



SOMAIYA

VIDYAVIHAR UNIVERSITY



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

QUESTION PAPERS

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

Sr. No.	Subject	Available
1.	131U06C301 – Organizational Behavior & Human Resource Management (A)	
2.	131U06K301 – MIS/IT in management	
3.	131U06E302 – Introduction to Financial Markets (A)	
4.	131U06C303 – Import Export Procedure & Documentation (A)	
5.	131U06C303 - Import Export Procedure & Documentation (B)	
6.	131U06E303 – Advertising & Sales (A)	
7.	131U06E303 – Advertising & Sales (B)	
8.	131U06E302- Introduction to Financial Markets (B)	
9.	131U06C303- Import-Export Procedure & Documentation (B)	
10.	131U06E304- Rural Marketing	
11.	131U06C301- Organizational Behavior & Human Resource Management	
12.		
13.		
14.		
15.		



LIBRARY



Semester (July 2023 to November 2023)		
Examination: End Semester Examination Oct 2023 (UG Programmes)		
Programme code:06 Programme: BBM	Class: SY	Semester: III
Name of the Constituent College: S K Somaiya College		Name of the Department Business studies
Course Code: 131U06C301	Name of the Course: Organizational behavior and human resource management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) All questions are compulsory subject to internal choice. <i>exempt Q.4</i>		

Question No.		Max. Marks	CO mapped
Q.1. A	Mr Rahul is the owner of electronics company having more than 5000 employees wants to encourage and build high performing teams. Suggest him some ways of doing it.	08	CO3
B	Discuss in detail the transactional analysis in communication. OR	07	CO2
Q.1. C	“Organizational behavior has evolved over a period”- Comment	10	CO1
D	Highlight the factors influencing the motivation level of employees relating with any 1 motivation theory.	05	CO2
Q.2. A	Justify the need and purpose of initiating employee involvement measures in advertising agency.	08	CO2
B	Ms Maya runs an educational institute. She noticed that the performance of her staff members is declining. Analyze various possible reasons for reduced productivity in an organization. OR	07	CO5
Q.2. C	Sunny Ltd hired a new HR manager. Define HRM along with different functions that he needs to manage under HRM.	08	CO4
D	Do you feel that organizations should spend on the HRD function? Justify your answer with reasons.	07	CO4
Q.3. A.	Mr Rohan has recently joined his family business due to the ill health of his father. Suggest some good leadership traits that he needs to develop along with best leadership style that he should adopt.	08	CO2
B	Zoyo Ltd runs an FMCG business with the majority of old and senior employees. Relate the need and importance of Succession planning. OR	07	CO4
Q.3. C	“Performance appraisal has its own limitations”- Elaborate	08	CO4
D	Discuss the components of compensation along with factors influencing salary and wage administration.	07	CO4
Q.4	Solve the following Case Study	15	
	Mr. Ankit just graduated from a reputed institute of management and joined as the MD of Arogya Ltd. He planned to automate the assembly line to increase the		

	quality and quantity of production. New machines were installed, and the minimum training was given to the operators. The work pressure increased on the employees and very high targets were set for them. It was noticed that production declined. A meeting of managerial heads was called. The HR managers stated that the workers were afraid of job loss due to increasing automation and no additional incentives are offered to them for increased productivity. The low morale of the workers is the reason for low production.		
	Questions-		
1.	Analyze the case and highlight the problem with reasons responsible for the same.	5 mks	CO5
2.	Discuss the relevance of HRP in the given case with steps.	5 mks	CO4
3.	As a HR manager justify the need of giving incentives to the employees.	5 mks	CO4



