

SOMAIYA

VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

BRANCH: Bachelor of Business Administration (Hons.)	SEM: V
	OCT/NOV-2023

Sr. No.	Subject	Available
1.	131U07K501 – Enrichment Course: French	
2.	131U07N502 – Event Management (A)	
3.	131U07N502 – Event Management (B)	
4.	131U07E502 – Retail Management (A)	
5.	131U07E502 – Retail Management (B)	
6.	131U07K502 – Enrichment Course: German (A)	
7.	131U07K502 – Enrichment Course: German (B)	
8.	131U07E502 – Sales & Distribution Management	
9.	131U07C502 – Entrepreneurship Management & Business Planning (A)	
10.	131U07C502 – Entrepreneurship Management & Business Planning (B)	
11.	131U07E503 – Strategic Cost Management (A)	
12.	131U07E503 – Strategic Cost Management (B)	
13.	131U07N503 – Marketing 4.0	
14.	131U07E506 – Performance Management & Career	



LIBRARY



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2023 to October 2023)

Examination: End Semester Examination October/November 2023 (UG Programmes)

Programme code: 07		Class: TY	Semester: V
Programme: BBA (HONS.)			
Name of the Constituent College: SKSC		Name of the Department : BUSINESS STUDIES	
Course Code: 131U07K501	Name of the Course: Enrichment course - French		
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.	Comprehension  A. Dites Vrai ou Faux 1. J'ai des enfants de l'âge 9, 10 et 11 2. Quand nous avons acheté cette maison c'était plein de charme 3. C'est une maison simple et coloré 4. Les travaux sur la maison étaient longs 5. Je suis directrice de l'informatique B. Répondez aux questions 1. Comment était la maison de Paola auparavant? 2. C'est comment la maison aujourd'hui? 3. Quelle pièce ont-ils refait pour des raisons d'espace? 4. Que mesure la maison aujourd'hui et c'était quoi avant? 5. Qui avait besoin d'une chambre? C. Que pensez vous de la maison de Paola	5 5 5	1,2,3,4 1,2,3,4 1,2,3,4
	OR		



Q.1.

POUR PRÉPARER SON DÉPART À L'ÉTRANGER, suivez le guide !



La pièce d'identité • Pour voyager à l'étranger, vous aurez besoin de votre passeport. Si vous voyagez avec vos enfants, ils devront amener leur passeport : les douanes le demanderont.

Visa ou non ?

La demande de visa est souvent longue. L'ambassade demandera plusieurs documents pour l'obtenir.

S'assurer pour partir protégé(e) • Vous serez remboursé(e) en cas de problèmes (retard dans les transports, perte de bagages, accidents, vol de papiers...).



L'argent

Changez votre argent avant le départ. Si vous oubliez : pas de panique ! Quand vous arriverez à destination, vous pourrez aller dans un bureau de change.



Les transports

Comment partir ? En avion ? En train ? Réservez en avance et vous paierez vos billets moins chers !



La santé

Avant de partir il faudra faire les vaccins nécessaires. Vous devrez prendre votre carnet de santé et votre CEAM (carte européenne d'assurance maladie) dans votre sac !



Un peu de lecture

Et apprendre la langue du pays ?

Commencez dès maintenant et vous serez capable de communiquer un peu à votre arrivée !

« Qu'est-ce que je mets dans ma valise ? » Pour vous aider, regardez la météo !

D. Dites Vrai ou Faux

1. Il faut changer de l'argent après l'arrivée
2. Regarder la météo avant de préparer la valise
3. La demande de Visa est souvent courte
4. pour voyager à l'étranger le passeport est essentiel
5. Si vous réservez les billets en avances vous allez payer chers

5

1,2,3,4

E. Répondez aux questions

1. Quels documents vous devez avoir avant de voyager?
 2. Nommez-vous quelques problèmes possibles quand vous voyagez?
 3. Nommez deux documents médicaux?
 4. Que faire quand vous oubliez de changer l'argent?
- Nommez une pièce d'identité?

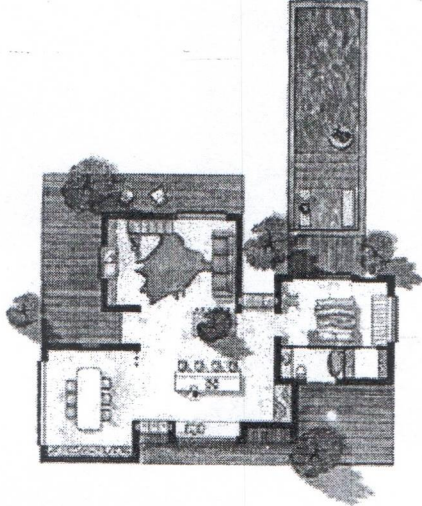
5

1,2,3,4

F. Que pensez-vous de ce guide pour la préparation à l'étranger?

5

1,2,3,4

Q.2.	A. Décrivez l'image 1.  2.  B. Faites une comparaison 1. (- dangereux) Les voyages sont dans le passé _____ qu'aujourd'hui. 2. (= mystérieux) L'homme est autrefois _____ que les femmes. 3. (+ vite) Les informations circulent _____ qu'au dernier siècle. 4. (+ indépendant) Les femmes sont _____ 5. (- naturel) Les aliments sont _____ C. Interviewez un personnage célèbre 1. Deepika Padukone	5	1,2
	OR		
Q.2.	D. Interviewez un personnage célèbre 1. Priyanka Chopra E. Faites une comparaison 1. (+ petit) De toutes les filles de sa classe, elle est _____. 2. (- cher) Le pull vert est _____ que le pull rouge. 3. La souris est _____ (- lourd) que les éléphants 4. L'Iphone est _____ (+ cher) des portables 5. Les soeurs d'Audrine sont _____ (- mélodieux) dans la classe	5	3,4





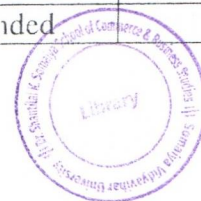


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Semester (July 2023 to November 2023)
Examination: End Semester Examination October 2023 (UG Programmes)

Programme code:07		Class: TY	Semester: V
Programme: BBA (Hons)			
Name of the Constituent College: SKSC			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 Attainment
Q.1. A	Classify the different types of events with suitable examples.	15	CO 1
	OR		
Q.1. B	Construct the SWOT analysis in Event Management with an example.	15	CO 2
Q.2. A	List and explain the steps required to analyze an event.	15	CO 2
	OR		
Q.2. B	Discuss the principles for holding an event.	15	CO 3
Q.3. A.	Justify the licensing streams that fall under PPL.	15	CO 4
	OR		
Q.3. B.	Explain the role and responsibilities of various committees in event management.	15	CO 1
Q.4	Solve the following Case Study	15	
	Events are a dynamic and fast-growing sector that has obvious synergies with tourism. If managed and hosted effectively, they can expand the visitor economy, provide media exposure, promote regional development, and stimulate the upgrading of infrastructure and the emergence of new partnerships for financing sport, tourism, culture, and leisure facilities. The hosting of major events, therefore, represents a unique opportunity to rethink or reposition a destination and to support the development of modern infrastructure. As such many countries now view the successful hosting of such events as a vehicle for economic growth, job creation, branding, well-being, and urban regeneration. From a tourism perspective, many cities, regions and countries are now devoting considerable resources to developing, attracting and supporting major events. However, hosts cities, regions and countries of such events face a range of challenges including funding, effective governance, and the ability to accurately evaluate the economic, social, environmental, and other added value of tourism events.		
Q 1)	Explain the role and responsibilities of various committees in event management.		CO 1
Q2)	Illustrate the benefits of hosting events for the growth and development of a region.		CO 2
Q3)	Summarize the key experience of any mega event that you have attended		CO 3





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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 Attainment
Q.1. A	Discuss the various phases involved in planning of event.	15	CO 1
	OR		
Q.1. B	Highlight the various responsibilities of an event manager in case of live theatre performance.	15	CO 2
Q.2. A	Highlights the role of any two promotional tools in marketing of event with examples.	15	CO 2
	OR		
Q.2. B	Discuss the role of sponsors in promoting an event with examples.	15	CO 3
Q.3. A.	Highlight the various environmental factors that affect planning of events	15	CO 4
	OR		
Q.3. B.	Analyze the role of Event Management Committee with regards to the current World Cup scenario.	15	CO 1
Q.4	Solve the following Case Study	15	
	Various types of events are a prominent part of the world in which we live. As such, they are frequently promoted through films, television, books, magazines, on the Internet, across all mass media. These representations can have a powerful influence on brands. For nearly a century, companies have sought to manage how their brands are presented in the media, through public relations efforts and paid sponsorships. This involves inviting celebrities and powerful leaders in society to represent the brand. For example, in every state of India a leading film personality or social activist is the brand ambassador for the event.		
Q 1)	Explain the role of celebrities in event management		CO 1
Q2)	Illustrate the benefits of hosting events private events.		CO 2
Q3)	Summarize the key experience of any niche event that you have attended		CO 3



