

SOMAIYA VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

BRANCH: Bachelor of Commerce	SEM: III
(Banking & Finance)	
	OCT/NOV-2024

Sr. No.	Subject	Available
1.	231U05O301 – Strategic Management	
2.	231U05C301 – Accounting for Bankers	
3.	231U05C302 – Mutual Funds in India	
4.	131U05C302 - Organizational Behavior	
5.	231U05C303 – Digital Banking (A), (B)	
6.	231P24C303 – Investment Analysis & Equity Research	
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November 2024

Examination: End Semester Examination 2024 (UG/PG Programmes)

Programme code: 05
Programme: Banking & Finance

Name of the Constituent College: S K Somaiya College

Name of the Department: Accounting & Finance

Course Code: 231U05O301

Name of the Course: Strategic Management

Duration: 1 Hr.

Maximum Marks: 30

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

Question No.	ANSWER ANY THREE OUT OF FOUR. ALL QUESTIONS CARRY EQUAL MARKS	Max. Marks	CO Attainme nt
Q.1	Explain the process of implementation of Strategic Management in detail.	10	CO1
Q.2	EcoFresh Foods is a growing company specializing in organic and health-focused food products. The company offers a wide range of items targeting environmentally conscious and health-driven consumers. EcoFresh Foods is reviewing its product portfolio to decide where to invest further for maximum growth and profitability. The leadership team has tasked students with conducting a BCG Matrix Analysis to evaluate specific product categories and make strategic recommendations.	10	CO2
	The following specific product categories are included in EcoFresh Foods' portfolio: 1. Organic Snack Bars O Description: A line of nutritious snack bars made from organic ingredients, targeting health-conscious consumers. Popular among busy individuals looking for convenient snack options. Market Growth: High growth due to rising demand for healthy snacks. Market Share: Moderate market share compared to competitors. Plant-Based Meal Kits Description: Meal kits featuring plant-based ingredients and recipes, designed for consumers seeking convenience and healthy cooking options. Aimed at vegans and flexitarians. Market Growth: Rapid growth as plant-based diets gain popularity. Market Share: Low market share, facing stiff competition from established meal kit brands.		

	 3.Organic Baby Food Description: A range of organic baby food products made from high-quality ingredients, catering to health conscious parents. Market Growth: Moderate growth driven by increasing awareness of the benefits of organic food for children. Market Share: High market share, well-recognized in the organic baby food segment. 		
	4. Canned Fruit		
	 Description: A variety of canned fruit products, including peaches, pears, and fruit cocktails, preserved in light syrup or juice. This product line aims to offer convenient fruit options for consumers looking for quick and easy snacks or dessert ingredients. Market Growth: Low growth, as consumer trends shift towards fresh and frozen produce rather than canned options. The canned fruit market has been experiencing a decline in demand due to health concerns and the rising popularity of fresh fruits. Market Share: Low market share, as EcoFresh competes with well-established brands in the canned fruit category. The brand's recognition is minimal compared to competitors, leading to challenges in gaining market traction. 		
	a. Create BCG matrix from the above information. b. Explain the strategy to improve Canned fruit category products.		
Q.3	FlexiCo is a small marketing agency with about 50 employees. Traditionally, all employees have worked from the office, with strict 9-to-5 working hours. However, following recent trends and employee feedback, the company has decided to introduce a remote work policy that allows employees to work from home two days a week. The aim is to improve work-life balance, increase employee satisfaction, and attract top talent. Despite the potential benefits, the leadership is aware that not all employees may welcome the change. Some managers worry about a drop in productivity and difficulties in team communication, while others are unsure how to manage remote teams effectively. The company's leadership wants to ensure that the transition to this new work model is smooth and that	10	CO3
	work model is smooth and that employees understand the new expectations.		
	As part of your internship program, Create a change management plan for FlexiCo to help implement the remote work policy.		





	November 202	24			
Examination: End	Semester Examination	100	2024 (UG I	Programmes)	
Programme code: 05 Programme: Banking &Finance					
			ass: SYBBF	Semester: III	
Name of the Constituent College: S.K.Somaiya colle			Name of the Department: Accou		
			Finance		
Course code: 231U05C301	Name of the Cours	se: A	Accounting fo	r Bankers	
Duration: 2 Hrs.	Maximum Marks:	Maximum Marks: 60			
Instructions: 1) Figures to the r	ight indicates the full m	ark	KS.		
	c calculator is allowed.				

