QUESTION PAPERS

BRANCH: Bachelor of Business Management	SEM: II
	MAR/APR-~~2021~~ 2022

Sr. No.	Subject	Available
1.	OB, HRM & Marketing 4.0	
2.	131U06K101S – Business communication Skills	
3.	131U06K201 – Business Ethics	
4.	131U06K201 – Basics of Computers	
5.	131U06C201 – Basics of Cost Accounts	
6.	131U06C202 – Business Law	
7.	131U12G202 – Computer Animation	
8.	131U06C203 – Principles of Marketing	
9.	131U06C204 – Business Mathematics	
10.		
11.		
12.		
13.		
14.		
15.		

SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (August 2022 to January 2023)			
Examination: End Semester Examination October 2022 (UG Programmes)			
Programme code:			
Programme:		Class: SY	Semester: Two
Name of the Constituent College: SKSC		Name of the Department -Business Studies	
Course Code:		Name of the Course : OB,HRM &Marketing 4.0	
Duration : 2 Hrs.		Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)			

Question No.		Max. Marks
Q.1	Define OB & its importance in the organizations. explain its models. **OR** Define Personality. Clearly explain the Big five model of Personality. Explain the concept of Johari Window.	15
Q.2	Differentiate between HRD & HRP. Write down the objectives of each. **OR** Short notes: (Any two) performance Appraisal Process Components of pay structure Two Theories of Motivation	15
Q.3	What is Market Segmentation? Explain the different types of Market Segmentation. Differentiate between marketing mix and Product mix. **OR** Write the role of social media in marketing of products and services.	15
Q.4	Clearly explain hoe SEO, SMM & SEM influence marketing in the present world. What are the evils of social media? **OR** Thoroughly explain the use of social media for marketing & promotion through Google, Instagram, Facebook & WhatsApp.	15
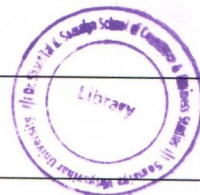
Semester: August / 2022
Examination: ISE Examination

Programme code: 131U06K101S			Class: FYBBM	Semester: (SVU 2022)
Programme: FYBBM				
Name of the Constituent College: S K Somaiya College			Name of the department: BBM	
Course Code: 06		Name of the Course: BBM (Business Comm. Skills)		

Instructions: 1) Figures to the right indicate maximum marks.

Q 1		Multiple Choice Questions / Fill in the blanks / True or False / Concept Questions (All questions asked here must be of 1 mark only)	10
	a)	Sender needs a _____ to send out a message. (a) Medium (b) Feedback (c) Vehicle (d) Fee	
	b)	Forms of communication in which words are used to convey message are referred to as _____. (a) Visual comunication (b) Verbal communication (c) Non-verbal communication (d) Visual communication	
	c)	When a message is expressed using gestures or signs, it is _____ communication. (a) Oral (b) Verbal (c) Non-verbal (d) Audio-visual	
	d)	The framing of a message for sending is known as _____. (a) Decoding (b) Arranging (c) Encoding (d) Printing	
	e)	_____ is not a form of communication. (a) Diagonal (b) Horizontal (c) Vertical	

		(d) Zig zac		
	f)	_____ is not a form of written communication (a) Meetings (b) Emails (c) Reports (d) Letters		
	g)	The message that gets no response is not _____. (a) Lost (b) Symbolic (c) Communicated (d) Tolerated		
	h)	_____ is a measure of the success of the message communicated. (a) Encoding (b) Feedback (c) Symbols (d) Decoding		
	i)	Management is interested in listening to _____. (a) Music to keep the employees entertained (b) Grapevine to hear viewpoints of employees (c) Tapes with religious songs to keep employees motivated (d) World news		
	j)	Informal communication consists of _____. (a) Vertical communication (b) Horizontal communication (c) Communication through grapevine (d) Diagonal communication		
Q 2		**Write short notes (attempt Any THREE)**	15	
	a)	Press conference		
	b)	Essentials of good communication		
	c)	Importance of business communication		
	d)	Horizontal v/s vertical communication		

