Knowledge Alone Liberates
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Somaiya Vidyavihar

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VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

BRANCH: Bachelor of Business Administration (HONS)	SEM: I
	OCT-2022

Sr. No.	Subject	Available
1.	131U07K101 – Enrichment Course – German	
2.	131U07E102 – Advertising	
3.	Business Accounts	
4.	131U07E503 – Strategic Cost Management	
5.		
6.		
7.		
8.		
9.		
10.		

LIBRARY

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Semester (June 2022 to October 2022)
Examination: End Semester Examination October 2022 (UG Programmes)

Programme code: 07 **Programme: BBA Hons**	**Class:** FY	**Semester:** I
Name of the Constituent College: **S K Somaiya College (SKSC)**	**Name of the Department:** Business Studies	
Course Code: 131U07K101	**Name of the Course: Enrichment Course - German**	
Duration: 2 Hrs.	**Maximum Marks: 60**	

Instructions: 1)Read all questions carefully
2) Question 1, 2 and 3 have options. Question 4 is compulsory

Question No.		Max. Marks
Q.1A	Beschreiben Sie diese Person! Vorname - Tim, Nachname - Rogers, Land - Australien, Wohnort - Melbourne, Sprachen - Deutsch, Englisch, Beruf - Ingenieur, Alter - 26	8 Marks
Q.1B	**1 Berufe.** **a Ordnen Sie zu und ergänzen Sie jeweils die fehlende Form.**	7 marks

~~Ärztin~~ | Bäcker | Friseur | Journalistin | Kellnerin | ~~Lehrer~~ | Modedesignerin | Verkäuferin


die Ärztin


der Lehrer/


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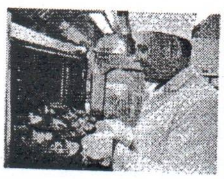
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ODER

Q1C	**Ergänzen Sie die Verben in der richtigen Form.** sein | sprechen | kommen | lernen | wohnen | heißen ○ Guten Tag. Wie (0) ___heißen___ Sie? ● Mein Name ist Bauer. Und wer (1) ________________ Sie? ○ Tufong Thrang. Ich (2) ________________ aus Vietnam. Und Sie? ● Aus Deutschland, aber ich (3) ________________ in Frankreich, in Paris. ○ Oh, welche Sprachen (4) ________________ Sie? Deutsch und Französisch? ● Ja, und ich (5) ________________ Spanisch.	5 marks
Q1D	**Schreiben Sie die Fragen.** Beispiel: Sie • was • von Beruf • sein • ? ___Was sind Sie von Beruf?___ 1. Sie • von Beruf • sein • Technikerin • ? ________________ 2. ihr • am Sonntag • frei • haben • ? ________________ 3. du • machen • was • am Samstag • gern • ? ________________ 4. Herr Höflinger • bei Taxi Zentral • arbeiten • ? ________________ 5. du • um 18 Uhr • Fußball • spielen • ? ________________	10 marks
Q.2A	*Franz Tutnix ist sehr faul. Jeden Tag steht er um halb elf auf. Er frühstückt gemütlich: Er trinkt viel Kaffee und isst viel Brot, Wurst, Käse, Marmelade und einen Jogurt. Um elf ist er fertig. Dann geht er spazieren. Zweimal pro Woche geht er in den Supermarkt und kauft ein. Er kauft immer viel Schokolade! Um Viertel nach eins ist er wieder zu Hause und isst zu Mittag. Nach dem Essen, so gegen zwei Uhr, geht er schlafen, denn er ist schon wieder so müde. Um vier Uhr ist er wieder frisch und munter. Er hört Musik und sieht fern. Um sieben gibt es dann Abendessen. Etwa um halb neun geht Franz aus. Er geht in die Kneipe oder ins Café. Manchmal geht er mit seiner Freundin Susi ins Kino. Um Mitternacht ist er immer zu Hause. Er ist müde und geht ins Bett. Gute Nacht, Franz, schlaf gut!* 1. Wann steht Franz auf? a. Um 11:30 Uhr b. um 10:30 Uhr c. um 11:00 Uhr 2. Frühstückt Franz? a. Ja b. Nein 3. Franz kauft Schokolade auf dem Markt ein. a. Richtig Falsch 4. Was macht er um 2 Uhr? a. Mittagessen b. schlafen c. kauft im Supermart ein 5. Franz schläft um 8.30 Uhr. a. Richtig b. Falsch	10 marks