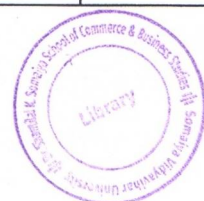
Semester (July 2023 to November 2023)

Examination: End Semester Examination October 2023 (UG Programmes)

Programme code: 07	Class: TY	Semester: V
Programme: BBA Hons		
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U07E502	Name of the Course: Retail Management	
Duration : 2 Hrs.	Maximum Marks : 60	

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

No.		Max. Marks	CO attainment
Q.1. A	Illustrate the meaning and Definition of Retail Management with an Example of your choice (any local mall can be considered). Describe the features that come out of the various definitions of Retailing.	15	CO1
	OR		
Q.1. B	 With R City Mall in picture, Enunciate upon Retail Life Cycle in detail. Make necessary assumptions.	15	CO1
Q.2. A	Mr. Jambuvant is planning to buy Franchise of McDonalds. Prepare a Checklist of Questions for Prospective Franchisees Considering Franchise Opportunities.	15	CO2
	OR		
Q.2. B	The process can be complex due to the often erratic nature of demand, the number of items carried, and the impact of the external factors already noted. Elucidate the above statement with relevant examples and Highlight upon various Retail Price Strategy.	15	CO2
Q.3. A.	Enunciate certain important tips for Retail Sales Personnel in order to ensure Sales Engagement and Enlightenment.	15	CO3
	OR		



Q.3. B.	Your college is planning an intercollegiate Retail event where retail stalls will be placed by brands and indigenous level also. They seek your help to plan the event. Enunciate on the following: 1. Retail Brand Name (Elicit with reasons) 3 marks 2. Retail Floor Plan- 5 marks 3. Ways of Promoting the event at intra-collegiate level to promote students to put more stalls in the event - 7 marks	15	CO4																																																																																																																														
Q.4	Solve the following Case Study ‘Suvidha’ is an upcoming chain of retail outlets spreading their network in major metro cities. It has established a good name in quality home-made food products named ‘Mom’s recipes’. These products range from ready-to-cook vegetables, chapattis, pickles, salads etc. which have gained immense popularity among the working class. The company also assigns great importance to customer service. Prakash is a business school graduate who has recently joined one of the outlets of Suvidha, as an intern. The Manager of the outlet has given him the task of optimizing the operations, with specific focus on employee costs and waiting time at the billing counters. Over 4 weeks, Prakash made some observations regarding customer footfalls at the Mall, average billing per customer and the average billing time. He also did a survey to understand the customers’ expectations about the waiting time at the billing counters. The pattern of number of customers visiting the mall is given below: <table><tr><th>From</th><th>To</th><th>Mon</th><th>Tue</th><th>Wed</th><th>Thu</th><th>Fri</th><th>Sat</th><th>Sun</th></tr><tr><td>9 AM</td><td>10 AM</td><td>11</td><td>9</td><td>12</td><td>14</td><td>10</td><td>32</td><td>22</td></tr><tr><td>10 AM</td><td>11 AM</td><td>23</td><td>27</td><td>18</td><td>20</td><td>25</td><td>41</td><td>47</td></tr><tr><td>11 AM</td><td>12 PM</td><td>27</td><td>32</td><td>22</td><td>25</td><td>34</td><td>58</td><td>67</td></tr><tr><td>12 PM</td><td>1 PM</td><td>45</td><td>54</td><td>38</td><td>63</td><td>55</td><td>134</td><td>124</td></tr><tr><td>1 PM</td><td>2 PM</td><td>62</td><td>63</td><td>56</td><td>87</td><td>76</td><td>178</td><td>212</td></tr><tr><td>2 PM</td><td>3 PM</td><td>28</td><td>25</td><td>19</td><td>37</td><td>33</td><td>112</td><td>155</td></tr><tr><td>3 PM</td><td>4 PM</td><td>23</td><td>20</td><td>25</td><td>30</td><td>40</td><td>123</td><td>167</td></tr><tr><td>4 PM</td><td>5 PM</td><td>53</td><td>67</td><td>47</td><td>72</td><td>85</td><td>157</td><td>225</td></tr><tr><td>5 PM</td><td>6 PM</td><td>123</td><td>104</td><td>87</td><td>75</td><td>115</td><td>234</td><td>302</td></tr><tr><td>6 PM</td><td>7 PM</td><td>135</td><td>127</td><td>112</td><td>178</td><td>187</td><td>267</td><td>335</td></tr><tr><td>7 PM</td><td>8 PM</td><td>114</td><td>109</td><td>125</td><td>132</td><td>167</td><td>255</td><td>305</td></tr><tr><td>8 PM</td><td>9 PM</td><td>24</td><td>22</td><td>21</td><td>27</td><td>25</td><td>48</td><td>54</td></tr><tr><td>9 PM</td><td>10 PM</td><td>7</td><td>9</td><td>6</td><td>10</td><td>8</td><td>32</td><td>27</td></tr></table>	From	To	Mon	Tue	Wed	Thu	Fri	Sat	Sun	9 AM	10 AM	11	9	12	14	10	32	22	10 AM	11 AM	23	27	18	20	25	41	47	11 AM	12 PM	27	32	22	25	34	58	67	12 PM	1 PM	45	54	38	63	55	134	124	1 PM	2 PM	62	63	56	87	76	178	212	2 PM	3 PM	28	25	19	37	33	112	155	3 PM	4 PM	23	20	25	30	40	123	167	4 PM	5 PM	53	67	47	72	85	157	225	5 PM	6 PM	123	104	87	75	115	234	302	6 PM	7 PM	135	127	112	178	187	267	335	7 PM	8 PM	114	109	125	132	167	255	305	8 PM	9 PM	24	22	21	27	25	48	54	9 PM	10 PM	7	9	6	10	8	32	27	15	CO3&4
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The weekly purchasing pattern of the customers is as follows:

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Average billing per customer (INR)	167	225	204	360	432	604	567

Note: 1 USD = 45 INR (Indian rupees) approximately

Following workforce is currently being deployed at the retail outlet:

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Sales persons							
- First shift	4	4	4	4	4	8	8
- Second shift	8	8	8	8	8	12	12
Billing staff							
- First shift	2	2	2	2	2	4	4
- Second shift	4	4	4	4	4	6	6

A customer spends an average of 45 minutes in the mall during his visit. The company believes that at least one salesperson is required per 15 customers to provide assistance during their visit to the mall. The salesperson work in two shifts: 9 AM to 5 PM and 2 PM to 10 PM. They are contract employees which are provided by an agency at a charge of 300 INR per shift per person. The daily requirement of sales persons for the entire week needs to be provided to the agency at the beginning of every week.

The average billing time per customer is 2.60 minutes with a standard deviation of 0.16 minutes. Customers are rather sensitive towards waiting time, and if it starts exceeding 6 minutes, they might decide not to visit the Mall again.

The cost of a billing machine is 16700 INR and its operational cost is 55 INR per hour which includes employee cost.

Questions:

1. Is the current staffing plan optimal? Estimate the daily requirement of sales persons (excluding staff at billing counters).
2. Determine the number of billing counters required at different times during each day in order to ensure that 95% of the customers will not have to wait for more than 5 minutes at the billing counter. Assume that inter-arrival time between customers is normally distributed around the mean for each time interval.
3. Analyze the trade-off between purchasing and manning the billing machines versus losing the revenue.





