SOMAIYA
VIDYAVIHAR UNIVERSITY

Knowledge Alone Liberates
Somaiya Vidyavihar

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

QUESTION PAPERS

BRANCH: Bachelor of Business Management	SEM: I
	NOV/DEC-2024

Sr. No.	Subject	Available
1.	BCSSD	
2.	Fundamental of Technical Skills	
3.	231U061101 – Business Economics	
4.	231U06C102 – Corporate Accounting	
5.	131U06C104 – Business Statistics	
6.	131U06C203 – Principles of Marketing	
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		

Semester: ATKT DECEMBER 2024
Examination: ESE Examination

Programme code: 06 Programme: BBM		Class: FY	Semester: I (SVU 2020)
Name of the Constituent College: S K Somaiya College		Name of the department/Section/Center: Business Studies	
Course Code:BCSSD		Name of the Course:FYBBM	
Instructions: 1) Q1 is Compulsory. Q2-Q4 has internal options 2) Working notes should form part of your answer			

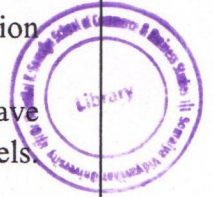| Questi on No.			Max. Marks
Q.1.	A)	Describe the skills evaluated during a Group Discussion. Who are the panellists in a Group Discussion? Explain the process of conducting a Group Discussion and highlight its importance in the recruitment and selection process.	15
		OR	
	B)	Provide examples of effective time management techniques. List and explain tips for managing time effectively in a professional environment. Discuss the benefits of time management to a business organization.	
Q.3.	A)	Explain the causes of stress in organizations. "Stress can be a monster for business productivity." Justify this statement with examples and explain how organizations can manage stress to enhance productivity	(8+7)
		OR	
	B)	Differentiate between Verbal and Nonverbal Communication. Enumerate upon key essentials of effective communication in a business context?	
	A)	Illustrate the communication process with the help of a diagram. Discuss the seven C's of communication and how they contribute to effective business communication.	(8+7)
		OR	
	B)	Write a formal business letter based on the following scenario: You are the Manager of a company and need to inform a client about the delay in the delivery of a product due to unforeseen circumstances. Apologize and reassure them about the new delivery schedule.	
	C)	Discuss how effective teamwork contributes to achieving organizational	

goals. What are the essential characteristics required for building an effective team in the workplace?

4. ABC Enterprises is a multinational company that manufactures consumer electronics. The company has recently expanded into new markets and is focused on improving internal communication among its teams to enhance productivity, streamline operations, and foster a positive work culture.

The management team at ABC Enterprises has observed that there are several communication challenges within the organization. These challenges include miscommunication during meetings, unclear emails, misunderstandings in cross-departmental collaborations, and increasing levels of stress among employees. As part of their strategy to address these issues, they are organizing a series of workshops and training sessions to improve business communication and soft skills.

Scenario: In one of the recent team meetings, the Marketing Department and the Production Department met to discuss a new product launch. However, there was significant confusion about the product features and the launch timeline. During the meeting, the manager from the Marketing team, Mr. Ravi, appeared tense and used defensive gestures such as crossing his arms and avoiding eye contact when discussing issues. Meanwhile, the head of the Production team, Ms. Priya, was nodding her head frequently but not paying full attention to the discussion, and later admitted she hadn't fully understood the new marketing strategy.

Post-meeting feedback revealed that employees in both departments felt stressed due to a lack of clarity in the communication process. Additionally, the production team was unsure about the final product specifications, and the marketing team did not feel their concerns were being acknowledged.

In response to these issues, the company decided to focus on the following:

1. Enhancing business communication across departments.
2. Fostering better listening skills and effective communication practices.
3. Improving gesture and posture during meetings to avoid misunderstandings.
4. Promoting professional etiquette and stress management techniques.