Q2B	Schreiben Sie einen Dialog im Supermarkt. Bringen Sie den Dialog in der richtigen Reihenfolge. K - Ich möchte Orangensaft. Wo finde ich den Orangensaft? V - Ja bitte? K- Nein. Vielen Dank. Das ist alles. V - Der kostet 1, 05 €. K - Und wo ist der Emmentaler Käse? K - Entschuldigung…. K - Danke. Was kostet eine Flasche Orangensaft? V - Gehen Sie rechts und dann links. Da finden Sie Säfte. V - Hier, links. Sonst noch etwas? ODER	5 marks
Q2C	**3. Wo arbeiten diese Menschen?** Der Lehrer arbeitet in der Schule. Die Arbeiter — auf der Baustelle Der Ingenieur — im Zoo Die Verkäuferin — in der Apotheke Der Apotheker — im Park Der Arzt — in der Fabrik Der Musiker — im Zirkus Der Zoodirektor — im Geschäft Der Artist — in der Klinik Der Elektriker — im Theater	10 marks
Q2D	Was essen Sie zum Frühstück, Mittagessen und Abendessen? Was essen Sie gern? Was mögen Sie nicht? Schreiben Sie!	5 marks

Q.3A Lesen Sie! — 10 marks

Hallo Clara,

ich heiße Julia. Ich bin 24 Jahre alt. Ich komme aus Buenos Aires, aber ich wohne in Hannover. Ich spreche Deutsch, Spanisch, Englisch und ein bisschen Französisch. Maria und Hans sind meine Eltern. Sie wohnen in Buenos Aires. Und mein Bruder heißt Stefan. Er ist 18 Jahre alt. Er wohnt auch in Buenos Aires. In Hannover wohnt mein Freund, Alex. Er kommt aus Polen. Er spricht sehr gut Deutsch. Er ist 26 Jahre alt.
Ich esse gern Obst, zum Beispiel Kiwis und Bananen. Und ich trinke gern Wasser oder Cola. Mein Lieblingsessen ist Hähnchen mit Pommes.

Bis bald!

Julia

Richtig oder Falsch

a. Julia spricht sehr gut Französisch.
b. Die Eltern wohnen in Buenos Aires.
c. Stefan ist der Bruder von Clara.
d. Julia isst gern Banane.
e. Alex wohnt in Hannover.

Q3B Ergänzen Sie den richtigen Artikel in Akkusativ — 5 marks

1. Stefan sucht _________ Kuli.
2. Wo ist _________ Tasche?
3. Paul isst _________ Banane.
4. Die Kinder trinken _________ Orangensaft.
5. Wie viel kostet _________ Lineal?

ODER

Q3C Schreiben — 10 marks

Schreiben Sie Ihren Tagesablauf. Was machen Sie normalerweise in den Tag?
z.B: Wann stehen Sie auf?, Wann frühstücken Sie?, Wann spielen Sie?, usw.

Q3D

Lesen Sie. Schreiben Sie die Daten ins Formular. — 5 marks

Carola Schurig ist am 15. März 1987 in Deutschland geboren.
Sie wohnt in Köln. Sie ist Taxifahrerin und arbeitet am Wochenende.
Sie schwimmt gern.

Carola ____________ Vorname	____________ Nachname
____________ Geburtsdatum	____________ Wohnort
____________ Beruf	____________ Hobby

All questions are compulsory.