Semester (July 2023 to November 2023)		
Examination: End Semester Examination October 2023 (UG Programmes)		
Programme code: 07/06	Class: SY	Semester: III
Programme: BBA(H)/BBM		
Name of the Constituent College: S K Somaiya		Name of the Department: Business Studies
Course Code: 131U07K301/131U06K301	Name of the Course: MIS/ IT in management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO Attainment																																			
Q.1. A	Determine the pros and cons of Enterprise Resource Planning	8	CO1,C O2																																			
B	Justify Toyota's Woven city being an example of AI technology	7																																				
	OR																																					
Q.1. C	Analyze Knowledge management system with respect to Content Management System	8	CO1,C O2																																			
D	Explain different roles and responsibilities of Managers	7																																				
Q.2. A	Explain Cascading Style Sheets and its types with examples	15	CO2,C O3																																			
	OR																																					
Q.2. B	Explain URL and various Domain Names used for a website.	7	CO2,C O3																																			
C	Compare how E-commerce varies with respect to E-business	8																																				
Q.3. A.	Write a program using HTML tags for the following output	15	CO4																																			
	<table border="1"> <thead> <tr> <th>Student Name</th> <th>Student Reg No.</th> <th>Subject Name</th> <th>Obtained Marks</th> <th>Total Marks</th> <th>Average Marks</th> </tr> </thead> <tbody> <tr> <td rowspan="3">Alan</td> <td rowspan="3">Std-01</td> <td>Math</td> <td>50.00</td> <td rowspan="3">150.00</td> <td rowspan="3">50.00</td> </tr> <tr> <td>Physics</td> <td>50.00</td> </tr> <tr> <td>Chemistry</td> <td>50.00</td> </tr> <tr> <td rowspan="3">Scott</td> <td rowspan="3">Std-01</td> <td>Math</td> <td>50.00</td> <td rowspan="3">150.00</td> <td rowspan="3">50.00</td> </tr> <tr> <td>Physics</td> <td>50.00</td> </tr> <tr> <td>Chemistry</td> <td>50.00</td> </tr> <tr> <td rowspan="3">John</td> <td rowspan="3">Std-01</td> <td>Math</td> <td>50.00</td> <td rowspan="3">150.00</td> <td rowspan="3">50.00</td> </tr> <tr> <td>Physics</td> <td>50.00</td> </tr> <tr> <td>Chemistry</td> <td>50.00</td> </tr> </tbody> </table>	Student Name		Student Reg No.	Subject Name	Obtained Marks	Total Marks	Average Marks	Alan	Std-01	Math	50.00	150.00	50.00	Physics	50.00	Chemistry	50.00	Scott	Std-01	Math	50.00	150.00	50.00	Physics	50.00	Chemistry	50.00	John	Std-01	Math	50.00	150.00	50.00	Physics	50.00	Chemistry	50.00
Student Name	Student Reg No.	Subject Name		Obtained Marks	Total Marks	Average Marks																																
Alan	Std-01	Math		50.00	150.00	50.00																																
		Physics		50.00																																		
		Chemistry		50.00																																		
Scott	Std-01	Math		50.00	150.00	50.00																																
		Physics		50.00																																		
		Chemistry		50.00																																		
John	Std-01	Math		50.00	150.00	50.00																																
		Physics	50.00																																			
		Chemistry	50.00																																			

	OR		
Q.3. B.	<p>Write a program using HTML tags for the following output</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> <p>Selection options list</p> <p>Checkbox: <input type="checkbox"/></p> <p>RadioButton1: <input type="radio"/></p> <p>RadioButton2: <input checked="" type="radio"/></p> </div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> <p>Input text</p> <p>Login Id: <input type="text"/></p> <p>Password: <input type="text"/></p> </div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> <p>Employee Designation</p> <p><input checked="" type="checkbox"/> Software Engineer</p> <p><input type="checkbox"/> Data Analyst</p> <p><input type="checkbox"/> Web Developer</p> <p><input type="checkbox"/> Senior Analyst</p> </div> <p><input type="button" value="press"/> <input type="button" value="Reset"/></p>	15	CO4
Q.4	Write the following concepts (5 Marks each)	15	CO1,C O2,CO 3,CO4
	<p>1) Identify the missing tags and correct the code and display the output</p> <pre> <html> <title> <head> Hello </title> <bgcolor body="yellow"> <li type="circle"> HTML CSS <li type="a"> HTML CSS </body> </html> </pre>	5	
	2) Ube Cabs offers to book cabs nearby your location for best fares. For best taxi service at lowest fares, say Uber! Whether Uber is an IS system or not. Elaborate with examples	5	
	3) Blog are similar to webpages but how are they different from Websites give few examples of it	5	



Semester (July 2023 to November 2023)

Examination: End Semester Examination October 2023 (UG Programmes)

