

SOMAIYA

VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

BRANCH: Bachelor of Business Administration	SEM: I
	NOV/DEC-2024

Sr. No.	Subject	Available
1.	Constitution & Public Policy	
2.	231U07C101 – Goods & Service Marketing	
3.	131U07C102 – Business Economics	
4.	231U07C102 – Advertising	
5.	131U07C104 – Financial Markets & Services	
6.	231U07C106 – Organizational Behavior	
7.	231U07C107 – French	
8.		
9.		
10.		
11.		
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14.		
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Semester Exam (July 2024 November 2024)		
Examination: End Semester Examination October/November 2024 (UG/PG Programmes)		
Programme code: Programme:	Class: FY	Semester: I
Name of the Constituent College: S.K. Somaiya College.	Name of the Department	
Course Code:	Name of the Course: Constitution & Public Policy	
Duration : 1 Hr.	Maximum Marks : 30	
Instructions: 1) Question number 1 is compulsory		

Question No.		Max. Marks	Co Attainment
Q.1	<p>Do analyze the following cases study and answer the following</p> <p>Vikram had lodged several complaints with the Municipal Corporation regarding the non-collection of garbage in his area for past 15 days. As a result, several diseases began to spread in the locality, yet no action was taken by the authorities. In the end, Vikram approached the High Court and filed a petition, citing the Right to Health and the Right to a Clean Environment.</p> <p>1. Discuss the statement “Right to Clean Environment - A Basic Human Right”</p> <p>2. Classify some important judgments dealing with clean environment.</p>	10	CO3
Q.2	<p>(A) State Government and Central Government involved in a debate executive powers on the subject matter of Prison. They both are stating Prison is the topic of their Jurisdiction. Finally President decided to form a committee to discuss this separation of power between centre and state with the help of 3 lists given under 7th Schedule of Constitution.</p> <p>1. Discuss the separation of powers in India (5)</p> <p>2. Classify Union list and State list in this context (5)</p> <p style="text-align: center;">OR</p> <p>(B) Tanya attended a lecture on the Planning Commission, where the speaker mentioned the term NITI Aayog. Sanya became confused between the two and asked her father some questions, from which she received all the answers.</p> <p>1. Classify whether Planning Commission and NITI Aayog is</p>	<p>10</p> <p>10</p>	<p>CO2</p> <p>CO3</p>



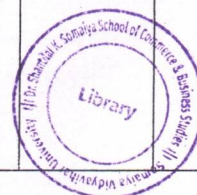
	<p>same or different? (5)</p> <p>2. Throw light on key objectives of NITI Aayog. (5)</p>		
Q.3	<p>(A) Amit and Vijay, sons of the late Mr. Deshmukh, inherited a large property after their father's death. Neha, their sister, asked for her share of the property. However, both brothers refused, citing that they had already spent money on her wedding.</p> <p>1. Discuss Property Rights of Women under Hindu Law. (5)</p> <p>2. Mention few landmark cases on the recognition of Property Rights of Women in India. (5)</p> <p style="text-align: center;">OR</p> <p>(B) Mr. Sameer Rajadhyaksha got arrested by Sub Inspector More, he literally dragged his collar and confined him in police station for 72 hours. Sameer was not allowed to inform his family members about his arrest nor to call his lawyer. Sameer got annoyed and argued with sub inspector on the point of Rights of arrested person which are given under the chapter of Fundamental Rights of Indian Constitution</p> <p>1. Express your opinion on rights of arrested persons given under Constitution (5)</p> <p>2. Discuss Article 19 as well as Article 22 in this context (5)</p>	<p>10</p> <p>10</p>	<p>CO2</p> <p>CO1</p>



SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester June 2024 to Nov 2024)		
Examination: End Semester Examination November 24(PG Programmes)		
Programme code: 07 Programme: BBA	Class: FY	Semester: I
Name of the Constituent College: S K Somaiya college	Name of the Department : Business studies	
Course Code: 231U07C101	Name of the Course: Goods and service marketing	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) Length of the answer will not guarantee full score, relevance will 4) This paper is an expression of your perception about consumerism, avoid mimicking thoughts 5) Provide justification wherever necessary 6) Q1 is compulsory with no options, Q2, Q3 and Q4 are with options attempt A or B		

