SOMAIYA
VIDYAVIHAR UNIVERSITY
Dr. Shantilal K. Somaiya School of Commerce and Business Studies

QUESTION PAPERS

BRANCH: Bachelor of Business Administration (Hons.)	SEM: VI
	MAR/APR-2024

Sr. No.	Subject	Available
1.	131U07E60 – E Commerce & Digital Marketing (A), (B)	
2.	131U07P503 – Marketing 4.0 (A), (B)	
3.	131U07C601 – Corporate Etiquette & Image Management (A), (B)	
4.	131U07K602 – Enrichment Course: German	
5.	131U07N602 – Event Marketing (A)	
6.	131U06E602 – Advance Financial Account	
7.	131U07E605 – Global HRM & Workforce Diversity	
8.	131U07E606 – Stress Management (A), (B)	
9.	131U07N602 - Event Management (B)	
10.	BIDM (A), (B)	

11. 131U07E604 - Indirect Tax

LIBRARY
Library

BBA - VI
E-Com.

SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2023 to April 2024) Examination: End Semester Examination March/April 2024 (UG Programmes)		
Programme code: 07 Programme: BBA(HONS.)	Class: TY	Semester: VI
Name of the Constituent College: S.K.Somaiya College	Name of the Department : Business Studies	
Course Code: 131U07E60	Name of the Course: E-Commerce & Digital Marketing	
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.	Define Electronic Data Interchange (EDI). Explain its benefits with reference to banking sector?	08	CO1
B.	Explain in brief factors promoting E-Commerce with reference to Flip cart?	07	CO1
	OR		
Q.1. C.	Explain in detail the role of E-Commerce in education sector with reference to any Institution?	08	CO1
D.	Define Website. Explain its components with examples?	07	CO2
Q.2. A.	"How do privacy concerns impact the effectiveness of targeted online advertising compared to traditional print advertising methods? Provide an example of how a company might navigate these challenges to maintain consumer trust and engagement in their online advertising campaigns."	08	CO2
B.	Explain in details emergence of Mobile Commerce with reference to Indian Railways E-ticketing system?	07	CO2
	OR		
Q.2. C.	Explain in details security issues on Electronic Payment System with reference to any Unified Payments Interface (UPI)?	08	CO3
D.	"How do credit cards and debit cards differ in terms of their impact on personal finances and spending habits? Provide an example scenario illustrating when it might be more beneficial to use a credit card over a debit card, considering factors such as rewards, financial responsibility, and budget management."	07	CO3
Q.3. A.	"How does an electronic purse, such as PayPal, enhance the efficiency and security of online transactions compared to traditional payment methods like cash or cheque?	08	CO3
B.	"In what ways do blog marketing and vlog marketing differ in their approaches to content creation, audience engagement, and brand promotion? Provide an example scenario where a company might choose between utilizing a blog or a vlog to achieve specific marketing objectives.	07	CO4
	OR		
Q.3. C.	Describe effective strategies for increasing brand traffic to a website.	08	CO4

Shri. Shantilal K. Somaiya School of Commerce & Business Studies
Library

	Provide an example of a successful brand traffic generation campaign, detailing the tactics employed and the measurable impact on website traffic and brand visibility."		
D.	Explain the process of promoting a college fest event on the internet, highlighting key digital marketing strategies and platforms utilized for maximizing reach and engagement.	07	CO4
Q.4	**Solve the following Case Study**	15	CO3 &4

Tata Cliq is an Indian e-commerce company owned by Tata Group, one of India's largest conglomerates. The company was launched in 2016 and offers a wide range of products and services to customers, including fashion, electronics, home appliances, and luxury goods, among others. Tata Cliq operates through a hybrid model, which includes both an online platform and physical stores. The company offers a range of features and services to its customers, including 10-day return policy, same-day delivery in select cities, and the ability to buy online and pick up in-store.

In addition to its e-commerce offerings, Tata Cliq also offers a luxury e-commerce platform called Tata Cliq Luxury, which offers a range of high-end fashion and luxury goods from both Indian and international brands.

Tata Cliq has been able to differentiate itself from other e-commerce platforms through its focus on quality products, reliable delivery, and excellent customer service. The company has also made significant investments in technology, including the use of artificial intelligence and machine learning to improve the customer experience. But Some of the problems faced by Tata Cliq include:

1. Limited market share: Despite being owned by Tata Group, which is one of India's largest conglomerates, Tata Cliq has struggled to gain a significant market share in the highly competitive Indian e-commerce industry. This is due to the strong presence of other e-commerce platforms like Amazon and Flipkart.
2. Limited brand awareness: Tata Cliq is a relatively new player in the Indian e-commerce industry and lacks the brand awareness and trust that other established players like

	Amazon and Flipkart have. 3. Delivery issues: Tata Cliq has faced delivery issues in the past, including delayed deliveries and delivery to the wrong address, which has led to customer dissatisfaction. Overall, Tata Cliq is a major player in the Indian e-commerce industry, offering a range of products and services to customers across the country. The company's focus on quality, innovation, and customer service has helped it to establish itself as a leading e-commerce platform in India. **Questions** 1.Suggest the possible solutions to the company for the challenges faced by it? 2.Summarize the strategies adopted by Tata Cliq which help it to differentiate itself from other e-commerce platforms? 3.Define web analytics. Explain how it is helpful?		

Dr. Vishwanath K. Karad MIT World Peace University | Sumitra Ravindra Karad Institute of Management Studies | Library

SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2023 to April 2024) **Examination: End Semester Examination March/April 2024 (UG Programmes)**		
Programme code: 07 **Programme: BBA(HONS.)**	**Class: TY**	**Semester: VI**
Name of the Constituent College: S.K.Somaiya College	**Name of the Department : Business Studies**	
Course Code: 131U07E60	**Name of the Course: E-Commerce & Digital Marketing**	
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.	As the manager of a medium-sized manufacturing company considering the adoption of Electronic Data Interchange (EDI) to replace traditional paper-based methods for order processing and invoicing, outline the potential benefits of EDI implementation for your company's operations and describe how it could enhance business processes and overall efficiency.	08	CO1
B.	Justify how supply chain management is helpful in E-Commerce with reference to Porter.	07	CO1
	OR		
Q.1. C.	Identify and briefly discuss the key factors hindering the growth of E-Commerce, particularly in the context of D-Mart's operations.	08	CO1
D.	Describe the E-Commerce strategy employed by McDonald's, highlighting its key components and how they contribute to the company's digital presence and online sales.	07	CO2
Q.2. A.	How is the increasing popularity of conducting business through mobile apps justified? Use Book My Show as an example to illustrate this trend.	08	CO2
B.	Justify the statement Emergence of the internet as competitive advertising media and its impact on traditional advertising?	07	C02
	OR		
Q.2. C.	Explain in brief credit card and its payment process with reference to any bank?	08	CO3
D.	Define Biometrics. Explain different types of Biometrics with necessary example?	07	CO3
Q.3. A.	Define Cash on delivery (COD). Justify COD as a payment mechanism with reference to Domino's?	08	CO3
B.	Summarize in brief merits & demerits of Digital Marketing with reference to any one of the FMCG product?	07	C04
	OR		
Q.3. C.	Distinguish between Search Engine Optimization (SEO) and Search Engine Marketing (SEM).	08	CO4

