

SOMAIYA

VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

BRANCH: Bachelor of Business Management	SEM: IV
	APR-2024

Sr. No.	Subject	Available
1.	231U06C404 – Corporate Finance	
2.	131U06C403 – Research methods	
3.	131U06K401 – corporate communication	
4.	131U06E401 – strategic cost management (A)	
5.	131U06E403 – Brand Management	
6.	131U06E402 – Financial management	
7.	131U06C402 – VDEM	
8.	131U06C403 – Research methods	
9.	131U06E401 – strategic cost management (B)	
10.		
11.		
12.		
13.		
14.		
15.		



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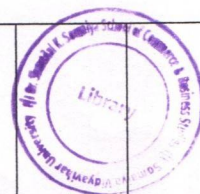
SOMAIYA
VIDYAVIHAR UNIVERSITY



Semester (July 2023 to November 2023)		
Examination: End Semester Examination March/April 2024 (UG Programmes)		
Programme code:06 Programme: BBM	Class: SYBBM	Semester: IV
Name of the Constituent College: S K Somaiya College	Name of the Department Business Studies	
Course Code: 231006C404	Name of the Course: Corporate Finance	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Figures to the right indicate full marks 2) Q1 – Q3 have internal option. Q4 is compulsory 3) Working notes should form part of your answer		

Question No.		Max. Mark	CO																								
Q.1. A	<p>Calculate Net present value of Alternative-1 and Alternative-2 from the following information:</p> <table><tr><td>Particulars</td><td>Alternative-1</td><td>Alternative-2</td></tr><tr><td>Outflows</td><td>30,00,000</td><td>30,00,000</td></tr><tr><td>Earnings before tax:</td><td></td><td></td></tr><tr><td>End of year 1</td><td>18,00,000</td><td>15,00,000</td></tr><tr><td>End of year 2</td><td>12,00,000</td><td>12,00,000</td></tr><tr><td>End of year 3</td><td>14,00,000</td><td>9,00,000</td></tr><tr><td>End of year 4</td><td>9,00,000</td><td>9,00,000</td></tr><tr><td>End of year 5</td><td>6,00,000</td><td>14,00,000</td></tr></table> <p>The cost of capital is 8%. Tax rate is 30% Determine which alternative is more profitable.</p>	Particulars	Alternative-1	Alternative-2	Outflows	30,00,000	30,00,000	Earnings before tax:			End of year 1	18,00,000	15,00,000	End of year 2	12,00,000	12,00,000	End of year 3	14,00,000	9,00,000	End of year 4	9,00,000	9,00,000	End of year 5	6,00,000	14,00,000	15	01
Particulars	Alternative-1	Alternative-2																									
Outflows	30,00,000	30,00,000																									
Earnings before tax:																											
End of year 1	18,00,000	15,00,000																									
End of year 2	12,00,000	12,00,000																									
End of year 3	14,00,000	9,00,000																									
End of year 4	9,00,000	9,00,000																									
End of year 5	6,00,000	14,00,000																									
	OR																										
Q1. B	<p>Vikrant Ltd is a new company founded by Mr. Vikrant, an MBA. The company has ventured into solar panel technology. The company needs Rs.75,00,000 to explore this new venture and is evaluating different funding sources. Mr. Vikrant has shortlisted the following alternatives for raising funds:</p> <ol style="list-style-type: none">Company should issue equity shares to the extent of Rs.40,00,000 (face value Rs.10) and balance via 12% Debentures (Face value Rs100)Entire financing via 12% DebenturesEntire financing via issue of equity shares <p>Earnings of the company before interest and tax are expected to be Rs.15,00,000. The company falls in the 30% tax bracket.</p> <p>As a finance expert, plan an optimal capital structure for the company that would provide maximum gains for the shareholders of the company.</p>	15	02																								
Q.2. A	<p>Calculate WACC using :</p> <ol style="list-style-type: none">Book value weight basisMarket value weight basis <table><tr><td>Source</td><td>Book Value</td></tr><tr><td>Equity Capital</td><td>20,00,000 (FV Rs.10)</td></tr><tr><td>12% Preference Capital</td><td>30,00,000 (FV Rs.100)</td></tr></table>	Source	Book Value	Equity Capital	20,00,000 (FV Rs.10)	12% Preference Capital	30,00,000 (FV Rs.100)	08	03																		
Source	Book Value																										
Equity Capital	20,00,000 (FV Rs.10)																										
12% Preference Capital	30,00,000 (FV Rs.100)																										