Question No.		Max. Marks	Co Attainment
Q.1	<p>In the early 1990s, James Jebbia was a burgeoning fashionista in New York City's underground scene, who worked his way up the ranks at Parachute and opened the proto-streetwear stores Union NYC and Stussy — the latter with surfer and surf-wear pioneer Shawn Stussy. Then, with Stussy leaving the retail game, Jebbia was looking for his next big move and found it in a storefront on Lafayette Street.</p> <p>Supreme opened in 1994 with a staff of edgy, anti-commercial kids with attitude. They were confident, fearless, opinionated, and unapologetically authentic — traits that carried into the overall energy in and around the store. It was intimidating, yet intriguing — and ultimately the workings of Supreme's cult-like appeal.</p> <p>They threw together a logo to meet a t-shirt print run deadline, and an inventory that was best described as "sporadic." The store cultivated a minimalist aesthetic, which was good because in the early days before digital inventory management and AI-powered sales projections, and before Supreme was valued at \$1 billion USD, keeping the store stocked with board decks and t-shirts was a challenge. The store would either run into cash crunches and be hard-pressed to fill shelves or would order small quantities out of fear of being stuck with poorly selling merchandise.</p> <p>The store was a hit almost immediately. Jebbia, taking advantage of connections made at Parachute, Union, and Stussy, brought in a ragtag gang of socialites, artists, musicians, and even the occasional real skateboarder, who would come to the store to hang out as much as to shop. It became a sort of modern-day Parisian cafe, a place where</p>	15 marks	01 and 04



one could come to have a conversation about Puff Daddy and Patssi Valdez, all while enjoying a discreet beer or malt liquor.

From these humble roots, Supreme grew into an empire that now spans 11 locations, publications and visual art, and the top prize for menswear at the 2018 Council of Fashion Designers of America Awards. Along the way, it has collaborated with iconic brands like Louis Vuitton and Comme des Garçons, and iconic personalities like Lady Gaga and Lou Reed. But how did it get here? What's the brand's secret sauce?

Take the "drop" — an often spontaneous (though occasionally scheduled) release of new products, with the actual contents of the release a closely guarded secret. These drops have come to define streetwear and sneakerhead culture, with brands from Nike to Gucci holding events at which they parcel out carefully controlled quantities of new releases to lines of adoring fans. Supreme pioneered the approach, initially writing it off as the struggle of a small business to stock inventory, but eventually making these limited release events a core part of their business model.

Relying on an artificial scarcity model has given Supreme the ability to keep prices low (relative to legacy fashion brands like Gucci and Louis Vuitton), while still providing the exclusive feeling of higher-tier luxury goods. More than that, it has become its own marketing — rather than having launch parties for new collections twice a year, Supreme has managed to turn their Thursday "drop" into a can't-miss event. One filled not with press, influencers, and industry insiders, but with loyal fans who accomplish the same task as the former (spreading awareness and hype about the brand) without needing to be bribed with open bars and hors d'oeuvres.

The collab (collaboration) is another streetwear staple that was formalized by Supreme. Perhaps owing to their close proximity to the art and outsider couture hub of New York in the 1990s, or perhaps thanks to Jebbia's keen eye for cross-promotional opportunities, Supreme has a long history of partnering with incredible people and brands. Their style of Supreme X Brand collabs has been aped by just about every fashion brand in existence at this point, but in the late 90's it was almost unheard of in mainstream culture. From skateboard decks designed by Damien Hirst to Lou Reed t-shirts, the brand has managed to carve a wide swath through underground culture far beyond their center as skatewear.

