

SOMAIYA

VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

BRANCH: Bachelor of Business Administration	SEM: II
	APR-2025

Sr. No.	Subject	Available
1.	Business Law	
2.	231U07CC201 – Rural Marketing	
3.	231U07C202 – Retail Marketing	
4.	231U07C203 – Cost Accounting	
5.	231U07C204 – Corporate Finance	
6.	231U07C205 – Negotiations & Conflict Management	
7.	231U07C206 – Training & Development	
8.	231U07C207 – French	
9.	231U07C209 – Spanish	
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15.		



LIBRARY



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (December 2024 to April 2025)

Examination: End Semester Examination **April 2025** (UG Programmes)

Programme code:

Programme: **BBA / BBM**

Class: **FY**

Semester: **II**

Name of the Constituent College: Dr. Shantilal K.
Somaiya School of Commerce and Business Studies

Name of the Department: **Business Studies**

Course Code: **06 / 07**

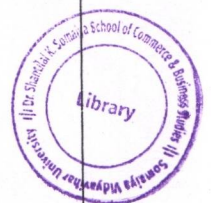
Name of the Course: **Business Law**

Duration: **2 Hrs.**

Maximum Marks: **60**

Instructions: 1) Draw neat diagrams 2) Write appropriate sections and cases

Question No.		Max. Marks	CO Attainment
Q.1.	FACTS: When the manager of a joint family or a-member or members of a joint family enter partnership with strangers, though acting on behalf of the joint family, the position which obtains is that, not all the members of the joint family, but only such of its members as have in fact entered partnership with the stranger become partners. On such a partnership being formed the relationship which is established is a contractual relationship, and the only parties who thus come into contractual relationships with each other are the outsider and the members or members of the joint family. The members of the joint family who are not partners with the outsider have no voice or control over the business, they are not in a position even to dissolve the partnership and to realize the share of the joint family in the partnership. 1) List down issues involved in the above-mentioned case law	15	CO1



(07)

(08)

	2) Write in detail the observations made and judgement passed by the court.		
Q.2.A	Illustrate on effects of enforceable and non-enforceable Minor agreement.	15	C01
	OR		
Q.2.B	Define Misrepresentation and elaborate its essential elements	06	C01
Q.2.C	Write short notes on – 1) Cavet Emptor 2) Void Ab initio 3) Difference between Conditions and Warranty	09	C03
Q.3.A	Explain and interpret Rights of an Unpaid seller	10	C02
Q.3.B	Differentiation between Sale and Hire Purchase	05	C02
	OR		
Q.3.C	Illustrate duties of a Partner in detail	10	C03
Q.3.D	Summarize provisions related to a Minor under Partnership Act	05	C03
Q.4.A	Explain Doctrine of Constructive notice, Indoor Management, and Ultra Vires. Explain the meaning of lifting of corporate Veil	10 05	C03 C03
	OR		
Q.4.B	Define Company and explain different Types of Company	10	C04
Q.4.C	Explain Object and Name clause of MOA	05	C04



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VIDYAVIHAR UNIVERSITY

Semester (December 2024 to April 2025)

Examination: End Semester Examination April 2025 (UG Programmes)

Programme code:07

Programme: BBA

Class: FY

Semester: II

Name of the Constituent College: Dr.SK Somaiya

School of Commerce & Business Studies

Name of the Department: Business

Studies

Course Code: 231U07C201

Name of the Course: RURAL MARKETING

Duration : 2 Hrs.

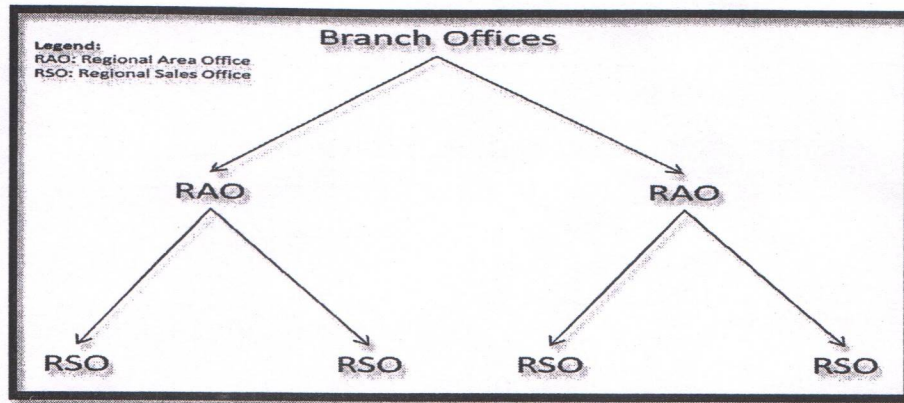
Maximum Marks: 60

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

Question No.		Max. Marks	CO Attainment
Q.1.	Read the case study carefully & answer the questions at the end. It was back in 2002, the consumer electronics was well established in the urban part of India, so much so that the Urban growth was capped at 5%. However, consumer electronic manufacturers started to see a new trend. They saw that the growth was higher in the rural markets and so was the revenue and profits. A survey conducted in 2002 by Francis Kanoi, a market research firm, indicated that nearly 63.1% came from cities and rural areas having a population of less than 1 million. The growth rate of these areas was about 25%! This was possibly due to higher disposable income and good agricultural output in those areas. So, it became imperative for the electronics manufacturers during that time to focus on the rural markets and LG India was one of them.	15	CO1&2



New distribution structure:



case study of LG India Break down of the rural distribution model of LG.

By 2005, the company already had 51 branch offices and 78 RAOs! And eventually, one RAO started representing of 2-3 districts or 2-3 RSOs in the country. Furthermore, these regional sales officers working in RAO were from the same locality and so, had better knowledge about areas, culture and language in their region.

To further assist RAOs, the offices were computerized this enabled the RAO to stay on top of their inventory, payments, etc. and essentially made the entire decision making faster. Also, where earlier the computer representative from head office had to manually visit these places to analyse various advertisements spots, now was done directly through the exchange of pictures from an RAO.

Lastly, the remote area officers were given independent decision-making powers to develop their own marketing and promotional strategies in their territories. For example, during a cricket season, the families were given Plasma televisions for a trial period of 15 days in exchange of a specific price. Naturally, after using the product some customers would show interest and end up purchasing the product. The sales representatives extended tailor-made finance schemes to their customers to improve the numbers for the company. RAOs were also responsible for their own independent marketing and promotional activities in the area.

