

# SOMAIYA

## VIDYAVIHAR UNIVERSITY

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

### QUESTION PAPERS

BRANCH: Bachelor of Business Management	SEM: I
	OCT/NOV-2023

Sr. No.	Subject	Available
1.	Principles of Marketing (A)	
2.	Principles of Marketing (B)	
3.	Fundamental of Technical Skills (A)	
4.	Fundamental Technical Skills (B)	
5.	131U06K101 - Business Communication Skills	
6.	131U06C102 – Corporate Accounting (A)	
7.	131U06C104 – Business Statistics (A)	
8.	131U06C104 – Business Statistics (B)	
9.	Principles of Marketing (C)	
10.	131U06C102 - Corporate Accounting (B)	
11.	Fundamentals of Technical Skills (C)	
12.		
13.		
14.		
15.		



LIBRARY



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY



Semester (July 2023 to November 2023)		
Examination: End Semester Examination October 2023 (UG Programmes)		
Programme code: 06 Programme: BBM	Class: FY	Semester: I
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies
Course Code:	Name of the Course: Principles of Marketing	
Duration : 2 Hrs.	Maximum Marks : 60	

Quest ion No.		Max. Marks	CO Attainmen t
Q.1.	<p>Analyse the case study and answer the following question:</p> <p>Until the mid-1990s, Oreo largely focused on the US market as 'America's Best Loved Cookie'. But limited growth opportunities in the US market spurred the company to turn to emerging markets like China and India. The company launched Cadbury Oreo in India in March 2011. The biscuits category was growing at 17% in India. While the Oreo launch presented opportunities, it also posed great challenges. The challenge was to launch Oreo and peg it against three Biscuit category titans – Parle, Britannia, and ITC. Cream biscuits are primarily consumed by households with children. The key challenge for Oreo was to decide on how to get a firm foothold in the competitive market. The product was fine-tuned to suit the Indian palate. It also leveraged retail stores with the Cadbury acquisition to build distribution.</p> <p>Discuss the STP (Segmentation, targeting and positioning) analysis.</p>	15	CO3

Q.2.A	Your friend is confused whether he should buy a smart watch or not. Help him take the decision explaining the buyer's purchase process.	15	CO2
	OR		
Q.2.B	Diwali is just around the corner and many shops in your neighborhood have used various promotion tools to generate sales. Recall your observations and explain the various promotion tools.	15	CO4
Q.3.A.	1. Write a note on Marketing Information System. 2. With the help of diagram, explain the levels of channels of distribution.	15	CO3, CO4
	OR		
Q.3.B.	Is Marketing Research and Marketing Information System same? Justify your answer. Also, explain the types of Marketing Research.	15	CO3
Q.4.A.	Identify the strategy used by Tata Salt for Targeting. Explain its advantages and disadvantages.	15	CO3
	OR		
Q.4.B.	Write a note on the modern-word-of-mouth marketing. Also explain its advantages and disadvantages.	15	CO2





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY



Semester (July 2023 to November 2023)		
Examination: End Semester Examination October 2023 (UG Programmes)		
Programme code: 06	Class: FY	Semester: I
Programme: BBM		
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies
Course Code:	Name of the Course: Principles of Marketing	
Duration : 2 Hrs.	Maximum Marks : 60	

Question No.		Max. Marks	CO Attainment
Q.1.	Analyse the case study and answer the following question:  Nike is the world's leader in manufacturing and supplying athletic wear and sports equipment. And in 2017 alone, they generated more than \$34 billion globally. But they're not just one of the leading brands in the world; they're also among the top users of influencer marketing. The brand has worked with both celebrities and social influencers for several campaigns to promote their products. When the brand wanted to promote their new Air Vapormax series, they decided to team up with the popular YouTube channel "What's Inside?" The channel is run by a father-son duo, and is famous for cutting up everyday objects to showcase what's inside. The duo has been able to garner almost 6 million subscriptions for their two channels. For their campaign, the YouTubers create a series of seven videos in which they integrated the brand's messaging into the individual themes of both of their channels. This video alone	15	CO2



	<p>has been viewed more than 3.6 million times, and has received 32,000 likes. The Nike Trip videos playlist has had more than 50,000 views. And the campaign helped build buzz for the new line of products from Nike.</p> <p>Identify the marketing strategy used here. Explain the concept along with its pros and cons.</p>		
Q.2.A	Y, a marketing student believed in aggressive selling whereas Z felt everything matters in marketing. Identify the two orientations of firms which Y and Z believed in and explain them.	15	CO1
	OR		
Q.2.B	Explain the Distribution Strategy in context of Coca Cola.	15	CO4
Q.3.A	'A regular and planned analysis of information are useful to take marketing decisions.' Identify this system and explain its features.	15	CO3
	OR		
Q.3.B	Give a detailed explanation on Marketing Research.	15	CO3
Q.4.A	Aggregating prospective buyers into groups with common needs is known as market segmentation. Classify the various bases of segmentation with examples for each.	15	CO3
	OR		
Q.4.B	To place a product in a unique position, examine the various positioning strategies.	15	CO2



Semester (July 2023 to November 2023)

Examination: End Semester Examination October 2023 (UG Programmes)

Programme code:06		Class: FY	Semester: I
Programme: BBM			
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies	
Course Code:	Name of the Course: Fundamental of technical skills		
Duration : 1:30 Hrs.	Maximum Marks : 40		
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary			

Question No.	Answer the questions below.	Max. Marks	CO Attainment
Q.1A.	Explain URL structure , http connection and cookies	10	CO2
	OR		
Q.1.A	Define computer and its functions	10	CO1
Q.2.A	Explain the steps to carry out a database function for finding VLOOKUP and HLOOKUP of a certain set of numbers .	10	CO3
	OR		
Q.2.B.	Explain the steps to carry out a database function for finding DVAR and DMAX of a certain set of numbers	10	CO3
Q.3.A.	Define ERP . How is ERP related to CRM ?	10	CO4
	OR		
Q.3.B.	Explain CRM . How is CRM implemented in software.	10	CO2
Q.4.A.	Why is DBMS required ? Define the term Entity	10	CO4
	OR		
Q.4.B.	How does DBMS help in designing a hierarchical format ?	10	CO4