Q.2	<p>A. Ms. Saher wants to open a cafe inspired by her experience of travelling to south east asia, Help her formulate a strategy using 7Ps of service marketing</p> <p style="text-align: center;">Or</p> <p>B. Mr. Bhavya Maru wants to start selling breakfast cereals in a cluttered urban market, Help him formulate a strategy using 4Ps aka marketing mix</p>	15 marks	02 & 03
Q.3	<p>A. Mr, Anant wants to start selling e-bikes in Mumbai, the market is Nascent. Help him by explaining segmentation, targeting and positioning. (STP) to make his offering a right fit for the audience</p> <p style="text-align: center;">Or</p> <p>B. As a consumer, how does green marketing, experiential marketing, personalised marketing and guerilla marketing impact you?</p>	15 marks	02
Q.4	<p>A. Based on your last experience of availing service in any of thew service point, Draw and justufy the use of SERQUAL Model</p> <p style="text-align: center;">Or</p> <p>B. By making use of example or examples of your choice explainn Branding elements, Brand personality and brand position</p>	15 marks	04



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Lib.

Semester (July 2024 to November 2024)

Examination: End Semester Examination November 2024 (UG Programmes)

Programme code: 07

Programme: BBA

Class: FYBBA

Semester: I

Name of the Constituent College: S K Somaiya College

Name of the Department: Business
Studies

Course Code: 131U07C102

Name of the Course: Business Economics

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.	<p>New graduates entering the job market today face different challenges compared to just a year ago, with an uncertain economy and fewer job opportunities. Even though the U.S. unemployment rate is low, hiring has slowed down. In April, 175,000 jobs were added, much less than the 300,000 in March, and below the 240,000 expected. For business students, this might mean looking beyond traditional career paths like consulting and exploring new opportunities. Slowdowns can be a good time to take an alternative route in your career. At Harvard Business School, faculty have shared their insights on how the job market is changing. say that although the venture capital and startup job market is slow, this is still a good time to enter the industry. While tech companies have faced layoffs, startups created during tough times tend to have better returns. Gompers advises students to be patient and persistent because one "yes" can change everything. notes that consulting is currently experiencing tough conditions similar to those in 2007-2008. Hiring has slowed, and some firms are delaying start dates for new hires. To succeed in consulting, students should broaden their job search beyond big firms like McKinsey and Bain, focus on their unique strengths, and be flexible about job roles and locations. This emphasizes that collaboration skills are becoming more important in the job market.</p>	15	CO1, CO2, CO3, CO4



	<p>Managers today are expected to work with others rather than just supervise. However, foundational skills like analytical thinking and math are still valued because they help workers adapt to the changing needs of employers. He also highlights that employers' expectations vary by country, with higher-trust societies investing more in employees' long-term development.</p> <p>1. How can new graduates adapt and boost their employability in a slowing job market, especially in consulting? (7 Marks)</p> <p style="text-align: center;">And</p> <p>2. How do economic conditions shape the skills employers value in new graduates, like collaboration vs. analytical skills? (8 Marks)</p>		
Q.2.A	Discuss the Snob Effect, Veblen Effect, and Bandwagon Effect, and show how they affect demand and market prices.	15	CO1
	OR		
Q.2.B	Identify different types of costs in business, explain their importance, and solve simple numerical problems related to cost concepts.	15	CO2
Q.3.A.	Illustrate the Circular Flow of Income model and discuss its importance in understanding economic interactions within an economy.	15	CO3
	OR		
Q.3.B.	Explain the concepts of National Income Accounting and evaluate the significance of Green GNP in measuring economic performance and welfare.	15	CO3
Q.4.A.	Describe the differences between demand-pull and cost-push inflation, and discuss the effects of hyperinflation on the economy.	15	CO4
	OR		
Q.4.B.	Evaluate inflation and deflation, and discuss which poses a greater threat to economic stability.	15	CO4



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Examination: End Semester Examination November 2024 (UG Programmes)

Programme code: 07		Class: FY	Semester: I
Programme: BBA			
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies	
Course Code: 231U07C102	Name of the Course: Advertising		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary			

