QUESTION PAPERS

BRANCH: Bachelor of Business Management	SEM: V
	OCT/NOV-2022

Sr. No.	Subject	Available
1.	Direct Tax (A)	
2.	Direct Tax (B)	
3.	Direct Tax (C)	
4.	131U06C501 – Logistic & Supply Chain Management (A)	
5.	131U06C501 – Logistic & Supply Chain Management (B)	
6.	131U06E502 – Strategic Financial Management	
7.	131U06E504 – Portfolio Management (A)	
8.	131U06E504 – Portfolio Management (B)	
9.	131U06E505 - Service Marketing (A)	
10.	131U06E505 - Service Marketing (B) , (C)	
11.	131U06E506 – Media Planning & Management	
12.	131U06E507 – Tourism Marketing	
13.	131U06E508 – Customer Relationship Management (A)	
14.	131U06E508 – Customer Relationship Management (B)	
15.		

Semester: June 2022 - October 2022
Examination: Semester End

Programme code: 06 Programme: BBM	Class: TY	Semester: V (SVU 2022)
Name of the Constituent College: S K Somaiya College	Name of the department/Section/Center: Business Studies	
Course Code:	Name of the Course: Direct Tax	

Instructions: 1.) Working notes are compulsory
2.) Q.1. – Q.3. have internal options. Q.4. is Compulsory.
3.) Figures to the right indicate full marks

Question No.		Max. Marks
Q.1. (A)	1. Explain the legal provision for determining residential status of an individual	08
	2. Mr.Nath a person of Indian origin who was abroad, returned to India for the first time on August 1, 2021 and again left India on February 15, 2022. What is his residential status for the Assessment year 2022-23?	07
	OR	
(B)	Mr. Jethalal, an Indian citizen, furnishes the following particulars of income earned during the previous year relevant to Assessment year 2022-23:	15

	Rs.
1. Professional fees received in India	22,000
2. Income earned in India but received in Rome	24,000
3. Dividend on shares of Indian companies:	
a. Received in India	12,000
b. Received abroad	8,000
4. Salary earned and received in Paris	28,000
5. Income from agriculture in Nepal	30,000
6. Income from business in U.K controlled from India	32,000

Compute his total income for the assessment year 2022-23 assuming the residential status as:

1. Resident and ordinarily resident;
2. Resident but not ordinarily resident;
3. Non-resident in India

Q.2. (A) Mr. Rahul, who is physically disabled to the extent of 65%, works in X ltd. a private company, from the following particulars of income provided for the previous year ended 31st March, 2022, you are required to compute the net taxable income for Assessment year 2022-23.

Particulars	Rs.
1. Basic Salary	7,00,000
2. Dearness Allowance	3,00,000
3. House Rent Allowance [Exempt up to Rs. 29,000]	90,000
4. Re-imbursement of Medical Expenses	22,000
5. Perquisite value of Motor Car, provided by the employer for official as well as personal use	40,000
6. Entertainment allowance Received	60,000
7. Profession Tax paid	2,500
Other Information:	
8. Director's Sitting Fees received	1,00,000
9. Dividend from Foreign Company	5,000
10. Dividend from Mutual Fund	25,000
11. Best Citizen award received from Government	10,000
12. He paid Medical Insurance Premium for self	22,500

15

OR

Q.2. (B)

1. Shri Ram Narain owns a residential house which he purchased on 25-06-1998 for Rs. 1,50,000. He incurred expenses of Rs. 1,50,000 towards cost of Improvement on 20-8-2003 on this residential house.

   The fair market value of the house on 1-4-2001 was Rs. 8,00,000.

   He sold this house on 12-2-2021 for Rs. 95,00,000.

The Cost Inflation Index for Financial year 2001-02 is 100, for financial year 2003-04 in 109 and for the financial year 2021-22 is 317.

08

You are required to compute the Taxable Capital Gains for the Assessment Year 2022-23.

2. Mr. C purchased 200 shares of Reliance Ltd. at Rs. 1850 per share on 26th November 2021 and sold the same at Rs. 2050 per share on 15th March 2022. Brokerage paid on purchase and sale is 0.5 % each.
Calculate capital gains

07

Q.3. (A) Mr. Moghe provides the following information for the previous year ended 31st March, 2022. You are required to compute his net taxable income for the ssessment year 2022-23:

15

Profit and Loss Account for the Year Ended 31-03-2022

Expenses	Rs.	Income	Rs.
To Rent	30,000	By Gross Profit	7,75,000
To Salaries	1,60,000	By Interest on Bonds	50,000
To Motor Car Expenses	25,000	By Dividend from Indian	
To Life Insurance Premium	60,000	Companies	15,000
To Income Tax	26,000		
To Printing & Stationary	10,000		
To Conveyance	36,000		
To Depreciation	35,000		
To Donations	25,000		
To Net Profit	4,33,000		
	8,40,000		**8,40,000**

Additional Information:
1. Salaries include Rs. 40,000 paid to Mr. Moghe's son. The amount Is considered reasonable based on his qualification and experience.
2. Depreciation as per Income Tax Rules is Rs. 38,000.
3. 40% of Rent paid in attributable towards his residence.
4. He paid Medical Insurance Premium for self Rs. 10,000 and spouse Rs. 8,000.
5. He received Maturity Proceeds of Life Insurance Policy Rs. 20,000.

OR

| Q.3. (B) | Mr. Padmpani provides the following information for the previous year ended 31st March, 2022. You are required to compute his net taxable income and tax liability for the Assessment year 2022-23: | | | | 15 |

Profit and Loss Account for the year ended 31st March,2022

Particulars	Rs.	Particulars	Rs.
To Office Salaries	2,80,000	By Gross Profit bid	12,00,000
To General Expense	80,000	By Interest on National	
To Interest on Capital	30,000	Saving Certificate	15,000
To Advance Income Tax	25,000	By Winning from Lotteries	65,000
To VAT paid	10,000		
To Income Tax	5,000		
To Donations	20,000		
To Bad Debts	70,000		
To Depreciation	45,000		
To Drawing	30,000		
To Net Profit c/d	6,85,000		
Total	12,80,000	Total	12,80,000

Additional Information:

1. He spent Rs. 26,000 as medical expenditure on his father "a very senior citizen". Who is not covered under medical Insurance scheme and he paid Rs. 4,000 to star Health Insurance Co. in respect of Medical Insurance for self.
2. Depreciation as per Income Tax Act Rs. 50,000.
3. General expenses include Rs. 12,000 spent on birthday celebration of his son.
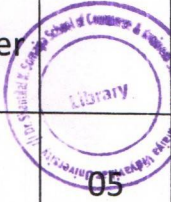

Q.4. (A) True or False: 10

1. A partnership firm cannot be an assessee as per Income Tax rules.
2. Share in income received by any member from HUF is exempt in hands of that member
3. Entertainment allowance is exempt to government employees.
4. If the assessee is severely handicapped, he can claim deduction of Rs. 75,000 under section 80U.
5. Profit on sale of share will be considered as long term capital gains only if holding period exceeds 12 months.
6. Bad debts are allowable business expenditure.
7. NAV award received from central government instituted in public interest is exempt from tax.

	8. Agricultural Income outside India is exempt from tax as per Income tax rules
	9. NAV of deemed to be let out property is always NIL.
	10. Tuition fees paid to an approved university is eligible for deduction under section 80C.

Q.4. (B)

Match the column:

05

| Column A	Column B
1. 80C	a. Approved pension funds
2. 80D	b. Interest on Education Loan
3. 80U	c. Mediclaim Premium
4. 80E	d. Investment in NSC
5. 80CCC	e. Physically handicap assessee

SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester: June 2022 – October 2022			
Examination: Semester End			
Programme code: o 6 **Programme: BBM**		**Class: TY**	**Semester: V** **(SVU 2022)**
Name of the Constituent College: S K Somaiya College		**Name of the** **department/Section/Center:** Business Studies	
Course Code:	**Name of the Course: Direct Tax**		

Instructions: 1.) Working notes are compulsory
          2.) Q.1. – Q.3. have internal options. Q.4. is Compulsory.
          3.) Figures to the right indicate full marks

Question No.		Max. Marks
Q.1. (A)	1. Mr. X, a USA citizen came to India on 15th October, 2021for a visit and was in India till 31st March, 2022. In earlier previous years, he is in India as under:	08

Previous Year	Days	Previous Year	Days
2011-12	188	2016-17	300
2012-13	190	2017-18	195
2013-14	185	2018-19	185
2014-15	200	2019-20	100
2015-16	40	2020-21	200

Find out the residential status of Mr. X for the assessment year 2022-23 assuming that he is not a person of India origin.

