

# SOMAIYA

## VIDYAVIHAR UNIVERSITY

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

### QUESTION PAPERS

<b>BRANCH: Bachelor of Business Management</b>	<b>SEM: III</b>
	<b>OCT/NOV-2022</b>

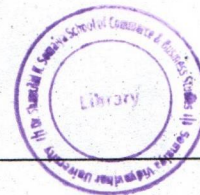
Sr. No.	Subject	Available
1.	Management Accounting (A)	
2.	Management Accounting (B)	
3.	131U06E104 – Rural Marketing (A)	
4.	131U06E104 – Rural Marketing (B)	
5.	131U04C301 – Management Theories & Application	
6.	131U06K301 – IT in Management (A)	
7.	131U06K301 – IT in Management (B)	
8.	131U06C301 – OB & HRM	
9.	131U06C302 – Indian Economy (A)	
10.	131U06C302 – Indian Economy (B)	
11.	131U06E302 – Introduction to Financial Market (B)	
12.	131U06E302 – Introduction to Financial Market (B)	
13.	131U06E303 – Advertising & Sales	
14.	131U06C303 – EXIM Procedure & Documentation	
15.	13U06E508 – OB & HRM	



LIBRARY



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY



**Semester: June 2022 - October 2022**  
**Examination: ESE Examination October 2022(UG Programme)**

**Programme code:** 06  
**Programme:** BBM

**Class:**  
SYBBM

**Semester:** III

**Name of the Constituent College:**  
SK Somaiya College (SKSC)

**Name of the department:**  
Business Management

**Course Code:**

**Name of the Course:** Management  
Accounting

**Duration:** 2 Hrs.  
**Max. Marks:** 60

**Instructions:** Q1 – Q3 have internal options. Q4 is compulsory.  
Figures to the right indicate full marks  
Working notes should form part of your answer

Question No.		Max. Marks																																				
Q.1. A	<p>From the following Profit and Loss Accounts and balance sheet of Century Rayon Ltd. for the year ended 31<sup>st</sup> March, 2020 and 2021, You are required to prepare a Comparative Statement:</p> <p><b>Dr.</b> <b>Profit and Loss Account</b> <b>Cr.</b></p> <table><tr><th>Particulars</th><th>2020 Rs.</th><th>2021 Rs.</th><th>Particulars</th><th>2020 Rs.</th><th>2021 Rs.</th></tr><tr><td>To Cost of Goods Sold</td><td>6,00,000</td><td>7,50,000</td><td>By Sales</td><td>8,00,000</td><td>10,00,000</td></tr><tr><td>To Administrative Expenses</td><td>20,000</td><td>20,000</td><td></td><td></td><td></td></tr><tr><td>To Selling Expenses</td><td>30,000</td><td>40,000</td><td></td><td></td><td></td></tr><tr><td>To Net Profit</td><td>1,50,000</td><td>1,90,000</td><td></td><td></td><td></td></tr><tr><td></td><td>8,00,000</td><td>10,00,000</td><td></td><td>8,00,000</td><td>10,00,000</td></tr></table>	Particulars	2020 Rs.	2021 Rs.	Particulars	2020 Rs.	2021 Rs.	To Cost of Goods Sold	6,00,000	7,50,000	By Sales	8,00,000	10,00,000	To Administrative Expenses	20,000	20,000				To Selling Expenses	30,000	40,000				To Net Profit	1,50,000	1,90,000					8,00,000	10,00,000		8,00,000	10,00,000	(15 Marks)
Particulars	2020 Rs.	2021 Rs.	Particulars	2020 Rs.	2021 Rs.																																	
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	8,00,000	10,00,000		8,00,000	10,00,000																																	



Liability	2020 Rs.	2021 Rs.	Assets	2020 Rs.	2021 Rs.
Equity Share Capital	7,00,000	7,00,000	Current assets	3,00,000	1,70,000
General Reserve	1,00,000	1,50,000	Fixed assets	6,70,000	9,00,000
Creditors	1,50,000	1,70,000			
Bills Payable	20,000	50,000			
	<b>9,70,000</b>	<b>10,70,000</b>		<b>9,70,000</b>	<b>10,70,000</b>

OR

Q.1. (B) Convert the following balance sheet of TISCO Ltd. into vertical balance sheet.

(08 Marks)

Liabilities	2021 Rs.	Assets	2021 Rs.
Equity Share Capital	8,00,000	Land	4, 00,000
12% Preference Share Capital	6,00,000	Plant	12,00,000
Reserves	4,00,000	Stock	4,00,000
Tax Payable	2,00,000	Debtors	4,00,000
Creditors	4,00,000	Cash	2,00,000
8% Debentures	2,00,000		
Total Rs.	26,00,000		26,00,000

Q.1. (C)	Briefly explain the scope of Management Accounting.	(07 Marks)																																										
Q.2. A	<p>Following is the summarized Balance Sheet and Revenue Statement of Scorpio Ltd. for the year ended 31<sup>st</sup> March, 2022:</p> <table><tr><th>Liabilities</th><th>Amount Rs.</th><th>Assets</th><th>Amount Rs.</th></tr><tr><td>Share Capital</td><td>80,000</td><td>Fixed Assets</td><td>75,000</td></tr><tr><td>Reserves</td><td>20,000</td><td>Current Assets</td><td>1,00,000</td></tr><tr><td>10% Debentures</td><td>25,000</td><td></td><td></td></tr><tr><td>Current Liabilities</td><td>50,000</td><td></td><td></td></tr><tr><td><b>Rs.</b></td><td><b>1,75,000</b></td><td><b>Rs.</b></td><td><b>1,75,000</b></td></tr></table> <p><b>Revenue statement for the year ended 31<sup>st</sup> March, 2022</b></p> <table><tr><td>Sales</td><td>2,00,000</td></tr><tr><td><b>Less: Cost of Sales</b></td><td><b>1,10,000</b></td></tr><tr><td></td><td>90,000</td></tr><tr><td>Operating Expenses</td><td>60,000</td></tr><tr><td>Net Profit Before Tax</td><td>30,000</td></tr><tr><td>Tax</td><td>15,000</td></tr><tr><td>Profit After Tax</td><td>15,000</td></tr><tr><td>Dividend</td><td>8,000</td></tr><tr><td>Retained Earning</td><td>7,000</td></tr></table> <p>You are required to calculate the following ratios:</p> <p>(a) Current Ratio (b) Proprietary Ratio (c) Capital Gearing Ratio (d) Gross Profit Ratio (e) Net Profit Ratio</p>	Liabilities	Amount Rs.	Assets	Amount Rs.	Share Capital	80,000	Fixed Assets	75,000	Reserves	20,000	Current Assets	1,00,000	10% Debentures	25,000			Current Liabilities	50,000			<b>Rs.</b>	<b>1,75,000</b>	<b>Rs.</b>	<b>1,75,000</b>	Sales	2,00,000	<b>Less: Cost of Sales</b>	<b>1,10,000</b>		90,000	Operating Expenses	60,000	Net Profit Before Tax	30,000	Tax	15,000	Profit After Tax	15,000	Dividend	8,000	Retained Earning	7,000	(15 Marks)
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Dividend	8,000																																											
Retained Earning	7,000																																											
	OR																																											
Q.2 B	Elaborate the advantages and limitations of Ratio Analysis.	(15 Marks)																																										
Q.3 A	<p>The following is a cost sheet of a Company producing 48000 similar types of products every year.</p> <table><tr><th>Particulars</th><th>Amount per unit in (Rs.)</th></tr><tr><td>Raw Material</td><td>80</td></tr><tr><td>Labour</td><td>40</td></tr></table>	Particulars	Amount per unit in (Rs.)	Raw Material	80	Labour	40	(15 Marks)																																				
Particulars	Amount per unit in (Rs.)																																											
Raw Material	80																																											
Labour	40																																											



	<p>Factory Overheads 50</p> <p>Net Profit 30</p> <p>The following further particulars are given to you:</p> <p>(a) Raw material remains in stock for 3 months while finished goods stock remains in for 3 months.</p> <p>(b) Credit allowed to customers is 2 months while credit allowed by supplier of material is one month.</p> <p>(c) Factory overheads – 2 months</p> <p>You are required to prepare a statement of working capital requirements.</p>							
	OR							
Q.3. B	State the meaning and importance of Receivables Management. Explain the costs associated with it.	15 marks						
Q.4. (A)	<p><b>True or False:</b></p> <ol style="list-style-type: none"> <li>1. The vertical form of financial statement are most suitable for financial analysis.</li> <li>2. Long term investments are investments whose maturity period is beyond one year from the date of the balance sheet.</li> <li>3. Owned funds &amp; owed funds are the same.</li> <li>4. Management process aids the management in planning process</li> <li>5. Comparative financial statement analysis facilitates both intra firm and interfirm comparison.</li> <li>6. Common size statement analysis indicates the relation of each component to the whole.</li> <li>7. All current liabilities are quick liabilities</li> <li>8. Contingent liability do appear in the balance sheet</li> </ol>	(08 marks)						
Q.4.(B)	<p><b>Match the Following:</b></p> <table border="1"> <thead> <tr> <th></th><th>Column A</th><th>Column B</th></tr> </thead> <tbody> <tr> <td>1</td><td>Acid test ratio</td><td>Current liability</td></tr> </tbody> </table>		Column A	Column B	1	Acid test ratio	Current liability	07 marks
	Column A	Column B						
1	Acid test ratio	Current liability						