Q.4A — 10 marks

1. Ergänzen Sie! Ich nehme .... Pizza.

2. Ergänzen Sie mit einem passenden Verb!
   Die Freunde .... Wein und Kuchen zur Party ....

3. Ergänzen Sie? Julia .... ein Buch.

4. Was passt nicht?
   a. der Fluss
   b. der See
   c. das Meer
   d. der Flughafen

5. Was passt? Fußball ....
   a. spielen
   b. reisen
   c. fahren
   d. wohnen

6. Was passt? .... Vater ist Ingenieur.
   a. meine
   b. deine
   c. mein
   d. meinen

7. Wo kauft man Brot?
   a. in der Bäckerei
   b. in der Metzgerei
   c. auf dem Markt
   d. im Restaurant

	8. Was passt? Juni, Juli, August : Sommer :: November, Dezember, Januar :...................... 9. der Arzt : die Ärztin :: der Pilot : ______________ 10. Wie viel Uhr ist es? 6.45 Uhr a. kurz nach sieben b. fünfzehn nach sechs c. sieben Stunden zehn d. Viertel vor sieben	
Q4B	**Welches Wort passt nicht? Streichen Sie durch.** 1. Orange, ~~Tomate~~, Apfel, Banane 2. Milch, Wasser, Apfelsaft, Müsli 3. Kuchen, Joghurt, Käse, Milch 4. Gurke, Salat, Tomate, Kiwi 5. Brot, Brötchen, Kuchen, Butter 6. Fleisch, Käse, Salami, Schinken 7. Suppe, Tee, Keks, Wasser 8. Salz, Eier, Butter, Käse	5 marks
	End of Paper	

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Semester (June 2022 to October 2022) Examination: End Semester Examination October 2022 (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:** **Dept. of Business Studies**	
Course Code: 131U07E102	**Name of the Course: Advertising**	
Duration : 2 Hrs.	**Maximum Marks : 60**	
Instructions: 1) Figures to the right indicate maximum marks. **2)Draw neat diagrams 3)Assume suitable data if necessary 4) Attempt all questions**		

Question No.		Max. Marks
Q.1 (A)	Illustrate 5Ms of Advertising with special focus on Message.	8 marks
(B)	Enumerate cognitive dissonance theory with the help of a suitable diagram.	7 marks
	OR	
(C)	Define Advertising. Elaborate on the concept of Public Service Advertising (Social Cause) with suitable examples of your choice.	15 marks
Q.2 (A)	Discuss the concept of USP in marketing of any product, service or an idea. Also discuss the role of Jingles in creating Brand Recall.	15 marks
	OR	
(B)	Elaborate on the concept of Retail advertising, Lifestyle advertising, Ambush Advertising	15 Marks
Q.3 (A)	BATA (Footwear brand) is coming up with a Sarees. Suggest the following for them: Brand Name (Reason for the same) (2Marks) Punchline (Language: English, Hindi, Marathi or any combination of above 3 languages) (2Marks) Media Choice (Reason for the same) (4 Marks)	8 marks
(B)	Summarize the concept of Digital advertising in the current era of Social Media Marketing.	7 marks
	OR	
(C)	Analyze the following ad: 1. Highlight the "Big Idea" in the above ad? 2. Enumerate on the concept of the ad and its connection 	3 marks 6 marks

	with the content and graphic of the Ad. 3. Elaborate on the Critical Analysis of the above print ad.	6 marks
Q.4. A.	**Match the name of the Brand Name with the appropriate Mascot**	05M

No	Brand Name	No	Mascot
1	Mr. Clean	a	
2	Quaker Oats	b	
3	Burger King	c	
4	Green Giant	d	
5	Kellog's	e	
		f	

Q.4. B.	**Choose the correct alternative and re-write the complete statement**	10M

1. ________ agencies specialize in endorsement of brands in the various social media platforms like blogs, social network sites, Q&A sites, discussion forums, micro blogs etc.
A. Social media B. User-generated content.
C. FriendFeed. D. Social network service.

