

SOMAIYA

VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

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

Sr. No.	Subject	Available
1.	131U07K302 – French	
2.	231U07C303 – Sales & Distribution Management	
3.	231U07C304 – Management Accounting	
4.	231U07C307 – Human Resource Accounting & Compensation Management	
5.	231U07C310 – Spanish	
6.	231U07C303 – sales & Distribution Management	
7.		
8.		
9.		
10.		
11.		
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13.		
14.		
15.		

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SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (July 2024 to November 2024)

Examination: End Semester Examination November 2024 (UG Programmes)

Programme code: 07

Programme: BBA

Class: SY

Semester: III

Name of the Constituent College: SKSC

Name of the Department: Business Studies

Course Code: 131U07K302

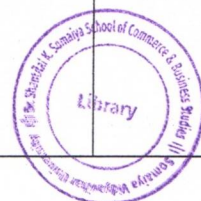
Name of the Course: French

Duration: 2 Hrs.

Maximum Marks: 60

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

Question No.		Max. Marks	CO
Q.1.	Compréhension L'histoire de Strasbourg, capitale européenne, est en grande partie due à sa position sur le Rhin, entre le monde latin et le monde germanique et à son histoire mouvementée entre la France et l'Allemagne. Strasbourg a toujours été la ville de la rencontre et du dialogue entre les cultures et entre les religions. C'est à Strasbourg que GUTENBERG s'est réfugié et a inventé l'imprimerie au XV^e siècle. C'est à Strasbourg que CALVIN fut accueilli. C'est à l'université de Strasbourg qu'ont étudié GOETHE ou METTERNICH et qu'ont enseigné LOUIS PASTEUR, MARC BLOCH, le Prix Nobel ALBERT SCHWEITZER, etc. Aujourd'hui, symbole de paix et de réconciliation après les conflits du XX^e siècle, riche de son patrimoine architectural et culturel (le centre historique est classé au patrimoine mondial de l'UNESCO), deuxième ville diplomatique de France, Strasbourg a des relations fortes avec l'Europe et accueille de nombreuses institutions et organismes de coopération européenne et internationale (Conseil de l'Europe, Cour Européenne des Droits de l'Homme, Parlement Européen, etc.). Ces Institutions prolongent la tradition de dialogue, d'ouverture internationale, de curiosité pour les autres cultures et de respect des différences. L'« Europe de Strasbourg » est celle du cœur et de la culture, une Europe des Droits de l'Homme et de la tolérance. Les Universités strasbourgeoises accueillent près de 50 000 étudiants dont 20 % sont d'origine étrangère et 2 500 chercheurs. Strasbourg est ainsi aujourd'hui une ville cosmopolite, prête à s'investir toujours plus au service de la construction de l'Europe et de la paix. Fabienne KELLER Maire de Strasbourg  OBJECTIF DIPLOMATIE A. Répondez aux Questions 1. Nommez les personnalités que Strasbourg a invité ? 2. Quels sont les institutions qu'on trouve à Strasbourg ? 3. Combien d'étudiants étudient à l'université de Strasbourg ? 4. C'est comme Strasbourg aujourd'hui ? 5. Où se trouve Strasbourg ?	5	1,2,3,4