6. Common size statement analysis indicates the relation of each component to the whole.

7. All current liabilities are quick liabilities

8. Contingent liability do appear in the balance sheet



Q.4.(B)

**Match the Following:**

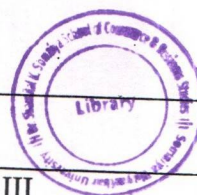
07 marks

	Column A	Column B
1	Acid test ratio	Current liability
2	Management Accounting	Circulating capital
3	Ratio	Current ratio
4	Unclaimed dividend	Inventory
5	Solvency ratio	Future oriented
6	Working Capital	Liquid ratio
7	Non- Quick asset	Proportion between two figures





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY



**Semester: June 2022 - October 2022**

**Examination: Semester End**

**Programme code: 06**

**Programme: BBM**

**Class: SY**

**Semester: III  
(SVU 2021)**

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

**Name of the  
department/Section/Center:  
Business Studies**

**Course Code:**

**Name of the Course: Management Accounting**

- Instructions:**
- 1.) Working notes are compulsory
  - 2.) Q1. – Q3. have internal option. Q4 is compulsory
  - 3.) Figures to the right indicate full marks

**Questi  
on No.**

**Q.1.  
(A)**

**Max.  
Marks**

**15**

Shiv Leela Ltd. furnishes you with the following Statement.

**Balance Sheet as on 31<sup>st</sup> March, 2021**

Liabilities	Rs.	Assets	Rs.
Share Capital:		Building	2,00,000
Equity	1,00,000	Less : Depreciation	15,000
12% Preference	50,000	Short Term Investments	40,000
Reserve & Surplus	35,000	Stock	35,000
10% Debentures	50,000	Debtors	30,000
(secured by Mortgage)		Bank	10,000
Bills Payable	15,000		
Creditors for Goods	20,000		
Outstanding Expenses	10,000		
Provision for Taxation	10,000		
Proposed Dividends	10,000		
	<b>3,00,000</b>		<b>3,00,000</b>

**Profit and Loss Account for the year ended 31-03-2021**

To Opening Stock	30,000	By Sales	3,00,000
To Purchases	1,80,000	By Closing Stock	35,000
<b>To Expenses:</b>			
Administration	25,000		
Selling	30,000		
Financing	5,000		

To Depreciation	15,000		
To Provision for Taxation	10,000		
To Proposed Dividend	10,000		
To Balance c/f	30,000		
<b>Total Rs.</b>	<b>3,35,000</b>	<b>Total Rs.</b>	<b>3,35,000</b>

You are required to prepare financial statements in vertical format

OR

Q.1.  
(B)

1. Following is the Balance Sheets of Gayatri Ltd. as on 31<sup>st</sup> March, 2020 and 2021.

Liabilities	2020	2021
Equity Share Capital	1,00,000	1,50,000
General Reserve	60,000	10,000
Profit & Loss A/c	5,000	30,000
Bank Overdraft	-	65,000
Mortgage Loan (secured on plant)	-	40,000
Provision for Tax	10,000	15,000
Creditors	30,000	20,000
Bills Payable	10,000	30,000
	<b>2,15,000</b>	<b>3,60,000</b>
Assets	2020	2021
Land & Building	80,000	75,000
Plant & Machinery	42,000	85,000
Furniture & Fittings	7,000	6,000
Investment	6,000	12,000
Stock	27,500	94,500
Sundry Debtors	46,500	77,250
Cash	2,000	7,250
Preliminary Expenses	4,000	3,000
	<b>2,15,000</b>	<b>3,60,000</b>

You are required to prepare Comparative Financial Statements in vertical form

2. Explain the advantages & Limitations of Management Accounting.



Q.2.  
(A)



1. Complete the Balance sheet

### Balance Sheet

Liabilities	Rs.	Assets	Rs.
Share Capital	10,00,000	Fixed Assets	?
Reserve & supplies	?	<u>Current Assets</u>	
Current Liabilities	?	Stock	?
		Debtors	?
		Cash	?
Total	20,00,000	Total	20,00,000

08

Ratios of the company are:

- Sales to Net Worth Ratio is 1.5:1
- G.P. Ratio 25% on sales
- Net Working Capital Rs.4 lakhs
- Stock Turnover Ratio 9 times
- Current Ratio = 2:1
- Debtors Collection period: 2 months

2. Explain the meaning, advantages, and limitations of Ratio analysis

07

OR

Q.2.  
(B)

A factory produces 12,000 units during the year and sells them @ Rs. 500 per unit. Cost structure of a product is as follows:

15

Raw Materials	70%
Labour	10%
Overheads	10%
	90%
Profit	10%
Selling Price	100%

The following additional information is available:

- The activities of purchasing, producing and selling occur evenly throughout the year.

2. Raw Materials equivalent to 1 month's supply is stored in godown.
  3. The production process takes 1 month.
  4. Finished goods equal to three month's production are carried in stock.
  5. Debtors get 2 month's credit.
  6. Creditors allow 1 ½ month's credit.
  7. Time lag in payment of overheads is ½ month.
  8. Wages are paid at the end of the same month
  9. Cash and Bank Balance is to be maintained at 10% of the working capital.
- Draw a forecast of working capital requirements of the factory.

Q.3.  
(A)

Present Situation  
 Sales = Rs. 80 lacs  
 Variable Cost= Rs. 50 lacs  
 Fixed cost= Rs. 10 lacs  
 Credit to Debtors = 20 days

Plan	Proposed Credit Period	Sales (Rs. in lacs)
I	30 days	100
II	40 days	120
III	50 days	135
IV	60 days	150

Determine the Credit period that should be allowed by the company. Assume Return on Investments (ROI) @ 18%.

OR

Explain the meaning & importance of receivables management. Write a short note on credit analysis.

Q.3.  
(B)

Q4 (a)

True or False:

1. Management Accounting helps in systematic recording of data & in decision making
2. Aging schedule helps to monitor receivables.
3. Stock is an item of quick asset.
4. Contribution is the sum of variable costs & Fixed costs.
5. High stock- working capital ratio indicates strong liquidity position.
6. Ratio analysis helps to assess the financial health & operating

15

15

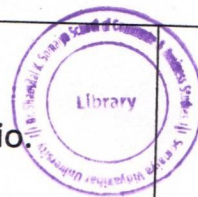
08



efficiency of the firm.

7. Working Capital cycle is also known as operating cycle.

8. Fresh issue of equity shares will help in increase of current ratio.



Q4 (b)

Match the following:

Column A	Column B
1. Total of Current Assets	a. Contribution
2. Liquid Ratio	b. Gross Working Capital
3. Opportunity costs	c. Long-term Solvency position
4. Telephone expenses	d. Current liability
5. Debt-Equity ratio	e. Current Asset
6. Expenses paid in advance	f. Receivables management
7. Bank overdrafts	g. Immediate Solvency position
	h. Administration expense

07



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY



Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code:06 Programme: BBM	Class: SY	Semester: III
Name of the Constituent College: S.K.Somaiya	Name of the Department :Business Studies	
Course Code: 131UO6E104	Name of the Course: Rural Marketing	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Attempt the questions from the internal choice provided. 2)Don't inter mix the internal choices 3) Write clearly and neatly 4) Give necessary diagrams and examples were ever necessary		

Question No.		Max. Marks
Q.1a)	Enumerate in brief Rural Marketing in India and the factors Contributing to the Changes in the Rural Markets ?	08
b)	Differentiate between Urban market and Rural Market?	07
	OR	
Q.1c)	Classify the four major segmentation variables used for rural consumer's segmentation?	08
d)	Explain rural marketing research and its scope ?	07
Q.2a)	Describe in brief Rural Brand Positioning Strategies.	08
b)	"Justify Rural marketing research is conducted to achieve the various objectives"	07
	OR	
Q.2c)	How to create an STP marketing strategy?	08
d)	Discuss importance of branding in rural market?	07
Q.3a)	Explain Sales Promotion and high light on Push-up sales promotion strategies ?	08
b)	"Rural consumer makes well-considered buying decision for a specified brand often after lot of consultation with the opinion leaders." Justify the statement	07
	OR	



Q.3c)

### Case study

The increasing penetration of DTH, mobile phones and mobile internet in rural India, is breaking all the traditional consumer connect models. It has brought a paradigm shift in rural marketing. Speaking on this silent revolution taking place in the hinterland, **Pradeep Lokhande**, Founder & CEO, **Rural Relations** said, "Every month, 4.5 lakh DTHs are being installed in rural India. By 2018, every Indian will have an Android phone. That is the communication push taking place in rural India. Now, it is turn of the marketeers to re-plan their strategies accordingly. Due to this, irrespective of the their caste and religion, the rural youth have similar aspiration like their counterparts in the urban areas.