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY



Semester (July 2023 to November 2023)

Examination: End Semester Examination October 2023 (UG Programmes)

Programme code:06 Programme: BBM		Class: FY	Semester: I
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies	
Course Code:	Name of the Course: Fundamentals of technical skills		
Duration : 1:30 Hrs.	Maximum Marks : 40		
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary			

Question No.	Answer the questions below.	Max. Marks	CO Attainment
Q.1. A	Explain the term cloud computing . Explain the different types of cloud computing in detail with examples	10	CO1
	OR		
Q.1. B	Draw and explain the TCP/OCI model in detail		CO2
Q.2. A	Explain the steps to carry out a database function for finding DSTDEV and DPRODUCT of a certain set of numbers .	10	CO3
	OR		
Q.2. B	Explain the steps to carry out a database function for finding the output for IF condition and NESTED IF for a certain set of data.	10	CO3
Q.3. A.	Why is CRM important ? How is CRM related to DBMS	10	CO4
	OR		
Q.3. B.	Explain mini computers . How is ERP implemented in HR system.		CO3

Q.4. A.	<p>Explain the following concepts (5 marks - 2 questions)</p> <p>a)Artificial intelligence</p> <p>b)Hybrid cloud</p>	10	CO4





**Semester I**

**ATKT Examination, Nov-Dec 2023**

<b>Programme code:06</b> <b>Programme: BBM</b>	<b>Class:</b> <b>FYBBM</b>	<b>Semester: I</b>
<b>Name of the Constituent College: S K Somaiya College</b>	<b>Name of the department: Business Studies</b>	
<b>Name of the Course: Business Communication Skills</b>	<b>Course Code : 131U06K101</b>	
<b>Instructions: 1) Figures to the right indicate maximum marks.</b>		

Section	Questions	Max. Marks
Q1. A.	Prepare the minutes of a Meeting, presided by the Chairman of HKU Pvt LTD, an FMCG company. The main agenda of the meeting was introducing a new product, fixing a cost, discussing the sales, marketing, and advertising strategies.	15
	OR	
Q1. B.	You are the cultural society President of your college. The principal of your college, Mr. Subhash Kapoor feels that in the increasingly westernized world, the students should not lose touch with their culture and values. He has asked you to suggest ways and means to familiarize the students with the great aspects of Indian culture. Prepare a report in 250-300 for your college magazine suggesting the areas that could be covered.	15
Q2. A.	Outline the importance of group discussion and acknowledge based on types.	7
B.	You are Purchase Manager Vivek Shukla of an MNC. Draft a letter to place an order for 100 toys for an orphanage.	8
	OR	
Q2. C.	Dictaphone was the need of the day for some professionals before the introduction of smartphones. Illustrate the above sentence with reference to Dictaphone with example of your choice.	7
D.	Discuss the set of personal etiquettes that needs to consider while being a part of the society?	8
Q3. A.	"Communication pervades the whole organization in the same way in which atmosphere prevails around us." Discuss.	7
B.	Compare the advantages and disadvantages of teleconferencing.	8
	OR	
C.	Contrast the advantages and disadvantages of non-verbal communication using examples.	7
D.	Distinguish between various types of communication using examples.	8

Q 4	Multiple Choice Questions	15
	i) Comments such as "yeah," "right," and "mm-hm" are examples of _____. a) Polite interrupting expressions b) Active listening techniques c) Irritating background noise d) Ways of signing off	
	ii) _____ is a result of self-discipline, inner trust, and a decision to be relentlessly in all solutions. a) Exercise b) Integrity c) Work d) Mind	
	iii) _____ is a tool requiring skill usage. a) Silence b) Distractions c) Attentiveness d) Feedback	
	iv) The framing of a message for sending is known as _____. a) Decoding b) Arranging c) Encoding d) Printing	
	v) Effective speakers _____ for a moment before an important point. a) Pause b) Smile c) Frown d) Scream	
	vi) The traditional resume is called the _____ resume. a) Chronological b) Functional c) Combined d) CV	
	vii) Topics that will present at the next Board meeting is an example of an? a) Memo b) Agenda c) Minutes d) Formal letter	
	viii) _____ letter appreciates employee professionalism. a) Memorandum b) Testimonial c) Appreciation d) Discouragement	
	ix) _____ reveals the identity of the sender. a) Salutation b) Subject line c) Head address d) Body of the letter	
	x) A jargon is _____. a) A jar not in use b) Gong of a bell c) An inert gas d) Technical word	
	xi) Communication is a _____. a) One-way process b) Two-way process c) Three-way process d) Four-way process	
	xii) In a group discussion, one must communicate with _____. a) Emotions b) Long answers c) Knowledge d) Ignorance	
	xiii) Forms of communication in which words are used to convey message are referred to as _____. a) Visual communication b) Verbal communication c) Non-verbal communication d) Visual communication	
	xiv) Ego block is created due to _____. a) Language barriers b) Physical barriers c) Psychological barriers d) Cross-cultural barriers	
	xv) When a message is expressed using gestures or signs, it is _____ communication. a) Oral b) Verbal c) Non-verbal d) Audio-visual	





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY



<b>Semester (July 2023 to November 2023)</b>		
<b>Examination: End Semester Examination October 2023 (UG Programmes)</b>		
<b>Programme code:07/06</b>	<b>Class: FY</b>	<b>Semester: 1</b>
<b>Programme:BBA/BBM</b>		
<b>Name of the Constituent College:SKSC</b>	<b>Name of the Department: Business Studies</b>	
<b>Course Code: 131U06C102</b>	<b>Name of the Course: Corporate Accounting</b>	
<b>Duration : 2 Hrs.</b>	<b>Maximum Marks : 60</b>	
<p style="text-align: center;"><b>Instructions: 1) Figures to the right indicate maximum marks.</b>  <b>2) Use of simple calculator is allowed.</b>  <b>3) Smart watch is not allowed</b></p>		