2. Dr. Ganesh had the following incomes during the previous year ended 31st March, 2022.

Particulars	Rs.

07

Salary received in India, from US Based Firm	12,000
Professional Fees earned in India, received in Australia	18,000
Payment received in London, for services rendered in Dubai	15,000
Interest Income received in India from company located in France	22,000
Salary received in Muscat from a company based in India	4,000
Amount brought into India out of the past untaxed profits earned in Italy	9,000

You are required to compute his total Income if he is –

(i)   Resident and ordinarily resident,

(ii)   Non-Resident and

(iii)   Resident but not ordinarily resident

OR

(B)   Explain the following with suitable examples: **15**
a. Assessment year
b. Person
c. Assessee
d. Income
e. Previous year
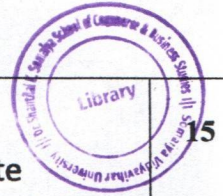
Q.2. (A)	Mr. Chintan Chitale a severely disabled (85%) is employed with pidlite Industries. He furnishes you the following information for the year ended 31st March, 2022.
	
	a. Basic Salary- Rs. 30,000 p.m.
	
	b. Dearness Allowance at 20% of Basic Salary
	
	c. Profession Tax deducted at Rs. 200 p.m.
	
	d. Bonus – Rs. 30,000
	
	e. House Rent Allowance Rs. 800 p.m. (fully taxable)
	
	f. Perquisite value of Gas, Water and Electricity – Rs. 2,500
	
	g. He owned a residential house which was used for his own residence. Fair rent Rs. 50,000 and Municipal valuation of the house was Rs. 60,000.
	
	h. He spent the following amounts during the year
	
	    (i) Municipal taxes paid -Rs. 6,000
	
	    (ii) Insurance of Property – Rs. 2,000
	
	    (iii) Interest on Housing loan from ICICI Bank Rs. 40,000 (Loan taken August 2018)
	
	i. He paid Rs. 4,000 by credit card to GIC for Medical Insurance of his health
	
	Compute the total income of Mr. Chintan Chitale for the Assessment Year 2022-23.
	
	 OR

Q.2.
(B)

Mr. Vijay Parker is partially blind (75% disability). He works with Maharashtra Furniture. For the year ended 31st March, 2022. He gives you following information:

Particulars	Amount (Rs.)
Basic Salary	4,80,000 per annum
Commission received	3,00,000 per annum
House Rent Allowance	1,20,000 per annum
(Exempt House Rent Allowance Rs. 42,900)	
Servant's Salary Allowance	60,000 per annum
Transport Allowance	39,600 per annum
Reimbursement of medical expenses	30,000
Profession Tax deducted	2,500
Particulars of Owned House (Let Out)	
Municipal Valuation (per month)	80,000
Rent received (per month)	1,00,000
(House was vacant for two months)	
Municipal Taxes paid	
a. By Owner	50,000
b. By Tenant	10,000
Interest on Capital Borrowed for Purchase of House paid during the year	1,20,000
Interest outstanding on 31st March, 2022	60,000

Other Information:

He had taken loan from Bank of Maharashtra for higher education of his son studying for engineering degree in Dehradun. During the year he paid

15

Rs. 40,000 as interest on his loan. Compute his taxable income for the assessment year 2022-23.

Q.3. (A)

Mr. Milind, Proprietor of M & Co. furnishes you the following information for the year ended 3-03-2022.

15

Debit	Rs.	Credit	Rs.
To Salaries	2,20,000	By Gross Profit	6,29,000
To Rent	60,000	By Interest Accrued on N.S.C	6,000
To Printing Expenses	15,000	By Gift from Father	51,000
To Advertisement Expenses	5,000	By Winnings from Lottery	1,12,000
To Motor Car Expenses	80,000		
To Embezzlement by Employee	11,000		
To Staff Welfare Expenses	30,000		
To Purchase of N.S.C	50,000		
To Depreciation	25,000		
To Net Profit	2,90,000		
Total	**7,98,000**	**Total**	**7,98,000**

Additional Information:

1. Depreciation as per Income Tax Rules Rs. 28,000.

2. Staff Welfare expenses include Rs. 10,000 for medical treatment of an employee.

3. Rent is paid for his residential house.

4. Advertisement expenses are incurred for an advertisement in the souvenir of a political party.

You are required to compute his total Taxable Income for the Assessment Year 2022-23.

Q.3.

(B)

Mr. Rahul is physically handicapped (82% disability). He furnished the following information for the year ended 31-03-2022.

15

Profit & Loss Account for the year ended 31-03-2022

Particulars	Rs.	Particulars	Rs.
To Postage and Telegram	24,000	By Gross Profit b/d	12,74,000
To Salaries	2,00,000	By Interest on Government Securities	20,000
To Gift to Son	12,000	By Divided from Indian Company	25,000
To Advertisement	15,000	By Income Tax Refund	20,000
To Wealth Tax paid	17,000		
To Electricity Charges	30,000		
To Interest on Capital	25,000		
To Depreciation	45,000		
To Provision for Doubtful Debts	16,000		
To Sundry Expenses	5,000		
To Net Profit c/d	9,50,000		
Total	13,39,000	Total	13,39,000

Other Information:

1. Depreciation allowed as per Income Tax Rules is Rs. 50,000

2. Provision for doubtful debts include bad debts written off to the extent of Rs. 2,000. You are required to compute the total income of Mr. Rahul for the assessment year 2022-23.

Q.4. (A)	True or False:	10

True or False:

1. A Partnership firm is not an assessee as per Income Tax rules.

2. Income from agricultural land in India is exempt from Tax.

3. Family pension received by widow of deceased employee is income from salary.

4. Advance salary is a part of Gross salary.

5. Purchase of office furniture is allowable expenditure.

6. The payment for medical insurance premium under section 80D should be in cash.

7. Net annual value of self-occupied property is always Nil.

8. Entertainment allowance is allowed as deduction under section 16, to only government employees.

9. An Indian citizen will always be an Indian resident.

10. Deduction under section 80U can be availed by all individuals.

Q.4. (B)

Match the following: 05

Column A	Column B
1. Residential House	a. Exempt Income
2. GST	b. Capital Asset
3. Gift from relatives	c. Investment in PPF
4. Gift from clients	d. Disallowable business expenditure
5. 80C	e. Income from Profession
	f. Allowable business expenditure

SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester: June 2022 - October 2022
Examination: Semester End

Programme code: o6 Programme: BBM		Class: TY	Semester: V (SVU 2022)
Name of the Constituent College: S K Somaiya College		Name of the department/Section/Center: Business Studies	
Course Code:	Name of the Course: Direct Tax		

Instructions: 1.) Working notes are compulsory
2.) Q.1. – Q.3. have internal options. Q.4. is Compulsory.
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Question No.		Max. Marks
Q.1. **(A)**	1. Explain the legal provision for determining residential status of an individual	08
	2. Mr.Nath a person of Indian origin who was abroad, returned to India for the first time on August 1, 2021 and again left India on February 15, 2022. What is his residential status for the Assessment year 2022-23?	07
	OR	
(B)	Mr. Jethalal, an Indian citizen, furnishes the following particulars of income earned during the previous year relevant to Assessment year 2022-23:	15
		Rs.
	1. Professional fees received in India	22,000
	2. Income earned in India but received in Rome	24,000
	3. Dividend on shares of Indian companies:	
	a. Received in India	12,000
	b. Received abroad	8,000
	4. Salary earned and received in Paris	28,000
	5. Income from agriculture in Nepal	30,000
	6. Income from business in U.K controlled from India	32,000

Compute his total income for the assessment year 2022-23 assuming the residential status as:

1. Resident and ordinarily resident;
2. Resident but not ordinarily resident;
3. Non-resident in India

Q.2. (A) Mr. Rahul, who is physically disabled to the extent of 65%, works in X ltd. a private company, from the following particulars of income provided for the previous year ended 31st March, 2022, you are required to compute the net taxable income for Assessment year 2022-23. **15**

Particulars	Rs.
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2. Dearness Allowance	3,00,000
3. House Rent Allowance [Exempt up to Rs. 29,000]	90,000
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5. Perquisite value of Motor Car, provided by the employer for official as well as personal use	40,000
6. Entertainment allowance Received	60,000
7. Profession Tax paid	2,500
Other Information:	
8. Director's Sitting Fees received	1,00,000
9. Dividend from Foreign Company	5,000
10. Dividend from Mutual Fund	25,000
11. Best Citizen award received from Government	10,000
12. He paid Medical Insurance Premium for self	22,500

OR

Q.2. (B) 1. Shri Ram Narain owns a residential house which he purchased on 25-06-1998 for Rs. 1,50,000. He incurred expenses of Rs. 1,50,000 towards cost of Improvement on 20-8-2003 on this residential house. **08**

The fair market value of the house on 1-4-2001 was Rs. 8,00,000.