How this mobile communication in rural India has changed the marketing strategies of **Mondelez India Foods**, **Hemant Rupani**, Director – Sales of the company said, "The biggest nightmare for companies like us was to know what consumers want. We were highly dependent on the second hand research information. However, rural India is, today, moving at a pace beyond of our imagination. With the deep penetration of mobile and mobile internet in the rural hinterlands what products or services dealers sell in what quantity or in what numbers we get the information within seconds. Through mobiles, we get instant feedback from the consumers."

Beside, reaching rural consumers through mobile phones, how this digital mode of communication has helped grown businesses, **Ashok Bhasin**, Head of Sales, Marketing & Customer Care, **Hero MotoCorp** said, "Digital media is immensely educating and creating awareness among rural consumers. Through, digital identification or e-KYC, it has become easier for banks and NBFCs (Non-Banking Financial Institutions) to identify and finance the consumers. It has increased opportunities for sales of two wheelers in the hinterlands."

### Questions

- 1.Highlight the importance of Internet in Rural India?
- 2.Explain Communication strategies which are helpful to reach Rural Customer?
- 3.Analyse the above case and suggest best practices for rural market?

05

05

05

Q.4A)

**Multiple choice questions**



1. \_\_\_\_\_ still remains the core of the overall development of the country.  
a) Production  
b) Communication  
c) Industrialization  
d) Rural Development
2. \_\_\_\_\_ infrastructure is very poor in rural India  
a) Tourism  
b) Transportation  
c) Stocking  
d) Manufacturing
3. Retailers at the local market can employ \_\_\_\_\_ salespeople  
a) Window dressing  
b) Radio  
c) Door-to-Door  
d) Poster
4. Rural market \_\_\_\_\_ is the process of dividing a potential rural market into distinct sub markets.  
a) Behaviour  
b) Segmentation  
c) Pricing  
d) Marketing strategy
5. \_\_\_\_\_ is the central element of marketing mix.  
a) Price  
b) Place  
c) Promotion  
d) Product
6. \_\_\_\_\_ are the weekly markets from where rural people buy the items of daily necessities, garments, farm inputs etc.  
a) mandis  
b) mela  
c) Haat  
d) Exhibition
7. \_\_\_\_\_ is the fundamental goal of increasing sales and achieving a sustainable competitive advantage.  
a) Production strategy  
b) Branding  
c) Marketing strategy  
d) Advertising
8. \_\_\_\_\_ moves e-commerce into the countryside.  
a) Walmart  
b) Flipcart  
c) Shopsy  
d) Alibaba



Q.4B)	Match the following	07
	<div data-bbox="236 174 804 555"> <ol style="list-style-type: none"> <li>1. The rural folks</li> <li>2. Quantitative and qualitative</li> <li>3. conditions also play a significant role in the consumption of specific products</li> <li>4. How customers are informed about the product</li> <li>5. Dividing your audience based on how they interact with your business</li> <li>6. Tied up with Jyothi Lab</li> <li>7. Top management's commitment</li> </ol> </div> <div data-bbox="890 185 1259 566"> <ol style="list-style-type: none"> <li>A) Hiring Strategy</li> <li>B) Behavioral segmentation</li> <li>C) Godrej Tea</li> <li>D) Promotion</li> <li>E) Climate</li> <li>F) Expectation Revolution</li> <li>G) Nature of data</li> </ol> </div>	



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY



Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code:06 Programme: BBM	Class: SY	Semester: III
Name of the Constituent College: S.K.SOMAIYA	Name of the Department BUSINESS STUDIES	
Course Code: 131UO6E104	Name of the Course: Rural Marketing	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Attempt the questions from the internal choice provided. 2)Write clearly and neatly .		

Question No.		Max. Marks
Q.1a)	Justify rural development in India and explain objectives of rural development?	08
b)	Describe emerging profile of Rural Market in India ? OR	07
Q.1c)	Suggest reasons for increase in the importance of Rural Market ?	08
d)	Discuss different benefits of rural marketing research?	07
Q.2a)	Justify Market Targeting and Market Positioning ?	08
b)	Explain Product-Oriented Approach ? OR	07
Q.2c)	What are the various Pricing Strategies adopted for consumer durables ?	08
d)	Define STP .Explain in brief four types of segmentations ?	07
Q.3a)	Describe Promotion Strategy in Rural Market?	08
b)	Explain in details Rural communication strategy ? OR	07
Q.3c)	<p><b>Case Study</b></p> <p>In recent years, rural markets have acquired significance, as the overall growth of the economy has resulted into substantial increase in the purchasing power of the rural communities. On account of green revolution, the rural areas are consuming a large quantity of industrial and urban manufactured products.</p> <p>In this context, a special marketing strategy, namely, rural marketing has emerged. This case study is an attempt to find out the various initiatives taken by HUL to reach the rural consumer.</p>	



	<p>Hindustan Unilever is the pioneer and largest player in India's FMCG market. HUL was the first company to step into the Indian rural marketing. HUL started its first effort towards going rural 1960's onwards, through indirect coverage of accessible rural market through its urban network stockists and distributors.</p> <p>HUL proactively engaged in rural development in 1976 with Integrated Rural Development Programme in Etah district of Uttar Pradesh. In 1990, HUL launched 'Operation Streamline' for distribution of products to inaccessible rural markets with High potential using unconventional transport like bullock carts, tractors and bicycles and appointed rural distributors and star sellers.</p> <p>In 2000, HUL started Project Shakti to reach inaccessible low potential rural markets. This project has reached 100,000 villages. HUL embarked upon Project Samuriddhi in 2003 to create sustainable villages in Dadra and Nagar Haveli. Today HUL's products touch the lives of two out of every three Indians.</p> <p><b>Questions:</b></p> <p>1. Summarize the distribution strategy adopted by HUL/HLL in Rural Market ?</p> <p>2. Suggest the significant changes in Rural Consumer that had come with the spread of Internet</p>	08 07
Q.4A)	<p><b>Multiple choice questions</b></p> <p>1. On _____ December 2002, under Drinking Water Sector, a new initiative 'Swajal Dhara'</p> <p>a) 25<sup>th</sup> b) 15<sup>th</sup> c) 1<sup>st</sup> d) 19<sup>th</sup></p> <p>2. The _____ for rural market must be little bit different from the product for urban market.</p> <p>a) Market b) Product c) Value d) Fraud</p> <p>3. _____ objectives state the expected research output, which help in taking decisions to achieve business objectives.</p> <p>a) Marketing b) Production c) Research d) Branding</p> <p>4. _____ Location is the usual and popular basis for market segmentation.</p> <p>a) Demographic Segmentation b) Socio-Economic Segmentation</p>	08

	<p>c) Geographic d) Psychographic Segmentation</p>	
5.	<p>Branding is what gives you a reputation and, ultimately, a _____</p> <p>a) Loss b) Future c) Barriers d) Downfall</p>	
6.	<p>A marketing mix consists of the so-called _____ P's.</p> <p>a) 7 b) 5 c) 4 d) 9</p>	
7.	<p>Use of symbols like muscle man for _____</p> <p>a) MRF b) CEAT c) Colgate d) Lux</p>	
8.	<p>_____ are hugely popular in rural areas and are attended by rural people in large numbers.</p> <p>a) Rural games and tournaments b) Schools c) Primary Health Centre d) Pilgrim Sites</p>	
Q.4 B)	<p><b>Fill up the blanks</b></p> <p>1. _____ marketing differs only in terms of buyers.</p> <p>2. According to _____ "Market segmentation is the sub dividing of a market into homogeneous subsets of consumers, where any subset may conceivably be selected as a market target to be reached with a distinct marketing mix."</p> <p>3. Personality traits, habits, attitudes, etc. all these are the examples of _____ segmentation</p> <p>4. _____ a three-step model that examines your products or services as well as the way you communicate their benefits to specific customer segments.</p> <p>5. _____ this calls for aligning your product/service offering with the target audience's behavioral parameters.</p> <p>6. _____ is the most preferred mass media a significant part of the budget of rural marketing.</p> <p>7. _____ turns saviour of ecommerce industry in rural areas.</p>	07







**SOMAIYA**  
VIDYAVIHAR UNIVERSITY



Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: 131U04C301 - 04	Class: SY	Semester: III
Programme:		
Name of the Constituent College: SK Somaiya College	Name of the Department	
Course Code: 131U04C301	Name of the Course: Management theories and Application	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3)		

