QUESTION PAPERS

BRANCH: Bachelor of Business Administration	SEM: II
	MAR/APR-2024

Sr. No.	Subject	Available
1.	Business Law (A), (B)	
2.	231U07K201 – Mathematical & Statistical Techniques (A), (B)	
3.	131U07E201 – Rural Marketing (A), (B)	
4.	231U07C203 – Cost Accounting	
5.	231U07C207 - Enrichment Course - French	
6.	131U07C201 - Quantitative Techniques II	
7.	131U07K201 - Business Environment	
8.		
9.		
10.		

LIBRARY

BBA/BBM - II
Law

SOMAIYA VIDYAVIHAR UNIVERSITY

Semester (December 2023 to April 2024) Examination: End Semester Examination April 2024 (UG Programmes)		
Programme code: Programme: BBA / BBM	Class: FY	Semester: II
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 06 / 07	Name of the Course: Business ~~Studies~~ Law	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Draw neat diagrams 2) Write appropriate sections and cases		

Question No.		Max. Marks	CO Attainment
Q.1.	Dharmodas Ghose, a minor, **mortgaged** his property to secure a loan from his uncle, **Brahmo Dutt**. The mortgage was later sold to the plaintiff, **Mohori Bibee.** At the time of entering into the contract, Dharmodas Ghose was a **minor**, meaning he was below the age of 18. The representative of Brahmo Dutt was fully aware of his legal incompetence to enter into contracts or mortgage his property. Dharmodas Ghose and his mother initiated legal action against Brahmo Dutta, arguing that the mortgage executed during Dharmodas's minority was **void** and improper, requiring the contract's revocation. During the proceedings, Brahmo Dutta passed away, and the appeal was continued by his executors. The plaintiff contended that no leniency should be granted, alleging that the defendant had knowingly misrepresented Dharmodas's age. 1) List down issues involved in the above-mentioned case law. 2) Write in detail observation made and judgement passed by the court.	15 (07) (08)	CO1
Q.2.A	List down the essentials of contract with suitable examples for each essential.	15	CO1
	OR		
Q.2.B	Define Company. Explain all characteristics any register company will	15	CO4

	enjoy along with suitable case law applicable		
Q.3.A.	Illustrate different modes of Discharge of a Contract	**15**	**CO1**
	OR		
Q.3.B.	Elaborate different rights of an Unpaid Seller	**08**	**CO2**
Q.3.C	Explain in detail Expressed and Implied Conditions	**07**	**CO2**
Q.4.A.	List down types of Partners and Partnerships in detail	**10**	**CO3**
Q.4.B.	Outline rights of a Minor with respect to Partnership Act	**05**	**CO3**
	OR		
Q.4.C	Illustrate in detail Articles of Association and different clauses of Memorandum of Articles	**15**	**CO4**

SOMAIYA VIDYAVIHAR UNIVERSITY

Semester (December 2023 to April 2024) Examination: End Semester Examination April 2024 (UG Programmes)		
Programme code: Programme: BBA / BBM	Class: FY	Semester: II
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 06 / 07	Name of the Course: Business ~~Studies~~ LAW	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Draw neat diagrams 2) Write appropriate sections and cases		

Question No.		Max. Marks	CO Attainment
Q.1.	**FACTS:** When the manager of a joint family or a-member or members of a joint family enter into **partnership** with strangers, though acting on behalf of the joint family, the position which obtains is that, not all the members of the joint family, but only such of its members as have in fact entered into **partnership** with the stranger become partners. On such a **partnership** being formed the relationship which is established is a contractual relationship, and the only parties who thus come into contractual relationship with each other are the outsider and the member or members of the joint family as the case may be. The members of the joint family who are not partners with the outsider have no voice or control over the business, they are not in a position even to dissolve the **partnership** and to realize the share of the joint family in the **partnership**. 1) List down issues involved in the above-mentioned case law 2) Write in detail observation made and judgement passed by the court.	15 (07) (08)	CO1

Q.2.A	Illustrate on effects of enforceable and non-enforceable Minor agreement.	**15**	**CO1**
	OR		
Q.2.B	Define Misrepresentation and elaborate its essential elements	**08**	**CO1**
Q.2.C	Demonstrate registration process under Partnership Act	**07**	**CO3**
Q.3.A.	Explain and interpret Rights of an Unpaid seller	**10**	**CO2**
Q.3.B	Differentiate between Sale and Hire Purchase	**05**	**CO2**
	OR		
Q.3.C.	Illustrate duties of a Partner in detail	**10**	**CO3**
Q.3.D	Summarize provisions related to a Minor under Partnership Act	**05**	**CO3**
Q.4.A.	Explain Doctrine of Constructive notice, Indoor Management, and Ultra Vires. And explain meaning of lifting of corporate Veil	**15**	**CO4**
	OR		
Q.4.B.	Define Company and explain different Types of Company	**10**	**CO4**
Q.4.C	Explain Object and Name clause of MOA	**05**	**CO4**

BBA/BBM
Sem-II
Maths & Stats.

SOMAIYA VIDYAVIHAR UNIVERSITY

Semester (December 2023 to April 2024) Examination: End Semester Examination April 2024 (UG Programmes)		
Programme code: 07 Programme: BBA/BBM ✓	Class: FY	Semester: II
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 231U07K201	Name of the Course: Mathematical & Statistical Technique	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) Use of only **SIMPLE CALCULATORS IS ALLOWED** 4) Graphs to be plotted on answer sheet itself.		