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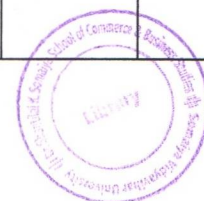
Semester (July 2023 to November 2023)

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Programme code: 07	Class: TY	Semester: V
Programme: BBA Hons		
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U07E502	Name of the Course: RETAIL MANAGEMENT	
Duration : 2 Hrs.	Maximum Marks : 60	

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

No.		Max. Marks	CO attainment
Q.1. A	Illustrate the various retail formats.	15	CO1
	OR		
Q.1. B	 MR. D.I.Y. has appointed you to implement their merchandise plans. With the help of a detailed diagram, Enunciate upon implementation of Merchandise plans of MR. D.I.Y.	15	CO1
Q.2. A	 In the light of E-retailing, highlight and elucidate the Role of the Web From the vantage point of the retailer, the World Wide Web can serve many one or more roles.	15	CO2
	OR		
Q.2. B	Pricing policies must be integrated with the total retail mix, which occurs in the second step. Elucidate the above statement with relevant examples and Highlight upon various Retail Price Strategy.	15	CO2
Q.3. A.	Elaborate upon the systematic approach of retail promotional strategy to be applied by the retailer specialized in Diamond Jewellery.	15	CO3
	OR		
Q.3. B.	Your college is planning an intercollegiate Retail event where retail stalls will be placed by brands and indigenous level also. They seek your help to plan the event. Enunciate on the following:	15	CO4



	1. Retail Brand Name (Elicit with reasons) 3 marks 2. Layout - Plan and Reasons - 5 marks 3. Ways of Promoting the event at intercollegiate level (Target Area: Mumbai Metropolitan Region) - 7marks		
Q.4	Solve the following Case Study	15	CO3&4
	FashionHouse, a boutique clothing store, prides itself on providing exceptional customer service. However, they've noticed a decline in customer satisfaction scores recently. They offer high-quality, exclusive garments, but they are concerned about losing loyal customers. A customer recently complained about the store's return policy, stating that it was too rigid. The store's employees also noticed that the in-store experience had lost some of its charm due to overcrowding during peak shopping hours. Questions: 1. How can FashionHouse adjust its return policy to balance customer satisfaction with the need to prevent abuse of the system? 2. What strategies can the store employ to maintain the exclusivity of the shopping experience during busy hours? 3. How can FashionHouse train its employees to provide consistent and excellent customer service to regain lost customer trust?		



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Programme: BBA Hons			
Name of the Constituent College: SKSC		Name of the Department Business Studies	
Course Code: 131U07K502	Name of the Course: Enrichment Course – German		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1) Question 1,2 and 3 have options 2) Attempt all parts of one whole question 3) Question 4 is compulsory.			

Question No.		Max. Marks	CO Attainment															
Q.1. A	b Lesen Sie den Text. Aktiv sein - Mit und ohne Verein In Deutschland gibt es ca. 91.000 Sportvereine mit ungefähr 28 Millionen Mitgliedern. Am beliebtesten sind Fußball und Turnen. In Sportvereinen macht man zum Beispiel Aerobic oder andere Gymnastik und spielt Basketball. Danach kommen Wandervereine. Auch Tanzen ist sehr beliebt und am Ende von den Top-Ten stehen Handball, Reiten und Tischtennis. In allen diesen Vereinen macht man Sport, aber man feiert auch zusammen oder unternimmt Ausflüge. Das finden die Mitglieder positiv. Aber viele Deutsche sind auch ohne Verein in ihrer Freizeit „ganz privat“ aktiv. Sie fahren gerne Fahrrad, gehen schwimmen, machen Bodybuilding und Fitness-Training oder Joggen. Sie finden es wichtig, dass sie kein festes Trainingsprogramm haben wie in einem Verein. Sie möchten sich einfach nur bewegen und tun so etwas für die Gesundheit. Das macht ihnen viel Spaß. c Kreuzen Sie an: Richtig oder falsch? <table><tr><td>1 Sportvereine bieten nur Gymnastik an.</td><td>☐ richtig</td><td>☒ falsch</td></tr><tr><td>2 Mehr Deutsche spielen Handball als Fußball.</td><td>☐ richtig</td><td>☐ falsch</td></tr><tr><td>3 In einem Sportverein sein bedeutet: Man macht zusammen Sport und auch andere Aktivitäten.</td><td>☐ richtig</td><td>☐ falsch</td></tr><tr><td>4 Auch ohne Verein sind viele Deutsche aktiv.</td><td>☐ richtig</td><td>☐ falsch</td></tr><tr><td>5 Wer „ganz privat“ aktiv ist, tut auch etwas für seine Gesundheit.</td><td>☐ richtig</td><td>☐ falsch</td></tr></table>	1 Sportvereine bieten nur Gymnastik an.	☐ richtig	☒ falsch	2 Mehr Deutsche spielen Handball als Fußball.	☐ richtig	☐ falsch	3 In einem Sportverein sein bedeutet: Man macht zusammen Sport und auch andere Aktivitäten.	☐ richtig	☐ falsch	4 Auch ohne Verein sind viele Deutsche aktiv.	☐ richtig	☐ falsch	5 Wer „ganz privat“ aktiv ist, tut auch etwas für seine Gesundheit.	☐ richtig	☐ falsch	10	CO2 CO5
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5 Wer „ganz privat“ aktiv ist, tut auch etwas für seine Gesundheit.	☐ richtig	☐ falsch																
Q.1. B	Schreiben Sie eine SMS: Ihre Chefin, Frau Elia Ganter, hat Sie zu Sommerfest eingeladen. a. Bedanken Sie sich und sagen sie, dass Sie gern kommen b. Informieren Sie Frau Ganter, dass Sie ihren Partner oder Ihre Partnerin mitbringen c. Fragen Sie, wann das Sommerfest beginnt. Vergessen Sie nicht die Anrede und den Gruß.	5																
	OR 																	



Q.1. C	Sie bekommen einen Brief von Edwin. Sie kennen aus dem Deutschkurs. Er wohnt in Nürnberg und heiratet am 3 März seine Freundin Viola. Edwin lädt Sie zur Hochzeit ein. Sie können zur Hochzeit fahren und antworten Edwin in einem Brief. Sie finden hier vier Punkte. Wählen Sie drei Punkte aus. -Glückwünsche -Geschenk -Sich bedanken -Wo schlafen? Vergessen Sie nicht die Anrede und den Gruß.	10	CO4 CO3
Q.1.D	Schreiben Sie Fragen. 1. <u>Wann hast du</u> du / wann / Schwimmen / lernen 2. _____ im letzten Jahr / was / du / lernen 3. _____ ein Musikinstrument / spielen / können / du 4. _____ du / möchten / eine neue Sprache / lernen 5. _____ finden / du / beim Deutschlernen / schwierig / was	5	
Q.2. A	Schreiben Sie einen Text. Schreiben Sie 10-15 Sätze	10	CO1 CO5
Q.2. B	Ergänzen Sie das richtige Verb 1. den Zeitplan _____ 2. das Lernen nicht immer _____ 3. sich in den Pausen _____ 4. sich so früh wie möglich _____ 5. sich beim Lernen gut _____ 6. in der Prüfung bei Problemen _____	5	
	OR		

Q.2. C	Schreiben Sie einen Text. Schreiben Sie 10-15 Sätze Mit Wem? Welche? Was? Wo? Was gefällt Ihnen (nicht)? Brauchst du...? Wie teuer? Wo wohnen Sie gern?	10	CO1 CO3												
Q.2. D	Vorschläge. Was gehört zusammen? Ordnen Sie zu. <table><tr><td>1. Darf ich etwas _____</td><td>A einen Ausflug machen.</td></tr><tr><td>2. Ich habe da _____</td><td>B vorschlagen?</td></tr><tr><td>3. Am Samstag kann _____</td><td>C am Samstag nicht.</td></tr><tr><td>4. Das passt _____</td><td>D eine Idee: ...</td></tr><tr><td>5. Leider geht es _____</td><td>E ich leider nicht.</td></tr><tr><td>6. Wir könnten am Wochenende _____</td><td>F mir sehr gut.</td></tr></table>	1. Darf ich etwas _____	A einen Ausflug machen.	2. Ich habe da _____	B vorschlagen?	3. Am Samstag kann _____	C am Samstag nicht.	4. Das passt _____	D eine Idee: ...	5. Leider geht es _____	E ich leider nicht.	6. Wir könnten am Wochenende _____	F mir sehr gut.	5	
1. Darf ich etwas _____	A einen Ausflug machen.														
2. Ich habe da _____	B vorschlagen?														
3. Am Samstag kann _____	C am Samstag nicht.														
4. Das passt _____	D eine Idee: ...														
5. Leider geht es _____	E ich leider nicht.														
6. Wir könnten am Wochenende _____	F mir sehr gut.														
Q.3. A.	Sie holen Ihr Kind vom Kindergarten eine Stunde spät ab. -Entschuldigen Sie sich, dass Sie spät kommen. -Schreiben Sie warum. -Sommerkurs fuer Kinder anbieten? Preis? Ermäßigung? Schreiben Sie 20-30 Wörter. Schreiben Sie zu allen vier Punkten.	8	CO5 CO2 CO3												
Q.3.B	Mein Lieblingssport. Ergänzen Sie die Aussagen. begeistert entspannen „Fan“ Freizeit gefährlich Grenzen mache Matte Pferd Sport Studio Wasser Ich bin seit zwei Jahren ein großer (1) <u>Yoga-Fan</u> Fast jeden Tag (2) ich Yoga. Es tut so gut und ich brauche nur meine (3) Einmal Mal pro Woche gehe ich auch ins (4) Reiten ist der ideale (5) für mich, denn ich bin gern in der Natur. Und ich liebe Tiere, besonders mein (6) Toli. Beim Reiten nach der Arbeit kann ich so gut (7) Es gehört einfach zu meiner (8) Meine Freundin taucht schon lange und ist (9) von diesem Sport. Dann habe ich es selbst ausprobiert. Diese andere Welt unter (10) ist wunderschön. Beim Tauchen muss man seine (11) kennen, sonst kann es (12) werden.	7													
	OR														



