



# SOMAIYA

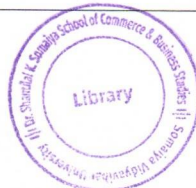
## VIDYAVIHAR UNIVERSITY

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

### QUESTION PAPERS

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

Sr. No.	Subject	Available
1.	231U07C305 – Technical Analysis of Financial Market (A)	
2.	131U07K501 – French	
3.	131U07N503 – Marketing 4.0	
4.	131U07E504 – Direct Taxation	
5.	131U07N601 – Finance 4.0	
6.	23107C305- Technical Analysis of Financial Market (B)	
7.		
8.		
9.		
10.		
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12.		
13.		
14.		
15.		



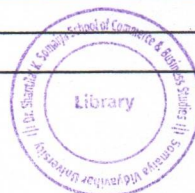
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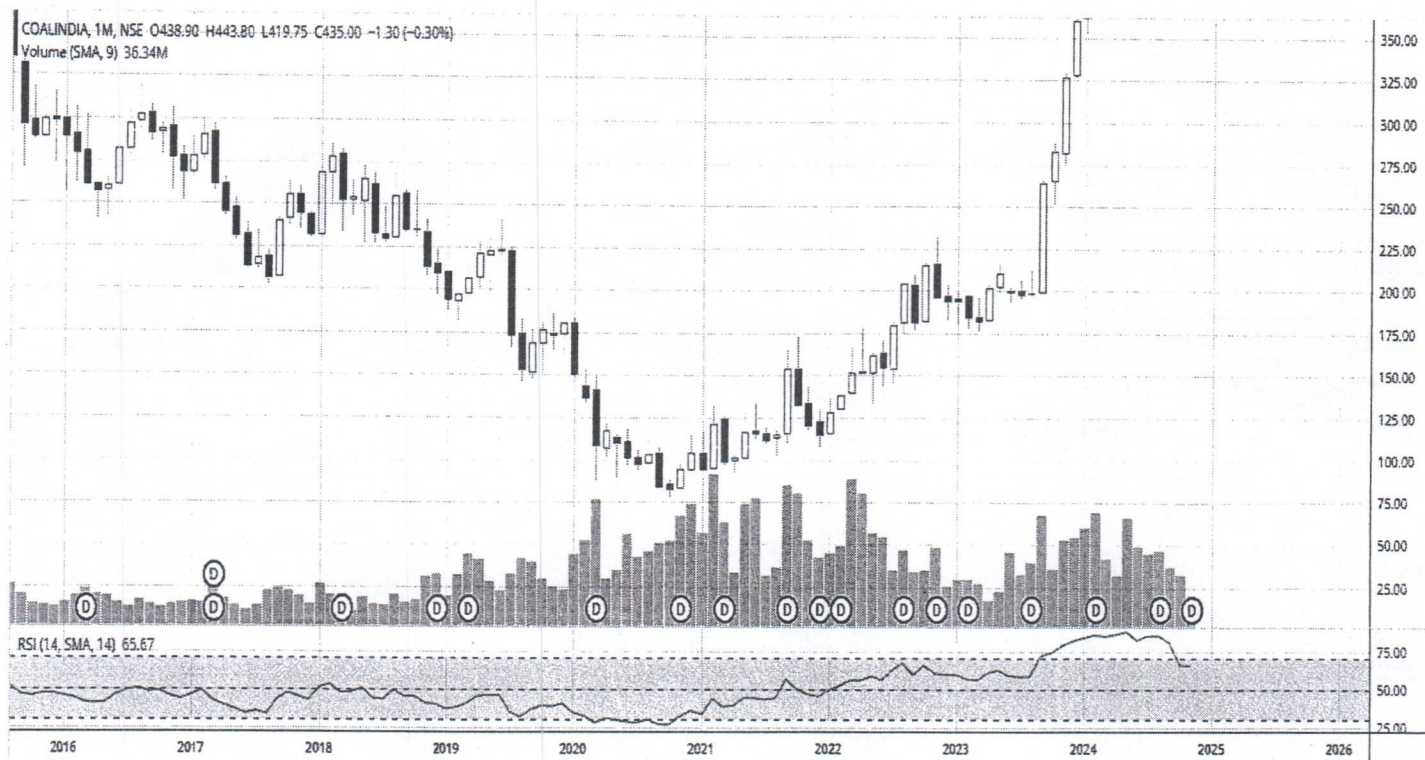
Semester (July 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 07 Programme: BBA	Class: TY	Semester: V
Name of the Constituent College:Sk Somaiya college	Name of the Department: Business Studies	
Course Code: 23107C305	Name of the Course:Technical Analysis of Financial Markets	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	C O
Q.1. A	As a financial manager for a multinational corporation using derivatives to manage risk and optimize the company's financial performance, discuss the advantages and disadvantages of derivatives.	8	4
Q.1. B	you are a risk manager at an asset management company responsible for managing risk arising through investments. As a risk manager, elaborate the risk management component you follow while trading.	7	4
	OR		
Q.1. C	Your brother has just landed a job and is interested in financial markets. Explain to your brother the difference between the Cash market vs derivatives market.	8	4
Q.1. D	A friend of yours wants to start trading, as finance graduate elaborate to him good habits of trading.	7	4
Q.2. A	Following is the daily chart of Coal India ltd. Using pattern trading mark pattern and entry point on the graph and also explain your strategy. Include Entry, Exit and risk to reward ratio in your analysis.	8	3
Q.2. B	Following is the monthly chart of bajaj financial services. Using pattern trading mark pattern and entry point on the graph and also explain your strategy. Include Entry, Exit and risk to reward ratio in your analysis.	7	3
	OR		
Q.2. C	As a technical analyst, elaborate different reversal patterns with diagrams.	8	3
Q.2. D	Explain Relative strength index and discuss its different applications.	7	3
Q.3. A.	Explain candlestick and discuss types of candlestick patterns	8	2
Q.3. B.	In the given chart of TCS A line Passing through the candles is a 200 SMA. Under Volume indicator light candles indicate green volume and dark candle indicate Red volume. Using Moving average strategy state your Entry, exit and Stop loss. Also mark it on charts and explain your strategy in detail.	7	1
	OR		
Q.3. C.	Draw Elliott wave on the weekly chart of TATA Power ltd. Also state your entry point and explain your strategy in detail.	8	2
Q.3. D.	As a professor of Finance, explain Technical analysis and discuss their basic assumptions.	7	1
Q.4	Write the following concepts (5 Marks each)	15	
i.	Support		2
ii.	Options		4
iii.	Dow theory		1