Library

D.	Define Affiliate Marketing. Explain different types of affiliate marketing? Provide examples to illustrate how fashion brands leverage these affiliate marketing strategies to increase brand awareness and drive sales.	07	CO4
Q.4	**Solve the following Case Study**	15	CO3&4
	Amazon is an American multinational e-commerce company founded in 1994 by Jeff Bezos. The company is headquartered in Seattle, Washington and offers a wide range of products and services to customers globally, including electronics, fashion, home appliances, groceries, and cloud computing services through Amazon Web Services (AWS).It is one of the largest e-commerce platforms in the world, with a presence in over 190 countries. The company operates through multiple subsidiaries, including Amazon Prime, Whole Foods Market. Amazon has been able to differentiate itself from other e-commerce companies through its focus on customer service and innovation. The company is known for its fast and reliable delivery, competitive prices, and excellent customer support. Amazon also offers a range of features and services to its customers, including Amazon Prime, which provides free and fast delivery, streaming of movies and TV shows, and exclusive discounts. In addition to its e-commerce offerings, Amazon is also a major player in the cloud computing industry, offering services through AWS. AWS provides a range of cloud-based services, including compute power, storage, and databases, among others. AWS is widely used by businesses and organizations globally and has helped to establish Amazon as a major player in the technology industry. Amazon has faced a number of challenges over the years, including high competition and market saturation problem faced by it, the e-commerce industry is highly competitive, with a number of other large players such as Walmart and Alibaba from other e-commerce platforms. Another challenge faced by Amazon was Counterfeit products which can lead to loss of revenue and damage to the company's reputation. Amazon has also faced criticism for labour issues such as low pay, poor working conditions, and lack of job		

	security. Another issue was of privacy and data security concerns as an online platform that collects large amounts of customer data, Amazon faces the risk of data breaches and privacy concerns. In summary, Amazon is a major player in the e-commerce industry, offering a wide range of products and services to customers globally even after facing some of the challenges and it is trying to find solutions in innovative manner . The company's focus on innovation, customer service, and new product offerings has helped it to maintain its position as one of the most successful and profitable companies in the world. **Questions** 1.Summarize the above case and give the best possible innovative solution for the challenges faced by Amazon with respect to labor issues and privacy and data security? 2.Explain the innovative strategies adopted by Amazon to capture the Indian market? 3. Explain security issues in electronic payment system.		

BBA(H)-VI
MKT-4.0

SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2023 to March 2024) Examination: End Semester Examination April 2024 (UG Programmes)		
Programme code: 07 Programme: BBA Hons	Class: TY	Semester: VI
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U07P503	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
Q.1. A	Elaborate on Internet Marketing.	15	1,3
	OR		
Q.1. B	Explain Social media marketing campaigns with an Example.	15	1,3
Q.2. A	Outline Service marketing and its characteristics.	15	3
	OR		
Q.2. B	Explain the Service marketing triangle.	15	3
Q.3. A.	Name the various categories of E-commerce.	15	4
	OR		
Q.3. B.	Evaluate the impact of E-commerce on business.	15	4
Q.4	Solve the following Case Study	15	2
	Even the Indian Premier League club couldn't avoid the digital world. Kolkata Knight Riders (KKR) is a Twenty20 cricket franchise that represents Kolkata in the Indian Premier League (IPL). It is co-owned by Shahrukh Khan, a well-known Bollywood actor. Due to its digital marketing efforts, the KKR squad has the highest level of engagement with its fans and followers. During the early days, KKR showed a keen interest in gaining internet followers and worked on a number of objectives, including how to increase KKR brand awareness without mentioning Shahrukh Khan, how to stay tuned and connected with fans, and how to keep them up to date with the updates and latest news. To increase fan interaction, they initially chose to launch "Inside KKR," a video blog dedicated just to KKR supporters, where fans can readily access news and their favourite players. Second, they had a website blog as well as an official mobile app that kept supporters involved and informed about the team's current happenings. They devoted special attention to social media channels, and KKR's digital marketing team even hosted a live screen Facebook discussion in Facebook's Hyderabad headquarters.		

Library

	KKR players held Twitter chats with their supporters and ran a unique "Cheer for KKR" campaign. This is for when any sports team adopts a digital strategy. The campaign's outcomes include: ● KKR is the most active IPL team on Twitter. ● With over 466K Instagram followers, KKR has become the most followed IPL team. ● KKR's Facebook page had more than 15 million likes during the season, the most of any IPL franchise. Questions:		
Q.4.A	Illustrate on digital marketing and how it benefited KKR.		

SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2023 to March 2024) Examination: End Semester Examination April 2024 (UG Programmes)		
Programme code: 07 Programme: BBA Hons	Class: TY	Semester: VI
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U07P503	Name of the Course: Marketing 4.0	
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	Extend on the Retail marketing trends.	15	1
	OR		
Q.1. B	Compare Marketing offcycle and Marketing online.	15	1
Q.2. A	Demonstrate the SERVQUAL model and its applications.	15	3
	OR		
Q.2. B	Elaborate on the international strategies of Service marketing.	15	3
Q.3. A.	Extend on Bricks and clicks model and its advantages and disadvantages.	15	2
	OR		
Q.3. B.	Elaborate on E-commerce, its features and revenue model.	15	2
Q.4	Solve the following Case Study	15	4
	The marketing mix meaning is simple. It is about placing the right product or a combination thereof in the place, at the right time, and at the right cost. The difficult aspect is doing this well, as you need to know every aspect of your business strategy. An industry made up of businesses that primarily earn income through giving intangible products and services.Service industry companies take part in retail store, transportation, distribution, food services, as well as other service-dominated businesses Marketing by service industries are yet to gain momentum, especially when it comes to marketing by private sector commercial banks. In India, the liberalization of the financial sector has impelled all the players to redefine what business they are in and strategically think how to stay ahead in the existing business. Marketing orientation of banks is imperative for survival and success.Marketing of financial services by banks is under active and extensive discussion among academicians and bank personnel. In banking industry all attributes are very pertinent and imperative to customers as possessions are very risky and customer concern is very much. The most important research in to service quality is strongly customer oriented. Questions:		
Q.4.A	Elaborate on the Service Marketing mix of Axis bank.		

SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2023 to March 2024) Examination: End Semester Examination April 2024 (UG Programmes)		
Programme code: 07 Programme: BBA Hons	Class: TY	Semester: VI
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U07C601	Name of the Course: Corporate Etiquette and Image 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	Enlist the Reasons contributing towards Gender Inequality at the workplace.	15	1
	OR		
Q.1. B	Elaborate upon Social dynamics in the modern workplace with the example of your internship Experience.	15	1
Q.2. A	Explain the basics of constructing a consistent self-image with highlighting upon the various hazards of Negative Self image.	15	2
	OR		
Q.2. B	Elaborate upon How to Foster Multiculturalism in the Workplace and Illustrate the Importance of Multicultural workforce.	15	2
Q.3. A.	During India's freedom struggle, several iconic leaders strategically constructed their images and maintained consistency across various platforms to mobilize support, inspire the masses, and advance the cause of independence. Give any three examples of Heroes from the Indian Freedom Struggle to support the above statement.	15	3
	OR		
Q.3. B.	Elaborate upon Seven Steps to Creating a Personal Brand with an Indian Example of Your Choice by highlighting each step separately for example as well.	15	3
Q.4	With the thorough knowledge upon Corporate Etiquette and Image Management, Construct a Corporate Image Checklist for "Sugriv from Ramayan" on following points: *(Explain each point for 1 mark validity)* 1. Identity and Values 2. Leadership and Influence 3. Achievements and Contributions 4. Character Strengths 5. Resilience and Overcoming Challenges	15	4

Library

	6. Innovation and Creativity 7. Communication and Influence 8. Impact and Legacy 9. Adaptability and Flexibility 10. Empathy and Compassion 11. Authenticity and Integrity 12. Community Engagement and Service 13. Vision and Strategic Thinking 14. Collaboration and Teamwork 15. Learning and Growth		

SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2023 to March 2024) Examination: End Semester Examination April 2024 (UG Programmes)		
Programme code: 07 Programme: BBA Hons	Class: TY	Semester: VI
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U07C601	Name of the Course: Corporate Etiquette and Image 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	Elicit upon workforce diversity with highlighting concerns on Etiquette Towards Workforce Diversity.	15	1
	OR		
Q.1. B	Elaborate upon Code and Etiquette for Social Situations in Professional Lives with an example of your Internship Experience.	15	1
Q.2. A	The importance of image in the workplace significantly influences how individuals are perceived, their professional success, and the overall culture of the organization. Justify the statement with valid points to support the case.	15	2
	OR		
Q.2. B	With the help of R.I.S.E. Framework, help Janaki to Learn how to effectively function as part of a multicultural workplace and team.	15	2
Q.3. A.	Sudha Murty was awarded the Padma Shri, the fourth highest civilian award in India, for social work by the Government of India in 2006. Later in 2023, she was awarded the Padma Bhushan, the third highest civilian award in India. She is seeking your help to Learn the Construction of an Image and Its Consistency Across Platforms.	15	3
	OR		
Q.3. B.	Enumerate upon 12 archetypes of the Alpha generation and how to use them strategically in personal branding with the help of Grid.	15	3
Q.4	With the thorough knowledge upon Corporate Etiquette and Image Management, Construct a Corporate Image Checklist for "Purushottam Lakshman Deshpande" on following points: *(Explain each point for 1 mark validity)* 1. Identity and Values 2. Leadership and Influence	15	4

	3. Achievements and Contributions 4. Character Strengths 5. Resilience and Overcoming Challenges 6. Innovation and Creativity 7. Communication and Influence 8. Impact and Legacy 9. Adaptability and Flexibility 10. Empathy and Compassion 11. Authenticity and Integrity 12. Community Engagement and Service 13. Vision and Strategic Thinking 14. Collaboration and Teamwork 15. Learning and Growth		

SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2023 to March 2024) Examination: End Semester Examination March 2024 (UG Programmes)		
Programme code: 07 Programme: BBA Hons	Class: TY	Semester: VI
Name of the Constituent College: SK Somaiya College	Name of the Department Business Studies	
Course Code: 131U07K602	Name of the Course: Enrichment Course - German	
Duration: 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Q1 Q2 and Q3 have options 2) Q4 is compulsory		

Question No.		Max. Marks	CO
Q.1.A	**Sie gehen in ein Kaufhaus für Elektronik und Technik. Lesen Sie die Aufgaben 1–5 und die Infotafel. In welches Stockwerk (a, b oder c) gehen Sie? Kreuzen Sie an.**	10	CO3

6. Stock TV – Video – Hifi – Lautsprecher – Kameras – Objektive – Kundenservice – Reklamationen – Reparaturservice

5. Stock Videospiele – CDs und CD-Player – Kopfhörer und Headsets – E-Book-Reader – Batterien

4. Stock Handy – Tablets – Zubehör – Geschenkeservice

3. Stock Schöner Wohnen – Dekoration – Lichter-Paradies: Lampen & LED – Café – Kunden-Toilette

2. Stock Haushaltsgeräte – Küchengeräte – Kaffeemaschinen und Zubehör – Spülmaschinen – Waschmaschinen – Trockner – Staubsauger

1. Stock Sport und Fitnessgeräte – Laufbänder – E-Bikes

EG Smart wohnen – Türöffner – Roboter – Sprachassistenten – Alarmanlagen

UG Computerwelt – Bildschirme – Zubehör – Drucker – USB-Sticks – Adapter und Kabel – Powerbanks – Steh-Sitz-Tische

0. Sie haben Rückenschmerzen und suchen nach einem gesünderen Schreibtisch.
   - [a] 1. Stock
   - [X] Untergeschoss
   - [c] anderes Stockwerk

1. Ihr Ladegerät für das Handy ist kaputt und Sie möchten es umtauschen.
   - [a] 4. Stock
   - [b] Untergeschoss
   - [c] anderes Stockwerk

2. Eine Freundin liest gern. Sie suchen für Sie ein passendes Geschenk.
   - [a] 6. Stock
   - [b] 4. Stock
   - [c] anderes Stockwerk

3. Sie möchten Ihre Wohnung vor Einbrüchen schützen.
   - [a] Erdgeschoss
   - [b] 3. Stock
   - [c] anderes Stockwerk

4. Sie schenken Ihrem Neffen eine Kamera und möchten sie verpacken lassen.
   - [a] 6. Stock
   - [b] 4. Stock
   - [c] anderes Stockwerk