	14% Debentures Market values are as under: Equity capital Rs.24 per share Preference Capital Rs.120 per share Debentures Rs.105 per debenture Equity dividend expected is 10% with growth rate of 5% forever.	40,00,000 (FV Rs.100)											
Q2. B	Z Tech Ltd and L Tech Ltd are two existing companies exploring financial markets for raising Rs.30,00,000 each for their expansion plans. Key data points available: 1. Average cost of raising capital via equity is 13% which raises to 15% if borrowings of the company exceeds 50% of the total capital investment in the project 2. Cost of debt (net of tax) is 10% 3. The two companies have decided to raise funds in the following ratio: <table><tr><td>Company</td><td>Equity</td><td>Debt</td></tr><tr><td>Z Tech Ltd</td><td>60%</td><td>40%</td></tr><tr><td>L Tech Ltd</td><td>40%</td><td>60%</td></tr></table> You are required to: a) Calculate Weighted average cost of capital of both companies b) Identify which company has procured funds more efficiently	Company	Equity	Debt	Z Tech Ltd	60%	40%	L Tech Ltd	40%	60%		07	03
Company	Equity	Debt											
Z Tech Ltd	60%	40%											
L Tech Ltd	40%	60%											
	OR												
Q.2 C	Discuss the impact of leverages on profitability of a business unit		08	03									
Q2 D	"Cost of capital is significant factor in designing a balanced and optimal capital structure" Discuss		07	03									
Q3 A	Mr. Aushotosh is planning to start a trading business, He has prepared the following data for the quarter – January 2025 to March 2025: Sales for the quarter: Rs.36,00,000 (expected to be in ratio of 3:2:1) Purchases for the quarter: Rs.20,00,000 (expected to be in ratio of 2:2:1) Expenses: Salaries for the quarter: Rs.90,000 (to be allocated equally every month) Rent for the quarter: Rs.60,000 (to be allocated equally every month) Depreciation for the quarter: Rs.15,000. (refer note-1) Other office expenses for the quarter: Rs.60,000 (to be allocated in the ratio of 2:2:1) Additional notes: 1. Aushotosh will purchase machineries worth Rs.3,00,000 on 1 st January 2025 (rate of depreciation is 20% p.a) 50% of the payments would be in January and balance 50% in March 2025 2. Aushotosh will introduce capital of Rs.30,00,000 on 1 st January 2025 in business 3. There is no opening cash balance 4. 20% of the sales are expected to be on cash basis. Credit sales are expected to be collected in the month following the month of sales. 5. Creditors are expected to offer credit for 1 month. (10% of purchases are expected to be on cash basis) 6. Aushotosh expects dividends of Rs.30,000 on his investments in the month of March 2025 He has approached you and has requested to Prepare cash budget for the quarter January to March 2025		15	04									
	OR												
Q3 B	Following information is available from the records of Karan <table><tr><td>Month</td><td>Purchases</td><td>Sales</td><td>Expenses</td></tr></table>	Month	Purchases	Sales	Expenses		15	04					
Month	Purchases	Sales	Expenses										



	January 2024	10,00,000	20,00,000	2,00,000	
	February 2024	15,00,000	30,00,000	3,00,000	
	March 2024	19,00,000	38,00,000	3,80,000	
	April 2024	14,00,000	28,00,000	2,80,000	
	May 2024	20,00,000	40,00,000	4,00,000	
	June 2024	25,00,000	50,00,000	5,00,000	
	Additional information:				
	a) Cash balance on 1 st April 2024 is Rs.7,00,000				
	b) 50% of the purchases are paid in the following month and balance in further next month.				
	c) 20% of the sales are on cash basis. 60% of the credit sales are offered credit period of 1 month and balance are offered 2 months credit.				
	d) Expenses include depreciation of Rs.20,000 per month				
	e) Time lag in payment of expenses is 1 month				
	Prepare Cash budget for the quarter ending on 30 th June 2024				
Q.4	Answer the following (5 marks each)				15
	1. Mr. A deposits Rs.5,0000 in 5 years term plan. Find out amount at the end of 5 th year if rate of interest is 12% p.a. compounded quarterly				01
	2. Calculate financial BEP from the following information: Equity share capital (FV Rs.10) 80,00,000 10% Preference share capital (FV Rs.10) 40,00,000 12% Debentures (FV Rs.100) 30,00,000 Tax rate 40%				02
	3. Complete the following table Sources of finance Proportion (%) Cost (%) WACC Equity capital 60 15 ? Preference capital 30 12 ? Debentures ? ? ? ----- 18.6% -----				03



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Semester (November 2023 to March 2024)		
Examination: End Semester Examination April 2024 (UG Programmes)		
Programme code: O6 Programme: BBM	Class: SY	Semester: IV
Name of the Constituent College: S K SOMAIYA COLLEGE	Name of the Department: Business Studies	
Course Code: I3IUO6C4O3	Name of the Course: Research Methods	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3) Use of Simple Calculators is only allowed. NO OTHER CALCULATOR MUST BE USED. 4) NO BORROWING OF ANY STATIONERY / CALCULATOR WILL BE PERMITTED.		

Question No.		Max. Marks	CO
Q.1. A	Vidur is a young research aspirant. He has completed his Masters in Architecture and now delves into Social Science Research. His mentor Dr. Ulupi suggested your name for Initial Clarifications in Research. Help him find answers to Following Questions: 1. Definition of Research by Clifford Woody 2. Enumerate upon the Types of Research with the help of Qualitative, Quantitative and Mixed Methods.	15	1
	OR		
Q.1. B	Chitrasen is a researcher in Social Sciences. Due to applying multiple thought processes, he is confused with the <u>Understanding of Research Problem</u> , <u>Selecting the problem</u> and what <u>Technique is involved in defining the research problem</u> . As his Mentor, help him clear the confusion with elaborative explanation.	15	2
Q.2. A	Enunciate upon Procedure of Hypothesis Testing with an example of your choice.	15	3
	OR		
Q.2. B	Arshi is on the Stage II of her Thesis Research. Her topic is "Effect of Emotional Well Being on Commitment Completion of Individuals." She seeks your help in understanding following concepts of Sampling: 1. Universe 2. Sampling Error 3. Sampling Design	15	3
Q.3. A.	Elaborate upon Research Report Layout for the following research topic: "Effect of casual attitude of Gen Z's towards deadline commitment on Communication issues with Millennial - An Empirical Study."	15	4
	OR		
Q.3. B.	Satyavati is facing difficulty to construct questionnaire for her research topic, "Effect of Inadequate funding on representation of Hockey at International Level". Construct a questionnaire for her in proper	15	4

	acceptable format with all possible types of Structured questions covered.																												
Q.4	Solve the following Research Problem	15	1,2,3,4																										
	Set up an analysis of variance table for the following per acre production data for three varieties of wheat, each grown on 4 plots and state if the variety differences are significant.																												
	<table> <tr> <th rowspan="3">Plot of land</th><th colspan="3">Per acre production data</th></tr> <tr> <th colspan="3">Variety of wheat</th></tr> <tr> <th>A</th><th>B</th><th>C</th></tr> <tr> <td>1</td><td>6</td><td>5</td><td>5</td></tr> <tr> <td>2</td><td>7</td><td>5</td><td>4</td></tr> <tr> <td>3</td><td>3</td><td>3</td><td>3</td></tr> <tr> <td>4</td><td>8</td><td>7</td><td>4</td></tr> </table>	Plot of land	Per acre production data			Variety of wheat			A	B	C	1	6	5	5	2	7	5	4	3	3	3	3	4	8	7	4		
Plot of land	Per acre production data																												
	Variety of wheat																												
	A	B	C																										
1	6	5	5																										
2	7	5	4																										
3	3	3	3																										
4	8	7	4																										
	Table value of F-limit for (2,9) d.f at 5% level of significance is 4.26																												