Q.1	Answer the following question:	
A	Define planning and state its importance.	8
B	Explain components of staffing and its importance.	7
	Or	
C	Discuss the Virtual organization role in changing business scenario by comparing its pros and cons.	8
D	Explain the role of financial information and its significance.	7
Q.2	Answer the following question	
A	Discuss the characteristic of Line and staff organization and give a suitable example of which type of corporate should have this form of structure.	8
B	Matrix organization is suitable for organization like Apple Inc elaborate the pros and cons.	7
	Or	
C	Discuss in brief Modern Management theory.	8
D	Compare pros and cons of make or buy decision.	7
Q.3	Answer the following question	
A.	Define organizing and state the process of organizing.	8
B	Explain the concept of relevant cost and irrelevant cost.	7
	Or	
C	Explain the concept of financial decision making.	8
D	What are the various financial reports required in decision making.	7
Q.4 A	Match the following	8
a	Mechanistic organization	Bridges the gap to reach goal
b	Management by objective	Graicunas formula to calculate relat
c	Scalar chain	Keeping all records up to date
d	Planning	Henry Fayol principle

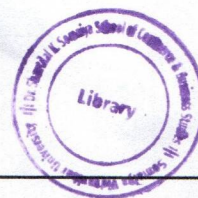


	e	Balance sheet	Systematic process of recording		
	f	Span of control	centralization		
	g	Attribute of good financial management	Joint goal setting		
	h	Financial recording	Reports companies' asset and liabilities		
B 1.		Multiple choice question			7
		_____ a decision of choosing between manufacturing a product inhouse or purchasing it from an external supplier			
2		a shut down	b. Make or buy		
		c Replace	d Continue same		
		To expand into a new market company will _____			
		a shut down	b continue		
3		c expand	d contract		
		Assets, liabilities and equities are main elements of _____			
		a financial statement	b financial market		
4		c financial services	d financial equites		
		Virtual organization highest quality product is delivered at what cost?			
		a highest	b lowest		
5		c educate	d desirable		
		Scientific management theory analyzes _____ to improves economic efficiency.			
		a Profits	b Workflows		
6		c Loss	d Quantity		
		Centralization is when executives manage the planning and decision-making responsibilities on _____			
		a jointly	b signally		
7		c participative	d ingroup		
		Functional organization structure divides team according to area of what?			
		a process	b specialization		
		c number	d salary		





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY



Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code:06 Programme: BBM	Class: SY	Semester: III
Name of the Constituent College: S K SOMAIYA COLLEGE	Name of the Department SYBBM	
Course Code: 131U06K301	Name of the Course: IT IN MANAGEMENT	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

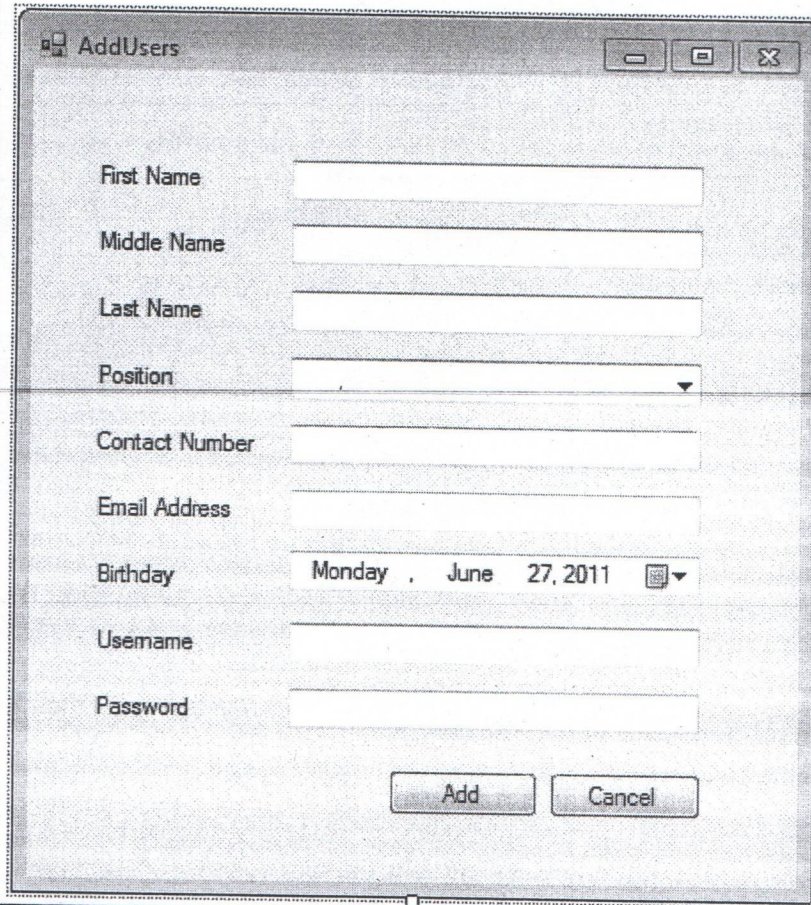
Question No.		Max. Marks												
Q.1	<p>a) What are the levels of Management b) What is ERP and explain its pros and cons</p> <p>OR</p> <p>c) Explain BSS and BIS d) Explain the activities of management</p>	<p>7 marks 8 marks</p> <p>7 marks 8 marks</p>												
Q.2	<p>a) What is E-commerce and explain its types b) What are the application of HTML</p> <p>OR</p> <p>c) What is AI and how it is different from Robotics d) What are roles and challenges that occur in E-business</p>	<p>8 marks 7 marks</p> <p>8 marks 7 marks</p>												
Q.3	<p>a) Write the HTML code for the following output , use background as red:</p> <table border="1"> <tr> <td>ROW 2 COL 4</td><td>ROW 2 COL 4</td><td>ROW 2 COL 4</td></tr> <tr> <td>ROW 2 COL 12</td><td></td><td></td></tr> <tr> <td>ROW 4 COL 3</td><td>ROW 4 COL 1</td><td>ROW 2 COL 4</td></tr> <tr> <td></td><td>ROW 2 COL 4</td><td>ROW 2 COL 4</td></tr> </table>	ROW 2 COL 4	ROW 2 COL 4	ROW 2 COL 4	ROW 2 COL 12			ROW 4 COL 3	ROW 4 COL 1	ROW 2 COL 4		ROW 2 COL 4	ROW 2 COL 4	15 marks
ROW 2 COL 4	ROW 2 COL 4	ROW 2 COL 4												
ROW 2 COL 12														
ROW 4 COL 3	ROW 4 COL 1	ROW 2 COL 4												
	ROW 2 COL 4	ROW 2 COL 4												



OR

b) Write the HTML code for the following output:

15  
marks



The screenshot shows a window titled 'AddUsers' with standard Windows window controls (minimize, maximize, close). Inside the window, there is a form with the following fields and controls:

- First Name: Text input field
- Middle Name: Text input field
- Last Name: Text input field
- Position: Text input field with a dropdown arrow on the right
- Contact Number: Text input field
- Email Address: Text input field
- Birthday: Text input field containing 'Monday , June 27, 2011' and a calendar icon on the right
- Username: Text input field
- Password: Text input field

At the bottom of the form, there are two buttons: 'Add' and 'Cancel'.

Q.4

a) Give the full form for the following:

- 1) FTP
- 2) CSS
- 3) ISDN
- 4) POP
- 5) ISP
- 6) XML
- 7) ESS
- 8) TPS
- 9) MIME
- 10) HTTPS

10  
marks

b) Write the tag name for the following:

- 1) To display text in bold format
- 2) To display image as background
- 3) To display horizontal line on screen
- 4) To display superscript
- 5) To display text in motion on screen

5 marks





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY



Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code:06 Programme: BBM	Class: SY	Semester: III
Name of the Constituent College: S. K SOMAIYA COLLEGE	Name of the Department : BUSINESS STUDIES	
Course Code: 131U06C301	Name of the Course: OB and HRM	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)Figures to the right indicate full marks.		