Semester: November 2021- March 2022
Examination: ESE Examination April 2022(UG Programme)

Programme code: Programme: BBM		Class: FY	Semester: II
Name of the Constituent College: S K Somaiya College (SKSC)		Name of the department: Business Management	
Course Code: **131U06K201**	Name of the Course: Business Ethics	Duration: 2 Hrs Max. Marks: 60	

Question No.		Max. Marks
Q.1.	A. Discuss the need and importance of Business Ethics. B. What are the measures to improve Ethical code of conduct?	8 Marks 7 Marks
	OR	
Q.1.	A. Give an overview of Purushartha in Today's world. B. What are the ethical problems in global marketing?	8 Marks 7 Marks
Q.2.	A. Write a note on Environmental Audit. B. Explain the concept of corporate code of conduct.	8 Marks 7 Marks
	OR	
Q.2	A. What is corporate governance? How does it affect the image of a corporate entity? B. Discuss the role and responsibilities of CSR in Society.	8Marks 7Marks
Q.3.	A. One of the Biscuits manufacturing companies planned to set up a new branch in the rural area. The Managing director decided to use a well-known brand name of the product in the rural area. With some manipulations, in brand name the company started the business. In a short span of time, company started making good profit. Questions: 1. Explain the future of the company and Managing director. 2. Explain the legality of the case study	8 Marks 7 Marks
	OR	
Q.3.	A. Explain the concept of Sustainable development. B. Explain the concept of Health, Safety and Security within the organization.	8 Marks 7 Marks

Q.4.	A. Explain the following concepts(2marks each)	8 Marks
	1. Triple Bottom Line	
	2. Ethical issues in E- Commerce	
	3. Ethics and Cross- culture influences	
	4. Morality	
Q.4.	B. True or False	7 Marks
	1. The Golden rule of descriptive ethics is "doing to other as we want them to do to us".	
	2. There is a standard code (Business ethics) that has to be followed while the business is being done.	
	3. Ethical objectives are the moral principles and values underpinning human behaviour.	
	4. The International Labour Organization (ILO) is devoted to promoting social justice and internationally recognized human and labour rights.	
	5. Culture reflects the moral and ethical beliefs and standards that speak to how people should behave and interact with others.	
	6. Outsider trading, securities fraud leading to manipulation of the financial markets.	
	7. The principle of voluntary participation requires that people should be coerced or forced into participating in research.	

Semester: November 2021- March 2022		
Examination: ESE Examination April 2022(UG Programme)		

Programme code: 06 **Programme: BBM**	**Class:** **FYBBM**	**Semester:** II	
Name of the Constituent College: **S K Somaiya College**		**Name of the department:**	
Course Code: 131U06K201	**Name of the Course:** **Basics of Computers**	**Duration:** 2 Hrs **Max. Marks:** 60	

Instructions: 1) All questions are compulsory. 2) Figures to the right indicate full marks.

Question No.		Max. Marks
Q.1.	a) Classify computers based on technology.	7
	b) Explain the role of compilers and interpreters.	8
	OR	
Q.1.	a) What is Data Representation? Explain with the help of binary conversion.	7
	b) Explain evolution of computers.	8
Q.2.	a) What is secondary Memory? Explain its types.	7
	b) Explain non-impact printer with example.	8
	OR	
	a) What is output device? Explain types of output devices.	7
	b) Explain VGA,SVGA and XGA.	8
Q.3.	a) Explain operating systems with the help of its functions.	7
	b) Explain steps of Booting procedure.	8
	OR	
Q.3.	a) Explain types of topologies.	7
	b) Explain communication media with its types.	8
Q.4.	**State whether the following statements are True or False** 1.Without an operating system a computer would be useless. 2.operating systems look after the way memory is allocated. 3.The decimal equivalent of the binary number 10111 is 25. 4. pixel is the largest visual element on a video monitor. 5. Monitor is an output device. 6. ROM is non-volatile memory. 7. XGA stands for extended graphics array.	8