5. Sie sind müde und möchten einen Kaffee trinken.
   - [a] 3. Stock
   - [b] 2. Stock
   - [c] anderes Stockwerk

Library

Q.1.B	**Wozu machen die Leute das? Suchen Sie für jeden Satz eine passende Fortsetzung. Schreiben Sie Sätze mit *um … zu*.** frische Ware bekommen | mehr Bewegung haben | nicht im Stau stehen | Verpackungen vermeiden | Wasser sparen 1. Zeynab duscht oft und badet nur selten, _____ 2. Shalini fährt nicht mit dem Aufzug, _____ 3. Ben kauft Gemüse direkt beim Bauern, _____ 4. Nico bestellt nicht oft im Internet, _____ 5. Viorica fährt mit dem Fahrrad zur Arbeit, _____	5	CO4
	OR		
Q.1.C	**Eine Wochenendreise planen. Ergänzen Sie das passende Verb. Achten Sie auf den Infinitiv: mit oder ohne *zu*?** ausschlafen | besichtigen | ~~besuchen~~ | buchen | essen | kaufen | machen *1. Ich habe keine Lust, das neue Kunstmuseum* zu besuchen. *2. Ich möchte einen Bummel durchs Zentrum* _____ *3. Die Geschäfte sehen toll aus! Da bekommt man richtig Lust, was Schönes* _____ *4. Ist es schwer, für fünf Leute jetzt noch ein Hotelzimmer* _____ *5. Wir haben doch keine Zeit, so viele Sehenswürdigkeiten* _____ *6. Ich will keinen Stress, ich möchte am Morgen richtig* _____ *7. Ich will unbedingt in einem typischen Restaurant gut* _____	10	CO1
Q.1.D	**Was kann man sagen? Kreuzen Sie das passende Wort an.** 1. Studien zeigen, dass man jährlich 18 Millionen Tonnen Lebensmittel ☐ weglegt ☐ wegwirft ☐ vermeidet. 2. Ein Start-up will gegen diese Verschwendung ☐ kämpfen ☐ entscheiden ☐ eröffnen. 3. Waren, die einen kleinen Fehler haben, sind auch online ☐ möglich ☐ nützlich ☐ erhältlich. 4. Das Start-up ReCup möchte etwas gegen den Müllberg ☐ vermeiden ☐ sparen ☐ tun. 5. Kunden von Cafés und Bäckereien können Kaffeebecher ☐ bestellen ☐ leihen ☐ spülen. 6. Wenn Sie diese zurückbringen, ☐ bekommen ☐ bestehen ☐ finden sie ihr Pfand zurück.	5	CO4
Q.2.A	***weil/da* oder *obwohl*? Was passt? Unterstreichen Sie.** 0. Wir haben draußen übernachtet, obwohl / da es geregnet hat. 1. Marcela konnte nicht zu Hause anrufen, obwohl / weil ihr Handy keinen Empfang hatte. 2. Louis ärgert sich, obwohl / weil er den Insektenschutz vergessen hat. 3. Obwohl / Da Karen und Cecilia lieber Strandurlaub machen, machen sie im Sommer Urlaub auf einem Bauernhof. 4. Herr Borg ist genervt, obwohl / da er sich im Urlaub erkältet hat. 5. Jannis hat ein Feuer gemacht, obwohl / weil das im Gebirge verboten ist.	5	CO1

Q.2.B — 10 — CO1

Was ist besser für die Umwelt

Im Alltag kann man viel für die Umwelt tun, wenn man die richtige Wahl trifft. Wir haben einige Ökobilanzen verglichen.

Baden – Duschen

Sie liegen gern in der Badewanne? Bei einer Duschzeit von 5 Minuten verbraucht man circa 50 Liter Wasser. Fürs Baden brauchen Sie viel mehr Wasser – circa 150 Liter. Dazu kommt die Energie, die nötig ist, um das Wasser warm zu machen. Mit der Energie, die man für ein heißes Bad braucht, könnte man 120 Stunden fernsehen. Duschen Sie also lieber! Das ist viel umweltfreundlicher als Baden.

Plastiktüte – Papiertüte

Hier gibt es keinen klaren Gewinner. Plastiktüten stellt man oft aus Erdöl her. Papiertüten behandelt man mit Chemikalien, damit sie nicht reißen. Eine Stofftasche zum Einkaufen mitzunehmen ist natürlich die beste Alternative. Wenn Sie diese vergessen haben, dann nehmen Sie lieber eine Plastiktüte als eine Papiertüte. Da Sie diese öfter verwenden können, ist das die bessere Wahl.

Geschirrspüler -- von Hand spülen

Der Geschirrspüler ist ganz klar die bessere Wahl! Die modernen Maschinen sind effizienter geworden, da sie weniger Wasser und Energie als früher verbrauchen. Wichtig ist, die Maschine nur einzuschalten, wenn sie voll ist. Für die gleiche Menge Geschirr ist der Wasserverbrauch viel höher, wenn man von Hand spült.

Buch – E-Book

Sie lesen mehr als zehn Bücher pro Jahr? Dann sind Sie mit einem E-Book-Reader auf der ökologisch korrekteren Seite. Aber Sie müssen das Gerät länger als drei Jahre benutzen. In diesem Zeitraum spart der E-Book-Leser viel Papier, Energie und Treibhausgase ein. Die gedruckten Bücher kommen zu einem schlechteren Ergebnis.

Ökovergleiche. Lesen Sie die Sätze zu den Texten und kreuzen Sie an. Richtig oder falsch?

	richtig	falsch
1 Duschen ist für die Umwelt schlechter als Baden.	☐	☐
2 Ein heißes Bad braucht so viel Energie wie 120 Stunden Fernsehen.	☐	☐
3 Heute kann man effizientere Geschirrspüler kaufen als früher.	☐	☐
4 Von Hand zu spülen ist am umweltfreundlichsten.	☐	☐
5 Gedruckte Bücher haben immer eine bessere Ökobilanz als E-Books.	☐	☐
6 Eine Stofftasche zum Einkaufen mitzunehmen ist die umweltfreundlichste Alternative.	☐	☐

OR

Q.2.C — 10 — CO4

Was machen Sie für die Umwelt? Was machen Sie im Alltag, die Umwelt zu schützen?

Q.2.D — 5 — CO2

Wörter und Ausdrücke zu Werbung. Welche Wörter passen nicht? Streichen Sie.

1. Werbung will, dass man ein bestimmtes Produkt kauft. nutzt. produziert.
2. Werbung versucht, die Menschen zu überraschen. zu vergessen. neugierig zu machen.
3. Die Sprache in Werbungen versucht, witzig kreativ langweilig zu sein.
4. Werbung verwendet Bilder, die Emotionen wecken in Erinnerung bleiben man kennt.

Q.3.A — 10 — CO1

Gespräch im Reisebüro. Ordnen Sie zu.

1. In der ersten Mai-Woche habe ich frei. Da möchte ich ein paar Tage wegfahren. Kommst du mit? .....
2. Ich möchte gern nach Spanien, vielleicht nach Málaga. Was meinst du? .....
3. Ja, Moment. … Ne, es gibt keine direkten Verbindungen, da müssen wir in Madrid umsteigen. .....
4. Sevilla? Das ist eine sehr gute Idee. Warte mal. Ich muss noch schnell googeln … So ein Glück. .....
5. Am 8. Mai hat der FC Sevilla ein Spiel. Die Mannschaft wollte ich schon immer mal live sehen. Da können wir doch ins Stadion. .....
6. Natürlich, Stadt und Fußball und Meer, perfekt. Ich checke, wie wir Tickets für das Stadion bekommen. Und die Angebote für Flug und Hotels. .....