Question No.		Max. Marks	CO Attainment
Q.1. A	1) Compute Spearman Rank Correlation for the following Observation	05	CO1

	1	2	3	4	5	6	7	8
X	20	22	28	23	30	30	23	24
Y	28	24	24	25	26	27	32	30

2) Calculate the modal wages for the following distribution: — 05 — CO1

Daily wages	100-150	150-200	200-250	250-300	300-350	350-400
No.of employees	3	5	15	20	8	7

	3) Given the following data, find both the regression lines. Hence estimate y when x=40 and x when y=35 Correlation coefficient r=0.65	05	CO1

	X	Y
Mean	43	37
S.D	3.1	2.8

	OR		
Q.1. B	1)Find the third proportional to 16 and 36 . 2) If A = {1,2,3,4}, B = {3,4,5,6} C = {5,6,7,8}, D = {7,8,9,10}; find i) A∪B ii) A∪B∪C iii) B∪C∪D Are the sets A, B, C, D equivalent 3) there are 260 persons with skin disorder. if 150 had been exposed to the chemical A , 74 to the chemical B , and 36 to both chemical A and B , find the number of persons exposed to i) chemical A but not chemical B ii) chemical B but not A	05 05 05	CO2 CO2 CO2
Q.2. A	1) For Geometric Progression if r= ⅓, a=9, Find the seventh term 2) Calculate Seasonal Index 3) Find Harmonic Mean of two positive numbers whose Arithmetic Mean and Geometric Mean are 15/2 and 6	05 05 05	CO3 CO3 CO3

Year	I	II	III	IV
2012	108	130	107	93
2013	86	120	110	91
2014	92	118	104	88

	OR		
Q.2. B	1) Find 8th term of Harmonic Progression : ½,⅕ ,⅛,1/11, …	05	CO3

	2) Find 3 Yearly Moving Averages for the following data 	Year	2008	2009	2010	2011	2012	2013	2014	2015
---	---	---	---	---	---	---	---	---
Production	68	62	61	63	65	68	63	67 | 3) Fit straight line trend by the method of least square for the following data | Year	1999	2000	2001	2002	2003	2004	2005
---	---	---	---	---	---	---	---
Production	14	15	17	16	17	20	23		05 05	CO3 CO3
Q.3. A.	1) How many four digits numbers can be formed from the digits 0,1,2, 7, 8, and 9 if i) repetition is allowed ii) repetition is not allowed 2) A coin is tossed five times. What is the probability of obtaining two or more heads? 3) For two events A and B; P(A)= 2/5, $P(B^C)$ = 1/3, P(AUB)= ⅚. Find P(A ∩ B) , $P(A^C)$. Are A and B mutually exclusive and exhaustive?		05 05 05	CO4 CO4 CO4
	OR		
Q.3. B.	1) A group consists of 5 girls and 6 boys. In how many ways can a team of 4 members be selected if the team has (i) at least 4 boys (ii) at most 2 girls 2) A random variable X has probability mass function as follow: 	$X = x_i$	-1	0	1	2	3
---	---	---	---	---	---
$P(x_i)$	k	0.2	0.3	2k	2k	 find k, mean and variance. 3)If the letter of the word MISHA is to be arranged at random. Find the number of arrangements of words that have i) vowels not together, ii) begins and ends with vowels.		05 05 05	CO4 CO4 CO4
Q.4. A.	Explain the following concepts (5 marks - 3 questions) all units. a) What is correlation? Explain in brief different methods of finding correlation . b) Illustrate different components of time series. c) Illustrate laws of indices.		15	CO 1,2,3,4

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Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 231U07K201	Name of the Course: Mathematical & Statistical Technique	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) Use of only **SIMPLE CALCULATORS IS ALLOWED** 4) Graphs to be plotted on the answer sheet itself.		

Question No.		Max. Marks	CO Attainment
Q.1. A	1) Calculate Arithmetic Mean and Median from the following data	05	CO 1

Marks	0-10	10-20	20-30	30-40	40-50
No. of Students	5	12	20	8	5

	2) From the following regression equation 2X-Y=17 and 4X-3Y=1 Find the value of i) mean of x and y ii) coefficient of correlation r iii) y when x=28	05	CO 1

3) Calculate Mean deviation from mean — 05

Class	0-10	10-20	20-30	30-40	40-50
Frequency	15	20	40	20	5

	OR		

Q.1. B	1) In a bag ,there are coins of 25 paise,10 paise,5 paise in the ratio of 1:2:3. if there are Rs.30 in all,how many 25 paise?	05	CO 1
	2) Find $27^{4/3}$ state the rules used.	05	CO 1
	3) In survey of 425 students in a school , it was found that 115 drink apple juice ,160 drink orange juice and 80 drink both apple as well as orange juice. How many drink neither apple nor orange juice?	05	CO 1
Q.2. A	1) Fit a Straight line trend by method of least squares to the following data import of a certain company. Also find an estimate for the year 2008	05	CO 2

Year	2000	2001	2002	2003	2004	2005	2006
Import	48	50	58	52	45	41	49

	2) Find the nth term of the sequences in geometric progression. 0.5,0.55,0.555,...	05	CO 2
	3) For the following Arithmetic Progression find the Sn :2,4,6,8,...	05	Co 2
	OR		
Q.2. B	1) Find Geometri Mean of two positive numbers whose Arithmetic Mean and H.M are 75 and 48	05	CO 3
	2) Find 3 Yearly Moving Average	05	CO 3

Year	1999	2000	2001	2002	2003	2004	2005	2006
Production	37	45	72	57	62	78	60	85

	3) A, B and C invested Rs.70,000, Rs.50,000 and Rs.80,000 respectively in a business. At the end of the year, C received Rs.16,000 as his share in the profit. Find A's and B's share in the profit.	05	CO 3
Q.3. A.	1)Two unbiased dice are thrown simultaneously .Write sample space.find the following probabilities: i) sum of numbers on top is 7 ii) product of numbers on top at least 6.	05	CO 4

<table>
<tr><td>Q.3. A.</td><td>2) The average number of phone calls per minute into the switch board of a company between 10.00 am and 2.30 pm is 2.5. Find the probability that during one particular minute there will be (i) exactly 3 calls (ii) at least 3 calls.
(Given $e^{-3} = 0.0498, e^{-2} = 0.1353, e^{-1} = 0.3678$)
3)A student has to answer 10 questions, choosing at least 4 from each of Parts A and B. If there are 6 questions in Part A and 7 in Part B, in how many ways can the student choose 10 questions?</td><td>05

