particulars	A	B	C	January	90,000	90,000	80,000	February	1,30,000	1,50,000	1,40,000	March	1,40,000	1,20,000	1,30,000	Selling Price per unit	20	30	25	15 Co 2
Particulars	A	B	C																			
January	90,000	90,000	80,000																			
February	1,30,000	1,50,000	1,40,000																			
March	1,40,000	1,20,000	1,30,000																			
Selling Price per unit	20	30	25																			
	OR																					
Q.2. B	<p>A Factory is currently working at 50% capacity and produces 10,000 units. Prepare a Flexible Budget and estimate the Profits of the Company when it works at 60% and 80% capacity and advise the company. At 60% working Raw Material Cost increases by 2% and selling price falls by 2%. At 80% Raw Material cost increases by 5% and selling price falls by 5%. At 50% capacity working the Product costs Rs. 180 per unit and is sold at Rs. 200 per unit. The unit cost of Rs 180 is made up as follows.</p> <p>Material Rs 100 Labour Rs 30 Factory overheads Rs 30 (40% fixed) Administrative overheads Rs 20 (50% fixed)</p>	15 Co2																				
Q.3. A.	Find out labour cost variances, labour rate variance and labour efficiency	08																				



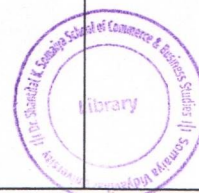
	<p>variance.</p> <p>Standard Output 1000 units</p> <p>Rate of payment @ Rs 6 per unit</p> <p>Time Taken 50 hours</p>	<p>Actual 1,200 units</p> <p>Wages paid with bonus Rs 8,000</p> <p>40 hours</p>	CO3
Q.3. B.	<p>Using the following information, calculate labour variances:</p> <p>The budgeted labour force for producing product X is:</p> <p>25 Semi-skilled workers @ 75 paise per hour for 50 hours</p> <p>15 Skilled workers @ Rs 1.25 per hour for 50 hours</p> <p>The actual labour force employed for producing X is:</p> <p>24 Semi-skilled workers @ 80 paise per hour for 50 hours</p> <p>10 Skilled workers @ Rs 1.20 per hour for 50 hours</p>		07 CO3
	OR		
Q.3. C.	Explain activity based costing and distinguish between traditional costing system and ABC.		15 CO4
Q.4	Write the following concepts (5 Marks each)		15
1.	Essentials of a good budget.		CO2
2.	Types of standard costing.		CO3
3.	Six C's of successful implementation of TQM.		CO4



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Semester (July 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code:07 Programme: BBA (H)	Class: TY	Semester: V
Name of the Constituent College: SK Somaiya College		Name of the Department: Business studies
Course Code: 131U07E506	Name of the Course: Performance Management & Career Planning	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO Attainment
Q.1. A	Ms. Sucheta, HR Manager of a Pharmaceutical company wants to explore modern appraisal tools for evaluating the performance of the employees. Explain to her the role of employer and employee in the performance management process.	15	CO1
	OR		
Q.1. B	Mr. Ram, HR head of a manufacturing company recently got promoted to the CHRO position. He wants to make strategic changes in performance evaluation process, describe the ideal performance management process to him so that he can make necessary changes.	15	CO1
Q.2. A	Mr. Rajesh wants to improve the Performance planning phase of the performance management process. Assist him in setting the performance criteria and performance benchmarking.	15	CO2
	OR		
Q.2. B	The HR Manager is facing issues with its trade union in manufacturing sector. Assist him in resolving the same using Universal Competency Framework.	15	CO2
Q.3. A.	Ms. Malini wants to create a skill pool of all her employees. Describe the various types of competencies and assist her to create the skill pool.	15	CO3
	OR		
Q.3. B.	ABC organisation wants to ensure it has a robust performance management process and hence wants to incorporate ethical values in the performance management process. Enlist the same for them.	15	CO3
Q.4	Solve the following Case Study	15	
	Maya, a 28-year-old software engineer, has been working at a mid-sized tech company for five years. She has demonstrated strong technical skills but struggles with defining her long-term career goals. Unsure of how to advance in her role or if she should explore new opportunities, she feels stagnant in her position. Her company has a mentorship program, and she is paired with Anand, a senior engineer with over 15 years of experience in the industry. Anand has helped guide many younger employees in their career paths. He		CO4