A Ach, dann dauert das ewig lang. Wie wäre es mit Sevilla? Da kann man direkt hinfliegen, das weiß ich.
B Was ist ein Glück? Was hast du gefunden?
C Super, danke! Und ich frage gleich morgen, ob ich Urlaub bekomme.
D Das klingt gut. Ich muss aber zuerst meine Chefin fragen, ob ich da freinehmen kann. Hast du denn schon etwas geplant?
E Ja, wenn's nicht zu teuer ist. Aber ein paar Tage fahren wir auch ans Meer, okay? Das ist ja nicht so weit.
F Warum nicht? Málaga klingt gut. Aber sieh doch mal nach, wie man da am besten hinkommt.

Q.3.B	9 Ihre Meinung zu Werbeanzeigen. Markieren Sie die Ausdrücke in der Wortschlange. Schreiben Sie diese in die passende Spalte. BIRLISTAMLUTIGSTENSAGRAKISTNICHTINTERESSANTWELAFIAFINDEICHMERK WÜRDIGGEIÜKASTAMAGDENTEXTNICHTFRANNGUFINDEDIEIDEEWITZIGKLABF EWMAGDASCOOLEBILDGRIKIMAFINDEICHUNMODERNSHAFOZILEMISTAMKREA TIVSTENGEPAVERKAFILOGEFÄLLTMIRAMBESTENLAR **Diese Werbung finde ich am besten.** / **Diese Werbung gefällt mir am wenigsten.** *ist am lustigsten,* _____ / _____ _____ / _____ _____ / _____	5	CO2
Q.3.C	**Wörter und Ausdrücke zu Werbung. Welche Wörter passen nicht? Streichen Sie.** 1. Werbung will, dass man ein bestimmtes Produkt kauft. nutzt. produziert. 2. Damit Werbung funktioniert, muss sie einfallen. gefallen. auffallen. 3. Werbung versucht, die Menschen zu überraschen. zu vergessen. neugierig zu machen. 4. Die Sprache in Werbungen versucht, witzig kreativ langweilig zu sein. 5. Werbung will die Leute informieren. ansprechen. vorsprechen. 6. Werbung verwendet Bilder, die Emotionen wecken. in Erinnerung bleiben. man kennt.	5	CO[illegible]
Q.3.D	**Schreiben Sie die Sätze mit *damit* oder *um … zu*. Verwenden Sie *um … zu*, wenn es möglich ist.** 1. Karim kommt pünktlich zum Markt. Seine Freundin muss nicht warten. 2. Beide haben Taschen und Beutel dabei. Sie vermeiden Plastiktüten. 3. Ines hat ein Solarpanel gekauft. Sie nutzt die Sonnenenergie. 4. Lena schaltet den Fernseher ganz aus. Sie spart Strom. 5. Marc kauft eine Kaffeemaschine. Er holt sich keinen Kaffee mehr beim Bäcker. *1. Karim kommt pünktlich zum Markt, damit …*	10	CO4
Q.4		15	
Q.4.A	Was sind Ihre Pläne fürs nächste Wochenende? Machen Sie die Sätze zu Ende. a. Ich habe einen Plan, ... b. Mir macht es keinen Spaß, ... c. Ich finde es langweilig, ... d. Vielleicht habe ich auch Zeit, ... e. Ich versuche auch, ...	5	CO1

Q.4.B	**Wörter und Ausdrücke zu Werbung. Welche Wörter passen nicht? Streichen Sie.** 1. Werbung will, dass man ein bestimmtes Produkt kauft. nutzt. produziert. 2. Werbung versucht, die Menschen zu überraschen. zu vergessen. neugierig zu machen. 3. Die Sprache in Werbungen versucht, witzig kreativ langweilig zu sein. 4. Werbung verwendet Bilder, die Emotionen wecken in Erinnerung bleiben man kennt.	5	CO2
Q.4.C	**Lebenswende. Was ist richtig? Kreuzen Sie an.** 1. Bernd Huller ☐ hatte ☐ war Sportler, er ☐ hatte ☐ war eine erfolgreiche Karriere. 2. Aber dann wurde er schwer krank und ☐ hatte ☐ war lang im Krankenhaus. 3. Nach seiner Krankheit ☐ konnte ☐ musste er vieles in seinem Leben anders machen. 4. Herr Huller ☐ durfte ☐ wollte schnell wieder so selbstständig wie möglich sein. 5. Ein Jahr später ☐ konnte ☐ sollte er schon wieder Auto fahren und in Projekten arbeiten. 6. Er ☐ durfte ☐ wollte sich auch in einem Verein engagieren und ist dort sehr aktiv.	5	CO3

Dr. Shantilal K. Sanghvi School of Commerce & Business Studies
Library
Symbiosis International University

SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2023 to March 2024) Examination: End Semester Examination April 2024 (UG Programmes)		
Programme code: 07 Programme: BBA Hons	Class: TY	Semester: VI
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U07N602	Name of the Course: Event Marketing	
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	List and explain the steps required to analyze an event.	15	CO 1
	OR		
Q.1. B	Discuss the trends in themed events with a suitable example.	15	CO 2
Q.2. A	Illustrate the Five-card Draw: Playing the Five Senses	15	CO 3
	OR		
Q.2. B	Illustrate the step-by-step events that go into a wedding planning.	15	CO 4
Q.3. A.	Summarize the Internal & External event marketing model of event sponsorship with a suitable example.	15	CO 3
	OR		
Q.3. B.	Summarize a systematic checklist to assist you with identifying and budgeting for your event promotion.	15	CO 1
Q.4	Solve the following Case Study	15	
	Mitsubishi was once again a serious player in the competitive compact sedan segment with the 2008 Lancer Ex. Its sleek new exterior and invigorated performance appealed to younger buyers in particular, while mainstream consumers appreciated its improved build quality and impressive luxury options. Mitsubishi wanted to create excitement amongst its target audiences and engage them in various activities that demonstrate the new Lancer's offerings. The headline came up with a communication program that engaged both the media and the public. Their key targets were public with focus on youth, the media (local, automotive and lifestyle) The event company came up with a launch concept encompassing the sporty spirit of the car. The concept involved an emotional automotive experience to reposition the car and fuel excitement. The strategy included creating the launch environment (redressing the showroom), creating media and public driving events and publicizing the car through different media. They changed the e 25-year-old showroom by giving it a trendy sporty look and feel, organized media driving events and test drives and public driving events.		
Q.4. A	Analyze the case and interpret it from marketing the event.		CO 1
Q.4. B	Infer the promotional strategy used for the launch event		CO 3
Q.4. C	Identify if the use of a famous person, especially in entertainment or sport would have added benefit to the launch event.		CO 2

SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2023 to March 2024) Examination: End Semester Examination March/April 2024 (UG Programmes)		
Programme code: 06 & 07 **Programme: BBA (H) & BBM**	**Class:** TY BBA(H) & TY BBM	**Semester:** VI
Name of the Constituent College: S. K. Somaiya College	**Name of the Department : Business Studies**	
Course Code: 131U06E602 & 131U07E603	**Name of the Course: Advance Financial Account**	
Duration : 2 Hrs.	**Maximum Marks : 60**	
Instructions: 1) Use of Simple Calculator is allowed		