Question No.		Max. Marks	CO
Q.1.	Analyze the following Case study	15	1,2
	<p>Kellogg's, a global leader in breakfast cereals and snacks, continues its mission to promote health, nutrition, and sustainability. The brand's latest marketing campaign aims to strengthen its emotional connection with consumers while introducing innovative products with eco-friendly packaging.</p> <p>Campaign Objectives</p> <p>Television Commercial (TVC): Create an emotional narrative highlighting Kellogg's role in uniting people across all socioeconomic backgrounds.</p> <p>Radio Commercial: Introduce seasonal and limited-edition flavors with a focus on sustainable packaging.</p> <p>Print Advertisement: Promote the new product line using bold visuals and concise messaging to captivate readers.</p> <p>Creative Execution</p>		



	<p>The TVC emphasizes authenticity and warmth, showcasing diverse lives connected through the joy of breakfast. The radio commercial creates buzz by highlighting the brand's eco-conscious efforts. The print ad communicates product details with visual appeal, reinforcing the campaign's focus on sustainability and innovation.</p> <p>Key Insights</p> <p>Kellogg's leverages storytelling and sustainability to maintain its market leadership. By combining emotional resonance with innovative packaging, the brand appeals to a broad consumer base, enhancing its identity as a responsible and inclusive global food company.</p> <ol style="list-style-type: none"> 1. Identify two key objectives of Kellogg's latest campaign.(1 Mark) 2. Explain how Kellogg's TVC fosters an emotional connection with its audience. (3 Marks) 3. Suggest an additional channel Kellogg's could use to promote its eco-friendly packaging and justify your suggestion. (3 Marks) 4. Design a social media campaign for Kellogg's that complements its focus on sustainability and inclusivity. Specify the platform, target audience, and key message. (6 Marks) 5. Develop an innovative product idea for Kellogg's next seasonal offering, considering consumer trends and eco-friendly practices. (2 Marks) 		
A	Enunciate upon the main stages of the AIDA model. How might each stage be used when promoting a new smartphone brand?	15	1
	OR		
B	A cosmetics brand uses Cognitive Dissonance Theory to challenge customer perceptions on traditional beauty standards. Describe how this theory might be applied in their marketing strategy.	15	2

Q.3. A	A fashion brand wants to implement corporate social responsibility (CSR) in its advertising strategy. Enunciate how this can positively impact its brand image among eco-conscious consumers.	15	3
	OR		
Q.3. B	A toy company creates a campaign featuring an idealized "perfect family." Explain the social impact this portrayal might have on children's perception of family with special reference to INDIA.	15	3
Q.4. A.	Design an initial campaign concept for a new fitness app, using the Five M's framework. Briefly outline how each of the Five M's would contribute to the campaign's structure and success.	15	4
	OR		
Q.4. B.	A brand that typically markets premium products decides to launch a low-cost variant. Evaluate the potential challenges this may create in terms of campaign consistency and consumer expectations. Highlight the importance of Understanding Campaign effectiveness in the light of launching a low cost variant.	15	4



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Semester (July 2024 to November 2024)
Examination: End Semester Examination November 2024 (UG Programmes)

Programme code: 07 Programme: BBA		Class: FY	Semester: I
Name of the Constituent College: Sk Somaiya College		Name of the Department: Business Studies	
Course Code: 31U07C104	Name of the Course: Financial markets and Services		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary			