	B. Vrai ou Faux 1. Strasbourg est une ville de rencontre et de dialogue 2. Strasbourg représente une Europe des Blancs 3. Strasbourg accueille presque 500 chercheurs 4. Calvin a inventé l'imprimerie 5. C'est un symbole de paix et de réconciliation après les conflits du 19^{ème} siècle. C. Etes-vous intéressé à visiter Strasbourg ? Qu'en pensez-vous ?	5	1,2,3,4
Q. 2.	Ecrivez une biographie	15	1,2,3,4
Q.3.	La grammaire A. Rejoignez les phrases avec le pronom relatif Que ou Qui 1. Le cheval se trouve dans la prairie. Le cheval appartient à mon oncle. 2. Tu manges l'orange. L'orange vient directement du supermarché. 3. L'enfant est tout heureux. Tu donnes le bonbon à cet enfant. 4. Le garçon mange à cette table. Ce garçon est notre invité. 5. J'ouvre la fenêtre. Cette fenêtre donne sur la mer. B. Mettez le bon objet direct et récrivez la phrase 1. J'achète <u>la gomme et les cahiers</u> 2. Nous mangeons <u>la glace et les chocolats</u> 3. Il a quitté <u>son école</u> 4. Vous allez prendre <u>le billet</u> 5. Je rencontre <u>ma soeur</u> C. Mettez les verbes en passé 1. Ils (lire) un livre. 2. Juliette (regarder) un film. 3. Est-ce que Pierre (arriver) à 16 heures? 4. J'(ouvrir) la fenêtre. 5. François (se coucher) à 8 heures du soir. OR D. Mettez les verbes dans les formes différentes 1. Est-ce que tu (prendre – présent) ce livre ? 2. Est-ce que vous (recevoir – futur proche) un paquet ? 3. Ils (se perdre – passé récent) dans la forêt. 4. (Prendre – impératif) le téléphone ? 5. Léa et Sarah (partir – passé composé) hier.	5 5 5 5	2 3 2 1,2,3,4
Q.4.	A. Créez une publicité d'un objet à vendre (Any 1)	5	1

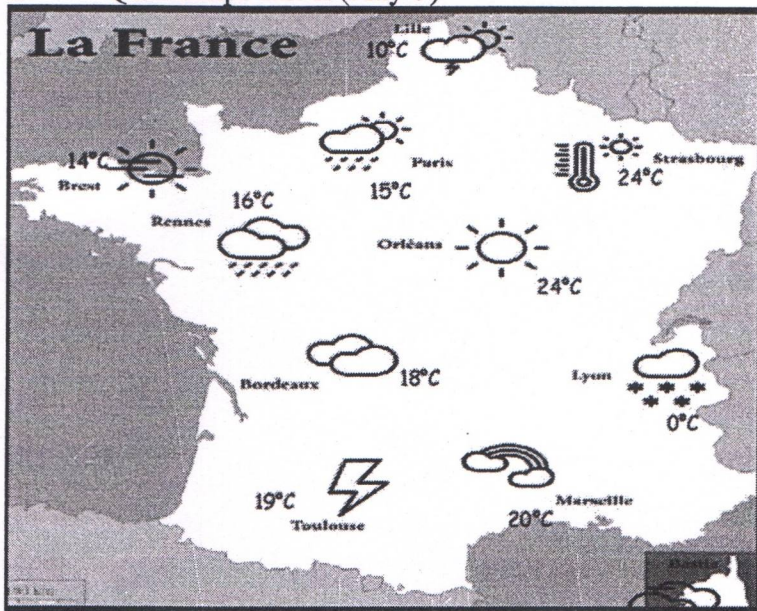
1.



2.



B. Quel temps fait-il (Any 5)



C. Do as directed

1. Je fais du travail tous les jours (mettez en négatif)
2. Il va _____ Irlande et _____ Brisbane (mettez la bonne préposition)
3. Vous mangez _____ beurre avec _____ confiture. J'aimerais boire _____ jus ou _____ coca (mettez le bon article)
4. Écrivez une phrase avec le mot – le président
5. Écrivez une phrase avec le mot – la nature

OR

D. Écrivez un mél à votre ami pour parler de votre visite à Strasbourg

Bonne chance !