2. This is a hierarchy of effects or sequential model used to explain how advertising works:
A. ADD B. AIDA C. PESTLE D. SWOT

3. Infomercials are designed to solicit a direct response which is ___________ and are, therefore, a form of direct marketing.
A. Specific and experimental B. Persuasive.
C. Advertising. D. Marketing ethics

4. _________ is more commonly used to derive benefit from the associations shaped for a company's brand or image as a result of the support.
A. Product placement B. Advertising.
C. Sponsorship. D. Brand management

5. Copywriting is the act of writing copy for the purpose of selling or marketing a _______, business, or idea.
A. price B. product C. material D. concept

6. Series of messages that divide a single idea and theme which make up an integrated marketing communication.is known as
A. Advertising. B. Advertising research
C. Advertising Campaign D. Product placement

7. ___________ is an elaborate booklet, usually bound with a special cover.
A. Leaflet. B. Brochure. C. Pamphlet. D. Hoarding

8. ____________ is a promotion piece consisting of one large sheet of paper, generally printed on one side only.
A. Equal side. B. Broadside C. Neutral side. D. Horizontal side

9. Compensation to a salesperson, agency, etc., as a percent of their sales, is known as__________.
A. Replication. B. Implication. C. Commission. D. Expansion

10.Advertising in a directory is _____________.
A. Delivery advertising. B. Directory advertising.
C. Direct advertising. D. Dynamic advertising.

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Semester (June 2022 to Dec 2022) Examination: End Semester Examination October 2022 (UG Programmes)			
Programme code: Programme: BBA Hons / BBM		Class: FY	Semester: I
Name of the Constituent College: S. K Somaiya college		Name of the Department- Business Studies	
Course Code:	Name of the Course: Business accounts		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)			

Question No.		Max. Marks
Q.1	A. Journalize the following transactions in the month of March 1. Commence business with cash Rs 1,00,000, Machinery Rs. 5,00,000 3. received interest Rs. 1000 5. sold goods for cash Rs 700 6. purchased motor car for cash Rs 35,000 9. sold machinery for cash Rs 10,000 22. purchased goods of Rs. 7,000 24. Paid salary Rs 8,000 26. Paid for Conveyances Rs 200 28. Sold goods to Mr X for Rs 4400 31. Received dividend Rs 220 **OR** B. From the following transaction prepare ledger in the books of Vinay and balance the same 2019 Jan. 1. Started business with cash Rs. 10,000, goods Rs. 5000 6. Bought goods from vikas Rs. 3,000. 9. Sold goods to bhushan Rs. 2,4000. 12. Paid to vikas on account Rs. 1,600. 19. Received on account from bhushan Rs. 1,000. 25. cash purchases Rs. 3,600. 30. Cash sales Rs. 5,000. 31. Paid wages Rs. 400.	15 marks 15 marks
Q.2	A. Kishor Ltd. Purchased a machine for Rs 30,000 on 1^{st} July, 2011. On 1^{st} Jan 2012 company purchased an additional machine costing Rs. 10,000.	15 marks

	(4) Of the debtors ₹500 were bad and should be written off and R.D.D. should be maintained at 5%. **OR** B. Elaborate importance of computerized accounting system C. Explain users of financial statement	8 marks 7 marks
Q.4	A. Fill in the blanks 1. Debts which are irrecoverable are called ______ 2. ______ is called the book of primary entry 3. Sales account is a ______ account 4. Journal entries are finally posted to ______ 5. Entry showing both the debit and credit aspect of a transaction on opposite sides of the cash book are called ______ 6. A statement prepared by the trader to show differences between two balances is known as ______ 7. Net profit is added to ______ 8. Outstanding expenses are shown in ______	8 marks
	B. Explain the concepts 1. Creditors 2. Personal account 3. Capital expenditure 4. Assets 5. Ledger 6. Diminishing balance method	7 marks

