

SOMAIYA

VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

BRANCH: Bachelor of Business Administration (HONS)	SEM: I
	JAN-2023

Sr. No.	Subject	Available
1.	131U07K101 – Enrichment Course – French (A)	
2.	131U07K101 – Enrichment Course – French (B)	
3.	131U07E104 - Introduction to Financial Market (A)	
4.	131U07E104 - Introduction to Financial Market (B)	
5.	131U07K101 – Basics of Computers (A)	
6.	131U07K101 – Basics of Computers (B)	
7.	131U07C101 – Quantitative Techniques I	
8.	131U07E101 – Goods & Services Marketing	
9.		
10.		

LIBRARY





SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (August 2022 to December 2022)		
Examination: End Semester Examination January 2023 (UG Programmes)		
Programme code: 07	Class: FY	Semester: I
Programme: : BACHELOR IN BUSINESS ADMINISTRATION (HONS)		
Name of the Constituent College: SK SOMAIYA		Name of the Department : Department of Business studies
Course Code: 131U07K101	Name of the Course: Enrichment Course – French Language	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary		

Question No.		Max. Marks
Q.1	Comprehension Votre profil Interlingua  Nom : Roberto Sanchez Âge : 23 ans Brève présentation : Je suis mexicain, j'ai 23 ans. J'étudie le commerce international et, le samedi, j'apprends le chinois dans une école de langues. Je suis bilingue : je parle espagnol et français. Je ne parle pas bien anglais. Je voudrais : ☐ apprendre une langue ☐ aider les autres à apprendre ma langue ☒ communiquer avec les gens Vos contacts :  Ming (Chine)  Sven (Norvège) Votre profil Interlingua  Nom : Ming Pei Âge : 26 ans Brève présentation : J'ai 26 ans, je suis chinoise. J'étudie l'économie. Je parle chinois et anglais ; j'apprends le français. J'étudie à l'université tous les jours mais je n'ai pas cours les mardis et jeudis après-midi ; je ne travaille pas le week-end. Je cherche des personnes pour communiquer en anglais et en français, en direct sur Interlingua. Je voudrais : ☐ apprendre une langue ☒ aider les autres à apprendre ma langue ☒ communiquer avec les gens Vos contacts :  Roberto (Mexique) A. Dites vrai ou faux - Roberto vient du Mexique - Ming a vingt-six ans - Ming travaille le weekend - Roberto parle deux langues - Ming est japonaise B. Répondez aux questions. - Pourquoi Ming est sur Interlingua? - Quelles langues Ming parle-t-elle? - Qu'est-ce que Roberto étudie?	15 5 5



4. Quel âge a Roberto?
5. Où étudie Ming?

C. Remplissez les tirets avec des articles contractés

1. Mon appartement se trouve en face _____ jardin publique.
2. Le restaurant se trouve près _____ hôtel.
3. Nous habitons loin _____ cathédrale.
4. Bernadette adore les films romantiques, elle va _____ cinéma.
5. Elle est sportive, elle joue _____ club de tennis.

OR

D. Répondez aux questions

1. Quelle est la nationalité de Ming?
2. Quelle est la nationalité de Roberto?
3. Quelle langue Roberto parle bien et quelle langue il ne parle pas bien?
4. Quand Ming ne travaille pas?
5. Ming étudie quoi?

E. Associez l'information avec le personnage (associate the information with the person)

1. On a 23 ans
2. On est chinois
3. On n'est pas français
4. On a les cours à l'université tous les matins
5. On ne parle pas l'anglais

F. Remplissez une fiche d'identité pour Ming et Roberto

nom :

prénom :

âge :

nationalité :

langues parlées :

A. Remettez les phrases en ordre (Put the sentences in order)

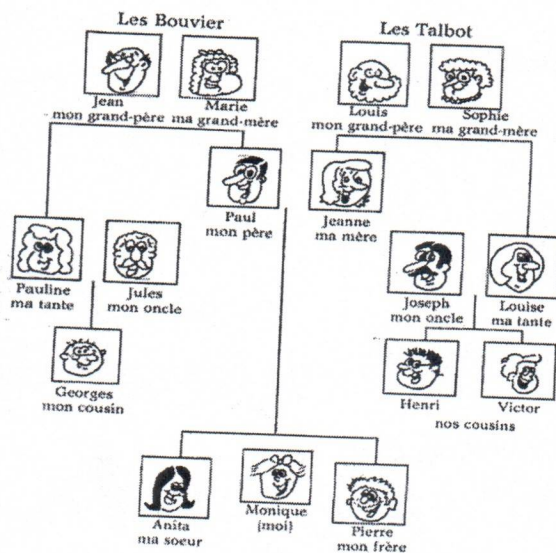
5

1. La et est table ronde rouge
2. achète pommes de Raj ? Combien
3. est de Paris. la France La capitale
4. de faisons randonné Nous la matin chaque
5. Mars. solaire du Une planète système s'appelle