Question No.		Max. Marks
Q.1 (A)	Define organizational behavior. Explain the evolution of OB.	10 marks
(B)	Diagrammatically explain the Johari window model in detail.	5 marks
OR		
Q.1 (C)	Discuss the concept of succession planning? Explain the advantages of succession planning in an organization.	8 marks
(D)	Describe high performing teams? Explain the Characteristics of high performing teams.	7 marks
Q.2 (A)	Define leadership? Explain different challenges faced by a leader.	8 marks
(B)	Describe the objectives of HRD in an organization.	7 marks
OR		
Q.2 (C)	Define HRM. Explain various challenges in the process of HRM.	8 marks
(D)	Enumerate various factors influencing the process of HRP.	7 marks
Q.3 (A)	Explain in detail various methods of performance appraisal used in an organization.	10 marks
(B)	Write a note on theory X and Theory Y.	5marks
OR		
Q.3	Read the case carefully and answer the questions given below-  Toyota Kirloskar motor (TKM) private limited is a subsidiary of Toyota Motor corporation of Japan with Kirloskar group for the manufacture and sales of Toyota cars in India. It is currently the 4th largest car maker in India. From the time it started production operations in 2000, TCM had a history of disturbed relations between management and the workers prior to the strike	

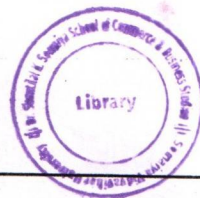


	<p>and lockout in January 2006, the plant had experienced three other strikes two in 2001 and a strike and a lockout in 2002 that lasted for almost two months. In 2002, the company decided to call the workers in two shifts to meet the increased demand for the company's car. The first shift at TCM started at 8:00 AM and ended at 4:00 PM. There were several factors that led to strike and lockout at the plant Some major can be listed as follows-</p> <ol style="list-style-type: none"> <li>1. Labor unrest at the workplace</li> <li>2. Workers unruly and unruly and rude behavior</li> <li>3. Senior officials' strict behavior</li> <li>4. Worker's indiscipline at workplace and consistent poor performance</li> <li>5. Increase of work shift from 8 hours to 12 hours</li> <li>6. No hike in wages were announced accordingly</li> <li>7. No breaks were given during the shift.</li> <li>8. Dismissal of the workers on the ground of misbehavior</li> <li>9. External party interference</li> </ol> <p>It was followed by a lockout citing safety concerns by the management.</p> <p>Questions-</p> <p>(a) As a HR manager illustrate ways for managing the increased demand for the company's car?</p> <p>(b) Write some ways of improving employee satisfaction in an organization.</p> <p>(c) Do you feel that strikes and lockout affect the organization? evaluate</p>	<p>5 marks</p> <p>5 marks</p> <p>5 marks</p>
Q.4 (A)	<p>Explain the concepts-</p> <ol style="list-style-type: none"> <li>i) List the personality traits in the big five model of personality.</li> <li>ii) Explain the adult ego state in transactional analysis in communication.</li> <li>iii) List down the different types of conflicts.</li> <li>iv) Summarize any 4 ways of effective time management.</li> <li>v) Describe any 4 employee engagement measures?</li> <li>vi) Compare employee transfer with employee promotion.</li> <li>vii) Name the career stages involved in career planning process.</li> <li>viii) List down the HRM objectives.</li> </ol>	8 marks
(B)	<p>True or false-</p> <ol style="list-style-type: none"> <li>i) In a group the process includes discuss, decide and doing it together.</li> <li>ii) Developing a human resource plan is the first step in the process of HRP.</li> <li>iii) HRD is a broader term including HRM as one of the functions.</li> <li>iv) Government legislations are to be taken into consideration for wage and salary administration.</li> <li>v) Employee demotions can take place due to organizational restructuring.</li> <li>vi) Hygiene factors motivate people to work harder.</li> <li>vii) Transformational leaders focus more on using rewards, punishments, and other exchanges to get the job done.</li> </ol>	7 marks

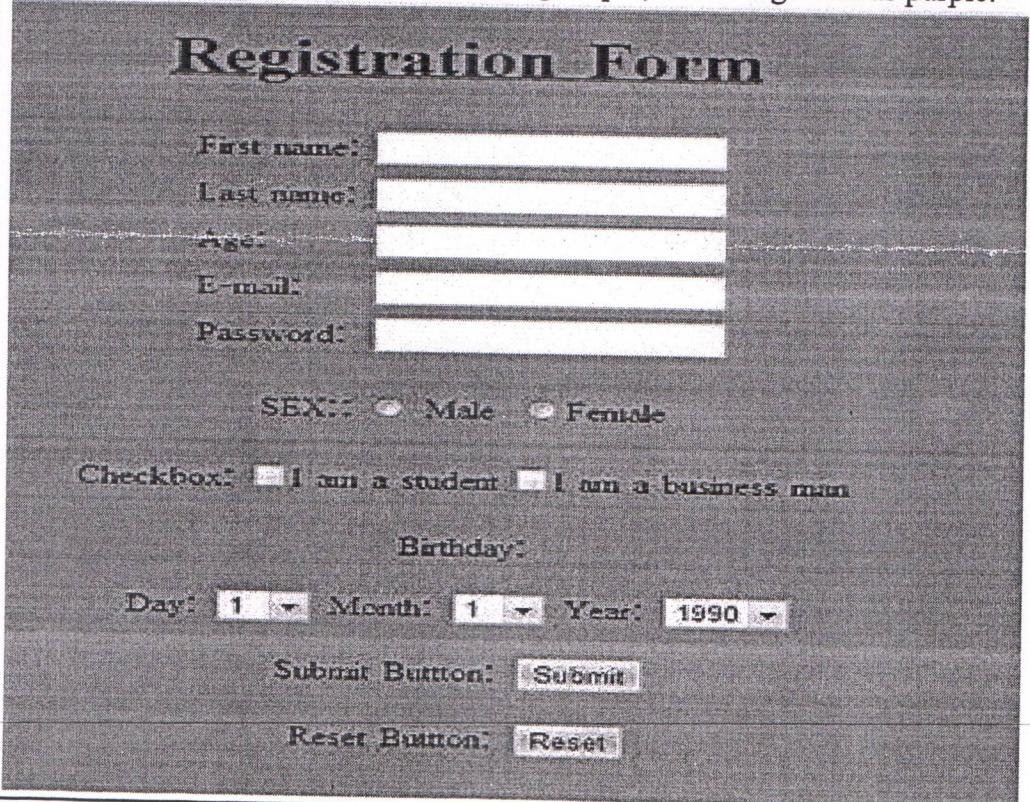




**SOMAIYA**  
VIDYAVIHAR UNIVERSITY



<b>Semester (June 2022 to October 2022)</b>		
<b>Examination: End Semester Examination October 2022 (UG Programmes)</b>		
<b>Programme code:06</b> <b>Programme: BBM</b>	<b>Class: SY</b>	<b>Semester: III</b>
<b>Name of the Constituent College:</b> <b>S K SOMAIYA COLLEGE</b>	<b>Name of the Department SYBBM</b>	
<b>Course Code: 131U06K301</b>	<b>Name of the Course: IT IN MANAGEMENT</b>	
<b>Duration : 2 Hrs.</b>	<b>Maximum Marks : 60</b>	
<b>Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary</b>		

Question No.		Max. Marks
Q.1	<p>a) What is Strategic planning and strategic management b) What are the 6 steps of framework of E-commerce</p> <p>OR</p> <p>c) What is E-governance and explain its types d) What are the pros and cons of AI</p>	<p>8 marks 7 marks</p> <p>8 marks 7 marks</p>
Q.2	<p>a) What is MIME and its use with E-mail b) Explain SCM in detail</p> <p>OR</p> <p>c) What is KMS systems d) What is Internet Intranet and Extranet</p>	<p>7 marks 8marks</p> <p>8 marks 7 marks</p>
Q.3	<p>a) Write the HTML code for the following output, use background as purple:</p> 	15 marks



OR

b) Write the HTML code for the following output:

TITLE			
subtitle		subtitle	
1 item	123	1 item	123
1 item	123	1 item	123
1 item	123	1 item	123
sub subtitle		sub subtitle	

15  
marks

Q.4

a) Give the full forms for the following:

- 1) ISDN
- 2) HTTP
- 3) POP
- 4) JS
- 5) CSS
- 6) MIS
- 7) CRM
- 8) ADSL

8 marks

b) State true and false:

- 1) <a> is anchor tag for displaying image
- 2) Motivating is one of the activities of management
- 3) Shopsy is an example of E-commerce and is a part of Flipkart
- 4) Sophia robot is an AI
- 5) Indiamart is based on B2C
- 6) <table> tag contains <dt><dd><dl> tag
- 7) <br> does not have closing tag

7 marks





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY



Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: 06	Class: SY	Semester: III
Programme: BBM		
Name of the Constituent College: S K Somaiya College	Name of the Department - BUSINESS STUDIES	
Course Code: 131U06C302	Name of the Course: Indian Economy	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Assume suitable data if necessary		