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Semester (June 2022 to October 2022) **Examination: End Semester Examination October 2022 (UG Programmes)**		
Programme code:07 **Programme: TYBBA (Hons)**	**Class:** FY/SY/TY	**Semester:** I/III/V
Name of the Constituent College:	**Name of the Department** : Commerce and management studies	
Course Code: 131U07E503	**Name of the Course: Strategic Cost Management**	
Duration : 2 Hrs.	**Maximum Marks : 60**	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		**Max. Marks**
Q.1 (A)	The following information is extracted from the various functional budgets prepared for a concern whose financial year starts from 1st April.	**15**

Particular	Jan. ₹	Feb. ₹	Mar. ₹	Apr. ₹	May. ₹	June. ₹	July. ₹	Aug. ₹	Sept. ₹
Sales	30,000	35,000	30,000	25,000	22,500	32,500	35,000	37,500	40,000
Materials	12,500	15,000	15,000	12,500	9,000	15,000	15,000	20,000	15,000
Wages	5,000	5,500	5,500	5,000	4,500	5,000	5,000	5,000	5,500
Overhead:									
Manufacturing	4,000	4,500	4,500	4,000	3,500	4,000	4,000	4,000	4,500
Administration	1,500	2,000	2,000	1,500	1,500	2,000	2,000	2,000	2,000

Selling	2,000	2,000	2,000	2,500	1,500	1,500	1,500	1,500	2,000
Distribution	1,500	2,000	2,000	1,500	1,000	1,500	1,500	2,000	2,000

(b) Plant to be purchased for ₹ 30.000. The price is to be paid in six equal instalments, the first

instalment to start in June.

(c) A provision of ₹ 2,500 per month has to be made for machinery purchased in the previous

period.

(d) A commission of 10% is required to be paid on sale in the month following the actual sales.

(e) Cash sales would amount to ₹ 2,000 per month on which no commission is payable.

(f) Dividend to shareholders amounting to ₹ 50,000 is to be paid on 1st July.

(g) Interest on investment amounting to ₹ 40,000 will be received on 1st August.

(h) Income tax to be paid in August - ₹ 40,000.

(i) Balance of call on ordinary shares to be received on 1st April - ₹ 20,000.

(j) A firm maintains minimum balance of Rs. 5,000. It borrows funds at interest rate of 10% in values of 1000's to maintain minimum balance. Interest is to be paid in next month.

Prepare a monthly cash budget for six months from April to September assuming suitable figures for

loan and overdraft whenever required.

The periods of credit allowed to debtors and allowed by creditors are 3 months and 2 months

respectively and payment of wages and overhead expenses are made one month in arrears.

The estimated cash balance on 1st April was ₹ 50,000

OR

Q.1 (B)	Explain Goldrat's Five step model to improving performance.	**7**

Q.1 (C) Explain in detail Upstream and Downstream supply chain management and its components. **8**

Q.2 (A) **15**

	Standard			**Actual**		
Material	Input (KG)	₹ (per kg.)	Total	Input (KG)	₹ (per kg.)	Total
X	400	50	20,000	420	45	8900
Y	200	20	4,000	240	25	6000
z	100	15	1500	90	15	1350
Labour	Number	₹ (Per hr.)	Total	Number	₹ (Per hr.)	Total
Men	100	2	200	120	2.50	300
Women	200	1.5	300	240	1.60	384

i) From the above information calculate all the material Variances.

ii) a) labour cost, b) labour rate variances, c) labour efficiency variance.