	8.We can compute formulas in spreadsheets.	
Q.4.	**Fill in the blanks.** 1.___software is a set of programs designed to perform specific type of job (System, Application). 2.Computer Monitor is also known as _____ (DVU, VDU). 3. printer is an ____ device (Input, Output). 4. System Software **is written in ____. (High level language, low level language).** 5. The fourth-generation computers are based on ____. (VLSI microprocessor, Transistor). 6.IF is a ____ function. (Logical, Mathematical). 7._____is not in Excel? (sheet,slides).	7

Semester: November 2021- March 2022
Examination: ESE Examination April 2022(UG Programme)

Programme code: 06 Programme: BBM		Class: FYBBM	Semester: II
Name of the Constituent College: SK Somaiya College (SKSC)		Name of the department: Business Studies	
Course Code: 131U06C201	Name of the Course: Basics of Cost Accounts		Duration: 2 Hrs Max. Marks: 60

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

Question No.			Max. Marks
Q.1.	A.	Explain the difference between financial accounting and cost accounting.	08 Marks
	B.	What is Process Costing? List all the features of Process Costing.	07 Marks
		OR	
Q.1.	C.	Describe the concept of cost unit & cost centre.	08 Marks
	D.	Elaborate on the meaning & objectives of Operating Costing	07 Marks
Q.2.	Mr. Mittal provides the following data relating to the manufacturing of one standard product during the month of April 2021.		(15 Marks)

Particulars	Amount(Rs.)
Opening stock of Raw Material	30,000
Raw Material purchased	80,000
Carriage Inward	15,000
Closing stock of Raw Material	20,000
Direct Labour charges	80,000

Machine Hour worked	1,000
Machine Hour Rate	Rs.20
Administrative Overheads	10% on works cost
Selling overheads	Rs.0.49 per unit
Units Produced	50000Units
Units Sold	40000 units @ Rs.7.00 per unit

You are required to prepare a Cost sheet.

OR

Q.2 **(A)** **Classify the following on the basis of functions**: (15 Marks)
(1) Audit fees.
(2) Printing & stationery
(3) Heat & Light
(4) Showroom rent
(5) Depreciation on the Delivery van

(B) Classify the following on the basis of traceability to a product(Direct/Indirect cost):
(1) Unproductive wages
(2) Office rent
(3) Carriage outwards
(4) Octroi on raw material
(5) Sugar used in Ice - cream

(C) Classify the following on the basis of behavior to change in the level of activity:(Fixed/Variable/Semi-variable)
(1) Insurance
(2) Commission on sales
(3) Rent of office building
(4) Supervisor salary
   (5) Foreman's wages

Q.3.(A) The Sales and Profits during the two years were as follows. (10 Marks)

Year Ending 31 March	Sales Rs.	Profit Rs.
2020	4,00,000	40,000
2021	6,00,000	80,000

Calculate:
(a) Profit –Volume (P/V) Ratio.
(b) Fixed Cost.
(c) Break-Even Point.
(d) If the Company wants to have a profit of Rs. 12,000 what should be the level of sales?
(e) Profit when sales are Rs. 7,50,000

(B)	Explain the concept of Break-Even Point & Margin of Safety		(05 Marks)
	OR		
Q.3. (A)	Calculate the Profit Volume Ratio, Margin of Safety(both in terms of units and value) and Break-Even Point (both in terms of units and value) from the following data.		(10 Marks)

(i) Total number of units manufactured and sold	400 Units
(ii) Variable cost per unit	Rs. 30
(iii) Total fixed cost	Rs. 5000
(iv) Selling price per unit	Rs. 80

(B)	Mention all the features of Contract Costing.	(05 Marks)

Q.4. (A)

Multiple Choice Questions: (08 Marks)

1.   Direct Material is a _____
a.   Fixed Cost
b.   Variable Cost
c.   Semi-variable cost
d.   Overheads

2. Product Cost means _____ cost

a. Variable

b. Fixed

c. Prime

d. Indirect

3. Marginal cost is taken as equal to _____.

a.   Prime cost plus all Variable overheads

b. Prime cost minus all Variable overheads
c. Variable Overheads
d. None of the above