5

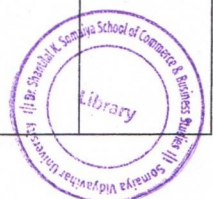
3

5

1,2,3,4

5

1,2,3,4





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Semester (June 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 07 Programme: BBA	Class: SYBBA	Semester: III
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code 231U07C303	Name of the Course: Sales & distribution management	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q.1.	Solve the following Case Study. PepsiCo PepsiCo's distribution system was aimed at making available all or most of the products in its portfolio within a distance easily reachable by consumers. PepsiCo was conscious of the need to adapt its distribution systems according to the needs and preferences of global customers. Based on its experience, PepsiCo has developed various distribution models to offer its products and services to customers in the US. These included the Direct Store Delivery (DSD), Broker Warehouse Distribution (BWD) and Vending & Food Service (V&FS) systems. IN order to manage its distribution systems effectively, PepsiCo has put in place advanced logistics systems. PepsiCo sold beverage concentrate to bottlers, who added carbon dioxide, sweetener and water to make beverages and beverage syrup. Syrup was either sold directly to the fountain accounts or was combined with carbonated water for bottling. Bottling companies were (with a few exceptions) owned and operated by local companies in the countries where PepsiCo operated. Through their use of the most modern technology in recent years, PepsiCo and its bottlers were able to improve their distribution and logistics management operations significantly. To further improve the market penetration of its products globally, PepsiCo launched two new distribution methods in the initial years of the new millennium. These were the chilled DSD system and the hybrid system. The chilled DSD system was a relatively small distribution method, created for items which required continuous refrigeration. This was primarily created for the fruit juices product line. Q1 How has PepsiCo's distribution system evolved over the years to meet the needs of global customers? Q2 How does PepsiCo ensure that its products are readily accessible to consumers within a reasonable distance? Q.3 Give SWOC analysis for above case study.	15	02



Q.2. A	Apple collaborated with Starbucks and Nike using different demographics. Elaborate more on their vertical-horizontal marketing system.	15	03
	OR		
Q.2. B	Among huge competition in dairy industry show how effective Warehousing, inventory and transportation followed by AMUL.		01
Q.3. A.	Mr. Sharma is focusing on the best sales manager. Elaborate different sales training process and purpose he should plan.	15	04
	OR		
Q.3. B.	The Internet is a blessing or curse in sales and distribution. Justify this statement with your perspective.	15	01
Q.4. A.	Bisleri shared their sales quota in annual business summit analyze different types of sales quotas does company have.	15	02
	OR		
Q.4. B.	Nykaa faced many lacking in their distribution and sales. Suggest some remedies using AIDAS and buying formula theory.	15	03



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Semester (July 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 07 & 06 Programme: BBA and BBM	Class: SY	Semester: III
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 231U07C304 & 231U06C302	Name of the Course: Management Accounting	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) All Questions have internal options 2) Working notes should form part of your answer		

Q. No.		Max. Mark	C O
Q.1. A	Explain the following concepts (5 marks each) a) Calculate the following ratios from the given information extracted from records of Abhi Ltd - Return on Capital Employed - Return on Net worth. - Debtors Collection Period Operating Profits ₹ 10,00,000 12% Debentures ₹ 25,00,000 Equity Capital (FV Rs.10) ₹ 30,00,000 Reserves ₹ 20,00,000 Tax rate 20% Sales ₹ 50,00,000 Debtors ₹ 10,00,00 b) Current assets (except cash) : ₹ 5,00,000	15	02
			03



	Current Liabilities : ₹ 1,40,000 Cash is 20% of net working capital. Calculate Cash c) Z Ltd Provides following information: Selling price per unit ₹ 50 Variable cost per unit ₹ 25 Quantity sold 30,000 units Cost of funds 15% Calculate opportunity cost given than credit period offered to customers is 2 months. Recalculate opportunity cost if variable cost increases by 10% and credit period is increased to 3 months			04																										
Q2. A	Prepare Vertical Financial statements from the following information: <table><tr><td>Particulars</td><td>Amount</td></tr><tr><td>Sales</td><td>25,00,000</td></tr><tr><td>Purchases</td><td>15,00,000</td></tr><tr><td>Opening stock</td><td>2,00,000</td></tr><tr><td>Closing stock</td><td>5,00,000</td></tr><tr><td>Administration expenses</td><td>2,00,000</td></tr><tr><td>Selling expenses</td><td>1,00,000</td></tr><tr><td>Finance expenses</td><td>2,00,000</td></tr><tr><td>Share capital</td><td>40,00,000</td></tr><tr><td>12% Debentures</td><td>10,00,000</td></tr><tr><td>Capital WIP</td><td>18,00,000</td></tr><tr><td>Fixed Assets</td><td>23,00,000</td></tr><tr><td>Working Capital (net)</td><td>17,00,000</td></tr></table>	Particulars	Amount	Sales	25,00,000	Purchases	15,00,000	Opening stock	2,00,000	Closing stock	5,00,000	Administration expenses	2,00,000	Selling expenses	1,00,000	Finance expenses	2,00,000	Share capital	40,00,000	12% Debentures	10,00,000	Capital WIP	18,00,000	Fixed Assets	23,00,000	Working Capital (net)	17,00,000	15		01
Particulars	Amount																													
Sales	25,00,000																													
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Fixed Assets	23,00,000																													
Working Capital (net)	17,00,000																													
	OR																													
Q2. B	Complete the Balance sheet of sunshine Ltd with the help of information provided: Balance Sheet <table><tr><td>Liabilities</td><td>Rs.</td><td>Assets</td><td>Rs.</td></tr><tr><td>Share Capital</td><td>30,00,000</td><td>Fixed Assets</td><td>?</td></tr><tr><td>Reserve & surplus</td><td>45,00,000</td><td>Current Assets</td><td></td></tr></table>	Liabilities	Rs.	Assets	Rs.	Share Capital	30,00,000	Fixed Assets	?	Reserve & surplus	45,00,000	Current Assets		15		02														
Liabilities	Rs.	Assets	Rs.																											
Share Capital	30,00,000	Fixed Assets	?																											
Reserve & surplus	45,00,000	Current Assets																												