Answer the following Questions Based on the Case Study:
1. Based on the scenario, explain how clear business communication could have prevented the confusion during the product launch meeting. (2Marks)
2. Refer to the case study where Mr. Ravi's posture (crossing his arms) and lack of eye contact were noted. Discuss how his non-verbal behavior may have affected communication within the team. (3Marks)
3. After reviewing the case study, identify two characteristics of communication that could have improved the outcome of the meeting. (1Mark)
4. In the scenario, Ms. Priya nodded but admitted to not fully understanding the marketing strategy. Explain how this relates to the difference between listening and hearing. (2Marks)

5. Suppose Mr. Ravi from the Marketing Department needs to apologize for the communication breakdown and clarify the marketing strategy to the Production Department. What type of letter would he write, and why? (2Marks)

6. Reflecting on the case study, discuss two professional etiquettes that could have improved the interaction between the departments and reduced stress levels. (2Marks)

7. The case study mentions growing stress among employees. Identify two signs of stress that may have been evident in the scenario, and explain how they can be managed. (2Marks)

8. Given the issues raised in the case study, what are two of the "C's" of team building that could help improve collaboration and communication between the Marketing and Production teams? (1Mark)

Semester (August 2024 to November 2023)	
Examination: End Semester Examination October 2024 (UG Programmes)	

Programme code:06 / 07 Programme: BBM / BBA	Class: FY	Semester: I
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code:	Name of the Course: Fundamental of technical skills / Technical Skills For Business	
Duration : 1:30 Hrs.	Maximum Marks : 40	

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

Question No.	Answer the questions below.	Max. Marks	CO Attainment
Q.1A.	Explain URL structure , http connection and cookies	10	CO2
	OR		
Q.1.A	Define computer and its functions	10	CO1
Q.2.A	Explain the steps to carry out a database function for finding VLOOKUP and HLOOKUP of a certain set of numbers .	10	CO3
	OR		
Q.2.A.	Explain the steps to carry out a database function for finding DVAR and DMAX of a certain set of numbers	10	CO3
Q.3.A.	Define ERP . What are the benefits of using ERP ?	10	CO4
	OR		
Q.3.A.	Draw and explain in detail the concept of Batch processing	10	CO2
Q.4.A.	Explain the concept of minicomputers with the help of diagram in detail	10	CO4
	OR		
Q.4.B.	What is AI ? Explain with the help of examples	10	CO4

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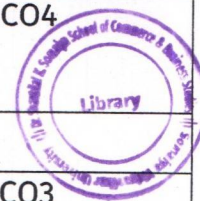| Semester (July 2024 to November 2024)			
Examination: End Semester Examination November 2024 (UG Programmes)			
Programme code: 06 Programme: BBM		Class: FY	Semester: I
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies	
Course Code: 231U061101	Name of the Course: Business Economics		
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.	Read the given case study and answer the questions: Savori is a startup that plans to launch a premium line of handcrafted chocolates, targeting affluent consumers who value quality, exclusivity, and sustainability. The brand's unique selling point is rare cocoa beans and artisanal production, making it distinct from mass-market chocolate brands. The chocolates are marketed as a symbol of distinction, aiming to attract buyers who are willing to pay a premium for unique, high-quality goods. Savori's production is labour-intensive, requiring skilled artisans and rare ingredients, which leads to costs of factory setup, marketing, etc. and other costs of raw materials and labour. The company's initial focus is on small-scale production, ensuring quality while balancing the need for cost efficiency as it scales up. As production grows, unit costs should decrease, but maintaining quality remains a priority. External factors such as rising cocoa prices and inflation may impact production costs and margins. Savori could mitigate		

	these risks by securing long-term contracts suppliers with or exploring alternative ingredients. Additionally, economic downturns could affect consumer spending, but Savori's strategy of offering chocolates as a luxury product could help sustain demand.		
	QUESTIONS:		
	QA) What types of inflation could affect the sales of Savori chocolates?	05	CO4
	QB) With reference to Savori chocolates, explain the application of Snob and Veblen Effects in business decision making.	05	CO1
	QC) Classify the types of costs that Savori would incur while producing chocolates.	05	CO2, CO3
Q.2.A	Illustrate and explain indifference curve analysis and concept of indifference maps	15	CO1
	OR		
Q.2.B	A company manufactures and sells customized T-shirts. The following information is provided for the year:	07	CO2
	• Fixed Costs: ₹3,00,000		
	• Variable Cost per T-shirt: ₹150		
	• Selling Price per T-shirt: ₹350		
	Calculate the breakeven point in terms of the number of T-shirts the company must sell to cover all its costs.		
	Also explain how the breakeven analysis will help the company in business decision-making.		
Q.2.C	Graphically illustrate Principle of Efficiency and explain it in detail	08	CO2
Q.3.A.	Examine the features and phases of trade cycles	15	CO3