B. Remplissez les tirets

5

La famille



1. _____ est la femme de Paul.
2. _____ est le mari de Louise.
3. _____ est la sœur de Monique.
4. _____ est le frère de Victor.
5. _____ et _____ sont les enfants de Paul et Jeanne.
6. _____ est le fils de Pauline et Jules.
7. _____ est un cousin de Pierre.
8. _____ est la mère de Georges.
9. _____ est le père de Monique.
10. _____ et _____ sont les grands-parents de Georges.



C. Conjugate the following verbs

- a. Ecrire
- b. Lire
- OR
- c. Faire
- d. Etre

OR

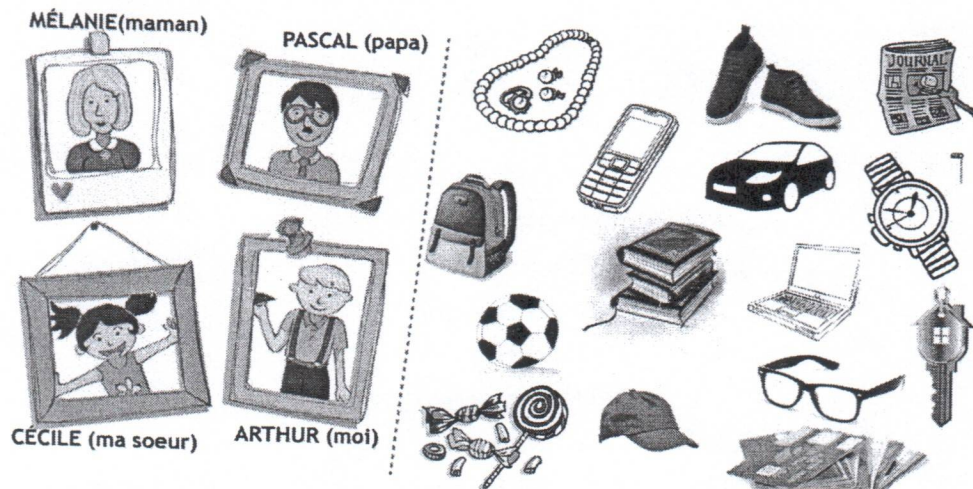
D. Ecrivez les chiffres en lettres

- 1. 82
- 2. 79
- 3. 50
- 4. 46
- 5. 15

E. Quelle heure est-il?

- 1. 2.15
- 2. 7.45
- 3. 8.25
- 4. 12.30am
- 5. 1.10 pm

F. Faites 5 phrases avec des images (make 5 sentences using the images)



Exemple : Pascal et Mélanie ont une voiture, leur voiture est noire / petite / allemande / ...

Q.3

A Décrivez vos parents

OR

B Décrivez les activités que vous faites pendant vos vacances

Q.4

GRAMMAIRE

15

A. Complétez avec un article indéfini (un, une) ou défini (le, la, l').

5

- a. Bonjour, vous connaissez _____ rue de la Paix? C'est _____ rue très chère à Paris.
- b. Ici, c'est _____ place de la Concorde! Il y a _____ obélisque sur la place.
- c. Nous sommes au pied de _____ Tour Eiffel. C'est _____ monument français en fer.
- d. C'est _____ statue de la liberté. Elle a été faite par _____ français et donnée aux Etats-Unis.
- e. C'est _____ parfum "J'adore" de Christian Dior. C'est _____ parfum français

B. Fill in the blanks with the correct form of the verb

5

1. Je (trouver) la rue
2. Ils (réfléchir) sur les nouvelles idées
3. Nous (remplacer) les projets
4. Tu (attendre) tes amis
5. Nous (corriger) les réponses