Question No.		Max. Marks	C O																													
Q.1. A	<p>Following are the financials of the Tata Motors Ltd an Indian Automobile company. Conduct fundamental analysis of the company with regards to profits, Balance sheet and cash flows of the company and give your conclusion.</p> <table><tr><td></td><td>Industry</td><td>Tata Motors Ltd.</td></tr><tr><td>Price to earnings ratio</td><td>25</td><td>20</td></tr><tr><td>Price to book ratio</td><td>3</td><td>2</td></tr></table> <p>Cashflow Statement</p> <table><tr><td></td><td>Mar 2021</td><td>Mar 2022</td><td>Mar 2023</td></tr><tr><td>Cash from Operating Activity +</td><td>1,691</td><td>1,527</td><td>2,847</td></tr><tr><td>Cash from Investing Activity +</td><td>-1,625</td><td>-983</td><td>-2,422</td></tr><tr><td>Cash from Financing Activity +</td><td>-15</td><td>-593</td><td>-417</td></tr><tr><td>Net Cash Flow</td><td>51</td><td>-50</td><td>8</td></tr></table>		Industry	Tata Motors Ltd.	Price to earnings ratio	25	20	Price to book ratio	3	2		Mar 2021	Mar 2022	Mar 2023	Cash from Operating Activity +	1,691	1,527	2,847	Cash from Investing Activity +	-1,625	-983	-2,422	Cash from Financing Activity +	-15	-593	-417	Net Cash Flow	51	-50	8	15	3
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Cash from Financing Activity +	-15	-593	-417																													
Net Cash Flow	51	-50	8																													



Profit and loss A/c

	Mar 2021	Mar 2022	Mar 2023
Sales +	8,720	10,298	14,442
Expenses +	6,937	8,120	10,996
Operating Profit	1,783	2,178	3,446
OPM %	20%	21%	24%
Other Income +	482	496	908
Interest	16	19	28
Depreciation	451	452	526
Profit before tax	1,798	2,203	3,800
Tax %	25%	24%	23%
Net Profit +	1,347	1,677	2,914
EPS in Rs	49.28	61.32	106.55
Dividend Payout %	34%	34%	35%

Balance Sheet

	Mar 2021	Mar 2022	Mar 2023
Share Capital +	27	27	27
Reserves	11,411	12,581	14,963
Borrowings +	219	108	288
Other Liabilities	2,901	3,424	3,919
Total Liabilities	14,559	16,140	19,198
Fixed Assets +	2,433	2,424	2,690
CWIP	314	505	472
Investments	3,902	7,721	12,321
Other Assets +	7,909	5,490	3,715
Total Assets	14,559	16,140	19,198

OR

Q.1. B

Explain five factors of Porter's five force model and conduct Porter's 5 force model analysis of Taiwan Semiconductor manufacturing company ltd (TSMC).

8

3

Q.1. C	TCS Ltd. The company, currently operating in the technology sector, has experienced significant growth and wants to raise money, as a Management consultant, explain the advantages of Listing shares on Stock exchange to the Directors of the company	7	3
Q.2. A	Laxman, a portfolio manager, is considering investing in Mutual funds for his clients. He wants to diversify their portfolios across different asset classes. <ul style="list-style-type: none"> - Explain different types of Mutual funds available in India - Also suggest the types of mutual fund, along with actual mutual fund to invest considering highly risky, moderately risk and sector specific mutual funds. 	8	4
Q.2. B	Your company is exploring the use of cryptocurrency for cross-border transactions and as a potential investment asset. As a financial Manager, brief them about Cryptocurrencies and discuss the advantages of Cryptocurrencies.	7	4
OR			
Q.2. C	Ram, a client of yours is considering two options: small Case and Mutual funds for investment. As a portfolio manager, explain to him the difference between Small case and Mutual Funds. Also advise him on investment if he has a high risk appetite.	8	4
Q.2. D	Your client has a moderate risk tolerance and is looking to invest in ETFs to achieve broad market exposure and long-term growth. They are unsure about the selection process and need your guidance. As a certified financial planner, brief your client about exchange traded funds and discuss with him steps for selecting the best ETFs for investment.	7	4
Q.3. A.	Kotak finance ltd wants to start a Fintech business in Indian Financial Markets. As a merchant banker elaborate on Institutions in Financial Markets of India.	8	2
Q.3. B.	As a bureaucrat under finance ministry, discuss limitations of Financial service in india	7	1
OR			
Q.3. C.	You are governor of Reserve Bank of India, a) Discuss the functions of Reserve bank of India b) Discuss the various steps the Reserve bank of India can take to reduce inflation.	8	2
Q.3. D.	As an Economist presenting a lecture on financial services, discuss the Functions of financial services with your audience.	7	1
Q.4	Write the following concepts (5 Marks each)	15	
i.	Systematic Investment plan		3
ii.	Non fund financial services		4
iii.	BSE		2