	OR		
Q.3.B.	Summarize the concept, process and mechanism of investment multiplier	15	CO4
Q.4.A.	Velocity of money is a key concept to determine money supply in India. Explain factors affecting it.	15	CO3
	OR		
Q.4.B.	There are several motives to hold cash balances by entities in an economy. Elucidate them using the Keynesian Theory of Liquidity Preference.	15	CO4

Semester (July 2024 to November 2024)
Examination: End Semester Examination November 2024 (UG Programmes)

Programme code: 06 & 07 Programme: BBM & BBA	Class: FY	Semester: I	
	Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies
Course Code: 231U06C102 231U07C204		Name of the Course: Corporate Accounting
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	Swapna Ltd. issued 60,000 equity shares of Rs. 100 each at a premium of Rs. 20 per share payable as follows: On Application: Rs. 20 On Allotment: Rs. 50 (including Premium) On First Call: Rs. 30 On Final Call: Rs. 20 Applications were received for 90,000 shares, 60,000 shares allotted to the applicants for 72,000 shares. The remaining applications for 18,000 shares being refused and application money there on was refunded. Excess money received on application was adjusted against allotment. All amounts were duly received except Mr. Farook to whom 2,400 shares were allotted. Farook fails to pay First and Final call. His shares were forfeited and reissued to Mr. Fenil as fully paid at Rs. 80 per share. **Journalise the transactions in the books of the company.**	15	CO1
	OR		

					CO2
Q.1. B	From the following ledger balances of Regal Limited as on 31st March, 2019, You are required to prepare the Balance Sheet as on 31st March, 2019 as per Schedule III of the Companies Act.				

Particulars	Rs.	Particulars	Rs.
Office Equipment	2,40,300	General Reserve	2,07,500
9% Debentures in APCO Ltd.	1,22,500	Creditors for Goods	84,250
Loose Tools	81500	Creditors for Expenses	18,000
Plant and Machinery	9,00,000	Cash Credit	37,500
Computer Software	41,625	Mortgage Loan	1,55,000
Debtors for Goods	95,000	8% Preference Share Capital	5,50,000
Share Issue Expense (Unwritten off)	15,000	Equity Share Capital	7,50,000
Store and Spares	50,100	Staff Welfare Fund	42,500
Interest Accrued on Investment	25,500	Provision for Taxation	13,275
Cash at Bank	11,500		

					15	CO3
Q.2. A	The balance sheet of Beetroot Ltd. as at 31st March, 2024 was as follows:					

Balance Sheet

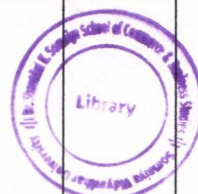| Liabilities	Rs.	Assets	Rs.
6% Redeemable Preference shares of Rs.100 each fully paid	1,00,000	Fixed Assets	2,64,000
Equity Shares of Rs.10 each fully paid	1,80,000	Stock	44,000
Capital Reserve	10,000	Debtors	30,000
Securities Premium	20,000	Investments	72,000
General Reserve	40,000	Bank	40,000
Profit and Loss Account	60,000		
Creditors	40,000		
	4,50,000		4,50,000

The Preference Shares were due for repayment on 30th April, 2024 and the company decided to redeem them at a premium of 5%.

For the purpose of redemption, the company made a fresh issue of 2,000 new equity shares of Rs.10 each, at Rs.12 per share, payable in full on 15th April, 2024. These shares were fully subscribed and all cash was collected.