Question No.		Max. Marks	CO
Q1 A	Following is Income Statement & Balance Sheet of Tata Industries Ltd. for the year ended 31 Mar 2023.	15	CO 2

Income Statement

Particulars	₹
Sales	16,00,000
Less : Cost of Goods Sold	13,10,000
Gross Profit	2,90,000
Less : Operating Expenses	40,000
EBIT	2,50,000
Less : Interest	45,000
EBT	2,05,000
Less : Tax	82,000
Net Profit	1,23,000

Balance Sheet

Liabilities	₹	Assets	₹
40,000 Equity Shares of 10 each	4,00,000	Fixed Assets	8,00,000
Retained Earnings	1,20,000	Inventory	4,00,000
Debentures	7,00,000	Debtors	1,75,000
Creditors	1,80,000	Marketable Securities	75,000
Bills Payable	20,000	Cash	50,000
Other Liabilities	80,000		
	15,00,000		**15,00,000**

Industry averages are as follows.

1. Current Ratio – 2.4
2. Quick Ratio – 1.5
3. Sales / inventory – 8 times

	4. Debtors Turnover – 10.14 5. Net Profit Ratio – 7% You are required to calculate above ratios, identify the problem areas and provide your suggestions on the same to Managing Director. **OR**		
Q1 B	Describe Stefan Thomas Case in context of Security of Digital Assets	**08**	**CO 4**
Q1 C	Explain the term Fintech and describe its users.	**07**	**CO 4**
Q2 A	Following is capital structure of Z Ltd. • 80,00,000 Equity Shares of ₹ 10 each - ₹ 800 lakhs • 1,00,000 12% Preference Shares of ₹ 250 each - ₹ 250 lakhs • 1,00,000 10% Debentures of ₹ 500 each - ₹ 500 lakhs • 10% Term loan from Bank - ₹ 450 lakhs • Reserves – 200 lakhs • PBIT ₹ 900 lakhs • Tax rate 40% Calculate EVA of the organization considering Cost of Equity 15%. **OR**	**15**	**CO 1**
Q2 B	Describe composition of Accounting Standard Board	**08**	**CO 3**
Q2 C	Describe objectives of Financial Reporting	**07**	**CO 1**
Q3A	In financial year 2020-2021, X Limited incurred the following expenditure in acquiring property consisting of 6 identical houses each with separate legal title including the land on which it is built. The expenditure incurred on various dates is given below: On 1st April, 2020 - Purchase cost of the property ₹ 2,80,00,000. On 1st April, 2020 – Non-refundable transfer taxes ₹ 40,00,000 (not included in the purchase cost). On 2nd April, 2020- Legal cost related to property acquisition ₹ 6,00,000. On 6th April, 2020- Advertisement campaign to attract tenants ₹ 1,00,000. On 8th April, 2020 - Opening ceremony function for starting business ₹ 2,50,000. Throughout 2021-2022, incurred ₹ 1,00,000 towards day-to-day repair maintenance and other administrative expenses. X Limited uses one of the six houses for office and accommodation of its few staff. The other five houses are rented to various independent third parties. How above-mentioned expenses accounted by X Ltd.?	**15**	**CO 3**

	OR		
Q3 A	X Limited purchased a building for ₹ 30,00,000 on 1st May, 2021 with an intention to earn rentals. The purchase price was funded by a loan, interest on which is payable @ 5%. Property transfer taxes and direct legal costs of ₹ 1,00,000 and ₹ 20,000 respectively were incurred in acquiring the building. X Limited redeveloped the building into retail shops for rent under operating leases to independent third parties. Expenditures on redevelopment were: *(a)* ₹ 2,00,000 planning permission. *(b)* ₹ 7,00,000 construction costs (including ₹ 40,000 refundable purchase taxes) What is the cost of the Building as per Ind AS 40?	08	CO 3
Q3 B	Z Ltd provide details, you are required to calculate value of Human Capital applying Lev and Schwartz model. No of Employees : 30 Annual average earnings : ₹ 60,000 Age of retirement : 65 Years Discount Rate : 15% Average age : 60 Years	07	CO 1
Q4	**Answer Following (5 marks each)**		
1.	Following information is provided by X Ltd.	05	CO 2

Particular	2017	2018
Sales	15,00,000	25,20,000
Units Sold	30,000	42,000

Account for changes in sales due to changes in quantity, sale price, and quantity.

2. 05 CO 1

Particulars	Amount
Equity shares of ₹10 each fully paid	₹ 500 lakhs
9% preference shares of ₹100 each	₹ 250 lakhs
12% secured debentures of ₹100 each	₹ 500 lakhs
Reserves	₹ 101 lakhs

	According to details available ordinary shares are quoted at stock market at a premium of 50% preference shares are quoted at ₹130 per share and debentures at par value. you are required to calculate MVA of the firm and comment on it.		
3	Identify following property is to be held as Investment Property or not.	**05**	**CO 3**

S.No.	**Property**
1.	Owned by a Company and leased out under an Operating Lease
2.	Property acquired with a view for development and resale
3.	Property partly owner occupied and partly leased under Operating Lease
4.	Land held for currently undetermined use
5.	Building used for office of the organisation

SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2023 to March 2024) Examination: End Semester Examination April 2024 (UG Programmes)		
Programme code: 07 **Programme: BBA Hons**	**Class:** TY	**Semester:** VI
Name of the Constituent College: **S K Somaiya College**	**Name of the Department:** **Business Studies**	
Course Code: 131U07E605	**Name of the Course:Global HRM & Workforce diversity**	
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	Discuss on drivers of Globalization.	15	1
	OR		
Q.1. B	Extend on how HR bring in cultural sensitivity and align differences in organization.	15	1
Q.2. A	Compare HRM Practices in India and USA.	15	2
	OR		
Q.2. B	Illustrate on Knowledge management.	15	2
Q.3. A.	Outline diversity mentoring and training.	15	3
	OR		
Q.3. B.	Demonstrate on Diversity in a: Recruitment b: Performance Management	15	3
Q.4	Solve the following Case Study	15	4
	Caterpillar is the largest manufacturer of construction and mining equipment in the world, employing over 120,000 people across a range of products and services. In the UK, we have more than 10,000 employees based at 20 facilities across the country. One of Caterpillar's key strategic aims is the creation of a truly diverse and inclusive working environment that reflects the nature of our global enterprise and the communities in which our facilities are located. The Company's desire to create and sustain a diverse and inclusive working environment is based on a belief that our organization will be even more successful if it is able to acquire and retain the best talent, irrespective of their gender, race, religious belief, etc. For the UK, this is particularly focused on the promotion of gender diversity and we have a number of initiatives designed to help us to succeed in this regard: Flexible Working & Benefits The Company recognizes the importance of promoting a healthy work-life balance among its employees. In the UK we have a formal policy governing flexible working which is designed to address the challenges faced by employees with childcare or elder care needs.		