Question No.		Max. Marks	CO Attainment								
Q.1. A	<p>Rakesh Ltd. issued 2000 equity shares of Rs100 each at a premium of Rs 20 per share payable as follows:</p> <p>On Application Rs 20</p> <p>On Allotment Rs50 (including Premium)</p> <p>On first Call Rs20</p> <p>On final Call Rs 30</p> <p>Applications were received for 3000 shares, 2000 share allotted to the applicants for 2400 shares.</p> <p>The remaining applications for 600 shares being refused and application money there on was refunded. Excess money received on application was adjusted against allotment.</p> <p>All amounts were duly received except Mr. Mandar to whom 80 shares were allotted.</p> <p>Mandar fails to pay First and Final call. His shares were forfeited and were reissued to Mr. Ketan as fully paid at Rs 80 per share.</p> <p>Journalize the transactions in the books of the company.</p>	15	CO1								
	OR										
Q.1. B	<p>The following is the Trial Balance of GLOBUS Limited as on 31.3.2012:</p> <p style="text-align: right;">(Figures in '000)</p> <table> <tr> <td></td> <td>Debit</td> <td></td> <td>Credit</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </table>		Debit		Credit					15	CO2
	Debit		Credit								

Land	4400	Equity share capital of Rs 10 each	6000		
Plant and machinery	15400	10% debentures	4000		
Trade receivable s	1920	General reserve	2600		
Inventorie s (31/3/12)	1720	Profit & loss A/c	1440		
Bank	400	Securities premium	800		
Adjusted purchase	6400	Sales	14000		
Factory expenses	1200	Trade payables	1040		
Administr ation expenses	600	Provision for depreciation	3440		
Selling expenses	600	Suspense account	80		
Debenture interest	400				
Interim dividend paid	360				
Total	33,400	Total	33,400		





Additional Information:

i) The authorized share capital of the company is 8,00,000 shares of Rs. 10 each.

(ii) The company, on the advice of an independent valuer, wishes to revalue the land at Rs. 72,00,000.

iii) Declared final dividend @10% on 2nd April, 2012.

(iv) Suspense account of Rs. 80,000 represents cash received for the sale of some of the machinery on 1.4.2011. The cost of the machinery was Rs. 2,00,000 and the accumulated depreciation thereon being Rs. 1,60,000.

v) Depreciation is to be provided on plant and machinery at 10% on cost. You are required to prepare Alpha Limited's Balance Sheet as on 31.3.2012 and Statement of Profit and Loss with notes to accounts for the year ended 31.3.2012 as per Schedule III. Ignore previous years' figures & taxation.

OR

Q.2. B

The capital structure of a company consists of 20,000 Equity Shares of Rs 10 each fully paid up and 1,000 8% Redeemable Preference Shares of Rs 100 each fully paid up (issued on 1.4.2011).

Undistributed reserve and surplus stood as: General Reserve 80,000; Profit and Loss Account 20,000; Investment Allowance Reserve out of which 5,000, (not free for distribution as dividend) 10,000; Securities Premium 2,000. Cash at bank amounted to Rs 98,000. Preference shares are to be redeemed at a Premium of 10% and for the purpose of redemption, the directors are empowered to make fresh issue of Equity Shares at par after utilizing the undistributed reserve and surplus, subject to the conditions that a sum of Rs 20,000 shall be retained in general reserve and which should not be utilized.

Pass Journal Entries to give effect to the above arrangements and also show how the relevant items will appear in the Balance Sheet of the company after the redemption carried out.

15

CO3

Q.3. A.

Mr. Brown has made following transactions during the financial year 2011-12:

15

CO4

	<p>Date Particulars</p> <p>01.05.2011 Purchased 24,000 12% Bonds of Rs 100 each at Rs 84 cum-interest. Interest is payable on 30th September and 31st March every year.</p> <p>15.06.2011 Purchased 1,50,000 equity shares of Rs 10 each in Alpha Limited for Rs25 each through a broker, who charged brokerage @ 2%.</p> <p>10.07.2011 Purchased 60,000 equity shares of Rs 10 each in Beeta Limited for Rs 44 each through a broker, who charged brokerage @2%.</p> <p>14.10.2011 Alpha Limited made a bonus issue of two shares for every three shares held.</p> <p>31.10.2011 Sold 80,000 shares in Alpha Limited for Rs 22 each.</p> <p>01.01.2012 Received 15% interim dividend on equity shares of Alpha Limited.</p> <p>15.01.2012 Beeta Limited made a right issue of one equity share for every four shares held at Rs 5 per share. Mr. Brown exercised his option for 40% of his entitlements and sold the balance rights in the market at Rs 2.25 per share.</p> <p>01.03.2012 Sold 15,000 12% Bonds at Rs 90 ex-interest.</p> <p>15.03.2012 Received 18% interim dividend on equity shares of Beeta Limited. Interest on 12% Bonds was duly received on due dates.</p> <p>Prepare separate investment account for 12% Bonds, Equity Shares of Alpha Limited and Equity Shares of Beeta Limited in the books of Mr. Brown for the year ended on 31st March, 2012.</p>		
Q.3. B.	<p style="text-align: center;">OR</p> <p>On 1st January 2011, Pritam had 20,000 equity shares in X Ltd. Nominal value of the shares were Rs10 each but their book value was Rs 16 per share. On 1st June 2011, Pritam purchased 5,000 more equity shares in the company at a premium of Rs 4 per share.</p> <p>On 30th June, 2011, the directors of X Ltd. announced a bonus and rights issue. Bonus was declared at the rate of one equity share for every five shares held and these shares were received on 2nd August, 2011.</p> <p>The terms of the rights issue were:</p> <p>(a) Rights shares to be issued to the existing holders on 10th August, 2011.</p> <p>(b) Rights issue would entitle the holders to subscribe to additional equity shares in</p>	15	CO4