C. Make the following sentences into negative

5

1. Je suis française
2. Il aime les sandwichs
3. Tu lis le roman
4. On fait du shopping
5. Raj étudie le japonais





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Question No.		Max. Marks
Q.1	I Comprehension Compréhension écrite - La famille de Léa Lis le texte attentivement et réponds aux questions Je m'appelle Léa. J'ai onze ans. Mon anniversaire est le 15 octobre. Je n'aime pas beaucoup cette saison - il pleut beaucoup, il fait froid et il y a du vent en automne. Je suis belge mais ma famille habite au Canada. Je parle français, anglais et un peu espagnol. Ma mère est avocate et mon père est architecte. On est trois enfants dans la famille - mon frère Paul, ma sœur Chloé et moi. Paul a quinze ans et Chloé est toute petite, elle a quatre ans. On a de bonnes relations avec ma sœur et mon frère. On adore la petite Chloé. J'adore la nature et les animaux - c'est ma passion. Je m'intéresse à l'écologie. J'ai un chien qui s'appelle Courgette, un hamster et une tortue. Un vrai zoo! Je suis sportive. Je fais du tennis trois fois par semaine - le lundi, le mercredi et le vendredi. Courgette et moi, on fait du jogging dans le parc tous les jours. J'adore le sport - c'est ma deuxième passion. Ma famille adore les voyages. On adore la montagne et la neige - on fait du ski. Il y a beaucoup de neige au Canada. L'hiver c'est ma saison préférée et le Noël c'est ma fête préférée. A. Dites vrai ou faux - Léa a 13 ans - Elle est canadienne - Elle habite au Canada - Ma passion est la nature et les animaux - Je ne fais pas du jogging B. Répondez aux questions - Quelle est la profession de ses parents? - Quels animaux sont avec Léa? - Quelle est la saison préférée de Léa? - Quelle saison elle déteste? - Nommez les sports que Léa fait? C. Remplissez les tirets avec des articles contractés - Mon appartement se trouve en face _____ jardin publique. - Le restaurant se trouve près _____ hôtel. - Nous habitons loin _____ cathédrale. - Bernadette adore les films romantiques, elle va _____ cinéma. - Elle est sportive, elle joue _____ club de tennis.	5 5 5



OR

MES LOISIRS

Salut !

Je m'appelle Maxime Bernard, j'ai quatorze ans et j'habite à Marseille avec mes parents, ma petite sœur et mon chien. Quand j'ai du temps libre, je joue au basketball, je fais du skateboard et du surf. Je fais aussi de la natation et, bien sûr, je sors avec mes copains.

J'adore dessiner et j'aime beaucoup lire, surtout des BD. La lecture, pour moi, est comme une thérapie.

Comme tous les jeunes de mon âge, j'aime écouter de la musique et regarder la télé. Ma musique préférée est le pop, mais j'écoute aussi du rock et du rap. À la télévision, j'aime bien regarder les concours, les émissions sportives et les documentaires musicaux. En plus, j'adore regarder des séries sur Netflix parce qu'il y en a une grande variété et les personnages sont très amusants.

Le week-end, je me connecte sur Internet, je parle avec mes amis et parfois je joue aux jeux vidéo en ligne. Je pense qu'Internet est une grande invention. Je l'utilise aussi pour étudier et pour apprendre des langues étrangères. J'étudie l'anglais et l'espagnol. J'adore jouer avec mon chien Milou, aller au cinéma et faire de la randonnée avec ma famille.

5

D. Vrai ou Faux

1. quand j'ai du temps libre je joue au foot
2. je fais la natation seul
3. ma musique préférée c'est le pop, rock et rap
4. j'adore regarder la télé
5. Je fais la randonnée avec mon chien

5

E. Répondez au question

1. Quelles langues étudie-t-il?
2. C'est comment la lecture pour Maxime?
3. Qu'est-ce qu'il voit à la télé?
4. Que fait-il sur l'Internet
5. Où habite-t-il?

5

F. Mettez le bon adjectif possessif

1. Je vais chez _____ amie
2. Nous avons _____ livres
3. Elle parle à _____ mère
4. Vous voulez _____ voiture
5. Les enfants font _____ études

Q.2

A. Remettez les phrases en ordre (Put the sentences in order)

1. suisses. Tu des as amis
2. le Les aiment chocolat. enfants
3. de Le roux. Louise chat est

5



4. banque travaille Max une dans française.

5. la Il un sur y a table. cahier

B. Remplissez les tirets (fill in the blanks)

5

1 Ma famille

Je m'appelle Thomas Laurent et j'ai douze ans. Dans ma famille, il y a cinq personnes: mes parents et trois enfants.