Programme code: 06 Programme: BBM	Class: SY	Semester: III
Name of the Constituent College: SK Somaiya (SVU)	Name of the Department: Business Studies	
Course Code: 131U06E302	Name of the Course: Introduction to Financial Markets.	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO Attainment																																																													
Q.1. A	<p>Followings are the financial of Ntpc ltd. an Indian Infrastructure company. Conduct fundamental analysis of the company with regards to profits, Balance sheet and cashflows of the company and give your conclusion.</p> <table border="1"> <thead> <tr> <th></th> <th>Industry</th> <th>Ntpc ltd.</th> </tr> </thead> <tbody> <tr> <td>Price to earnings ratio</td> <td>30</td> <td>25</td> </tr> <tr> <td>Price to book ratio</td> <td>4</td> <td>3</td> </tr> </tbody> </table> <p>Profit and loss A/c</p> <table border="1"> <thead> <tr> <th></th> <th>Mar 2021</th> <th>Mar 2022</th> <th>Mar 2023</th> </tr> </thead> <tbody> <tr> <td>Sales +</td> <td>19,048</td> <td>21,545</td> <td>24,670</td> </tr> <tr> <td>Expenses +</td> <td>15,173</td> <td>17,778</td> <td>18,200</td> </tr> <tr> <td>Operating Profit</td> <td>3,874</td> <td>3,768</td> <td>6,470</td> </tr> <tr> <td>OPM %</td> <td>20%</td> <td>17%</td> <td>26%</td> </tr> <tr> <td>Other Income +</td> <td>335</td> <td>555</td> <td>971</td> </tr> <tr> <td>Interest</td> <td>97</td> <td>96</td> <td>143</td> </tr> <tr> <td>Depreciation</td> <td>1,229</td> <td>1,165</td> <td>1,250</td> </tr> <tr> <td>Profit before tax</td> <td>2,884</td> <td>3,061</td> <td>6,048</td> </tr> <tr> <td>Tax %</td> <td>32%</td> <td>29%</td> <td>25%</td> </tr> <tr> <td>Net Profit +</td> <td>1,952</td> <td>2,182</td> <td>4,507</td> </tr> <tr> <td>EPS in Rs</td> <td>117.35</td> <td>131.14</td> <td>270.66</td> </tr> <tr> <td>Dividend Payout %</td> <td>21%</td> <td>23%</td> <td>15%</td> </tr> </tbody> </table>		Industry	Ntpc ltd.	Price to earnings ratio	30	25	Price to book ratio	4	3		Mar 2021	Mar 2022	Mar 2023	Sales +	19,048	21,545	24,670	Expenses +	15,173	17,778	18,200	Operating Profit	3,874	3,768	6,470	OPM %	20%	17%	26%	Other Income +	335	555	971	Interest	97	96	143	Depreciation	1,229	1,165	1,250	Profit before tax	2,884	3,061	6,048	Tax %	32%	29%	25%	Net Profit +	1,952	2,182	4,507	EPS in Rs	117.35	131.14	270.66	Dividend Payout %	21%	23%	15%	15	4
	Industry	Ntpc ltd.																																																														
Price to earnings ratio	30	25																																																														
Price to book ratio	4	3																																																														
	Mar 2021	Mar 2022	Mar 2023																																																													
Sales +	19,048	21,545	24,670																																																													
Expenses +	15,173	17,778	18,200																																																													
Operating Profit	3,874	3,768	6,470																																																													
OPM %	20%	17%	26%																																																													
Other Income +	335	555	971																																																													
Interest	97	96	143																																																													
Depreciation	1,229	1,165	1,250																																																													
Profit before tax	2,884	3,061	6,048																																																													
Tax %	32%	29%	25%																																																													
Net Profit +	1,952	2,182	4,507																																																													
EPS in Rs	117.35	131.14	270.66																																																													
Dividend Payout %	21%	23%	15%																																																													

Balance Sheet		Mar 2021	Mar 2022	Mar 2023		
	Share Capital +	83	83	83		
	Reserves	17,558	19,129	23,203		
	Borrowings +	3,031	3,384	1,347		
	Other Liabilities +	5,915	7,149	7,576		
	Total Liabilities	26,588	29,746	32,209		
	Fixed Assets +	8,206	8,122	9,219		
	CWIP	1,565	1,293	1,030		
	Investments	2,212	2,616	4,986		
	Other Assets +	14,605	17,715	16,974		
	Total Assets	26,588	29,746	32,209		
Cashflow Statement						
		Mar 2021	Mar 2022	Mar 2023		
	Cash from Operating Activity +	3,570	2,811	5,888		
	Cash from Investing Activity +	-2,255	-2,565	-4,109		
	Cash from Financing Activity +	-30	-242	-2,686		
	Net Cash Flow	1,286	3	-907		
Q.1.B	As an active investor in share market do swot analysis of Automobile sector in India.				5	4
	OR					
Q.1.C	As an investment analyst explain to your client about a) Industry life cycle b) Give at least one example of current industry which falls in above stages.				7	4
Q.1.D	Your brother wants to start investing, discuss with him Qualitative and Quantitative techniques of fundamental investments.				8	4
Q.2.A	As an investment advisor discuss with your client difference between primary and secondary market.				7	3
Q.2.B	A client of yours wants to Diversify its portfolio by investing in Equity, Commodities and International Securities. As an investment advisor guide him on different stock exchanges available in India for above investments.				8	3
	OR					
Q.2.C	Adanai Green ltd wants to do new issue in the market, as a financial advisor elaborate them on types of primary market issuance.				7	3
Q.2.D	Reliance retail is planning for listing its shares on NSE, discuss with management about the advantages and disadvantages of Listings.					3
Q.3.A.	As a research scholar discuss about the constituents of Indian financial				7	1



	system		
Q.3. B	You are governor of Reserve Bank of India, a) Discuss the functions of Reserve bank of India b) Discuss the various steps Reserve bank of India can take to reduce inflations.		
	OR		
Q.3. C.	As a representative of finance ministry discuss with prime minister of India the various challenges faced by finance minister.	7	2
Q.3.D	A friend of yours wants to start investing, as a financial expert inform him about various financial market in India	8	1
Q.4	Write the following concepts (5 Marks each)	15	
A)	Technical Analysis		4
B)	Venture Capital		2
C)	Underwriting services		3