	Results: These strategies helped LG India to penetrate deep into the rural markets and improve sales. Their market share for refrigerators in the rural markets jumped to 24% in 2004 from 16% in 2003. In some areas, LG India made sales 40-45% higher in 2004 than in the previous year. It helped them develop relations with the rural dealers who were earlier not a part of their network. Conclusion: LG India's strategic shift towards targeting rural markets through customized offerings, decentralized distribution, and empowering local officers yielded significant results. By adapting products to meet rural customers' needs and preferences, along with restructuring distribution channels to enhance efficiency and local relevance, LG India not only penetrated deeper into rural markets but also built strong relationships with dealers. The emphasis on local knowledge and empowerment enabled quicker decision-making and more effective promotional strategies, leading to substantial growth in sales and market share in rural areas. Overall, LG India's approach demonstrates the importance of understanding and catering to the unique characteristics of rural markets to achieve success. Questions: 1. What were the key challenges faced by LG India in entering rural markets, and how did they address them? 2. How did LG India adapt its products and marketing strategies to suit rural customers' preferences? 3. How did LG India achieve significant growth in rural market share and sales? What lessons can other companies learn from LG India's approach to rural market expansion?		
Q.2.A	Justify your recommendations with relevant market research data and discuss potential challenges and mitigation strategies.	07	CO1&CO2
B	Assume you are a marketing manager for a multinational company planning to launch a new product tailored for rural markets in India. Design	08	

	a comprehensive rural marketing strategy that encompasses product development, distribution channels, promotional activities, and pricing strategies.		
	OR		
Q.2.C	Utilizing your understanding of behaviour-cultural factors in rural marketing, design a marketing campaign that resonates with the cultural values and beliefs of the target audience.	07	CO2
D	Explain how fluctuations in agricultural income impact the buying patterns of rural households in India.	08	
Q.3.A.	Create a hypothetical scenario where a company must innovate its product offerings to meet changing consumer preferences for nondurable goods.	07	CO3
B	Design various types of packaging for a new luxury chocolate brand targeting high-end consumers.	08	
	OR		
Q.3.C.	How would you advise a small-scale farmer in a rural area to ensure they are purchasing genuine agricultural inputs and not counterfeit (Fake products) products?	07	CO3
D	Develop a plan for utilizing local events and festivals as part of the promotion strategy to maximize brand visibility in rural areas.	08	
Q.4.A.	Explain how direct distribution models differ from indirect distribution models in the context of FMCG companies.	07	CO4
B	Analyse a case study of a company operating in a rural market that experienced declining sales due to ineffective sales force management. Identify the key factors contributing to the problem and propose recommendations to address these issues and improve sales force performance in the rural context.	08	
	OR		
Q.4.C.	How would you adapt the messaging and visual elements of an advertisement to resonate with the unique values and lifestyle of rural communities?	07	CO4

D	Develop a comprehensive messaging strategy for a product targeting rural consumers & evaluate the strengths and weaknesses of various communication channels for delivering marketing messages in rural settings.	08	
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VIDYAVIHAR UNIVERSITY

Semester (November 2024 to March 2025)

Examination: End Semester Examination April 2025 (UG Programmes)

Programme code: 07

Programme: BBA

Class: FY

Semester: II

Name of the Constituent College: Dr. Shantilal K
Somaiya School of Commerce and Business Studies.

Name of the Department: Business
Studies

Course Code: 231U07C202

Name of the Course: Retail Marketing

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.	Case study: Urban Central Mall, located in the heart of a major metropolitan city, opened its doors in 2005. With over 150 retail outlets, a multiplex cinema, a food court, and dedicated entertainment zones, it was once considered the epitome of urban leisure and shopping. Designed to be more than just a place to shop, Urban Central was envisioned as a lifestyle destination, drawing in thousands of daily visitors. For over a decade, the mall thrived. International brands vied for space, footfall increased steadily, and the food court was constantly buzzing. However, by the mid-2010s, the retail landscape began to shift dramatically with the rapid rise of online shopping platforms like Amazon, Flipkart, and Myntra. The convenience of shopping from home, wider choices, competitive pricing, and fast delivery began to lure customers away from traditional malls. Mall management is a complex operation, involving several layers of coordination and strategic planning. They ensured a diverse mix of anchor tenants (big brands that draw in foot traffic) and smaller boutique outlets to create a balance of appeal. To increase footfall, the	15	CO 2 & CO 4



mall regularly organized events such as music performances, fashion shows, and festive celebrations. These became key tools in experiential marketing. Cleanliness, maintenance, air conditioning, and security were tightly managed to offer a premium experience to visitors. The mall began tracking visitor trends through Wi-Fi tracking and feedback kiosks to better understand consumer behaviour. An official app was launched, allowing customers to locate stores, check for sales, book movie tickets, and even reserve parking spots. Social media was also actively used for engagement.

Despite these efforts, Urban Central still faced an undeniable drop in daily footfall and revenue, especially post-2020, accelerated by the pandemic-induced shift to e-commerce.

Challenges in Competing with Online Channels is that Online platforms offer customers unmatched convenience—shopping from home, 24/7 access, free returns, and steep discounts. Malls struggled to match this value proposition. Maintaining physical infrastructure is costly. Malls incur heavy expenses for electricity, maintenance, staffing, and security, which online retailers avoid. Younger consumers preferred digital shopping due to its ease and accessibility. Even luxury buyers started browsing collections online before visiting stores. Lockdowns and safety concerns accelerated the shift. Several small retailers in Urban Central shut down, unable to manage rent and operational costs during prolonged closures.

Faced with these challenges, Urban Central's management began repositioning the mall not just as a retail destination but as an experience center. Some key changes included: Installation of art exhibitions, escape rooms, and VR zones aimed to offer experiences that online platforms couldn't replicate. More focus was given to dining and entertainment. New restaurants, microbreweries, and family zones replaced some retail spaces. Some retailers adopted a "click and collect" model, where customers could shop online and pick up items at the store. This bridged the gap between online convenience and physical presence. Rent models were revised based on revenue sharing rather than fixed leases, giving relief to struggling tenants.

Though the competition remains fierce, these adaptive strategies helped Urban Central maintain relevance in a rapidly digitizing market. The mall's footfall began to stabilize, and newer forms of hybrid shopping experiences started emerging.

Questions [each carries 5 marks]

	1. What experiential strategies can malls adopt to differentiate themselves from online shopping platforms? 2. How can mall management use technology to improve customer engagement and retain tenants? 3. In what ways can online and offline retail models collaborate instead of competing, and what role can malls play in this hybrid future?		
Q.2.A	1. Describe the evolution of Retailing in India. 2. State and elaborate the benefits of retailing to the producers of products and services.	7	CO 1
		8	CO 1
	OR		
Q.2.B	1. Classify various department stores on the basis of ownership. 2. Explain the advantages and disadvantages of Direct selling.	7	CO 2
		8	CO 2
Q.3.A.	Explain the 7/11 foothall with respect to the retail industry in India. Give examples of some retailers who have adopted the 7/11 strategy in India.	15	CO 3
	OR		
Q.3.B.	Explain the meaning of the Retail Information System. State the components and Challenges of the Retail Information System.	15	CO 3
Q.4.A.	State the meaning of E-commerce and Online retailing. Explain the advantages and disadvantages of E-commerce and online retailing.	15	CO 4
	OR		
Q.4.B.	Explain the meaning of "Near expiry products". How do they adversely affect the consumers? What precautions should be carried out by retailers while selling near expiry products?	15	CO 4





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Semester (November 2024 to March 2025)		
Examination: End Semester Examination March 2025 (UG Programmes)		
Programme code: 06 & 07 Programme: BBA & BBM	Class: FY	Semester: II
Name of the Constituent College: Dr Shantilal K Somaiya school of commerce and business studies	Name of the Department: Business Studies	
Course Code: 231U07C203 231U06C202	Name of the Course: Cost Accounting	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary		