			Max. Marks	CO
1	May 2023. 3 rd May : Co Bu	the following transactions in the books of Rama & Sons for the Month of mmenced business with Cash Rs. 90,000, and Furniture Rs. 60,000 and milding Rs. 1,00,000	15	CO1
	G	archased Motor Car from Honda Company by Cheque Rs. 55,000 at 18% ST.		
	4 th May : Pa	iid for Salary Rs. 10,000 and Rent Rs. 3,000		
	in	ught goods from Rajesh Rs. 80,000 and paid him ¼ amount in cash amediately.		
	18 th May : Ca	ash sales Rs. 60,000 @ 5% GST.		
	20 th May : Re	eceived Rent Rs. 1,000 and Commission Rs. 4,000.		
	25 th May : Pa	id for Telephone Charges Rs. 1,500.		
	27th May : In	voiced goods to Bhavya for cash Rs. 75,000 at 5% cash discount.		
	29th May : Su	inita brought goods from us Rs 85,000 @ 5% GST.		
	30 Iviay . Pa	id for Printing Rs.17,000 by Debit Card of SBI.		
		OR		
	(B) Enter the for Jethwa Brothers	llowing transactions in cash book with cash and bank columns of	15	CO1
	2022 Oct 1	Cash in hand Rs. 43,000 and Bank balance Rs.54,000		
	2022 Oct 1 Oct 3	Cash in hand Rs. 43,000 and Bank balance Rs.54,000 Cash sales Rs. 2,00,000 at 10% Trade discount.		
	Oct 3	Cash sales Rs. 2,00,000 at 10% Trade discount.		
	Oct 3	Cash sales Rs. 2,00,000 at 10% Trade discount. Cash purchases Rs. 60,000 at 10% T.D Deposited cash in to bank Rs. 30,000		
	Oct 3 Oct 5 Oct 7	Cash sales Rs. 2,00,000 at 10% Trade discount. Cash purchases Rs. 60,000 at 10% T.D		
	Oct 3 Oct 5 Oct 7 Oct 9	Cash sales Rs. 2,00,000 at 10% Trade discount. Cash purchases Rs. 60,000 at 10% T.D Deposited cash in to bank Rs. 30,000 Received bearer cheque from Sumit Rs. 19,500		
	Oct 3 Oct 5 Oct 7 Oct 9 Oct 13	Cash sales Rs. 2,00,000 at 10% Trade discount. Cash purchases Rs. 60,000 at 10% T.D Deposited cash in to bank Rs. 30,000 Received bearer cheque from Sumit Rs. 19,500 Sold goods for cash Rs. 12,000 at 4% T.D.		
	Oct 3 Oct 5 Oct 7 Oct 9 Oct 13 Oct 15	Cash sales Rs. 2,00,000 at 10% Trade discount. Cash purchases Rs. 60,000 at 10% T.D Deposited cash in to bank Rs. 30,000 Received bearer cheque from Sumit Rs. 19,500 Sold goods for cash Rs. 12,000 at 4% T.D. Paid Life Insurance premium Rs. 4,000		
	Oct 3 Oct 5 Oct 7 Oct 9 Oct 13 Oct 15 Oct 18	Cash sales Rs. 2,00,000 at 10% Trade discount. Cash purchases Rs. 60,000 at 10% T.D Deposited cash in to bank Rs. 30,000 Received bearer cheque from Sumit Rs. 19,500 Sold goods for cash Rs. 12,000 at 4% T.D. Paid Life Insurance premium Rs. 4,000 Cheque received on 9th Oct. 2022 deposited into bank. Introduced additional capital Rs. 25,000 and deposited the same		