Semester (July 2023 to November 2023) Examination: End Semester Examination October 2023 (UG Programmes)		
Programme code: 06 Programme: BBM	Class: SY	Semester: III
Name of the Constituent College: S K Somaiya college	Name of the Department Business studies	
Course Code: 131U06C303	Name of the Course: Import export procedure and documentation	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	CO Attainment
Q.1. A	EPC, PCFC, Bill discounting and bill purchasing and its impact in supporting foreign trade	15	03
	OR		
Q.1. B	Differentiate between forward cover and forward contract in procurement and managing foreign exchange fluctuation	15	
Q.2. A	Highlights, features and definition of Foreign trade policy 2023 and Role in SEZ(special economic zone in attaining it	15	02
	OR		
Q.2. B	Use of letter of credit and buyers credit in international trade(explain using flowchart, advantages and disadvantages)	15	
Q.3. A.	Role of EXIM bank and custom clearing agent	15	01
	OR		
Q.3. B.	Role of bill of lading, bill of entry and shipping bill in international trade	15	
Q.4	Solve the following case study(scenario based) (5 Marks each)	15	
	Mr. Aarav Ayer is in the business of importing rough diamonds and exporting cut & Polished diamonds from India. The Business is flourishing and there are constant orders for the product. Based on the scenario explained above answer the following		04
	A. Which EXIM tool can help him in procurement and manage foreign exchange?		
	B. Which Export financing facility should he opt for and why?		
	C. Should be avail buyers credit? justify your response		



SOMAIYA
VIDYAVIHAR UNIVERSITY



Semester (July 2023 to November 2023)		
Examination: End Semester Examination October 2023 (UG Programmes)		
Programme code: 06 Programme: BBM	Class: SY	Semester: III
Name of the Constituent College: S K Somaiya college	Name of the Department Business studies	
Course Code: 131U06C303	Name of the Course: Import export procedure and documentation	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	CO Attainment
Q.1. A	Export finance and its impact in supporting foreign trade OR	15	03
Q.1. B	Forward cover and forward contract for procurement and foreign exchange fluctuation	15	
Q.2. A	Highlights, features and definition of Foreign trade policy 2023 and Role in SEZ(special economic zone) in attaining it OR	15	02
Q.2. B	Create flowchart, define and explain letter of credit and buyers credit	15	
Q.3. A.	Role of custom clearing agent and EXIM Bank OR	15	01
Q.3. B.	Role of commercial invoice, Kimberley certificate, certificate of measurement and shipping bill in international trade	15	
4	Solve the following case study(scenario based) (5 Marks each) Mr Rishabh K. is in the business of exporting pickles(mango, carrot etc) from India in the overseas market. The Business is flourishing and there are constant orders for the product. Based on the scenario explained above answer the following	15	04
	A. Exim tools required to help in procurement and foreign exchange fluctuation		
	B. Which Export financing facility should he opt for and why?		
	C. Should he avail buyers credit? Justify your response		



Semester (July 2023 to November 2023)

Examination: End Semester Examination October 2023 (UG Programmes)