4. Cost which can be easily identified with the output is called as _____.

a. Direct
b. Variable
c. Fixed
d. Semi-Variable

5. Retention money serves as a _____ with the contractee.

a. Security
b. Balance
c. Profit
d. Loss

6. Service Costing is also called as _____

a. Operating Costing
b. Non-Operating Costing
c. Overhead Costing
d. Product Costing

7. In Process costing each process is treated as a separate _____

a. Cost centre
b. Cost Unit
c. Cost Structure
d. Cost Industry

8. In service cost sheet costs are classified into _____

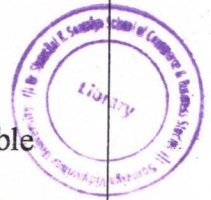a. Indirect Charges
b. Overheads
c. Standing charges
d. Fixed Expenses

Q.4.(B)	**State whether the following statements are True or False**	07 Marks

1. Depreciation is a non-cash cost.
2. Carriage inward is selling and distribution overhead.
3. Carriage on the purchase of raw material is an indirect expense.
4. A job is a cost unit that consists of a single order or contract..
5. Finance expenses are considered in the cost sheet.
6. Service costing involves distinctions of costs into fixed and variable costs.
7. Sub-contract cost is always to be treated as an indirect charge to the contract.

	Semester: November 2021- March 2022		
	Examination: ESE Examination April 2022(UG Programme)		
Programme code: BBM Programme: FY		Class: FY	Semester: II
Name of the Constituent College: S K somaiya		Name of the department: Law	
Course Code: 131U06C202	Name of the Course: Business Law	Duration: 2 Hrs Max. Marks: 60	
Instructions:			

Question No.		Max. Marks
Q.1.	(a)Explain essentials of a valid contract (b) Explain dissolution of a Partnership Firm	8Marks 7 Marks
	OR	
Q.1.	Explain Types of Companies	15Marks
Q.2.	(a) Explain features of Limited Liability Partnership (b) State the Rights of an unpaid seller	7 Marks 8 Marks
	OR	
	Explain the types of directors of a company and their duties	15Marks
Q.3.	(a) What is a Patent? Explain the remedies against Infringement of Patents (b) Explain what is Memorandum of Association and it's Clauses.	8 Marks 7 Marks
	OR	
Q.3.	What is consent? Explain when consent is a Free Consent? And who are competent to enter into a contract? (15)	15Marks
Q.4.	A. Fill in the Blanks	8 Marks

	i.	An offer to a definite person or a group is called ——————————— offer	
	ii.	An agreement enforceable by law is called a ———————————	
	iii.	The Negotiable Instruments Act, was enacted in the year ———————	
	iv.	——————————— partner is one who lends his name to the firm without having any real interest in the firm.	
	v.	Minimum ——————— designated partners are necessary for LLP.	
	vi.	Stipulations essential to the main purpose of the contract is known as a ———————————	
	vii.	In case of a cheque, the drawee of a cheque is a ———————————	
	viii.	A meeting of directors of a company is known as ———————————	
Q.4.	B. State whether the following statements are True or False	7 Marks
	i. A director of a company is allowed to make secret profits without informing anyone.	
	ii. A partnership firm is compulsory to be registered under the Partnership Act.	
	iii. Goods does not include actionable claims and money, under the Sale of Goods Act.	
	iv. A negotiable instrument should be in writing, unconditional and payable by money.	
	v. A contract dependent on happening or non happening of an uncertain event is known as a Contingent Contract.	
	vi. An annual general meeting is held thrice a year	
	vii. All partners of a partnership firm share equal profits and loss, in absence of any agreement.	

| Question No			Marks
Q-1		Solve (ANY THREE)	
	A]	What is Storyboarding?	5 Marks
	B]	What is Computer Animation Production(CAPS)?	5 Marks
	C]	Write a short note on Synfig.	5 Marks
	D]	Explain the types of Animation.	5 Marks
Q-2		Solve (ANY THREE)	
	A]	What is Animating Objects?	5 Marks
	B]	Explain Rotoscoping.	5 Marks
	C]	What is Text Animation?	5 Marks
	D]	What is Morphing?	5 Marks
Q-3		Solve (ANY THREE)	
	A]	Explain Motion Capture.	5 Marks
	B]	Explain Sand and paint Animation.	5 Marks
	C]	What is 2D animation?	5 Marks
	D]	How can you process an image?	5 Marks
Q-4		Solve (ANY THREE)	
	A]	How to model human figures and facial animations?	5 Marks
	B]	Explain Web Animation.	5 Marks
	C]	What is CGI? Provide examples of CGI.	5 Marks
	D]	What is Rendering?	5 Marks

