

# SOMAIYA

## VIDYAVIHAR UNIVERSITY

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

### QUESTION PAPERS

<b>BRANCH: Bachelor of Business Administration (Hons.)</b>	<b>SEM: IV</b>
	<b>JAN-2024</b>

Sr. No.	Subject	Available
1.	131U07E205 – Financial Human Resource Planning	
2.	131U07E401 – Consumer Behavior & Consumer Insights	
3.	131U07E402 – Media Management	
4.	131U07E403 – Cost Accounting	
5.	131U07E404 – Commodities & Derivative Market	
6.	131U07E405 – Talent Management & Competency	
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		

LIBRARY



**Semester: January 2024**  
**Examination: ISE Examination**

Programme code: 07 Programme: BBA Hons	Class: SY	Semester: IV (SVU 2023)
Name of the Constituent College: S K Somaiya College	Name of the department: Business Studies	
Course Code: 13U07E205	Name of the Course: Financial Human Resource Planning	
Instructions: 1) Figures to the right indicate maximum marks.		

<b>Q 1</b>	<b>Answer the following concepts (2 marks each)</b>	<b>10</b>	<b>CO Attainment</b>
	a) Explain the meaning and Concept of Compensation plan		CO1
	b) Discuss the element of a good wage plan.		CO3
	c) Explain the theory of Subsistence.		CO4
	d) Explain the concept of Pay Structure		CO2
	e) Interpret the meaning and concept of merit pay.		CO1
<b>Q 2</b>	<b>Attempt Any THREE</b>	<b>15</b>	
	a) Elaborate 3P's concept and discuss benefits of compensation of health and safety.		CO3
	b) Illustrate meaning and types of incentive plans.		CO2
	c) Explain Wage differentials and discuss its contributing factors.		CO4
	d) Explain the theory of Marginal Productivity.		CO1
	e) Explain prerequisites of an Effective Incentive system		CO2





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<b>Name of the Constituent College: S K Somaiya College</b>		<b>Name of the department: Business Studies</b>	
<b>Course Code: 131U07E401</b>	<b>Name of the Course: Consumer Behavior &amp; Consumer Insights</b>		
<b>Instructions: 1) Figures to the right indicate maximum marks.</b>			

<b>Q 1</b>	<b>Answer the following concepts (2 marks each)</b>	<b>10</b>	<b>CO</b>
	a) Describe the Habitual Buying Behavior		1
	b) Compare Need based consumers with Loyal consumers.		1
	c) Label Freud's Three Levels of Mind		2
	d) The term 'personality' has been derived from the Latin term 'persona' which means to 'speak through' - Discuss		2
	e) Define the consumer learning process while buying a refrigerator		2
<b>Q 2</b>	<b>Attempt Any THREE</b>	<b>15</b>	
	a) Differentiate the 2 types of Consumer Materialism.		1
	b) Construct the elements of a Customer Profile		2
	c) Interpret the interaction of the Id, Ego, and Superego		1
	d) Discuss the Consumer Attitude Components		2
	e) Breakdown the characteristics of personality		1





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**(SVU 2023)**

**Name of the Constituent College: S K Somaiya College**

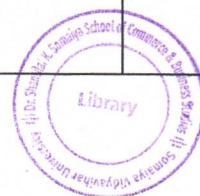
**Name of the department: Business Studies**

**Course Code: 131U07E402**

**Name of the Course: Media Management**

**Instructions: 1) Figures to the right indicate maximum marks.**

<b>Q 1</b>	<b>Answer the following concepts (2 marks each)</b>	<b>10</b>	<b>CO</b>
a)	WellnessBlast, a Nutrient-Rich Smoothie Blends collaborates with fitness trainers on Instagram, runs health and wellness webinars, and offers exclusive discounts through referral programs. They now want to promote their product on Television. As a Media Planner help them understand the role and Importance of Television rating point (TRP).		CO3
b)	The Marketing head of an organization wants to brief his team members about the various regulatory acts applicable to media management. In this reference explain the Gagging Act 1857 to them.		CO3
c)	FashionFusion Trends, a start-up company manufactures customizable 3D-Printed Fashion Accessories. Being a new entrant they hired a media planner to help them understand the process of media planning. As a media planner explain the same to them.		CO1
d)	SwiftServe Tech, a Cloud-Based Business Solutions service runs Google Ads targeting business-related searches, engages with business influencers on LinkedIn, and conducts online seminars on productivity. Before allocating the budget for the next year, the top management wants to understand the challenges faced in media planning. Explain the same to them.		CO3
e)	The Marketing head of an organization wants to brief his team members about the various regulatory acts applicable to media management. In this reference explain the Cinematography Act, 1952 to them.		CO1