THE PARTY OF THE P	information, find out thount of AG bank and pa	ne amount of provi	sions to be show	vn in	07	CO
Total and Doss Acc	ASSETS		(IN LAKHS)			
Standard [value of second		NS.	10,000	_		
Sub-Standard	arity (0000 lakiis)		3,000	-		
Doubtful :-			3,000	-		
For less than one year	[secured ₹800 lakhs]		2,000	-		
For more than 1 year b	out less than 3 years [sec	ured ₹400	2,000			
lakhs]	,		700			
For more than 3 years.			300			
(B) From the following Face Value = Rs		ond.			8	C(
	st Rate = 15% p.a,					
Years to Maturit						
Yield to Maturit	Price = Rs. 89.50 y = 1896					
	y = 1876 ue = Rs. 100 (at par)					
P	iii iii (at par)					
	OR					
(C) The following inform	mation is available in th	ne books of SBI Ba	ink Ltd.as on 31	st	15	CO
March 2023.						
Bills Discounted ₹ 68,52		5.000				
Rebate on Bills Discound Discount received ₹ 8,75		5,000.				
Value of bill ₹	Due Date	Dete of Diese				
		Rate of Disco	unt			
9,12,500	08-06-2023	10%				
25,00,000	15-06-2023	12%				
14,10,000	25-07-2023	14%				
20,30,000	08-08-2023	16%				
Calculate the amount of prepare necessary Ledge	rebate on 31st March 20	023. Pass necessar	y Journal Entries	s and		
Ulenale libraccard I amit	er Accounts					
propare necessary Ledge	or recounts.					
		e errors in cash ho	ok and hank etc	atement	15	CO
(A) From the following	particulars, find out the	e errors in cash bo	ook and bank sta	atement	15	CO
	particulars, find out the	e errors in cash bo on 31-05-2023 fo	ook and bank sta or Amber Maha	atement vir Pvt.	15	СО
(A) From the following and prepare Bank Reco. Ltd: i. Balance as per bank st	particulars, find out the nciliation Statement as atement overdraft of Rs	on 31-05-2023 for s. 12,000.	or Amber Maha	atement vir Pvt.	15	СО
(A) From the following and prepare Bank Record Ltd: i. Balance as per bank stii. The debit side of the control	particulars, find out the nciliation Statement as atement overdraft of Rs cash book had been und	on 31-05-2023 for s. 12,000. Hercast by Rs. 500.	or Amber Maha	vir Pvt.	15	СО
(A) From the following and prepare Bank Record Ltd: i. Balance as per bank stil. The debit side of the cit. A check for Rs. 561 cit.	particulars, find out the nciliation Statement as atement overdraft of Rs cash book had been und drawn for the payment of	on 31-05-2023 for s. 12,000. Hereast by Rs. 500. of telephone bill have	or Amber Maha	vir Pvt.	15	CO
(A) From the following and prepare Bank Record Ltd: i. Balance as per bank stii. The debit side of the control	particulars, find out the neiliation Statement as atement overdraft of Rs cash book had been und drawn for the payment of twas shown correctly in	on 31-05-2023 for s. 12,000. Hereast by Rs. 500. of telephone bill han the bank stateme	or Amber Maha ad been entered nt.	vir Pvt.	15	CO
(A) From the following and prepare Bank Record Ltd: i. Balance as per bank stit. The debit side of the control	particulars, find out the neiliation Statement as atement overdraft of Rs cash book had been und drawn for the payment of twas shown correctly in	on 31-05-2023 for s. 12,000. Hereast by Rs. 500. of telephone bill han the bank stateme	or Amber Maha ad been entered nt.	vir Pvt.	15	CO
(A) From the following and prepare Bank Record Ltd: i. Balance as per bank stit. The debit side of the control	particulars, find out the neiliation Statement as atement overdraft of Rs eash book had been und drawn for the payment of twas shown correctly in by the customer having	on 31-05-2023 for s. 12,000. Hereast by Rs. 500. of telephone bill had the bank statement of the bank statemen	or Amber Maha ad been entered nt.	vir Pvt.	15	CO
(A) From the following and prepare Bank Record Ltd: i. Balance as per bank stii. The debit side of the control	particulars, find out the neiliation Statement as atement overdraft of Rs cash book had been und drawn for the payment of twas shown correctly in by the customer having twice in Cash Book for	on 31-05-2023 for s. 12,000. Hereast by Rs. 500. of telephone bill had the bank statement been deposited in the worth Rs. 5,000.	ad been entered ent. ento bank was	vir Pvt.	15	СО
(A) From the following and prepare Bank Record Ltd: i. Balance as per bank stii. The debit side of the control	particulars, find out the neiliation Statement as atement overdraft of Rs cash book had been und drawn for the payment of twas shown correctly in by the customer having twice in Cash Book for Rs. 900 had been collected.	on 31-05-2023 for s. 12,000. Hereast by Rs. 500. For telephone bill had the bank statement been deposited in the worth Rs. 5,000. For the bank been deposited by the bank between the bank betwee	ad been entered ent. Into bank was	vir Pvt.	15	CO
(A) From the following and prepare Bank Record Ltd: i. Balance as per bank stii. The debit side of the continuous of th	particulars, find out the neiliation Statement as atement overdraft of Rs cash book had been und drawn for the payment of twas shown correctly in by the customer having twice in Cash Book for Rs. 900 had been collections awn in May but only 1,	on 31-05-2023 for s. 12,000. Hereast by Rs. 500. Of telephone bill had the bank statement been deposited in the worth Rs. 5,000. Ceted by the bank by 200 presented for	ad been entered ent. Into bank was ut not recorded in payment.	in the	15	CO
(A) From the following and prepare Bank Record Ltd: i. Balance as per bank stit. The debit side of the control	particulars, find out the neiliation Statement as atement overdraft of Rs cash book had been und drawn for the payment of twas shown correctly in by the customer having twice in Cash Book for Rs. 900 had been collections awn in May but only 1,	on 31-05-2023 for s. 12,000. Hereast by Rs. 500. Of telephone bill had the bank statement been deposited in the worth Rs. 5,000. Ceted by the bank by 200 presented for	ad been entered ent. Into bank was ut not recorded in payment.	in the	15	CO
(A) From the following and prepare Bank Record Ltd: i. Balance as per bank stii. The debit side of the cash book as Rs. 165 but iv. A check for Rs. 5000 dishonored by the bank v. A check was credited vi. A Dividend of worth cash book. vii. Checks Rs. 4,000 draviii. Interest amounting 2 book.	particulars, find out the neiliation Statement as atement overdraft of Rs cash book had been und drawn for the payment of twas shown correctly in by the customer having twice in Cash Book for Rs. 900 had been collection awn in May but only 1, 2000 had been debited by the customer having the customer havin	on 31-05-2023 for s. 12,000. Hereast by Rs. 500. For telephone bill had the bank statement been deposited in the worth Rs. 5,000. For the bank been deposited by the bank because of the bank but not be the b	ad been entered ent. Into bank was ut not recorded in payment. It entered in the o	in the	15	CO
(A) From the following and prepare Bank Record Ltd: i. Balance as per bank stii. The debit side of the continuous of th	particulars, find out the neiliation Statement as atement overdraft of Rs cash book had been und drawn for the payment of twas shown correctly in by the customer having twice in Cash Book for Rs. 900 had been collection awn in May but only 1, 2000 had been debited by was issued by the comp	on 31-05-2023 for s. 12,000. Hereast by Rs. 500. For telephone bill had the bank statement of the bank statement of the bank statement of the bank but had been deposited for by the bank but not be bank but	ad been entered ent. Into bank was ut not recorded in payment. It entered in the o	in the	15	CO
(A) From the following and prepare Bank Record Ltd: i. Balance as per bank stii. The debit side of the cash book as Rs. 165 but iv. A check for Rs. 5000 dishonored by the bank v. A check was credited vi. A Dividend of worth cash book. vii. Checks Rs. 4,000 draviii. Interest amounting 2 book.	particulars, find out the neiliation Statement as atement overdraft of Rs cash book had been und drawn for the payment of twas shown correctly in by the customer having twice in Cash Book for Rs. 900 had been collect awn in May but only 1, 2000 had been debited the was issued by the comprecorded in company's	on 31-05-2023 for s. 12,000. Hereast by Rs. 500. For telephone bill had the bank statement been deposited in two	ad been entered ent. Into bank was ut not recorded in payment. It entered in the confirmer chandise and	in the	15	CO