He sold this house on 12-2-2021 for Rs. 95,00,000.

The Cost Inflation Index for Financial year 2001-02 is 100, for financial year 2003-04 in 109 and for the financial year 2021-22 is 317.

You are required to compute the Taxable Capital Gains for the Assessment Year 2022-23.

2. Mr. C purchased 200 shares of Reliance Ltd. at Rs. 1850 per share on 26th November 2021 and sold the same at Rs. 2050 per share on 15th March 2022. Brokerage paid on purchase and sale is 0.5 % each.
Calculate capital gains

Q.3. (A)

Mr. Moghe provides the following information for the previous year ended 31st March, 2022. You are required to compute his net taxable income for the ssessment year 2022-23:

Profit and Loss Account for the Year Ended 31-03-2022

Expenses	Rs.	Income	Rs.
To Rent	30,000	By Gross Profit	7,75,000
To Salaries	1,60,000	By Interest on Bonds	50,000
To Motor Car Expenses	25,000	By Dividend from Indian	
To Life Insurance Premium	60,000	Companies	15,000
To Income Tax	26,000		
To Printing & Stationary	10,000		
To Conveyance	36,000		
To Depreciation	35,000		
To Donations	25,000		
To Net Profit	4,33,000		
	8,40,000		**8,40,000**

Additional Information:
1. Salaries include Rs. 40,000 paid to Mr. Moghe's son. The amount Is considered reasonable based on his qualification and experience.
2. Depreciation as per Income Tax Rules is Rs. 38,000.
3. 40% of Rent paid in attributable towards his residence.
4. He paid Medical Insurance Premium for self Rs. 10,000 and spouse Rs. 8,000.
5. He received Maturity Proceeds of Life Insurance Policy Rs. 20,000.

OR

Q.3. (B) Mr. Padmpani provides the following information for the previous year ended 31st March, 2022. You are required to compute his net taxable income and tax liability for the Assessment year 2022-23:

Profit and Loss Account for the year ended 31st March, 2022

Particulars	Rs.	Particulars	Rs.
To Office Salaries	2,80,000	By Gross Profit bid	12,00,000
To General Expense	80,000	By Interest on National	
To Interest on Capital	30,000	Saving Certificate	15,000
To Advance Income Tax	25,000	By Winning from Lotteries	65,000
To VAT paid	10,000		
To Income Tax	5,000		
To Donations	20,000		
To Bad Debts	70,000		
To Depreciation	45,000		
To Drawing	30,000		
To Net Profit c/d	6,85,000		
Total	12,80,000	Total	12,80,000

Additional Information:

1. He spent Rs. 26,000 as medical expenditure on his father "a very senior citizen". Who is not covered under medical Insurance scheme and he paid Rs. 4,000 to star Health Insurance Co. in respect of Medical Insurance for self.
2. Depreciation as per Income Tax Act Rs. 50,000.
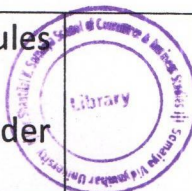3. General expenses include Rs. 12,000 spent on birthday celebration of his son.
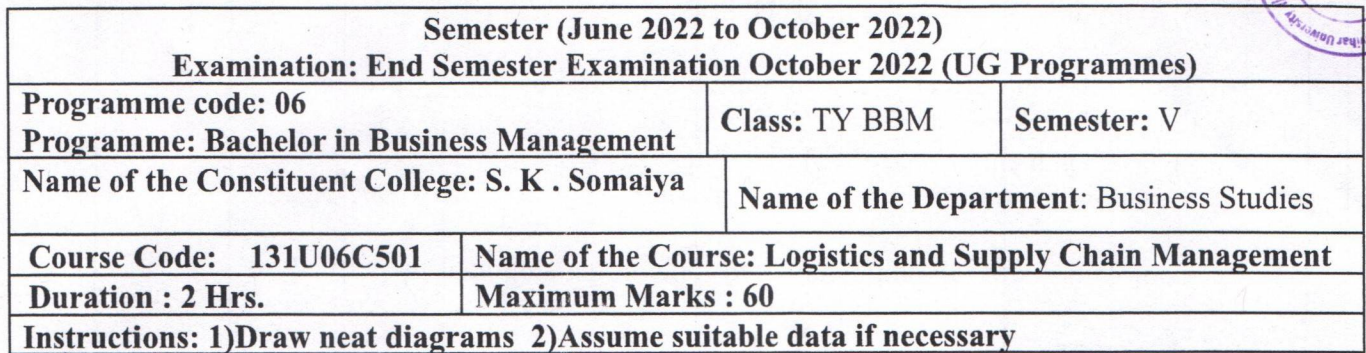
Q.4. (A) True or False:

1. A partnership firm cannot be an assessee as per Income Tax rules.
2. Share in income received by any member from HUF is exempt in hands of that member
3. Entertainment allowance is exempt to government employees.
4. If the assessee is severely handicapped, he can claim deduction of Rs. 75,000 under section 80U.
5. Profit on sale of share will be considered as long term capital gains only if holding period exceeds 12 months.
6. Bad debts are allowable business expenditure.
7. NAV award received from central government instituted in public interest is exempt from tax.

8. Agricultural Income outside India is exempt from tax as per Income tax rules
9. NAV of deemed to be let out property is always NIL.
10. Tuition fees paid to an approved university is eligible for deduction under section 80C.

Q.4. (B)

Match the column:

05

Column A	Column B
1. 80C	a. Approved pension funds
2. 80D	b. Interest on Education Loan
3. 80U	c. Mediclaim Premium
4. 80E	d. Investment in NSC
5. 80CCC	e. Physically handicap assessee

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

Programme code: 06 **Programme: Bachelor in Business Management**		**Class:** TY BBM	**Semester:** V
Name of the Constituent College: S. K . Somaiya		**Name of the Department**: Business Studies	
Course Code: 131U06C501	**Name of the Course: Logistics and Supply Chain Management**		
Duration : 2 Hrs.	**Maximum Marks : 60**		

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

Question No.		Max. Marks
Q.1	A) Define and elaborate the concept of Logistics? Explain any 4 elements of Logistics and its importance in today's business scenario in detail. "OR"	15
	B) Define Material Management? Explain its role in Logistics. C) Explain the concept of Green Logistics with the help of various Green Logistics techniques.	8 7
Q.2	A) Discuss the concept of Multi-Modal Transportation and its significance in Transportation, also explain the concept of RORO and LASH. "OR"	15
	B) Explain the factors affecting selection of a Logistical service provider. C) Define Supply Chain Management? Explain with the help of its features.	8 7
Q.3	A) Write a detailed note on Major Industrial zones in India and Major global trade routes. Explain the features of Golden Quadrilateral. "OR"	15
	C) Write a note on Cold Chain Logistics and BlockChain. D) Explain the concept of International Logistics with the help of its Features.	8 7

Q.4	A) Multiple Choice Questions
	
	 1) Mission of logistics is providing a means by which _____ is achieved.
	    a) Customer Image b) Goodwill
	    c) Customer satisfaction d) Customer problem
	
	 2) Logistics has its origin in _____ operations.
	    a) Military b) Science
	    c) History d) Biology
	
	 3) _____ are freight trains composed of cars carrying a single type of commodity that are all bound for the same destination.
	    a) Bullet Trains b) Unit Trains
	    c) Barges d) Container trains
	
	 4) The primary goal of the _____ logistics cycle is to move products or materials backward through the distribution network.
	    a) Green b) Reverse
	    c) Inbound d) Outbound
		8

5) Highest Flexibility is an important characteristic of _____ supply chain.
   a) Agile   b) Lean
   b) Variable   d) Hybrid

6) The Bull-Whip effect is a well-known symptom of _____ problems in the supply chain.
   a) Management   b) Planning
   b) Coordination   d) Controlling

7) Combining several shipments into one large shipment is termed as _____.
   a) Sorting   b) Mixing
   b) Assortment   d) Consolidation

8) In ERP system, what does the acronym ERP stands for?
   a) Electronic Resource Planning   b) Enterprise Resource Planning
   c) Electronic Resource programs   d) Enterprise Region Plan

B) True or False   7

1) Pipeline mode of transport is used for movement of liquid items.