Je m'appelle Louise et je suis la sœur de Thomas et de Daniel.

Voici mon frère. Il s'appelle Daniel et il a dix ans.

Voici ma sœur. Elle a quatorze ans.

Voici ma mère. Madame Claire Laurent.

Voici mon père. Monsieur Jean Pierre Laurent.

Copie et complète.

La famille Laurent

Le père Jean-Pierre	La mère Claire
La fille Louise 14 ans	Le fils Thomas 12 ans
Le fils Daniel 10 ans	

5

C. Conjugate the following verbs

C.1 Etre and Faire

OR

C.2 Avoir and Boire

OR

5

D. Ecrivez les chiffres en lettres

1. 45
2. 78
3. 39
4. 23
5. 80

5

E. Quelle heure est-il?

1. 9.30 am
2. 3.44 pm
3. 6.25 am
4. 12am
5. 1.10 pm

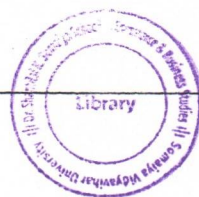
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F. Remplissez la forme



	Nom : [REDACTED] Prénom : [REDACTED] Date de naissance : [REDACTED] Nationalité : [REDACTED] Adresse postale : [REDACTED] Code postal : [REDACTED] Ville : [REDACTED] Adresse électronique : [REDACTED] Téléphone : [REDACTED] Profession : [REDACTED] Date : [REDACTED]	
Q.3	<u>A Décrivez votre meilleur ami</u> OR <u>B Ecrivez moi-même</u>	15
Q.4	GRAMMAIRE <u>A. Fill in with indefinite articles</u> 1. Ils ont deux enfants, ____ garçon et ____ fille 2. J'ai ____ meubles dans ____ appartement 3. il y a ____ station de métro et ____ gare 4. il n'y a pas ____ lampes et ____ horloges dans la chambre 5. je porte ____ robe et ____ pantalon <u>B. Fill in the blanks with the correct form of the verb</u> 1. Je (trouver) la rue 2. Ils (finir) l'examen 3. Nous (avancer) les projets 4. Tu (attendre) ta mère 5. Elle (chercher) un trésor <u>C. Make the following sentences into negative</u> 1. Je suis indienne 2. Il aime le chocolat 3. Tu détestes les fruits 4. On arrive à l'heure 5. Raj parle anglais	5 5 5

Bonne Chance

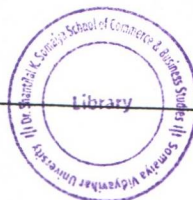




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Semester (August 2022 to December 2022)		
Examination: End Semester Examination January 2023 (UG Programmes)		
Programme code: 07 Programme: BBA Hons	Class: FY	Semester: I
Name of the Constituent College: S.k Somaiya College	Name of the Department : Business Studies	
Course Code: 131U07E104	Name of the Course: Introduction to financial market	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks									
Q.1 (A)	Summarize objectives of listing of securities and discuss its Advantages.	8									
Q.1 (B)	State the problems faced by the primary market.	7									
	OR										
Q.1 (C)	Explain stock indices and elaborate on some major stock indices.										
Q.1 (D)	Elaborate about primary markets and explain its characteristics	7									
		8									
Q.2 (A)	Elaborate different concepts of technical analysis.	8									
Q.2 (B)	Illustrate rules to stop losing money.	7									
	OR										
Q.2 (C)	Discuss methods of technical analysis.	5									
Q.2 (D)	Followings are the financial of the Infosys Ltd providing consulting, technology, outsourcing and next-generation digital services. Conduct fundamental analysis of the company with regards to profits, Balance sheet and cashflows of the company and give your conclusion.	10									
	<table><tr><td></td><td>Industry</td><td>Infosys Ltd.</td></tr><tr><td>Price to earnings ratio</td><td>35</td><td>25</td></tr><tr><td>Price to book ratio</td><td>4</td><td>3</td></tr></table>		Industry	Infosys Ltd.	Price to earnings ratio	35	25	Price to book ratio	4	3	
	Industry	Infosys Ltd.									
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Price to book ratio	4	3									