Question No.		Max . Mar ks	CO Attai nme nt
Q.1. A	The following information for the year ending 31st March, 2014 is taken from the books of Sajjan Company, which manufactures cycles. Particulars for 2014 - Direct Materials Consumed: ₹7,50,000 - Direct Wages: ₹4,50,000 - Direct Expenses: ₹3,00,000 - Indirect Materials Consumed: ₹35,000 - Depreciation on Machinery: ₹26,500 - Indirect Wages: ₹61,500 - Technical Director's Fees: ₹17,500 - Other Factory Expenses: ₹2,34,500 - Commission to Salesmen: ₹1,58,500 - Office Staff Salaries: ₹1,85,000 - Audit Fees: ₹22,200 - Showroom Expenses: ₹1,44,700	15	CO 1



- Other Administrative Expenses: ₹1,68,000
- Carriage Outwards: ₹31,700
- Advertisements: ₹1,15,100
- Preliminary Expenses Written Off: ₹22,500
- Provision for Tax: ₹1,50,000
- Sales: ₹30,00,000

Estimates for the Year Ending 31st March, 2015

During the year ending 31st March, 2014, 1,500 cycles were produced and sold.

The following estimates have been made for the year ending 31st March, 2015:

1. Production and sales of cycles will be doubled.
2. Direct Materials cost per unit will rise by 50%.
3. Direct Wages per unit will increase by 25%.
4. Direct Expenses per unit will be in the same proportion to Direct Wages as in the previous year.
5. Total factory overheads will be in the same proportion to Prime Cost.
6. Total Administrative Overheads will be in the same proportion to Works Cost.
7. Total Selling & Distribution Overheads will be in the same proportion to Cost of Production as in the previous year.
8. The management desires to charge profit on sales price in the same proportion as in the previous year.

Required:

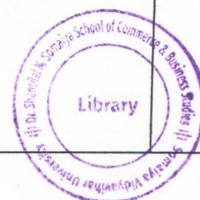
Prepare a statement showing the total cost, unit cost, and estimated profit for 2015 based on the given changes.

OR

Q.1. B Prepare Sales Budget for Queen Ltd. for the First Three Months of Next Year
Given: Data for Current Year

CO 2

	Product	January	Feb	March	Price per Unit		
	A	2,000	2,500	2,100	₹10		
	B	1,500	3,000	3,500	₹15		
	C	1,800	2,200	3,200	₹12		
	Additional Information:						
	1. Expected increase in sales quantity of Product A and Product C will be 10% in each case.						
	2. Expected decrease in sales quantity of Product B will be 20% .						
	3. Estimated rise in selling price per unit for all products will be 20% .						
Q.2. A	The standard material required for manufacturing one unit of Product A is 18 Kg, and the standard price per Kg of material is Rs 4.00. The cost records, however, reveal that 14,500 Kg of materials costing Rs 40,000 were used for manufacturing 1,800 units of Product A. Calculate the material cost, material price, and material usage variances.					15	CO 3
	OR						
Q.2. B	Using the following information, calculate labour variances: The budgeted labour force for producing product X is: 25 Semi-skilled workers @ 85 paise per hour for 60 hours 12 Skilled workers @ Rs 1.35 per hour for 60 hours The actual labour force employed for producing X is: 27 Semi-skilled workers @ 90 paise per hour for 60 hours 10 Skilled workers @ Rs 1.30 per hour for 60 hours					15	CO 3
Q.3. A.	From the following particulars calculate: a) P/V ratio b) Break- even point c) Margin of safety d) Sales required to earn a profit of Rs. 1,50,000					15	CO 4



	e) Profit when sales are of Rs. 10,00,000 f) Margin of safety if company is earning profit of Rs. 2,00,000 Fixed cost- Rs 1,50,000 Profit- Rs 1,00,000 Sales- Rs 5,00,000		
	OR		
Q.3. B.	You are required to calculate the break-even point in units and Amount from the following information: Selling Price Rs. 30 per unit Variable Cost Rs. 20 per unit Fixed Cost Rs. 1,20,000 Estimated sales Rs. 3,00,000	15	CO 4
Q.4. A.	Explain the following concepts a) Meaning and features of marginal costing b) Types of budget c) Classification of variances	15	CO 3 CO 2 CO 1



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VIDYAVIHAR UNIVERSITY

Semester (November 2024 to March 2025)		
Examination: End Semester Examination March 2025 (UG Programmes)		
Programme code:07 Programme: BBA	Class: FY	Semester: II
Name of the Constituent College: Dr Shantilal k Somaiya School of Commerce and business Studies	Name of the Department: Business Studies	
Course Code: 231U07C204	Name of the Course: Corporate Finance	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary		

Questi on No.		Max. Mark	C O
Q.1. A	Ganapati Limited is considering three financing plans. The key information is as follows: (a) Total investment to be raised is Rs 5,00,000. (b) Plans of financing Proportion. Plan A 100% Equity Plan B 50% Debt and 50% Equity Plan C 50% Debt and 50% Pref shares c) Cost of debt 10%, Cost of Pref share 9%, Tax Rate 40% D) Equity shares of the face value of Rs.10 each will be issued at a premium of Rs 15 per share. (f) Expected EBIT is Rs. 1,70,000. You are required to DETERMINE for each plan: i) Best plan based on EPS analysis ii) The financial break-even point for plans 1 and 2.	15	4
	OR		
Q.1. B	The Modem Chemicals Ltd, requires Rs 25,00,000 for a new plant. This plant is expected to Yield earnings before interest and taxes of Rs.5,00,000. It has three alternatives to finance the project by raising debt of Rs 2,50,000 or 10,00,000 or, 15,00,000 and the balance, in each case by issuing equity shares. The company's share is currently selling at Rs 150, but is expected to decline to Rs 125 in case the funds are borrowed in excess of Rs 10,00,000.	15	4



