

SOMAIYA

VIDYAVIHAR UNIVERSITY

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



QUESTION PAPERS

BRANCH: Bachelor of Commerce (Financial Market)	SEM: V
	OCT/NOV-2022

Sr. No.	Subject	Available
1.	131U04C501 – Derivative Market	
2.	131U04V501 – Direct Tax	
3.	131U04C502 – Introduction to Fintech (A)	
4.	131U04C503 – Technical Analysis	
5.	131U04K501 - Research methodology	
6.	131U04C502 - Introduction to Fintech (B)	
7.	131U04V504 - Marketing of Financial Services	
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10.		
11.		
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13.		
14.		
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Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code:4	Class: TY	Semester: V
Programme: BFM		
Name of the Constituent College: S K SOMAIYA	Name of the Department: Commerce and Business Studies	
Course Code: 131U04C501	Name of the Course: DERIVATIVE MARKET	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks
Q.1	A. Explain Forward Vs. Futures. (8marks) B. Discuss the term Derivatives and explain its Functions? (7marks) OR C. List the Participants of Derivatives. (8 marks) D. Explain Pay Off Futures. (7 marks)	15
Q.2	A. Explain Commodity Futures & benefits of commodity futures. (8marks) B. Pooja decides to buy spot price of Silver is Rs. 30000 and locker rent is Rs. 1000. For 4 months insurance is Rs 300 and interest rate is 7% p.a. Calculate fair value for 4 months future contract on silver. (7marks) OR C. Explain Perfect Hedge & Imperfect Hedge in commodity futures. (8marks) D. Discuss the impact of commodity future on the economy. (7marks)	15
Q.3	A. Explain Stock & Index Futures. (8marks) B. Mr. Raj, new in trading decided to take two positions in future which are as follows. Calculate total gain/loss for Mr. Raj: (7marks) i. Sold Future contract of SBI with a lot size of 400 shares at Rs. 60 and at expiry it closed at Rs. 64. ii. Bought future contract of ICICI Bank with a lot size of 3000 shares at Rs 80 and it Closed at Rs 75. OR C. Discuss Hedging, & Arbitrage with Stock Index Futures. (8marks) D. State the Features of Index Futures. (7marks)	15
Q.4	A. Choose the correct Option from the following: (8marks) 1. _____ are financial contracts whose value is dependent on an underlying asset or group of assets. a. Commodity	15

- b. Derivative
 - c. Forward
 - d. Futures
2. _____ is a type of contract in which one party commits to buy and the other commits to sell an underlying asset at a certain place on a certain future date.
 - a. Option
 - b. Forward
 - c. Futures
 - d. Arbitrage
 3. _____ asset are the financial assets upon which a derivative price is based.
 - a. Underlying asset
 - b. Option
 - c. Futures
 - d. LEAPS
 4. _____ are risk averse traders in stock markets.
 - a. Hedgers
 - b. Speculators
 - c. Arbitrageurs
 - d. Contrarian
 5. Market Place where in party to party negotiated contracts are entered is known as _____.
 - a. Stock Market
 - b. Debt Market
 - c. OTC Market
 - d. Commodity
 6. _____ means immediate payment for and delivery of goods.
 - a. Spot
 - b. Cost of Carry
 - c. Convergence
 - d. Contango
 7. _____ Backwardation exists when the price of futures contracts is below the expected delivery date of spot price.
 - a. Normal
 - b. Abnormal
 - c. Cost of Carry
 - d. Contango
 8. The largest derivatives exchange in the world is _____.
 - a. NSE
 - b. CME Group
 - c. Intercontinental Exchange
 - d. Eurex

B. State whether the following statements are True or False: (7 marks)

1. Forwards are over the counter instrument.
2. Underlying asset are the financial assets upon which a derivatives price is based.
3. A put option gives the option holder right to buy the underlying asset at exercise or strike price.
4. Derivative contracts can be traded in a screen based trading system with on line facilities.

- | | | |
|--|---|--|
| | <ol style="list-style-type: none">5. A margin refers to the minimum amount that you need to deposit with the broker to participate in the derivative market.6. A call option gives the holder right to sell the underlying asset at exercise or strike price.7. Customers unable to make payments due to loan is called Interest rate risk. | |
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Semester (June 2022 to October 2022)			
Examination: End Semester Examination October 2022 (UG Programmes)			
Programme code: 04		Class:TYBFM	Semester: V
Programme: BFM			
Name of the Constituent College: S.K. Somaiya College		Name of the Department :Commerce and Business Studies	
Course Code: 131U04V501	Name of the Course: Direct tax		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1)Figures to the right indicates the full Marks .			
2) use of simple calculator is allowed.			