1	4			1.5		
				in tehneyby ex		
	(B) Disgues the mass. C. 1100	OR				
	(B) Discuss the reasons for different	ence between cash book	and pass book balar	nce.	7	CO ₃
Q. 4	(C) Enumerate the advantages an	d disadvantages of Com	puterized Accounting	ng System.	8	CO ₃
Q. 1	Attempt the following question		15	CO1		
	(A) Identify the country where the	ie following quotation ar	e direct and calculate	te the		2,4
	indirect form.					
	(i) 1GBP=INR 99.1100-99.9900					
	(ii) 1USD=GBP 0.6242-0.6246					
	(B) Calculate the interest income	to be made on in all for all	1 101 .11			
	(B) Calculate the interest income	to be recognised for the	year ended 31st Ma	rch2023.		
	PARTICULARS	INTEREST	DITEDEGE			
		EARNED	INTEREST RECEIVED			
	Non Performing Assets:-	LAIGILD	RECEIVED	-		
	Term Loan	350	150	-		
	Cash Credit & Overdraft	750	450	-		
	Bills Discounted & Purchased	1050	750	-		
		1030	730	+		
	Performing Assets:-			+		
	Term Loan	850	650			
	Cash Credit & Overdraft	550	350	-		
	Bills Discounted & Purchased	450	150	-		
	(C) Find the compound amount ar	nd compound interest of	Rs 1 20 000			
	invested for 5 years at 5% if the in	iterest is compounded.	103. 1,20,000			
	(i) annually,	ompounded.				
	(ii) semi annually,					
	(iii) quarterly and					
	(iv) monthly.					