Question No.		Max. Marks																						
Q.1 A	<p><b><u>State whether the following statements are true or false</u></b></p> <p>1) The acronym IEC stands for Import Export Code for International Trade.</p> <p>2) BOP is a tool which gives a proper aspect of expenditure and revenues of a country arising from foreign trade.</p> <p>3) One of the expectations of India's foreign trade policy is a better infrastructure support and upgrade.</p> <p>4) TRIMs is Trade Related Intellectual Measures.</p> <p>5) Green Revolution majorly focused on high yielding variety of crops and cash crops.</p> <p>6) The major aim agriculture pricing policy is to protect the interest of manufacturers.</p> <p>7) Human Capital is an intangible asset &amp; a very important one for the development of a country.</p>	(7)																						
B	<p><b><u>Match the following Questions:</u></b></p> <table><tr><th>A</th><th>B</th></tr><tr><td>1. Liberalization</td><td>a) Aims to provide broadband to all villages by 2022</td></tr><tr><td>2. Mahalanobis Model</td><td>b) Economic factor of economic growth</td></tr><tr><td>3. Capital formation</td><td>c) Connecting Maharashtra and Gujarat</td></tr><tr><td>4. India's Foreign Trade Policy</td><td>d) Freedom from Trade Barriers</td></tr><tr><td>5. National Broadband Mission</td><td>e) Capital and heavy industries</td></tr><tr><td>6. India's 1<sup>st</sup> Bullet Train</td><td>f) 2015 - 2020</td></tr><tr><td>7. Start-up India</td><td>g) Xth five year plan</td></tr><tr><td>8. Disinvestment</td><td>h) 2005 - 2020</td></tr><tr><td></td><td>i) Increase business ecosystem in country</td></tr><tr><td></td><td>j) Selling shares of public sector to private sector</td></tr></table>	A	B	1. Liberalization	a) Aims to provide broadband to all villages by 2022	2. Mahalanobis Model	b) Economic factor of economic growth	3. Capital formation	c) Connecting Maharashtra and Gujarat	4. India's Foreign Trade Policy	d) Freedom from Trade Barriers	5. National Broadband Mission	e) Capital and heavy industries	6. India's 1 <sup>st</sup> Bullet Train	f) 2015 - 2020	7. Start-up India	g) Xth five year plan	8. Disinvestment	h) 2005 - 2020		i) Increase business ecosystem in country		j) Selling shares of public sector to private sector	(8)
A	B																							
1. Liberalization	a) Aims to provide broadband to all villages by 2022																							
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	j) Selling shares of public sector to private sector																							



	<p>k) Non- economic factor o Economic Growth l) Spareparts &amp; intermediary products m) Selling shares of private sector to public sector</p>	
<p><b>Q-II</b></p> <p>A.</p> <p>B.</p> <p>C.</p> <p>D.</p>	<p><b><u>Answer the following Questions:</u></b></p> <p>Explain the objectives and importance of economic planning in Indian Economy.</p> <p>Explain the meaning of economic growth and elaborate on various economic and non-economic factors affecting economic growth.</p> <p style="text-align: center;"><b>OR</b></p> <p>Elaborate various objectives and motives of economic development of a country.</p> <p>Can research and development really accelerate and boost on economy's growth? Justify.</p>	<p>(15) (8)</p> <p>(7)</p> <p>(8)</p> <p>(7)</p>
<p><b>Q-III</b></p> <p>A.</p> <p>B.</p> <p>C.</p> <p>D.</p>	<p><b><u>Answer the following Questions:</u></b></p> <p>There are various advantages of Globalization that Indian Economy has experienced over the period of years. Justify.</p> <p>Describe the impact of New Economic Policy on Agriculture sector.</p> <p style="text-align: center;"><b>OR</b></p> <p>Explain Green Revolution along with its advantages and objectives.</p> <p>The service sector in India cannot bloom and prosper without certain important factors responsible for its growth. Justify the statement.</p>	<p>(15) (8)</p> <p>(7)</p> <p>(8)</p> <p>(7)</p>
<p><b>Q-IV</b></p> <p>A.</p>	<p><b><u>Answer the following Questions: (Case study)</u></b></p> <p>The government is committed to its intent to privatise state-owned enterprises. The initial public offering of Life Insurance Corporation of India has shown that the government is committed to the process of disinvestment, The finance minister also spoke about insurance behemoth, Life Insurance Corporation of India's (LIC) recent listing. Stating, "Strategic disinvestment has taken place in LIC.</p> <p>Notably, LIC (as promoter) and the Centre (as co-promoter), together hold more than 94 percent equity of IDBI Bank (49.24 percent and 45.48 percent, respectively).</p> <p>The LIC Board passed a resolution to reduce stake in IDBI Bank through divestment, while the government envisages strategic stake sale with intent to relinquish management control.</p> <p>Sitharaman had, while presenting the <b>Union Budget</b> FY 2021-22 in Parliament on February 1 this year, announced that government has approved a policy of strategic disinvestment of public sector enterprises that will provide a clear roadmap for disinvestment in all non-strategic and strategic sectors. Banking is among the strategic sectors.</p> <p>"A number of transactions namely BPCL, Air India, Shipping Corporation of India, Container Corporation of India, IDBI Bank, BEML, Pawan Hans,</p>	<p>(15) (8)</p>



Neelachal Ispat among others are proposed to be completed in FY 2021-22” the Minister had informed the house. Sitharaman had then also added that other than IDBI Bank, a proposal of privatization of two Public Sector Banks and one General Insurance company will be taken up in the year 2021-22.

- a) Describe the meaning of Dereservation under privatization? (2)
- b) Elaborate your thoughts about the meaning of privatization? (3)
- c) Will this idea of privatizing the giant – LIC in insurance sector will work well in todays era 2022 ? Justify (3)
- d) Explain the Various Insurance Sector Reforms post 1991 that uplifted the entire Insurance Sector in India (7)

**OR**

B. Short Notes:

- a) Financial Inclusion and its disadvantages
- b) Advantages of MNCs
- c) Disadvantages of India’s Foreign Trade Policy

(15)



**Examination: End Semester Examination October 2022 (UG Programmes)**

**Semester: III**

**Name of the Department : BBM**

Name of the Course: SYBBM

**Maximum Marks : 60**

**Instructions: 1) Assume suitable data if necessary**

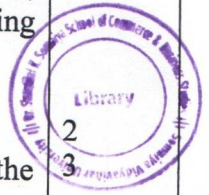
Question No.		Marks
Q1)	<p><b>A) Select the correct answer from the following given options:</b></p> <ol style="list-style-type: none"> <li>1) WTO sign agreement related to trade_____                A) TRIMs      B) ASEAN      C) World Bank      D) SAARC</li> <li>2) Government adopted National Agriculture Policy on_____                A) 28July 2005    B) 28July 2001    C) 28 July 2002    D) 28 July 2000</li> <li>3) Agreement on Agriculture is the full form for _____                A) AOA    B) AOG      C) AGOAG    D) None of the above</li> <li>4) World Trade organisation deals primarily with _____ Trade.                A) National    B) Local    C) Regional    D) International</li> <li>5) HDI Index is given by _____ economist.                A) Alfred Marshal    B) Adam Smith    C) Amartya Sen    D) J. S. Mill</li> <li>6) In which year PQLI is given by Morris _____                A) 1998    B) 1987    C) 1999    D) 1979</li> <li>7) The concept of financial inclusion was first introduced in India by ____                A)SEBI    B) NABARD    C) SIDBI    D) RBI</li> </ol> <p><b>B) True or False.</b></p> <ol style="list-style-type: none"> <li>1) The Ministry of Micro, Small and Medium Enterprises is the apex executive body .</li> <li>2) Growth rate is always measured in terms of Percentage.</li> <li>3) The average propensity to save is equal to the marginal propensity to save under Harrod - Domar model</li> <li>4) Simultaneous growth of all sectors of the economy is called unbalanced economic</li> <li>5) The Green Revolution mainly focused on non-cash crops like cotton &amp; jute.</li> </ol>	<p>7</p> <p>8</p>