Question No.		Max Mark																																																												
Q.1	<p>(A) Mr. Vijay, Proprietor of V and Co furnishes you the following information for the year ended 31-03-2022.</p> <p style="text-align: center;">Profit and Loss Account for the year ended 31st March, 2022</p> <table><tr><th>Debit</th><th>Rs.</th><th>Credit</th><th>Rs.</th></tr><tr><td>To Salaries</td><td>1,80,000</td><td>By Gross Profit</td><td>8,90,000</td></tr><tr><td>To Conveyance</td><td>30,000</td><td>By Interest Received</td><td>9,000</td></tr><tr><td>To Interest on Loan</td><td>11,000</td><td>By Gift from Father</td><td>51,000</td></tr><tr><td>To Interest on Proprietor's</td><td>19,000</td><td>By Dividend Received</td><td>10,000</td></tr><tr><td>To Repairs and Maintenance</td><td>18,000</td><td></td><td></td></tr><tr><td>To Wealth Tax</td><td>12,000</td><td></td><td></td></tr><tr><td>To Penalty on Wealth Tax</td><td>3,000</td><td></td><td></td></tr><tr><td>To Travelling Expenses</td><td>27,000</td><td></td><td></td></tr><tr><td>To Depreciation</td><td>35,000</td><td></td><td></td></tr><tr><td>To Life Insurance Premium</td><td>55,000</td><td></td><td></td></tr><tr><td>To Staff Welfare</td><td>40,000</td><td></td><td></td></tr><tr><td>To Advertisement</td><td>10,000</td><td></td><td></td></tr><tr><td>To Net Profit</td><td>5,20,000</td><td></td><td></td></tr><tr><td>Total</td><td><u>9,60,000</u></td><td>Total</td><td><u>9,60,000</u></td></tr></table> <p>Additional Information :</p> <ul style="list-style-type: none">a) Depreciation as per Income Tax Rules 40,000/-.b) Travelling Expenses include expenses for his personal travelling 8,000/-.c) He paid Medclaim insurance premium for his wife by cheque 15,000/- and 15,000 for his parents. <p>You are required to compute his taxable income for assessment year 2022-23.</p> <p style="text-align: center;">OR</p> <p>(B)Mr. Satish purchased a house property for ₹10,00,000 on 27th August 1998. He made the following additions/alternations to the House property:-</p> <p>Cost of construction of 1st floor in Financial Year 2002-03 ₹ 5,00,000</p> <p>Cost of construction of 2nd floor in Financial Year 2009-10 ₹ 8,00,000</p>	Debit	Rs.	Credit	Rs.	To Salaries	1,80,000	By Gross Profit	8,90,000	To Conveyance	30,000	By Interest Received	9,000	To Interest on Loan	11,000	By Gift from Father	51,000	To Interest on Proprietor's	19,000	By Dividend Received	10,000	To Repairs and Maintenance	18,000			To Wealth Tax	12,000			To Penalty on Wealth Tax	3,000			To Travelling Expenses	27,000			To Depreciation	35,000			To Life Insurance Premium	55,000			To Staff Welfare	40,000			To Advertisement	10,000			To Net Profit	5,20,000			Total	<u>9,60,000</u>	Total	<u>9,60,000</u>	(15)
Debit	Rs.	Credit	Rs.																																																											
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Fair market value of the property on 1-04-2001 was ₹15,00,000. He sold the property on 20th October 2021 for ₹95,00,000. He paid brokerage of ₹55,000 for the sale transaction. The cost inflation index for Financial year 2001-02 is 100, for Financial Year 2002-03 is 105. For financial year 2009-10 is 148 and for financial Year, F.Y. 2021-22 is 317. Compute the Capital gain of Mr. Satish for the Assessment Year 2022-23. (08)

(C) Discuss any seven fully exempted incomes us 10. (07)

Q. 2

(A) Mrs. Gayatri Soman owns two houses in Mumbai. The particulars of her Income from properties for the year ended 31st March 2022 is as follows. (15)