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Semester (November 2023 to March 2024)		
Examination: End Semester Examination April 2024 (UG Programmes)		
Programme code: 06 Programme: BBM	Class: SY	Semester: IV
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U06K401	Name of the Course: Corporate Communication	
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	Examine the various problems in communication.	15	1,3
	OR		
Q.1. B	Explain the communication channel.	15	1,3
Q.2. A	Illustrate on parts of business letter and functions of business letter.	15	2,4
	OR		
Q.2. B	Classify the different type of reports used in organization.	15	2,4
Q.3. A.	Elaborate on Resume and classify the types of resume.	15	3
	OR		
Q.3. B.	Recall on an interview experience and prepare a note for the same.	15	3
Q.4	Solve the following Case Study	15	1,2,3,4
	<p>Company D was a development-stage industrial biotech company that had recently completed a very successful IPO in a shaky overall market. Stern IR was responsible for heavily ramping up the IR program, to help maintain the visibility the Company had achieved through the IPO process, to get more investors into the stock and to keep its existing shareholders once the lockup expired.</p> <p>Results after successful IR:</p> <ul style="list-style-type: none">● In the quarter following the IPO, 10 major institutions targeted by Stern IR became new shareholders, including AllianceBernstein, BlackRock, Deutsche Asset Management, ING and Manulife● The Company was invited to participate in 15 investor conferences in the year following the IPO● The Company's NYC analyst day drew 40 attendees and 85 webcast participants● 1 non-syndicate firm initiated on the Company, with a Buy rating <p>Questions:</p>		
Q.4.A	Elaborate on Investors relations and possible strategies / techniques that were used to obtain the results.		




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Semester (November 2023 to March 2024)		
Examination: End Semester Examination March/April 2024 (UG Programmes)		
Programme code: 06 Programme: BBM	Class: SY	Semester: IV
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U06E401	Name of the Course: Strategic Cost Management	
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	Particulars	Jan	Feb	Mar	April	May	15	4		
	Sales	60,000	70,000	60,000	30,000	45,000				
	Materials	25,000	30,000	11,000	25,000	18,000				
	Wages	10,000	11,000	9,000	10,000	9,000				
	Manufacturing	8,000	9,000	4,000	8,000	7,000				
	Administration	3,000	4,000	4,000	3,000	3,000				
	Selling	4,000	4,000	4,000	5,000	4,000				
	Distribution	3,000	4,000	4,000	3,000	2,000				
	1) A commission of 5% is paid on total sale in the month following the month									
	2) Plant is to be purchased for Rs. 45,000. The price is to be paid in 5 instalments, the first instalment starts in April.									
3) A provision of Rs. 4,000 per month has to be made for machinery purchased in the previous period.										
4) Cash sales would amount to Rs. 4000 every month.										
5) Dividend of Rs. 80,000 is to be received in april										
6) Interest of Rs. 70,000 is to be paid in March.										
7) Income tax of Rs.40,000 to be paid in May.										
8) Estimated cash balance on march is Rs. 50,000										
9) Credit allowed to debtors is 2 months and by creditors is 1 month.										
10) wages are paid ½ month in arrears, manufacturing and administrative expenses are paid 1 month in arrears and selling in the same month.										
11) Firm has a policy to maintain a minimum cash balance of Rs.30,000. Funds can be borrowed at 12% p.a in the multiples of 1000 and interest is payable next month.										
Prepare a cash budget for the month of march, april and may.										
	OR									

Q.1. B	<p>At 90% capacity XY ltd. produces 21,600 units and incurred expenses as under.</p> <table><tr><th>Particulars</th><th>Cost per unit (₹)</th></tr><tr><td>Direct materials</td><td>10</td></tr><tr><td>Direct labour</td><td>8</td></tr><tr><td>Other variable expense</td><td>7</td></tr><tr><td>Administrative overhead</td><td>10 (40% variable)</td></tr><tr><td>Selling Overheads</td><td>5 (60% variable)</td></tr><tr><td>Production overheads</td><td>4 (50% variable)</td></tr></table> <p>Prepare a flexible budget for 70% and 80% capacity if . Direct material rises by 10%, Direct labour rises by Rs.1 and fixed administration overheads reduces by 5%.</p>	Particulars	Cost per unit (₹)	Direct materials	10	Direct labour	8	Other variable expense	7	Administrative overhead	10 (40% variable)	Selling Overheads	5 (60% variable)	Production overheads	4 (50% variable)	15	4																												
Particulars	Cost per unit (₹)																																												
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Production overheads	4 (50% variable)																																												
Q.2. A	<p>Standard and Actual Expense for production of AB-30 is given as follows.</p> <table><tr><th colspan="3">Standard</th><th colspan="3">Actual</th></tr><tr><th>Input Kg</th><th>Materials (₹)</th><th>Rs.</th><th>Input kg</th><th>Materials (₹)</th><th>Rs.</th></tr><tr><td>800</td><td>x @ 100/kg</td><td>80,000</td><td>840</td><td>X@ 95/kg</td><td>79800</td></tr><tr><td>400</td><td>Y @ 40/kg</td><td>16,000</td><td>480</td><td>Y @ 35/kg</td><td>16800</td></tr><tr><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>100 men hrs @ Rs.4 per hour</td><td></td><td>400</td><td>120 men hrs @ Rs. 4.20 per hr.</td><td></td><td>504</td></tr><tr><td>200 women @ Rs. 3 per hour</td><td></td><td>600</td><td>240 women hrs @ Rs. 3.10 per hr</td><td></td><td>744</td></tr></table> <p>From the above information calculate the following variances. Material cost variance, Material price variance, Material usage variance. Labour cost variance, Labour efficiency variance, Labour rate variance.</p>	Standard			Actual			Input Kg	Materials (₹)	Rs.	Input kg	Materials (₹)	Rs.	800	x @ 100/kg	80,000	840	X@ 95/kg	79800	400	Y @ 40/kg	16,000	480	Y @ 35/kg	16800							100 men hrs @ Rs.4 per hour		400	120 men hrs @ Rs. 4.20 per hr.		504	200 women @ Rs. 3 per hour		600	240 women hrs @ Rs. 3.10 per hr		744	15	3
Standard			Actual																																										
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Q.2. B	<p>Laxman ltd uses a standard costing system for manufacturing of its product X. Following is the budget data given in relation to labour hours for manufacturing 1 unit of product X</p> <table><tr><th>Labour</th><th>Hours</th><th>Rate</th></tr><tr><td>Skilled</td><td>4</td><td>12</td></tr><tr><td>Semi-skilled</td><td>5</td><td>8</td></tr><tr><td>Unskilled</td><td>6</td><td>6</td></tr><tr><td>Total</td><td>15</td><td></td></tr></table> <p>In the month of january, total 10,000 units were produced following are the details.</p>	Labour	Hours	Rate	Skilled	4	12	Semi-skilled	5	8	Unskilled	6	6	Total	15		15	3																											
Labour	Hours	Rate																																											
Skilled	4	12																																											
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Unskilled	6	6																																											
Total	15																																												