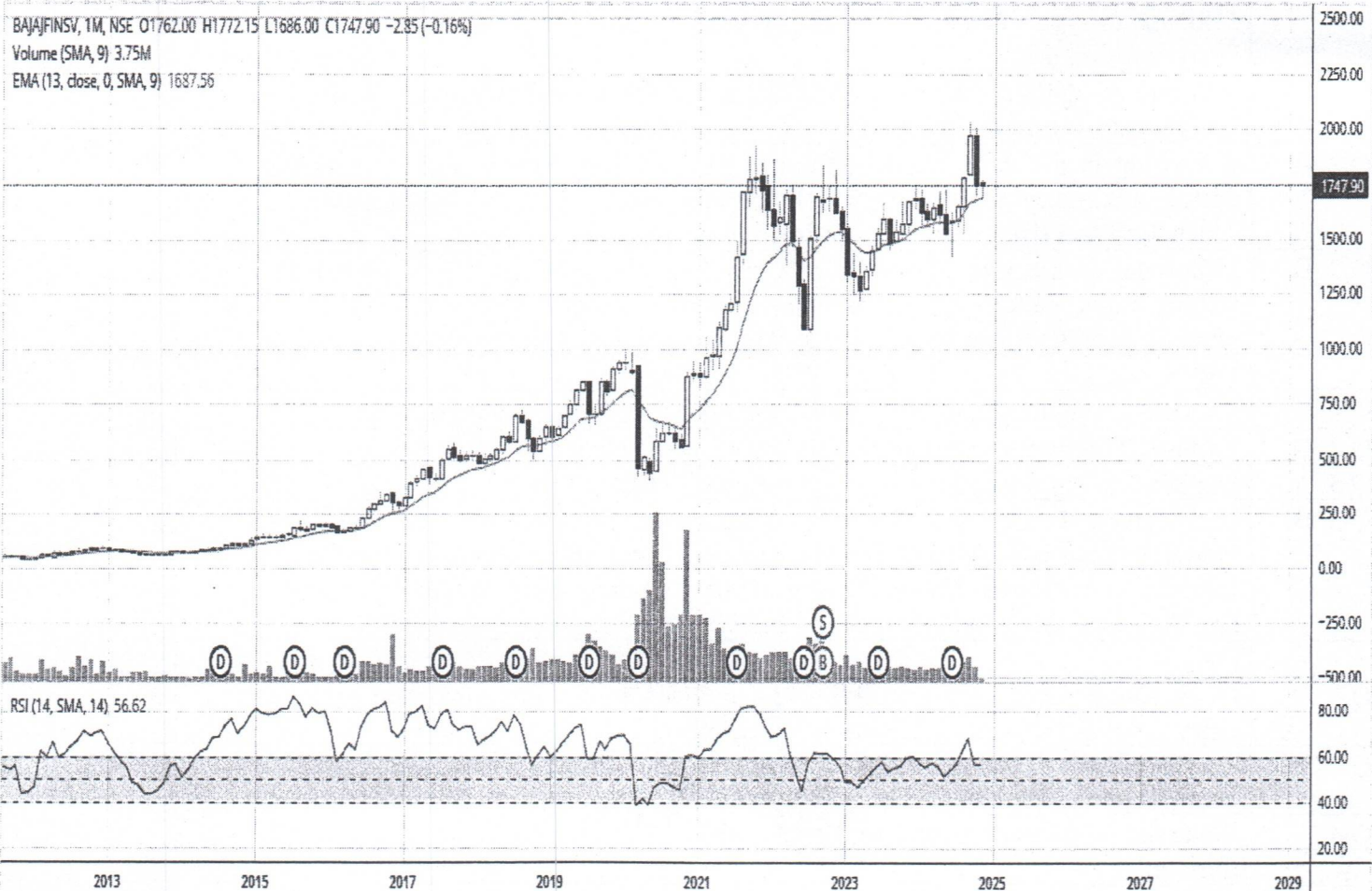




Q.2A

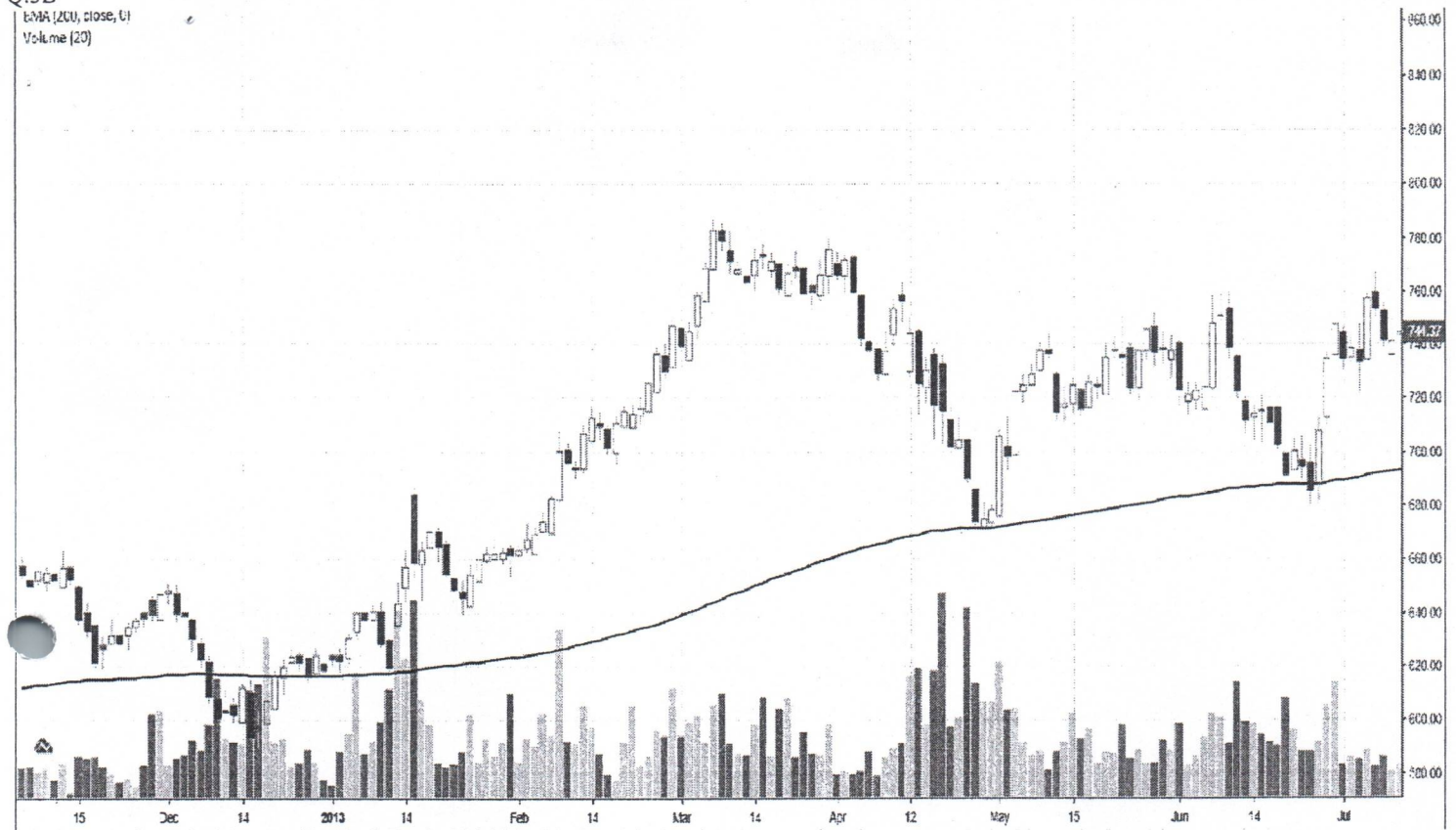


Q.2B



Q.3B

EMA (200, close, U)  
Volume (20)