Sr. no.	particulars	House Property I	House Property II
1.	Nature of occupancy	Self-occupied	Let out
2.	Fair rent	Rs. 4,00,000	Rs. 6,00,000
3.	Municipal valuation	Rs. 4,20,000	Rs. 6,10,000
4.	Rent received	NIL	Rs. 6,50,000
5.	Municipal taxes paid	Rs. 30,000	Rs. 40,000
6.	Rent collection charges	----	Rs. 8,000
7.	Land Revenue payable	Rs. 2,000	Rs. 3,000
8.	Interest paid on loan taken for construction of house property	Rs. 2,60,000	Rs. 1,50,000
9.	Date on which loan taken	26-11-2015	22-10-2014
10.	Repayment of principal amount of loan	Rs. 30,000	NIL.

Mrs. Gayatri Soman also received the following other income:

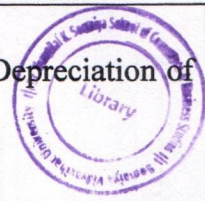
- Dividend from Mafatlal Industries Rs. 10,000
- Interest on fixed deposits with Bank of India Rs. 20,000/-
- Mrs. Gayatri paid Medical Insurance premium of Rs. 28,000 for self by cheque.
- Interest On PPF A/c Rs. 15,000.

Compute her Net Taxable Income for the Assessment Year 2022-23.

OR

(B) The following particulars are furnished by Mr. Nihar employed with reliance Ltd. for the year ended 31st March 2022. (15)

- Basic salary Rs. 12,500 Per month
- Bonus was declared equal to one month salary
- Arrears of salary Received Rs. 1,16,000
- Entertainment Allowance Rs. 500 per month
- Professional tax deducted Rs. 2400.
- House Rent allowance Rs. 1500 Per month (Rs. 800 p.m. is exempt)
- Perquisite value of car provided by employer was Rs. 13,000 for office and personal use.
- He received royalty from writing a book Rs.. 30,000. Expenses for manual script was Rs.. 12000.
- LIC premium paid for self was Rs.27000.



10. Mediclaim insurance paid for self by cheque was Rs. 28000.
11. Hire charges received from a machine given on Rent Rs. 55,000. Depreciation of Machinery is Rs. 10,000 and collection charges were Rs. 2,000.
Compute his net taxable income for the assessment year 2022-23.

Q. 3

(A) Professor Shantanu a citizen of U.K. (a person of Indian origin) came on a visit in Pune university came to India on 1st July 2021 and left India on 10th January 2022. He provides you the following details of his visit to India during the preceding 7 years. (15)

Year	No. of Days stay in India
2020-21	160
2019-20	110
2018-19	100
2017-18	15
2016-17	185
2015-16	105
2014-15	190

Prior to April 2014-15 he did not visit India. Determine his residential status for the A.Y. 2022-23. (08)

(B) Miss Sweta furnishes you the following particulars of her income earned during the previous year 2021-22 :-

1. Income from property in Rome received in India Rs.100000.
2. Dividends from shares from foreign company: -
- received Abroad Rs.20000.
- Received in India Rs.35000.
3. Profits from business in Mumbai & managed from USA Rs.40000.
4. Income from house property in India Rs.55000.
5. Interest on Bank accounts in London Rs.67000.
6. Income earned in past but brought in India during the year Rs. 78000.

Find out her Gross Total Income if she is:-

- a). Resident and ordinary resident
- b). Resident but not ordinary resident
- c). Non Resident

(07)

OR

(C) Explain the deduction available u/s 16 from the Head Income from Salary. (08)

(D) write a note on Capital Assets. (07)

Q.4

(A) State whether the following statement is TRUE or FALSE. (08)

1. There are 5 heads of income under income tax act, 1961.
2. Municipal tax paid by tenant is allowed as deduction for the let out property.
3. In case of short term capital assets indexation is applicable.
4. Interest payment for housing loan can be deduction under section 80C.
5. Municipal tax paid by owner is allowed as deduction for deemed to be let out property.
6. Standard deduction u/s 16 (i) is lower of Rs.50,000 or Gross Taxable Salary.
7. Income from subletting shall be chargeable to tax under the head income from house property.
8. Gift received on occasion of marriage is always taxable as income.