Loans	?	Stock	?
Current Liabilities	10,00,000	Debtors	?
		Cash	?
Total	?	Total	?

Ratios of the company are:

Debt Equity ratio 1: 2

Total asset turnover = 2/5

Inventory turnover ratio 9 times

Acid test ratio 1 : 1

Debtors' collection period: 45 days

Gross profit ratio: 10%

Assume 360 days in a year. All sales are credit sales.

Q.3. A	1. Discuss the importance of Working capital Management 2. Write a note on Working capital cycle	08 07	03
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OR

Q.3. B	Vatsal Ltd requests you to calculate its working capital requirements for the year 2022:	15	03
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Direct materials	₹ 40
Direct labour	₹ 30
Office Overheads	₹ 10
Production Overheads	₹ 20
Selling Overheads	₹ .5
Total Cost	₹ .105
Selling price	₹ 150

Additional information:

- Company produces 5,000 units per month.



	• Production and sales accrue evenly throughout the year. • Raw materials are in stock for 1.5 months. • Finished goods are in godown for 2.5 months. • Customers are allowed credit of 2 months. • 90% of the sales are on credit basis. • Suppliers provide credit of 1 month (75% of purchases are on credit). • Time lag in payment of wages is 1 month. • Time lag in payment of production and office overheads is ½ month. • Selling overheads are paid 1 month in advance. • Cash and bank balance is equivalent to 1 month's total overheads cost.																											
Q.4.	1. Discuss the costs associated with Receivables Management	08	04																									
A.	2. Write a note on importance of Receivables Management	07																										
	OR																											
Q.4 B.	Determine the best credit policy proposal for Gautami Ltd	15	04																									
	<table><tr><td>Particulars</td><td>Existing policy</td><td>Proposal A</td><td>Proposal B</td><td>Proposal C</td></tr><tr><td>Sales (units)</td><td>50,000</td><td>60,000</td><td>70,000</td><td>1,00,000</td></tr><tr><td>Credit Period (days)</td><td>50</td><td>90</td><td>100</td><td>120</td></tr><tr><td>Bad debts (%)</td><td>0.5</td><td>1</td><td>1.5</td><td>3</td></tr><tr><td>Collection charges</td><td>₹ .20,000</td><td>₹ 30,000</td><td>₹ .50,000</td><td>₹ 75,000</td></tr></table> Selling price per unit Rs.50, average cost per unit Rs.30 (variable cost per unit Rs20). Expected return on investment is 20% p.a.	Particulars	Existing policy	Proposal A	Proposal B	Proposal C	Sales (units)	50,000	60,000	70,000	1,00,000	Credit Period (days)	50	90	100	120	Bad debts (%)	0.5	1	1.5	3	Collection charges	₹ .20,000	₹ 30,000	₹ .50,000	₹ 75,000		
Particulars	Existing policy	Proposal A	Proposal B	Proposal C																								
Sales (units)	50,000	60,000	70,000	1,00,000																								
Credit Period (days)	50	90	100	120																								
Bad debts (%)	0.5	1	1.5	3																								
Collection charges	₹ .20,000	₹ 30,000	₹ .50,000	₹ 75,000																								