Q.3C

TATAPOWER, 1W, NSE Q446.25 H452.00 L425.85 C450.60 +5.15 (+1.16%)  
Volume (SMA, 9) 34.549M



TradingView








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Semester (July 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 07 Programme: BBA	Class: TY	Semester: V
Name of the Constituent College: SKSC	Name of the Department: Business Studies	
Course Code: 131U07K501	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.	<p>Compréhension</p> <p>Interview de Myriam Cousseau, directrice de Tourévasion</p> <p>« Entre vie professionnelle et vie personnelle »</p>  <p>Myriam Cousseau est directrice de Tourévasion, une agence de voyage en ligne.</p> <p><b>Défis économiques :</b> Comment commencez-vous votre journée ?</p> <p><b>Myriam Cousseau :</b> Je me réveille tous les jours à 6 heures et demie. Je fais 30 minutes de gymnastique puis je réveille mes enfants à 7 heures. Ensuite, nous prenons le petit déjeuner ensemble et après, ils se préparent pour l'école. Moi, je me douche, et je m'habille pour aller travailler. J'accompagne mes enfants en voiture à l'école tous les jours. Nous partons de la maison entre 8 heures et 8 heures et demie.</p> <p><b>Défis économiques :</b> Comment organisez-vous votre journée ?</p> <p><b>Myriam Cousseau :</b> Quand j'arrive au bureau, j'ai l'habitude de prendre un petit café puis je lis mes courriels. Ensuite, je vérifie mon emploi du temps avec mon assistante. Dans la matinée, j'ai souvent des réunions avec les conseillers-clients et je contacte nos agents commerciaux à l'étranger. L'après-midi, j'étudie les nouveaux circuits. Je rencontre aussi nos partenaires. Parfois, je vais à des salons professionnels.</p> <p><b>Défis économiques :</b> Avez-vous beaucoup de déjeuners d'affaires ?</p> <p><b>Myriam Cousseau :</b> Je déjeune quelquefois à l'extérieur avec des responsables d'agence mais, en général, je déjeune au restaurant d'entreprise avec mes collaborateurs.</p> <p><b>Défis économiques :</b> A quelle heure finissez-vous le soir ?</p> <p><b>Myriam Cousseau :</b> Je pars habituellement vers 19 heures du bureau et quand j'arrive chez moi, je m'occupe de mes enfants. Une fois par semaine, le jeudi soir, je joue au tennis de 19 h 30 à 20 h 30 après le travail.</p> <p><b>Défis économiques :</b> Travaillez-vous le soir chez vous ?</p> <p><b>Myriam Cousseau :</b> Oui, après le dîner, je consulte ma boîte mail et je réponds aux courriels urgents et puis je lis ou je regarde la télévision. J'essaye d'avoir une vie équilibrée et je ne me couche pas tard.</p> <p>Défis économiques - Février / 22</p>	10	1,2,3,4
<p><b>A. Répondez aux Questions</b></p> <ol style="list-style-type: none"><li>1. Que fait Mariyam le matin chez elle ?</li><li>2. Quelle est la première tâche de Mariyam au bureau ?</li><li>3. Que fait Mariyam après rentrer chez elle ?</li><li>4. Comment prend-elle son déjeuner ?</li><li>5. Que fait Mariyam avant de se coucher ?</li></ol>			







B.

Écrivez un tweet en disant votre opinion sur l'événement.

5

2,4

OU

Q. 1.

La capitale belge est considérée comme la première capitale diplomatique mondiale.

Bruxelles est avant tout synonyme d'Europe. En 1958, Bruxelles accueille déjà le siège de la Communauté Économique Européenne (CEE). Aujourd'hui, on y trouve la plupart des institutions européennes : le Parlement Européen, le Conseil de l'Union européenne, la Commission européenne, le Comité économique et social et le Comité des Régions.

Située au cœur de l'Europe, Bruxelles est une capitale cosmopolite pleine de vie. On y compte plus de 180 nationalités. Les Bruxellois ont une longue tradition d'accueil et d'hospitalité. Le promeneur peut encore entendre parler le dialecte local, le Brusselleir, et voir les folklores uniques, par exemple le Meyboom : Cette fête se déroule le 9 août depuis 1213 et est classé au patrimoine mondiale de l'Humanité.

De la Grande Place où se trouve l'Hôtel de Ville à l'Atomium, la ville du Manneken Pis, qui symbolise la liberté, a gardé un charme unique. Les Monuments Art Déco et Art Nouveau attirent de nombreux amoureux du patrimoine et de la culture. De nombreuses expositions internationales et animations rythment la vie de Bruxelles qui est aussi la ville de la bande dessinée, du jazz, de l'Art Déco et de l'Art Nouveau, de la mode...

Aller à Bruxelles, c'est déjà prendre le risque d'y revenir !

C. Répondez aux questions

10

1,2,3,4



1. Nommez des institutions qui se trouvent à Bruxelles ?
2. Nommez les monuments célèbres à Bruxelles ?
3. Quels éléments font partie de la vie de Bruxelles ?
4. Décrivez le patrimoine mondiale de l'Humanité trouvé à Bruxelles?
5. Bruxelles est la capitale de ?



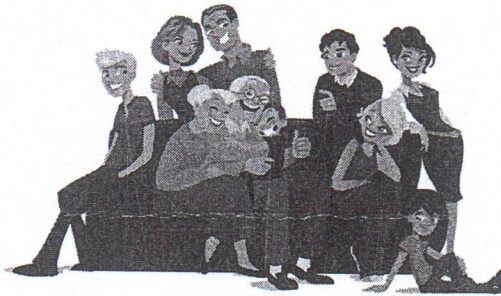
D. Écrivez un tweet en disant votre opinion sur l'événement.

5

2,4

Q.2.

A. Comparez les deux images



5

2





**B. Changez les verbes de présent en futur**

1. Le 19 Mars, à 19h, il ..... ! (Pleuvoir)
2. Ces murs ne ..... pas 2 ans ! (Tenir)
3. Quand vous ....., vous en ..... toujours plus. (Grandir, Vouloir)
4. Tu ..... passer voir comment va Grand-mère en rentrant ? (Pouvoir)
5. Il ..... cette leçon si il l'apprend. (Retenir)

5

1,2

**C. Mettez les verbes en passé ou l'imparfait**

1. Avant, vous (partir) en vacances en août, n'est-ce pas ?
2. Mais cette année, vous (partir) en juillet ?
3. Charlotte (travailler) longtemps dans ce laboratoire.
4. Est-ce qu'elle y (travailler) encore en février dernier ?
5. Quand j'(être) petit, je (regarder) souvent des dessins animés.

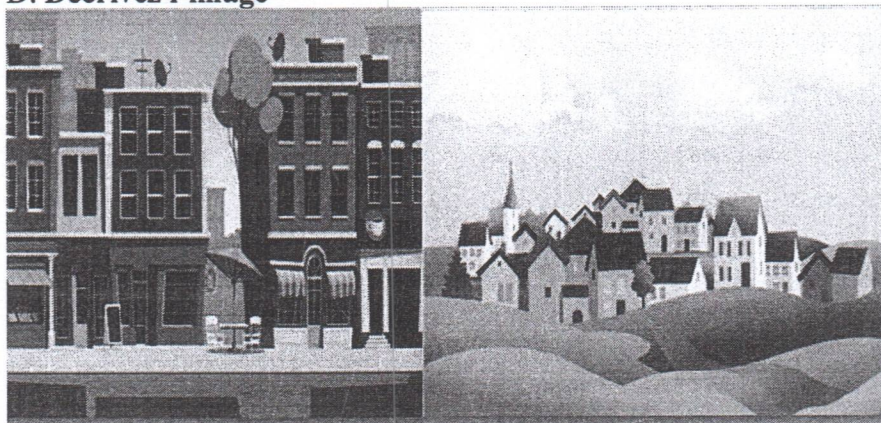
5

1,2

OU

Q.2.

**D. Décrivez l'image**



**Ville et village**

5

2





	4. chose _____ tout le monde a besoin et _____ tout le monde est très content !		
	OU		
	<b>C. Relative Pronoun</b> Tout commence en 1846, quand Jean-Romain Lefèvre et sa femme Pauline-Isabelle Utile ont fondé leur pâtisserie, _____ se situait rue Boileau, à Nantes. La pâtisserie, _____ tous les Nantais commencent à parler, se développe en 1882, Louis, son deuxième fils, a beaucoup d'idées, il fait construire une fabrique moderne de biscuits, en face du château, _____ il invente plusieurs recettes. Un jour, en 1886, il crée un biscuit avec de la farine, du beurre, du sucre et du lait _____ il appelait le <i>Petit Beurre</i> .	5	3
	<b>D. Do as directed</b> 1. Faites une question avec - pourquoi 2. Je trouve cette ville très belle - mettez en négatif 3. Il part _____ Japon _____ sa famille - mettez la bonne préposition 4. Il boit _____ thé qu'il a apporté _____ Assam - remplissez les trous avec des bonnes réponses. 5. Faites une phrase avec le mot - l'auto	5	1,2,3,4
	<b>E. Verbes</b> 1. Je (croire - présent) en Dieu 2. Nous (jouer - imparfait) au cricket 3. Ils (arriver - passé composé) en France il y a 3 jours 4. (Rester - impératif) dans nos places 5. Vous (servir - présente) le chocolat	5	1,2,3,4
Q.4.	<b>Décrivez vos souvenirs d'enfance</b>	15	1,2,3,4
Bonne Chance !			