05</td><td>CO 4

CO 4</td></tr>
<tr><td></td><td>OR</td><td></td><td></td></tr>
<tr><td>Q.3. B.</td><td>1) If 5% of the items produced turn out to be defective, then find out the probability that out of 10 items selected at random there are :
(i) exactly four are defectives (ii) at most two are defectives
2) In Vijay sales every day sale of number of laptops with his past experience the probability per day are given below:
<table>
<tr><td>No of Laptops</td><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr>
<tr><td>Probability</td><td>0.05</td><td>0.15</td><td>0.25</td><td>0.2</td><td>0.15</td><td>0.2</td></tr>
</table>
Check if it is a pdf and find its mean and variance.
3) Find the number of ways in which 2 books on Accounts, 4 books on Mathematics and 3 books on Law can be arranged on a bookshelf so that
i) books of the same subject are together.
ii) books are to be arranged at random.</td><td>05

05

05</td><td>CO 4

CO 4

CO 4</td></tr>
<tr><td></td><td></td><td></td><td></td></tr>
<tr><td>Q.4. A.</td><td>Explain the following concepts:
a) State Merits and demerits of Mean and Mode
b) Illustrate various operations on sets.
c) Explain Binomial distribution.</td><td>15</td><td>CO 1,2
CO 3
CO 4</td></tr>
</table>

BBA - II
Rural MKT

SOMAIYA VIDYAVIHAR UNIVERSITY

Semester (December 2023 to April 2024) Examination: End Semester Examination April 2024 (UG Programmes)		
Programme code:07 Programme: BBA	Class: FY	Semester: II
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code:131U07E201	Name of the Course: Rural Marketing	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO Attainment
Q.1.	**Read the case study carefully & answer the questions at the end** The growing complexities in the modern marketing are also generating ample opportunities in the business world and it has become important for the producers of goods and services to tap all such markets where enough untapped potential is available. The dynamic change in the marketing practices and strategies has transformed the marketing environment to a significant extent. To meet the challenge of creation and retention of customers and entry to rural market with good product packages has become need of an hour. On the other hand, increased purchasing power of rural customers has attracted the attention of marketers. It requires unique marketing strategy full of client and location-oriented involvement of 4A approach. Keeping in view the growth and development of rural markets in India which are contributing significantly in the country GDP and contributes more than 50% in the total sales of durable and non-durable products. It has become more important to look in to the rural markets with great zeal and enthusiasm. Organizations need to sustain if effective network is available to adopt neo-marketing strategies to tap such markets	15	CO 3&4

available in rural and for flung areas where more than 65% population is residing with large untapped consumer potential.

For this the role of telecom service providers cannot be overlooked. Present paper is an attempt to overview the concept of rural marketing for which marketing strategy with 4-A approach is applied on BSNL one of the leading telecommunication service providers in rural India and to analyse their various marketing strategies adopted for rural customers.

Conclusion:

The rise of modern marketing complexities presents a dual challenge and opportunity for businesses. To capitalize on untapped markets, especially in rural areas, where significant potential lies, producers must adapt their strategies. The evolving marketing landscape demands a proactive approach focused on customer creation and retention, particularly in rural markets where purchasing power is increasing. In India, rural markets play a crucial role in driving GDP and contribute substantially to the sales of both durable and non-durable goods.

Hence, there's a pressing need for organizations to engage with rural markets effectively, leveraging tailored strategies. BSNL, as a prominent telecommunication service provider in rural India, exemplifies the significance of adopting a 4-A approach (availability, accessibility, affordability, and acceptability) to penetrate rural markets successfully.

By implementing neo-marketing strategies, BSNL has been able to tap into the vast consumer base residing in rural and remote areas.

Questions

1.How can BSNL address the connectivity challenges in rural areas?

2.What strategies can BSNL employ to make their services more affordable for rural consumers?

3.How can BSNL improve awareness and acceptance of their services in rural markets?

Q.2.A	Imagine you have been appointed as a consultant by the government to assess the effectiveness of rural development initiatives in a specific region of India. Choose one rural development program implemented by the government (e.g., MGNREGA, PMGSY, NRLM) and critically evaluate its impact on the socio-economic landscape of the targeted rural communities.	15	CO1
	OR		
Q.2.B	Propose innovative solutions to overcome the challenges faced by companies attempting to penetrate Indian rural markets, considering factors such as transportation constraints and communication barriers.	07	CO2
C	Assess the effectiveness of a marketing campaign targeted at rural consumers, considering how various factors are affecting rural consumer behavior.	08	
Q.3.A.	As a product development manager, propose innovative packaging designs for both durable and nondurable goods to enhance their appeal to consumers and differentiate them from competitors.	07	CO3
B	Create a hypothetical scenario where a company must innovate its product offerings to meet changing consumer preferences for nondurable goods.	08	
	OR		
Q.3.C.	Suppose you are a business owner launching a new product in a rural market. How would you determine the most appropriate pricing strategy considering factors such as competition, consumer preferences, and purchasing power?	15	CO3
Q.4.A.	Discuss the role of intermediaries in facilitating product distribution in rural areas.	07	CO4
B	Design a marketing and distribution strategy for a consumer product to be sold through a Cooperative Society, considering factors such as target market, pricing, and promotional activities. Explain its features?	08	
	OR		
Q.4.C.	Identify potential barriers to effective communication in rural areas and propose solutions to overcome them.	07	CO4
D	Assess the suitability of various communication channels for delivering	08	

	specific types of messages to target audiences.		