Q 2		Attempt Any THREE(5 marks each)	15	
	a)	BlazeFit, Smart Fitness Wearables implements Television campaigns offering exclusive discounts, highlighting fitness success stories, etc. Assess the target audience for them alongwith advantages and disadvantages of using television media.		CO3
	b)	Gourmet Voyager, International Cuisine restaurant. Currently Utilizes Instagram for visually appealing culinary posts, partners with food bloggers for videos on YouTube, and runs targeted Facebook ads based on flavor preferences. You being the Media Planner, suggest another media mix to generate better returns.		CO2
	c)	LuminaStyle, Smart LED Home Lighting runs visually appealing ads on Pinterest, and collaborates with tech reviewers on YouTube. As a media planner, conduct a media research for this company to achieve their objective of spreading awareness of their product.		CO3
	d)	FlavorFusion, Exotic Tea Blend engages in podcast sponsorships featuring wellness discussions, partners with lifestyle bloggers,etc. However they now want to promote through OOH media, describe the factors affecting outdoor media selection for them.		CO2 CO3
	e)	Luxury Pet Accessories Co. wants to use radio for its promotions. Enlist the factors affecting Radio media decision for them.		CO2 CO3



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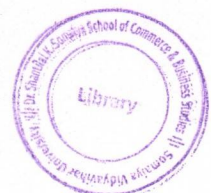
**Name of the department: Business Studies**

**Course Code: 131007E 403**

**Name of the Course: Cost Accounting**

**Instructions: 1) Figures to the right indicate maximum marks.**  
**2) Working notes should form part of your answer**

Q 1	Answer the following concepts	10	CO
	1. The cost of sales of Z Ltd. amounted to Rs.50,00,000. The company expects a profit of 10% on sales. Calculate the amount of profit earned by the company		01
	2. Installed capacity: 10,000 units. Actual production: 80% Actual sales made by company: 90% of actual production. Cost of Production: Rs. 16,00,000 Determine the value of Closing stock of the company		01
	3. Identifying whether the following expenses are direct or indirect expenses: 1. Salaries paid to factory manager. 2. Salaries paid to administrative staff. 3. Carriage inwards 4. Factory rent		01
	4. Break even sales of the company amounted to Rs.20,00,000 and fixed costs amounted to Rs.4,00,000. Calculate P/V ratio		02
	5. If Variable cost is 75% of sales, calculate contribution		02





Q 2. A)		Compulsory Question	8																						
		<p>Vish electronics ltd furnishes you the following information for the year ended 31<sup>st</sup> March 2023:</p> <table><tr><td>Production and sales</td><td>units</td><td>15000</td></tr><tr><td>sales</td><td>RS.</td><td>12,75,000</td></tr><tr><td>Direct wages</td><td>RS.</td><td>2,70,000</td></tr><tr><td>Direct materials</td><td>RS.</td><td>3,30,000</td></tr><tr><td>Factory overheads</td><td>RS.</td><td>2,25,000</td></tr><tr><td>Administrative overheads</td><td>RS.</td><td>1,05,000</td></tr><tr><td>Sales overheads</td><td>RS.</td><td>90,000</td></tr></table> <p>Because of intense competition, the following changes are estimated in the subsequent year. Production and sales activity will be increased by one third. Material rate will be lower by 25% Direct wages cost would be reduced by 20% due to automation. Out of the above factory overheads, RS. 45,000 are of fixed nature. The remaining factory expenses are variable in proportion to the number of units produced. Total administrative overheads will be lower by 40% Sales overheads per unit would remain the same. Sale price per unit would be lower by 20% Prepare a statement of cost for both the years ending 31<sup>st</sup> March 2023 and 31<sup>st</sup> March 2024 showing maximum possible details of cost.</p>	Production and sales	units	15000	sales	RS.	12,75,000	Direct wages	RS.	2,70,000	Direct materials	RS.	3,30,000	Factory overheads	RS.	2,25,000	Administrative overheads	RS.	1,05,000	Sales overheads	RS.	90,000		01
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Q 2. B)		Attempt any one of the following	7																						
	1	<p>From the following information calculate: P/V Ratio Break Even point (units) Margin of safety Profit Sales to earn a profit of RS. 6,000</p> <table><tr><td>Fixed cost</td><td>RS. 4,500</td></tr><tr><td>sales</td><td>RS. 7,500</td></tr><tr><td>sales</td><td>RS. 15,000</td></tr><tr><td>Units sold</td><td>500 units</td></tr></table>	Fixed cost	RS. 4,500	sales	RS. 7,500	sales	RS. 15,000	Units sold	500 units		02													
Fixed cost	RS. 4,500																								
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	2	<p>From the following details calculate: Profit volume ratio Break even point Margin of safety Profit when sales are rs 50,000 and rs 10,000 respectively</p> <table><tr><td></td><td>Sales</td><td>Profit</td></tr><tr><td>Period 1</td><td>1,50,000</td><td>40,000</td></tr><tr><td>Period 2</td><td>2,50,000</td><td>85,000</td></tr></table>		Sales	Profit	Period 1	1,50,000	40,000	Period 2	2,50,000	85,000		02												
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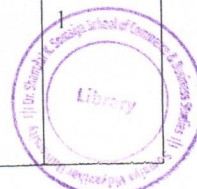
**Name of the department: Business Studies**