	<table><tr><td>Labor</td><td>Hours</td><td>Rate</td></tr><tr><td>Skilled</td><td>36,000</td><td>13</td></tr><tr><td>Semi-skilled</td><td>48,000</td><td>7</td></tr><tr><td>Unskilled</td><td>57,000</td><td>7</td></tr><tr><td>Total</td><td>1,41,000</td><td></td></tr></table> <p>Actual idle hours during the month. Skilled 300 Semi-skilled 500 unskilled 600 Total 1400 Calculate all the six labour variances.</p>	Labor	Hours	Rate	Skilled	36,000	13	Semi-skilled	48,000	7	Unskilled	57,000	7	Total	1,41,000																				
Labor	Hours	Rate																																	
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Total	1,41,000																																		
Q.3. A.	<p>Shiv Ltd, produces three products p, q, r and for each of them uses three different machines x, y and z. Capacity of the machines are limited to 14,000 hours for x, 17,200 hours for y and 10,800 hours for z per month. Relative data are as follows.</p> <table><tr><td>Particulars</td><td>P</td><td>Q</td><td>R</td></tr><tr><td>Selling price</td><td>12,000</td><td>10,000</td><td>8,000</td></tr><tr><td>Variable cost</td><td>8,000</td><td>6,600</td><td>5,000</td></tr><tr><td>Machine hours required</td><td></td><td></td><td></td></tr><tr><td>x</td><td>40</td><td>24</td><td>8</td></tr><tr><td>y</td><td>40</td><td>36</td><td>12</td></tr><tr><td>z</td><td>40</td><td>12</td><td>4</td></tr><tr><td>Expected Demand (units)</td><td>200</td><td>200</td><td>200</td></tr></table> <p>Machine Z is identified as the bottleneck. Calculate the optimum product mix and ascertain the total profits if fixed cost is Rs. 7,00,000..</p>	Particulars	P	Q	R	Selling price	12,000	10,000	8,000	Variable cost	8,000	6,600	5,000	Machine hours required				x	40	24	8	y	40	36	12	z	40	12	4	Expected Demand (units)	200	200	200	15	2
Particulars	P	Q	R																																
Selling price	12,000	10,000	8,000																																
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z	40	12	4																																
Expected Demand (units)	200	200	200																																
	OR																																		
Q.3. B.	<p>The budgeted overheads and Cost driver volumes of PQR Ltd are as follows.</p> <table><tr><td>Cost pools</td><td>Budgeted Overheads</td><td>Cost Driver</td><td>Budgeted Volimes</td></tr><tr><td>Material purchased</td><td>10,00,000</td><td>No of orders</td><td>5,000</td></tr><tr><td>Set up</td><td>2,00,000</td><td>No. of set-ups</td><td>400</td></tr><tr><td>Maintenance</td><td>8,00,000</td><td>Maintenance hours</td><td>8,000</td></tr><tr><td>Quality control</td><td>3,00,000</td><td>No. of inspection</td><td>3000</td></tr></table>	Cost pools	Budgeted Overheads	Cost Driver	Budgeted Volimes	Material purchased	10,00,000	No of orders	5,000	Set up	2,00,000	No. of set-ups	400	Maintenance	8,00,000	Maintenance hours	8,000	Quality control	3,00,000	No. of inspection	3000	8	1												
Cost pools	Budgeted Overheads	Cost Driver	Budgeted Volimes																																
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Quality control	3,00,000	No. of inspection	3000																																

	<p>The company has produced a batch of 5,000 components of BC-25. Its material cost is Rs. 2,50,000 and Labour cost is Rs. 1,50,000. The usages activities of said batch are as follows.</p> <table border="1"> <tr> <td>No of orders</td><td>50</td><td>Maintenance hours</td><td>400</td></tr> <tr> <td>No of Set-ups</td><td>10</td><td>No of inspection</td><td>40</td></tr> </table> <p>Calculate cost drivers rate and cost of producing above batch of BC-25</p>	No of orders	50	Maintenance hours	400	No of Set-ups	10	No of inspection	40		
No of orders	50	Maintenance hours	400								
No of Set-ups	10	No of inspection	40								
Q.3. C	A company has been facing constant losses and planning to implement business process re-engineering. As a Manager, explain business process reengineering and discuss issues faced while implementing business process reengineering.	7	1								
Q.4	Answer the following	15									
1	Total productive Maintenance.		1								
2	Material Variances		3								
3	Budget		5								