	<p>the Company at the rate of one share per every three held at Rs 15 per share-the whole sum being payable by 30th September, 2011.</p> <p>(c) Existing shareholders were entitled to transfer their rights to outsiders, either wholly or in part.</p> <p>(d) pritam exercised his option under the issue for 50% of his entitlements and the balance of rights he sold to Ananth for a consideration of Rs 1.50 per share.</p> <p>(e) Dividends for the year ended 31st March, 2011, at the rate of 15% were declared by the Company and received by Pritam on 20th October, 2011.</p> <p>(f) On 1st November, 2011, Singh sold 20,000 equity shares at a premium of Rs 3 per share.</p> <p>The market price of share on 31-12-2011 was Rs 14.</p> <p>Show the Investment Account as it would appear in Pritam's books on 31-12-2011 and the value of shares held on that date.</p>		
Q.4	Write the following concepts (5 Marks each)	15	CO1, 2,,4
a)	<p>Archana Ltd. issues 10000 shares of ` 10 each at Rs12 payable as</p> <p>Rs → 3 on Application</p> <p>Rs → 5 on Allotment (with premium)</p> <p>Rs → 4 on First Final Call</p> <p>Applications were received for 8000 shares only. Ketan a holder of 400 shares made the full payment at the time of Allotment.</p> <p>Record the above transactions in the Books of Archana Ltd.</p>		
b)	<p>XYZ Industries Ltd., issued 2,000, 10% debentures of Rs. 100 each, at a premium of Rs. 10 per debenture payable as follows:</p> <p>On application Rs. 50 On allotment Rs. 60 The debentures were fully subscribed and all money was duly received.</p> <p>Record the journal entries in the books of a company. Show how the amounts will appear in the balance sheet.</p>		
c)	<p>Mr. X purchased 500 equity shares of Rs 100 each in Omega Co. Ltd. for Rs 62,500 inclusive of brokerage and stamp duty. Some years later the company resolved to capitalize its profits and to issue to the holders of equity shares, one equity bonus share for every share held by them. Prior to capitalization, the shares of Omega Co. Ltd. Were quoted at Rs 175 per share. After the capitalization, the shares were quoted at Rs 92.50 per share. Mr. X. sold the bonus shares and received at Rs90 per share. Prepare the Investment Account in X's books on average cost basis.</p>		



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY



<b>Semester: October 2022-23</b>		
<b>Examination: ISE Examination</b>		
<b>Programme code:</b>	<b>Class: FY</b>	<b>Semester: I</b>
<b>Programme: Bachelor of Business Management</b>		
<b>Name of the Constituent College:</b> S K Somaiya College		<b>Name of the department/Section/Center:</b>
<b>Course Code:</b> 131U06C104	<b>Name of the Course: Business Statistics</b>	
<b>Instructions: 1) Draw neat tables/diagrams</b>		
<b>2) Assume suitable data if necessary</b>		

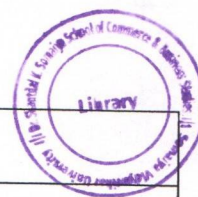
Question No.		Max. Marks														
Q.1	Answer the following	10 marks														
i)	Cumulative frequency is necessarily required to calculate arithmetic mean. (TRUE / FALSE)	1														
ii)	The median of the data 10,30,10,30,40,30 is .....	1														
iii)	The sum of all deviations taken about arithmetic mean is .....	1														
iv)	The mode of the data 24,34,23,30,45,30,23,20,23,30,30,30 is .....	1														
v)	The formula for interquartile range is .....	1														
vi)	The probability of an impossible event is .....	1														
vii)	By Addition theorem of probability, $P(A \cup B) = \dots\dots\dots$	1														
viii)	If A and B are two exhaustive events then $P(A \cup B) = \dots$ a. 0                      b. less than 0.5                      c. 1                      d. 1.1	1														
ix)	Define Probability distribution.	1														
x)	By Multiplication Theorem of probability, $P(A B) = \dots\dots\dots$	1														
Q.2	Attempt any three.	15 marks														
	a) Find the median from the following frequency distribution.	5														
	<table><tr><td>Weight (in kg)</td><td>20-29</td><td>30-39</td><td>40-49</td><td>50-59</td><td>60-69</td><td>70-79</td></tr><tr><td>No. of persons</td><td>7</td><td>12</td><td>10</td><td>13</td><td>18</td><td>20</td></tr></table>	Weight (in kg)	20-29	30-39	40-49	50-59	60-69	70-79	No. of persons	7	12	10	13	18	20	
Weight (in kg)	20-29	30-39	40-49	50-59	60-69	70-79										
No. of persons	7	12	10	13	18	20										



<p><b>b) Find Mode for the below given data.</b></p> <table><tr><td><b>Marks</b></td><td><b>0-10</b></td><td><b>10-20</b></td><td><b>20-30</b></td><td><b>30-40</b></td><td><b>40-50</b></td><td><b>50-60</b></td></tr><tr><td><b>No. of students</b></td><td><b>5</b></td><td><b>10</b></td><td><b>25</b></td><td><b>30</b></td><td><b>26</b></td><td><b>10</b></td></tr></table>	<b>Marks</b>	<b>0-10</b>	<b>10-20</b>	<b>20-30</b>	<b>30-40</b>	<b>40-50</b>	<b>50-60</b>	<b>No. of students</b>	<b>5</b>	<b>10</b>	<b>25</b>	<b>30</b>	<b>26</b>	<b>10</b>	<b>5</b>
<b>Marks</b>	<b>0-10</b>	<b>10-20</b>	<b>20-30</b>	<b>30-40</b>	<b>40-50</b>	<b>50-60</b>									
<b>No. of students</b>	<b>5</b>	<b>10</b>	<b>25</b>	<b>30</b>	<b>26</b>	<b>10</b>									
<p><b>c) Given <math>P(\bar{B}) = 0.3</math>, <math>P(\bar{A}) = 0.7</math> and <math>P(B A) = 0.5</math>. Find: (i) <math>P(A)</math> (ii) <math>P(A B)</math> (iii) <math>P(A \cup B)</math></b></p>	<b>5</b>														
<p><b>d) An urn contains 5 black, 3 white and 4 blue balls. Two balls are drawn one after the other without replacement, what is the probability that one of them is black and the other is white?</b></p>	<b>5</b>														



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY



**Semester: November 2023**  
**Examination: ESE Examination**

**Programme code: 06**

**Programme: Bachelor of Business Management**

**Class: FY**

**Semester: I**

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

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

**Course Code: 131U06C104**

**Name of the Course: Business Statistics**

**Instructions:** 1. Assume suitable data, if necessary.  
2. In Q.4(a) each question is of true/false type and carries 1 mark.  
3. In Q.4(b) each question is of fill in the blanks type and carries 1 mark.