Q.3. C.	Ihr Kursleiter, Herr Wagner, möchte am Samstagabend mit der Klasse in einen deutschen Film gehen. An dem Filmabend können Sie aber leider nicht teilnehmen. Schreiben Sie an Herrn Wagner eine E-Mail. Entschuldigen Sie sich höflich und berichten Sie, warum Sie nicht kommen können.	10	CO5 CO4
Q.3. D.	Kommst du mit? Ergänzen Sie das Gespräch. Achten Sie auf die richtige Form. dann Film Idee lieber machen nächstes sicher Vorschlag werden Zeit ○ 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? ● Nein, da habe ich leider keine (3) _____. ○ Und am Sonntag? Komm mit, das (4) _____ lustig! ● Ach, ich weiß nicht. Das können wir doch (5) _____ Wochenende machen. Wollen wir nicht (6) _____ ins Kino gehen? ○ So kommst du nie zum Sport! Ich habe eine (7) _____: Wir gehen zuerst in den Hochseilgarten und (8) _____ sehen wir uns einen (9) _____ an. ● Okay, das machen wir. Bist du (10) _____, dass ich das schaffe?	5	
Q.4	All questions are compulsory		
Q.4.A	Was sollten die Personen (nicht) machen? Schreiben Sie Tipps mit sollte. 1. Mario - Zeit mit Freunden einplanen <u>Mario sollte Zeit mit Freunden einplanen.</u> 2. du - auch mal nichts tun _____ 3. man - von seiner Nervosität erzählen _____ 4. Sie - vor Prüfungen tief durchatmen _____ 5. wir - morgen zusammen lernen _____ 6. Leon - nicht so streng zu sich sein _____	5	CO5
Q.4.B	Ergänzen Sie! 1. Zum Geburtstag schenke ich mein..... Vater einen Schal und mein..... Mutter ein schönes Tuch. 2. - Bist du am Nachmittag zu Hause? - Nein, ich gehe zu d..... Arzt. 3. Wo warst du gestern? - Ich war bei mein..... Freundin. 4. Kinder dürfen nicht mit Messer und mit Gabel spielen! 5. Heute holt die Oma ihre Enkelkinder von Kindergarten ab.	5	CO3
Q.4.C	Bestimmter Artikel im Dativ Setze dem, der oder den ein! 1. Der Pullover steht _____ Freundin. 2. Das Buch gefällt _____ Mädchen. 3. Julia hilft _____ Großmutter. 4. Der Hut passt _____ Verkäufer. 5. Die Röcke stehen _____ Tänzerinnen sehr gut.	5	CO3

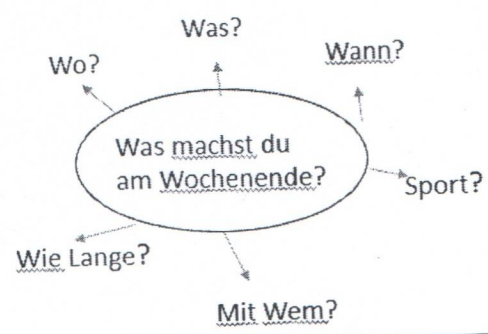


SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2023 to November 2023)			
Examination: End Semester Examination October 2023 (UG Programmes)			
Programme code: 07		Class: TY	Semester: V
Programme: BBA Hons			
Name of the Constituent College: SKSC		Name of the Department Business Studies	
Course Code: 131U07K502	Name of the Course: Enrichment Course – German		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1) Question 1,2 and 3 have options 2) Attempt all parts of one whole question 3) Question 4 is compulsory.			

Question No.		Max. Marks	CO Attainment
Q.1. A	Hobbies: Ordnen Sie zu! Manche Hobbies passen mehrmals. am Computer sitzen/im Internet surfen <u>Fahrrad-fahren</u> Bücher lesen fotografieren Fußball spielen ins Kino gehen/Filme sehen joggen kochen Musik hören/machen schwimmen tanzen wandern 1 bei diesem Hobby bewegt man sich: <u>joggen</u> 2 dieses Hobby kann man alleine machen: _____ 3 dieses Hobby macht man zusammen mit anderen: _____ 4 dieses Hobby kann man zu Hause machen: _____ 5 dieses Hobby macht man drinnen: _____ 6 dieses Hobby macht man draußen: _____	10	CO3 CO4
Q.1. B	Ihr Freund Julian will morgen Abend mit Ihnen ins Museum gehen. Schreiben Sie eine SMS. -Entschuldigen Sie sich, dass es morgen night geht. -Schreiben Sie warum -Machen Sie einen Vorschlag für einen anderen Termin. Schreiben Sie 20-30 Wörter. Schreiben Sie zu allen drei Punkten	5	
	OR		
Q.1. C	Ihr Chef, Herr Kuprin, möchte mit Ihnen zusammen eine kranke Kollegin im Krankenhaus besuchen. - Sagen Sie, dass Sie mitkommen. - Informieren Sie ihn, was Sie mitbringen wollen. - Fragen Sie nach dem Tag und der Uhrzeit. Schreiben Sie 30 bis 40 Wörter. Schreiben Sie zu allen drei Punkten.	10	CO4 CO2



Q.1.D	Lernprobleme. Wie kann man es anders sagen? Ordnen Sie zu. 1. Ich möchte Prüfungen immer sehr gut machen. 2. Ich lerne auch in der Nacht. 3. Ich fange immer zu spät mit dem Lernen an. 4. Ich verschiebe das Lernen oft auf den nächsten Tag. 5. Ich kann mich nicht konzentrieren, wenn ich lerne. 6. Vor einer Prüfung kann ich mich nicht entspannen. A Ich halte meinen Zeitplan nicht ein. B Ich denke beim Lernen oft an andere Dinge. C Ich bereite mich nie rechtzeitig vor. D Ich will perfekt sein. E Ich bin sehr nervös und denke immer nur an die Prüfung. F Ich lerne zu viel und schlafe zu wenig.	5	
Q.2. A	Schreiben Sie einen Text. Schreiben Sie 10-15 Sätze  Ergänzen Sie das Gespräch. Super, das ist eine gute Idee. Wollen wir nicht lieber eine Radtour machen? Ja, da kann ich. Leider geht es am Dienstag nicht. 1. ○ Sollen wir zusammen joggen gehen? ● Ich weiß nicht. _____ 2. ○ Ja, das ist auch gut. Hast du am Dienstag Zeit? ● _____ 3. ○ Schade, kannst du am Mittwoch? ● _____ 4. ○ Wir können zum See fahren und dort ein Picknick machen. ● _____	10	CO1 CO5
Q.2. B		5	
Q.2. C	Schreiben Sie einen Text. Schreiben Sie 10-15 Sätze 	10	CO1 CO3 CO5

Q.2. D	Vorschläge. Was gehört zusammen? Ordnen Sie zu. 1. Darf ich etwas _____ A einen Ausflug machen. 2. Ich habe da _____ B vorschlagen? 3. Am Samstag kann _____ C am Samstag nicht. 4. Das passt _____ D eine Idee: ... 5. Leider geht es _____ E ich leider nicht. 6. Wir könnten am Wochenende _____ F mir sehr gut.	5	
Q.3. A.	Sie bekommen eine Nachricht von Berrin. Sie kennen Berrin aus dem Deutschkurs. Sie lädt zum Zuckerfest ein. Sie kennen das Zuckerfest nicht, sind aber neugierig. Und Sie möchten Berrin gerne wiedersehen. Berrin fragt, ob Sie kommen. Antworten Sie. Sie finden hier vier Punkte: -Zuckerfest? -etwas mitbringen -Dauer -Ort Vergessen Sie nicht die Anrede und den Gruß.	8	CO4 CO2
Q.3.B	Ich und mein Garten. Bringen Sie die Aussagen in die richtige Reihenfolge. _____ Hier gibt es die „Gartenfreunde“ und ich bin gleich Mitglied geworden. Der Verein hat einen großen Garten. Einen Teil pflegen alle zusammen, und alle haben auch einen Teil für sich allein. _____ Zuerst war das nicht möglich, ich habe mitten in der Stadt gewohnt. Aber vor drei Jahren bin ich umgezogen. _____ Ich habe am Anfang gedacht, das ist alles ganz leicht, und habe einfach Blumen und Gemüse gepflanzt. <u>1</u> Ich wollte schon immer einen Garten haben. _____ Im ersten Jahr ist viel kaputt gegangen. Ich habe dann viel in Büchern gelesen und immer wieder die anderen gefragt. _____ Im zweiten Jahr war es dann schon viel besser, und jetzt sieht mein Gartenteil ziemlich gut aus.	7	
	OR		
Q.3. C.	Der Kundenservice Ihres Internetanbieters hat Ihnen eine Mail geschrieben. Es geht um die Installation eines Gerätes in Ihrer Wohnung. Der Kundenservice hat Ihnen einen Termin gegeben. Sie können zu diesem Termin nicht zu Hause sein. Schreiben Sie an den Kundenservice. a. Entschuldigen Sie sich höflich und schreiben Sie kurz, warum Sie nicht zu Hause sein können. b. Bitten Sie um einen neuen Termin. Vergessen Sie nicht die Anrede und den Gruß.	10	CO4 CO2