Programme code:06	Class:	Semester: III
Programme: BBM	SY	
Name of the Constituent College: SKSC		Name of the Department: Business Studies
Course Code: 131U06E303	Name of the Course: Advertising & Sales	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO Attainment
Q.1. A	Illustrate the evolution of Advertising OR	15	CO 1
Q.1. B	Analyze the various selling strategies adopted by companies.	15	CO 2
Q.2. A	Explain with example how cross promotions are used in digital marketing to increase sales OR	15	CO 2
Q.2. B	List the advantages & disadvantages of Internet Advertising with examples.	15	CO 3
Q.3. A.	Elaborate what is Personal selling and the importance of it. OR	15	CO 4
Q.3. B.	Analyze the 7 step selling process in detail with an example.	15	CO 1
Q.4	Solve the following Case Study	15	
	Navaratri, the annual Hindu festival observed in honor of the Goddess Durga and spans over nine nights, is celebrated differently in each state. Gujarat sees this as an opportunity to dive into the dance form of Garba with decked-out on-ground celebrations. Hence, brands tap into the power of local activities with the Navratri media mix in Gujarat being spread across mediums that help connect with the audiences according to their consumption patterns. The front page of Gujarati newspapers is a canvas of ads, defining the festive spirit unique to this vibrant market. Marketers also delve into hyper-local campaigns in specific locations, adding another dimension to the festive advertising mix. It is estimated that revenues of the print sector are expected to grow at 13-15 percent to ₹30,000 crores this fiscal and this demand for fast-moving consumer goods, retail, clothing and fashion jewelry, launches of new automobiles, online shopping contributes about two-thirds of the print media ad revenue, will keep the momentum in ad revenue growth going.		
Q 1)	Considering the fact that the most opportunities lie within the on-ground festivities happening in the states that celebrate the festival, more and more brands are seizing these opportunities and reaping the benefits of on-site as well as print and TV exposure during this period- Agree or Disagree		CO 1
Q2)	Apply if QR codes, NFC tags, AR enhance the online-offline interaction,		CO 2

	providing easy access to information, interactive experiences, and social sharing, amplifying the reach and impact of any advertising campaign		
Q3)	Analyze if the media mix is unlikely to be very different in different markets. For example, South has a high TV focus as it is media-isolated, and the entry cost is not very high.		CO 3



Semester (July 2023 to November 2023)

Examination: End Semester Examination October 2023 (UG Programmes)

Programme code:06	Class:	Semester: III
Programme: BBM	SY	
Name of the Constituent College: SKSC		Name of the Department: Business Studies
Course Code: 131U06E303	Name of the Course: Advertising & Sales	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO Attainment
Q.1. A	Enumerate the roles of Advertising with examples.	15	CO 1
	OR		
Q.1. B	Define what is an advertising budget and list the factors affecting it.	15	CO 2
Q.2. A	Sales budget refers to the estimation of the sales revenue and the sales overheads for a particular period-Explain.	15	CO 2
	OR		
Q.2. B	Illustrate the relationship between Advertising and Indian Society with an example.	15	CO 3
Q.3. A.	Elaborate the various consumer sales promotion techniques with examples.	15	CO 4
	OR		
Q.3. B.	Analyze the 7 step selling process in detail with an example.	15	CO 1
Q.4	Solve the following Case Study	15	
	<p>Ahmedabad recently became the hottest spot on Earth as the city hosted cricket's greatest rivalry — India vs Pakistan. With the much-anticipated match unfolding in Ahmedabad, the intense moments of the game were sure to captivate everyone. Sprite, Coca-Cola's lemon and lime-flavoured beverage, unveiled a refreshing campaign in Ahmedabad and amplified it across the country, helping fans stay cool and composed even in the midst of the high-pressure game.</p> <p>In collaboration with Swiggy, a leading online food delivery platform, Sprite offered a live shoppable OOH experience to cricket fans at the India vs. Pakistan showdown in Ahmedabad on October 14. The campaign encouraged fans to “Thand Rakh” with a refreshing Sprite during intense cricket moments. As match excitement rose, the digital billboard in Ahmedabad near Narendra Modi Stadium, adapted its temperature, mirroring the game's intensity. Through a QR code, consumers were able to watch a virtual Sprite bottle materialize on the billboard, leading them to a distinctive experience on the Swiggy app.</p> <p>For an enhanced campaign amplification, the brand also collaborated with</p>		

	renowned content creators like Bhuvan Bham, Viraj Ghelani, and Jord Indian to deliver the refreshing message of "Thand Rakh " for the hottest match. This collaboration offered a glimpse into the perspective of Indian fans during various moments, from pre-match anticipation to in-stadium excitement and at-home preparations.		
Q 1)	Compare if fusing cricket's excitement with Sprite's coolness was a successful sales strategy.		CO 1
Q2)	Millennial and postmillennial generations now account for the largest consumer demographic in India, do you think Sprite targeted the right TA.		CO 2
Q3)	OOH ads succeed where digital ads fail-Analyze		CO 3



Semester (July 2023 to November 2023)		
Examination: End Semester Examination October 2023 (UG Programmes)		
Programme code: 06 Programme: BBM	Class: SY	Semester: III
Name of the Constituent College: SK Somaiya (SVU)	Name of the Department: Business Studies	
Course Code: 131U06E302	Name of the Course: Introduction to Financial Markets.	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary		