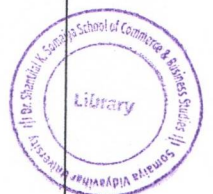
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VIDYAVIHAR UNIVERSITY

Semester (July 2024 to November 2024)

Examination: End Semester Examination November 2024 (UG Programmes)

Programme code: 07		Class: SY	Semester: III
Programme: BBA			
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies	
Course Code: 231U07C307	Name of the Course: Human resource accounting and compensation management		
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.	The United National Bank has just decided to open a branch in a town "X", which is an exclusive resort located about 40 kms, away from a large city "Y". There is no bank in that town at present. The United National Bank is anxious to determine the appropriate salary for the clerical staff it expects to recruit. Clerks in the bank's offices in the neighboring city "Y" receive a starting salary of Rs. 3,000 a month. As a matter of company policy, pay scales have been fixed on a par with other banks in the city. A survey of local establishments at the town "X", primarily insurance offices and other comparable concerns, indicates that the salary for qualified clerical personnel is Rs. 3,500 a month. The higher salary in town "X" may be attributed in part to the substantial higher cost of living, the limited number of people seeking employment and the fact that there are no other banks. Banks in city "Y" have traditionally paid lesser salaries than other establishments, on the ground that banks offer better working conditions and higher dignity. - What should be the salary structure for the clerical staff in the United National Bank? - If there is difference in pay scales in two different	15	CO 3



	locations, how could the bank justify the same?		
	3. What would be the legal implications of different salary structures?		
Q.2.A	Saumya has been appointed as HR accountant. Help him understand the need and significance of HR accounting.	15	CO 1
	OR		
Q.2.B	Rashi is in charge of reporting HR accounting at national level. She needs your help to understand what should be disclosed in detail.	15	CO 1
Q.3.A.	Veda has decided to hire new employee to the organization. Help them analyze the acquisition cost.	15	CO 2
	OR		
Q.3.B.	Aashna and Nami are HR auditors of their organization. They decide to conduct HR audit through interview method. Help them analyze how to go with the process.	15	CO 2
Q.4.A.	Sukriti wants to understand the various types of compensation plans available so that she can negotiate her salary. Help her understand the same.	15	CO 4
	OR		
Q.4.B.	Iram has to evaluate and grant incentives to all her employees. Help her understand the various types of incentives.	15	CO 4



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Semester (July 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 07 Programme: BBA	Class: SY	Semester: III
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies
Course Code: 231U07C310	Name of the Course: Spanish	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: - Questions 1 (A, B, C), 2 (A, B, C), 3A and 4A are compulsory. Only one question from 3B or 3C needs to be attempted and one question from 4B or 4C needs to be attempted. - Wherever applicable, just writing the options a, b, or c against the question numbers would be sufficient. Do not waste time in writing full sentences. - Kindly write in legible handwriting. Spelling errors would lead to loss of marks.		



Question No.		Max. Marks	CO Attainment
Q.1. A	Lea este correo electrónico. A continuación responda las cinco preguntas sobre el texto. Elija las respuestas correctas: a), b), c) o d). Para: laeti@servidor.es, juanyfer@gmail.com Asunto: Viaje a Madrid Hola chicos: Llegáis esta noche, ¿no? Ya tengo un programa para pasear por Madrid. Creo que os va a gustar y vamos a hacer muchas cosas. Mañana vamos a ver museos y, si no estáis muy cansados, podemos ir a algún teatro por la noche o a pasear por la Gran Vía. El viernes vamos al parque de Retiro y paseamos por algunos barrios del centro. El sábado por la mañana, podemos ir de compras. Después de comer, vamos al Teatro Real y, por la noche, a tomar algo a la Plaza de Oriente; sé que vamos a estar muy cansados, pero podemos volver pronto para levantarnos temprano al día siguiente. El domingo, vamos al Rastro, el mercado al aire libre. Luego vamos a la Plaza Mayor. Después, podemos ir a la Puerta de Sol, el punto de encuentro de mucha gente. Por la noche, vamos a cenar en casa para descansar un poco, porque el lunes vuestro tren sale muy temprano. Nos van a quedar muchas cosas por ver y por hacer. Cinco días es muy poco tiempo. Eduardo	5	CO4