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Semester: November 2021- November 2021- April 2022
Examination: ESE Examination March 2022(UG Programme)

Programme code: 06 Programme: BBM		Class: FYBBM	Semester: II
Name of the Constituent College: S K Somaiya College (SKSC)		Name of the department: Business Studies	
Course Code: 131U06C203	Name of the Course: Principles of Marketing		Duration: 2 Hrs Max. Marks: 60

Instructions:1) All Questions are compulsory subject to internal choice.
2) Figures to the right indicate full marks

Question No.		Max. Marks
Q-1	Explain the features and scope of marketing OR.	15
Q - 1	a) Describe the various stages of the product life cycle with illustrations. b) Enumerate the features of marketing information system	10 05
Q-2	Explain the various pricing strategies with examples. OR	15
Q-2	a) Explain the components of a brand. b) Discuss in detail the modern distribution channels.	07 08
Q-3	Write short notes on the following a) Internet marketing b) Societal and holistic concept of marketing c) Promotional tools OR	15 Marks
Q-3	Analyze the case and answer the question given below A brand that needs no introduction from the world of fast fashion, its entire value chain is driven by customers – Its none other than Zara. Zara's designs are not dependent on design maestros. Instead, its designers carefully observe the catwalk trends and try to implement them for the mass market. Zara's flexible supply chain allows it to dispatch new ranges to shops twice a week from its central distribution center. Zara is one of the biggest apparel brands. It generates 18 billion euros annually. In 2018, Zara launched its global online store marking a milestone. Zara prices are not expensive, yet they provide a premium feel and experience to their customers with its store window displays and interior presentations.	15 Marks

	a) How did Zara become the undisputed King of fast fashion? b) How did Zara create a FOMO effect for its products? c) Elaborate on the four Ps of Zara. d) How has Zara created an in-store experience marketing?	05 02 05 03	

Q-4 A

a. State true or false

Marketing is basically selling and advertising. — 08

b. The four Ps of marketing mix are People, Product, Price, and Promotion.

c. The marketing mix is applicable to non-profit organizations.

d. Collecting data through survey, feedback is primary data.

e. Buy one get one free is an example of public relation.

f. Social media marketing and social marketing are one at the same.

g. The four C's model is proposed by Robert Lauterborn.

h. Apple i phones are an example of skimming pricing strategies.

Q-4 B Answer the following

a. Name the extended Ps of marketing mix for services. — 07

b. Give two examples of unsought goods.

c. Target marketing is _____ to market segmentation (Prior to, next to).

d. SAREGAMA CARAVAN targeted a very specific segment. This is also called _____.

e. In which stage of PLC, it is better to drop the unprofitable segment and invest in lucrative niche.

f. Name the four components of MIS.

g. How is publicity different from advertising?
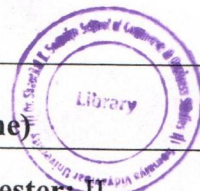
Semester: November 2021- April 2022 **Examination: ESE Examination April 2022 (UG Programme)**	

Programme code: 6 **Programme: Bachelor of Business Management**	**Class:** FY	**Semester:** II
Name of the Constituent College: S K Somaiya College (SKSC)	**Name of the department:** Commerce and Business Studies	
Course Code: 131U06C204	**Name of the Course:** Business Mathematics	**Duration:** 2 Hrs **Max. Marks:** 60

Instructions: 1) All four questions are compulsory.   2) Figures to the right indicate full marks.
3) Use of simple calculator is allowed.