Library





November 2024						
Programme code: 05 Programme: Banking & Finance Examination: End Semester Examination November 2024 (UG/PG Programmes) Class: SYBBF Semester: III						
Name of the Constituent College: S K Somaiya College			Name of the Department: Accounting & Finance			
Course Code: 231U05C302	Name of the Cours	se:		ds in India		
Duration: 2 Hrs.						
Instructions: 1) Draw neat diagram	ns 2) Assume suitabl	e d	ata if necessar	ry 3)		

Questi on No.							Max. Marks	CO Attainm ent
Q.1	Practic	al Questions.						
	a.	Calculate clo be ₹ 20.	sing NAV, ass	suming sales	s and purch	nases NAV to	08	CO 2
		Opening N	AV		₹ 12	2.5		
		Opening U	nits		40,5	500		
		Appreciation	on in portfolic)	₹ 8,0	000		
		Units Subs	cribed	-	2000	units		
		Units sold/	Redeemed		1000	units		
		Dividend			₹ 50	00		
		Expenses			₹ 70	00		
		An open-ende items in its ba		th 5,000 uni	ts has the f	ollowing	07	CO 2
	Liabil	ities	Amount	Assets		Amount		
	Unit C	Capital	50,000	Investme	nt at MV	1,57,000		
	Reserv	7es	1,25,000	Other Ass	sets	35,000		
	Other	Liabilities	27,000	Issue expe	enses not	10,000		
	Total		2,02,000	Total		2,02,000		

	What would be its NAV?		
Q.2	a. Illustrate applicability of Stamp Duty on Mutual Fund units.b. What are Do's and Don'ts' while selecting mutual fund schemes?	08 07	CO 1 CO 4
	Or		
	c. Explain the concept of Entry and Exit Load and its impact on NAV.d. Write a note on the Exchange Traded Fund.	08 07	CO1 CO1
Q.3	a. Explain the sub categories of Equity Schemes.b. Write a guidance note on selecting various options in mutual funds schemes.	08 07	CO 2 CO 2
	Or		
	 Explain the role and functions of Custodian and R & T agent of mutual funds in India. 	08	CO 3
	d. Write a note on Wealth Cycle in financial planning.	07	CO 4
Q.4	a. Explain the sub categories of Hybrid Schemes.	08	CO 3
	b. Discuss in brief the information required to be provided in the application form.	07	CO 4
	Or		
	c. List down Behavioral biases in Investment Decision Making.	08 07	CO 4 CO 1
	d. What are the advantages of a Mutual Fund for Investors?	07	





November 2024
Examination: End Semester Examination (UG/PG Programmes)

Programme code: 05
Programme: Banking & Finance

Name of the Constituent College: S K Somaiya

Name of the Department: Accounting & Finance

Course Code: 131U05C302

Name of the Course: Organizational Behaviour

Duration: 2 Hr.