Question No.		Max. Marks	CO Attainment																																																													
Q.1. A	<p>Followings are the financial of Hindustan Aeronautics ltd. an Indian Defense company. Conduct fundamental analysis of the company with regards to profits, Balance sheet and cashflows of the company and give your conclusion.</p> <table border="1" style="margin-left: 40px;"> <tr> <td></td> <td style="text-align: center;">Industry</td> <td style="text-align: center;">Hindustan Aeronautics ltd.</td> </tr> <tr> <td>Price to earnings ratio</td> <td style="text-align: center;">30</td> <td style="text-align: center;">15</td> </tr> <tr> <td>Price to book ratio</td> <td style="text-align: center;">3</td> <td style="text-align: center;">2</td> </tr> </table> <p>Profit and loss A/c</p> <table style="margin-left: 40px;"> <thead> <tr> <th></th> <th style="text-align: center;">Mar 2021</th> <th style="text-align: center;">Mar 2022</th> <th style="text-align: center;">Mar 2023</th> </tr> </thead> <tbody> <tr> <td>Sales +</td> <td style="text-align: right;">22,882</td> <td style="text-align: right;">24,620</td> <td style="text-align: right;">26,928</td> </tr> <tr> <td>Expenses +</td> <td style="text-align: right;">17,541</td> <td style="text-align: right;">19,200</td> <td style="text-align: right;">20,258</td> </tr> <tr> <td>Operating Profit</td> <td style="text-align: right;">5,341</td> <td style="text-align: right;">5,420</td> <td style="text-align: right;">6,669</td> </tr> <tr> <td>OPM %</td> <td style="text-align: right;">23%</td> <td style="text-align: right;">22%</td> <td style="text-align: right;">25%</td> </tr> <tr> <td>Other Income +</td> <td style="text-align: right;">360</td> <td style="text-align: right;">986</td> <td style="text-align: right;">1,672</td> </tr> <tr> <td>Interest</td> <td style="text-align: right;">267</td> <td style="text-align: right;">65</td> <td style="text-align: right;">64</td> </tr> <tr> <td>Depreciation</td> <td style="text-align: right;">1,157</td> <td style="text-align: right;">1,110</td> <td style="text-align: right;">1,784</td> </tr> <tr> <td>Profit before tax</td> <td style="text-align: right;">4,277</td> <td style="text-align: right;">5,231</td> <td style="text-align: right;">6,493</td> </tr> <tr> <td>Tax %</td> <td style="text-align: right;">24%</td> <td style="text-align: right;">3%</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Net Profit +</td> <td style="text-align: right;">3,239</td> <td style="text-align: right;">5,086</td> <td style="text-align: right;">5,811</td> </tr> <tr> <td>EPS in Rs</td> <td style="text-align: right;">48.44</td> <td style="text-align: right;">76.05</td> <td style="text-align: right;">86.89</td> </tr> <tr> <td>Dividend Payout %</td> <td style="text-align: right;">31%</td> <td style="text-align: right;">26%</td> <td style="text-align: right;">32%</td> </tr> </tbody> </table>		Industry	Hindustan Aeronautics ltd.	Price to earnings ratio	30	15	Price to book ratio	3	2		Mar 2021	Mar 2022	Mar 2023	Sales +	22,882	24,620	26,928	Expenses +	17,541	19,200	20,258	Operating Profit	5,341	5,420	6,669	OPM %	23%	22%	25%	Other Income +	360	986	1,672	Interest	267	65	64	Depreciation	1,157	1,110	1,784	Profit before tax	4,277	5,231	6,493	Tax %	24%	3%	10%	Net Profit +	3,239	5,086	5,811	EPS in Rs	48.44	76.05	86.89	Dividend Payout %	31%	26%	32%	15	4
	Industry	Hindustan Aeronautics ltd.																																																														
Price to earnings ratio	30	15																																																														
Price to book ratio	3	2																																																														
	Mar 2021	Mar 2022	Mar 2023																																																													
Sales +	22,882	24,620	26,928																																																													
Expenses +	17,541	19,200	20,258																																																													
Operating Profit	5,341	5,420	6,669																																																													
OPM %	23%	22%	25%																																																													
Other Income +	360	986	1,672																																																													
Interest	267	65	64																																																													
Depreciation	1,157	1,110	1,784																																																													
Profit before tax	4,277	5,231	6,493																																																													
Tax %	24%	3%	10%																																																													
Net Profit +	3,239	5,086	5,811																																																													
EPS in Rs	48.44	76.05	86.89																																																													
Dividend Payout %	31%	26%	32%																																																													