Q.No.		Max. Marks																		
		15 marks																		
(a)	<p>Calculate quartile deviation and its relative measure for the following data. Also find the second quartile.</p> <table><tr><td>Values</td><td>20-30</td><td>30-40</td><td>40-50</td><td>50-60</td><td>60-70</td><td>70-80</td></tr><tr><td>Cumulative frequency (less than type)</td><td>45</td><td>85</td><td>140</td><td>187</td><td>231</td><td>250</td></tr></table>	Values	20-30	30-40	40-50	50-60	60-70	70-80	Cumulative frequency (less than type)	45	85	140	187	231	250	10				
Values	20-30	30-40	40-50	50-60	60-70	70-80														
Cumulative frequency (less than type)	45	85	140	187	231	250														
(b)	<p>If the mode of the following distribution is Rs.450, find the missing frequencies.</p> <table><tr><td>Daily wages in Rs.</td><td>0-100</td><td>100-200</td><td>200-300</td><td>300-400</td><td>400-500</td><td>500-600</td><td>600-700</td><td>Total</td></tr><tr><td>No. of workers</td><td>4</td><td>16</td><td>60</td><td>--</td><td>--</td><td>6</td><td>4</td><td>230</td></tr></table>	Daily wages in Rs.	0-100	100-200	200-300	300-400	400-500	500-600	600-700	Total	No. of workers	4	16	60	--	--	6	4	230	5
Daily wages in Rs.	0-100	100-200	200-300	300-400	400-500	500-600	600-700	Total												
No. of workers	4	16	60	--	--	6	4	230												
	OR																			
(c)	<p>Find mean and median for the following data. Also specify the median class.</p> <table><tr><td>Height in cms.</td><td>100-110</td><td>110-120</td><td>120-130</td><td>130-140</td><td>140-150</td></tr><tr><td>No. of children</td><td>18</td><td>10</td><td>25</td><td>15</td><td>12</td></tr></table>	Height in cms.	100-110	110-120	120-130	130-140	140-150	No. of children	18	10	25	15	12	8						
Height in cms.	100-110	110-120	120-130	130-140	140-150															
No. of children	18	10	25	15	12															
(d)	<p>From the following data, find the standard deviation and its relative measure.</p> <table><tr><td>Marks</td><td>5-10</td><td>10-15</td><td>15-20</td><td>20-25</td><td>25-30</td><td>30-35</td><td>35-40</td><td>40-45</td></tr><tr><td>No. of students</td><td>8</td><td>9</td><td>10</td><td>12</td><td>8</td><td>9</td><td>12</td><td>15</td></tr></table>	Marks	5-10	10-15	15-20	20-25	25-30	30-35	35-40	40-45	No. of students	8	9	10	12	8	9	12	15	7
Marks	5-10	10-15	15-20	20-25	25-30	30-35	35-40	40-45												
No. of students	8	9	10	12	8	9	12	15												



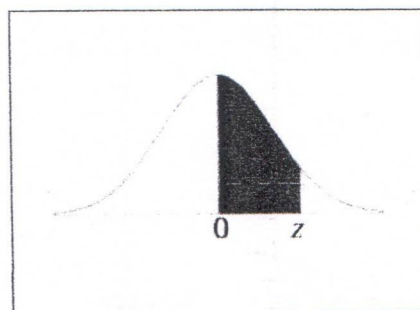
Q.2		15 marks																																		
(a)	<p>Draw the time series graph and secular or simple trend line by method of four yearly moving averages for the below given data.</p> <table><tr><td>Year(X)</td><td>2012</td><td>2013</td><td>2014</td><td>2015</td><td>2016</td><td>2017</td><td>2018</td><td>2019</td><td>2020</td><td>2021</td></tr><tr><td>No. of people losing jobs(Y)</td><td>310</td><td>400</td><td>150</td><td>170</td><td>175</td><td>180</td><td>192</td><td>220</td><td>540</td><td>350</td></tr></table>	Year(X)	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	No. of people losing jobs(Y)	310	400	150	170	175	180	192	220	540	350	10												
Year(X)	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021																										
No. of people losing jobs(Y)	310	400	150	170	175	180	192	220	540	350																										
(b)	<p>Find the Karl Pearson's correlation coefficient for the data.</p> <table><tr><td>X</td><td>143</td><td>140</td><td>142</td><td>138</td><td>137</td><td>144</td></tr><tr><td>Y</td><td>92</td><td>97</td><td>89</td><td>92</td><td>96</td><td>87</td></tr></table>	X	143	140	142	138	137	144	Y	92	97	89	92	96	87	5																				
X	143	140	142	138	137	144																														
Y	92	97	89	92	96	87																														
	OR																																			
(c)	<p>Using least squares method, find the best fit linear trend line for the data. Also estimate production for the year 2009.</p> <table><tr><td>Year</td><td>1999</td><td>2000</td><td>2001</td><td>2002</td><td>2003</td><td>2004</td><td>2005</td></tr><tr><td>Production (in thousands)</td><td>14</td><td>15</td><td>17</td><td>16</td><td>17</td><td>20</td><td>23</td></tr></table>	Year	1999	2000	2001	2002	2003	2004	2005	Production (in thousands)	14	15	17	16	17	20	23	8																		
Year	1999	2000	2001	2002	2003	2004	2005																													
Production (in thousands)	14	15	17	16	17	20	23																													
(d)	<p>Construct Laspeyre's , Paasche's and Fischer's index number from the following data.</p> <table><tr><th rowspan="2">Commodities</th><th colspan="2">Base year = 1990</th><th colspan="2">Current year = 2000</th></tr><tr><th>Prices</th><th>Quantities</th><th>Prices</th><th>Quantities</th></tr><tr><td>Rice</td><td>24</td><td>9</td><td>45</td><td>8</td></tr><tr><td>Wheat</td><td>15</td><td>7</td><td>28</td><td>10</td></tr><tr><td>Pulses</td><td>24</td><td>12</td><td>37</td><td>6</td></tr><tr><td>Maize</td><td>28</td><td>8</td><td>42</td><td>7</td></tr><tr><td>Others</td><td>10</td><td>9</td><td>25</td><td>9</td></tr></table>	Commodities	Base year = 1990		Current year = 2000		Prices	Quantities	Prices	Quantities	Rice	24	9	45	8	Wheat	15	7	28	10	Pulses	24	12	37	6	Maize	28	8	42	7	Others	10	9	25	9	7
Commodities	Base year = 1990		Current year = 2000																																	
	Prices	Quantities	Prices	Quantities																																
Rice	24	9	45	8																																
Wheat	15	7	28	10																																
Pulses	24	12	37	6																																
Maize	28	8	42	7																																
Others	10	9	25	9																																
Q.3		15 marks																																		
(a)	<p>If the height of 300 students is normally distributed with mean 64.5 inches and standard deviation 3.3 inches. How much percent of students have height</p> <p>(i) less than 60 inches</p> <p>(ii) between 64 and 68 inches</p> <p>(iii) more than 65 inches</p> <p>(iv) between 63 and 65 inches ?</p>	10																																		
(b)	<p>A coin is tossed 750 times and heads appear 350 times. Does this result support the hypothesis that the coin is unbiased? Use a 5% level of significance.</p>	5																																		
	OR																																			