1. Según este correo, los amigos de Eduardo llegan a Madrid...

- a) El miércoles
- b) El día siguiente.
- c) La noche anterior
- d) El Domingo

2. Eduardo les escribe a sus amigos para....

- a) Preguntarles qué prefieren hacer
- b) Invitarlos a pasar unos días en Madrid
- c) Contarles su programa de visitas
- d) Preguntarles cuando llegan a Madrid

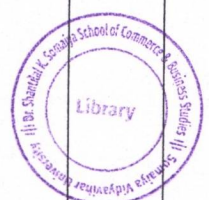
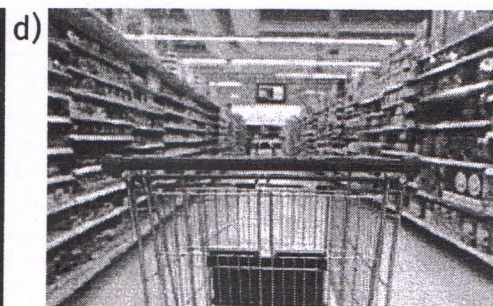
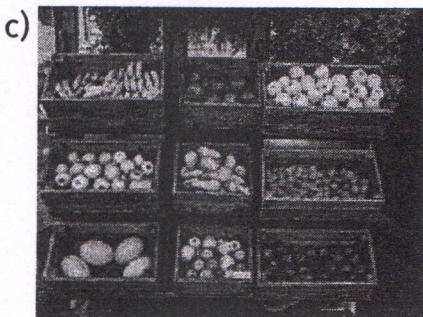
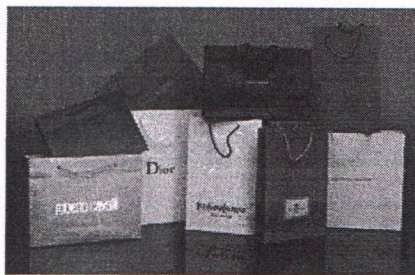
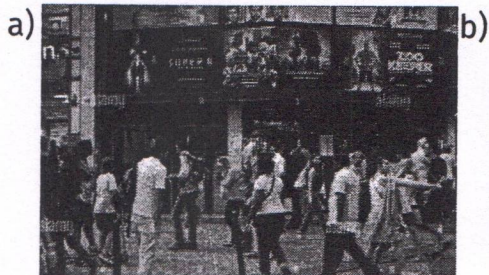
3. A la mañana siguiente, Eduardo propone...

- a) Descansar del viaje
- b) Ver alguna obra de teatro
- c) Pasear si no están cansados
- d) Visitar algunos museos

4. El domingo, por la mañana, van a....

- a) Comer en casa
- b) Comprar en el Rastro
- c) Encontrarse en Sol
- d) Levantarse muy tarde

5. El sábado, pueden...



6	CO1, CO2, CO4
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Lugar 0: En la academia de lenguas.

La opción correcta es la A.

Lugares		Diálogos
0	En la academia de lenguas	A
1	En el coche	
2	En el metro	
3	En un examen	
4	En el hospital	
5	En el instituto	
6	En el mercado	

Q.1.C Usted va a leer la cartelera cinematográfica de una provincia española. Debe completar las frases con la información del texto.

4
CO1,
CO2,
CO3,
CO4

CARTELERA CINEMATOGRAFICA
ALICANTE
31 de agosto de 2012



Localidad	Cine	Sala	Película	Horario de sesiones
ALICANTE	Gran Vía	1	Pudor	18:00/20:15/22:30
		2	El corazón de la tierra	16:15/18:20/20:25/22:45
		3	La cosecha	16:20/18:25/20:20/22:45
		4	¡Porque lo digo yo!	18:20/20:30/22:45
	Astoria		Madrigal	18:00/22:30
	Plaza Mar	1	El cuerpo de Cristo	21:45/23:45
		2	Ciudad del silencio	20:20/22:20/00:20
		3	Lola	22:30/00:30
		4	En busca de la felicidad	22:00
	Vista Hermosa	1	Atlas de geografía humana	22:20/00:35
		2	El corazón de la tierra	16.15/18:15/20:15/22:15/00:15
	Yelmo	1	El buen pastor	17:45/21:00/00:15
2		La vida de los otros	17:15/19:45	
3		Fuera de juego	16:30/18:15	
SAN VICENTE	Ábaco	1	Moscow Zero	20:10/22:00/00:10
		2	Rebelión en la isla	15:50/17:50
ELCHE	ABC	1	Perro alfa	22:35/00:55
		2	El tirador	17:40/20:05/22:35
	Navas		United 93	18:00/20:15/22:30
TORREVIEJA	Asuán	1	Las vacaciones de Mr. Bean	19:00/21:00/23:00
		2	300	18:00/20:15
		3	Los mensajeros	21:00/23:00