(15)

(B) Match the Column :

(07)

Column I	Column II
1. Local Authority	a) Anil Ambani
2. Gratuity to Govt. Employee	b) Rs. 125000
3. Maximum Limit for 80 C	c) Taxable
4. Individual	d) 80TTA
5. Severe Handicapped Individual deduction	e) Rs. 150000
6. Uncommuted Pension	f) Jaipur Municipal Corporation
7. Deduction for Interest on Saving Bank A/C	g) Exempted



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Semester (June 2022 to October 2022) Examination: ESE Examination October 2022(UG Programme)		
Programme code: 04 Programme: BFM (Financial Markets)	Class: TY	Semester: V
Name of the Constituent College: S K Somaiya College (SKSC)	Name of the department: Commerce and Business studies	
Course Code: 131U04C502	Name of the Course: Introduction to Fintech	Duration: 2 Hrs Max. Marks: 60
Instructions: 1. Draw neat diagrams if required 2. Assume suitable data if necessary		

Question No.		Max. Marks
Q-1	A. Define Business Ecosystem? Explain the fintech ecosystem in detail. (15 Marks) OR B. Explain the business model of the company CRED and discuss fintech ecosystem with reference to CRED? Discuss the impact of Corona on the business of CRED. (15 Marks)	15
Q-2	A. Define blockchain? Explain the following characteristic of blockchain in brief (15 Marks) 1. Decentralization 2. Persistency 3. Anonymity 4. Auditability OR B. Explain in brief cryptopunks and discuss cryptopunks available in market, and why they are worth so much? (15 Marks)	15
Q-3	A. Define crowd funding? Explain different types of crowd funding. Explain benefits of crowdfunding for investors. (15 Marks) OR B. Discuss SEBI framework for Sandbox regulation in detail. (15 Marks)	15
Q-4	A. Fill in the blanks with suitable options (07 Marks) 1. _____ (Cloud computing/ data computing) offers online data storage, web conferencing, email etc. 2. _____ (LIC/Policy Bazar) is good example of fintech in insurance sector.	15

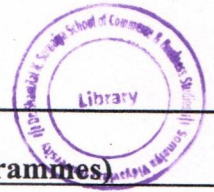
3. Data that can be read and understood without any special measures is called _____ (Plain/Cipher) text.
4. The art of breaking ciphers without knowing the proper key is called _____ (Cryptanalysis/Cryptography).
5. _____ (Bitcoin/UPI) is cryptocurrency.
6. Encrypted _____ (Message/Message Digest) is digital signature.
7. _____ (Razor pay/Zerodha) is fintech firm for payment processing.

B. State the following statements are True or False (Write full statements with answer in your answer sheet) (08 Marks)

1. Crypto analyst knows the key while doing cryptoanalysis.
2. Cloud computing gives an opportunity to convert capital expenditure (CAPEX) to operational expenditure. (OPEX).
3. MICR is used while doing RTGS and NEFT.
4. Fintech is concept of digitalizing core banking services only.
5. Traditional financial institute are part of fintech ecosystem.
6. Blockchain is the technology used for cryptocurrency.
7. Services of fintech firms are used by Insurance sector also.
8. Ecommerce and E Business are synonym.

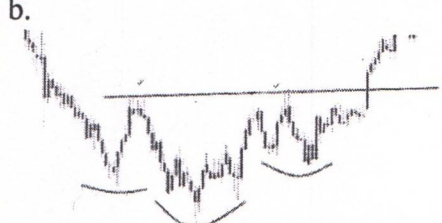


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Extra

Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: 04 Programme: BFM	Class: TYBFM	Semester: V
Name of the Constituent College: S K Somaiya College	Name of the Department: Commerce and Business Studies	
Course Code: 131U04C503	Name of the Course: Technical Analysis	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)All questions are compulsory. 2) Figures to the right indicate full marks 3)Draw diagrams where required		

Question No.		Max. Marks
Q1.	a. Trend lines are used to identify trends. Comment. (07 Marks) b. List and explain the different types of gaps. (08 Marks) OR c. Explain technical analysis. State its merits and demerits. (07 Marks) d. Explain moving averages. Elaborate the concept of crossover in moving averages. (08 Marks)	15 Marks
Q2 .	a. Describe Bullish Engulfing and Bearish Engulfing candlestick patterns. (07 Marks) b. Discuss the uses of Stochastic and Bollinger Bands indicators. (08 Marks) OR c. Explain any four, one candlestick patterns (15 Marks)	15 Marks
Q3.	a. Highlight the properties of MACD indicator. (07 Marks) b. (08 Marks)  Identify and analyze the chart pattern from the diagram above. OR c. As a trader, discuss the risk management strategies you will apply. (07 Marks) d. Describe the psychology of traders. (08 Marks)	15 Marks
Q4.	Multiple Choice questions: (07 Marks) i. _____ is false about technical analysis. (It predicts future price movements, It can be done on newly listed stocks, It gives entry and exit points)	15 Marks