(c)	A phone company claims that 34% of the smartphone users have an iPhone. You doubt this claim. So you conduct a survey of 67 smartphone users and you found out that 42 of them actually use an iPhone. What can you conclude if level of significance is 5 %, 2% ? Which test should be used to test the claim?	10														
(d)	Following is the probability distribution of number of smart phones sold in a shop per day. Find the value of $k$ and $E(X)$ . <table><tr><td><math>X=x</math></td><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr><tr><td><math>P(X=x)</math></td><td><math>k</math></td><td>0.3</td><td>0.15</td><td>0.15</td><td>0.1</td><td><math>2k</math></td></tr></table>	$X=x$	0	1	2	3	4	5	$P(X=x)$	$k$	0.3	0.15	0.15	0.1	$2k$	5
$X=x$	0	1	2	3	4	5										
$P(X=x)$	$k$	0.3	0.15	0.15	0.1	$2k$										
Q.4	Objective Type Questions	15 marks														
Q.4 (a)	<ol style="list-style-type: none"><li>1) If <math>P(A) = 0</math>, then <math>A</math> is a certain event. (True/False)</li><li>2) In normal distribution of a random variable, the probability curve is a bell shaped curve. (True/False)</li><li>3) <math>P(Z &lt; 1.1) = 0.5643</math>. (True/False)</li><li>4) If <math>A</math> and <math>B</math> are two mutually exclusive events, then <math>P(A \cap B) = 1</math>. (True/False)</li><li>5) Population standard deviation is a parameter. (True/False)</li><li>6) In a one tailed test, the rejection region lies on only one side of the normal curve. (True/False)</li><li>7) Error involved in rejecting <math>H_0</math> when <math>H_0</math> was actually true is called Type II error. (True/False)</li><li>8) Population proportion is a parameter. (True/False)</li></ol>	8 marks														
Q.4 (b)	<ol style="list-style-type: none"><li>1. <math>P(Z &lt; 1.8) = \dots\dots\dots</math></li><li>2. Using Addition theorem, <math>P(A \cup B) = \dots\dots\dots</math></li><li>3. Probability of getting exactly two heads in three tosses of a fair coin is .....</li><li>4. By Multiplication theorem of probability, <math>P(B \cap A) = \dots\dots\dots</math></li><li>5. For a large sample of size <math>n \geq 40</math>, the formula for <math>Z</math> statistic is <math>Z = \dots\dots\dots</math></li><li>6. Formula for standard error for difference in two proportions from two large samples is .....</li><li>7. Error involved in accepting <math>H_0</math> when <math>H_0</math> was actually false is called .....</li></ol>	7 marks														

Level of Significance	Rejection Criteria for		
	Two tailed test $\mu \neq \mu_0$	Left tailed test $\mu < \mu_0$	Right tailed test $\mu > \mu_0$
10%	$ Z  > 1.64$	$Z < -1.28$	$Z > 1.28$
5%	$ Z  > 1.96$	$Z < -1.64$	$Z > 1.64$
2%	$ Z  > 2.33$	$Z < -2.05$	$Z > 2.05$
1%	$ Z  > 2.58$	$Z < -2.33$	$Z > 2.33$
Almost nil	$ Z  > 3$	$Z < -3$	$Z > 3$



[illegible]





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY



Semester (July 2023 to November 2023)		
Examination: End Semester Examination October 2023 (UG Programmes)		
Programme code: 06	Class: FY	Semester: I
Programme: BBM		
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code:	Name of the Course: Principles of Marketing	
Duration : 2 Hrs.	Maximum Marks : 60	

Quest ion No.		Max. Marks	CO Attainmen t
Q.1.	Analyse the case study and answer the following question:  Oreo, initially a cookie in the US market, fine tuned to suit the Indian palate and leveraged the retail stores with the Cadbury acquisition to build distribution. It launched its traditional chocolate cookie with vanilla cream at Rs.5 for a pack of three to drive impulse purchase, Rs. 10 for a pack of seven and Rs.20 for a pack of 14 for heavy consumption segment. The company maintained the heritage of the two decoratively embossed chocolate cookies with sweet vanilla cream to stand out from similar products and meet customer expectations of having the real Oreo.  Discuss the 4Ps and 4Cs of marketing.	15	CO4
Q.2.A	Is marketing restricted to marketing department alone? Express your opinion with examples.	15	CO1
	OR		



Q.2.B	When consumers are heterogenous, pricing strategy would be beneficial. Comment on this statement.	15	CO4
Q.3.A.	Explain the features of a system that helps in providing the information to decision makers in the marketing field.	15	CO3
	OR		
Q.3.B.	1. Mr. A, a new employee thought that marketing research and market research are synonymous. Help him differentiate between the two.  2. Branding helps the product to distinguish itself from the other products. State its advantages to the manufacturers, middlemen and customers.	15	CO3, CO2
Q.4.A.	What is dividing a market into distinct groups of buyers with similar wants known as? Explain its importance with a help of an example.	15	CO2
	OR		
Q.4.B.	'No one-size-fits-all approach' is which Targeting strategy? Write its meaning and explain its types with relevant examples.	15	CO3



SOMAIYA  
VIDYAVIHAR UNIVERSITY



Semester (July 2023 to November 2023)

Examination: End Semester Examination October 2023 (UG Programmes)

Programme code:07/06

Class: FY

Semester: I

Programme: BBA/BBM

Name of the Constituent College: SKSC

Name of the Department: Business studies

Course Code: 131U06C102

Name of the Course: Corporate Accounting

Duration: 2 Hrs.