Frases para completar

1. La primera sesión de San Vicente empieza a las _____.
2. En la sala 2 del Cine Yelmo se puede ver _____.
3. En Alicante, el cine con una sola sala es el _____.
4. En Torrevieja, la última sesión empieza a las _____.



Q.2.A.	Usted ha comprado una casa nueva. Debe escribir a su amiga una carta describiéndola. En ella debe: -saludar -describir su casa -cosas que le gusta y su parte favorita y porque -despedirse	7	CO1, CO2, CO3, CO4
Q.2.B	Usted busca un compañero de viaje a través de una agencia. Debe completar el siguiente formulario.	8	CO1, CO2, CO3, CO4
	Acompañantes de viaje 1- Nombre: _____ 2- Apellido(s): _____ 3- Fecha de nacimiento: Día____/Mes____/Año_____ 4- Nacionalidad: _____ 5- Teléfono: _____ 6- Correo electrónico: _____ 7- N° de pasaporte o documento de identificación _____ 8- Dirección: a-Calle_____ b- Número _____c- Piso _____d -Letra_____ e- Ciudad: _____f -Código Postal: _____g- País: _____ 9- ¿A dónde quiere ir de viaje? _____ 10- Fecha de salida _____ 11- Fecha de regreso _____ 12- ¿Cómo quiere viajar? _____ 13- ¿Qué actividades le interesan? 14- Su compañero de viaje ideal es _____		

Q.3.A.	Rellena los huecos con la opción correcta 1. Creo _____ hacer yoga para el estrés va muy bien (a. que, b. qué, c. en). 2. Ellos _____ muy contentos en Mumbai y _____ muy amables. (a. están, están, b. son, son, c. están, son) 3. Mi blusa es muy fresca porque es de _____. (a. la piel, b. el algodón, c. manga larga) 4. _____ 1998 conozco a María, ella es muy simpática y alegre. (a. Desde, b. desde que, c. En) 5. El es muy tímido. _____ inseguro viajar solo. (a. Se siente, b. Va bien c. Le da) 6. Las gafas de sol están _____ de los libros. (a. dentro, b. a la derecha c. allí) 7. Nuria y María son muy amigas y _____ madres también son amigas. (a. sus, b. los, c. les) 8. - ¿Vais mucho de excursión? - No mucho, _____ (a. todos los días, b. una vez al mes, c. nunca) 9. ¿Habéis visitado _____ el museo de Picasso? (a. todavía, b. tampoco, c. ya) 10. Mi madre explica _____ que mi padre, ella es médica. (a. más, b. mejor, c. tan)	10	CO1, CO2, CO3, CO4
Q.3.B	Hacer frases con estos verbos según el pronombre del sujeto (al menos 5 palabras en cada frase) 1. Ella - acostarse 2. Yo - Leer 3. Nosotros - hacer 4. Tú - querer 5. Ellos - ganar	5	CO1, CO2, CO3, CO4
	OR		
Q.3.C.	Hacer frases con estos verbos según el pronombre del sujeto (al menos 5 palabras en cada frase) 1. Vosotros - comprar 2. Yo - doler 3. Nosotros - decidir 4. Usted - saber 5. Tú - empezar	5	CO1, CO2, CO3, CO4