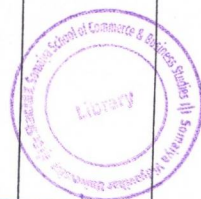
Q.3. D.	Kommst du mit? Ergänzen Sie das Gespräch. Achten Sie auf die richtige Form. dann Film Idee lieber machen nächstes sicher <u>Vorschlag</u> werden Zeit ○ Du, ich habe einen (1) <u>Vorschlag</u>! Gehen wir doch in den Hochseilgarten. Das (2) _____ total viel Spaß. Geht es bei dir am Samstag? ● Nein, da habe ich leider keine (3) _____. ○ Und am Sonntag? Komm mit, das (4) _____ lustig! ● Ach, ich weiß nicht. Das können wir doch (5) _____ Wochenende machen. Wollen wir nicht (6) _____ ins Kino gehen? ○ So kommst du nie zum Sport! Ich habe eine (7) _____: Wir gehen zuerst in den Hochseilgarten und (8) _____ sehen wir uns einen (9) _____ an. ● Okay, das machen wir. Bist du (10) _____, dass ich das schaffe?	5	
Q.4	All questions are compulsory	15	
Q.4. A	Ergänzen Sie! 1. Zu Weihnachten schenke ich mein..... Opa einen Schal und mein..... Oma ein schönes Tuch. 2. - Bist du am Nachmittag zu Hause? - Nein, ich gehe zu d..... Arzt. 3. Wo warst du gestern? - Ich war bei mein..... Freund. 4. Kinder dürfen nicht mit Messer und mit Gabel spielen! 5. Heute holt die Oma ihre Enkelkinder von..... Kindergarten ab.	5	CO3
Q.4. B	Bestimmter Artikel im Dativ Setze dem, der oder den ein! 1. Die Hose passt _____ Frau. 2. Das Auto gefällt _____ Mann. 3. Die Schwester schenkt _____ Jungen das Fahrrad. 4. Der Lehrer hilft _____ Schülern. 5. Der Pullover steht _____ Freundin.	5	CO3
Q.4. C	Kreuzen Sie die richtige Form an. 1. Für das Erklären und Wiederholen ☐ sollte ☐ sollte der Lehrer / die Lehrerin sich Zeit nehmen. 2. Die Studenten ☐ sollte ☐ sollten in Gruppen lernen. 3. Wenn es sehr stressig ist, ☐ sollte ☐ sollte ihr auch Pausen machen. 4. Wir ☐ sollte ☐ sollten einen Lernplan machen. 5. Ich ☐ sollte ☐ sollte beim Lernen das Handy ausmachen, dann kann ich mich besser konzentrieren.	5	CO5



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2023 to Oct 2023)			
Examination: End Semester Examination Oct 2023 (UG Programmes)			
Programme code: 07		Class: TYBBA	Semester: V
Programme: BBA (H)			
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	SPOTIO offers the best deals for sales territory management. Suggest the facilities to be provided from their side.	15	CO1
	OR		
Q.1. B	Domino's expecting consumer retention during holidays and festivals. Elaborate their vision using buyer seller dyad.	15	
Q.2. A	Mr. Ram has started a wholesale business for stationery materials. Discuss the characteristics and role of ram to enhance his business.	15	CO2
	OR		
Q.2. B	HUL proved to be one of the best companies that runs effective physical distribution of FMCG. Analyze their organized physical distribution pattern.	15	
Q.3. A.	Adarsh is a sales manager who recently joined a sales organization. Help him to improvise his sales style.	15	CO4
	OR		
Q.3. B.	Sahil is playing his role as HR in MNC, describe the problem he faces in recruitment and selection process for his sales organization	15	
Q.4	Solve the following Case Study.	15	CO3
	ASIAN PAINTS This case describes the distribution system of Asian Paints in India. It then discusses how Asian Paints used information technology to improve its materials planning, stock control, and other elements of the supply chain. Finally, it looks at the multiple distribution channels that the paint company adopted. Issues: » Impact of information technology in paint industry's distribution » Need for multiple channels for marketing paints Asian Paints India Ltd (APIL), among the top ten decorative coating companies in the world and the leading paint company in India, generated a turnover of Rs 25.6 billion in the first half of 2005. With manufacturing facilities at 29 locations, it serviced around 65 countries. Apart from the parent company, it also operated through its subsidiaries namely Berger International Limited, Apco Coatings, and SCIB Chemicals.		



Q1 What role did logistics play in ensuring timely and efficient delivery of Asian Paints' products to customers across India and other countries?

05

Q2 What were the factors that contributed to Asian Paints' success in becoming the leading paint company in India, and how did its distribution strategies play a role in this achievement?

05

Q3 Strategies employed by Asian Paints to reach a wide range of customers through different distribution channels?

05

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SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2023 to November 2023)			
Examination: End Semester Examination October 2023 (UG Programmes)			
Programme code:07 Programme: BBA(Hons)		Class: TY	Semester: V
Name of the Constituent College: SKSC		Name of the Department -Business Studies	
Course Code: 131U07C502	Name of the Course: Entrepreneurship management & business planning		
Duration: 2 Hrs.	Maximum Marks: 60		
Instructions: 1)Draw neat diagrams 2)Give suitable examples if necessary			

Question No.		Max. Marks	CO Attainment
Q.1. A	What has led to the success story of Nykaa, Sugar cosmetics and Theobroma? Discuss with respect to the problems and prospects of women Entrepreneurs	15	C02
	OR		
Q.1. B	Define the term intrapreneur and elaborate the qualities of intrapreneur, how are they different from an entrepreneur?	15	C02
Q.2. A	Entrepreneurs can be classified according to business , motivation and stages of development & so on, Discuss in detail the classification of Entrepreneurs	15	C01
	OR		
Q.2. B	State Schemes by GOI to support startups and young entrepreneurs	15	C03
Q.3. A.	i) Enumerate the various sources of funding available to entrepreneurs?	10	C03
	ii) Discuss any two options available to entrepreneurs	5	C02
	OR		
Q.3. B.	The meteoric rise of OnePlus, a Shenzhen-based technology start-up gained attention globally for its high-end budget smartphones sold directly to consumers online through an innovative invite system. Founded in 2013 by former OPPO executives Pete Lau and Carl Pei, OnePlus was one of the fastest growing Chinese start-ups that made a mark globally in a very little time with its sleek devices, killer price tags and by-invite exclusivity. The company positioned itself between low-cost smartphone companies like Xiaomi and high-end makers like Apple and Samsung and significantly undercut them on price, despite closely matching them on features. Right from the outset OnePlus promoted itself as a global company with a global mindset. The challenge before founders Pete Lau and Carl Pei were how to sustain lower prices, make profits and achieve international success going forward. This is because One Plus has found the magical trifecta of exclusivity, attractive price, and compelling differentiated features to be the perfect	15	C01



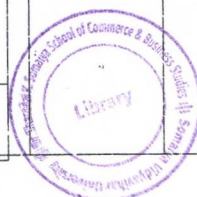
	toxic mix to offset Apples massive size and market dominance.		
	Q 1 Identify the SWOT faced by ONE PLUS in this highly competitive market	5	
	Q2 Successful Entrepreneurs are said to have certain common characteristics--- Comment on how to develop an entrepreneurial mind set?	10	
Q.4	Solve the following Case Study	15	
	Gaurav and Gautam are final year students of science. Both come from business families, and they do not want to work for anybody. They want to set up their own business and make lot of money. They observe that the Hotel Industry offers great opportunities to fulfill their dreams even though, the competition is very high, the profit margins are very attractive, as high as 100% or more. Gaurav and Gautam decide to start their five-star hotel at Santacruz. Proximity to Airport and corporate offices attract many persons as well as corporate houses from Mumbai. Gautam and Gaurav feel that they can join hands and start their hotel. Their respective parents have agreed to give them a loan of rupees 50 crores each to start the business. It doesn't deter them that they do not have any experience and certainly none in the Hotel industry. They feel that enough expertise is available on hire with which they can start this business. Questions: - 1. Discuss the pros and cons of this business. 2. What are the stages of Venture development?	5 10	C04