Profit and loss account

	Mar 2018	Mar 2019	Mar 2020	Mar 2021	Mar 2022
Sales +	70,522	82,675	90,791	100,472	121,641
Expenses +	51,700	62,505	68,524	72,583	90,150
Operating Profit	18,822	20,170	22,267	27,889	31,491
OPM %	27%	24%	25%	28%	26%
Other Income +	3,311	2,882	2,803	2,201	2,295
Interest	0	0	170	195	200
Depreciation	1,863	2,011	2,893	3,267	3,476
Profit before tax	20,270	21,041	22,007	26,628	30,110
Tax %	21%	27%	24%	27%	26%
Net Profit	16,029	15,410	16,639	19,423	22,146
EPS in Rs	36.69	35.26	38.96	45.42	52.56
Dividend Payout %	59%	60%	45%	59%	59%

Balance sheet

	Mar 2018	Mar 2019	Mar 2020	Mar 2021	Mar 2022
Share Capital +	1,088	2,170	2,122	2,124	2,098
Reserves	63,835	62,778	63,328	74,227	73,252
Borrowings +	0	0	4,633	5,325	5,474
Other Liabilities +	14,426	19,118	21,717	25,835	35,905
Total Liabilities	79,349	84,066	91,800	107,511	116,729
Fixed Assets +	12,574	15,710	23,789	25,505	25,800
CWIP	1,606	1,388	954	922	416
Investments	12,163	11,261	8,792	14,205	20,324
Other Assets +	53,006	55,707	58,265	66,879	70,189
Total Assets	79,349	84,066	91,800	107,511	116,729

Cashflow statement

	Mar 2018	Mar 2019	Mar 2020	Mar 2021	Mar 2022
Cash from Operating Activity +	13,218	14,841	17,003	23,224	23,885
Cash from Investing Activity +	4,533	-632	-331	-7,373	-6,485
Cash from Financing Activity +	-20,505	-14,512	-17,591	-9,786	-24,642
Net Cash Flow	-2,754	-303	-919	6,065	-7,242

Q.3 (A)

Summarize roles and importance of financial system.

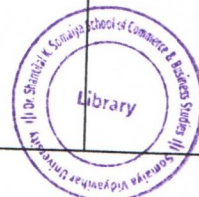
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Q.3 (B)

Infer the functions of secondary Market.

7

	OR	
Q 3 (C)	Elaborate Different classifications of market	8
Q. 3 D	Explain fund based financial services and elaborate on the following. a) Lease financing b) Hire purchase c) Bills discounting d) Venture capital	7
Q.4 (A)	Choose the correct alternative	8
1)	Industry analysis is the part of _____ a) Technical b) Fundamental c) Chart analysis d) Book analysis	
2)	_____ ratio is an indicator of the liquidity of the company a) Price to earnings ratio b) Debtors' turnover ratio c) Current ratio d) Net profit margin	
3)	_____ point is the price at which a trader will sell a stock and take a loss a) High point b) Low point c) Stop loss point d) Breakeven point	
4)	There are _____ companies in Traditional nifty index a) 30 b) 50 c) 75 d) 60	
5)	People who buy and sell security on their own name are known as _____ a) Jobbers b) Broker c) Arbitrageurs d) stags	
6)	Which of the following is a part of money market. a) Debentures b) Shares c) Long term bonds d) commercial papers	
7)	IDBI stands for a) Industrial development bank of India b) Industrial department of India c) Industrial development board of India d) Industrial deposits and banking institution	
8)	_____ is a financial service that helps in reducing potential financial loss or hardship a) Merchant bankers b) Mutual funds c) Insurance d) Hire purchase	
Q. 4 (B)	State whether the following are true or false	(7)
1)	Analysis of price with the help of charts is the part of fundamental analysis	
2)	Ask price is the price market maker is willing to accept for a security	
3)	Prices in primary market are identified by underwriter, Merchant banker or the company.	
4)	Bears are those brokers and traders who believe stock price will go down.	