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VIDYAVIHAR UNIVERSITY

Semester (July 2024 to Oct. 2024)		
Examination: End Semester Examination Nov. 2024 (UG Programmes)		
Programme code: 7 Programme: BBA	Class: FY	Semester: I
Name of the Constituent College: S K Somaiya college	Name of the Department Business studies	
Course Code: 231U07C106	Name of the Course: Organisational behaviour	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) Figures to right indicate full marks.		

Question No.		Max. Marks	Co Attainment
Q.1	<p>a. Describe the meaning of Organisational Behaviour. State its importance.</p> <p>b. Draw the diagram of Johari window and explain its four Panes.</p> <p>OR</p> <p>c. Describe various challenges faced by the managers in an organisational setting while dealing with different employees. State some ways to overcome these challenges.</p>	<p>7</p> <p>8</p> <p>15</p>	CO 1
Q.2	<p>a. Describe attitude and various norms which contribute to the development of personality.</p> <p>b. Explain the meaning and dimensions of job satisfaction.</p> <p>OR</p> <p>c. Explain the Meyers Briggs personality test in detail and state and explain sixteen personality types.</p>	<p>7</p> <p>8</p> <p>15</p>	CO 2
Q.3	<p>a. Explain the concept of "Perception" and state the effect of perception on Business Organisations in the area of performance appraisal and corporate image.</p> <p>b. "Leaders are born and not made" keeping this statement in mind, Explain the "Great man theory" of leadership in detail.</p> <p>OR</p> <p>c. Explain McGregor's participation theory of motivation in detail and state its use in present day business organizations with the help of suitable examples.</p>	<p>7</p> <p>8</p> <p>15</p>	CO 3
Q.4	<p>Case Study</p> <p>Role of Groups and teams in organizational development</p> <p>Infosys is hailed as an Indian multinational information technology company that offers information technology, business consulting, and outsourcing services. Originally founded in Pune, Infosys is currently headquartered in Bengaluru.</p>	15	CO 4



It is provider of next-gen services. The company enables clients in more than 50+ countries to stay ahead of the innovation curve and outperform in the game. It has more than 187,000 employees working within it.

The Infosys startup story came into existence in 1981. It was founded by the former employees of Patni Computer Systems. 7 people who were enthusiastic about writing codes and wanted to make it big in the American market - N.R. Narayana Murthy, Nandan Nilekani, S.D. Shibulal, Kris Gopalakrishnan, Ashok Arora, N.S. Raghavan and K. Dinesh started the company with a meagre amount of INR 10,000 and named it Infosys Consultants. The company began with a small office room. It was the front room of Murthy's home, and the registered office was Raghavan's home. The company didn't have any computer till 1983 because they couldn't afford it. It took them two years to buy a computer on their own and the model was Data General 32-bit MV8000. The tagline of the company is 'Powered by Intellect, Driven by Values'. This is the base tagline of Infosys. It focuses especially on re-communicating values. The company uses various slogans from time to time in its presentations. The Infosys business model is ideal. Previously the company concentrated only on Europe and the US preferring the (GDM) Global Delivery Model. During the 1990s Infosys focused on factors like Banking and Financial Services (BFSI), manufacturing, application development, maintenance, and testing. These all helped Infosys become a pioneer in the IT sector.

The Infosys growth story can be witnessed since it started trading in India in 1993. This was possible because the business had the ability to increase the per-capita revenues and attract the brightest investments on a go-forward basis. Infosys was on unstable grounds when its first joint venture collapsed in 1989. However, the company saw a breakthrough with Data Basics Corp. where Infosys started to work as an onsite software developer for the US market. All this was possible due to the strong team of the founders and their confidence with each other though they belonged to different cultures and religion they had the common goal.