SOMAIYA VIDYAVIHAR UNIVERSITY

Semester (December 2023 to April 2024) Examination: End Semester Examination April 2024 (UG Programmes)		
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Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U07E201	Name of the Course: Rural Marketing	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO Attainment
Q.1.	**Read the case study carefully & answer the questions at the end.** Power Tractors Ltd.is the manufacturer of large, medium, & small size (With respect to HP.) tractors planned to market their tractors in Baitul District of Madhya Pradesh where there are two other strong competitors already had their stronghold. Power Tractor Ltd. appointed a Distributor & 5 retail dealers under him in the Baitul District. The Distributor is entrepreneur. The power Tractor Ltd. has given the distributor total responsibility to increase the Power Tractors market share. The Distributor conducted the market survey & studied the land holding patterns, soil nature of the Agricultural land in the district & observed that soil is sandy & major land holding is larger to medium & those farmers prefer Higher H. P. Tractors. A few percentages of farmers are also holding small land holdings who uses small HP Tractors. He prepared the list of large , medium & Small land holder farmers in all the villages of the Baitul District. He divided the villages in following categories based on Population of the villages as follows. **Category of Villages A-large sized Villages** **Category of Villages B-Medium sized Villages** **Category of Villages C-Small Sized Villages** After some period of starting marketing activities in Baitul District, the Distributor have further fine-tuned the Market. He classified the villages as follows.	15	CO3&4

	High Market share Villages: In these villages the Power Tractor Ltd. have market leader Position. The Distributor asked the salespersons of the company to maintain good relations with the farmers of these villages. Here the sales of the Power tractors are high. Competitors in these villages are trying to regain their past leadership position with aggressive marketing strategies. **Medium Market share Villages:** In these villages the Power tractor sales are average. The Distributor asked the salespersons to conduct demonstrations of Power tractor supported by promotional activities like Product display, farmer meetings, wall paintings etc. Also, Credit schemes are introduced in these villages for potential buyers. All these initiatives by the company resulted into the increased sales & enquiries for their tractors. **Low Market share Villages:** In these villages the sales of Power Tractors is negligible. So the company has done only wall paintings in these villages. There are a few enquiries Started coming from the farmers of these villages about credit schemes. The company also have tractor accessories (spare parts) division. In the accessories /spares the company have better profit margins. The Power Tractor Company have one retail outlet at Baitul for spares & one service center for tractors. The farmers use to cometo Baitul for purchase of spares & servicing the tractor. The Power Tractor Company have marginal growth rate in sales of their tractorswhich is lower than the Industry Growth rate in Baitul District. **Questions** a) Discuss in detail the marketing strategies implemented by the Power Tractor Ltd. in Baitul district. Do you satisfy with the company's overall marketing strategy? b) What kind of additional marketing actions do you think the company should initiate in High Market share villages & Low Market share villages to get thesustained & higher market share of tractor sales? c) What is the key reason do you think for lower growth rate of Power tractor sales tn the Industry sales growth rate in Baitul District ? Suggest a catchy slogan for Power Tractor & also one innovative promotional activity.		
Q.2.A	How do potential risks or constraints in rural marketing manifest when implementing marketing strategies aimed at overcoming limitations in rural areas with inadequate infrastructure?	15	CO1
	OR		
	"Imagine you are a marketing manager for a company introducing a new		

Q.2.B	agricultural technology product in a rural area with limited access to internet connectivity. Drawing upon your understanding of behaviour-technological factors in rural marketing, develop a comprehensive digital marketing strategy that effectively reaches and engages the rural target audience despite technological constraints.	08	CO2
C	Design a promotional campaign for a new agricultural product, integrating insights from the factors contributing to the growth of rural marketing in order to maximize reach and impact.	07	
Q.3.A.	Utilizing the concept of the marketing mix, devise a strategy to introduce a new agricultural product to rural consumers, considering their unique needs and preferences.	07	CO3
B	Suppose you are a packaging engineer for a pharmaceutical company. How would you design child-resistant packaging for over-the-counter medications, and how would you incorporate necessary labeling information to ensure safe and effective use by consumers?	08	
	OR		
Q.3.C.	Critically analyse the use of "green" labels on household products. How do they influence consumer perceptions of environmental friendliness. Explain its types.	07	
D	Given a product or service, can you identify and describe potential market segments using the STP approach?	08	
Q.4.A.	Explain the role of various channels of distribution in rural markets with reference to HAATS, Mandis, Public Distribution System, and Cooperative society?	07	CO4
B	Develop a communication plan for promoting a new agricultural product in a rural community, outlining the selection of communication channels, messaging strategies, and target audience segmentation.	08	
	OR		
Q.4.C.	As a marketing manager for a food company, how would you design or create an advertisement targeting rural audiences that effectively utilizes visual communication to convey the nutritional benefits of your product	07	CO4

	while respecting local customs and traditions?		
D	Design a campaign that utilizes mobile technology to bridge communication gaps in remote rural communities.	08	

BBA - II

CA

SOMAIYA VIDYAVIHAR UNIVERSITY

Semester (November 2023 to March 2024) Examination: End Semester Examination March/April 2024 (UG Programmes)		
Programme code: 07 **Programme: BBA**	**Class:** FY	**Semester:** II
Name of the Constituent College: **S K Somaiya College**	**Name of the Department:** **Business Studies**	
Course Code: 231U07C203	**Name of the Course: Cost Accounting**	
Duration : 2 Hrs.	**Maximum Marks : 60**	
Instructions: 1)All questions are compulsory		

Question No.		Max. Marks	CO
Q.1. A	From the following particulars, prepare a statement of cost for the year 2021.	15	CO1

Particulars	Amount
Opening stock of raw materials	50,000
Raw material returned to suppliers	4,000
Wages paid to productive workers	36,000
Wages paid to non-productive workers	4,000
Rent of workshop	5.000
Repairs to plant	1,200
Office expenses	3,000
Advertisement expenses	2,400
Purchase of material	1,40,000
Closing stock of material	38,400
Staff salaries	10,000
Carriage on purchases	1,000
Carriage on sales	3,000
Fuel, gas, water etc.	2,000
Depreciation on machinery	2,800
Direct expense	1,600

	OR		
Q.1. B	At 90% capacity, ABC Ltd. produces 10,800 units and incurred the expenses as under	15	CO 2

Particulars	Cost per Unit
Direct Material	7
Direct Labour	5
Other Variable Expenses	4.50
Administrative Overheads	6 (40% variable)
Selling Overheads	3 (75% variable)
Production Overheads	3 (20% variable)

Selling price per unit 60.

Prepare Flexible Budget for 70%, 80% and 100% utilisation of the capacity.