2) Consumer packaging aims at attractive appeal and information sharing.

3) Break bulk is one of the service benefits of warehousing.

4) Transportation creates time utility.

5) TOFC stands for Truck on Flat car.

6) Inventory management involves maintaining the required level of stocks to meet customer requirements.

7) Customers are the last link in the supply chain.

SOMAIYA
VIDYAVIHAR UNIVERSITY

	October 2022		
**Examination: Semester Examination (UG Programs)**
Programme code: 06 **Programme: Bachelor in Business Management**		**Class: TY**	**Semester: 5**
	**Name of the Constituent College: S K Somaiya College**		**Name of the Department**: Business Studies
Course Code: 131U06C501		**Name of the Course: Logistics & Supply Chain Management**
Duration : 2 Hrs.		**Maximum Marks: 60**
**Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary**

Question No.			Max. Marks
Q.1		**Answer the Following**	15
a)		Describe meaning of integrated logistics, Explain with the help of Diagram? Explain in detail Concepts of Inbound and Outbound logistics	08
b)		Explain Logistics Mix? Explain the elements of Logistics mix in detail	07
**OR**	
c)		Explain Logistics Performance Cycle with all Parts of the diagram	08
d)		Explain the Concepts – Green Logistics, Cold Chain Logistics and Reverse Logistics	07
Q.2		**Answer the Following**	15
a)		Describe Logistical Outsourcing? Enumerate disadvantages of Outsourcing. Differentiate between 3PL and 4 PL	08
b)		Explain the importance of Material Handling with respect to all its principles (Minimum 14)	07
**OR**	
c)		Explain in detail use of BlockChain Technology in Logistics	08
d)		Explain the application of Big Data Analysis in SCM and its usefulness	07
Q.3		**Answer the Following**	15
a)		Describe warehousing? Explain 3 different types of Warehouses in detail with their advantages and disadvantages	08
b)		Explain the concept of Commercial Geography (CG), explain how CG impacts Economic Development of the County, and Role of Logistics in the development	07
**OR**	
c)		Describe Material Index? Explain the Assumptions and Limitations of Weber Theory of Plant location selection	08
d)		Enumerate SCM? Differentiate between SCM & Logistics. Also Explain the Bullwhip Effect	07
Q.4		**Answer the Following**	15
a)		**Multiple Choice Question, select appropriate option from given options**	07
1		_____ may lead to bad logistics. A) Minimum Lead time B) Minimum Order size C) Bad Information D) Bullwhip	
2		Combining several small shipments into one large shipment is termed as _____. A) Sorting	

	B) Assortment C) Mixing D) Consolidation	
3	The upstream supply chain is _____ A) Inside the organization B) Procurement of the materials C) Distribution of Product or Services D) Delivery of services to customers	
4	_____ is a service benefit of warehousing A) Break Bulk B) Consolidation C) Cross Dock D) Mixing	
5	_____ works as a consultancy firm for Logistics activities A) 2 PL B) 3 PL C) 4 PL D) 5PL	
6	A situation where goods sold by the company are called back: - A) Product Retain B) Product Receipt C) Product Recall D) Product Rental	
7	A quantity of goods or articles kept in storage to safeguard against unforeseen shortages or demands. A) Buffer Stock B) Stock Pilling C) Warehousing D) Spot Stock	
b)	**True or False**	**08**
1	Glass is the most recyclable packaging material	
2	Transportation cost is the major carrier selection determinant	
3	Integrated Logistics is a service-oriented processes	
4	Material handling analysis is a subset of Plant layout	
5	Hoists are devices which lift, swing and transport large and heavy materials	
6	There is total 07 major Industrial zones in India	
7	Block Chain technology identifies editing in original message	
8	In cold storage with Dry ice technique uses Carbon di-Oxide gas for low temp	

October 2022
Examination: Semester Examination (UG Programmes)

Programme code: Programme: TYBBM		Class: TY	Semester: V
Name of the Constituent College: S.K.Somaiya College		Name of the Department: Commerce and Management Studies	
Course Code: 131U06E502	Name of the Course: Strategic Financial Management		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)			

Question No.		Max. Marks
Q.1.(A)	Company requires an initial investment of Rs.1,20,000. The estimated net cash flows are as follows:	(15 M)

Year	Net Cash Flows (Rs.)
1	21,000
2	21,000
3	21,000
4	21,000
5	21,000
6	24,000
7	30,000
8	45,000
9	30,000
10	12,000

The rate of cost of capital is 10%
You are required to calculate:
- (i)   Payback Period
- (ii)   Net Present Value
- (iii)   Profitability Index
- (iv)   Internal Rate of Return with the help of 10% and 15% Discounting Factor

OR

Q.1.(B)	Explain the nature of Strategic Financial Management?	(8 M)
Q.1. (C)	What are the objectives of financial Management?	(7 M)

Q.2. (A)	Distinguish between Merger and Acquisition.	(8 M)
Q.2. (B)	What are the challenges associated with acquisition?	(7 M)

OR

Q.2. (C)	Aakash Ltd. belongs to a risk class of which the appropriate capitalization rate is 10%. It currently has 1,00,000 shares at Rs.100 each. The firm is contemplating declaration of a dividend of Rs.6 per share at the end of the current fiscal year	(8 M)

	which has just begun. Answer the following questions based on Modigliani and Miller Model and assumption of no taxes: (i) What will be the price of the shares at the end of the year if a dividend is declared? (ii) What will be the price of the shares at the end of the year if a dividend is not declared?	
Q.2. (D)	Following is the information of Shyam Co. Ltd. Rate of Return on Investment = 10% Cost of Capital (Ke) = 10% Earnings per share = Rs.10 Calculate the value (market price) of the shares using Walter Model when dividend payout is: (i) 50% (ii) 100%	(7 M)
Q.3. (A)	Entity A acquired a subsidiary, Entity B, during the year. Summarized information from the Consolidated Statement of Profit and Loss and Balance Sheet is provided, together with some supplementary information.	(15 M)

Consolidated Profit and Loss Account

Particulars	Rs.
Revenue	3,80,000
Cost of Sales	(2,20,000)
Gross Profits	**1,60,000**
Depreciation	(30,000)
Other Operating Expenses	(56,000)
Interest Cost	(4,000)
Profit Before Taxation	**70,000**
Taxation	(15,000)
Profit After Taxation	**55,000**

Consolidated Balance Sheet

Particulars	20X2 (Rs.)	20X1(Rs.)
Assets		
Cash and Cash Equivalent	8,000	5,000
Trade Receivables	54,000	50,000
Inventories	30,000	35,000
Property, Plant and Equipment	1,60,000	80,000
Goodwill	18,000	-
Total Assets	**2,70,000**	**1,70,000**
Liabilities		
Trade Payables	68,000	60,000
Income Tax Payables	12,000	11,000
Long Term Debts	1,00,000	64,000
Total Liabilities	**1,80,000**	**1,35,000**
Shareholder's Equity	**90,000**	**35,000**
Total Liabilities and Shareholder's	**2,70,000**	**1,70,000**

Other Information:

All the shares of Entity B were acquired for Rs.74,000 in cash. The fair values of assets acquired and liabilities assumed were:

Particulars	Rs.
Inventories	4,000
Trade Receivables	8,000
Cash	2,000
Property, Plant and Equipment	1,10,000
Trade Payables	(32,000)
Long Term Debt	(36,000)
Goodwill	18,000
Cash Consideration Paid	**74,000**

Prepare the Consolidated Statement of Cash Flows for the year 20X2, as per Ind AS 7.