Semester (November 2023 to March 2024)		
Examination: End Semester Examination March/April 2024 (UG Programmes)		
Programme code: 06	Class: SY	Semester: IV
Programme: BBA / BBM		
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U06E403	Name of the Course: Brand management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3)		

Question No.		Max. Marks	CO
Q.1. A	Mr. Bhavya Maru wants to open a vegan restaurant in Mumbai. He wants to brand his restaurant in such a way that it becomes the preferred choice for vegan, vegetarians and health conscious individual. Help him in the following 1. Using branding elements help him create a brand of vegan restaurant(using the following name,logo,slogan,colour scheme etc) 2. Create a brand story that will resonate with its target audience	15	CO1
	OR		
Q.1. B	With reference of your preferred brand draft CBBE model and brand pyramid	15	CO3
Q.2. A	Using your understanding about the impact of branding on consumers explain experiential marketing and personalized marketing	15	CO2
	OR		
Q.2. B	Ms. Saher is just been introduced to the branded products and world of branding. Explain the impact on branding on consumers(positive and negative)	15	CO2
Q.3. A.	Using a brand as an example showcase the impact of brand personality, brand positioning and brand story	15	CO4
	OR		
Q.3. B.	Provide your opinion on modern day challenges and opportunities for brands	15	CO2
Q.4	Solve the following Case Study	15	
	MCM Enigma case study:- Delving into the History and Legacy of the Iconic Fashion Label You might have seen the eye-catching MCM logo on bags, wallets, or accessories, but have you ever wondered, "what does the MCM brand stand for Decoding the MCM Acronym		CO3

The Meaning Behind the Three Letters

Founded in 1976, MCM is a German luxury leather goods brand with a rich heritage. The acronym "MCM" stands for "Michael Cromer München," named after its founder, Michael Cromer, and the city of Munich, where the brand originated. Munich, a city known for its art, culture, and fashion, served as the perfect backdrop for MCM's rise to prominence in the world of luxury goods.

The MCM Origin Story

The Birth of a Luxury Leather Goods Powerhouse

Michael Cromer was an ambitious entrepreneur with a keen eye for fashion. He founded MCM with a vision to create high-quality, timeless leather goods that would appeal to a global audience. Initially, the brand focused on crafting elegant travel bags and accessories, which quickly gained popularity among European jet-setters and celebrities.

The brand's signature Cognac Visetos monogram, featuring a distinctive repeating pattern of the MCM logo and laurel wreath, became synonymous with luxury and style. As the brand expanded its product offerings, the iconic monogram found its way onto various MCM items, including handbags, luggage, and small leather goods.

MCM's Meteoric Rise and Setbacks

The Ups and Downs of a Fashion Empire

Throughout the 1980s and early 1990s, MCM experienced rapid growth, driven by its unique blend of craftsmanship, style, and innovation. The brand's products became must-haves for fashion-conscious consumers, and MCM boutiques sprouted up in major cities worldwide.

However, the brand faced turbulent times in the late 1990s and early 2000s. The founder, Michael Cromer, became embroiled in a tax scandal, and the company's ownership changed hands several times. As a result, MCM's popularity waned, and it struggled to maintain its position in the competitive luxury market.

MCM's Remarkable Revival

Reinventing a Beloved Brand for a New Generation

Despite the challenges it faced, MCM refused to fade into obscurity. In 2005, the brand underwent a significant transformation under the new ownership of Sungjoo Group, led by entrepreneur Sung-Joo Kim. MCM's new leadership recognized the brand's potential and set out to revitalize its image and product offerings.

Under Sung-Joo Kim's guidance, MCM refocused on its core values of craftsmanship, quality, and innovation while embracing contemporary

trends and collaborating with cutting-edge designers. The brand's revival efforts paid off, and MCM once again became a coveted label, adored by a new generation of fashion enthusiasts.

MCM Unveiled – A Brand with a Rich History and a Bright Future

So, what does the MCM brand stand for? MCM represents the vision of its founder, Michael Cromer München, and the city where it all began. The brand's story is one of resilience, reinvention, and an unwavering commitment to quality and innovation. MCM's captivating designs and unique heritage continue to delight and inspire fashion lovers around the globe.

We hope this in-depth exploration of MCM's history, legacy, and values has provided you with a greater understanding of the brand that lies behind the iconic monogram. Next time you see those three letters, you'll appreciate not only the style they represent but also the fascinating story that brought them to life.





- A. Would MCM be your preferred brand? If yes, why? If no, provide alternates and reasoning
- B. Looking at the picture of the product mention things you like about the brand? And dislike about the brand



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VIDYAVIHAR UNIVERSITY



Semester: October 2023 – April 2024
Examination: Semester End

Programme code:06
Programme: BBM

Class: SY

Semester: IV
(SVU 2022)