Then the company sold 75% of the investments for Rs.52,000. The directors wish that only a minimum reduction should be made in the revenue reserves. The redemption was duly made on 30th April, 2024

Pass journal entries in the books of the Company for above transactions.

	OR		

| Q.2. B | Following is the Balance Sheet of Harpreet Ltd. as on 31st March, 2024. | 15 | CO3 |

Liabilities	Rs.	Assets	Rs.
8,000 8% Redeemable Preference Shares of Rs.100 each, fully paid up	8,00,000	Land and Building	15,00,000
6,000 7% Redeemable Preference Shares of Rs.80 paid up	4,80,000	Plant and Machinery	8,00,000
2,00,000 Equity Shares of Rs.10 each fully paid	20,00,000	Stock	3,00,000
Securities Premium	1,00,000	Debtors	6,00,000
Revenue Reserve	10,00,000	Investments	4,00,000
Current Liabilities	5,40,000	Bank	13,20,000
Total	**49,20,000**	**Total**	**49,20,000**

It was decided to redeem both classes of Preference Shares at a premium of 10%. For this purpose, the company

(1) Made a final call of Rs.20 per share on 7% Redeemable Preference Shares.
(2) Issued sufficient number of Equity Shares of Rs.10 each at a premium of Rs.2 per share. The issue was fully subscribed and all monies were dully received.
(3) Sold investments at a profit of 10%.
(4) All the payments were made except to the shareholders holding 200, 8% Preference Shares who could not be traced.

You are required to give: -
Journal Entries to record the above transactions in the books of the company.

| Q.3. A. | On 1' April 2017, Mr. Mohandas held 400, 6% debentures of Rs 100 each of Best Ltd., cost being 36,400. Best Ltd. pays interest on 30th June and 31' December every year. The following other transactions were entered by Mr. Mohandas during the year ended 31' March, 2018 in regard to these debentures. | 15 | CO4 |

Date	No. of Debentures	Transaction	Rate		
1st April, 2017	200	Sale	98 cum-Interest		
1st October, 2017	200	Purchase	104 ex-Interest		
1st December, 2017	400	Purchase	97 cum-Interest		
1st February, 2018	200	Sale	97 ex-Interest		

You are required to prepare investment in 6% debentures in Best Ltd. Account for the year ended 31' March, 2018, as it would appear in the books of Mr. Mohandas. Market value of his entire investments as on 31-3-2018 was 56,200.

	OR		

| Q.3. B. | Ms. Anusaya furnished the following details relating to her holding in 16% debentures of Rs 100 each of X Ltd. held as current assets. | 15 | CO4 |

2017

January, 1   Opening Balance — Face Value Rs 6,00,000; Cost Rs 5,90,000

March, 1   1,000 debentures purchased ex-interest at Rs 98.

July, 1   Sold 2,000 debentures ex-interest at Rs 100.

October, 1   Purchased 500 debentures at Rs 98 cum-interest.

November, 1 Sold 2,000 debentures ex-interest at Rs 99.

Interest dates are 30th September and 31' March. Ms. Anusaya closes her books on 31" December. Show Investment A/c in the books of Ms. Anusaya for the year 2017.

Q.4. A.	Explain the following concepts (5 marks - 3 questions)	15	
	a) Write a short note on Redemption of Debentures		CO3
	b) Write a short note on Re-issue of forfeited shares		CO1
	c) What is the difference between current assets and non-current assets? Provide examples.		CO2

Semester: December 2024 Examination: ATKT Examination		
Programme code: Programme: BBM	Class: FY	Semester: I
Name of the Constituent College: S K Somaiya College	Name of the department/Section/Center: Business Studies	
Course Code: 131U06C104	Name of the Course: Business Statistics	
Instructions: 1) Q4 is Compulsory. Q1-Q3 has internal options 2) Working notes should form part of your answer		

Question No.		Max. Marks
Q.1	a) Find the mean and mode for the following data that gives the weight distribution of students in a class:	07

Weight (in kgs)	51	52	53	54	55	56	57	58
No. of Students	6	7	7	10	16	13	6	5

b) Find coefficient of variance for the following data:

08

Class Interval	0-10	10-20	20-30	30-40	40-50	50-60
frequency	10	8	12	15	20	5

OR

07

c) Find range and standard deviation : 10,13,17,17,8

d) Draw the Less than Ogive for the following data showing sales of a shop. Hence locate median.