Q.2. A	Calculate from the following data: I. Material cost variance, II. Material price variance, III. Material usage variance, and IV. Material mix variance	15	CO3

		Material	Standard Price (Rs)	Standard weight per unit of output (lb.)	Actual weight for output of 36 units (lb.)	Actual pric per lb. (Rs)	
		X	10	2	72	12	
		Y	2	4	108	2	
		Z	5	3	126	4	
		Total		9	306		
	OR						
Q.2. B	Find out labour cost variances, labour rate variance and labour efficiency variance. Standard Output 1000 units Actual 1,200 units Rate of payment @ Rs 6 per unit Wages paid with bonus Rs 8,000 Time Taken 50 hours 40 hours						15 CO 3
Q.3. A.	From the following particulars calculate: a) P/V ratio b) Break- even point c) Margin of safety d) Sales required to earn a profit of Rs. 1,50,000 e) Profit when sales are of Rs. 10,00,000 f) Margin of safety if company is earning profit of Rs. 2,00,000 Fixed cost- Rs 1,50,000 Profit- Rs 1,00,000 Sales- Rs 5,00,000						15 CO4
	OR						
Q.3. B.	A manufacturing company makes two products- Luxury and deluxe.						15 CO4
	Particulars	Luxury	Deluxe				
	Sales	2,00,000	1,60,000				
	Variable cost	1,20,000	1,32,000				
	Fixed cost	40,000	32,000				
	Profit/loss	40,000	(4000)				
	The managing director has suggested that deluxe should be dropped. The following conditions are given, what would be your opinion. i. His decision has no effect on sales of luxury. ii. By using vacant space, the sale of luxury could be increased by Rs. 1,00,000. The extra production would lead to increase in total fixed cost to Rs. 76,000 iii. If deluxe is discontinued fixed cost would be nil for the product						
Q.4	Write the following concepts (5 Marks each)						15
1.	Objectives of cost accounting						CO1

2.	Fixed cost		CO4
3.	Factory overheads		CO1

SOMAIYA
VIDYAVIHAR UNIVERSITY

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Name of the Constituent College: **S K Somaiya College**	**Name of the Department:** **Business Studies**	
Course Code: 231U07C203	**Name of the Course: Cost Accounting**	
Duration : 2 Hrs.	**Maximum Marks : 60**	
Instructions: 1)All questions are compulsory		

Question No.		Max. Marks	CO
Q.1. A	From the books of accounts of M/s Aryan Enterprises, the following details have been extracted for the year ending March 31, 2020	15	CO1

	Amount
Stock of materials:	
Opening	1,88,000
closing	2,00,000
Material purchased during the year	8,32,000
Direct wages paid	2,38,400
Indirect wages	16,000
Salaries to administrative staff	16,000
Freights:	
Inward	32,000
outward	20,000
Cash discount allowed	14,000
Bad debts written off	18,800
Repairs to plant and machinery	42,400
Rent, rates and taxes:	
Factory	12,000
office	6,400
Travelling expenses	12,400
Salesmen's salaries and commission	33,600
Depreciation written off:	
Plant and machinery	28,400
furniture	2,400
Director's fees	24,000
Electricity charges (factory)	48,000
fuel	64,000
General charges	24,800
Managers salary	48,000

The manager's time is shared between the factory and the office in the ratio of 20:80

Prepare cost sheet

OR

Q.1. B	Draw up a flexible budget for overhead expenses based on the following data and determine the overhead rates at 70%, 80% and 90% plant capacity.	15	CO2

Particulars	Capacity Level
	80% (Rs.)

	Variable Overheads:			
	Indirect Labour	12,000		
	Stores including Spares	4000		
	Semi-variable Overheads:			
	Power (30% Fixed, 70% Variable)	20,000		
	Repairs and Maintenance (60% Fixed, 40% Variable)	2,000		
	Fixed Overheads:			
	Depreciation	11,000		
	Insurance	3,000		
	Salaries	10,000		
	Total Overheads	62,000		
	Estimated Direct Labour Hours	1,24,000 hrs		
Q.2. A	The Standard material cost to produce a ton of chemical M is: 300 kg. of material X @ Rs 10 per Kg. 400 kg. of material Y @ Rs 5 per kg. 500 kg. of material Z @ Rs 6 per kg. During a period, 100 tons of mixture M were produced from the usage of: 35 tons of material X at a cost of Rs 9,000 per ton 42 tons of material Y at a cost of Rs 6,000 per tons 53 tons of material Z at a cost of Rs 7,000 per tons Calculate material cost, material price, material usage and material mix variance.		15	CO3
	OR			
Q.2. B	Using the following information, calculate labour cost variance, labour rate variance, labour efficiency and idle time variance: Standard hours :5,000 Standard labour rate : Rs 4 per hour Actual Hours : 6,000 Actual labour rate : Rs 3.50 per hour Time lost on account of machinery breakdown: 300 hours.		15	CO3
Q.3. A.	The sales turnover and profit of M/s A Ltd. during the two year 2020 and 2021 were as follows:		15	CO4

year	sales	Profit
2020	7,00,000	90,000
2021	9,20,000	1,20,000

You are required to calculate:

a) P/V Ratio
b) BEP sales
c) Sales required to earn a profit of Rs 1,80,000

The profit made when sales are Rs. 20,00,000

	OR			
Q.3. B.	From the following information you are required: (a) Calculate the marginal product cost and contribution per unit. (b) State Which of the alternative sales mixes you would recommend to management? And why?		15	CO4

Particulars	Per unit Rs.
Selling Price:	
For X	250
For Y	200
Direct Materials:	

	For X	80		
	For Y	60		
	Direct Wages:			
	For X	60		
	For Y	40		
	Fixed Overheads are Rs. 75,000 and variable overheads are 150% of direct wages. Alternate Sales Mix 1) 2,500 units of Product X and 2,500 units of Product Y. 2) Nil units of Product X and 5,000 units of Product Y. 3) 4,000 units of Product X and 1,000 units of Product Y			
Q.4	Write the following concepts (5 Marks each)		15	
1.	Reconciliation statement			CO1
2.	Variable cost			CO2
3.	Marginal costing			CO4