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Semester June 2024 to Nov 2024)		
Examination: End Semester Examination November 24(PG Programmes)		
Programme code: 07 Programme: BBA	Class: TY	Semester: V
Name of the Constituent College: S K Somaiya college	Name of the Department : Business studies	
Course Code: 131U07N503	Name of the Course: Marketing 4.0	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) Length of the answer will not guarantee full score, relevance will 4) This paper is an expression of your perception about consumerism, avoid mimicking thoughts 5) Provide justification wherever necessary		

Question No.		Max. Marks	Co Attainment
Q.1	<p>A. In the modern world of consumerism, which factors propels buying in Gen-z and millenials. Justify your reasons for consumerism to grow with an example of your choice and proper justification.</p> <p>or</p> <p>B. With an example of your choice define and demonstrate the impact of brand story, branding elements, brand voice and brand positioning.</p>	15 marks	01 and 02
Q.2	<p>A. Ms. Simran wants to start an online business of selling handcrafted indian ethnic wear. Which are the tools available to promote her website, app and social media pages?</p> <p>Or</p> <p>B. Mr. Anant wants to start a pan asian restautant in powai but the market is already cluttered. Help him by explaining segmentation, targeting and positioning. ( STP) to make his offering a right fit for the audience.</p>	15 marks	03
Q.3	<p>A. Draw the flowchart for the process of selling and mentions contrains faced by salesman</p> <p>Or</p> <p>B. As a consumer, how does green marketing, experiential marketing, personalised marketing and guerilla marketing impact you?</p>	15 marks	04
Q.4	<p>Simon Porte Jacquemus has undoubtably made his mark in the high fashion market. Since landing onto the scene to start his independent label in 2009, the French designer has been one to watch. The success of the brand has seen Jacquemus double its revenues to €200</p>	15 marks	02





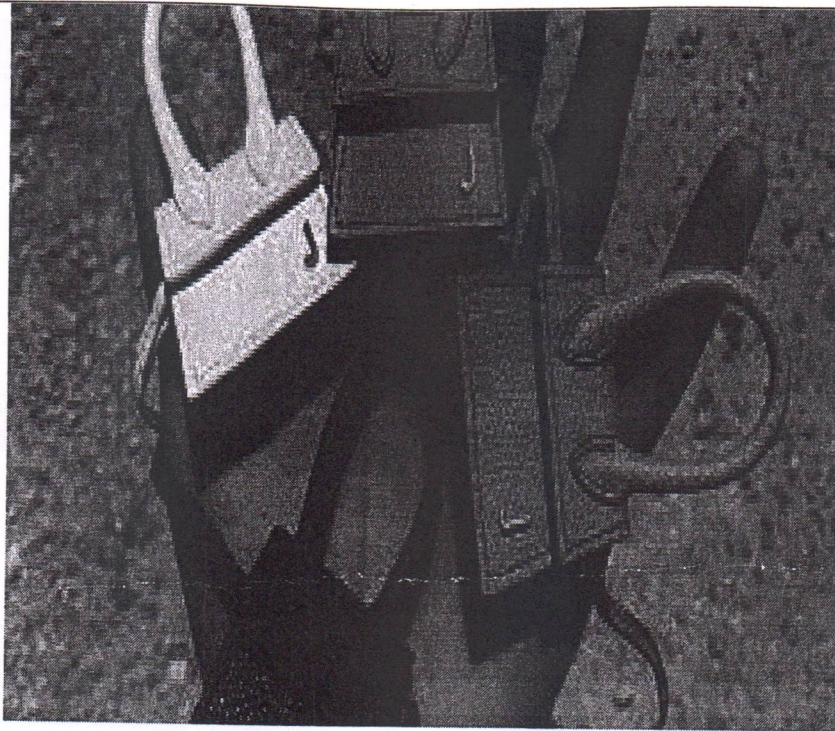
million EUR by 2022, on track to grow its sales to €500 million EUR by 2025. Furthermore, with a multi-year partnership with sportswear giant Nike, Jacquemus has launched sold-out sneakers and athletic capsules on top of his seasonal drops. Throughout his success, Simon has always stayed true to his strategy which he once told BoF, "My strategy, to be clear, is to have a strong brand with a strong image, and a contemporary price point. But I don't want to be next to the contemporary brands."

When it comes to creating experiential marketing campaigns, the Jacquemus team knows what they are doing. From one of their most memorable events being a 500-meter-long pink runway set against the backdrop of a lavender field in the Provence to an all-white runway amidst the giant mounds of salt in Camargue, France and taking over the Palace of Versailles, Simon not only captures the essence of Jacquemus but he incorporates the French heritage into the brand's story. In this digital age, his experiences are easily transferrable in becoming Instagrammable moments, generating media buzz while also creating a spectacle. Most of these locations are chosen carefully to portray a sense of exclusivity that allows Jacquemus to compete with other luxury brands. For instance, the shows are often invite-only and are situated in hard to get-to locations.

On top of the spectacular shows, Jacquemus pop-up stores are always a topic of conversation. Continuing to show that he understands the power of location to create memorable experiences, Simon chooses elaborate places that evoke the picturesque, opulent fantasy for his pop-ups and stores, most recently situated in Lake Como, Portofino and the French Alps. The physical experiences are not only visually impactful, but the events create buzz and lead to valuable user generated content (UGC) from fans around the world. Transporting audiences to a reverie, Jacquemus is able to create a sense of wonder.

In this day and age, it is all about staying relevant and creating distinctive and shareable moments. From larger-than-life Jacquemus toasters and Bambino handbags paired next to one another to his oversized handbags on wheels gliding through the streets of Paris and a Bambino-shaped café pop-up in Seoul, the French label takes surrealist marketing to the next level. This year, in a post-pandemic era, these moments led to whimsical content that provide an escape for audiences worldwide. Visual language through experiential creativity becomes key to increasing engagement levels.





- A. Provide your viewpoints on impact of experiential marketing on you as consumers**
- B. Looking at the images of Jacquemus signature products, analysis the factors that is propelling the growth of the brand**