	<p>6) The Prime Minister is the Ex-officio chairman of Planning Commission</p> <p>7) Two main objectives of 7<sup>th</sup> five year plan removal of poverty and attainment of self-reliance</p> <p>8) Norway is country to achieved second rank in HDI index.</p>	
Q2)	<p><b>Answer the following questions</b></p> <p>A) Explain the indicators of Economic development .</p> <p>B) Discuss the Lewis model of development with surplus labour. Or</p> <p>C) Describe achievements of Economic planning India.</p> <p>D) Explain the benefits of economic growth.</p>	<p>7</p> <p>8</p> <p>7</p> <p>8</p>
Q3)	<p><b>Answer the following questions</b></p> <p>A) Describe the Negative impact of green revolution.</p> <p>B) Explain the factor that affecting the agriculture pricing in India. Or</p> <p>C) Discuss the Advantage of globalization in India.</p> <p>D) Describe the meaning of New Economic Policy.</p>	<p>7</p> <p>8</p> <p>7</p> <p>8</p>
Q4)	<p><b>Answer the following questions</b></p> <p>A) Explain the features of Multinational Corporation .</p> <p>B) Discuss the Roles and Functions of WTO . Or</p> <p>C) During the 1980s, BoP again came under stress. The second oil shock led to a rapid increase in imports in early 1980s. Oil imports increased to about two fifths of India's imports during 1980-83. At the same time, India's external sector policy was changing towards greater openness. Various measures were undertaken to promote exports and liberalise imports for exporters during this period. However, several factors weighed against external stability. First, despite a number of export promotion measures, the subdued growth conditions in the world economy constrained exports growth. Second, the surplus on account of invisibles also deteriorated due to moderation in private transfers. Third, the debt servicing had increased with greater recourse to debt creating flows such as external commercial borrowings (ECBs) and non-resident Indian (NRI) deposits. Fourth, deterioration is the fiscal position stemming from rising expenditures accentuated the twin deficit risks. Given the already emerging vulnerabilities in India's BoP during the 1980s, the incipient signs of stress were discernible which culminated in the BoP crisis in 1991 when the Gulf War led to a sharp increase in the oil prices. On top of that, a slowdown in the world trade following the recessionary conditions in industrialised countries and the economic disruption in Eastern Europe including the erstwhile USSR had begun to affect India's exports. A large number of Indian workers employed in Kuwait had to be airlifted to India and their remittances stopped. Foreign</p>	<p>7</p> <p>8</p> <p>15</p>

exchange reserves had already dwindled due to significant drawdown for financing of CAD in earlier years. During 1990-91, at one point of time, the foreign currency assets had dipped below US\$ 1.0 billion, covering barely two weeks of imports.

- 1) Elaborate the meaning of balance of payment?
- 2) Explain your thoughts on the trends in BOP during the 80s as per the case study given above?
- 3) Do you think more percentage of GDP should be invested to increase the exports to cure the BOP situation ? Justify.
- 4) Describe the Trends of Balance of Payment post 1950& elaborate on important events which has affected the same.



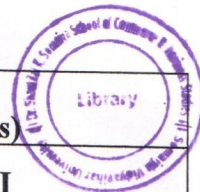
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<b>Semester (June 2022 to October 2022)</b>			
<b>Examination: End Semester Examination October 2022 (UG Programmes)</b>			
<b>Programme code: 06</b>		<b>Class: SY</b>	<b>Semester: III</b>
<b>Programme: BBM</b>			
<b>Name of the Constituent College:</b> S K Somaiya College		<b>Name of the Department:</b> Dept. of Business Studies	
<b>Course Code: 131U06E302</b>		<b>Name of the Course:</b> Introduction to Financial Market	
<b>Duration : 2 Hrs.</b>		<b>Maximum Marks : 60</b>	
<b>Instructions: 1) Figures to the right indicate maximum marks.</b>			
<b>2) Draw neat diagrams 3) Assume suitable data if necessary 4) Attempt all questions</b>			

Question No.		Max. Marks
Q.1.	a) What is Financial System? Explain its Features? b) Explain the Challenges of Indian Financial System.	7 M 8 M
	<b>OR</b>	
Q.1.	c) What are the main functions of Reserve Bank of India? d) Why was SEBI established? Describe the powers and functions delegated to SEBI.	7 M 8 M
Q.2.	a) What is Stock Exchange? Explain its Functions? b) Write in detail about Stock market Index?	7 M 8 M
	<b>OR</b>	
Q.2.	c) What is meant by Fundamental Analysis approach of Investing? d) Explain Investor Psychology.	7 M 8 M
Q.3.	a) Write in detail about Candle stick. ? b) Explain Debt Securitization.	7 M 8 M
	<b>OR</b>	
Q.3.	c) What do you mean by ETF ? d) Who are the different players in the Primary Market?	7 M 8 M
Q.4. A.	State whether the following statements are true or false. 1. RBI is the Central Bank of India. 2. The IRDA opened up the Indian insurance market in August 2001. 3. The main objective of RBI is to maintain price stability in the economy. 4. The primary market is under the control of SEBI. 5. A Central Bank can control credit by manipulating the bank rate. 6. SEBI was set up to protect issuers. 7. LIC is an example of non-banking institutions. 8. Financial system helps for payment of goods and services. 9. Secondary market is also known as New Issue Market 10. Debt market deals in short term and long term maturity.	10 M

Q.4. B.	Match the following.	5 M
	Group "A"	
	Group "B"	
	1. Money Market 2. Financial Market 3. RBI 4. Banks 5. Primary Market	
	a) 1935 b) Financial Intermediaries c) 1945 d) New issue market e) Short term funds f) Capital and Money market	





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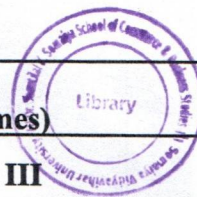


<b>Semester (June 2022 to October 2022)</b>		
<b>Examination: End Semester Examination October 2022 (UG Programmes)</b>		
<b>Programme code: 06</b>	<b>Class: SY</b>	<b>Semester: III</b>
<b>Programme: BBM</b>		
<b>Name of the Constituent College:</b> S K Somaiya College	<b>Name of the Department:</b> Dept. of Business Studies	
<b>Course Code: 131U06E302</b>	<b>Name of the Course: Introduction to Financial Market</b>	
<b>Duration : 2 Hrs.</b>	<b>Maximum Marks : 60</b>	
<b>Instructions: 1) Figures to the right indicate maximum marks.</b>		
<b>2) Draw neat diagrams 3) Assume suitable data if necessary 4) Attempt all questions</b>		

Question No.		Max. Marks
Q.1.	a) Explain in detail the overview of Structure of a Financial system. b) Explain the Challenges of Indian Financial System.	7 M 8 M
	<b>OR</b>	
Q.1.	c) Explain the establishment of Reserve Bank of India? d) Evaluate the functions of IRDA in investors protection.	7 M 8 M
Q.2.	a) Write in detail about listing of securities. b) Distinguish between Primary Market and Secondary Market.	7 M 8 M
	<b>OR</b>	
Q.2.	c) What is meant by Fundamental Analysis? d) What is Technical Analysis?	7 M 8 M
Q.3.	a) Explain Factoring with neat diagram. b) Write in detail about Underwriting of Shares.	7 M 8 M
	<b>OR</b>	
Q.3.	c) Elaborate the features of primary market. d) Explain various types of Mutual Fund	7 M 8 M
Q.4. A.	State whether the following statements are true or false. 1. RBI is the Central Bank of India. 2. The IRDA opened up the Indian insurance market in August 2001. 3. The primary market is under the control of SEBI. 4. A Central Bank can control credit by manipulating the bank rate. 5. SEBI was set up to protect issuers. 6. LIC is an example of non-banking institutions. 7. Financial system helps for payment of goods and services. 8. The settlement cycle is now T +1. 9. Fund based and fee based are types of financial services. 10. Financial instruments are those instruments issued by government	10 M
Q.4. B.	Match the following.	5 M

	Group "A"	Group "B"	
	Money Market Financial Market IRDA Banks Primary Market	1999 Financial Intermediaries 1945 New issue market Short term funds Capital and Money market	





Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: 06 Programme: BBM	Class: SY	Semester: III
Name of the Constituent College: S K Somaiya College	Name of the Department: Dept. of Business Studies	
Course Code: 131U06E303	Name of the Course: Advertising & Sales	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Figures to the right indicate maximum marks. 2) Draw neat diagrams 3) Assume suitable data if necessary 4) Attempt all questions		

Question No.		Max. Marks
Q.1 A)	Explain the elements of Advertising layout.	15 marks
	<b>OR</b>	
Q.1 B)	Elaborate the 7 selling process steps.	15 marks
Q.2.A) i) ii)	Discuss the guidelines for successful advertising campaigns? Elaborate the AIDA & DAGMAR model.	8 marks 7 marks
	<b>OR</b>	
Q.2. B) i) ii)	Enumerate various types of Sales Quotas? Describe the objectives of Advertising.	8 marks 7 marks
Q.3. A)	Explain the Consumer Sales Promotion techniques.	15 marks
	<b>OR</b>	
Q.3. B)	Read the case carefully and answer the questions given below-  <b>Epigamia- The game changer</b> When the two young founders of Epigamia realized that ice cream – though profitable – was seasonal and sales dropped during the monsoon and winter – the better part of the year, they decided to go with FMCG and began looking for options. In 2015, there was a conscious shift among Indian consumers towards healthy, fresh foods. The founding team at Epigamia tapped on this emerging trend and focussed their production on high-quality products that don't compromise on health or taste. With innovation as the key ingredient, the company began crafting contemporary versions of traditional foods.  Learning from the burger giant McDonald's, Epigamia founders had realized early on that the Indian palate was specific and consumers were only willing to experiment up to a point. Well-known Bollywood actress Deepika Padukone came on board not only as an investor but also as an endorser of Greek Yoghurt. This grabbed the attention of the Indian public.  Epigamia targeted millennial customers who live a fast-paced life. They used influencer marketing and content marketing to make their brand visible to the Indian youth – centring	15 marks