Infosys eventually formed a JV again with KSA (Kurt Salmon Associates), which was nothing other than the completion of a full-circle for Infosys. It partnered with KSA this time to handle marketing in the US. The Narayana Murthy-led company went public in 1993 and was hailed as the first Indian company to list on the Nasdaq stock exchange in 1999. Pioneering the Global Delivery model and preserving and nurturing the entrepreneurial itch are some of the main secrets that lie behind the colossal growth of Infosys.

Infosys currently serves clients like Visa, Reebok, Cisco Systems, Nordstrom, Boeing, New York Life, Nortel, GE and more. The biggest market for Infosys is US.

Infosys market capitalisation surpassed the \$100 bn (Rs 7 trillion) mark for the first time on August 24, 2021. One of the oldest and the largest software companies in India, Infosys witnessed a surge of 71% of its share values and became the fourth Indian company to record such a feat.

Infosys had witnessed numerous challenges, which started right from the day it was launched, or even before that if we go by the facts. Infosys started with a sum of Rs 10,000 borrowed from Mrs Sudha Murthy, starting from there to the place where Infosys is now was a path full of hurdles. One of the prominent challenges that Infosys witnessed is when its first Joint venture, KSA- Infosys failed in 1989. This was really a point when Infosys was almost on the brink of collapsing down. This led to the resignation of the Ashok Arora, who was absolutely dejected with the way Infosys progressed.

Mr Gopalkrishna reminiscing the days, said "we had nothing after eight years of trying to bring up a company. Those who studied with us had cars and houses." With the resignation of Ashok Arora things started to get blurry for the other co-founders as well, but soon Narayana Murthy remarked "if you all want to leave, you can. But I am going to stick (with it) and make it", which instilled courage in all the other founders of the company.



Questions: [each carries 5 marks]		
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|---|--|--|
| <ol style="list-style-type: none">1. Describe the development of the team in Infosys establishment and its journey towards success due to common objectives carried out by the team.2. Describe the importance of teamwork with the help of the above case and state the advantages of teams in formal organizational structure.3. State the challenges faced by Infosys and suggest the innovative ways to tackle the situation when some team members leave the organization. | | |
|---|--|--|



Examination: End Semester Examination November 2024 (UG Programmes)