	OR																																																				
Q.1. B	<p>Mr.Vihaan who was working as Commissioner of Income Tax, retired on 31st December 2023. Following are the particulars of his income relating to the year ending on 31st March, 2024:</p> <table><tr><th>Particulars</th><th>Amount</th></tr><tr><td>Basic Salary per month</td><td>90,000</td></tr><tr><td>Dearness Allowance per month</td><td>60,000</td></tr><tr><td>Entertainment Allowance received per month</td><td>5,000</td></tr><tr><td>Amount spent on entertainment per month on an average</td><td>3,500</td></tr><tr><td>Gratuity received</td><td>95,000</td></tr><tr><td>value of commuted Pension received on 15<sup>th</sup> January 2024</td><td>1,40,000</td></tr><tr><td>Uncommuted pension per month from Government w.e.f 1<sup>st</sup> January 2024</td><td>32,000</td></tr><tr><td>Arrears of salary received on 29<sup>th</sup> March 2024</td><td>28,000</td></tr><tr><td>Expenses incurred incidental to employment like purchase of books etc.</td><td>10,400</td></tr><tr><td>Professional tax paid by employer</td><td>2,400</td></tr></table> <p>You are required to compute his taxable income from Salaries for the assessment year 2024-25. Assume that the assessee has opted for default tax regime.</p>				Particulars	Amount	Basic Salary per month	90,000	Dearness Allowance per month	60,000	Entertainment Allowance received per month	5,000	Amount spent on entertainment per month on an average	3,500	Gratuity received	95,000	value of commuted Pension received on 15 <sup>th</sup> January 2024	1,40,000	Uncommuted pension per month from Government w.e.f 1 <sup>st</sup> January 2024	32,000	Arrears of salary received on 29 <sup>th</sup> March 2024	28,000	Expenses incurred incidental to employment like purchase of books etc.	10,400	Professional tax paid by employer	2,400	15	02																									
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Q.2. A	<p>Mr. Shivam provides following information regarding purchase and sale transactions made by him during the F Y 2023-24:</p> <table><tr><th>Particulars</th><th>Residential house</th><th>Rural agricultural land</th><th>Gold Jewellery</th><th>Shares of Listed company</th></tr><tr><td>Date of acquisition</td><td>1-4-2014</td><td>1-6-2010</td><td>21-6-2017</td><td>11-7-2022</td></tr><tr><td>Date of sale</td><td>1-4-2023</td><td>31-5-2023</td><td>22-6-2023</td><td>12-3-2024</td></tr><tr><td>Cost of acquisition</td><td>12,00,000</td><td>3,00,000</td><td>1,50,000</td><td>1,00,000</td></tr><tr><td>Sale price</td><td>32,00,000</td><td>8,00,000</td><td>3,30,000</td><td>1,60,000</td></tr><tr><td>Brokerage on sale</td><td>40,000</td><td>10,000</td><td>NIL</td><td>2,000</td></tr><tr><td>Brokerage on purchase</td><td>20,000</td><td>3,000</td><td>NIL</td><td>1,500</td></tr></table> <p>Cost Inflation index –</p> <table><tr><th>F Y</th><th>CII</th></tr><tr><td>2010-11</td><td>167</td></tr><tr><td>2014-15</td><td>240</td></tr><tr><td>2017-18</td><td>272</td></tr><tr><td>2022-23</td><td>331</td></tr><tr><td>2023-24</td><td>348</td></tr></table> <p>Calculate capital gains and tax liability of Mr. Shivam for AY 2024-25</p>				Particulars	Residential house	Rural agricultural land	Gold Jewellery	Shares of Listed company	Date of acquisition	1-4-2014	1-6-2010	21-6-2017	11-7-2022	Date of sale	1-4-2023	31-5-2023	22-6-2023	12-3-2024	Cost of acquisition	12,00,000	3,00,000	1,50,000	1,00,000	Sale price	32,00,000	8,00,000	3,30,000	1,60,000	Brokerage on sale	40,000	10,000	NIL	2,000	Brokerage on purchase	20,000	3,000	NIL	1,500	F Y	CII	2010-11	167	2014-15	240	2017-18	272	2022-23	331	2023-24	348	15	02 & 04
Particulars	Residential house	Rural agricultural land	Gold Jewellery	Shares of Listed company																																																	
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	OR																																																				
Q.2. B	<p>Trishna is the owner of 3 house properties. House 1 and House 2 are self-occupied whereashouse 3 is let out. Following information is available for the year ended 31<sup>st</sup> March 2024:</p> <table><tr><th>Particulars</th><th>House-1</th><th>House-2</th><th>House-3</th></tr></table>				Particulars	House-1	House-2	House-3	15	02																																											
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Fair rent	1,50,000	2,00,000	4,50,000
Actual rent	NA	NA	6,00,000
Vacancy	NA	NA	1 month
Municipal tax	20,000	25,000	35,000
Maintenance expenses	30,000	35,000	50,000
Interest on loan for purchase of house	22,000	NIL	NIL

Details of additional income;

Particulars	Amount
Family pension	60,000
Dividend from Indian Company	20,000
Interest on loans given to relatives	10,000

Calculate total taxable income for the PY 2023-24

Q.3.  
A.

Dr. Rohan, a resident surgeon, having his nursing home in Mumbai, gives following particulars for the year ended 31<sup>st</sup> March 2024:

15

03  
&  
04

Receipts	Rs.	Payments	Rs.
Opening balance b/d	1,25,000	Staff salaries	3,50,000
Fees from visit to other hospitals (net of TDS @ 10%)	5,85,000	Taxes and Insurance	26,000
Fees for March 2023 received in April 2023	85,000	Entertainment expenses	1,10,000
Dividend from shares (net)	18,900	Purchase of LED Television	48,000
Fees received during the year	10,25,000	Gift to daughter-in-law	65,000
Gifts received from relatives of patients	45,000	Interest on loan for repairs to property	60,000
Honorarium for painting services in jai Hind Art School (net)	22,500	Personal medical expenses	70,000
Income tax refund (including interest of Rs.1,500)	12,100	Deposits in PPF account	55,000
		Nursing home expenses	3,75,000
		Professional fees paid for consultancy services	1,20,000
		Purchase of furniture at home	1,25,000
		Personal expenses	3,00,000
		Donations	10,000
		Balance c/fd	2,04,500
	<b>19,18,500</b>		<b>19,18,500</b>

Additional information:

a) He keeps his books on cash basis.





	<p>b) Salary includes salary of Rs.60,000 paid in cash to his sister who is a qualified nurse.</p> <p>c) Entertainment expenses include Rs.25,000 for dinner to doctors in a 5-star hotel.</p> <p>d) Interest on loan includes Rs.40,000 towards interest on loan availed for repairing his house property.</p> <p>e) Fixed assets value as on 1<sup>st</sup> April 2023 and rate of depreciation applicable are as under:</p> <table><thead><tr><th>Description of the asset</th><th>WDV</th><th>Rate of depreciation (%)</th></tr></thead><tbody><tr><td>Nursing home equipment's</td><td>2,20,000</td><td>15</td></tr><tr><td>Medical books</td><td>25,000</td><td>40</td></tr><tr><td>Annual publications</td><td>10,000</td><td>40</td></tr><tr><td>laptop</td><td>40,000</td><td>40</td></tr></tbody></table> <p>LED Television purchased for nursing home on 21<sup>st</sup> September 2023 is put to use immediately. The applicable rate of depreciation on LED Television is 15%.</p> <p>f) Donations are made to PM CARES Fund on 15<sup>th</sup> August 2023.</p> <p>Compute his income from profession for AY 2024-2025</p>	Description of the asset	WDV	Rate of depreciation (%)	Nursing home equipment's	2,20,000	15	Medical books	25,000	40	Annual publications	10,000	40	laptop	40,000	40													
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	OR																												
Q.3. B.	<p>Mr. Vijay Joshi, a director of Goodluck Construction Limited, gives you the following information for the year ended 31<sup>st</sup> March 2024.</p> <table><thead><tr><th>Particulars</th><th></th></tr></thead><tbody><tr><td>Basic Salary (per annum)</td><td>9,80,000</td></tr><tr><td>Dearness Allowance (per annum)</td><td>4,80,000</td></tr><tr><td>Arrears of salary received (not taxed earlier)</td><td>30,000</td></tr><tr><td>House rent allowance (per annum) (Exempt 40,000 per annum)</td><td>72,000</td></tr><tr><td>Club Expenses of Mr. Vijay Joshi paid by Employer</td><td>7,500</td></tr><tr><td>Profession Tax deducted from Salary (per annum)</td><td>2,500</td></tr><tr><td>Recognized provident Fund contribution deducted from Salary (per annum)</td><td>48,000</td></tr><tr><td colspan="2"><b>Details of his owned property (let out):</b></td></tr><tr><td>Fair rent per annum</td><td>2,40,000</td></tr><tr><td>Actual rent received per annum</td><td>2,50,000</td></tr><tr><td>Municipal tax paid (including 5,000 for 2022-2023)</td><td>25,000</td></tr><tr><td>Interest on borrowed capital for construction of house property</td><td>33,000</td></tr></tbody></table> <p><b>Other information:</b></p> <p>He had taken a loan from Bank of Maharashtra for higher education of his daughter, who is pursuing MBA course in Mumbai University, on which he paid interest of 52,000 during the year.</p> <p>Compute the taxable income of Mr. Vijay Joshi for the Assessment year 2024-25 based on default tax regime.</p>	Particulars		Basic Salary (per annum)	9,80,000	Dearness Allowance (per annum)	4,80,000	Arrears of salary received (not taxed earlier)	30,000	House rent allowance (per annum) (Exempt 40,000 per annum)	72,000	Club Expenses of Mr. Vijay Joshi paid by Employer	7,500	Profession Tax deducted from Salary (per annum)	2,500	Recognized provident Fund contribution deducted from Salary (per annum)	48,000	<b>Details of his owned property (let out):</b>		Fair rent per annum	2,40,000	Actual rent received per annum	2,50,000	Municipal tax paid (including 5,000 for 2022-2023)	25,000	Interest on borrowed capital for construction of house property	33,000	15	03 & 04
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Q.4. A.	<p>Explain the following concepts (5 marks each)</p> <p>a) Calculate Income from other sources of Mr. SL for PY 2023-24:</p> <table><thead><tr><th>Particulars</th><th>Amount</th></tr></thead><tbody><tr><td>Dividends from Indian Company</td><td>30,000</td></tr><tr><td>Dividends from foreign company</td><td>20,000</td></tr></tbody></table>	Particulars	Amount	Dividends from Indian Company	30,000	Dividends from foreign company	20,000	15	02																				
Particulars	Amount																												
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Interest on PPF	12,000
Receipts from LIC	40,000
Income from subletting of house property	18,000
Winning from lotteries (expenses incurred Rs.1,000)	21,000
Winning from Card games	6,000
Winning from horse race	11,000
Award from state government instituted in public interest	10,000
Royalty from books (expenses incurred Rs.2,000)	20,000