- ii. A doji is formed when _____.
(opening and closing price is same, highest and opening price is same, lowest and closing price is same)
- iii. In _____ island reversal trend changes from downwards to upwards.
(Bearish, Sideways, Bullish)
- iv. Breakout occurs when price breaks _____.
(Support, Resistance, Both support and resistance)
- v. RSI stands for _____.
(Relative strong index, Relative strength index, Resistance strength index)
- vi. _____ is a quality of good trader.
(ignoring warning signs, use of borrowed funds, use of stop loss)
- vii. _____ is closing price.
(Price at which a financial security opens in the market, Price at which a financial security closes in the market, Highest trading price in a particular trading day)

b. State whether the following statements are True or False: (08 Marks)

- i. When the stock opens at higher than the previous day's close it is described as gap down opening.
- ii. Engulfing pattern which appears at the bottom end of the rally is called Bullish Engulfing.
- iii. A technical analyst uses financial data of a company to analyze a stock.
- iv. Bullish Harami candle is a small green candle inside previous negative candle.
- v. SMA assigns equal weight to all data points.
- vi. Resistance when breached does not reverse its role.
- vii. In sideways trend, price consolidates between two boundaries.
- viii. Marubozu has no shadows.



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

Programme code:04 Programme: BFM (Financial Markets)		Class: TY	Semester: V
Name of the Constituent College: S K Somaiya College		Name of the Department Commerce and Business Studies	
Course Code: 131U04K501	Name of the Course: Research Methodology		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1)All Questions are Compulsory			

Question No.		Max. Marks
Q.1	a. Discuss objectives of Research in detail. (8 marks) b. Discuss the research process in detail . (7 marks) OR c. Define Hypothesis and discuss its sources. (8 marks) d. Discuss Descriptive and Exploratory research design. (7 marks)	15
Q.2	a. Discuss the pros and cons of the Interview data collection method. (8 marks) b. Define Sampling and elaborate non- probability sampling methods. (7 marks) OR c. Discuss in detail types of scales . (8 marks) d. Explain in detail various scales in research . (7 marks)	15
Q.3	a. Describe Interpretation and its significance in research work. (8 marks) b. Discuss the layout of the research report. (7 marks) OR c. Prepare a research design for the project based on awareness of students towards Investment alternatives. (15 marks)	15
Q.4	a. State whether following statements are True or False (8 marks) 1. Descriptive research is known as applied research. 2. Quantitative research is based on measurements. 3. Diagnostic research design is a typical problem solving strategy. 4. Interview data collection method is time consuming. 5. Sample size should always be large in research. 6. Likert Scale can be Odd or Even scale. 7. Additions error occurs in interpretation. 8. Bibliography is a part of the preliminary section of the report. b. Match the Following (7 marks)	15

	Group A		Group B	
	1	Predetermined Observation	a	H0
	2	Interval Scale	b	Structured
	3	Null Hypothesis	c	Cardinal
	4	Personal direct contact	d	Decisional research
	5	Applied Research	e	Schedule
	6	Secondary data collection	f	Economical
	7	Telephone Interview	g	Magazines




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Semester (June 2022 to October 2022)		
Examination: ESE Examination October 2022(UG Programme)		
Programme code: 04	Class: TY	Semester: V
Programme: BFM (Financial Markets)		
Name of the Constituent College: S K Somaiya College (SKSC)	Name of the department: Commerce and Business studies	
Course Code: 131U04C502	Name of the Course: Introduction to Fintech	Duration: 2 Hrs Max. Marks: 60
Instructions: 1. Draw neat diagrams if required 2. Assume suitable data if necessary		