SOMAIYA VIDYAVIHAR UNIVERSITY

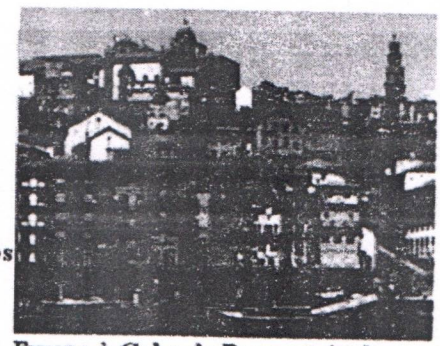
Semester ([redacted]) Dec 23 – April 2024. Examination: End Semester Examination ~~October 2023~~ (UG Programmes) ~~April~~ 2024.		
Programme code: 07 Programme: BBA	Class: FY	Semester: II
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 231U07C207	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		

easyjet Magazine May 2012 188

DERNIÈRES INFOS/NEUIGKEITEN : SUISSE/SCHWEIZ

Vacances sous le soleil portugais



Que ce soit pour des vacances à la plage une escapade citadine ou une découverte culturelle, le Portugal offrira des vacances pour tous les goûts.

La ville de Porto vous surprendra avec ses petites ruelles et ses grandes caves à vin dans la Vila Nova de Gaia où vous pourrez déguster le fameux apéritif Porto. Et les alentours feront le bonheur des amateurs de plages à Mindelo et Espinho. Une autre ville à ne pas rater est Lisbonne. Un grand choix de musées, églises et parcs permet aux visiteurs de découvrir l'histoire de la ville. Une excursion journalière vers Sintra vers le point le plus occidental d'Europe à Cabo da Roca est également recommandée.

Plus au sud se trouve la ville de Faro dans l'Algarve. Cette région est particulièrement appréciée à cause de ses3000 heures de soleil annuelles et plus de 150Km de côtes.

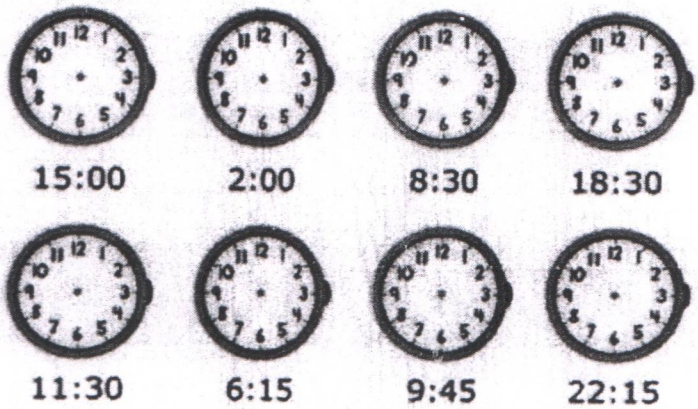
Envolez-vous au départ de Genève plusieurs fois par jour vers Porto, Lisbonne ou Faro à partir de 42,45CHF.

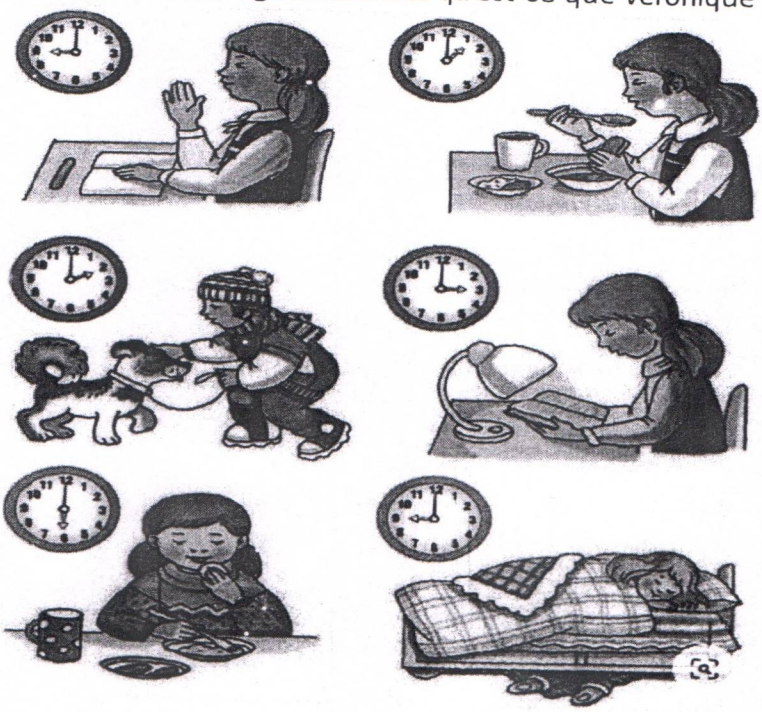
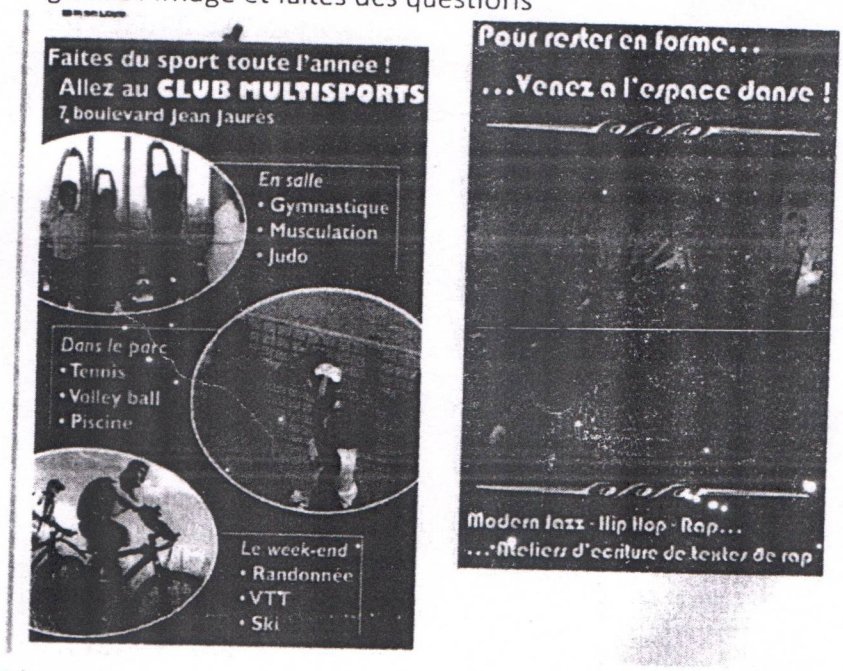
A. Vrai ou Faux — 5 — 1,2,3,4