<div align="center">OR</div>

Q.3. (B)

Find out the cash from operations by Direct Method and Indirect Method from the following information: **(15 M)**

Particulars	Rs.
Sales	10,00,000
Less: Cost of Goods Sold	7,00,000
Administration & Selling Overheads	1,10,000
Depreciation	14,000
Interest Paid	6,000
Loss on sale of assets	4,000
Profit Before Tax	1,66,000
Less: Tax	(60,000)
Profit After Tax	1,06,000

<div align="center">Balance Sheet as on 31st March</div>

Particulars	20X2	20X1
ASSETS		
Non-Current Assets		
Property, Plant and Equipment	1,50,000	1,30,000
Investment	24,000	20,000
Current Assets		
Inventories	24,000	26,000
Trade Receivables	20,000	14,000
Cash and Cash Equivalents	12,000	10,000
Total	**2,30,000**	**2,00,000**
Equity and Liabilities		
Shareholders' Fund	1,20,000	1,00,000
Non-Current Liabilities	66,000	70,000
Current Liabilities		
Trade Payables	24,000	16,000
Payable for Expenses	20,000	14,000
Total	**2,30,000**	**2,00,000**

Q.4. (A)

Multiple Choice Questions: (Any Eight) **(8 M)**

1. _____ is the concept of increasing the value of a business in order to increase the value of shares held by stockholders.
   (a) Profits

(b) Wealth

(c) Sales

(d) Loss

2. Profitability Index Method is an extension of
   (a) Net Present Value
   (b) Internal Rate of Return
   (c) Payback Period
   (d) Accounting Rate of Return

3. NPV technique is based on
   (a) Discounting procedure
   (b) Compounding procedure
   (c) Averaging procedure
   (d) Weighted Averaging procedure

4. Payback period for a project costing of Rs.10,00,000 with an annual cash inflow of Rs.2,50,000 will be _____
   (a) 4 years
   (b) 5 years
   (c) 6 yeas
   (d) 8 years

5. The dividend irrelevance theory was given by _____
   (a) Gordon
   (b) Walter
   (c) Ojha
   (d) Modigliani Miller approach

6. Which of the following stresses on investor's preference for current dividend than higher future capital gains?
   (a) Walter's Model
   (b) Residual's Model
   (c) Gordon's Model
   (d) MM Model

7. _____ merger involves firm engaged in unrelated types of activities.
   (a) Vertical
   (b) Horizontal
   (c) Conglomerate
   (d) Demerger

8. When one company takeover other company is called as ___
   (a) Amalgamation
   (b) Internal Reconstruction
   (c) External Reconstruction
   (d) Acquisition

9. Issue of Shares is _____ activities.
   (a) Investing
   (b) Financing
   (c) Operating
   (d) Profit and Loss

	10. Purchase of Machinery is _____ activities
	     (a) Financing
	     (b) Investing
	     (c) Operating
	     (d) Profit and Loss	

Q.4.(B)	State whether the following statements are True or False. (Any Seven) 1. Under strategic financial management, capital is not the limiting factor. 2. Profit maximization is the main aim of any business. 3. Payback period technique incorporates all cash flows of a proposal. 4. The reinvestment rate in NPV and IRR is always same. 5. Gordon's model suggest that dividend payment does not affect the market price of the share. 6. Walter's model supports the view that dividend is relevant for the value of the firm. 7. Sale of machinery is the cash flow from investing activities. 8. Dividend paid is the cash flow from financing activities. 9. In case of amalgamation there are two or more liquidations and one formation. 10. Absorption is said to take place when an existing company take over one or more existing companies.	(7 M)

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

Programme code: 06 Programme: BBM		Class: TY	Semester: V
Name of the Constituent College: S K Somaiya College		Name of the Department: Dept. of Business Studies	
Course Code: 131U06E504		Name of the Course: Portfolio Management	
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) What is an investment? What are the various objectives of investment?	7 M
	b) Mrs Priya purchase 300 shares of Seema Ltd at Rs 70 each on 10th Feb 2009. She paid a brokerage of Rs 500. She received dividends from the company as follows. June 2009 = Rs 300 June 2010= Rs 400 She sold all holdings on February 2011 for Rs 27,000. What is her holdings period return and AR?	8M
	OR	
Q.1.	c) Explain in detail Psychological Traps Investors Should Avoid.	7 M
	d) What is Asset liability management? Explain its Pros and Cons.	8M
Q.2. A.	a) Explain in detail Bond Portfolio Management Strategies. b) What ate the Sources of income from fixed-income instruments?	7 M 8M
	OR	
Q.2.	c) What is an Efficient market hypothesis? Explain three forms of the Efficient market hypothesis.	7 M
	d) Risk-free return may be taken at 14% You are required to calculate : 1. Expected Rate of Return of Portfolio in each using CAPM. 2. Average Return of Portfolio.	8M

Securities	Initial Price	Dividend/ Interest	Market Price (End of the Year)	Beta Risk Factor
A Ltd	25	2	50	0.8
B Ltd	35	2	60	0.7
C Ltd	45	2	135	0.5
D Ltd	1000	140	1005	0.99

Q.3.	a) Discuss in brief the Risk Return Relationship.	7 M
	b) The rate of return of stock A and B under the different status of the economy are given below: i) Calculate the expected return and standard deviation of return on both stocks. ii) If you could invest in either stock A or stock B, but not in both. Which stock would you prefer?	8M

Particular	Boom	Normal	Recession
Probability	0.30	0.50	0.20
Return on Stock A (%)	30.00	50.00	70.00
Return on Stock B (%)	70.00	50.00	30.00

OR

Q.3.	Compute the Beta factor and expected return using CAPM for Raj Ltd and Taj Ltd. Return on government securities is 8%. Return in earlier years are as follows:	15 M

Year	Raj Ltd	Taj Ltd	Market (%)
1	20	18	18
2	20	20	14
3	16	16	13
4	24	18	15

Q.4. A.	**State whether the following are True or False:** 1. The psychological attitude of investors is conservative and cautious. 2. Investment is a continuous process. 3. Speculation is an immediate event. 4. Investment is something of value or an event with an uncertain outcome with the primary intend of winning additional money or material goods. 5. Public Provident Fund (PPF) is one attractive tax-sheltered investment scheme for middle-class salaried persons. 6. Gold and silver act as secret assets. 7. ULIP premium can be deducted from your taxable income upto the permissible limit u/s. 80C. 8. Investing in equity share is a tax saving investment. 9. The Post Office Savings Account is the deposit scheme offered by the department of post on which fixed interest is paid. 10. Life insurance is an investment for the security of life.	10 M

Q.4. B.	**Match the following:**	5 M

Group A	Group B
1. Type A Investor – Conservative	a) Risk means 'possibilities
2. Type B Investor – Moderately	b) Risk means 'opportunity
3. Type C Investor – Balanced	c) Risk means 'thrill'
4. Type D Investor - Moderate Growth	d) Risk means 'uncertainty
5. Type E Investor - Growth	e) Investor seeks to protect your capital.

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

Programme code: 06		
Programme: BBM	**Class: TY**	**Semester: V**
Name of the Constituent College: S K Somaiya College	**Name of the Department:** Dept. of Business Studies	
Course Code: 131U06E504	**Name of the Course: Portfolio Management**	
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) What are the various investment alternatives available in India?	7M
	b) Mr Vijay purchased 200 shares of Vijay Ltd. For 5 years at Rs 600 each. He paid brokerage @2% at that time the company paid the following dividend. The current price of the share is Rs 700. Calculate the holding period return and annualized return if he sells the share now.	8M

	Year 1	Year 2	Year 3	Year 4	Year 5
Dividend Per Share	3	3	4	4	5
Dividend Amount	600	600	800	800	1000

	OR	
Q.1.	c) Explain in detail Financial Psychology.	7M
	d) State the importance of Asset allocation.	8M
Q.2.	a) What are an investment strategy and its types?	7M
	b) What is Market Neutral?	8M

	OR	
Q.2.	c) Distinguish between SML and CML.	7M
	d) Risk-free return may be taken at 14% You are required to calculate :	
	1. Expected Rate of Return of Portfolio in each using CAPM. 2. Average Return of Portfolio.	8M

Securities	Initial Price	Dividend/ Interest	Market Price (End of the Year)	Beta Risk Factor
A Ltd	25	2	50	0.8
B Ltd	35	2	60	0.7
C Ltd	45	2	135	0.5
D Ltd	1000	140	1005	0.99

Q.3.	a) Explain CML with a diagram.	7 M

	b) Given below are the likely returns in the case of shares of A ltd and B Ltd. in the various economic conditions. i) Calculate the expected return and standard deviation of return on both stocks. ii) If you could invest in either stock of A ltd or B ltd, but not in both. Which stock would you prefer?	8M

Economic Condition	Probability	A ltd returns (%)	B ltd returns (%)
High growth	0.3	15	10
Low growth	0.4	13	11
Stagnation	0.2	9	12
Recession	0.1	6	14

OR

Q.3.	From the following information you are required to calculate a) Measure of systematic risk b) Expected return using measure of systematic risk Risk free rate of return =10%	15M

Year	% Return of Karan ltd	% Return of Arjun ltd	Market Return
1	10	13	11
2	12	15	13
3	14	17	15
4	14	12	12
5	18	14	11
6	11	12	10
7	12	15	12