Name of the Constituent College:
S K Somaiya College

Name of the department/Section/Center:
Business Studies

Course Code: 131UO6E402

Name of the Course: Financial Management

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

Question No.		Max. Marks	CO																								
Q.1.																											
(A)	Discuss the Scope and Objectives of financial Management.	08	01																								
(B)	Enumerate the Qualities of a successful finance manager.	07	01																								
	OR																										
(C)	From the following information, determine the best alternative for Radhey Ltd and calculate a financial breakeven point for each of the below mentioned financial plans. The company requires Rs.80,00,000 for expansion plans. Following alternatives are being evaluated:	15	02																								
	<table><tr><td>Particulars</td><td>Plan A</td><td>Plan B</td><td>Plan C</td></tr><tr><td>Equity Capital</td><td>60%</td><td>50%</td><td>50%</td></tr><tr><td>11% Preference Capital</td><td>20%</td><td>50%</td><td>NIL</td></tr><tr><td>12% Debentures</td><td>20%</td><td>NIL</td><td>50%</td></tr></table>	Particulars	Plan A	Plan B	Plan C	Equity Capital	60%	50%	50%	11% Preference Capital	20%	50%	NIL	12% Debentures	20%	NIL	50%										
Particulars	Plan A	Plan B	Plan C																								
Equity Capital	60%	50%	50%																								
11% Preference Capital	20%	50%	NIL																								
12% Debentures	20%	NIL	50%																								
	Earnings before Interest and tax of the company is expected to be Rs.30,00,000 and tax rate is 50%.																										
Q2.																											
(A)	Mahadev Ltd is currently evaluating two different projects – Project A and Project B, details are as follows:	15	03																								
	<table><tr><td>Particulars</td><td>Project A</td><td>Project B</td></tr><tr><td>Outflows at beginning of year 1</td><td>60,00,000</td><td>90,00,000</td></tr><tr><td>Earnings after Tax :</td><td></td><td></td></tr><tr><td>End of year 1</td><td>12,00,000</td><td>36,00,000</td></tr><tr><td>End of year 2</td><td>36,00,000</td><td>24,00,000</td></tr><tr><td>End of year 3</td><td>12,00,000</td><td>36,00,000</td></tr><tr><td>End of year 4</td><td>24,00,000</td><td>30,00,000</td></tr><tr><td>End of year 5</td><td>6,00,000</td><td>3,00,000</td></tr></table>	Particulars	Project A	Project B	Outflows at beginning of year 1	60,00,000	90,00,000	Earnings after Tax :			End of year 1	12,00,000	36,00,000	End of year 2	36,00,000	24,00,000	End of year 3	12,00,000	36,00,000	End of year 4	24,00,000	30,00,000	End of year 5	6,00,000	3,00,000		
Particulars	Project A	Project B																									
Outflows at beginning of year 1	60,00,000	90,00,000																									
Earnings after Tax :																											
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End of year 3	12,00,000	36,00,000																									
End of year 4	24,00,000	30,00,000																									
End of year 5	6,00,000	3,00,000																									

The useful life of the project is 5 years with no scrap value. The tax rate is 50%. Cost of Capital is 10% p.a. Determine which project is more profitable for the company based on NPV method and Profitability Index.

OR

(B) Enumerate the importance of time value of money in financial planning.

08 03

C) Discuss the role of Leverages in Financial Management.

07 04

Q3.

A) Calculate Weighted average cost of capital from the following information taking:
Book value as weights
Market value as weights

15 04

Particulars	Amount
Equity Capital	90,00,000
Retained Earnings	45,00,000
10% Debentures	36,00,000
12% Preference Capital	9 00,000

Additional information:

- Market price per Equity share is Rs.80 (Face value Rs.10 each)
- The equity dividend declared last year is 20% with an expected growth rate of 12% every year.
- Market price per debenture is Rs.98 (Face value Rs.100 each)
- Preference shares are quoted at Rs.11 per share (Face value Rs.10 each)
- The tax rate is 40%.

OR

B) Calculate Earnings per share (EPS), Operating, Financial and Combined leverage and analyze the impact on EPS if sales increase by 25%, from the following information pertaining to two companies – A and B.

15 04

Particulars	A	B
Sales	40,00,000	60,00,000
Variable cost (% of sales)	60%	50%
Fixed cost (except interest)	4,00,000	5,00,000
11% Debentures	2,00,000	4,00,000

Additional information:

- The applicable tax rate is 40%.
- Capital Structure of A Ltd and B Ltd consists of Equity capital of Rs20,00,000 and Rs.25,00,000 respectively.
- Face value per Equity share can be assumed to be Rs.10.

Q4.

Write the following concepts:

15

- Profit Vs Value maximization.
- Long term sources of finance
- Blockchain system

01
02
04



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Semester (November 2023 to March 2024)			
Examination: End Semester Examination March/April 2024 (UG Programmes)			
Programme code: 06 Programme: BBM		Class: SY	Semester: IV
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies	
Course Code: 131U06C402		Name of the Course:VDEM	
Duration : 2 Hrs.		Maximum Marks : 60	
Instructions: 1)Draw neat Charts 2)Assume suitable data if necessary			

Question No.		Max. Marks	CO
Q.1. A	Entrepreneurs need to cultivate a mindset.' Justify and elaborate on the traits of an entrepreneur.	15	CO1
	OR		
Q.1. B	Define Entrepreneurship and explain the need and significance of entrepreneurial activities to a country like India.	15	CO1
Q.2. A	i) How are Intrapreneurs different from Entrepreneurs?	10	CO2
	ii) Enumerate the features of social entrepreneurs with suitable examples.	05	CO2
	OR		
Q.2. B	Elaborate on the various options available to an entrepreneur.	15	CO3
Q.3. A.	Bloom Bakery & Cafe is a startup founded by Jessica, a passionate baker and culinary enthusiast. Jessica's vision for Bloom is to create a cozy and welcoming neighborhood bakery and cafe that specializes in artisanal bread, pastries, and coffee. Inspired by her grandmother's recipes and a love for baking, Jessica aims to provide a warm and inviting space where customers can enjoy freshly baked goods made with locally sourced ingredients.	05	CO3
	i) What are the traits of women entrepreneurs?	05	
	ii) How can Jessica effectively market and promote Bloom Bakery & Cafe to raise awareness and attract customers, leveraging both traditional and digital marketing channels?	05	
	iii) Explore the challenges of work-life balance for women entrepreneurs like Jessica and suggest strategies and self-care practices that she can implement to maintain her well-being while growing her business.		
	OR		
Q.3. B.	i) Elaborate on the new trends in Entrepreneurship	08	CO4
	ii) Discuss in detail about the Family managed Business and its pros and cons	07	CO4
Q.4	Solve the following Case Study	15	
	Zaroon had completed his BBM in Marketing with an O grade and joined his father's business of cashew nuts manufacturing and processing. He soon realized that an entrepreneurial mindset and zest was building within him. He had an ardent desire to enter the hospitality industry, he wanted to start a multi cuisine restraint in Vasai where he saw great potential due		

	to low competition and less overhead expenses. He got in touch with a few chefs who agreed to join his restaurant once it started. Although he did not have a written business plan, he had very well thought out the smallest details of the business in his head. He realized that he required a healthy sum of money for acquiring property and designing interiors, so he approached his father to help finance the project. However, his father rejected the idea considering the lack of clarity in his project, He then approached his college friends for financial assistance. However, none of them helped him as they were all pursuing a master's degree. He also approached the Malad Sarkari bank but was shown the door due to lack of business plan and no security against the loan. Now Zaroon is in a dilemma, what to do next.		
A	As a consultant, how would you write a business plan with frugality by elaborating on all the elements of a business plan and the various sources of funding?	10	CO3
B	What are the challenges faced by an aspiring entrepreneur for starting a new venture.	05	CO3