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2023 to November 2023)			
Examination: End Semester Examination October 2023 (UG Programmes)			
Programme code:07		Class: TY	Semester: V
Programme: BBA(Hons)			
Name of the Constituent College: SKSC		Name of the Department -Business Studies	
Course Code: 131U07C502	Name of the Course: Entrepreneurship management and Business planning		
Duration: 2 Hrs.	Maximum Marks: 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable examples if necessary			

Que stio n No.		Max. Marks	CO Attained
Q.1. A	Write notes on: 1. Intrapreneur vs Entrepreneur 2. Social Entrepreneurs 3. Any three classification of entrepreneurs.	15	C02
	OR		
Q.1. B	Elaborate on female entrepreneurship and their low representation in the business world and discuss one success story of a women Entrepreneur.	15	C02
Q.2. A	Discuss different Sources of funding for any startup with special reference to crowd funding, angel investor and venture capitalist.	15	C03
	OR		
Q.2. B	Elaborate Changing trends in the startup eco system with reference to E - entrepreneurship & give two reasons for business failure.	15	C04
Q.3. A.	Enumerate the challenges faced by entrepreneur before starting the business and while the business is operational	15	C04
	OR		
Q.3. B.	Wow! Momo an entrepreneurial success venture founded by Sagar Daryani, born and brought in an ordinary middle-class family in Kolkata, India. In august 2008 Daryani started a business with a funding of 30,000 borrowed from his father, his partner Homagi used the garage of a relative. In this 200 sq ft room both started their kitchen with one table, two part-time chefs and a full-time helper. For further expansion in March 2015, they raised Rs. 100 million from Indian angel network and started targeting the young customers, students and working professionals. Further in October 2020, they raised Rs. 450 million Anicut Capital and also raised Rs. 1.25 billion in another round of equity funding. During the Covid-19 pandemic their business was hit but they joined hands with ITC, Nestle and P&G for promotion and with Swiggy for distribution. From a start-up to a niche player in Quick Service Restaurant (QSR) business in India, their entrepreneurial journey and the business model is a success. Elaborate on the qualities of a successful entrepreneur and their role of	15	C01



	innovation in Wow! Momo's success.		
Q.4	Solve the following	15	C03
	Prepare a business plan for setting a small-scale unit manufacturing Cosmetic products covering the Introductory Page, Industry Analysis, Description of Venture, Assessment of Risk, Production, Marketing, Financial and Organizational Plan.		



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (October 2023)

Examination: End Semester Examination October/November 2023 (UG Programmes)

Programme code: 07 Programme: BBA (H)		Class: TY BBA	Semester: V
Name of the Constituent College: S K Somaiya College		Name of the Department : Business Studies	
Course Code: 131U07E503	Name of the Course: Strategic Cost Management		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)			

Question No.		Max. Marks	Co Attainment																														
Q1 A	Prepare Cash budget for 3 months ending 30th June from following information. <table><tr><th>Month</th><th>Sales</th><th>Material</th><th>Wages</th><th>Overheads</th></tr><tr><td>February</td><td>1,40,000</td><td>96,000</td><td>30,000</td><td>17,000</td></tr><tr><td>March</td><td>1,50,000</td><td>90,000</td><td>30,000</td><td>19,000</td></tr><tr><td>April</td><td>1,60,000</td><td>92,000</td><td>32,000</td><td>20,000</td></tr><tr><td>May</td><td>1,70,000</td><td>1,00,000</td><td>36,000</td><td>22,000</td></tr><tr><td>June</td><td>1,80,000</td><td>1,04,000</td><td>40,000</td><td>23,000</td></tr></table> 10% sales are on cash, 50% of the credit sales are collected next month and the balance in the following month. - Creditors are paid as follows: for material 2 months, for wages $\frac{1}{4}$ month, for overheads $\frac{1}{2}$ month. - Cash and Bank balance on 1st April is expected to be ₹ 60,000. - Plant & Machinery will be installed in February at a cost of 9,60,000. The monthly instalments of ₹ 12,000 are payable from April onwards. - Dividend @5% on preference share capital ₹ 12,00,000 will be paid on 1st June. - Advance to be received for sale of vehicles ₹ 90,000 in June. - Dividend from investments amounting to ₹10,000 are expected to be received in June. - Income Tax paid in advance to be paid is ₹ 20,000 in the month of June. OR	Month	Sales	Material	Wages	Overheads	February	1,40,000	96,000	30,000	17,000	March	1,50,000	90,000	30,000	19,000	April	1,60,000	92,000	32,000	20,000	May	1,70,000	1,00,000	36,000	22,000	June	1,80,000	1,04,000	40,000	23,000	15	02
Month	Sales	Material	Wages	Overheads																													
February	1,40,000	96,000	30,000	17,000																													
March	1,50,000	90,000	30,000	19,000																													
April	1,60,000	92,000	32,000	20,000																													
May	1,70,000	1,00,000	36,000	22,000																													
June	1,80,000	1,04,000	40,000	23,000																													
Q1 B	Analyse key components and activities of supply chain management.	08	01																														
Q1 C	Describe risks associated with outsourcing	07	01																														



Q2 A	Following information has been obtained from the records of a manufacturing organisation using standard costing system. <table><tr><th>Particulars</th><th>Budgeted</th><th>Actual</th></tr><tr><td>Production (Units)</td><td>2,000</td><td>2,100</td></tr><tr><td>Standard Time per unit</td><td>10 hours</td><td>-</td></tr><tr><td>Fixed Overheads</td><td>10,000</td><td>12,000</td></tr><tr><td>Actual Hours Worked</td><td>-</td><td>22,000</td></tr></table> You are required to calculate. a. Fixed Overhead Cost Variance. b. Fixed Overhead Volume Variance. c. Fixed Overhead Efficiency Variance. d. Fixed Overhead Capacity Variance. e. Fixed Overhead Expenditure Variance. OR	Particulars	Budgeted	Actual	Production (Units)	2,000	2,100	Standard Time per unit	10 hours	-	Fixed Overheads	10,000	12,000	Actual Hours Worked	-	22,000	15	03					
Particulars	Budgeted	Actual																					
Production (Units)	2,000	2,100																					
Standard Time per unit	10 hours	-																					
Fixed Overheads	10,000	12,000																					
Actual Hours Worked	-	22,000																					
Q2 B	Standard Cost for one unit of product shows : Material 2Kg @2.5 per kg. Labour 2 hours ₹ 1per hour, The actuals which have emerged from business operations are as follows. Production 8,000 units. Material Consumed 16,500 Kgs costing ₹39,600. Labour 18000 hours @ 1.2 per hour. You are required to calculate appropriate Material and Labour Variances.	15	03																				
Q3 A	Crown Ltd makes three main products, using broadly the same production methods and equipment for each. A conventional product costing system is used at present, although an activity-based costing (ABC) system is being considered. Details of the three products for a typical period are : <table><tr><th></th><th>Labour hours per unit</th><th>Machine hours per unit</th><th>Material per unit</th><th>Production</th></tr><tr><td>Product A</td><td>1</td><td>3</td><td>40</td><td>375</td></tr><tr><td>Product B</td><td>3</td><td>2</td><td>24</td><td>625</td></tr><tr><td>Product C</td><td>2</td><td>6</td><td>50</td><td>3,500</td></tr></table>		Labour hours per unit	Machine hours per unit	Material per unit	Production	Product A	1	3	40	375	Product B	3	2	24	625	Product C	2	6	50	3,500	15	04
	Labour hours per unit	Machine hours per unit	Material per unit	Production																			
Product A	1	3	40	375																			
Product B	3	2	24	625																			
Product C	2	6	50	3,500																			