	The funds can be borrowed at the rate of 10% upto Rs 2,50,000, at 15% over 2,50,000 and upto Rs. 10,00,000 and at 20% over Rs. 10,00,000. The tax rate applicable to the company is 50%. Which form of financing should the company choose based on EPS Analysis? Also calculate market price of share if the pe ratio drops from 15 to 12.5 for loan take above Rs. 5,00,000.										
Q.2. A	The following is the capital structure of Samsung Ltd. as on 31.03.2025. <table><tr><td>Equity shares (20,000 shares @ Rs. 10 Each)</td><td>20,00,000</td></tr><tr><td>10% Preference Shares (of Rs. 100 Each)</td><td>8,00,000</td></tr><tr><td>12% Debentures</td><td>12,00,000</td></tr><tr><td></td><td>40,00,000</td></tr></table> The market price of the company's share is Rs 120 and it is expected that a dividend of Rs. 15 per share would be declared for the year 2025. The dividend growth rate is 8%. i) The company is in the 50% Tax bracket, Compute the weighted average cost of capital for existing capital structure. ii) Assuming that in order to finance an expansion plan, the company intends to borrow a fund of Rs. 20,00,000 bearing 14% rate of interest, what will be the company's revised weighted average cost of capital if the financing decision is expected to increase the dividend from Rs. 15 to Rs. 17 per share. However , the market price of equity share is expected to decline from 120 to 110 per share.	Equity shares (20,000 shares @ Rs. 10 Each)	20,00,000	10% Preference Shares (of Rs. 100 Each)	8,00,000	12% Debentures	12,00,000		40,00,000	15	3
Equity shares (20,000 shares @ Rs. 10 Each)	20,00,000										
10% Preference Shares (of Rs. 100 Each)	8,00,000										
12% Debentures	12,00,000										
	40,00,000										
	OR										
Q.2.B	Shiv Ltd. firm's details are as follows. <table><tr><td>Particulars</td><td>Amt (Rs.)</td></tr><tr><td>Sales</td><td>10,00,000</td></tr><tr><td>Variable cost</td><td>40%</td></tr><tr><td>Fixed Cost</td><td>4,00,000</td></tr></table> It has borrowed Rs. 2,00,000 @ 15% p.a. and its equity share capital is Rs. 10,00,000. a) Calculate operating leverage, financial leverage, combined leverage. b) Calculate EBIT and PBT If the sales increases by 4,00,000. c) Calculate EBIT and PBT If the sales decreases by 4,00,000	Particulars	Amt (Rs.)	Sales	10,00,000	Variable cost	40%	Fixed Cost	4,00,000	15	3
Particulars	Amt (Rs.)										
Sales	10,00,000										
Variable cost	40%										
Fixed Cost	4,00,000										

Q.3. A.	An organization wants to buy a Machinery costing Rs. 10,00,000 after 5 years. Calculate the amount to be, a) Invested yearly, if Interest is compounded annually at 10% b) Invested 6 monthly, if Interest is compounded half yearly at 10% c) Also calculate the amount that will be accumulated at the end of 10 years if company decides to invest Rs. 20,000 every year compounded yearly at 12%	15	1																																			
	OR																																					
Q.3. B.	Prepare a cash budget for 4 months starting 1st April from the following information. <table border="1"><thead><tr><th>Month</th><th>Sales</th><th>Material</th><th>Wages</th><th>Overheads</th></tr></thead><tbody><tr><td>February</td><td>5,60,000</td><td>3,84,000</td><td>1,20,000</td><td>68,000</td></tr><tr><td>March</td><td>6,00,000</td><td>3,60,000</td><td>1,20,000</td><td>16,000</td></tr><tr><td>April</td><td>6,40,000</td><td>3,68,000</td><td>1,28,000</td><td>80,000</td></tr><tr><td>May</td><td>6,80,000</td><td>4,00,000</td><td>1,44,000</td><td>88,000</td></tr><tr><td>June</td><td>7,20,000</td><td>4,16,000</td><td>1,60,000</td><td>92,000</td></tr><tr><td>July</td><td>7,60,000</td><td>4,32,000</td><td>1,68,000</td><td>1,00,000</td></tr></tbody></table> 10% Sales are on cash. 70% of the credit sales are collected next month and the balance in the following month. 5% commission on credit sales is paid next month. - Credit period for creditors - Materials 2 months, Wages 1/4th month, overheads 1/2 month - Machinery costing 5,00,000 will be installed in March and installments of Rs. 30,000 are payable from April. - Dividend 10% on investments of Rs. 20,00,000 will be received in June - Advance to be received from sale of land Rs. 1,50,000 in June. - Income Tax Rs. 75,000 to be paid in July. Cash balance on 1st feb was Rs. 90,000. - Company has a policy of maintaining a minimum balance of Rs. 30,000 and can take loan from the bank in multiples of 1000 at 12% rate of interest payable in the next month of loan taken.	Month	Sales	Material	Wages	Overheads	February	5,60,000	3,84,000	1,20,000	68,000	March	6,00,000	3,60,000	1,20,000	16,000	April	6,40,000	3,68,000	1,28,000	80,000	May	6,80,000	4,00,000	1,44,000	88,000	June	7,20,000	4,16,000	1,60,000	92,000	July	7,60,000	4,32,000	1,68,000	1,00,000	15	2
Month	Sales	Material	Wages	Overheads																																		
February	5,60,000	3,84,000	1,20,000	68,000																																		
March	6,00,000	3,60,000	1,20,000	16,000																																		
April	6,40,000	3,68,000	1,28,000	80,000																																		
May	6,80,000	4,00,000	1,44,000	88,000																																		
June	7,20,000	4,16,000	1,60,000	92,000																																		
July	7,60,000	4,32,000	1,68,000	1,00,000																																		
Q.4. A.	Explain the following concepts (5 marks - 3 questions) a) Profit maximization b) Weighted Average Cost of Capital c) Babulnath Ltd has implemented Miller-Orr's Stochastic Cash management model and wants you to calculate Return point and upper limit from the following information.	15	1 4 3																																			



	Interest rate per day	0.025%		
	Lower control limit	Rs. 3000		
	Variance of Cash flow	2,50,000		
	Switching cost per transaction	Rs. 30		

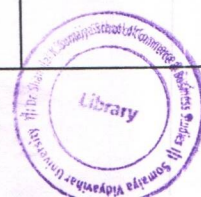


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Semester (November 2024 to March 2025)		
Examination: End Semester Examination April 2025 (UG Programmes)		
Programme code: 07 Programme: BBA	Class: FY	Semester: II
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies
Course Code: 231U07C205	Name of the Course: Negotiations and Conflict Management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO Attainment
Q.1.	When Huawei expanded into Western markets, they encountered challenges in negotiating deals due to cultural differences in negotiation styles. In China, negotiations tend to be more indirect, with an emphasis on building relationships and trust first, whereas in the U.S., negotiations are typically more direct and focused on terms. Understanding these cultural differences helped Huawei adapt their approach, improving their success in international deals. Questions: 1. How can companies like Huawei navigate cultural differences to improve their negotiation strategies when entering new international markets? 2. What steps can be taken to overcome the challenges posed by cultural misunderstandings during cross-border negotiations? 3. How can negotiation training that includes cultural awareness benefit global businesses in maintaining successful international partnerships?	15	CO4
Q.2.A	At Boeing, internal conflict arose between engineering teams and management over the design and production of the 787	15	CO1



	Dreamliner, leading to delays and cost overruns. The conflict was rooted in communication breakdowns, differing priorities, and misaligned goals between departments, which affected the company's overall efficiency and reputation. State and explain the type of conflict and discuss the ways to resolve it.		
	OR		
Q.2.B	At Zappos, a chain of hotels, conflicts arose between customer service and sales teams. Discuss how the leaders can develop emotional intelligence to effectively manage and resolve conflicts within diverse teams.	15	CO2
Q.3.A.	In a distributive negotiation, Coca-Cola negotiated a fixed price with a supplier for raw materials, aiming to maximize short-term profit. In an integrative negotiation with a strategic partner, Coca-Cola focused on mutually beneficial solutions, like joint marketing efforts and shared distribution channels, to foster long-term collaboration. Discuss which one will give better outcomes in both short-term and long-term with justification.	15	CO3
	OR		
Q.3.B.	PepsiCo faced internal conflict between the marketing and production departments regarding product launch timelines. How can negotiation techniques be applied to resolve this conflict.	15	CO3
Q.4.A.	The NFL used third-party negotiation to resolve a labor dispute between team owners and players, helping both sides reach a new collective bargaining agreement. Explain the various types of third-party negotiation and suggest an appropriate one to resolve this conflict with justification.	15	CO4
	OR		
Q.4.B.	Shell used a 3D negotiation approach in a complex deal to acquire oil assets in Nigeria, by focusing not only on the deal's terms but also on setting up the right framework for	15	CO4
	cooperation. Explain this concept of 3D negotiation with examples.		