Semester (November 2023 to March 2024)			
Examination: End Semester Examination April 2024 (UG Programmes)			
Programme code: O6		Class: SY	Semester: IV
Programme: BBM			
Name of the Constituent College: S K SOMAIYA COLLEGE		Name of the Department: Business Studies	
Course Code: I3IU06C4O3	Name of the Course: Research Methods		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3) Use of Simple Calculators is only allowed. NO OTHER CALCULATOR MUST BE USED. 4) NO BORROWING OF ANY STATIONERY / CALCULATOR WILL BE PERMITTED.			

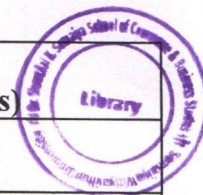
Question No.		Max. Marks	CO
Q.1. A	Kichak is a young research aspirant. He has completed his Masters in Architecture and now delves into Social Science Research. His mentor Dr. Ulupi suggested your name for Initial Clarifications in Research. Help him find answers to Following Questions: 1. Definition of Research by Redman And Mory 2. List and explain one or two sentences key aspects of research in government policies.	15	1
	OR		
Q.1. B	Chitrāngadā seeks your help in understanding Research Design. Elaborate upon Research design with suitable example at any one design of your Choice.	15	2
Q.2. A	Enunciate upon Various Types of Sampling in detail with examples of your choice.	15	3
	OR		
Q.2. B	Arshi is on the Stage II of her Thesis Research. Her topic is "Effect of Emotional Well Being on Commitment Completion of Individuals." She seeks your help in understanding following concepts of Hypothesis: 4. Null Hypothesis and Alternate Hypothesis 5. Type I and II Error 6. Hypothesis Testing	15	3
Q.3. A.	Self-Plagiarism is Reusing your own previously published work without proper citation or disclosure. Justify the above statement with Skeletal framework of following points: 1. Types of Research Plagiarism 2. Consequences of Research Plagiarism 3. Avoiding Plagiarism in Research	15	4
	OR		
Q.3. B.	Janaki is facing difficulty to construct questionnaire for her research topic, "Effects of migration on over construction in Mumbai". Construct a questionnaire for her in proper acceptable format with all possible types of Structured questions covered.	15	4

Q.4	Solve the following Research Problem	15	1,2,3,4																		
	<p>A test was given to five students taken at random from the fifth class of three schools of a town. The individual scores are</p> <table><tr><td>School I</td><td>9</td><td>7</td><td>6</td><td>5</td><td>8</td></tr><tr><td>School II</td><td>7</td><td>4</td><td>5</td><td>4</td><td>5</td></tr><tr><td>School III</td><td>6</td><td>5</td><td>6</td><td>7</td><td>6</td></tr></table> <p>Carry out the analysis of variance.</p>	School I	9	7	6	5	8	School II	7	4	5	4	5	School III	6	5	6	7	6		
School I	9	7	6	5	8																
School II	7	4	5	4	5																
School III	6	5	6	7	6																
	Table value of F-limit for (2,12) d.f at 5% level of significance is 3.8853																				



SOMAIYA
VIDYAVIHAR UNIVERSITY

K2D
BBM - IV
SCM



Semester (November 2023 to March 2024)		
Examination: End Semester Examination March/April 2024 (UG Programmes)		
Programme code: 06	Class: SY	Semester: IV
Programme: BBM		
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U06E401	Name of the Course: Strategic Cost Management	
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	Prepare a cash budget for January to march from the following information.	15	4																								
	<table><tr><td>Particulars</td><td>Nov (₹)</td><td>Dec (₹)</td><td>Jan (₹)</td><td>Feb (₹)</td><td>Mar (₹)</td></tr><tr><td>Sales</td><td>3,00,000</td><td>3,30,000</td><td>1,80,000</td><td>1,50,000</td><td>2,50,000</td></tr><tr><td>Wages</td><td>45,000</td><td>45,000</td><td>36,000</td><td>36,000</td><td>38,000</td></tr><tr><td>Misc Expense</td><td>40,000</td><td>40,000</td><td>30,000</td><td>30,000</td><td>38,000</td></tr></table>			Particulars	Nov (₹)	Dec (₹)	Jan (₹)	Feb (₹)	Mar (₹)	Sales	3,00,000	3,30,000	1,80,000	1,50,000	2,50,000	Wages	45,000	45,000	36,000	36,000	38,000	Misc Expense	40,000	40,000	30,000	30,000	38,000
	Particulars			Nov (₹)	Dec (₹)	Jan (₹)	Feb (₹)	Mar (₹)																			
	Sales			3,00,000	3,30,000	1,80,000	1,50,000	2,50,000																			
	Wages			45,000	45,000	36,000	36,000	38,000																			
	Misc Expense			40,000	40,000	30,000	30,000	38,000																			
	1) Firm has a gross margin of 25% on sales.																										
	2) 20% of sales are cash and balance on credit. 2% Cash discount is provided on cash sales.																										
	3) 40% of credit sales are collected in the month following the sales, 40% in the second month and remaining in the last month.																										
	4) Wages are paid after 1/4th month and mis expenses are paid after 1 month.																										
5) Investment costing Rs. 75,000 was sold in February.																											
6) Materilas are purchased 1 month in advance on the credit of 3 months.																											
7) Interest Rs. 20,000 is paid in the month of march.																											
8) Cash balance as on 1st jan is Rs. 45,000																											
	OR																										
Q.1. B	Ram Ltd is currently operating at 65% of its capacity. last year the level of operations was 55% respectively. Presently, the production is 65,000 units. The company is planning for a 75% capacity level during the current year. The cost details for the last two years are as follows.	15	4																								
	<table><tr><td>Particulars</td><td>55% (₹)</td><td>65% (₹)</td></tr><tr><td>Direct materials</td><td>22,00,000</td><td>26,00,000</td></tr><tr><td>Direct labour</td><td>11,00,000</td><td>13,00,000</td></tr><tr><td>Factory overheads</td><td>6,20,000</td><td>6,60,000</td></tr><tr><td>Selling overheads</td><td>6,40,000</td><td>7,20,000</td></tr><tr><td>Administrative overheads</td><td>3,20,000</td><td>3,20,000</td></tr></table>			Particulars	55% (₹)	65% (₹)	Direct materials	22,00,000	26,00,000	Direct labour	11,00,000	13,00,000	Factory overheads	6,20,000	6,60,000	Selling overheads	6,40,000	7,20,000	Administrative overheads	3,20,000	3,20,000						
	Particulars			55% (₹)	65% (₹)																						
	Direct materials			22,00,000	26,00,000																						
	Direct labour			11,00,000	13,00,000																						
	Factory overheads			6,20,000	6,60,000																						
	Selling overheads			6,40,000	7,20,000																						
	Administrative overheads			3,20,000	3,20,000																						
Profit is estimated at 25% of cost.																											