Q.4. A.	**State whether the following are True or False:** 1. Public Provident Fund (PPF) is one attractive tax-sheltered investment scheme for middle-class salaried persons. 2. Gold and silver act as secret assets. 3. ULIP premium can be deducted from your taxable income upto the permissible limit u/s. 80C. 4. Investing in equity share is a tax saving investment. 5. The Post Office Savings Account is the deposit scheme offered by the department of post on which fixed interest is paid. 6. .Life insurance is an investment for the security of life. 7. Type A Investors wish to adopt a diversified portfolio to somewhat protect them from inflation and tax. 8. Investment means the production of capital goods - goods which are not consumed but instead used in future production. 9. Debentures are long-term investment options with a fixed stream of cash flow depending on the quoted rate of interest. 10. Gold and silver are useful as a store of wealth. 11. Speculation is an act of conducting a risky financial transaction, in the hope of substantial profit. 12. The psychological attitude of investors is conservative and cautious. 13. Investment is a continuous process. 14. Speculation is an immediate event. 15. Investment is something of value or an event with an uncertain outcome with the primary intend of winning additional money or material goods.	15M

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

Programme code: 06 Programme: BBM		Class: TY	Semester: V
Name of the Constituent College: S K Somaiya College		Name of the Department: Dept. of Business Studies	
Course Code: 131U06E505		Name of the Course: Services Marketing	
Duration: 2 Hrs.		Maximum Marks: 60	

Instructions: 1) Figures to the right indicate maximum marks.
2) Draw neat diagrams 3) Attempt all questions

Question No.		Max. Marks
Q.1. A.	Describe suitable approaches for classifying Services with proper justification.	15 M
	OR	
Q.1. B.	i) Elaborate on the distinctive characteristics of Services. ii) Distinguish between Goods and Services.	8 M 7 M
Q.2. A.	Explain the 7 Ps with reference to Hospital or Tourism sector.	15 M
	OR	
Q.2. B.	i) Explain the various Pricing Strategies in services. ii) Discuss the various strategies used for managing supply to match excess demand.	8 M 7M
Q.3. A.	i) Develop a Blueprint or a flow chart to depict the delivery process of Hotel Industry. ii) Discuss the concept of Service Triangle with diagrammatic representation.	8 M 7 M
	OR	
Q.3. B.	**Analyze the case and answer the questions given below:** Navy Tutorials attracted the Undergraduate students with air-conditioned classrooms, excellent faculty, Test Series, and picnics, twice a semester. In semester 5, Professor Raj Vaidya who was very famous for a technical paper for his expertise as he was nearing the last module, he met with an accident and was hospitalized. He completed the syllabus by sending lecture notes online but being a technical paper, the students didn't understand much. On the day of the examination, the students found more than half of the questions from those modules, and they couldn't perform well. a) What steps in the recovery procedure should have been taken by Navy tutorials. b) Explain the importance of RATER as a dimension of service quality with reference to the above case.	15 M 07 08
Q.4	**Analyze the case and answer the questions given below:** Kartik was delighted to get a phone call from the company saying that the new car that had been launched only a month back was ready for delivery. The appointment was fixed for the next morning at 10am. Kartik and his family reached the show room promptly at 10, hoping to collect the vehicle before the inauspicious Rahu Kalam began at 12. When he entered the showroom, nobody asked him who he was and what we wanted. After some time, he was attended to and was told to	15

wait. An empty chair was pointed out to him, and the rest of the family had to stand. After a few minutes a young lady came with all smiles and asked whether he had bought the balance money and whether he would like to select accessories from the list which were full two pages. What balance, asked Kartik? I have paid the entire amount. Let me get the car first. She again handed over an insurance cover and after much delay and paperwork, Kartik got the car at 12:30 pm.

a) Identify the service gaps in this case and how you would rectify the same. — 08

b) Explain the core and supplementary products with reference to the flower of service. — 07

	Semester (June 2022 to October 2022) Examination: End Semester Examination October 2022 (UG Programmes)		
Programme code: 6 Programme: BBM		Class: TY	Semester: V
Name of the Constituent College: S K Somaiya College		Name of the Department: Dept. of Business Studies	
Course Code:		Name of the Course: Services Marketing	
Duration: 2 Hrs.		Maximum Marks: 60	

Instructions: 1) Figures to the right indicate maximum marks.
2)Draw neat diagrams 3) Attempt all questions

Question No.		Max. Marks
Q.1. A.	Describe suitable approaches for classifying Services with proper justification.	15 M
	OR	
Q.1. B.	i)Elaborate on the distinctive characteristics of Services. ii) Distinguish between Goods and Services.	8 M 7 M
Q.2. A.	Explain the Extended Ps with reference to Hospital or Tourism sector.	15 M
	OR	
Q.2. B.	i) Explain the various Pricing Strategies in services. ii) Discuss the various strategies used for managing supply to match excess demand.	8 M 7M
Q.3. A.	i) Develop a Blueprint or a flow chart to depict the delivery process of Hotel Industry. ii)Elaborate on the Role of Technology in Services.	8 M 7 M
	OR	
Q.3. B.	**Analyze the case and answer the questions given below:** Navy Tutorials attracted the Undergraduate students with air-conditioned classrooms, excellent faculty, Test Series, and picnics, twice a semester. In semester 5, Professor Raj Vaidya who was very famous for a technical paper for his expertise as he was nearing the last module, he met with an accident and was hospitalized. He completed the syllabus by sending lecture notes online but being a technical paper, the students didn't understand much. On the day of the examination, the students found more than half of the questions from those modules, and they couldn't perform well. A) Identify the failure in the services. B) What steps in the recovery procedure should have been taken by Navy tutorials. C) Explain the importance of RATER as a dimension of service quality with reference to the above case.	15 M
Q.4. A.	**Choose the correct alternatives:**	7 M
i)	_____ is mainly due to the inability of inventorying services. a) Intangibility b) Perishability c) Inseparability	

d) Tranquility

ii) _____ is the extent to which the customers are willing to accept variations in service performance.
a) Customer gap
b) Moments of truth
c) Service encounters
d) Zone of tolerance

iii) Which of the following is not an element of physical evidence
a) Employee dress
b) Decor and artifacts
c) Ambience
d) Employee training

iv) Internal marketing refers to satisfying the _____
a) Employees of the organization
b) Customers of the organization
c) Customers as well as employees
d) Corporate social responsibility

v) Empathy refers to _____
a) Providing services at the expected level
b) Being available all the time
c) Being considerate and ready to assist customers
d) Providing home delivery

vi) SEC qualities stand for _____
a) Search, Excellence, Credence.
b) Search, Experience, Credence.
c) Search, Experience, Credit.
d) Stage, Experience, Credence

vii) Customer satisfaction can be defined by comparing _____
a) Predicted service and perceived service
b) Predicted service and desired service
c) Desired service and perceived service
d) Adequate service and perceived service.

Q.4. B.	Answer the following:	8 M

i) Give two reasons for the growth of service economy.

ii) What are Moments of truth?

iii) What are the implications of Heterogeneity

iv) Two recent trends in Education sector.

v)	Draw the levels of a service.	
vi)	Name the service encounters.	
vii)	Name the elements of physical evidence	
viii)	Give one point of distinction between core and peripheral services.	

Semester(June 2022 to October2022)
Examination:EndSemesterExaminationOctober2022(UGProgrammes)

Programmecode:6 Programme:BBM		Class: TY	Semester: V
Name of the Constituent College: S K Somaiya College		Name of the Department: Dept. of Business Studies	
Course Code:		Name of the Course: Service Marketing	
Duration: 2 Hrs.		Maximum Marks: 60	

Instructions:1) Figures to the right indicate maximum marks.
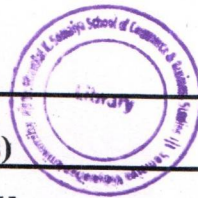2)Draw neat diagrams3) Attempt all questions