5)	Money market deals with Long-term funding	
6)	Debentures is a credit instrument.	
7)	Financial services are tangible in nature	



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

Question No.		Max. Marks									
Q.1 (A)	Elaborate about stock exchange and discuss its functions.	8									
Q.1 (B)	Name and explain intermediaries of primary market OR	7									
Q.1 (C)	Explain stock indices and elaborate on some major stock indices.	7									
Q.1 (D)	Elaborate about primary markets and explain its characteristics	8									
Q.2 (A)	Explain fundamental analysis and state its weakness.	8									
Q.2 (B)	Summarize the golden rules of trading. OR	7									
Q.2 (C)	Discuss methods of technical analysis.	5									
Q.2 (D)	Followings are the financial of the Infosys Ltd providing consulting, technology, outsourcing and next-generation digital services. Conduct fundamental analysis of the company with regards to profits, Balance sheet and cashflows of the company and give your conclusion. <table border="1"><tr><td></td><td>Industry</td><td>Infosys ltd.</td></tr><tr><td>Price to earnings ratio</td><td>35</td><td>25</td></tr><tr><td>Price to book ratio</td><td>4</td><td>3</td></tr></table>		Industry	Infosys ltd.	Price to earnings ratio	35	25	Price to book ratio	4	3	10
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Q.3 (A) Elaborate in brief about SEBI and discuss its Objectives and compositions.

8

Q.3 (B) Distinguish between primary and secondary market.

7

	company.	
4)	Bears are those brokers and traders who believe stock price will go down.	
5)	Money market deals with Long-term funding	
6)	Debentures is a credit instrument.	
7)	Financial services are tangible in nature	



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Programme code: Programme: BBA-HONS	Class: FY	Semester: I
Name of the Constituent College: S K COLLEGE	Name of the Department : BBA	
Course Code: 131U07K101	Name of the Course: BASICS OF COMPUTERS	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks
Q.1	a) Evaluate the different application of computers in various fields b) Explain the characteristics and features of computers OR c) Elaborate the 5 generations of computers	8 marks 7 marks 15 marks
Q.2	a) Explain about different functions of OS b) Compare and classify the different printers used in today's technological world OR c) Illustrate the purpose of Transmission medium and its types d) Classify various services given by Operation system	8 marks 7 marks 8 marks 7 marks
Q.3	a) Explain networking and various types of networks b) Explain different networking devices used in a network (any 4) OR c) Explain Files Management System and its responsibilities and files and its various types d) Evaluate the different functions used in Microsoft Excel	7 marks 8 marks 7 marks 8 marks
Q.4	a) Solve the following : 1. Convert B98D from base 16 to binary 2. Convert 1101101010111110110111011 from binary to base 16 3. Convert FE78 from hexadecimal to base 2 4. Convert 1100 0100 1000 0101 from binary to octal 5. Convert 1000 1100 1100 1000 from binary to hexadecimal 6. Convert 34566276 from base 8 to base 16 7. Convert 01011110 from binary to decimal 8. Convert 63556720 from octal to binary 9. Convert DEF4 from hexadecimal to base 8 10. Convert 221 from base 10 to binary b) Perform the following calculation: 1) 10101111011×11 2) Convert into binary to grey form 11010101110101 3) $1010101111 + 1110111$ 4) $11111011 \times 11 - 1110101$ 5) Convert 2's complement of 101011101111100	10 marks 5 marks

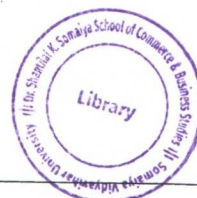




SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (August 2022 to December 2022)			
Examination: End Semester Examination January 2023 (UG Programmes)			
Programme code: 07		Class: FY	Semester: I
Programme: BBA-HONS			
Name of the Constituent College: S K SOMAIYA COLLEGE		Name of the Department : Business Studies	
Course Code: 131U07K101		Name of the Course: BASICS OF COMPUTERS	
Duration : 2 Hrs.		Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary			

Question No.		Max. Marks
Q.1	a) Evaluate the different application of computers in various fields b) Explain the characteristics and features of computers OR c) Classify the various input devices and explain any 3 briefly d) Compare between RAM and ROM	8 marks 7 marks 10 marks 5 marks
Q.2	a) Explain about different functions of OS b) Compare and classify the different printers used in today's technological world OR c) Illustrate the use of various commands in operating system (any 10) d) Distinguish between Data and Information and instruction	10 marks 5 marks 10 marks 5 marks
Q.3	a) Short note on Hacking b) Explain different networking devices used in a network (any 4) OR c) Explain different types of topologies	5 marks 10 marks 15 marks
Q.4	a) Solve the following : 1. Convert 78B7 from base 16 to binary 2. Convert 1101 0001 0110 0110 from binary to base 16 3. Convert 1FD3 from hexadecimal to base 2 4. Convert 1100 0100 1000 0101 from binary to hexadecimal 5. Convert 1000 1100 1100 1000 from binary to base 8	10 marks



6. Convert 3456 from base 8 to base 2 7. Convert 01011110 from binary to decimal 8. Convert 6720 from octal to binary 9. Convert 36C1 from hexadecimal to base 2 10. Convert 221 from base 10 to binary b) Perform the following calculation: 1) 10101111011×111 2) Convert into binary to grey 11010101101 3) $1010101111 - 1110111$ 4) $11111011 + 1110101$ 5) Convert 2's complement of 11101100101	5 marks
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SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (August 2022 to December 2022)

Examination: End Semester Examination January 2023 (UG 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: 131U07C101

Name of the Course: Quantitative Techniques – 1

Duration : 2 Hrs.