	Direct Labour cost per hour ₹ 6. The production overhead absorption rate based on machine hours for the period was ₹ 28. <table><tr><td>Costs relating to set-up</td><td>35%</td></tr><tr><td>Costs relating to machinery</td><td>20%</td></tr><tr><td>Costs relating to material handling</td><td>15%</td></tr><tr><td>Costs relating to inspection</td><td>30%</td></tr></table> <table><tr><td></td><td>Set Ups</td><td>Material Moves</td><td>Inspections</td></tr><tr><td>Product A</td><td>300</td><td>48</td><td>600</td></tr><tr><td>Product B</td><td>460</td><td>84</td><td>720</td></tr><tr><td>Product C</td><td>1920</td><td>348</td><td>2680</td></tr></table> Calculate Cost Per Unit of each product using traditional method based on Labour Hours and Activity Based Costing method. OR	Costs relating to set-up	35%	Costs relating to machinery	20%	Costs relating to material handling	15%	Costs relating to inspection	30%		Set Ups	Material Moves	Inspections	Product A	300	48	600	Product B	460	84	720	Product C	1920	348	2680		
Costs relating to set-up	35%																										
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Product A	300	48	600																								
Product B	460	84	720																								
Product C	1920	348	2680																								
Q3 B	Explain all steps in implementation of Total Quality Management.	15	04																								
Q4		15																									
Q4 A	Z Ltd. is in the process of establishing Activity Based Costing system. It had identify several activities and factors driving those activities you need to identify correct cost driver for the activities. <table><tr><td>Activity</td><td>Cost Driver</td></tr><tr><td>Material Ordering Cost</td><td>Machine Hours</td></tr><tr><td>Maintenance Cost</td><td>No of Inspections</td></tr><tr><td>Inspection Cost</td><td>No of Set ups</td></tr><tr><td>Machine Set up cost</td><td>Labour Hours</td></tr><tr><td>Assembly Cost</td><td>No of Purchase Orders</td></tr></table>	Activity	Cost Driver	Material Ordering Cost	Machine Hours	Maintenance Cost	No of Inspections	Inspection Cost	No of Set ups	Machine Set up cost	Labour Hours	Assembly Cost	No of Purchase Orders	05	04												
Activity	Cost Driver																										
Material Ordering Cost	Machine Hours																										
Maintenance Cost	No of Inspections																										
Inspection Cost	No of Set ups																										
Machine Set up cost	Labour Hours																										
Assembly Cost	No of Purchase Orders																										
Q4 B	Calculate Variable Overhead Variances with the following information. <table><tr><td>Particulars</td><td>Budgeted</td><td>Actual</td></tr><tr><td>Production in Units</td><td>400</td><td>360</td></tr><tr><td>Man-hours to produce above</td><td>8,000</td><td>7,000</td></tr><tr><td>Variable Overheads</td><td>10,000</td><td>9,150</td></tr></table> Standard time to produce one unit of the product is 20 hours	Particulars	Budgeted	Actual	Production in Units	400	360	Man-hours to produce above	8,000	7,000	Variable Overheads	10,000	9,150	05	03												
Particulars	Budgeted	Actual																									
Production in Units	400	360																									
Man-hours to produce above	8,000	7,000																									
Variable Overheads	10,000	9,150																									



Q4 C	With following details you are required to prepare Purchase Budget for Raw Material A, B and C. It has two products RB & RD. Production details shows RB – 81,250 units and RD – 51,250 units.			05	02
	Material	Material Used in Production (in Kgs)		Opening Inventory	Closing Inventory
		RB	RD		
	A	5	5	40,000	45,000
	B	2.5	3	36,250	40,000
	C	0	1	7,500	8,750



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (October 2023)

Examination: End Semester Examination October/November 2023 (UG Programmes)

Programme code: 07

Class: TY

Semester: V

Programme: BBA (H)

BBA

Name of the Constituent College: S K Somaiya College

Name of the Department : Business Studies

Course Code: 131U07E503

Name of the Course: Strategic Cost Management

Duration : 2 Hrs.

Maximum Marks : 60

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

Question No.		Max. Marks	Co Attainment																														
Q1 A	XYZ ltd is producing two products X & Y for the year 2023-24. The policy of company is to maintain closing stock of finished products at 25% of the anticipated volume of sales of succeeding month. The following are the estimated data for the 2 products. <table border="1"><thead><tr><th></th><th>Product X</th><th>Product Y</th></tr></thead><tbody><tr><td>Budgeted Production (units)</td><td>2,00,000</td><td>1,50,000</td></tr><tr><td>Direct Material (Per Unit)</td><td>220</td><td>280</td></tr><tr><td>Direct Labour (Per Unit)</td><td>130</td><td>120</td></tr><tr><td>Direct Manufacturing Exp</td><td>4,00,000</td><td>5,00,000</td></tr></tbody></table> Estimated sales of both products in the first four months is given below. <table border="1"><thead><tr><th></th><th>April</th><th>May</th><th>June</th><th>July</th></tr></thead><tbody><tr><td>X</td><td>8,000</td><td>10,000</td><td>12,000</td><td>16,000</td></tr><tr><td>Y</td><td>6,000</td><td>8,000</td><td>9,000</td><td>14,000</td></tr></tbody></table> You are required to prepare a Production Budget and Production Cost Budget for the first quarter of the year. OR		Product X	Product Y	Budgeted Production (units)	2,00,000	1,50,000	Direct Material (Per Unit)	220	280	Direct Labour (Per Unit)	130	120	Direct Manufacturing Exp	4,00,000	5,00,000		April	May	June	July	X	8,000	10,000	12,000	16,000	Y	6,000	8,000	9,000	14,000	15	02
	Product X	Product Y																															
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	April	May	June	July																													
X	8,000	10,000	12,000	16,000																													
Y	6,000	8,000	9,000	14,000																													
Q1 B	Explain limitations of Traditional Cost Management.	08	01																														
Q1 C	Describe theory of constraints.	07	01																														
Q2 A	A manufacturing company uses following standard mix of materials in one batch for production of 100 kgs of its product. 50 Kgs of material X at a standard price of ₹2. 30 Kgs of material Y at a standard price of ₹3. 20 Kgs of material Z at a standard price of ₹4.	15	03																														



	The actual mix for a batch producing 100 Kgs of the product is as follows. 60 Kgs of material X at a standard price of ₹3. 40 Kgs of material X at a standard price of ₹2.50. 10 Kgs of material X at a standard price of ₹3. Calculate all material variances. OR																									
Q2 B	Following information has been obtained from the records of a manufacturing organisation using standard costing system. <table border="1"><thead><tr><th>Particulars</th><th>Standard</th><th>Actual</th></tr></thead><tbody><tr><td>Production (Units)</td><td>4,000</td><td>3,800</td></tr><tr><td>Working Days</td><td>20</td><td>21</td></tr><tr><td>Fixed Overheads</td><td>40,000</td><td>39,000</td></tr></tbody></table> You are required to calculate. a. Fixed Overhead Cost Variance. b. Fixed Overhead Volume Variance. c. Fixed Overhead Efficiency Variance. d. Fixed Overhead Capacity Variance. e. Fixed Overhead Expenditure Variance. f. Fixed Overhead Calander Variance	Particulars	Standard	Actual	Production (Units)	4,000	3,800	Working Days	20	21	Fixed Overheads	40,000	39,000	15	03											
Particulars	Standard	Actual																								
Production (Units)	4,000	3,800																								
Working Days	20	21																								
Fixed Overheads	40,000	39,000																								
Q3 A	A Company manufacturing two products furnishes following data for a year. <table border="1"><thead><tr><th>Product Type</th><th>Actual Output Units</th><th>Total Machine Hours</th><th>Total Number of Set-ups</th><th>Total Number of Purchase Orders</th></tr></thead><tbody><tr><td>Product A</td><td>5000</td><td>20000</td><td>20</td><td>160</td></tr><tr><td>Product B</td><td>60000</td><td>120000</td><td>44</td><td>384</td></tr></tbody></table> Overheads are as under <table border="1"><thead><tr><th>Particulars</th><th>Amount in Rupees</th></tr></thead><tbody><tr><td>Machining Costs</td><td>550000</td></tr><tr><td>Set-up related costs</td><td>820000</td></tr><tr><td>Purchase related costs</td><td>618000</td></tr></tbody></table> You are required to calculate the overhead cost per unit of each product A & B based on Activity Based Costing Method and Traditional Costing Method based on machine hours. OR	Product Type	Actual Output Units	Total Machine Hours	Total Number of Set-ups	Total Number of Purchase Orders	Product A	5000	20000	20	160	Product B	60000	120000	44	384	Particulars	Amount in Rupees	Machining Costs	550000	Set-up related costs	820000	Purchase related costs	618000	15	04
Product Type	Actual Output Units	Total Machine Hours	Total Number of Set-ups	Total Number of Purchase Orders																						
Product A	5000	20000	20	160																						
Product B	60000	120000	44	384																						
Particulars	Amount in Rupees																									
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Purchase related costs	618000																									