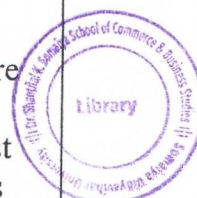
	<p>quickly recognizes that Maya has the potential to take on more responsibility but is hesitant because she lacks confidence in her leadership abilities.</p> <p>Over the course of several mentoring sessions, Anand helps Maya explore her career interests by sharing his own experiences and providing her with advice on how to develop leadership skills. He also introduces her to several networking opportunities within the company and advises her on specific training that could help her grow. Together, they set short-term goals, such as leading a small project, to help Maya gain confidence and visibility within the organization.</p> <p>Six months later, Maya has successfully led two projects and received positive feedback from both her team and upper management. She feels more in control of her career path and is considering pursuing a management role in the future.</p> <p>Questions:</p>		
1	How did the mentor's guidance help Maya gain clarity in her career path?	5	
2	What specific actions did the mentor take to help Maya develop leadership skills, and how did this impact her career?	5	
3	What role does networking play in career development, and how did Anand facilitate this for Maya?	5	



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 07 Programme: BBA Hons	Class: TY	Semester: V
Name of the Constituent College: SK Somaiya college	Name of the Department Business studies	
Course Code: 131407ESD5	Name of the Course: Human resource accounting and audit	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks
Q.1. A	Samruddhi has been appointed as an HR accountant. Help her understand the need and significance of HR accounting.	15 CO1
	OR	
Q.1. B	Saniya wants to understand all the 3 cost of human resources. Give a detailed explanation of the same.	15 CO1
Q.2. A	Suhani has been following historical cost approach in her organization. Nayonika wants to understand and evaluate this method. Give a detailed explanation of the same.	15 CO2
	OR	
Q.2. B	Sana and Gauri want to understand Economic value model. Explain its advantages and disadvantages	15 CO2
Q.3. A.	Shrusti, Ishika and Sakshi are newly appointed in the organization. Sejal is the HR Auditor appointed. What would be the process followed for auditing the new hire orientation process	15 CO3
	OR	
Q.3. B.	While evaluating HR audit, Tanishq and Abhishek have recorded certain issues and human capital measurement and reporting. They have to submit their observation to their head Supriya to evaluate.	15 CO4
Q.4	Solve the following Case Study	15
	<p>The Job Description Based on her review of the stores, Jennifer concluded that one of the first matters she had to attend to involved developing job descriptions for her store managers. As Jennifer tells it, her lessons regarding job descriptions in her basic management and HR management courses were insufficient to fully convince her of the pivotal role job descriptions played in the smooth functioning of an enterprise. Many times, during her first few weeks on the job, Jennifer found herself asking one of her store managers why he was violating what she knew to be</p> <p>recommended company policies and procedures. Repeatedly, the answers were insufficient to fully convince her of the pivotal role job descriptions actually played in the smooth functioning of an enterprise. Many times, during her first few weeks on the job, Jennifer found herself asking one of her store managers why he was violating what she knew to be recommended company policies and procedures. Repeatedly, the answers were either "Because I didn't know it was</p>	CO2 CO3



my job" or "Because I didn't know that was the way we were supposed to do it." Jennifer knew that a job description, along with a set of standards and procedures that specified what was to be done and how to do it, would go a long way toward alleviating this problem. In general, the store manager is responsible for directing all store activities in such a way that quality work is produced, customer relations and sales are maximized, and profitability is maintained through effective control of labor, supply, and energy costs. In accomplishing that general aim, a specific store manager's duties and responsibilities include quality control, store appearance and cleanliness, customer relations, bookkeeping and cash management, cost control and productivity, damage control, pricing, inventory control, spotting and cleaning, machine maintenance, purchasing, employee safety, hazardous waste removal, human resource administration, and pest control.

Questions

1. Is it practical to specify standards and procedures in the body of the job description, or should these be kept separate?
2. How should Jennifer go about collecting the information required for the standards, procedures, and job description?
3. What, in your opinion, should the store manager's job description look like and contain?