08

Sales(in rupees)	0-10	10-20	20-30	30-40	40-50
No. of days	10	15	35	27	13

Q.2	a) Calculate the coefficient of correlation r from the following data.	

X	2	4	7	9	12	14
Y	2	8	21	16	11	10

b) Construct index number from the following data by (i) Laspeyres index number, (ii) Paasche's index number and hence (iii) Fisher's index number

Commodity	Price (2000)	Quantity (2000)	Price (2001)	Quantity (2001)
A	2	8	4	5
B	5	12	6	10
C	4	15	5	12
D	2	18	4	20

OR

c) Find 3 yearly moving averages for the following data.

Year	1999	2000	2001	2002	2003	2004	2005	2006	2007
Production (in thousand units)	11	16	20	19	25	36	32	40	34

d) The following table shows ranks given by two judges to 10 participants in singing competition. Calculate Spearman's rank correlation coefficient and comment.

Judge 1	1	9	4	2	8	5	7	3	10	6
Judge 2	3	10	6	1	8	2	4	5	9	7

Q.3. Answer any 3 out of 4 : **15**

a) An unbiased dice is rolled ad number on top is noted. Find the probability that

   i) Number is odd   ii) Number is multiple of 3   iii) Number is < 4

b) The mean height obtained from a random sample of size 100 is 64 inches. The standard deviation of the distribution of height of the population is known to be 3 inches. Test the statement that the mean height of the population is 67 inches at 5% level of significance. Also set up 99% limits of the mean height of the population.

OR

c) A random variable x has following probability distribution

X	0	1	2	3	4	5
p(x)	k^2	K	2k	k	$3k^2$	k^2

Find k, E(X) and V(X).

d) A telecom service provider claims that customers spend an average of ₹400 per month, with a standard deviation of ₹25. However, a random sample of 50 customer bills shows a mean of ₹250 and a standard deviation of ₹15. Does this sample data support the service provider's claim?

Q.4. Answer the following: **15**

a) Write a note on types of data.
b) Explain components of time series
c) Define and give one example : Event, Sample Space, Probability, Hypothesis and its types.

Semester (July 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 07 Programme: BBM	Class: FYBBM	Semester: I
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U06C203	Name of the Course: Principles of Marketing	
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.	Tata Tea recognized the need to move beyond promoting tea as a beverage and instead engage with a societal issue relevant to their target audience. Through in-depth audience and cultural research, they discovered that young, urban Indians wanted to be more socially conscious and active in political change. Tata Tea's "Jaago Re" ("Wake Up") campaign encouraged youth to vote and fight against corruption, positioning the brand as a catalyst for social awareness. This successful strategy not only boosted their market share but also created strong brand loyalty by connecting with customers' values and emotions. **Questions:** 1. Describe how Tata Tea's market research influenced the direction and success of the "Jaago Re" campaign. (7 Marks) 2. How could another beverage brand utilize a similar approach in a different cultural or social context to build customer loyalty? (8 Marks)	15	CO1, CO2, CO3, CO4

Q.2.A	Compare and contrast the 4P's (Product, Price, Place, Promotion) and the 4C's (Customer, Cost, Convenience, Communication) in marketing. How do these frameworks address the customer perspective differently?	15	CO1
	OR		
Q.2.B	If you are an entrepreneur wanting to start a new business, what are the aspects of branding and packaging would you consider?	15	CO2
Q.3.A.	Product research is a key area of marketing research and requires careful consideration. Explain the areas and techniques of conducting it.	15	CO3
	OR		
Q.3.B.	Summarize the importance and basic techniques of conducting marketing research for a business firm.	15	CO3
Q.4.A.	What is positioning? Pick a brand, describe how it's positioned, and suggest a new way to reach younger customers.	15	CO4
	OR		
Q.4.B.	What is e-marketing? Create a plan to promote a new wellness brand online.	15	CO4