03

b) Ms. Z provides following information for the previous year 2023-2024:

Particulars	Amount
Contribution to NSC VIII	50,000
Contribution to PPF	40,000
Contribution to pension plan of LIC	70,000
Medical insurance premium on health of self and spouse	30,000
Medical insurance premium on health of parents (senior citizens)	59,000
Donation to PM Cares Fund	20,000

Calculate total deductions that can be claimed by Ms. Z under chapter VI-A if she opts to shift out of default tax regime.

02

c) Mr. Sahil provides following information:

Particulars	Diamond Jewellery	Urban agricultural land
Date of Purchase	1-6-2020	1-11-2014
Date of sale	21-1-2024	31-3-2024
Cost of acquisition	90,000	6,25,000
Sales price	1,90,000	9,05,000

Cost inflation index:

Financial year	CII
2014-2015	240
2015-2016	254
2020-2021	301
2023-2024	348

Calculate Capital gains







**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

Semester (July 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 07 Programme: BBA	Class: TY	Semester: V
Name of the Constituent College: Sk Somaiya College	Name of the Department: Business Studies	
Course Code: 131U07N601	Name of the Course: Finance 4.0	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	C O																								
Q.1. A	Draw a Stores Ledger Account for the following transactions which took place during the month of April 2020 adopting the FIFO and Simple average method.	15	2																								
	<table><tr><th>Date April, 2020</th><th>Particulars</th></tr><tr><td>1</td><td>Balance 500 units @ ₹ 30 per unit.</td></tr><tr><td>3</td><td>Issued 300 units</td></tr><tr><td>8</td><td>Received 800 units @ ₹ 36 per unit</td></tr><tr><td>12</td><td>Issued 500 units</td></tr><tr><td>14</td><td>Received back from production Centre 100 units (issued on 3rd March)</td></tr><tr><td>17</td><td>Received 1000 units @ ₹ 40 per unit</td></tr><tr><td>21</td><td>Issued 400 units</td></tr><tr><td>23</td><td>Issued 500 units</td></tr><tr><td>28</td><td>Returned to vendor 100 units (purchased on 17th March)</td></tr></table> <p>On verification on 31st March, a shortage of 70 units of material was found.</p>			Date April, 2020	Particulars	1	Balance 500 units @ ₹ 30 per unit.	3	Issued 300 units	8	Received 800 units @ ₹ 36 per unit	12	Issued 500 units	14	Received back from production Centre 100 units (issued on 3rd March)	17	Received 1000 units @ ₹ 40 per unit	21	Issued 400 units	23	Issued 500 units	28	Returned to vendor 100 units (purchased on 17th March)				
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OR																											
Q.1. B	TATA Ltd has 2 Production and 5 service departments. The expenses of these departments as per primary Distribution Summary are as follows.	8	2																								
	<table><tr><th>Production Department</th><th>₹</th><th>₹</th></tr><tr><td>Dept A</td><td>10,00,000</td><td></td></tr><tr><td>Dept B</td><td>20,00,000</td><td>30,00,000</td></tr><tr><th>Service Department</th><th>₹</th><th>₹</th></tr><tr><td>Canteen Expenses</td><td>3,00,000</td><td></td></tr><tr><td>Maintenance and Repair</td><td>2,00,000</td><td></td></tr><tr><td>Depreciation</td><td>4,00,000</td><td></td></tr><tr><td>Power</td><td>5,00,000</td><td></td></tr><tr><td>Rent</td><td>8,00,000</td><td>22,00,000</td></tr></table>			Production Department	₹	₹	Dept A	10,00,000		Dept B	20,00,000	30,00,000	Service Department	₹	₹	Canteen Expenses	3,00,000		Maintenance and Repair	2,00,000		Depreciation	4,00,000		Power	5,00,000	
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	The following information is also available in respect of the production department.																																												
	<table><tr><td></td><td>Dept A</td><td>Dept B</td></tr><tr><td>No. of workers</td><td>70</td><td>30</td></tr><tr><td>Machine Value</td><td>10,00,000</td><td>20,00,000</td></tr><tr><td>Horsepower ratio</td><td>3</td><td>2</td></tr><tr><td>Floor area (sqft)</td><td>300</td><td>500</td></tr></table>		Dept A	Dept B	No. of workers	70	30	Machine Value	10,00,000	20,00,000	Horsepower ratio	3	2	Floor area (sqft)	300	500																													
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	Prepare a statement apportioning the cost of service departments over the production departments using direct re-distribution method.																																												
Q.1. C	Selling price - Rs. 30; Fixed cost - . 200,000; Variable cost 50%. Find out (i) P/V ratio, (ii) Break even point (iii) Sales volume and in revenue to earn a Profit of Rs. 40,000	7	2																																										
Q.2. A	DMart is facing increasing competition from Quick commerce companies and wants to improve its customer Experience.As a India head of Dmart, Explain your CEO Experience category of the innovative framework and discuss a few actions that you would implement in each element of the experience category.	8	4																																										
Q.2. B	As a key policy maker in NITI Ayog, elaborate on what artificial intelligence is and its major uses or breakthroughs in recent years.	7	4																																										
	OR																																												
Q.2. C	As a financial officer under the finance ministry, elaborate the problems faced by fintech in India.	8	4																																										
Q.2. D	TCS ltd wants to integrate Blockchain technology in its operations, as a Technical head, discuss the disadvantages of block chain technology with your Superior.	7	4																																										
Q.3. A.	Following is the data of Ratan ltd. For year ended 31st march 2022 Present the following data in vertical profit and loss statement	8	1																																										
	<table><tr><td>Particulars</td><td>Amount (Rs.)</td></tr><tr><td>Opening Stock</td><td>1,50,000</td></tr><tr><td>Purchases</td><td>20,00,000</td></tr><tr><td>Sales</td><td>30,00,000</td></tr><tr><td>Debtors</td><td>10,00,000</td></tr><tr><td>Interest received</td><td>10,000</td></tr><tr><td>Interest paid</td><td>6,000</td></tr><tr><td>Freight and Carriage</td><td>30,000</td></tr><tr><td>Plant and machinery</td><td>20,00,000</td></tr><tr><td>Staff Salaries</td><td>90,000</td></tr><tr><td>Profit on sale of shares</td><td>80,000</td></tr><tr><td>Rent</td><td>2,00,000</td></tr><tr><td>Creditors</td><td>3,00,000</td></tr><tr><td>Printing and Stationary</td><td>50,000</td></tr><tr><td>Electricity</td><td>30,000</td></tr><tr><td>Bad Debts</td><td>20,000</td></tr><tr><td>Telephone Expenses</td><td>10,000</td></tr><tr><td>Import duty</td><td>20,000</td></tr><tr><td>Advertising</td><td>80,000</td></tr><tr><td>Depreciation</td><td>1,40,000</td></tr><tr><td>Insurance</td><td>40,000</td></tr></table>	Particulars	Amount (Rs.)	Opening Stock	1,50,000	Purchases	20,00,000	Sales	30,00,000	Debtors	10,00,000	Interest received	10,000	Interest paid	6,000	Freight and Carriage	30,000	Plant and machinery	20,00,000	Staff Salaries	90,000	Profit on sale of shares	80,000	Rent	2,00,000	Creditors	3,00,000	Printing and Stationary	50,000	Electricity	30,000	Bad Debts	20,000	Telephone Expenses	10,000	Import duty	20,000	Advertising	80,000	Depreciation	1,40,000	Insurance	40,000		
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Q.3. B	Inflation in the country is rising and as a Governor of RBI Explain factors affecting inflation and discuss what measure will you take to control money supply and credit in the economy.	7	3
	OR		
Q.3. C.	Wipro Ltd is planning to create a sinking fund for 8 years, for buying new machinery costing Rs. 30,00,000.. Calculate the amount to be invested every years if interest is compounded annually at 10%..	7	1
Q.3. D	As a Chief policy maker, Explain the functions of Reserve Bank to the Government officials.	8	3
Q.4	Write the following concepts (5 Marks each)	15	
i.	Price penetration	2	2
ii.	Loan		4
iii.	Benefits of Cash		3