		Balance sheet				
		Mar 2021	Mar 2022	Mar 2023		
	Share Capital +	334	334	334		
	Reserves	15,034	18,930	23,172		
	Borrowings +	53	49	51		
	Other Liabilities +	37,601	40,871	45,632		
	Total Liabilities	53,022	60,183	69,190		
	Fixed Assets +	7,158	6,758	6,827		
	CWIP	1,948	2,472	1,884		
	Investments	1,055	1,294	1,385		
	Other Assets +	42,861	49,659	59,093		
	Total Assets	53,022	60,183	69,190		
		Cashflow Statement				
		Mar 2021	Mar 2022	Mar 2023		
	Cash from Operating Activity +	15,124	10,180	8,836		
	Cash from Investing Activity +	-1,190	-12,789	-5,734		
	Cash from Financing Activity +	-7,070	-1,464	-1,731		
	Net Cash Flow	6,864	-4,072	1,370		
Q.1.B	Explain Fundamental Quality factors you will consider before investing in a company.				5	4
	OR					
Q.1. C	As an investment analyst, a) Explain competitive force model (Porters five force model) b) Do competitive force model analysis of airline industry.				8	4
Q.1. D	Your friend has just started investing in share market, as a Graduate of Finance explain to him cognitive biases and their impact on investment decisions.				7	4
Q.2.A	Tata Technologies ltd is planning for an IPO, asks your advice on the Eligibility Criteria for listing.				10	3
Q.2.B	As a financial educator, describe about various members in stock exchange.				5	3
	OR					
Q.2. C	As a Financial educator discuss the functions of primary and secondary market with your students.				7	3
Q.2.D	As a research scholar, Write in brief about Bombay Stock Exchange				8	3
Q.3. A.	As a chief financial advisor explain the functions of financial systems				7	1
Q.3. B	Blackrock a leading asset management company wants to start its operations				8	2



	in Indian and request you to brief them about various Financial regulatory agencies and their roles in Indian financial system.		
	OR		
Q.3. C.	Bank of America is looking to expand its operation outside America, as a representative for Indian government explain to the management of Bank of America about the different opportunities in Indian Banking sector.	8	1
Q.3.D	As a research scholar give a brief about financial institutions and their role in India.	7	2
Q.4	Write the following concepts (5 Marks each)	15	
A)	Quantitative Fundamental Analysis		4
B)	Derivative Market		2
C)	Stock indices		3



Semester (July 2023 to November 2023) Examination: End Semester Examination October 2023 (UG Programmes)		
Programme code: 06 Programme: BBM	Class: SY	Semester: III
Name of the Constituent College: S K Somaiya college	Name of the Department Business studies	
Course Code: 131U06C303	Name of the Course: Import export procedure and documentation	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO Attainment
Q.1. A	Pre shipment and post shipment finance and its impact in supporting foreign trade	15	03
	OR		
Q.1. B	Role of forward cover and forward contract in procurement and foreign exchange	15	
Q.2. A	Foreign trade policy 2023 and Role in SEZ(special economic zone) in attaining it	15	02
	OR		
Q.2. B	Create flowchart, define and explain letter of credit and buyers credit	15	
Q.3. A.	Role of ECGC and EXIM Bank	15	01
	OR		
Q.3. B.	Role of certificate of origin, Kimberley certificate and shipping bill in international trade	15	
Q.4	Solve the following case study(scenario based) (5 Marks each)	15	
	Mr Bhavya Maru. is in the business of exporting handicrafts from India in the overseas. The Business is flourishing and there are constant orders for the product. Based on the scenario explained above answer the following		04
	A. List of documents required to export		
	B. Which Export financing facility should he opt for and why?		
	C. Should be avail buyers credit? Justify your response		



Semester (November 2023 to Oct 2023)		
Examination: End Semester Examination Oct 2023 (UG Programmes)		
Programme code: 06	Class:	Semester: III
Programme: BBM	SYBBM	
Name of the Constituent College: S K Somaiya College		Name of the Department:
		Business Studies
Course Code: 131U06E304	Name of the Course: Rural Marketing	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q.1. A	Help KVIC to understand scope, types, and important programs of rural development.	15	CO1
	OR		
Q.1. B	Government of India have planned for offering subsidiaries for solar power plant to every farmer. suggest effective messaging techniques to implement this scheme.	15	CO2
	OR		
Q.2. A	Rajesh has started up a retail shop in a rural market. Guide him to understand the importance of branding, packaging, and labeling in RM for more consumers attractions.	15	CO3
	OR		
Q.2. B	Nestle India has started buy one get one free as a product mix strategy emphasize on promotional strategies in rural marketing they need to follow.	15	CO4
	OR		
Q.3. A.	Godrej willing to start less budget commodities sale for rural people. Discuss the steps they need to involve in rural advertising.	15	CO2
	OR		
Q.3. B.	After many casualties due to suicides by farmers due to zero yield. A team of psychologists decided on counseling. Help them to understand the problems of rural markets and strategies used to overcome these constraints.	15	CO1
	OR		
Q.4	Solve the following Case Study.	15	CO3
	The Colgate Way!!		
	Colgate believed in working on their unique selling proposition, which was converting the non-users into users. Colgate promoted its product aggressively in the rural market by spending approximately 4 crore per year. It used promotional vans to cover villages. Promotional films were used to create brand awareness. It took up sales promotion very aggressively by offering a free toothbrush with the Colgate toothpaste and used an integrated communication mix to enhance their		