Library

	Enhanced maternity benefits, discounted childcare vouchers, part-time working, remote working and job sharing are all examples of how Caterpillar employees can ensure that their work commitments can be achieved in ways that allow them to fulfil the needs of their family. Employee Resource Groups (ERG) ERGs are formed by employees and are recognised by the Company as independent, voluntary, nonprofit groups of employees who share common interests and approved business purpose. ERGs bring value to the business through personal and professional development, mentoring opportunities, and more. They are typically created around an aspect of common identity and interests supporting Caterpillar's corporate values. ERGs also provide a platform for employees to provide feedback to the company about issue that are of concern to their members. One such group is The Caterpillar Women's Initiatives Network (WIN) that works to promote professional and personal development, employee recruitment and retention, cultural awareness, and community outreach. As with all of the ERGs, WIN has an Executive Sponsor at Divisional Vice President level, and is comprised of local Chapters around the world, including one for the UK. The WIN group in the UK meets regularly and has focused most recently on career development tools and techniques for its members Role Models Vice Presidents are the leaders of their respective divisions, controlling assets worth millions of dollars, and managing employees across the globe. Out of a total of 30 Caterpillar Vice Presidents, 7 are female including the Company's Chief Technology Officer and Chief HR Officer. Furthermore, Caterpillar's leadership development programme, LEAD, includes an element called "Leaders As Teachers" in which senior managers use their own career development as teachable experiences. A key element of this is the provision of female role models with whom female employees can relate and build their careers accordingly. Question:		
Q.4.A	Conclude on the Diversity initiative of Caterpillar and how it will help them create a Competitive advantage for themselves		

SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2023 to March 2024) Examination: End Semester Examination March/April 2024 (UG Programs)		
Programme code: 07 Programme: BBA Hons	Class: TY	Semester: VI
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131UO7E606	Name of the Course: Stress Management	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3)		

Question No.		Max. Marks	CO
Q.1. A	Examine the factors causing workplace stress both positively and negatively explaining in a distinguished way the stress types it is connected with.	15	CO1
	OR		
Q.1. B	"A stressful incident can make the heart pound and breathing quicken". Justify the statement in terms of survival mechanism of 'Fight & light 'response & its physiological reaction.	15	CO2
Q.2. A	Explain in details the terms, Biofeedback, Autonomous Nervous System & impaired mental functions.	15	CO2
	OR		
Q.2. B	Clearly explain the ways to improve our Emotional Intelligence and justify how improving our EI can make us more resilient and its role in stress management.	15	CO3
Q.3. A.	Elucidate the importance of work life balance in professional and personal life. Suggest the tools and steps for achieving WLB.	15	CO4
	OR		
Q.3. B.	Write short notes on: PDP Effective Time Management & its Strategies Taboo around mental health	15	 CO3 CO4 CO3
Q.4	Solve the following case study: John, a middle-aged executive, experienced chronic stress due to work and family pressure, leading to a range of health issues. Having never learned good stress management skills, John overate, drank too much coffee in the daytime and alcohol in the evening, and made no time for exercise or relaxation in his over busy days. He didn't complain or even recognize how stressed he was since all his colleagues and friends seemed to be	15 8+7	CO1 CO2 CO3 CO4

K. Somaiya School of Commerce & Business Studies Library

	dealing with the same issues. He didn't recognize the signs of stress but over a few years accumulated a number of medical diagnoses and medications to go with them. Eating on the run and too much coffee and alcohol gave him chronic heartburn, diagnosed as "GERD" (Gastroesophageal Reflux Disease) and treated with omeprazole and antacids. John developed high blood pressure and high cholesterol, putting him at high risk for heart disease and stroke, so was given blood pressure medications and statin medication. His increasingly poor sleep was treated with Trazodone, a medication that knocked him out but left him feeling groggy and starting his day with 2 or 3 large cups of coffee. As he became increasingly exhausted and using more alcohol, he got crankier and more irritable, early signs of depression in men. His doctor started him on an antidepressant which helped his mood, but didn't help him change his lifestyle which was at the root of all these "diagnoses." Q.1.Define the level of stress narrated in the case with its causes, symptoms and ways to minimize. Q.2. Give a suitable title to this case study and justify the reason. Summarize the types of stress and its impact on John conceptually.		

SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2024 to March 2024) **Examination: End Semester Examination April 2024 (UG Programmes)**		
Programme code: 07 **Programme: BBA (Hons)**	**Class:** TY	**Semester:** VI
Name of the Constituent College: S K Somaiya College	**Name of the Department: Business Studies**	
Course Code: 131U07N602	**Name of the Course: Event Management**	
Duration: 2 Hrs.	**Maximum Marks: 60**	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q.1. A	Highlight the various environmental factors that affect planning of events	15	CO 4
	OR		
Q.1. B	Fundraising events are an effective way to promote and raise money for a specific organization- Agree or Disagree	15	CO 1
Q.2. A	Illustrate the step-by-step events that go into a car launch event.	15	CO 2
	OR		
Q.2. B	Outline the steps that can be taken to avoid risks at a live musical concert.	15	CO 3
Q.3. A.	Illustrate the Five-card Draw: Playing the Five Senses	15	CO 2
	OR		
Q.3. B.	Justify with a relevant example the categories of Event costs.	15	CO 4
Q.4	Solve the following Case Study	15	
	An XYZ Event Management Company caters to dance, music and social parties. After the first three years following its inception, the company starts making overall profit. However, it is observed that the profit is coming from the dance and music section of the operations; the social parties are in fact incurring heavy losses, probably owing to the decor and other factor they entail, which is not quite necessary with music and dance events. The company has been steadily growing, and the following three years is likely to witness big MNCs basing their operations in and around the area. There is every sign to suggest that there will be lots of social parties happening and MNCs are willing to shell out good money for a good time. The event management company thus faces a dilemma. As things stand, they cannot sustain all the operations. They have to shut down one or two.		
Q.4. A	Identify which section(s) would you like to close- dance, music or social events operations based on the operations and logistics concerns associated with the event.		CO 3
Q.4. B	Recognize if there is any alternate way to keep all operations running, give reason in support of your answer.		CO 1
Q.4. C	"Crisis come in all shapes and sizes". Discuss.		CO 2