1. On peut déguster Porto à Lisbonne
2. Algarve a la côte de 150km
3. Mindelo et Espinho sont les plages
4. il y a des grandes rues à Porto
5. Portugal offre les vacances pour tous les goûts

B. Répondez aux questions — 5 — 1,2,3,4

1. Qu'est-ce que vous pouvez faire à Porto
2. Décrivez Lisbonne
3. Nommez le point le plus occidentale d'Europe
4. Nommez une ville au sud de Portugal

	5. Pourquoi la ville de Faro est célèbre?		
	C. Ecrivez une carte postale en décrivant votre séjour à Portugal	5	4
Q.2	A. Ecrivez un dialogue entre un épicier et un client	5	1,2,3,4
	B. Vous êtes en voyage à Nice, en France. Vous écrivez un mail à votre ami et racontez vos sorties	10	1,2,3,4
Q.3	A. Ecrivez l'heure en français (Any 5) 	5	2
	B. Dites ce que vous trouvez dans 1. Boulangerie 2. Papeterie 3. Boucherie 4. Crèmerie 5. Marché	5	1
	C. Complétez avec la relation familiale 1. Mon neveu est le _____ de ma soeur 2. La mère de ma mère est ma _____ 3. Ma nièce est la _____ de mon frère 4. La _____ de ma mère est ma tante 5. Le fils de mon père est mon _____ OR	5	4
	D. Mettez l'adjectif démonstratif Regardez _____ paysage, il y a _____ ciel bleu, et _____ mer calme, _____ palmiers grands et les belles fleurs. Mais _____ animal horrible. Quel horreur!	5	3

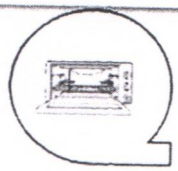
Q.4	A. Regardez l'image et décrivez qu'est-ce que Véronique va faire demain 	5	2
	B. Regardez l'image et faites des questions  Où - Quand - Qui - Quel - Que/ Qu'est-ce que -	5	1, 2
	C. Complétez avec le bon article (article contracté) 1. Je vais ..... restaurant près ..... bureau. 2. Je mange une pizza ..... quatre fromages. 3. La maison ..... ministre est très grande. 4. Sophie aime le goût ..... bière mais pas celui ..... vin 5. La glace ..... vanille est meilleure que la glace ..... chocolat.	5	3,4

OR

D. Remettez la recette en ordre

1. Beurrez un moule et versez-y la pâte.
2. Préchauffez le four Th. 6 (180°).
3. Enfournez 40 minutes environ.
4. Battez les œufs dans un saladier.
5. Dégustez-le nature ou nappé de confiture.
6. Ajoutez le sucre, la farine, la levure, la pincée de sel et le beurre fondu. Mélangez bien.

5 | 4



Étape 1 : .....

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Etape 2 : .....

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Etape 3 : .....

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Etape 4 : .....

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Etape 5 : .....

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Etape 6 : .....

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Bonne Chance!

SOMAIYA VIDYAVIHAR UNIVERSITY

Semester (November 2022 to March 2023) Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 7 **Programme: BBA**	**Class:** FY	**Semester:** II
Name of the Constituent College: S K Somaiya College	**Name of the Department: Business Studies**	
Course Code: 131U07C201	**Name of the Course: Quantitative Techniques-II**	
Duration: 2 Hrs.	**Maximum Marks: 60**	
Instructions: 1) Use of calculator is allowed 2) Assume suitable data if necessary		

Q. No.				Max. Marks	CO Attainment
Q.1	A)	i)	Mr. Akash lent Rs. 5000 to Mr. Prashant and Rs. 4000 to Mr. Sagar for 5 years and received total simple interest of Rs. 4950. Find (i) the rate of interest and (ii) simple interest of each.	4	CO3
		ii)	Find the amount for an ordinary annuity with periodic payment of Rs. 3000, at 9% p.a. compounded semi-annually for 4 year	3	CO3
	B)		Find the compound amount and compound interest of Rs. 1200 invested for 5 years at 5% if the interest is compounded (i) annually, (ii) semiannually, (iii) quarterly and (iv) monthly.	8	CO3
			OR		
Q.1	C)		Mr. Shyam Rane has borrowed a sum of Rs. 100000 from a bank at 12% p.a. and is due to return it back in 5 monthly installments. Find the EMI he has to pay and also prepare the amortization table of repayment.	7	CO1
	D)	i)	If $A = \begin{bmatrix} 1 & 4 & 3 \\ 2 & 0 & 5 \end{bmatrix}$ $B = \begin{bmatrix} 2 & 1 & -1 \\ 1 & 3 & 4 \\ 0 & 5 & 6 \end{bmatrix}$ Find product matrix A×B, can you find B×A?	4	CO1
		ii)	Evaluate $A = \begin{vmatrix} 0 & b & -c \\ -b & 0 & a \\ c & -a & 0 \end{vmatrix}$	4	CO1
Q.2	A)		Find Inverse of Matrix A by adjoint method $\begin{bmatrix} 1 & 4 & 0 \\ -1 & 2 & 2 \\ 0 & 0 & 2 \end{bmatrix}$	7	CO1
	B)		For the following two industry-output model, find technology matrix A. Also calculate the level of output, if final demand of each product increases by 60 units. Further find the labour requirement for this output.	8	CO1

Industry	Consumption by		Final Demand	Total Output
	1	2		
1	120	130	150	400
2	120	180	200	500
Labour	80	200		