Question No.		Max. Marks
Q-1	A. Explain Fintech evolution in detail. (Fintech 1.0, 2.0 ,3.0) (15 Marks) OR B. Define cloud computing? Discuss the Pros, Cons and Pricing strategy for the following cloud service providers (15 Marks) a. Azure b. GCP c. AWS	15
Q-2	A. Define business blockchain? How blockchain could affect finance and Discuss the CFO checklist for considering blockchain technology for finance (non-banking) domain. (15 Marks) OR B. Explain in brief about cryptocurrency and why we use cryptocurrency? Discuss different types of cryptocurrencies? Explain advantages and disadvantages of cryptocurrency. (15 Marks)	15
Q-3	A. Define P2P lending? Explain working of P2P lending. Discuss P2P lending versus Banking loans? Also discuss P2P lending as fintech. (15 Marks) OR B. Explain the challenges that fintech startup face in India and discuss the future of Fintech in India. (15 Marks)	15
Q-4	A. Fill in the blanks with suitable options (07 Marks)	15

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|---|---|--|
|  | <ol style="list-style-type: none">1. Online trading is an example of _____ (IAAS/SAAS).2. _____ (Cryptopunk/Cryptocurrency) is digital money.3. Encrypted plain text is called _____ (Cipher/crypto) text.4. Technology behind cryptocurrency is _____ (Blockchain/RPA).5. _____ (Clear Tax / Secure Now) is fintech firm handling tax, trading & wealth.6. _____ (MICR/IFSC) is used for automation of cheque processing.7. Chatbot in banks are application of this technology _____ (AI/IOT) | |
|---|---|--|

B. State the following statements are True or False (Write full statements with answer in your answer sheet) (08 Marks)

1. Digital signature and scanned signature are synonym.
2. Policy Bazar is an example of fintech firm.
3. Scanned signatures are named as digital signature.
4. Fintech firms provide only solutions for banking technology.
5. UPI is the name of the firm dealing with digital payment.
6. Bitcoin is networking protocol.
7. Technology behind cryptocurrency is Machine learning.
8. Sandboxes are used by regulatory authorities.

October 2022

Examination: Semester Examination (UG Programmes)

October 2022		
Examination: Semester Examination (UG Programmes)		
Programme Code: 04/05	Class: TY	Semester: V
Programme: B. Com (Financial Markets)/ B. Com (Banking and Finance)		
Name of the Constituent College: S K Somaiya College	Name of the Department: Commerce and Business Studies	
Course Code: 131U04V504 (TYBFM)/ 131U05C503	Name of the Course: Marketing of Financial Services	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3) All questions are compulsory. 4) Substantiate your answers with relevant examples.		

Q.1	Answer the Following	15
A	Discuss the role of communication in service marketing.	07
B	Develop a marketing communication plan for promoting new bank location.	08
	OR	
C	Explain the ethical issues in service marketing.	07
D	Compare and contrast service marketing and product marketing.	08
Q.2	Answer the Following	15
A	Explain the service marketing mix.	07
B	Discuss the factors that influence customer expectation of service.	08
	OR	
C	Explain in detail how to improve customer loyalty.	07
D	Explain basis of classification of service.	08
Q.3	Answer the Following	15
A	Elaborate the macro environment factors in service marketing.	07
B	Explain service encounter with suitable examples.	08
	OR	

C	Explain role of customer relationship management in service marketing.	07
D	Discuss the importance of internal marketing.	08
Q.4 A	Multiple choice questions	07
1	Digital marketing is the same as ____ a Cross selling b Door to door c Online marketing d Road show	
2	Opaque distribution wants to server a ____ market a Low-cost b High cost c Differentiated d Specific	
3	Knowing more about customers can be done by ____ to get more information. a Phone call b Email c Website registration d WhatsApp	
4	To measure customer service level at efficient Key performance indicator and be ____ a competitor's new add b Distributor outlet c Number of Complain d Employer feed back	
5	____ is related to positioning a Differentiation b Comparison c Appreciation d Calculation	
6	The popular variable that decided the hierarchy of social class is ____ a state b Lifestyle c Geography d Income	
7	Fixing the right price of service price is difficult because of ____ a Perishability b Heterogeneity c Intangibility d Inseparability	
B	Match the column	08
1	Geographic environment	a. Age, sex, Income
2	Tangible	b. Range of level
3	Reliability	c. Appreciation letter
4	Zone of tolerance	d. Travel agent
5	Customer relationship management	e. Plane reaching on time
6	Customer loyalty	f. Rural and Urban area
7	Intermediary	g. Automate customer interaction
8	Demographic	h. Boarding pass