Question No.			Max. Marks
Q.1.A.		Explain the Gap Model in detail with diagrammatic representation and suitable examples.	15 M
		OR	
Q.1. B.	i)	Discuss various Service pricing strategies.	5 M
	ii)	Write short notes on a) Zone of tolerance. b) Different type of customer contact c) Characteristics of Services	10 M
Q.2.A.		Explain the 7 Ps with reference to Airtel.	15 M
		OR	
Q.2. B.	i)	Illustrate and explain the Service Life cycle with diagrammatic representation and suitable example.	8 M
	ii)	Describe the Service Blueprint? Explain the concept with example.	7 M
Q.3.A.	i)	Explain in detail - SERVQUAL Model.	7 M
	ii)	Discuss the concept of Service Triangle with diagrammatic representation and suitable examples.	8 M
		OR	
Q.3. B.		**Analyze the case and answer the questions given below:** The Influence of Servicescape on customer loyalty has always been questioned till "Booms and Bitner" defined a Servicescape as "the environment in which the service is assembled and in which the seller and customer interact, combined with tangible commodities that facilitate performance or communication of the service". In other words, the Servicescape refers to the non-human elements of the environment in which service encounters occur. The Servicescape includes the appearance, equipment, signage, and layout of a service outlet. The Servicescape includes the facility's exterior (landscape, exterior design, signage, parking, surrounding environment) and interior (interior design and decor, equipment, signage, layout) and ambient conditions (air quality, temperature, and lighting). In addition to its effects on customer's individual behaviors, the Servicescape influences the nature and quality of customer and employee interactions, most directly in interpersonal services. Companies design their Servicescape to add an atmosphere that enhances the customer experience and that will affect buyers' behavior during the service encounter. Starbucks have also included their employees in the service strategy that they have created. They also depend on the quality, environmental	15 M

practices, and work ethics. Employees of Starbucks undergo a lot of intensive trainings, in order to be able to deliver the customers the wonderful experiment of drinking coffee at Starbucks. The experience of Starbucks depends highly on providing a comfortable atmosphere to the customers. The goal in this case is to make the customers feel they are at home. They use comfortable chairs and couches, which means that the customers are welcomed to stay for long. They also use a lot of round tables, which also means that the customers can sit there alone, maybe studying, reading a book, or just enjoying a high-quality coffee; unlike the cornered tables, which mean that more than one person should be sitting at these tables.

Starbucks can also be a good place to do business meetings. With the introduction of free Wi-Fi to Starbucks, it did not only attract students and regular coffee lovers. This also has made Starbucks a preferred destination to undergo business meetings, especially with the digital revolution taking a rapid grow. This slight innovation of adding free Wi-Fi, has changed a trend in the fast-food industry, customers now prefer to sit in the shop, rather than ordering a drink to take away. Although Starbucks have worked on their Servicescape to create an in-store experience for the customers, many customers were also happy about the drive-thru service. Branches with drive-thru service had 50% more business than that of branches with no drive-thru. However, the way that Starbucks differentiated themselves and gained the customers loyalty, has first raised the bar higher in the industry, second it has raised the entry barriers to the industry, and third, Starbucks has made their strategy hard and expensive to imitate.

Q1 -Explain the relevance of Servicespace in Starbucks success in connection to the case. (8M)

Q2 - Highlight various services cape elements of Starbucks. (7M)

Q.4.A.	Choose the correct alternative from the following	8 M

Choose the correct alternative from the following

1. _____ cannot be owned stored or touched.
   (Goods, Services, Tangibles, Intangible)

2. Services are _____to evaluate.
   (Easy, Hard, Moderate, impractical)

3. _____ customers are least likely to take any action.
   (Active ,Passive, Voicers, Irate)

4. Positioning strategy by _____ is when you try to position against competition.
   (Comparison, Consumer, Guarantee, Warrantees)

5. The flower of services includes _____ petals in the core and peripheral services .
   (1 ,6, 8, 7)

6. Pure services need _____ level of involvement
   (Moderate, High, Low, Does not require any involvement)

7. _____ helps to overcome Inseparability.
   (Training of employees, education, service marketing, over marketing)

	8.	_____ is the process which is used to create image in the mind of the customers. (Segmentation, Positioning, Targeting, Marketing)	
Q.4. B.		**Answer the following concepts:**	7 M
	1	Levels of service	
	2	Intangibility	
	3	Service	
	4	Experience Quality	
	5	Demand strategies to match supply	
	6	The Company/ Provider Gap	
	7	Role of Technology in Services.	

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

Programme code:6 Programme: BBM		Class: TY	Semester: V
Name of the Constituent College: SKSomaiya College		Name of the Department Business studies	
Course Code:131U06E506	Name of the Course: Media Planning & Management		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary			

Question No.		Max. Marks
Q.1	What are the sources required for media research?	15
	OR	
	Give in detail the role and importance of media in influencing consumer buying decisions.	15
Q.2	Explain the factors affect the television media decisions.	15
	OR	
	Explain the advantages and limitations of print media.	15
Q.3	What are the methods of setting media budget	15
	OR	
	Explain Radio Metrics and Plan Metrics in detail	15
Q.4 A	Multiple Choice Question(All Compulsory)	15
1.	_____ is the first step in starting the research process. (Searching sources of information, Survey of related literature, Identification of problem, Searching for solutions)	
2.	_____ is not a type of an interactive media (Apps, Social Media, Television, Virtual Reality)	
3.	Media literacy means the ability to---------- (Read and write, create professional media, Understand and use media, Prepare for a career in media)	
4.	The basic function of media research is to find the most effective media for _____ (Distribution, Advertising, Sales, logistics)	
5.	ROP stands for _____ in print media (run of press, readership of paper, regulator of press, run of print)	

6.	One weakness in using out-of-home media is---------- (Relatively Low Cost, Difficult to Measure and Control, Delivers Excellent Reach, Demographic Flexibility)
7.	Media planners begin their work by doing media _____ (research, message, buying, selling)
8.	Media is a most powerful tool of _____ (Profit, Communication, Sales, attitude)
9.	Media has four main characteristics; speed, reach, power & --------- (finance, budget, frequency, cost)
10.	Media aims at reaching_____ target audience. (Large, Small, Limited, Local)
11.	In-store advertising is a form of------------- (Product placement, Place mix, Point of Purchase, Testimonial)
12.	Creating and securing a brand name in the physical world requires extensive marketing. ----------- (Research, strategy, effort, media)
13.	An effective media strategy requires a degree of _____. (continuity, media mix, flexibility, discontinuous)
14.	_____ is a way of describing audience based on factors such as age, gender, education level, town class, income etc. (Demographic, Psychographic, Socio-economic, Infographics)
15.	_____ refers to the number of people that will be exposed to a media vehicle at least once during a given period of time. (Frequency, Reach, CPP, CPM)

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

Programme code:			
Programme: BBM		Class: TY	Semester: V
Name of the Constituent College: S K Somaiya College		Name of the Department: Dept. of Business Studies	
Course Code: 131U06E507		Name of the Course: Tourism Marketing	
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 features of Tourism Marketing.	15 M
	OR	
Q.1. B.	Elaborate the 7A's of Tourism Destinations?	15 M
Q.2. A. i)	Discuss the 4 types of tourists.	8 M
ii)	Explain the conditions necessary for growth of package tours.	7 M
	OR	
Q.2. B.	Elaborate in brief DLC with an example.	15 M
Q.3. A.	Discuss the steps involved in setting up a travel agency.	15 M
	OR	
Q.3. B.	Read the case study and answer the following questions-	15 M

Need of Planning & policy for Development of Travel &Tourism

Good tourism planning provides profitable development and brings positive economic and social benefits to the community, it also carries inevitable drawbacks. Therefore, developers must incorporate ways to enhance human welfare and happiness. These include insistence on quality architectural, landscape, and environmental design; planning for transportation; and energy conservation and education. If such diverse goals are to be achieved, planners must implement a model that will guide their thinking by incorporating each aspect (including various political aspects) into a master plan. These include zoning, road maintenance, water and sewage treatment systems, and promotional expenses.

Tourism Planning Vs. Tourism Policy
Because tourism policy formulation and tourism planning are very directly related to one another, it is important to distinguish between the two, to identify their similarities and their differences in a tourism context. Their similarities are as follows:
1. They both deal with the future development of a tourism destination or origin.
2. They both emphasize the strategic somensions of managerial action, although planning must also address a number of tactical concerns.
Their differences are listed below:
1. Policy is the stand point of an administration.

2. Policy formulation is definitely "big picture", while much of planning is characterized by an attention to detail.

3. Policy formulation is a creative, intellectual process, while planning is generally a more constrained exercise by the Government.

4. Policy, particularly its visioning component, has very long-term strategic emphasis, while planning tends to be a more restrictive in its time horizon Such as one, five, ten and even twenty years plans.

5. Policy formulation must allow newer circumstances and technologies to be considered. In contrast, planning teds to assume current conditions and technologies, with some allowances for predictable change.