		OR			
Q.2.	C)	By dividing 50 into two parts so that their product is maximum, use maxima and minima in derivatives.		7	CO2
	D)	i)	If $y = x^3 - 6x^2 + 19x + 100$ find $\frac{d^2y}{dx^2}$	4	CO2
		ii)	Find derivative $y = \frac{10e^x + 5\log x}{x^3 + 12}$	4	CO2
Q.3.	A)	The cost of producing X item is given by $2x^2 + 5x + 20$.find the total cost, average cost and marginal cost when x=10		7	CO2
	B)	If $f(x) = 2x^2 - 3x + 1$, find the values of f(x) for x=0,1,2,3,4. Prepare the forward difference table and show that Second forward differences are constant.		8	CO2
		OR			
Q.3.	A)	Construct a difference table for $f(x) = 5x^2,\ x = 0(1)4$. Hence find f (1.5) using Newton's Forward Difference Formula.		7	CO2
	B)	Prove that:			
		i)	$f(a + 2h) = f(a) + 2\Delta f(a) + \Delta^2 f(a)$	4	CO2
		ii)	$\Delta^4 y_0 = y_4 - 4y_3 + 6y_2 - 4y_1 + y_0$	4	CO2
Q.4	Answer the following questions.				
	A)	Define		5	CO2
	i)	Lower Triangular Matrix			
	ii)	Upper Triangular Matrix			
	iii)	Transpose of Matrix			
	iv)	Symmetric Matrix			
	v)	Diagonal Matrix			
	B)	Show that if rows and columns of a determinant are interchanged, its value remains the same.		5	CO2
	C)	Construct Backward difference table for the following. Also find $\nabla f(4), \nabla^2 f(4), \nabla^3 f(4)$ and $\nabla^4 f(4)$		5	CO2

x	0	1	2	3	4
f(x)	12	15	17	20	25

SOMAIYA VIDYAVIHAR UNIVERSITY

Semester (November 2022 to March 2023) Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 06 **Programme:** FY BBA Honors	**Class:** FY	**Semester:** II
Name of the Constituent College: S.K.Somaiya College	**Name of the Department**: Business Studies	
Course Code: 131U07K201	**Name of the Course:** Business Environment	
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	Elaborate on LPG Policy.	15	3 / 5 / 6
	OR		
Q.1. B	Explain the various environments that impact International businesses.	15	3 / 5 / 6
Q.2. A	Elaborate on MRTP Act.	15	1 /5
	OR		
Q.2. B	Outline the Political institutions and their critical elements.	15	1 /5
Q.3. A.	Elaborate on: A: Business Process Outsourcing B: Network Marketing	15	5
	OR		
Q.3. B.	Illustrate on Socio - Cultural Environment.	15	5
Q.4	Solve the following Case Study	15	1 / 3
	For a flat at Trump Tower in Worli, Mumbai, you will get a five year fractional share membership of Lodha private jets with 10 hours of free flying time, equivalent to a trip of Singapore. The price tag only Rs. 10 crore plus. Four seasons Private Residences is offering flats from Rs. 30 Crore to Rs. 100 Crore with amenities such as art gallery, outdoor cinema theater, butler services and even personal trainers and dog walkers. Branded homes are in vogue. A number of top builders like Lodha, Sunteck, Oberoi Realty and Provenance Land have tied up with international names such as Phillipe Starck and Kelly Hoppen, Armani, Donald Trump and others to build such expensive properties in Delhi, Mumbai, Pune and other cities. No wonder things are hotting up in the branded homes space. While designer home give high quality interiors, branded homes offer luxurious services. What also sets branded homes apart from the other luxury projects are the interiors. The designers pay great attention to every little thing from faucets and hand-baked tiles in the restroom to wallpaper in guestroom.		

What's an offer ?

There are developers that have tied up with the luxury hotel chains and offer branded homes. Oberoi Realty, for example, has partnered with Ritz - Carlton. The flats in this project, Three Sixty West, are serviced by the hotel. The RK Jatia Group, promoter of Asian Hotels, is constructing a similar project, next to the Four Seasons hotel.

Why?

Abhishek Lodha, Managing director, Lodha Group, explains: The appetite for luxury living in India has increased for rapidly and is within reach of a much larger group. The global Indian now seeks the same brand and experiences in hin homes as he has had with his clothes or the car he drives.

These homes also have a feel-good factor and recall value, it also helps the developer price the project at a premium. According to the study by Knight Frank, customers recognize the value of branded residence and are willing to pay a premium of 25-40% globally. : As the realty market is not doing well currently, they are selling at par with the other premium projects in the vicinity", says Mudassir Zaida, national director for residential properties at Knight Frank India.

Tie ups with brands also give buyers confidence about the project. These brands join hands with firms with a track record and projects free of all hassles. For, a single controversy related to a project can destroy the brand's reputation.

Customizing:

The idea behind a designer flat is that people move in with movable furnishings and start living without the hassle of spending money and time on the interiors. There are customers who feel interior decoration is a personal affair and a reflection of their personality. That's why many of developers also sell bare-shell residences, in which every detail is personalized to individual tastes.

Question:
A: Carry out PESTLE analysis for Realty Industry.

SOMAIYA VIDYAVIHAR UNIVERSITY

Semester (November 2022 to March 2023) Examination: End Semester Examination March/April 2023 (UG Programmes)		
Programme code: 06 **Programme:** FY BBA Honors	**Class:** FY	**Semester:** II
Name of the Constituent College: S.K.Somaiya College	**Name of the Department**: Business Studies	
Course Code: 131U07K201	**Name of the Course:** Business Environment	
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	Elaborate on LPG Policy.	15	3 / 5 / 6
	OR		
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Q.2. A	Elaborate on MRTP Act.	15	1 /5
	OR		
Q.2. B	Outline the Political institutions and their critical elements.	15	1 /5
Q.3. A.	Elaborate on: A: Business Process Outsourcing B: Network Marketing	15	5
	OR		
Q.3. B.	Illustrate on Socio - Cultural Environment.	15	5
Q.4	Solve the following Case Study	15	1 / 3
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Question:
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