SOMAIYA
VIDYAVIHAR UNIVERSITY

LIB

Semester (November 2024 to March 2025)		
Examination: End Semester Examination April 2025 (UG Programmes)		
Programme code: 07 Programme: BBA	Class: FY	Semester: II
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies
Course Code: 231U07C206	Name of the Course: Training and Development	
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.	Case Study: Utilizing Formal Groups to Drive Organizational Growth At NOVA Enterprises, the Sales and Promotion Department functions as a formal group responsible for planning and executing marketing strategies. Led by Priya, the team comprises professionals with diverse expertise, working collaboratively to meet company goals and boost visibility. The formal structure promotes unity, open communication, and clear role distribution. Regular meetings and brainstorming sessions encourage the exchange of ideas, allowing members to contribute unique perspectives and enhance team effectiveness. A key strength of the group is its ability to work collectively under pressure. When a new product campaign required rapid execution, the team pooled their skills to develop a solid strategy. Priya assigned tasks based on individual strengths, ensuring smooth coordination and focus on the common goal. Defined responsibilities and regular progress reviews foster accountability and keep efforts aligned with company objectives. The	15	



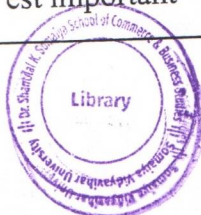
	campaign's success not only drove sales growth but also demonstrated the power of structured teamwork. In conclusion, formal groups like NOVA's Sales and Promotion Department play a vital role in achieving strategic objectives through collaboration, accountability, and shared purpose. Questions: 1. Who leads the Sales and Promotion Department at NOVA Enterprises, and what is her role in the team's success? 2. How does the formal group structure help the team achieve their goals?		CO 1 CO 2
Q.2.A	Define Training. Explain in brief the contents of Job Analysis.	15	CO 2
	OR		
Q.2.B	Apply the method of evaluating the effectiveness of training program.	15	CO 1
Q.3.A	Define Performance Appraisal. Explain the Principles and guidelines of performance appraisal.	15	CO 3
	OR		
Q.3.B	Prove the importance of Career Advancement to the organization.	15	CO 2
Q.4.A	Discuss the objectives of MDP.	15	CO 1
	OR		
Q.4.B	Explain the features of training.	15	CO 4



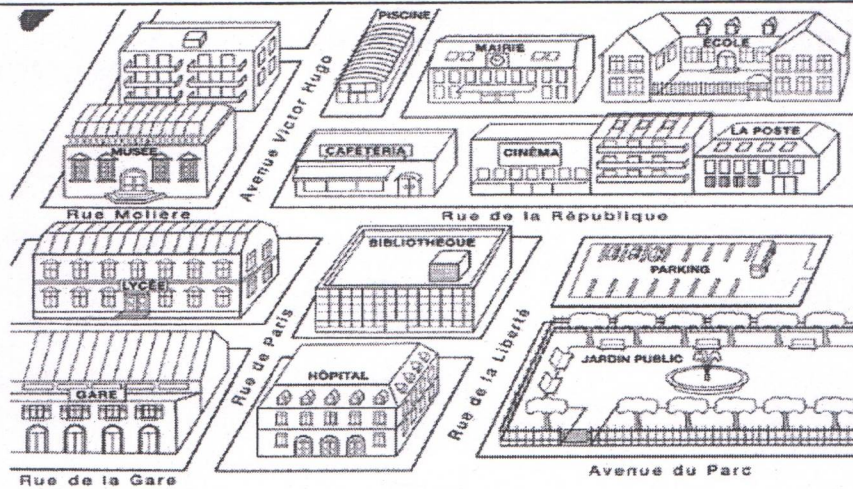
SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2024 to March 2025)		
Examination: End Semester Examination April 2025 (UG Programmes)		
Programme code: 07 Programme: BBA	Class: FY	Semester: II
Name of the Constituent College: Dr. Shantilal K. Somaiya School of Commerce and Business Studies	Name of the Department : Business Studies	
Course Code: 231U07C207	Name of the Course: French	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: Understand the questions and answer them appropriately		

Question No.		Max. Marks	CO Attainment
Q.1.	Compréhension LES FRANÇAIS CULTIVENT LEUR TEMPS LIBRE... Le plaisir avant tout Depuis plusieurs années, on peut voir qu'en France le plaisir est devenu plus fort que la réalité. Pourquoi ? Les Français ont peur de l'avenir et dans les loisirs, la réalité se transforme en rêve. Le développement des films, séries télévisés, jeux vidéo le montre bien. La société marche grâce au travail, mais le temps, l'argent et la motivation pour les loisirs sont croissants. Environ 100€ par mois pour la culture En 2004, les Français ont dépensé en moyenne 1250€. pour les produits et les services culturels : 19% pour l'image et le son (téléviseurs, lecteurs DVD...), 19% pour les journaux et les magazines. On note également une forte croissance (+12% de 1960 à 2000) des achats de produits comme les ordinateurs, les lecteurs de DVD, les baladeurs, les téléphones portables, etc. L'image et le son ont une place centrale dans les dépenses des Français qui vont beaucoup moins au cinéma (46% des dépenses audiovisuelles en 1980 et 15% en 2005.) De plus en plus d'activités culturelles La croissance du niveau d'études explique que les Français pratiquent de plus en plus la peinture ou la musique, vont de plus en plus visiter les expositions, lisent de plus en plus de livres d'histoires ou de philosophie, visitent de plus en plus de musées ou de monuments. Ils essaient de comprendre le monde grâce à la culture et recherchent aussi des émotions et du rêve. A. Dites Vrai ou Faux 1. Pour les Français, le plaisir est important	5	1,2,3,4