Maximum Marks: 60

Instructions: Figures to the right indicate full marks

Question No.		Max. Marks	CO
0.1	File of the control o		
Q.1	a. Elaborate techniques of Scientific Management given by F.W. Taylor.	8	CO 1
	b. Elucidate Henri Fayol's 14 principles of Management <i>or</i>	7	CO 1
	c. Explain the contingency management theory	8	CO 1
	d. Discuss the models of Organizational behavior.	7	CO 1
Q 2	a. Elucidate Big Five personality types with example.	8	CO 2
	b. Define Personality and explain the factors influencing personality. OR	7	CO 2
	c. Explain operant conditioning theory of learning.	8	CO 2
	d. Define perception and explain perceptual process.	7	CO 2
Q 3	a. State decision-making process.	8	CO 3
	b. Define Communication. State its process OR	7	CO 3
	c. Motivation affects organizational effectiveness. Explain.	8	CO 4
	d. Define Motivation. State techniques of behavior modification.	7	CO 4
Q 4	Concept Based Question (5 marks each)	15	
	a. Organizational behavior.		CO1
	b. Organizational culture.		CO ₂
	c. Organizational change.		CO3





Examination: End Seme	November 202	24	
Programme code: 05	Examination 140	vember 2024 (U	G Programmes)
Programme: Banking & Finance		Class: SYBBF	Semester: III
Name of the Constituent College:	S K Somaiya College	Name of the & Finance	Department: Accounting
Course Code: 231U05C303	Name of the Cours	e: Digital Banki	nσ
Duration: 2 Hrs.	Maximum Marker	(1)	
Instructions: 1) Draw neat diagran	ns 2) Assume suitable	e data if necessar	n/ 2)

Question			
No.		Max. Marks	CO Attainmen
Q.1	Read the case study and answer the questions. (Each question 5 Marks)		
	A retailer nationalised bank named "Vishwas Bank" founded in 1960s in India is facing challenges in competing with many new foreign banks in terms of people management (internal employee and external customer) and related cost. Computerisation was in place for bank, but bank is not able to automate majority of the process. Bank is finding a challenge for scalability of IT infrastructure due to rapid change in technology and the way competitor bank using various technology for staying ahead of time.	15	
	You are appointed as a consultant for enhancement in the performance of bank and requested to recommend few technological changes keeping banking domain restrictions in mind.		
	a. The status of "Vishwas Bank" bank can be described as digitized bank or digitalized bank? Justify your answer.		CO1
	b. If they think to implement RPA, then what are the steps they should follow before taking the decision of implementation.		CO4
	c. Which services of cloud computing you will recommend for this bank.		CO4
Q.2	a. List out and discuss the various technology partners required when you implement Internet, extranet or Intranet within your bank for digital banking.	15	CO2
	OR		
	b. Differentiate between web banking and mobile banking with suitable examples.	07	CO2
C	Discuss the concept of cyber security with reference to Internet Banking & discuss any three types of cyber threats.	08	CO2

Q.3	a. Based on the criteria of availability, speed, amount limit and transfer fee discuss NEFT, RTGS & IMPS in detail.	15	CO3
	OR		
Q.3	b. Discuss the need for IMPS and elaborate on the actions taken to reduce the risk involved in using IMPS.	07	CO3
	c. "Bank prefers customer to use NEFT and customer prefers to use RTGS" – True or false - Justify your answer.	08	CO3
Q.4	 a. Discuss the following Technologies 1. Artificial Intelligence. 2. Cloud computing based on deployment methods. 3. Blockchain 	15	CO4
	OR		
Q.4	b. Elaborate the current trends of marketing the digital banking services in Indian scenario.	07	CO4
	c. Explain the IAAS & SAAS with suitable examples	08	CO4





November 2024

Examination: End Semester Examination November 2024 (UG Programmes)

Programme code: 05
Programme: Banking & Finance

Name of the Constituent College: S K Somaiya College

Name of the Department: Accounting & Finance

Course Code: 231U05C303

Name of the Course: Digital Banking

Duration: 2 Hrs.

Maximum Marks: 60

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

Question			
No.		Max. Marks	CO Attainment
Q.1	Read the case study and answer the questions.		
	DBS Bank, headquartered in Singapore, is renowned for it innovative use of technology to drive digital transformation. The bank's adoption of cloud technology was instrumental in it journey to becoming a leading digital bank. Objectives		
	Accelerate innovation and time-to-market for new products. Enhance customer experience with seamless digital services.	1.5	
	Improve operational resilience and agility. Implementation DBS Bank transitioned to a hybrid cloud environment, utilizing both private and public cloud services. The bank leveraged the cloud to deploy new applications quickly, enabling rapid experimentation and iteration. Furthermore, DBS utilized cloud-based analytics to gain deeper insights into customer behaviour and preferences.		
	a. Which cloud type is implemented by bank? justify your answer.b. Elaborate advantages of cloud with reference to above case		CO1
	study.		CO4
	c. Discuss the regulatory initiative taken by RBI for CSP to offer services in digitalising bank.		CO3
Q.2	a. Explain the term digital banking. Discuss advantages and challenges of digital banking.	15	CO1
	OR		
	b. Discuss the statement "Why Web Banking Usually considered better compared to Mobile Banking".	07	CO2
	Explain the concept of cellular networks. Discuss features and weaknesses of any 3 mobile generations. (1G, 2G etc.)	08	CO2
Q.3 a	. Discuss the architecture of UPI. Explain in detail why other	15	CO3