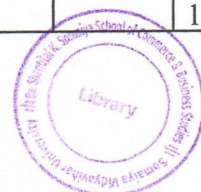


**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

503  
BBA sem II  
Tech. FM.

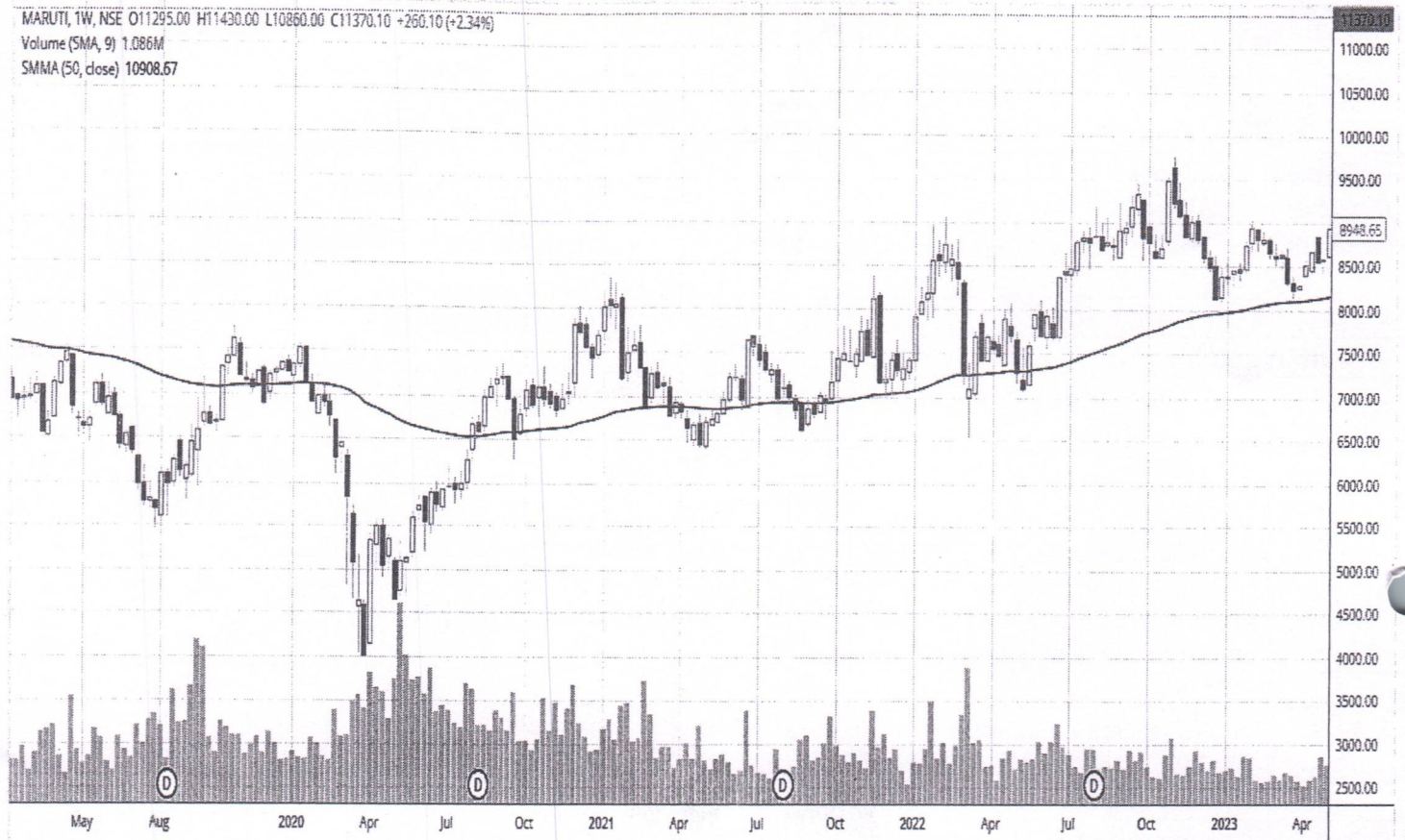
Semester (July 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code:07 Programme: BBA	Class: TY	Semester: V
Name of the Constituent College: SK Somaiya College	Name of the Department:Business Studies	
Course Code: 23107C305	Name of the Course: Technical Analysis of Financial Markets	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	C O
Q.1. A	As a financial advisor Elaborate Rules to stop losing money	8	4
	You are an options trader looking to manage your portfolio using the Option Greeks. You have a call position open in Nifty 50, explain different greeks and their impact on your positions.	7	4
	OR		
Q.1. B	you're a financial advisor who uses derivatives contracts to manage risk. Explain to your client about derivatives and types of derivative contract.	8	4
	Discuss Golden rules of trading with your friend who has just started trading.		4
Q.2. A	Following is the weekly chart of Maruti. Mark support, resistance and entry point on the graph and also explain your strategy. Include Entry, Exit and risk to reward ratio in your analysis.	8	3
Q.2. B	Following is the daily chart of BPCL Ltd. Using pattern trading mark pattern and entry point on the graph and also explain your strategy. Include Entry, Exit and risk to reward ratio in your analysis.	7	3
	OR		
Q.2. C	As a financial analyst, describe different Continuations patterns in detail.	8	3
Q.2. D	As an experienced investor Describe in detail the strategy of double bottom and cup and handle.	7	3
Q.3. A.	As a technical analyst, elaborate above different moving averages and their use.	8	2
Q.3. B.	Analyze the daily chart of Sunpharma ltd. Using a trend line. state your buying, Stop loss and target. Also explain your strategy in detail (Also mark it on chart)	7	2
	OR		
Q.3. C.	Analyze the Daily chart of HindustanUnilever. Ltd using Moving Average strategy and state your buying, Stop loss and target. Also explain your strategy in detail (Also mark it on chart) Line passing through the candle Indicate 50 SMA	8	2
Q.3. D.	As a Technical analyst, Brief about Technical analysis and its advantage	7	1
Q.4	Write the following concepts (5 Marks each)	15	
i.	Resistance		2
ii.	risk management		4
iii.	Bullish Candlestick patterns		1