	2. L'image et le son ont une place moins centrale dans les dépenses 3. Les Français font plus de loisirs 4. Les Français recherchent des émotions et du rêve avec leurs loisirs 5. Les Français lisent les livres d'éducation B. Répondez les questions 1. Quels sont les loisirs des Français 2. Combien d'argent dépensent-ils, les Français ? 3. Quels produits audiovisuels achètent-ils ? 4. Pourquoi les Français pratiquent les loisirs? 5. Pourquoi le plaisir est devenu plus fort que la réalité ? C. Trouvez les mots français du texte 1. mobile phones 2. average 3. exhibitions 4. TV series 5. Increase	5	1,2,3,4
Q.2.	Écrivez un blog sur votre repas	15	1,2,3,4
Q.3.	A. Répondez à l'invitation Salut Lucas, Je t'invite pour un pique-nique demain à 10 heures du matin ? Peux-tu venir ? Qu'est-ce que tu vas apporter pour manger ? Réponds-moi vite À demain ! Rosalie B. Mettez la recette en ordre Coupez les tomates en petits morceaux et Épluchez et coupez l'oignon en fines lamelles. Servez frais ! Ajoutez l'huile d'olive, le vinaigre, le sel et le poivre. Mettez les tomates, le concombre et l'oignon dans un saladier. Lavez les tomates et le concombre. Mélangez bien avec une cuillère. C. Comprenez la direction et répondez Tu sors de l'école et tu tournes à droite. Tu continues tout droit jusqu'à l'avenue Victor Hugo. Ensuite, tu tournes à gauche, tu promènes 10 mètres et quand tu arrives à la rue de la République, tu tournes à gauche. Après, tu traverses la rue et tu prends de la rue de Paris, en face. Tu passes deux bâtiments et finalement à droite, tu arrives à ton bâtiment. C'est quel bâtiment?	5 5 5	3, 2 1

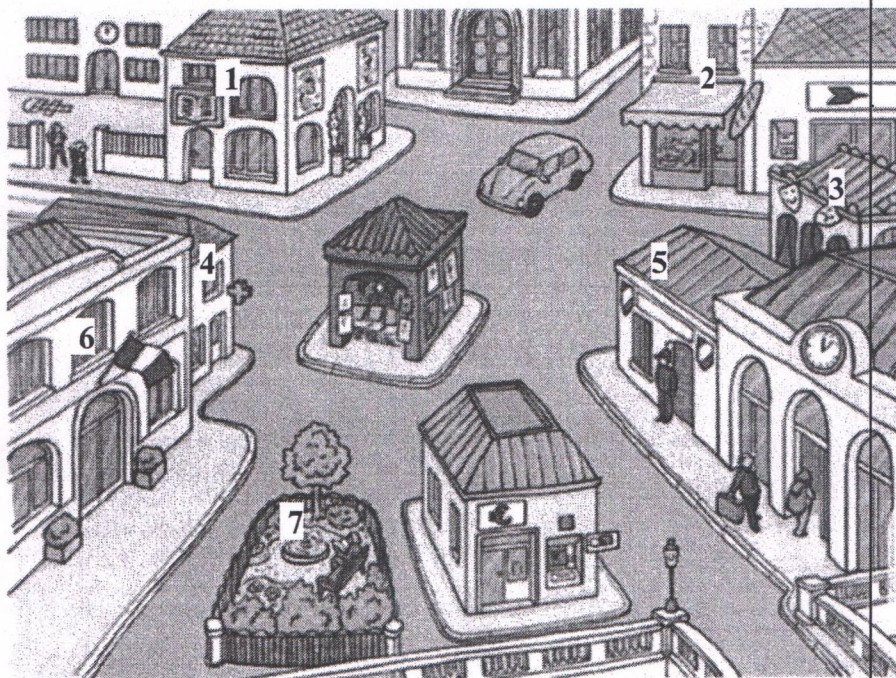


OU

D. Retrouvez cinq lieux de l'image

5

4



Q.4

A. Associez les colonnes

5

1

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. Il y a beaucoup de restaurants à Paris. 2. Elle n'a pas assez d'argent. 3. Il y a trop de personnes. 4. Elle a un peu d'argent. 5. J'ai assez de temps pour parler avec toi. 6. Je n'ai pas beaucoup de temps. 7. Elle a peu de temps. | <ol style="list-style-type: none"> a. Elle a deux minutes. b. Elle a 5 euros et ça coûte 6 euros. c. Elle a 50 euros. Moi, j'ai 150 euros. d. Il y a 5 000 restaurants à Paris. e. J'ai une heure. f. Il y a 100 places et 200 personnes. g. J'ai deux minutes. |
|---|--|



B. Remplissez les tirets avec le bon verbe et mettez le verbe en bonne forme Retrouver - écouter - rentrer - discuter - manger - se détendre - travailler - noter - parler - faire A l'école, je _____ mes amis et nous _____ un peu avant le début des cours. Pendant la leçon, _____ bien le professeur et _____ les informations importantes. Après l'école, je _____ à la maison et je _____ mes devoirs. je _____ sérieusement pour bien comprendre les exercices ! Plus tard, je _____ avec ma famille et nous _____ de notre journée. Le soir, je _____ en lisant un livre ou en regardant un film	5	3
C. Mettez la bonne préposition 1. Les enfants jouent _____ le jardin. 2. La voiture est garée _____ la rue. 3. Je mets mon cahier _____ mon sac. 4. Nous mangeons _____ la cuisine. 5. Le chat dort _____ le lit. OU	5	4
D. Comparez les deux villes, Paris et Mumbai	5	2



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (December 2024 to March 2025)

Examination: End Semester Examination April 2025 (UG Programmes)

Programme code: 07

Programme: BBA

Class: FY

Semester: II

Name of the Constituent College: S K Somaiya College

Name of the Department: Business
Studies

Course Code: 231U07C209

Name of the Course: Spanish

Duration: 2 Hrs.

Maximum Marks: 60

Instructions:

1. Questions 1 (A, B, C), 2 (A, B, C), 3A and 4A are compulsory. Only one question from 3B or 3C needs to be attempted and one question from 4B or 4C needs to be attempted.
2. Wherever applicable, just writing the options a, b, or c against the question numbers would be sufficient. Do not waste time in writing full sentences.
3. Kindly write in legible handwriting. Spelling errors would lead to loss of marks.

Question No.		Max. Marks	CO Attainment
Q.1. A.	Lee esta carta. A continuación, responda las cuatro preguntas sobre el texto. Elije la respuesta correcta: a), b), c) o d). ¡Hola María! Te escribo desde Málaga. Mi empresa necesita un informe sobre el turismo en el sur de España y voy a pasar un mes aquí. Es un trabajo difícil porque no hablo muy bien español y utilizo mucho el diccionario; pero la gente aquí es muy simpática y agradable. ¡Tengo una idea! ¿Por qué no te vienes a pasar la última semana del mes conmigo? Volveré a Francia el día treinta de este mes. ¡Ah! Si quieres, puedes traer a tu pequeño perro, porque en este hotel admiten perros y gatos. Mira, te cuento lo que hago cada día: Vivo en un hotel que está a un minuto de la playa, y no muy lejos del centro de la ciudad. Es muy pequeño y muy agradable. Por las mañanas, me levanto a las ocho, desayuno en el hotel y, después, salgo a trabajar. Cada día visito una parte diferente de la costa; normalmente viajo en autobús porque no tengo coche. Estoy todo el día fuera y cuando vuelvo al hotel, escribo durante una hora en mi ordenador toda la	4	CO4, CO2



información del día, la envío por correo electrónico a mi jefe en París y llamo por teléfono a mi casa.

Espero tu respuesta, María; podemos divertirnos mucho.