Maximum Marks : 60

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

Q.1

Attempt the following.

15

A)

Find the mean for the following frequency distribution:

08

x	10	20	30	40	50
f	4	11	8	5	2

B)

Draw the histogram for the following data:

07

Class-intervals	10-19	20-29	30-39	40-49	50-59
Frequency	6	11	15	10	5

OR

C)

The following are the ranks given by two judges to 8 participants in beauty contest. Calculate Spearman's rank correlation coefficient and comment.

08

Judge 1	1	7	6	8	4	5	2	3
Judge 2	8	3	4	5	1	6	2	7



- D) Calculate 3 yearly moving averages for the following time series of price indices for the years 2000-2007. 07

Year	2000	2001	2002	2003	2004	2005	2006	2007
Price Index	111	115	116	118	119	120	122	124

- Q.2 Attempt the following. 15

- A) Two dice are thrown simultaneously. Find the probability of getting the (i) same face (ii) less than 2 (iii) 9 and (iv) even. 08

- B) In a Pizza Hut, the following distribution is found for the daily demand of pizzas, Find the expected daily demand and also find the variance. 07

No. of Pizzas	5	6	7	8	9	10
Probability	0.07	0.2	0.3	0.3	0.7	0.06

OR

- C) Find the required probability for mean 12 and standard deviation 4 with the help of normal curve for the areas as follows: 07

(i) $P(x \geq 20)$

(ii) $P(x \leq 16)$

- D) Vanaspati oil is marketed in tins of 10kg. A sample of 20 tins showed the mean weight of 9.5kg with standard deviation of 3kg. Does the sample justify the claim that the mean weight is 10kg at 5% level of significance. ($t_{(0.05,19)} = 2.093$) 08

- Q.3 Attempt the following. 15

- A) For the following data, find the modal value: 08

I.Q. Group	10-30	30-50	50-70	70-90	90-110	110-130	130-150
No. of students	5	10	25	30	15	10	5

B)	Find price index numbers for 2005 by i) Laspeyre's method ii) Paasche's method iii) Fisher's method	07																									
	<table><tr><td></td><td colspan="2">Base year</td><td colspan="2">Current year</td></tr><tr><td>Commodity</td><td>Price</td><td>Quantity</td><td>Price</td><td>Quantity</td></tr><tr><td>A</td><td>2</td><td>20</td><td>3</td><td>30</td></tr><tr><td>B</td><td>4</td><td>15</td><td>5</td><td>20</td></tr><tr><td>C</td><td>3</td><td>40</td><td>6</td><td>50</td></tr></table> OR		Base year		Current year		Commodity	Price	Quantity	Price	Quantity	A	2	20	3	30	B	4	15	5	20	C	3	40	6	50	
	Base year		Current year																								
Commodity	Price	Quantity	Price	Quantity																							
A	2	20	3	30																							
B	4	15	5	20																							
C	3	40	6	50																							
C)	Mr. Joshi wants to invest in AMI company. Studying the past performance of the company the following probability distribution is prepared.	08																									
	<table><tr><td>Return on investment</td><td>0</td><td>10</td><td>15</td><td>25</td><td>50</td></tr><tr><td>Probability</td><td>0.20</td><td>0.25</td><td>0.30</td><td>0.15</td><td>0.10</td></tr></table> If Mr. Joshi wants to invest in the company only if the expected rate of return exceeds 10%, will he purchase the stocks of AMI company?	Return on investment	0	10	15	25	50	Probability	0.20	0.25	0.30	0.15	0.10														
Return on investment	0	10	15	25	50																						
Probability	0.20	0.25	0.30	0.15	0.10																						
D)	For a large sample test, Life span of an Indian is more than 70 years, can it be concluded from a random sample of the Indians who has an average life span of 71.8 years with standard deviation of 7.8 years. (where $z_{\alpha} = 1.64$)	07																									
Q.4	Attempt the following.	15																									
A)	Multiple Choice Questions.	10																									
D)	The information about the part of the population under study is known as..... a) Census b) Sample c) Mean d) Primary data																										