Maximum Marks: 60

- Instructions: 1) Figures to the right indicate maximum marks.  
2) Use of simple calculator is allowed.  
3) Smart watch is not allowed

Question No.		Max. Mark	CO Attainment												
Q.1. A	<p>Pragati Company Limited invited applications for 50000 Equity Shares of Rs 100 each at par, payable as follows On Application Rs 30 On Allotment Rs 40 On First &amp; Final Call Rs 30 The public applied for 35,000 shares and all these were allotted. All money due were collected with an exception of first &amp; final call on 4000 shares, these were forfeited. All forfeited shares were re-issued by the Directors at Rs 80 per share.</p> <p><b>Pass Journal Entries in the Books of Pragati Company Limited.</b></p>	15	CO1												
	OR														
Q.1. B	<p>The following is the Trial Balance of Amruta Limited as on 31.3.2012:</p> <p>(Figures in ` '000)</p> <table><tr><th></th><th>Debit</th><th></th><th>Credit</th></tr><tr><td>Land</td><td>4400</td><td>Equity share capital of Rs 10 each</td><td>6000</td></tr><tr><td>Plant and machinery</td><td>15400</td><td>10% debentures</td><td>4000</td></tr></table>		Debit		Credit	Land	4400	Equity share capital of Rs 10 each	6000	Plant and machinery	15400	10% debentures	4000	15	CO2
	Debit		Credit												
Land	4400	Equity share capital of Rs 10 each	6000												
Plant and machinery	15400	10% debentures	4000												



Trade receivables	1920	General reserve	2600		
Inventories (31/3/12)	1720	Profit & loss A/c	1440		
Bank	400	Securities premium	800		
Adjusted purchase	6400	Sales	14000		
Factory expenses	1200	Trade payables	1040		
Administration expenses	600	Provision for depreciation	3440		
Selling expenses	600	Suspense account	80		
Debenture interest	400				
Interim dividend paid	360				
Total	33,400	Total	33,400		

Additional Information:

- i) The authorized share capital of the company is 8,00,000 shares of Rs. 10 each.
- (ii) The company, on the advice of an independent valuer, wishes to revalue the land at Rs. 72,00,000.
- iii) Declared final dividend @10% on 2nd April, 2012.
- (iv) Suspense account of Rs. 80,000 represents cash received for the sale of some of the machinery on 1.4.2011. The cost of the machinery was Rs. 2,00,000 and the accumulated depreciation thereon being Rs. 1,60,000.



	Depreciation is to be provided on plant and machinery at 10% on cost. You are required to prepare Alpha Limited's Balance Sheet as on 31.3.2012 and Statement of Profit and Loss with notes to accounts for the year ended 31.3.2012 as per Schedule III. Ignore previous years' figures & taxation.												
Q.2. A	<p>The capital structure of a company consists of 20,000 Equity Shares of Rs 10 each fully paid up and 1,000 8% Redeemable Preference Shares of Rs100 each fully paid up (issued on 1.4.2011).</p> <p>Undistributed reserve and surplus stood as: General Reserve 80,000; Profit and Loss Account 20,000; Investment Allowance Reserve out of which 5,000, (not free for distribution as dividend) 10,000; Securities Premium 2,000, Cash at bank amounted to Rs 98,000. Preference shares are to be redeemed at a Premium of 10% and for the purpose of redemption, the directors are empowered to make fresh issue of Equity Shares at par after utilizing the undistributed reserve and surplus, subject to the conditions that a sum of Rs 20,000 shall be retained in general reserve and which should not be utilized.</p> <p>Pass Journal Entries to give effect to the above arrangements and also show how the relevant items will appear in the Balance Sheet of the company after the redemption carried out.</p>	15	CO3										
	OR												
Q.2. B	<p>The summarized Balance Sheet of Convertible Limited (unlisted company other than AIFI, Banking company, NBFC and HFC), as on 30th June, 2011, stood as follows:</p> <p><b>Liabilities</b></p> <table> <tr> <td>Share Capital: 5,00,000 equity shares of 10 each fully paid</td> <td>50,00,000</td> </tr> <tr> <td>General Reserve</td> <td>90,00,000</td> </tr> <tr> <td>Profit And loss A/c</td> <td>10,00,000</td> </tr> <tr> <td>Debenture Redemption Reserve</td> <td>10,00,000</td> </tr> <tr> <td>13.5% Convertible Debentures, 1,00,000 Debenture of Rs 100 each</td> <td>1,00,00,000</td> </tr> </table>	Share Capital: 5,00,000 equity shares of 10 each fully paid	50,00,000	General Reserve	90,00,000	Profit And loss A/c	10,00,000	Debenture Redemption Reserve	10,00,000	13.5% Convertible Debentures, 1,00,000 Debenture of Rs 100 each	1,00,00,000	15	CO3
Share Capital: 5,00,000 equity shares of 10 each fully paid	50,00,000												
General Reserve	90,00,000												
Profit And loss A/c	10,00,000												
Debenture Redemption Reserve	10,00,000												
13.5% Convertible Debentures, 1,00,000 Debenture of Rs 100 each	1,00,00,000												



Other loans	65,00,000
Current Liabilities and Provisions	<u>1,25,00,000</u>
<b>Total</b>	<b><u>4,50,00,000</u></b>

Assets:

Fixed Assets (at cost less depreciation)	1,60,00,000
Debenture Redemption Reserve Investments	15,00,000
Cash and bank Balances	75,00,000
Other Current Assets	<u>2,00,00,000</u>
<b>Total</b>	<b><u>4,50,00,000</u></b>

The debentures are due for redemption on 1st July, 2011. The terms of issue of debentures provided that they were redeemable at a premium of 5% and also conferred option to the debenture holders to convert 20% of their holdings into equity shares at a predetermined price of 15.75 per share and the payment in cash.