	<p>around the age group of 28 to 35. Close attention is paid to the packaging and presentation of the product with an intention of making it attractive to the target group.</p> <p>The idea of contemporizing traditions is so deeply ingrained in the Epigamia DNA that when it comes to marketing, over 90% of their communication is through content and not traditional advertising. Whether it's a recipe or the fact that it's an on-the-go snack, they adopted storytelling as a format for each content piece.</p> <ol style="list-style-type: none"> <li>1. Do you think Epigamia could have used any other platform to advertise its launch?</li> <li>2. Existing distributors were not equipped to handle a product with just a 15-day shelf life from manufacturing to shelves to consumption- What could be the sales strategy used by Epigamia to combat this issue?</li> <li>3. Create the SWOT analysis of the case study.</li> </ol>	
Q.4. A)	Fill in the blanks	10 M
i)	Order _____ receive requests and queries from the customers.	
ii)	Script-based selling is also called _____ selling	
iii)	Order _____ reach out to new prospects and persuade them to make a direct purchase.	
iv)	_____ stands for situation questions, problem questions, implications, and needs-payoff.	
v)	Order _____ don't close the deal, but persuade the customers to promote the business's offering, leading to sales eventually	
vi)	Amongst all the different personal selling skills you can have, _____ skill is the number 1.	
vii)	High pressure selling is also called as _____	
viii)	An _____ is an individual who affects the purchase decisions of people due to their authority.	
ix)	As per statistics an _____ contest or giveaway increases number of followers 70%	
x)	Sales Management is also called as _____	
Q.4. B)	Define the following	5M
i)	Logo	
ii)	Luxury Products	
iii)	Needs-Satisfaction Selling	
iv)	Closing Skills	
v)	Common Products	





<b>Semester (June 2022 to October 2022)</b>		
<b>Examination: End Semester Examination October 2022 (UG Programmes)</b>		
<b>Programme code: 06</b>	<b>Class: SY</b>	<b>Semester: III</b>
<b>Programme: BBM</b>		
<b>Name of the Constituent College:</b> S K Somaiya College	<b>Name of the Department:</b> Dept. of Business Studies	
<b>Course Code: 131U06C303</b>	<b>Name of the Course: Exim procedure and documentation</b>	
<b>Duration : 2 Hrs.</b>	<b>Maximum Marks : 60</b>	
<b>Instructions: 1) Figures to the right indicate maximum marks.</b>		
<b>2) Draw neat diagrams 3) Assume suitable data if necessary 4) Attempt all questions</b>		

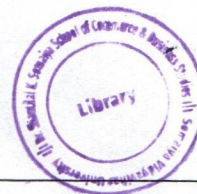
Question No.		Max. Marks
Q.1.	a) Write a note on buyer credit with the flow chart and its importance for an importer	8 marks
	b) Explain certificate of origin ? Justify its use in atleast 2 different scenarios	7 marks
	<b>OR</b>	
Q.1.	c) Explain GR(Guarantee remittance ) ? and its role in the export document	8 marks
	d) Explain forward cover with its advantages	7 marks
	<b>OR</b>	
Q.2.	a) Write a note on foreign trade policy and its objective	8 marks
	b) Explain Role of ECGC in promoting international trade	7 marks
	<b>OR</b>	
Q.2.	c) Write a note on Letter of credit	8 marks
	d) Write a note on advantages of RCMC registration	7 marks
Q.3.	a) Ms. Saloni Merchant wants to export backpacks from India. Please provide the list of documents she would require for exporting backpacks from India explaining the role of each of these documents.	15 marks
	<b>OR</b>	
Q.3.	b) Discuss the concept of export finance? Explain Pre-shipment finance and Post-shipment finance	15 marks
Q.4. (A)	Explain- 1. Kimberly certificate is required for ____? 2. Explain deemed export? 3. State the full form of EPC? 4. Name of SEZ in India 5. State Full form of EOU 6. List any two export document 7. Explain one type of price quotation	7 M

(B)	<p>True or False</p> <ol style="list-style-type: none"> <li>1. India has trade deficit because of its high imports of crude oil</li> <li>2. EPC is availed in INR</li> <li>3. IEC code is issued by DGFT</li> <li>4. SEEPZ is one of the SEZ in India</li> <li>5. Buyers credit is a loan given to importers</li> <li>6. Buyers credit can only be availed in foreign currency</li> <li>7. Bill discounting is an example of post shipment finance</li> <li>8. Forward contract is a contract between banks and importer/exporter to hedge the currency fluctuation risk</li> </ol>	8 M
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Semester (June 2022 to October 2022)		
Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code:06 Programme: BBM	Class: SY	Semester: III
Name of the Constituent College: S. K SOMAIYA COLLEGE	Name of the Department : BUSINESS STUDIES	
Course Code: 131U06E508	Name of the Course: OB and HRM	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)Figures to the right indicate full marks.		

Question No.		Max. Marks
Q.1 (A)	Define organizational behaviour. Describe the importance of organizational behaviour?	8 marks
(B)	Is conflict in organization good? Explain various techniques of conflict management.	7 marks
OR		
(C)	Compare groups and teams? Enumerate the characteristics of high performing teams.	8 marks
(D)	Explain some early theories of motivation? How applicable are they today?	7 marks
Q.2 (A)	Discuss the process of Human Resource Planning? Explain its importance in the organization.	8 marks
(B)	Describe the concept of human resource development along with its functions.	7 marks
OR		
(C)	Define HRM. Explain the scope and functions of HRM.	8 marks
(D)	Briefly explain the components of Employee Compensation.	7 marks



Q.3 (A)	Explain the concept of career planning along with the stages of career planning.	8 marks
(B)	Explain in detail various limitations of performance appraisal used in an organization.	7 marks
OR (C)	Read the case carefully and answer the questions given below-	
	<p>Mary Herzen felt lucky to be hired for the supervisory position in the Patient Services Department at Northside Hospital. She had lost a similar job at Central Hospital three months earlier. Chris Sapiros was Mary's boss and had conducted the selection process. It took him five months to fill the position as a result of the internal job-announcement and job-interviewing procedures.</p> <p>Two employees in the Patient Services Department had applied for the supervisory job: Juanita Ramirez, 32, who had been in the department for eight years, and Sue Williamson, 26, who had less experience. Both were rejected because they were not seen as strong enough to be promoted.</p> <p>Chris told Mary about this when he met with her on Mary's first day on the job. He suggested that Juanita might be a problem and told Mary to handle it the way she saw best. He then took her to the department, introduced her to the staff, and left her to settle in.</p> <p>Later that day, Mary held meetings with each of her new employees. The meeting with Juanita turned out as predicted: She was defensive, uncommunicative, and noncommittal. For example, Mary wanted to learn what Juanita's job duties were, but could not get adequate replies. Finally, in exasperation, Juanita began arguing that it was Mary's job to tell Juanita what to do. Mary replied that they would have problems if this was as well as they were going to communicate. Juanita then told Mary that she had not been promoted because she was Hispanic, and accused the hospital of discrimination. She began to cry and said she was not going to answer any more questions.</p> <p>(a) Should Chris have informed Mary about the internal applicants before offering Mary the job? 3 marks</p> <p>(b) Was meeting with each employee as part of Mary's orientation a good idea? 3 marks</p> <p>(c) Evaluate the agenda that Mary used. How could it be improved? 3 marks</p> <p>(d) How should Mary respond to issues Juanita is raising? 3 marks</p> <p>(e) What are some general issues new managers and supervisors may face when assuming responsibility for new job? 3 marks</p>	
Q.4 (A)	<p>Explain the concepts</p> <ol style="list-style-type: none"> <li>"Compensation works as a motivational tool"- Do you agree with this statement? Why?</li> <li>Explain transactional style of leadership?</li> <li>Explain employee involvement measures?</li> <li>State reasons of ineffective time management</li> <li>Describe positive conflict?</li> <li>Explain Johari window model</li> <li>Compare MBO feedback method of performance appraisal with other methods?</li> <li>Explain succession planning.</li> </ol> <p>True or false-</p> <p>(B)</p> <ol style="list-style-type: none"> <li>OB is based on two key elements-nature of people and nature of organization.</li> <li>Personality of a person refers to differences in characteristic patterns of thinking, feeling and behaving.</li> <li>Physiological need is the less powerful need than self esteem need of a human being.</li> <li>In the graphic rating scale technique, employees are ranked from highest to lowest.</li> <li>Avoiding is always an ineffective conflict management style because it ignores the conflict instead of confronting it directly.</li> </ol>	<p>8 marks</p> <p>7 marks</p>



	<p>vi) HR manager makes selection decisions in order to add employees to its workforce, as well as to transfer existing employees to new positions.</p> <p>vii) Communicating standards is the first step in the process of performance appraisal.</p>	
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