OR

Q.2 (B) S.V. Ltd. has furnished the following data: **10**

	Budget	Actual (for the month of july)
No. of working days	25	27
Production	20,000	22,000
Fixed overheads	₹ 30,000	₹ 31,000

Budgeted fixed overhead rate is ₹ 1.00 per hour. In July, the actual hours worked were 31,500. Calculate all the Fixed overhead variance.

Q.2 (C)	The following data for Pijee Ltd. is given:	**5**

	Budget	Actual
Production (in units)	400	360
Man hours to produce above	8,000	7,000
Variable overheads(in ₹)	10,000	9,150

The standard time to produce one unit of the product is 20 hours.

CALCULATE relevant Variable overhead variances.

Q.3 (A)	Precision Auto comp Ltd. Manufactures and sells two automobile components A and B. Both are identical with slight variation in design. Although the market for both the products is the same, the market share of the company for product A is very high and that of product B very low. The company's accountant has prepared the following profitability statement for the two products Cost of production: (same for both the products)	**10**

Direct Materials	120
Direct Labour	20
Direct Expense (sub-contracting charge)	30
Overheads (300% of Direct labour)	60
Total cost	230

	Product A	Product B
Quantity sold	1,20,000	23,000
Sales price	280	260

	The company's marketing manager, after attending a workshop on activity-based costing challenges the accountant's figures. The nearest competitor's prices for the two products are Rs. 310 and Rs. 255 per unit respectively 6and, if the company can match the competitor's prices, it can sell 75,000 nos. each of the two products. The Production Manager confirms that he can produce this product mix with the existing facilities. The management engages you as consultant, and the following facts have been identified by you: (a) product A undergoes 5 operations and product B undergoes two operations by sub-contractors, although the total subcontract charges are the same for both the products, and (b) 75% of the overheads is accounted for by three major heads relating to sub-contracting operations, viz., ordering, inspection and movement of components, to and from the sub-contractor's works. Prepare a revised profitability statement to find out if the marketing manager's proposal is viable.	
Q.3 (B)	Discuss essential requirements (6c's) for successful implementation of Total Quality management. **OR**	**5**
Q.3 (C)	Explain PRAISE analysis steps of Total Quality management and three-point action plan for implementation of PRAISE analysis.	**8**
Q3. (D)	Explain Steps of activity-based costing.	**7**
Q.4 (A)	**Choose the correct alternative** 1) Which of the following is not the key factor for sale a) Market potentials c) Consumer demand b) Insufficient demand d) Shortage of labour 2) Existing customer who recommends their suppliers to other form parts of ____ market a) Customer market c) Influence market b) referral market d) Internal market	**8**

3) which of the following is a purpose of standard costing.

a) To determine profits at different level

b) To control costs

c) To determine breakeven production level

d) To allocate cost with more accuracy.

4) When the variance is due to the difference between actual overhead and applied overhead it is called

a) Volume variance c) total overhead variance

b) Yield variance d) Efficiency variance.

5) A budget that gives a summary of all functional budget is known as

a) Cash budget c) master budget

b) Production budget d) Capital budget

6) If the activity level is reduced from 60% to 70% Fixed cost will

a) Will decrease by 10% c) increase by 10%

b) Per unit will decrease d) per unit will increase.

7) Any element that would cause a change in the cost of the activity is known as.

a) Cost pool c) Resource

b) Cost driver d) activity

8) P in the PRAISE analysis stands for

a) Process c) Problem identification 7

b) Participation d) People

Q. 4 (B) **State true and false from the following statement.**

1) Loss factor is the factor which acts as the limitation on the activities of the organization

2) Present value of net profit that we derive from the customer over its lifetime of relationship with customer is known as customer account profitability.

3) material yield variance is further divided into material usage variance and

	material mix variance 4) revise standard quantity for each input is calculated on standard output. 5) flexible budget does not change with the change in the unit of production. 6) under activity-based costing aggregate of closely related task having some specific functions which are used for completion of an objective are known as activity 7) champions are responsible for the six Sigma implementation across the organisation in an integrated manner.	