**Assuming that:**

- (i) except for 100 debenture holders holding totally 25,000 debentures, the rest of them exercised the option for maximum conversion.
- (ii) the investments were realized at par on sale; and
- (iii) all the transactions are put through, without any lag, on 1st July, 2011.

Redraft the balance sheet of the company as on 1st July, 2011 after giving effect to the redemption. Show your calculations in respect of the number of equity shares to be allotted and the necessary cash payment.

Q.3. A.	On 1.4.2011, Shyam had 25,000 equity shares of 'X' Ltd. at a book value of Rs 15 per share (Nominal value Rs 10). On 20.6.2011, he purchased another 5,000 shares of the company at Rs 16 per share. The directors of 'X' Ltd. announced a bonus and rights issue. No dividend was payable on these issues. The terms of the issue are as follows:  Bonus basis 1:6 (Date 16.8.2011).	15	CO4
---------	---	----	-----



Rights basis 3:7 (Date 31.8.2011) Price Rs 15 per share.

Due date for payment 30.9.2011.

Shareholders were entitled to transfer their rights in full or in part. Accordingly, Sundar sold 33.33% of his entitlement to Suraj for a consideration of Rs 2 per share.

Dividends: Dividends for the year ended 31.3.2011 at the rate of 20% were declared by X Ltd. and received by Shyam on 31.10.2011. Dividends for shares acquired by him on 20.6.2011 are to be adjusted against the cost of purchase.

On 15.11.2011, Shyam sold 25,000 equity shares at a premium of Rs 5 per share.

You are required to prepare in the books of Shyam.

(1) Investment Account

(2) Profit & Loss Account.

For your exercise, assume that the books are closed on 31.12.2011 and shares are valued at average cost.

OR

Q.3. B.

On 1st January 2011, Singh had 20,000 equity shares in X Ltd. Nominal value of the shares were Rs10 each but their book value was Rs 16 per share. On 1st June 2011, Singh purchased 5,000 more equity shares in the company at a premium of Rs 4 per share.

On 30th June, 2011, the directors of X Ltd. announced a bonus and rights issue. Bonus was declared at the rate of one equity share for every five shares held and these shares were received on 2nd August, 2011.

The terms of the rights issue were:

(a) Rights shares to be issued to the existing holders on 10th August, 2011.

(b) Rights issue would entitle the holders to subscribe to additional equity shares in

the Company at the rate of one share per every three held at Rs 15 per share-the whole sum being payable by 30th September, 2011.

(c) Existing shareholders were entitled to transfer their rights to outsiders, either wholly or in part.

(d) Singh exercised his option under the issue for 50% of his entitlements and the balance of rights he sold to Ananth for a consideration of Rs 1.50 per share.

15

CO4



(e) Dividends for the year ended 31st March, 2011, at the rate of 15% were declared by the Company and received by Singh on 20th October, 2011.

(f) On 1st November, 2011, Singh sold 20,000 equity shares at a premium of Rs 3 per share.

The market price of share on 31-12-2011 was Rs 14.

Show the Investment Account as it would appear in Singh's books on 31-12-2011 and the value of shares held on that date.

Q.4 Write the following concepts (5 Marks each)

15

CO1,  
02,03

a) XYZ & Company Ltd. issued 4000 shares of Rs 100 each payable as follows –  
Rs 25 on Application  
Rs 60 on Allotment  
Rs 15 on first and final call  
Public applied for 3000 shares. All the money on allotment and call were received.

**Give necessary Journal Entries**

b) C Limited had 3,000, 12% Redeemable Preference Shares of 100 each, fully paid up. The company had to redeem these shares at a premium of 10%.  
It was decided by the company to issue the following:  
(i) 25,000 Equity Shares of Rs 10 each at par,  
(ii) 1,000 14% Debentures of Rs 100 each.  
The issue was fully subscribed and all amounts were received in full. The payment was duly made. The company had sufficient profits. Show Journal Entries in the books of the company.

c) From the following Ledger balances of Varun LTD., prepare the Balance Sheet of the company as on 31st March 2014 as per Schedule III of the Companies Act.

Particulars	Rs	Particulars	Rs
Plant & machinery	6,00,000	Immovable property	1,00,000
8% debenture	8,00,000	Public deposit	5,00,000

Employees provident fund	1,30,000	Provision for taxation	1,80,000		
Securities premium	80,000	Drafts on hand	5,00,000		
Cash at bank	34000	Bills receivable	2,40,000		
24000 fully paid equity shares of Rs 100 each Rs 50 called up	12,00,000	Brokerage on issue of shares	1,10,000		
Sundry creditors	1,16,000	Bank overdraft	1,50,000		
Loan to manager	70,000	Security deposit	1,24,000		
Deposits with ICICI bank (5 years)	1,98,000	Trade marks	1,80,000		
Prepaid insurance	1,00,000				



in  
at





**SOMAIYA**  
VIDYAVIHAR UNIVERSITY



Semester (July 2023 to November 2023)

Examination: End Semester Examination October 2023 (UG Programmes)

Programme code:06

Programme: BBM

Class: FY

Semester: I

Name of the Constituent College: S K Somaiya College

Name of the Department: Business Studies

Course Code:

Name of the Course: Fundamentals of technical skills

Duration : 1:30 Hrs.

Maximum Marks : 40

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

Question No.	Answer the questions below.	Max. Marks	CO Attainment
Q.1.A.	Explain the types of system software and application software in detail.	10	CO1
	OR		
Q.1.B.	Distinguish between Unix and Linux	10	CO2
Q.2.A.	Explain the steps to carry out a database function for finding VDAVERAGE and DGET of a certain set of numbers .	10	CO3
	OR		
Q.2.B.	Explain the steps to carry out a database function for finding PSUM and DCOUNT of a certain set of numbers	10	CO3
Q.3.A.	Define ERP . What are the difficulties faced in implementation of ERP systems ?	10	CO4
	OR		
Q.3.B.	Explain CRM .What are the elements of CRM ?	10	CO2
Q.4.A.	Explain the term DBMS . Explain its types with examples	10	CO4
	OR		
Q.4.B.	Explain the term batch processing with detailed diagram	10	CO4