**Course Code: 131U07E404**

**Name of the Course: Commodities and Derivatives market**

**Instructions: 1) Figures to the right indicate maximum marks.**

Q 1	Answer the following concepts	10	CO
	1. BPCL, an oil mining company is expecting a decline in oil price and wants to reduce its risk of loss. As a financial consultant, explain to them what is hedging and advise them on the hedging position that they should take.		1
	2. Your father wants to start investing in the financial markets, as a finance graduate explains to him different types of orders.		1
	3. As a financial consultant, Explain different types of financial products and their uses to your client.		1
	4. Explain why a Long hedger's position worsens when the basis strengthens unexpectedly and improves when the basis weakens unexpectedly.		2
	5. Spot price of the Silver is Rs.10,000/kg and storage cost is Rs.200 quarterly paid at the beginning of the month. Calculate the future price of the quarterly contract if risk-free interest is 10%. $(2.7181^{0.1} \times 0.25 = 1.025)$		2
Q 2. A)	<b>Compulsory Question</b>	8	
	On 1st april a Paint manufacturer realizes that he needs 1 million barrels of crude oil on 1st august but he is afraid that the crude oil price may rise by 1st of august. a) As a financial manager, create a hedging strategy to hedge if spot price of crude is 85\$ / barrel, future price is 88\$/ barrel and 1 future contract contains 1000 barrel. b) Calculate the net amount paid by the paint manufacturer if spot price on 1st august was 87\$/ barrel and future price was 90\$/barrel		2
Q 2. B)	<b>Attempt any one of the following</b>	7	
	1 A discount broker wants to start its operation in Indian, As a financial consultant discuss with them functions and powers of forward market commission.		1
	2 Derivatives are financial contracts that derive their value from an underlying asset. a) Define the term derivatives and explain how they work. b) discuss advantages and disadvantages of derivatives.		1





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Name of the Constituent College: S K Somaiya College		Name of the department: Business Studies	
Course Code: 131U07E405	Name of the Course: Talent Management and Competency Mapping		
Instructions: 1) Figures to the right indicate maximum marks.			

<b>Q 1</b>	<b>Answer the following concepts (2 marks each)</b>	<b>10</b>	<b>CO (1,2)</b>
	a) Underline the selection metrics that can be used to measure the effectiveness of selection process		1
	b) Your company is planning a recruitment. How can you attract the right talent.		1
	c) You have been hired as HR generalist at a mid level firm. Extend on the tools available for talent management.		2
	d) You as an Assistant HR Manager (Recruitment) are looking for new candidates. Understate the types of recruitment that you can use		2
	e) How would you as HR Recruiter forecast your workforce requirement.		1
<b>Q 2</b>	<b>Attempt Any THREE</b>	<b>15</b>	
	a) You are appointed as the HR Head and are asked to work on Knowledge Management strategy. Illustrate on the components that need to be included in the strategy.		2
	b) You are the HR Manager of your organization and creating an selection process. Illustrate on the stages of Selection process.		1
	c) You are Operation manager and have to retain a top performing employee. Create a case to present to the organization showing why retention of the particular Employee matters		2
	d) Your organization is coming up with a new project, where they have a need of 100 FTEs. Illustrate on the recruitment process that you would follow.		1
	e) Create a talent management strategy for a Vegan startup.		2