Q3 B	Explain key principles of Total Quality Management.	08	04												
Q3 C	Describe Six C's in successful implementation of Total Quality Management.	07	04												
Q4	Answer Following	15													
Q4 A	Adani Infra Ltd. is contemplating to implement ABC in its operations. The experts have reviewed companies operations and have identified following crucial tasks and cost drivers. You are required to associate correct cost driver to the given activity. Activities : Material Handling Costs, Machining Costs, Quality Assurance Cost, Machine Set up costs, Delivery Cost, Cost Drivers : No of Deliveries, No of Quality Inspections, No of setups, No of Material Movements, Machine Hours.	05	04												
Q4 B	X Ltd provided following information. 50 labour hours are needed for producing 10 units of product Z. Labour cost for 10 units is estimated at ₹ 500. The actual production is 15000 units of the product. Labour is paid at ₹ 12 per hour costing ₹ 90,000/-. You are required to Calculate Labor Cost and Labour Rate Variance.	05	03												
Q4 C	JCL manufacturing company produces 2 products RB and RD its details are available as follows: <table border="1" data-bbox="346 1263 1000 1488"> <thead> <tr> <th>Product</th><th>Projected Sales</th><th>Opening Stock</th><th>Closing Stock</th></tr> </thead> <tbody> <tr> <td>RB</td><td>75,000</td><td>25,000</td><td>31,250</td></tr> <tr> <td>RD</td><td>50,000</td><td>10,000</td><td>11,250</td></tr> </tbody> </table> You are required to prepare Production Budget in units.	Product	Projected Sales	Opening Stock	Closing Stock	RB	75,000	25,000	31,250	RD	50,000	10,000	11,250	05	02
Product	Projected Sales	Opening Stock	Closing Stock												
RB	75,000	25,000	31,250												
RD	50,000	10,000	11,250												

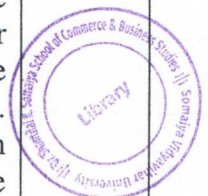




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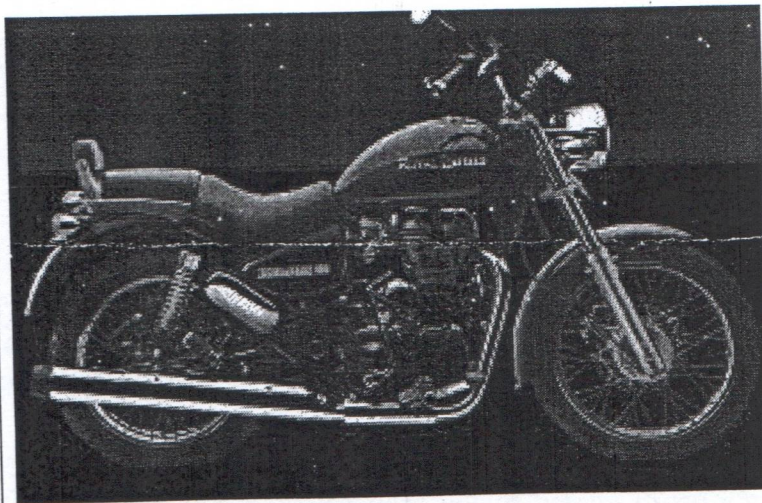
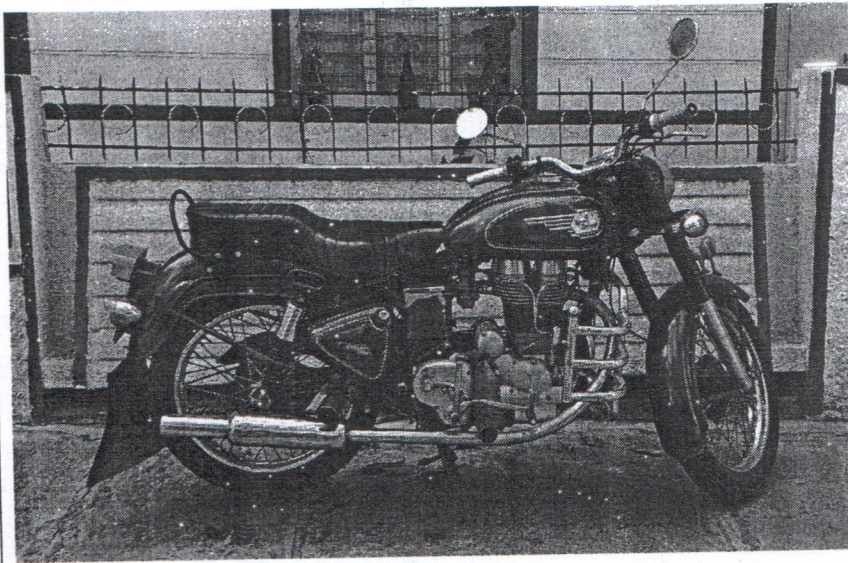
Semester (July 2023 to November 2023)			
Examination: End Semester Examination October 2023 (UG Programmes)			
Programme code: 07		Class:	Semester: V
Programme: BBA(H)		TY	
Name of the Constituent College: S K Somaiya college		Name of the Department Business studies	
Course Code: 131U07N503	Name of the Course: Marketing 4.0		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)			

Question No.		Max. Marks	CO Attainment
Q.1. A	Elaborate on the use of Tools of digital marketing with examples	15	04
	OR		
Q.1. B	Draw consumer brand pyramid of your choice of category and also explain the changing consumer trends (behavior)	15	
Q.2. A	Create a brand by making use of 21 steps of brand building	15	02
	OR		
Q.2. B	Differentiate between Conventional and modern distribution with example Advantages and disadvantages	15	
Q.3. A.	Study the impact of Pricing strategies on consumers with example	15	03
	OR		
Q.3. B.	Differentiate between experiential marketing, native marketing, permission marketing with examples and how these impact you as consumers	15	
Q.4	Solve the following case study(scenario based) (for 7 and 8 marks each)	15	
	Royal Enfield motorcycle brand. Since the brand was introduced in the Indian market during the mid-nineteenth century, it was highly preferred by rural customers and the government departments like the police and the armed forces. During the late nineties, sales of the brand declined due to a number of factors like poor quality, lack of a proper sales and service network, and weakening of the brand image. The company's top management decided to sell or close its two wheeler segment as it was becoming a drag on the company's performance. However, Siddhartha Lal (Siddhartha), a young member of the Lal family which controlled the Eicher Group, opined that the fortunes of the brand could be reversed. The company's board agreed to the proposal of Siddhartha and made him the CEO of the two wheeler segment. Siddhartha took a number of initiatives to revive the fortunes of the brand. A new light weight engine made of Aluminum was developed to replace the Royal Enfield motorcycles' old cast iron engines. New engines had higher fuel efficiency and longer life than the older engines. Royal Enfield took the help of an Austrian design firm called AVL to design the new engines. Changes were also made to make the motorcycles look contemporary. In order to improve the quality of motorcycles, the management made the		01



quality standards for its component suppliers stringent. A new cruiser model called Thunderbird was introduced in the year 2002 to attract new younger customers. Enhanced quality and new models improved the sales by the year 2005. Within a short period of initiating quality enhancement measures, the warranty claims went down.

Even though the prices of Royal Enfield were higher than that of the low powered Japanese motorcycle brands sold in India, they were cheaper than the major global brands. And in order to keep the motorcycles affordable in the price conscious Indian market, the company did not revise its prices even after the prospects of the brand started to improve.



A. Based on the above info, your interaction and awareness about the brand explain its repositioning reason and strategy

B. Build a two wheeler brand using the following branding concepts: brand story, human brand, brand philosophy and brand image



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VIDYAVIHAR UNIVERSITY

Semester (July 2023 to November 2023)

Examination: End Semester Examination October 2023 (UG Programmes)

Programme code: 07

Programme: BBA (Hons)

Class: TY

Semester: V

Name of the Constituent College: SKSC

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. Jane wants to understand the process of Performance management so that she can implement the same effectively in her organisation. Explain it to her with suitable examples.	15	CO1
	OR		
Q.1. B	The Top management of the company wants to link Performance management to the other HR functions so that they can improve the productivity and in turn increase the revenue. Explain the same in detail.	15	CO1 CO2
Q.2. A	Mr. Joe wants to set the performance criteria for his department employees. Advise him on the same and also explain the relevance of performance benchmarking in performance planning.	15	CO3 CO5
	OR		
Q.2. B	The HR manager needs to convince the Top management to invest in technology driven software for performance management. In his context he needs to explain the evolution of Performance management system in digital era with suitable examples. Describe the same.	15	CO2
Q.3. A.	Mr. Tom wants to understand the Purpose and challenges of Team performance management. Explain the same with suitable examples.	15	CO4
	OR		
Q.3. B.	The HR manager Mr. Sam wants to implement Career Development program in his organisation. Explain the role of employer and employee in career development to him with suitable examples.	15	CO6 CO7
Q.4	Case Study	15	CO6 CO7
	Julia is a manager at a software development company. She has a team of 10 software engineers, and she's responsible for their career development. Julia wants to understand how the bell curve performance appraisal model can be applied to help her team members grow in their careers. The bell curve is a performance appraisal model that categorizes employees' performance into three segments: top performers, average performers, and low performers. It is used to assess and differentiate employee contributions		



	and often influences decisions related to promotions, raises, and career development.		
	Questions:		
	1. How can Julia apply the bell curve model to career development within her software engineering team?	5	
	2. What additional strategies can Julia implement to support career development beyond the bell curve model?	5	
	3. What challenges might Julia encounter when implementing the bell curve model for career development?	5	