Un beso,
Pierre

1. Pierre escribe un correo electrónico sobre...

- a) sus vacaciones en la playa.
- b) su trabajo en Francia.
- c) su curso de español en Málaga.
- d) su trabajo en el sur de España.

2. El hotel de Pierre está...

- a) al lado de la playa.
- b) lejos del mar.
- c) en el centro.
- d) fuera de la ciudad.

3. Pierre va a trabajar...

- a) al mediodía.
- b) después de desayunar.
- c) cuando se levanta.
- d) antes de las ocho.

4. Pierre cuando vuelve al hotel escribe...

- a) una carta a su amigo.
- b) una postal a su familia.
- c) un mensaje de móvil.
- d) un correo electrónico.

Q.1. B.

Lee esta información de páginas Web. Relaciona cada anuncio con el texto correspondiente. Hay tres anuncios que no debe seleccionar.

6

CO1, CO2
CO3, CO4

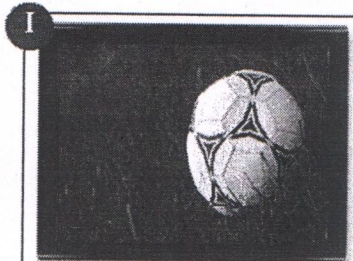
Ejemplo:

0. Quiero ir de vacaciones a una ciudad española. La opción correcta es la A.

Anuncios – comentarios de páginas Web.



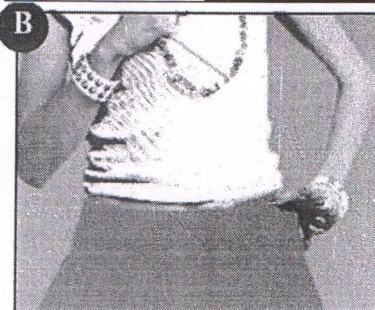
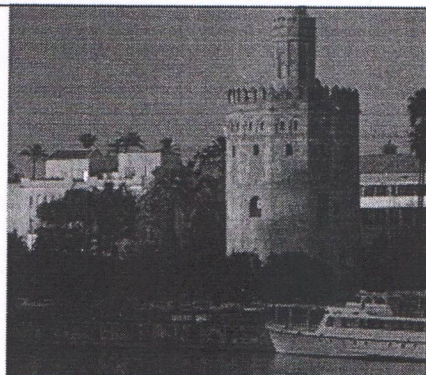
Hay un tren de alta velocidad entre las dos ciudades. En avión es solo una hora, pero hay que ir al aeropuerto en taxi o en metro. El tren es cómodo y barato. El viaje en coche es muy largo.



Puedes ir al bar Flanagan's, en la calle Tantarantana. Tiene una televisión grande para ver el partido.

A

Mis amigos dicen que Madrid tiene mucha energía, que Barcelona es muy bonita, pero su favorita es Sevilla... simplemente es otra cosa.



¿Por qué no llevas una falda roja y una blusa amarilla? A mí me gustan esos colores, son muy alegres.



Conozco un bar en el centro de la ciudad, bonito y con buena comida pero con poca gente.

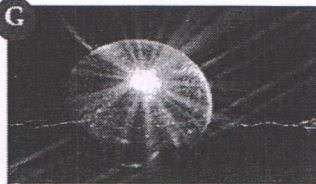




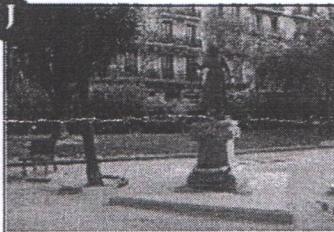
Ahora en Madrid vivir en un piso de 60 metros cuadrados cuesta casi 900 euros al mes, y en Barcelona también. Además, no es posible vivir cerca del centro, es carísimo.



Mis amigas saben hacer muchos platos y yo solo sé preparar ensaladas.



Va mucho a la discoteca Chachá's y es muy, muy guapo... alto, moreno, con los ojos azules y el pelo largo. No sé cómo se llama, ¿qué puedo hacer?



Por ejemplo, la plaza Letamendi. Es muy bonita, está cerca del centro. Hay muchas plazas bonitas en esta ciudad.



¡En los supermercados tienen normalmente pescado fresco y no muy caro! Esto es muy diferente de Alemania.

0. Quiero ir de vacaciones a una ciudad española.
1. ¿Cómo está el alquiler en las grandes ciudades españolas?
2. Yo quiero aprender a cocinar.
3. Quiero viajar de Barcelona a Madrid.
4. ¿Qué puedo hacer para ver el Real Madrid - Fútbol Club Barcelona?
5. ¿Y cómo es él?
6. Esta noche hay fiesta en el Chachá's... ¿qué me pongo?

Q.1.C.

Usted va a leer la información de la agenda de Pedro. Debe completar las oraciones siguientes con la información del texto.

5

CO2

	Trabajo	Familia	Amigos
Lunes	De 8.00 a 14.00 Escribir en casa las páginas 35 a 38 del libro sobre los médicos en España. De 6 a 10 de la noche preparar las clases de esta semana.	Comprar a Palmira la falda rosa para su cumpleaños (y un bolso nuevo para mamá).	20.00 Cenar con Raquel, Julio, Mónica, Lina y Dani en "Casa Dingo" (está muy lejos, salir a las siete).
Martes	Hablar con la profesora Domínguez sobre los exámenes de este mes: ella los escribe, yo hago la corrección. De 12.00 a 14.00 Clase de Ideas Políticas.	16.00 Llevar a Palmira y Patricia a ver "Chungo y yo" (cine Novedades plaza de las Conseguidoras 25). 20.00 Llevar otra vez a las niñas a casa de su madre (y preguntar a Laura si tiene mi cámara de fotos).	
Miércoles	De 9.00 a 14.00 de la tarde: escribir en la universidad las páginas 39 a 42 del libro sobre médicos en España.	Llamar por teléfono a mamá (preguntarle si puede estar con las niñas y Panchito el domingo por la mañana).	22.00 Dani y Miguel bar "Macanudo" (c/ Zapatito 32).



	Trabajo	Familia	Amigos
Jueves	De 12.00 a 14.00 Clase de Ideas Políticas (practicar con los alumnos preguntas del examen del año pasado).	Cumpleaños de Palmira ir a las cinco a casa de Laura	22.00 Ir con Galo al concierto de Bob Waves en el "Pescanova Jazz Club".
Viernes	Desde 10.00 a 15.00: escribir en casa las páginas 43 a 48 del libro sobre médicos en España	16.00 Ir con Laura al colegio y hablar con la profesora de Patricia	
Fin de semana		Sábado, 10.00 Buscar a las niñas y Panchito en casa de Laura Dar la comida a Panchito a las 10.00, a las 17.00 y a las 19.00 Ir al parque a las 17.00 con las niñas y con Panchito.	Domingo, 11.00: Jugar al tenis con Martín, Alex y Julio. 15.00 Comer con mamá, las niñas y Panchito. Domingo, 19.00 Llevar a las niñas y a Panchito a casa de Laura.
1. El miércoles Pedro quiere escribir _____ horas. 2. Quiere hacer deporte el _____ por la mañana. 3. El lunes y el _____ no va a ver a personas de su familia. 4. No encuentra su _____ y quiere saber si está en casa de Laura. 5. En total Pedro tiene en la universidad _____ clases a la semana.			