Q.4 a. Discuss the following with reference to RPA technology 1. Lifecycle. 2. Benefits. 3. Myth OR	
and explain the concept of neobank. c. Explain the format of IFSC and MICR code and application of IFSC and MICR code. Q.4 a. Discuss the following with reference to RPA technology 1. Lifecycle. 2. Benefits. 3. Myth OR	
Q.4 a. Discuss the following with reference to RPA technology 1. Lifecycle. 2. Benefits. 3. Myth OR	O3
1. Lifecycle. 2. Benefits. 3. Myth OR	O3
1. Lifecycle. 2. Benefits. 3. Myth OR	
	04
0.4 h Discuss in brief took a language CDL 1.1.	
Q.4 b. Discuss in brief technology of Blockchain. c. Explain 4Vs of Big Data with suitable examples. 07 CC	
	7





	November 202	24		
Examination: End Sem	ester Examination		2024 (UG/PC	G Programmes)
Programme code: 24			lass:	
Programme: Banking & Finance		SYMBF		Semester: III
Name of the Constituent College:	S K Somaiya College		Name of the	Department: Accounting
			& Finance	
Course Code: 231P24C303	Name of the Course: Investment Analysis and Equity Research			alysis and Equity
Duration: 2 Hrs.	Maximum Marks:	60		
Instructions: 1) Draw neat diagra	ms 2) Assume suitabl	e d	ata if necessar	rv 3)

Question No.		Max. Marks	CO Attainm ent
Q.1	Conceptual Question (3 Marks Each) a) Speculation b) Investing c) Insurance policies d) Fundamental ratios e) Market structure	15	CO1 CO1 CO2 CO2 CO3
Q.2	a) Discuss the risk return analysis and process to measure them.b) Enumerate process and application of equity research.	8 7	CO1 CO1
	OR		
	c) Explain the Industry analysis as a part of fundamental analysis.d) Discuss the Balance sheet analysis as a part of Company analysis.	8 7	CO2 CO2
Q.3	a) Calculate the DMA 3 and DMA 5 from the following. Daily closing market price of RIL are as follows: 200, 205, 203, 210, 208, 205, 220, 218, 225, 230, 227, 231, 235, 240.	8	CO3
	 b) Calculate the Relative strength Index (RSI) of RIL from the following: Using 10 hours analysis charts, it was noted that share price gained 14 times and down 7 times, also Explain the application of RSI indicator. 	7	CO3
	OR		
	c) Distinguish between fundamental and technical analysis.d) Enumerate different types of charts as a part of technical analysis.	8 7	CO3 CO3
Q.4	a) Following information about the portfolio of Mr. Sunil is given, explain what portfolio construction is and calculate portfolio return:	8	CO4

Investment	Amor	unt ₹	Expected retur	ns	
P	1,00,0		25%	110	
Q	2,00,0		10%		
R	1,00,0		-12%		
Gold	50,00		8%		
Silver	1,00,0	000	9%		
Govt Secur			5%		
Also explain Stocks	beta concept an	d how to us	e the beta of portforms it for investing. Beta	710.	
A	1,50,0	000	0.75		
В	1,40,0	000	0.65		
C	1,60,0	000	1.42		
D	1,50,0	000	1.25		
E	1,00,0	000	1.19		
	OR following info	rmation ca	lculate the Alpha	of 8	C
portfolio: Particulars	Company A	Company			
portfolio: Particulars Dividend	1.5	1.8	2.5		
portfolio: Particulars Dividend Capital Appreciation					
portfolio: Particulars Dividend Capital	1.5	1.8	2.5		
portfolio: Particulars Dividend Capital Appreciation	1.5	1.8	2.5		
portfolio: Particulars Dividend Capital Appreciation Market price Beta	1.5 3 10 0.90	1.8 4 20 1.10	2.5 5 30		