Q.4.A.	Unir las dos columnas con palabras relacionadas. <table><tr><td>1. Premio</td><td>a) Casi nunca</td></tr><tr><td>2. terraza</td><td>b) de</td></tr><tr><td>3. inmobiliaria</td><td>c) vista</td></tr><tr><td>4. hasta</td><td>d) Goya</td></tr><tr><td>5. a la derecha</td><td>e) mesa</td></tr><tr><td>6. Raramente</td><td>f) igualdad</td></tr><tr><td>7. madera</td><td>g) agencia</td></tr><tr><td>8. parecido</td><td>h) estar</td></tr><tr><td>9. tanto</td><td>i) le cuesta</td></tr><tr><td>10. da vergüenza</td><td>j) similar</td></tr></table>	1. Premio	a) Casi nunca	2. terraza	b) de	3. inmobiliaria	c) vista	4. hasta	d) Goya	5. a la derecha	e) mesa	6. Raramente	f) igualdad	7. madera	g) agencia	8. parecido	h) estar	9. tanto	i) le cuesta	10. da vergüenza	j) similar	10	CO1, CO2, CO3, CO 4
1. Premio	a) Casi nunca																						
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9. tanto	i) le cuesta																						
10. da vergüenza	j) similar																						
Q.4.B.	Conjuga estos verbos según los pronombres de sujeto y en el tiempo indicado. 1. Yo_____ (beber, pretérito indefinido) 2. Tú_____ (tener, pretérito perfecto) 3. Vosotros_____ (describir, pretérito indefinido) 4. Usted _____ (venir pretérito indefinido) 5. Nosotros_____ (poner, pretérito perfecto)	5	CO1, CO2, CO3, CO 4																				
	OR																						
Q.4.C.	Conjuga estos verbos según los pronombres de sujeto y en el tiempo indicado. 1. Yo_____ (ver, pretérito indefinido) 2. Tú_____ (escuchar, pretérito perfecto) 3. Ellos_____ (tomar, pretérito indefinido) 4. Usted_____ (ir, pretérito indefinido) 5. Nosotros_____ (decir, pretérito perfecto)	5	CO1, CO2, CO3, CO 4																				

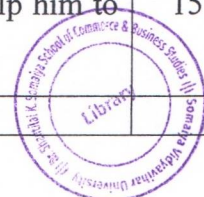


SOMAIYA
VIDYAVIHAR UNIVERSITY

503
BBA Sem III
Sales & Dist. Mgmt.

Semester (June 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 07 Programme: BBA	Class: SYBBA	Semester: III
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 231U07C303	Name of the Course: Sales & Distribution management	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q.1.	Solve the following Case Study.	15	
	Asian Paints This case describes the distribution system of Asian Paints in India. It then discusses how Asian Paints used information technology to improve its materials planning, stock control, and other elements of the supply chain. Finally, it looks at the multiple distribution channels that the paint company adopted. Issues: » Impact of information technology in paint industry's distribution » Need for multiple channels for marketing paints Asian Paints India Ltd (APIL), among the top ten decorative coating companies in the world and the leading paint company in India, generated a turnover of Rs 25.6 billion in the first half of 2005. With manufacturing facilities at 29 locations, it serviced around 65 countries. Apart from the parent company, it also operated through its subsidiaries namely Berger International Limited, Apco Coatings, and SCIB Chemicals. Q1 What role did logistics play in ensuring timely and efficient delivery of Asian Paints' products to customers across India and other countries? Q2 What were the factors that contributed to Asian Paints' success in becoming the leading paint company in India, and how did its distribution strategies play a role in this achievement? Q3 Give SWOC analysis for above case study.	15 05 05 05	01
Q.2. A	Mr. Ram has started a wholesale business for stationery materials. Discuss the characteristics and role of ram to enhance his business.	15	02
	OR		
Q.2. B	HUL proved to be one of the best companies that runs effective physical distribution of FMCG. Analyze their organized physical distribution pattern.	15	03
Q.3. A.	Adarsh is a sales manager who recently joined a sales organization. Help him to improvise his sales style.	15	04
	OR		



Q.3. B.	Sahil is playing his role as HR in MNC, describe the problem he faces in recruitment and selection process for his sales organization	15	03
Q.4. A	SPOTIO offers best deals for sales territory management. Suggest the facilities to be provided from their side.	15	01
	OR		
Q.4. B	Domino's expecting consumer retention during holidays and festivals. Elaborate their vision using AIDAS.	15	02