Q.2.A	Quieres conocer amigos por Internet. Completa el formulario de este sitio web para conectar con gente. Rellena al menos dos respuestas para las últimas tres preguntas. ¡BIENVENIDO A AMISTADES.COM! - Nombre y Apellido/s: _____ - Fecha de Nacimiento: ____/____/____ - Nacionalidad: _____ - Sexo: M _____ o H _____ - Estado Civil: _____ - Domicilio: Calle/Avda.: _____, N° _____, C.P. _____ - Correo Electrónico: _____ - Profesión: _____ ¿Cómo eres tú? _____ ¿Qué tipo de amigos quieres conocer? _____ ¿Qué actividades te gustan? _____	5	CO1
Q.2.B	Escribe un blog sobre tus gustos y tus disgustos, actividades de ocio que prefieres. Numero de palabras: entre 30-40	5	CO1
Q.2. C	Hacer frases con estos verbos (al menos 5 palabras en cada frase) - El - vivir - Me - lavarse - Nosotros - poder - Usted - querer - Yo - jugar	5	CO 1, CO2, CO 3, CO 4
Q.3.A	Selecciona el verbo adecuado y completa el texto con los verbos conjugados correctamente. (hacer, disfrutar, entender, dormir, ver) - Mi madre y yo _____ de todo. ¿Cuántas horas _____ (tú) normalmente? - Yo no _____ mucho deporte, pero a veces voy al gimnasio. ¿Y tus hijos _____ mucho la televisión? -Sí, muchísimo, dos o tres horas cada día. - Señora, ¿_____ (usted) mis palabras?	5	CO 1, CO2, CO 3, CO 4



Q.3.B.	Rellenar los huecos con la opción correcta 1. ¿Qué hora es? – (10. 30 p.m.) _____ 2. Los lunes por la tarde juego al tenis _____de cenar. (a. primero, b. enfrente, c. antes) 3. Luis trae los regalos para su hijo. _____ pone debajo del árbol de Navidad. (a. los, b. lo, c. Se) 4. ¿Qué lenguas ____ estudian en su centro de idiomas? (a. tu, b. usted, c. se) 5. _____ nuevo vestido es muy bonito. (a. lo, b. tu, c. usted) 6. En el salón no hay _____ mesa grande. (a. una, b. alguna, c. ninguna) 7. Esta tarde nosotros jugamos _____ fútbol. (a. al, b. a, c. el) 8. _____ primero arroz con verduras, por favor. (a. por, b. de, c. en) 9. The college is far from here. (traduce la oración en español) 10. No compro en los centros comerciales. – Yo _____ (a. tampoco, b. también, c. no)	10	CO 1, CO2, CO 3, CO 4
	OR		

Q.3.C.	Rellenar los huecos con la opción correcta ¿Qué hora es? - _____ las ocho y cuarenta y cinco. (a. son, b. es, c. A) ¿Qué tal esta la sopa? Está un poco _____, pero muy rica. (a. frío, b. picante, c. deliciosa) - Toledo está _____ 74 kms de Madrid (a. en, b. a, c. por). - A nosotros _____ encantan las películas de terror. (a. nos, b. me, c. nuestro) - Perdone, ¿Dónde _____ el Teatro Real? (a. Está, b. es, c. hay) - Me interesa la música electrónica. -A mí _____. (a. tampoco, b. sí, c. no) - En Canadá _____ hablan dos lenguas (a. nos, b. se, c. usted) - Elena piensa en _____ novio todo el tiempo. (a. lo, b. la, c. su) - Él nos dice la verdad. _____ dice inmediatamente al llegar. (a. la, b. si, c. lo) - Perdona, ¿hay algún banco por aquí? Mmm....no, no hay _____ (a. ninguno, b. nada, c. ningún)	10	CO 1, CO2, CO 3, CO 4
Q.4. A.	Selecciona la opción correcta. 35 - _____ (a. triente y cinco, b. treintacinco, c. treinta y cinco) 9 - _____ (a. nueve, b. nueva, c. nuevo) 87 - _____ (a. ochenta siete, b. ochenta y siete, c. ochenta y seis) 143 - _____ (a. ciento cuarenta y tres, b. cien cuarenta y tres, c. ciento cincuenta y tres) 500 - _____ (a. cinco cientos, b. quinientos, c. cinco y cien)	5	CO 1, CO2, CO 3, CO 4



Q.4.B.	Unir las dos columnas con palabras relacionadas. <table><tr><td>1. Supermercado</td><td>a) bien</td></tr><tr><td>2. bastante</td><td>b) familiar</td></tr><tr><td>3. morena</td><td>c) jamón con queso</td></tr><tr><td>4. últimamente</td><td>d) comer</td></tr><tr><td>5. tío</td><td>e) el finde</td></tr><tr><td>6. yoga</td><td>f) música</td></tr><tr><td>7. bocata</td><td>g) negro</td></tr><tr><td>8. antes de</td><td>h) hacer</td></tr><tr><td>9. pop independiente</td><td>i) hacer la compra</td></tr><tr><td>10. sábado</td><td>j) estos días</td></tr></table>	1. Supermercado	a) bien	2. bastante	b) familiar	3. morena	c) jamón con queso	4. últimamente	d) comer	5. tío	e) el finde	6. yoga	f) música	7. bocata	g) negro	8. antes de	h) hacer	9. pop independiente	i) hacer la compra	10. sábado	j) estos días	10	CO 1, CO2, CO 3, CO 4
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	OR																						
Q.4.C.	Unir las dos columnas con palabras relacionadas. <table><tr><td>1. Ahora mismo</td><td>a) Esa</td></tr><tr><td>2. Mucho gusto</td><td>b) llamar a alguien</td></tr><tr><td>3. pescado</td><td>c) A la una</td></tr><tr><td>4. A menudo</td><td>d) Tomar</td></tr><tr><td>5. zona peatonal</td><td>e) avenida</td></tr><tr><td>6. estrecha</td><td>f) con frecuencia</td></tr><tr><td>7. allí</td><td>g) a la plancha</td></tr><tr><td>8. El almuerzo</td><td>h) La gente</td></tr><tr><td>9. teléfono publico</td><td>i) encantado</td></tr><tr><td>10. refresco</td><td>j) de inmediato</td></tr></table>	1. Ahora mismo	a) Esa	2. Mucho gusto	b) llamar a alguien	3. pescado	c) A la una	4. A menudo	d) Tomar	5. zona peatonal	e) avenida	6. estrecha	f) con frecuencia	7. allí	g) a la plancha	8. El almuerzo	h) La gente	9. teléfono publico	i) encantado	10. refresco	j) de inmediato	10	CO 1, CO2, CO 3, CO 4
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8. El almuerzo	h) La gente																						
9. teléfono publico	i) encantado																						
10. refresco	j) de inmediato																						