Semester: I

Name of the Department: Business Studies

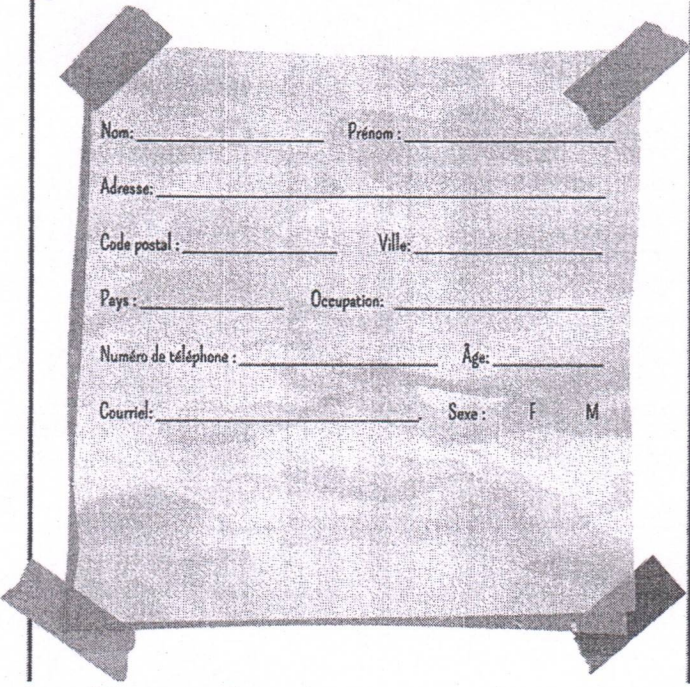
Name of the Course: French

Maximum Marks: 60

Instructions: 1) Draw neat diagrams 2) Suitable data if necessary

Question No.		Max. Marks	CO																								
Q.1.	<p>Compréhension</p> <p>Vous partez en voyage scolaire pour le week-end. Voici votre programme. Si vous ne faites pas d'activités, vous êtes en temps libre.</p> <table><tr><td></td><td>Samedi</td><td>Dimanche</td></tr><tr><td>8 à 9h</td><td>Arrivée à l'hôtel</td><td>Petit-déjeuner à l'hôtel</td></tr><tr><td>10h à 12h</td><td>Surf</td><td>Randonnée</td></tr><tr><td>12h à 13h30</td><td>Pique-nique sur la plage</td><td>Restaurant le Dauphin</td></tr><tr><td>15h à 17h</td><td>Musée de l'Océan</td><td>Retour en bus</td></tr><tr><td>18h30 à 19h30</td><td>Dîner à l'hôtel</td><td></td></tr><tr><td>20h à 22h</td><td>Film : Autobiographie d'une courgette</td><td></td></tr><tr><td>23h</td><td>Couvre-feu</td><td></td></tr></table> <p>A. Répondez aux Questions</p> <p>1. Quel film allez-vous ?</p> <p>2. A quelle heure commence la visite du musée ?</p> <p>3. Que faites-vous le dimanche à 10h ?</p> <p>4. Où mangez-vous le samedi soir ?</p> <p>5. Le dimanche où vous allez manger ?</p> <p>B. Écrivez des phrases en utilisant des mots suivants</p> <p>1. Film</p> <p>2. Bus</p>		Samedi	Dimanche	8 à 9h	Arrivée à l'hôtel	Petit-déjeuner à l'hôtel	10h à 12h	Surf	Randonnée	12h à 13h30	Pique-nique sur la plage	Restaurant le Dauphin	15h à 17h	Musée de l'Océan	Retour en bus	18h30 à 19h30	Dîner à l'hôtel		20h à 22h	Film : Autobiographie d'une courgette		23h	Couvre-feu		5	1,2,3,4
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	3. Randonnée 4. Hôtel 5. restaurant C. Écrivez la traduction anglaise des mots suivants 1. Couvre-feu 2. autobiographie 3. plage 4. petit-déjeuner 5. musée	5	1,2,3,4
Q. 2.	Écrivez sur mes loisirs	15	1,2,3,4
Q.3.	Le vocabulaire		
A.	Écrivez la nationalité des pays	5	2
1.	L'Inde		
2.	La France		
3.	L'Allemagne		
4.	Les États-Unis		
5.	La Pologne		
B.	Remplissez le formulaire	5	1
			
C.	Écrivez l'heure en français	5	4
1.	3 h 15 am		
2.	2 h 45 pm		
3.	6 h 35		
4.	12 pm		
5.	9 h 30		
OR			
D.	Écrivez les chiffres en mot	5	1
1.	65		

	2. 92		
	3. 43		
	4. 18		
	5. 76		
Q.4.			
A. Écrivez les verbes en présent		5	3
1. J' _____ (utiliser) le vélo			
2. Vous _____ (faire) de la natation			
3. Ram _____ (commencer) ses devoirs			
4. Ils _____ (finir) leur travail			
5. Nous _____ (manger) au restaurant			
B. Mettez la bonne adjective possessive		5	1
1. Je travail dans _____ bureau			
2. Ils vont chez _____ grands-parents			
3. Tu ne vas pas avec _____ amis			
4. Vous parlez de _____ mère			
5. Il va avec _____ amie			
C. Mettez la bonne préposition		5	2
1. Je vais _____ Etats unis			
2. J'habite _____ Mumbai			
3. Il vient _____ Suisse			
4. Nous allons _____ Allemagne			
5. Vous venez _____ Maroc			
OR		5	4
D. Mettez le bon article			
1. je lis _____ livre (indéfini)			
2. je vais chez _____ coiffeur (défini)			
3. Je vais visiter _____ Brésil (défini)			
4. J'aime _____ acteurs (indéfini)			
5. il parle avec _____ femme (indéfini)			
Bonne chance !			