II)	Ogives are of type: a) Less than type b) More than type c) Bar type d) Both a and b	
III)	Karl Pearson correlation coefficient is denoted by a) R b) C c) K d) r	
IV)	The method used to estimate seasonal component in a time series is..... a) Method of least squares b) Method of moving averages c) Method of semi averages d) Method of simple averages	
V)	Recession in a business activity is an example of..... a) Cyclical component b) Trend c) Seasonal component d) Irregular component	
VI)	If the null hypothesis is false then which of the following is accepted? a) Null Hypothesis b) Positive Hypothesis c) Negative Hypothesis d) Alternative Hypothesis.	
VII)	The probability of Type 1 error is referred as? a) $1-\alpha$ b) β c) α d) $1-\beta$	
VIII)	Consider a hypothesis $H_0: \phi_0 = 5$ against $H_1: \phi_1 > 5$. The test is? a) Right tailed b) Left tailed	

	c) Center tailed d) Cross tailed	
IX)	A statement made about a population for testing purpose is called? a) Statistic b) Hypothesis c) Level of Significance d) Test-Statistic	
X)	The probability of an impossible event is a) 0 b) 1/2 c) 1 d) 1/4	
B)	True or false	
I)	“Increase in sales of umbrellas during rainy season” is an example of cyclical component.	
II)	If Karl Pearson’s correlation coefficient is 1 then the variables show inverse correlation.	
III)	Spearman’s rank correlation coefficient lies in between -1 and 1	
IV)	The right and left tails of normal curve extend indefinitely, never touch the horizontal axes.	
V)	The mean and standard deviation is one.	
		05





SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (August 2022 to December 2022)		
Examination: End Semester Examination January 2023 (UG Programmes)		
Programme code: 7	Class: FY	Semester: I
Programme: BBA (Hons)		
Name of the Constituent College: SKSC		Name of the Department : Department of commerce & Business studies
Course Code: 131U07E101	Name of the Course: Goods & Services Marketing	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks
Q.1 A.	Define goods. Explain goods marketing using 4 Ps of marketing with examples.	15
	OR	
B.	Distinguish between Marketing & Selling. Illustrate with examples.	15
Q.2 A.	Explain the Services marketing concept. Illustrate its characteristics.	15
	OR	
B.	What are the marketing challenges of services? How can an organization overcome the same?	15
Q.3 A.	Explain the Product life cycle and various levels of product with examples.	15
	OR	
B.	Explain Branding in detail. Illustrate the role and importance of packing & packaging in branding.	15
Q.4 A.	What is service failure and how can an organization do a service recovery?	15
	OR	
B.	Case Study: ITC Classmate recently came up with a campaign 'Be better than yourself' to educate students on how to tackle exam pressure, with a core message that the goal is not to be better than anyone else but to improve one's own past performance. The television commercials show how students are being trapped in the constant pressure of performing better than others. According to Shailendra Tyagi, Chief Executive Officer (Education and	

	Stationary Products Business), ITC, the campaign is designed to encourage children to chase their future selves. ““Be better than yourself” campaign focuses on today’s school-going generation and aims to challenge the long-standing and widely held social assumptions on the nature of competition in academics. The campaign is designed to encourage children to chase their future selves. It inspires them to keep only their personal values and ambitions ahead of the competition; and to be judged only on their own metrics, not anyone else’s,” said Tyagi. “The brand understands that a child’s potential is influenced and shaped by parents, teachers and the academic environment. Hence, the campaign reaches out to all stakeholders with a key message,” added Tyagi.\ The brand enjoys a strong penetration in the stationery market. It claims to have a share of 22-24% in the notebook market. “In terms of consumer spends, we are already a Rs 1,000 crore brand and enjoy No.1 position in this segment. We command a market share of 20-something and a 5-15% price premium over the regional competitors,” said Tyagi. Questions: 1. Does the ‘Be better than yourself’ campaign put too much pressure on children in this competitive world? Give your comments. 2. If you were the Marketing Manager, which new trends in marketing would you use for promotion and why? 3. If you had to give 3 hashtags # for promoting ITC notebooks on social media, what would they be?	
		5
		5
		5