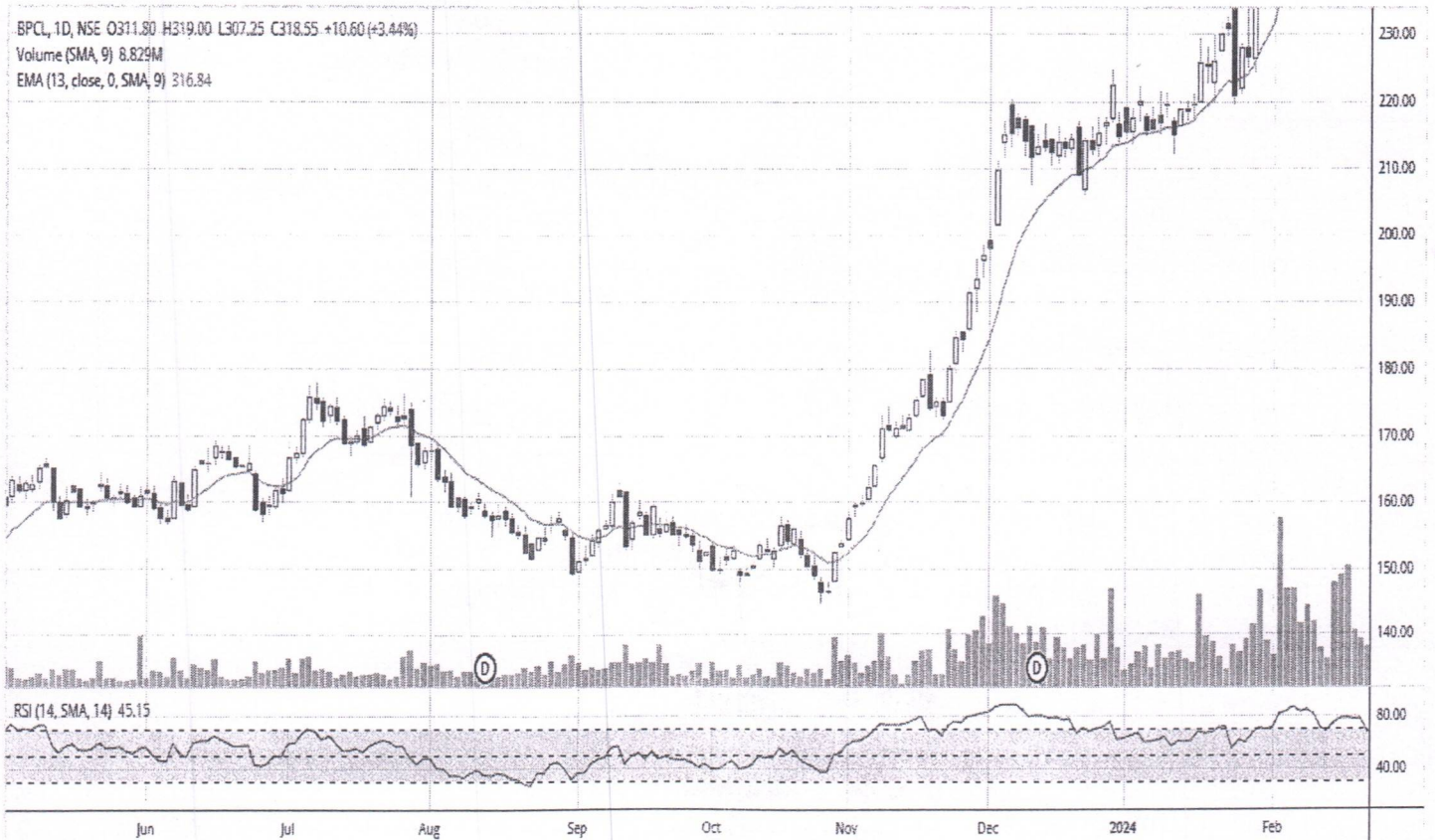




Q2.A

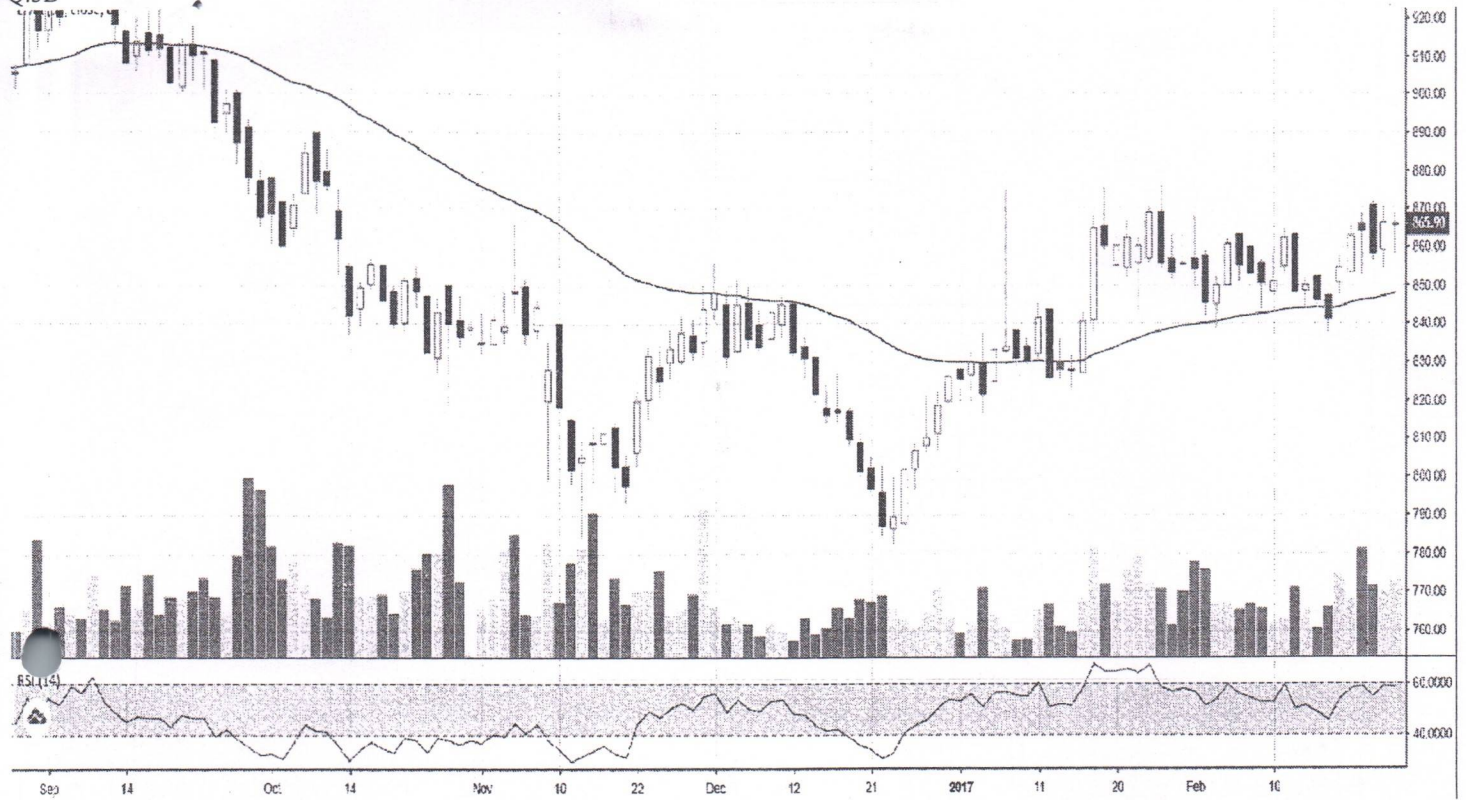


Q.2B





Q.3B



Q.3 C