	The following increases in cost are expected during the year. Direct material 10%, Fixed factory overheads 5% and Administrative overhead 10% Prepare a flexible budget for 75% level of capacity. Also ascertain contribution.																																
Q.2. A	The standard cost of a chemical mixer is as follows. 30% material Z at Rs. 40 per kg 70% material y at Rs. 60 per kg A standard loss of 10% of units is expected in production. The actual cost record shows the following records. 350 kg of Z at Rs. 38 per kg 750 kg of Y at Rs. 62 per kg The quantity produced was 1020 kg of finished goods. Calculate all the 5 material variance.	15	3																														
	OR																																
Q.2. B	Laxman ltd uses a standard costing system for manufacturing of its product X. Following is the budget data given in relation to labor hours for manufacturing 1 unit of product X. <table border="1"><thead><tr><th>Labour</th><th>Hours</th><th>Rate</th></tr></thead><tbody><tr><td>Skilled</td><td>3</td><td>12</td></tr><tr><td>Semi-skilled</td><td>2</td><td>8</td></tr><tr><td>Unskilled</td><td>5</td><td>6</td></tr><tr><td>Total</td><td>10</td><td></td></tr></tbody></table> In the month of January, total 10,000 units were produced following are the details. <table border="1"><thead><tr><th>Labour</th><th>Hours</th><th>Rate</th></tr></thead><tbody><tr><td>Skilled</td><td>27,000</td><td>13</td></tr><tr><td>Semi-skilled</td><td>22,000</td><td>7</td></tr><tr><td>Unskilled</td><td>55,000</td><td>7</td></tr><tr><td>Total</td><td>1,04,000</td><td></td></tr></tbody></table> Actual idle hours during the month. Skilled 500 Semi-skilled 700 unskilled 800 Total 2000 Calculate Labour cost, Labour rate, labour efficiency, labour mix and labour idle time variance.	Labour	Hours	Rate	Skilled	3	12	Semi-skilled	2	8	Unskilled	5	6	Total	10		Labour	Hours	Rate	Skilled	27,000	13	Semi-skilled	22,000	7	Unskilled	55,000	7	Total	1,04,000		15	3
Labour	Hours	Rate																															
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Semi-skilled	22,000	7																															
Unskilled	55,000	7																															
Total	1,04,000																																
Q.3. A.	At 100% capacity a factor can produce 10,000 articles. At present the production is 2,000 articles for home consumption. The total cost incurred <table border="1"><thead><tr><th>Particulars</th><th>Rs.</th><th>Rs.</th></tr></thead><tbody><tr><td>Materials</td><td></td><td>80,000</td></tr></tbody></table>	Particulars	Rs.	Rs.	Materials		80,000	15	2																								
Particulars	Rs.	Rs.																															
Materials		80,000																															



Wages		72,000
Factory overheads		
Fixed		15,000
Variable		40,000
Administrative overheads (Fixed)		15,000
Selling and Distribution overheads		
Fixed		12,000
Variable		32,000

The home market can consume only 2000 articles at a selling price of Rs. 155 per article. The foreign market for this product can however consume additional 8,000 articles if the price is reduced to Rs. 130 and additional packing charges of Rs. 2 per unit will be incurred. Is the foreign market worth trying and also calculate profit from the optimum option of the two.

OR

Q.3. B.

Amar Ltd produces 2 products A and B. The company follows an Activity based costing system. information related to various costs are as follows.

Particulars	A	B
Production and sales(units)	15,000	20,000
Selling price (Rs.)	10	15
Raw material usage per unit (RS)	4	7
Direct labour cost per unit (Rs.)	2	3
No of setups p.a.	10	15
No. of production runs p.a.	25	35
No of purchase order p.a.	20	30

Details of overheads are as follows.

Overheads	Rs.
Setup cost	25,000
Production running cost	30,000
Procurement Costs	50,000

Calculate Costs per units of A and B

Q.3. C

Xyz ltd wants to implement a work place management system. As a consultant, explain in detail about '5S' Management system.

Q.4

Answer the following

- 1
- 2
- 3

Benchmarking

Standard Costing

Types of budget

8

1

7

1

15

1

3

4