reach in the rural market. Understanding the market needs and tapping them at the right time helped Colgate to have the highest market penetration of 62%. This in turn led Colgate to be the No. 1 player in the rural market for the oral care segment. It was the first in the category to launch the white toothpowder that hit as a huge success in the rural market. It had a first mover's advantage in the rural areas, as it was focused on enhancing the reach of its product by reaching the bottom of the pyramid. Thus, they launched the sachets of both toothpaste and toothpowder at a very low price, that is, 2 for 15 g, 1.25 for 10 g and 30 g tube was priced at ` 9, which came along with a free toothbrush. Its customer-centric approach led to its success in the rural market. The company believed that the marketing approach for selling the toothpaste to the rural consumer was unique, as toothpaste could not be sold in the same way as any other FMCG product. Understanding the nature of the industry and sentiments of the rural consumers would make the companies more successful in the rural market. The marketers are required to be more customer-centric in their approach of selling the products to the end consumers. The offering should be utility driven and should be compatible with the emotional aspirations of the rural consumers.

1. Elaborate promotional and pricing strategies followed by Colgate.

08

2. Summarize SWOC analysis for above case study.

07

Semester (July 2023 to November 2023)		
Examination: End Semester Examination Oct 2023 (UG Programmes)		
Programme code:06	Class: SY	Semester: III
Programme: BBM		
Name of the Constituent College: S K Somaiya College		Name of the Department Business studies
Course Code: 131U06C301	Name of the Course: Organizational behavior and human resource management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) All questions are compulsory subject to internal choice. <i>except Q.4</i>		

Question No.		Max. Marks	CO mapped
Q.1. A	Discuss the advantages and limitations of understanding organizational behavior in an organization.	10	CO1
B	Ms Gayatri is an authoritarian leader and believes in dividing employees and controlling the behavior of employees in her organization. Help her understand the impact of her leadership style and elaborate upon other leadership styles . OR	05	CO2
Q.1. C	Describe the Hawthorne experiment in detail with suggestions for effective management in organizations.	08	CO1
D	As a counselor, make the manager of Rane corporation understand the importance of time management and also suggest some ways of effective time management that managers need to implement.	07	CO2
Q.2. A	Enumerate some Employee involvement measures and the impact on its employees and the organization.	08	CO3
B	As a HR manager, convince your organizational head to encourage forming groups and teams explaining the characteristics of high performing teams. OR	07	CO3
Q.2. C	Analyze Maslow's need hierarchy theory of motivation and Suggest ways of motivating employees in an organization	08	CO2
D	"Employee involvement helps in increasing the morale of employees."- Justify the statement with possible ways that can be adopted by organizations.	07	CO2
Q.3. A.	Relate the importance of Employee promotion, demotion and transfers with HRP and its impact on employee satisfaction and morale.	08	CO4
B	Mr Rahul is delegated the execution of HRD function by his superior. Enlist the functions of HRD for him. OR	07	CO4
Q.3. C	HRM is a comprehensive HR function. Highlight different challenges of HRM faced by a large MNC with a workforce of more than 2000 employees.	08	CO4
D	As a HR manager, describe the concept of succession planning along with career stages of an employee and its impact on an organization.	07	CO4
Q.4	Solve the following Case Study	15	

ABC Manufacturing is a large manufacturing company with a workforce of over 2,000 employees. The organization has a complex compensation structure that includes base salaries, bonuses, and stock options. Performance appraisals are conducted annually to assess employee performance and determine compensation adjustments. The company has been facing challenges related to the effectiveness of their compensation and performance appraisal systems. There were compensation discrepancies, a lot of subjectivity, biased results with lack of transparency.

In recent years, ABC Manufacturing has faced increased competition in the market, and cost control has become a major concern for the company. As a result, the company has implemented cost-cutting measures and reduced discretionary spending on its employees. The cost on employee maintenance and welfare along with training and development has been reduced. The HR department has been tasked with aligning the compensation and performance appraisal systems with the new cost-control strategy.

Questions-

1.	Analyze the case, identify the problem with reasons responsible for the same.	5 mks	CO5
2.	Suggest better compensation components to solve the given problem with reasons.	5 mks	CO4
3.	According to you, justify the method of performance appraisal to be used in organizations to solve the existing problem.	5 mks	CO5