Vidyavihar Somaiya School of Commerce & Business Studies

BBA(H)-VI
BIDM

SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2023 to March 2024) **Examination: End Semester Examination March/April 2024 (UG Programmes)**		
Programme code: 07 **Programme: BBA Hons.**	**Class:** TY	**Semester:** VI
Name of the Constituent College: **S K Somaiya College**	**Name of the Department:** **Business Studies**	
Course Code:	**Name of the Course:BIDM**	
Duration : 2 Hrs.	**Maximum Marks : 60**	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	CO
Q.1. A	Define DSS . Explain the types of DSS	15	CO1
	OR		
Q.1. B	Explain the difference between data scientist , data engineer and data analyst	15	CO2
Q.2. A	Define ETL and its use . Explain ETL in detail	15	CO1
	OR		
Q.2. B	Explain cluster analysis , association mining and market basket analysis	15	CO1
Q.3. A.	Define fraud detection . Explain fraud detection methods	15	CO3
	OR		
Q.3. B.	Define KNN .Explain the concept of KNN with diagram in detail	15	CO4
Q.4	Case Study	15	CO4
	The client , a medium sized Health Department in New York briefed Business Excellence to assist them to build a business case to automate the manual patient records. The client needed us to elicit business requirements , understand the current processes and establish the desired future state .We were also tasked with establishing solution options with a recommended so9lution to be included with financial metrics to support the business . The primary stakeholders we had at out disposal were clinicians and general practioners with minimal technology understanding and limited time to elaborate business processes and requirements.		
A	Use SVM concept to design patient records	5	
B	State and explain some healthcare applications	5	
C	Explain why data mining is required in health industry	5	

Shri Somaiya Vidyavihar University
K. J. Somaiya School of Commerce & Business Studies
Library

SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2023 to March 2024) Examination: End Semester Examination March/April 2024 (UG Programmes)		
Programme code: 07 **Programme: BBA Hons.**	**Class:** TY	**Semester:** VI
Name of the Constituent College: **S K Somaiya College**	**Name of the Department:** **Business Studies**	
Course Code:	**Name of the Course:BIDM**	
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	Define data warehousing .Draw and explain data warehousing with respect to ETL and OLAP process	15	CO1
	OR		
Q.1. B	Draw and explain business analysis framework in detail	15	CO2
Q.2. A	Distinguish between data classification , data clustering , market basket analysis	15	CO1
	OR		
Q.2. B	Define machine learning . Explain the 4 types of machine learning	15	CO1
Q.3. A.	Explain direct ripper method with diagram in detail	15	CO3
	OR		
Q.3. B.	Draw and explain Hadoop cluster structure in detail	15	CO4
Q.4	Case Study	15	CO4
	Starbucks a leading brand of coffee , has currently launched new flavors of coffee in cold and hot coffee category . Since a month the sales with respect to the new flavors has dropped . Along with the coffee they are giving free take aways for promoting the product. Each coffee is priced as per the flavor . Currently the sales of the existing coffee flavors has rised . With rise in diary product price they have decided to increase the cost of the products at Starbucks.		
A	Conduct a SWOT analysis for starbucks	5	
B	How will decision tree become a part of this process	5	
C	What are the advantages of SWOT analysis	5	

Library

BBA - VI
Ind. Tax

SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester: October 2023 – April 2024 **Examination: Semester End**		
Programme code: 07 **Programme: BBA(Hons)**	**Class: TY**	**Semester: VI** **(SVU 2022)**
Name of the Constituent College: **S K Somaiya College**	**Name of the department/Section/Center:** **Business Studies**	
Course Code: 131UO7E604	**Name of the Course: Indirect Tax**	

Instructions: 1.) Working notes are compulsory.
2.) Q.1. – Q.3. have internal options. Q.4. is Compulsory.
3.) Figures to the right indicate full marks

Question No.		Max. Marks	CO
Q.1. (A)	GST is a major boost for `Make in India.' Discuss	08	01
(B)	Distinguish between composite supply & mixed supply.	07	01
	OR		
(C)	Mr. Roshan is a registered dealer in Maharashtra. He provides the following details for the month of January 2024 ,calculate his Net Tax liability under GST for January 2024.	08	02

Particulars	IGST	CGST	SGST
Closing balance in electronic credit ledger as on 31st December 2023	Nil	40,000	80,000

Transaction during January 2024:

Particulars	Rs
Sold goods at 12% GST to Mahavir of Mumbai	4,00,000
Sold goods at 18% GST to Chand in Pune	2,00,000
Purchased goods at 18% GST from Mr. Shah in Ahmedabad	10,00,000
Provided services at 5% GST to Subhash in Baruch, Gujarat	6,00,000
Provided services at 28% GST to Harish in Andheri	10,00,000
Available services at 12% GST from Vijay, Goregaon	2,00,000
Availed services at 28% GST from Shetty, Bangalore	1,00,000

Dr. Shantilal K. Somaiya School of Commerce & Business Studies
Library
Somaiya Vidyavihar University

(D)	Discuss E-Way bill system in detail	07	02
Q.2. (A)	Discuss the provisions of GST Act regarding determination of place of supply with suitable illustrations.	08	02
(B)	Find time of supply of service under forward charge in the following cases of M/S Kunal & Co, a cost accountant firm as per the provisions of GST Act.	07	02

Sr No	Date of provision of service	Date of invoice	Date of receipts of payment
1	17.10.2023	6.11.2023	7.11.2023
2	6.10.2023	5.11.2023	21.11.2023
3	14.12.2023	16.01.2023	17.01.2023
4	16.09.2023	26.09.2023	1.09.2023
5	22.10.2023	8.12.2023	11.12.2023
6	20.09.2023	22.10.2023	25.10.2023
7	20.09.2023	23.10.2023	18.10.2023
8	21.09.2023	25.09.2023	1.09.2023

OR

(C)	Discuss the following as per GST provisions. i) Procedure for Cancellation of Registration. ii) Procedure of Revocation of cancellation of registration.	08 07	03 03
Q3 (A)	Axon traders entered into a contract with Mr.Xolo for the supply of goods worth Rs.3,00,000. It was agreed that any additional expense incurred to complete the sale will also include in the contract value. Mr Xolo incurred the following expenses to complete the sale:	08	04

Expenses	Amount
Inspection	30,000
Freight	25,000
Testing charges	6,000
Insurance charges	4,000
Loading charges	3,000
Packaging charges	2,000

Mr. Xolo received a subsidy of Rs 50,000 from the Bharat Manufacturers' Association. Determine the value of taxable supply as per the provisions of GST Act.

(B)	Mr. Aniket resident of Manipur (a special category state) provides you following information regarding supplies made by him. Determine his eligibility for registration under relevant goods and service tax law.	07	03

Particulars	RS
Intra-state goods taxable @18% (exclusive of GST)	25,000
Supply of exempt services within state	6,00,000

	Inward supply from Bangalore — 2,00,000 Intra state services taxable @12% (exclusive of GST) — 3,00,000 Intra state goods wholly exempt under GST — 1,50,000 Intra state services exempt under GST — 78,000		
(C)	OR Discuss the following as per the GST Provisions: Interest on late payment of tax Debit and Credit Note	08 07	04 04
Q4	Write the following concepts: i) Business ii) Deemed Registration iii) Transfer of ITC	15	 01 03 04

Dr. Shantilal K. Somaiya School of Commerce & Business Studies // Somaiya Vidyavihar University
Library