Need for Tourism Planning

The decision to develop tourism or expand present tourism development in a community, a region, or a country must be studied carefully. The socio-economic benefits from tourism are powerful. Tourism development looks attractive to both developed and underdeveloped countries with the right preconditions- some combination of natural, scenic, historical, archeological, cultural, and climate attractions. Tourism is a growth industry; and while that growth may show some slowing in the short run, the long run prospects are good. The expected continued growth is based on continually rising per capita incomes, lower travel costs, increased leisure time, and changes in consumers' tastes and preferences toward travel, recreation and leisure goods and services. Many advocates look at tourism as a panacea for solving an area's development problems. This view is unrealistic because benefits may be accompanied by detrimental consequences. A review of some advantages and disadvantages arising from tourism development will indicate why careful planning is necessary. Major arguments for tourism are that it. Furthermore, too many visitors can have a harmful impact on life in the host country and on the visitors themselves. The beautiful landscape can suffer through thoughtless and unwise land development and construction methods. And customers and crafts can be vulgarized by over emphasis on quantity and cheapness. These responsibilities cannot really be blamed on tourism, but rather on over commercialization. Tourism is one of the world's greatest and most significant social and economic forces. But government officials and business people must weigh economic benefits against the possible future degradation of human and natural resources. Viewing comprehensively the relationship between tourism and community, state, regions, and countries requires consideration of many difficult issues: the quality of architecture, landscape and environmental design; environmental reclamation and amenity; natural conservation; land use management; financial strategies for long term economic development; employment; transportation; energy conservation; education, information and interpretation systems and more.

Questions for discussion
1. Discuss the importance of planning in tourism.
2. Explain the need for planning in Tourism

Q.4. A.	Explain the following-	
i)	Leisure travelers	7 M
ii)	FHRAI	

iii)	Group Incentive tours	
iv)	Two city tour package	
v)	Destination marketing	
vi)	World Travel & Tourism Council	
vii)	Mobile bookings	
Q.4. B.	Choose the correct option-	8M
i)	As per TALC, the profit of a firm at the rate of Growth stage would be? 1. Minimum 2. Maximum 3. Decreasing 4. Increasing	
ii)	In tourism industry and tourism marketing, travel agent is known as ? 1. Agent 2. Negotiator 3. Spoke person 4. Intermediaries	
iii)	Market penetrating price is starting with a _____ price? 1. Zero price 2. Low price 3. Minimum price 4. High price	
iv)	4 P's of marketing 1.Place2.Price3.Promotion4._____ 1. Product 2. People 3. Packaging 4. Process	
v)	From the below options which suits for promotion? 1. Discounted price 2. Whole sale price 3. Trade fares 4. Outdoor selling	
vi)	Negative effects of tourism activity are 1. overstated 2. minor 3. usually due to deliberate actions 4. often due to carelessness by tourists	
vii)	Awareness-raising of environmental issues is unlikely to be effective because 1. tourists know about these issues 2. tourists do not care about these issues 3. awareness is necessary but not of itself sufficient to change behavior 4. tourists will become confused regarding what behavior to change	
viii)	Volunteer tourism is unethical if 1. volunteers do not respect their host communities 2. volunteers are organized by commercial organizations 3. volunteers do not spend money in their host communities 4. the local infrastructure is undeveloped	

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

Programme code:06 Programme: BBM	Class: TY	Semester: V
Name of the Constituent College: S. K SOMAIYA COLLEGE		Name of the Department : BUSINESS STUDIES
Course Code: 131U06E508		Name of the Course: CUSTOMER RELATIONSHIP MANAGEMENT
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)	Diagrammatically explain various psychological steps across relationship stages.	8 marks
	(B)	Define CRM along with the types of CRM	7 marks
OR			
	(C)	Elaborate the evolution of CRM.	8 marks
	(D)	Enumerate the reasons for the growing importance of CRM. Explain the pillars of CRM.	7 marks
Q.2	(A)	Discuss various criteria considered for evaluating technological solutions for CRM.	8 marks
	(B)	Write a note on Sales force Automation.	7 marks
OR			
	(C)	Describe E-CRM? Explain its components in detail.	8 marks
	(D)	Summarize examples of loyalty programs along with ways of evaluating loyalty programs .	7 marks
Q.3	(A)	Explain the strengths of the RFM analysis model with the help of an example.	8 marks
	(B)	Summarize customer loyalty programs and the impact of Service quality on loyalty?	7 marks
OR			
	(C)	Read the case carefully and answer the questions given below- The Fashion brand Look Me has developed effective relationship with its customers. What is impressive about Look me is its ability to have dedicated and loyal customer base despite lack of advertising. Using CRM software, Look Me is able to collect information about sales, popular products and produce new collections quickly as per the latest trends and preferences of its customers. This results in quick output in limited edition, making their products more exclusive and desirable. Look Me is a fantastic example of CRM data used effectively in order to improve the brand and keep up with the latest preferences of their customers therefore boosting sales, brand awareness and profits. Questions- 1. State and explain the CRM Strategies adopted by Look Me. 2. Suggest new methods to improve customer retention.	 5 marks 5 marks

		3. Describe an effective strategy in CRM implementation for Look Me.	5 marks

Q.4	(A)	Explain the concepts
		  i) Data Warehousing
		  ii) Market basket analysis
		  iii) Campaign management
		  iv) CRM analytics.
		  v) Data Management.
		  vi) Microsoft CRM Solutions.
		  vii) Call Scripting
		  viii) Technology defectors
			8 marks

	(B)	True or false-
		  i) Cyber agents are viable means of providing basic customer support.
		  ii) Calls made by the customers to the call centers are a part of inbound communication.
		  iii) CRM maintains relationships with customers by frequent contacts so as to obtain their maximum data.
		  iv) Converting leads into customers is the first step in the process overview of CRM.
		  v) Market basket analysis is also known as trigger analysis.
		  vi) Customer intimacy is a type of social bond.
		  vii) Product leadership is a source of creating customer value.
			7 marks

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

Programme code:06 **Programme: BBM**	**Class:** TY **Semester:** V
Name of the Constituent College: S. K SOMAIYA COLLEGE	**Name of the Department** : BUSINESS STUDIES
Course Code: 131U06E508	**Name of the Course: CUSTOMER RELATIONSHIP MANAGEMENT**
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 CRM. Explain the evolution of CRM in detail.	8 marks
	(B)	Write a note on CRM analytics along with its functions and benefits.	7 marks
OR			
	(C)	How does customer defection affect the organization? Explain the types of defectors.	8 marks
	(D)	Diagrammatically explain the CRM framework in detail.	7 marks
Q.2	(A)	What is sales force automation? Explain the host of support functions provided by SFA to the organizations.	8 marks
	(B)	Write a note on Global product CRM market.	7 marks
OR			
	(C)	Explain the different steps involved in the process overview of CRM with relevant examples?	8 marks
	(D)	Customer service v/s customer support.	7 marks
Q.3	(A)	Explain the category of unprofitable customers. How can organizations convert unprofitable customers into profitable ones?	8 marks
	(B)	What is market basket analysis? Explain the purpose and how it is done?	7 marks
OR			
	(C)	Read the case carefully and answer the questions given below- Glyco was a provider of fast-moving consumer goods. The organisation was incurring huge losses consecutively for three years. Considering the ongoing issues, it decided to hire a research agency to sort the current problems. The agency conducted research to determine the root cause of the problem after continuous efforts of few months it was found that Glyco was not able to maintain sound relationships with its customers, therefore most of the valuable customers of the organisation switch to other brands. Now the CEO of the organisation decided to conduct a meeting with the heads of different departments in the meeting. It was decided that the organisation would apply various strategies to build strong relationship with its customers. Organisation started providing financial incentive to its customers by offering products at lower prices. In addition, it focused more on providing better customer service and winning the trust of customers. By applying these strategies, Glyco was able	

		to generate huge profit and regain its valuable customers. Not only this it was able to maintain a huge customer database effectively. Questions Questions-	
	(a)	Why was Glyco incurring heavy losses?	5 marks
	(b)	Explain the importance of maintaining CRM systems with reference to Glyco limited.	5 marks
	(c)	As an advisor of Glyco, suggest some ways of developing customer loyalty	5 marks
Q.4	(A)	Explain the concepts i) What is switch selling? ii) Why is call routing used in call centers? iii) Explain predictive modelling. iv) What is campaign management? v) Name the 3 stages of data warehousing. vi) What is RFM analysis? vii) State any 2 CRM strategies in B2B business model. viii) Explain E-CRM.	8 marks
	(B)	True or false- i) Enablers of CRM includes information, process, technology and customers. ii) Customer value= cost / benefits. iii) CRM helps the organizations in providing advanced security to its customers. iv) Integrated information system is a type of structural bond. v) Service quality variables does not influence customer loyalty. vi) Customer delight exists when perception < expectation. vii)Net promoter score helps the organizations to evaluate the success of loyalty programs.	7 marks