Q 1.   1)   A person has taken a loan of Rs. 40,000 from a money lender who charges an interest   **10**
 at 10% per month. The person returns the loan in equal instalments in 4 months. Find <br> his EMI. Also prepare the amortization table for the first two months.

   2)   A person lent Rs. 8,000 for 4 years and Rs. 6,000 for 3 years at the same rate of   **5**
 simple interest. If he received Total Rs. 3,000 as interest, find the rate of simple <br> interest.

OR

Q 1.   1)   Bank A gives interest at 12% p.a. compounded quarterly and Bank B gives interest at   **8**
 11% p.a. compounded continuously. In which bank should a person invest? (Given <br> that $e^{0.11} = 1.116$)

   2)   Find the inverse of the matrix $\begin{bmatrix} 3 & -1 & 1 \\ -15 & 6 & -5 \\ 5 & -2 & 2 \end{bmatrix}$.   **7**

Q 2.   1)   Solve the following simultaneous equations using Cramer's rule.   **10**
$$\begin{cases} 5x + 3z - 2y = 9 \\ 3x + 4y + 2z = 10 \\ x + y + z = 2 \end{cases}.$$

   2)   If $A = \begin{bmatrix} 1 & 2 & 2 \\ -3 & -1 & 0 \end{bmatrix}$ and $B = \begin{bmatrix} 2 & -3 & 4 \\ 5 & -6 & 0 \end{bmatrix}$, find the matrix X such that   **5**
 $2A - 3B + C$ is a zero matrix.

OR

Q 2.   1)   Find the values of x, for which the function $f(x) = x + \frac{9}{x}$, $x \neq 0$, is   **8**
 (a) increasing   (b) decreasing.

   2)   Find x, for which the total revenue function $R = 2x^3 - 63x^2 + 648x + 300$ is   **7**
 maximum.

Q 3.   1)   Suppose that the demand curve is $D(Q) = \frac{6000}{Q+50}$ and the supply curve is   **10**
 $S(Q) = Q + 10$. Find equilibrium price and quantity, and compute consumer, <br> producer and society surplus.

2) The cost function is $C(x) = 3x^2 + 5x + 4$. Find the average cost and the marginal cost when $x = 4$. **5**

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

Q 3. 1) The input-output table for two sector economy is given below. **10**

Producing sector	Consuming sector		Final Demand	Total Output
	1	2		
1	20	15	65	100
2	25	20	75	120

Find the Technology matrix. Also find the total output from each of the sectors to meet a final demand for 80 units of sector 1 and 100 units of sector 2.

2) Find area under the curve $f(x) = x^6$ over the interval $[0,1]$. **5**

Q 4. A Attempt the followings. **7**

1) In EMI calculations, the rate of interest is compounded _____.
   (a) Yearly   (b) Monthly   (c) quarterly   (d) half yearly

2) The point of no profit no loss is known as
   (a) Equator   (b) Break-Even point   (c) null point   (d) variable point

3) The value of 5! is
   (a) 120   (b) 720   (c) 500   (d) 20

4) A matrix of order $1 \times n$ is called a _____ matrix.
   (a) row   (b) column   (c) unit   (d) square

5) At a critical point,
   (a) $f'(x) > 0$ (b) $f'(x) < 0$ (c) $f'(x) = 0$ (d) $f'(x) \neq 0$

6) For a constant function y, the value of $\frac{dy}{dx}$ is _____.
   (a) 1   (b) 0   (c) constant   (d) none of these

7) $\int 1\, dx =$ _____ , C is constant of integration.
   (a) $1 + C$ (b) C (c) $x + C$ (d) 0

B State true or false **8**

1) If the payments are made at the end of the period, the annuity is called immediate annuity.
2) When the demand equals the supply, an equilibrium point is reached.
3) If the inverse of a matrix is possible then it must be singular.
4) The value of the determinant $\begin{vmatrix} a & b \\ c & d \end{vmatrix}$ is $bc - ad$.
5) The demand is called inelastic if the price elasticity of demand is greater than one.
6) The derivative of $5e^x + x$ is $5e^x$.
7) $\int_0^2 x\, dx = 4$.
8) EMI stands for Equated Monthly instalment.