

SOMAIYA

VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

| | |
|--|---------------------|
| BRANCH: Bachelor of Business Management | SEM: III |
| | MAR/APR-2022 |

| Sr. No. | Subject | Available |
|---------|---------------------------|-----------|
| 1. | IT in Management | |
| 2. | Indian Economy | |
| 3. | Rural Marketing | |
| 4. | EXIM Procedure & Document | |
| 5. | | |
| 6. | | |
| 7. | | |
| 8. | | |
| 9. | | |
| 10. | | |
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| 14. | | |
| 15. | | |



LIBRARY



SOMAIYA
VIDYAVIHAR UNIVERSITY



| | | |
|--|---|---|
| Semester: June- October 2021 Examination: ATKT ESE Examination April 2022 | | |
| Programme code:06 Programme: BBM | Class: SY | Semester: III (SVU 2021) |
| Name of the Constituent College: Somaiya University Vidyavihar | | Name of the department/Section/Center: Commerce |
| Course Code: | Name of the Course: IT in Management | |
| Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) Write the codes for the following outputs | | |

| Question No. | | Max. Marks |
|--------------|--|------------|
| Q1 (a) | Fill in the blanks: 1) _____ is an important factor of a management information system. 2) Oracle is one of the leading company which develops _____ applications. 3) Quikr is an example of _____ E-commerce. 4) _____ is the first page of web page. 5) HTML is a subset of _____ 6) MIS is normally found in _____ sector 7) The first tag inside <TABLE> tag is _____ 8) FF FF FF denotes _____, _____ and _____ colors for the background . | 10 |
| Q1 (b) | Give the full form of the following : 1) TPS 2) W3C 3) JS 4) BIS 5) CMS | 5 |
| Q2 a) | What is E-commerce an explain the types of E-commerce | 10 |
| b) | What are the different roles of MIS | 5marks |
| | OR | |
| Q2 a) | What is web site and explain the types of website | 7 marks |
| b) | What is MS-Project and give its advantages | 8 marks |
| | | |
| Q3 a) | What are the different types of Internet connection | 10 |
| b) | What will be the future of AI and how will it be beneficial to us | 5 marks |
| | OR | |
| Q3 a) | Short note on Toyota Smart City | 5 marks |
| b) | What are the different levels of management | 10 |
| | | |
| Q4 a) | Write the code for the following output | 10 |

HTML Interview Questions

Ordered Lists

1. Eggs
2. Bread
3. Butter
4. Salmon
5. Milk

Unordered Lists

- Eggs
- Bread
- Butter
- Salmon
- Milk



b) What is HTML and explain the basic tags of html 5 marks

OR

Q4 a) Write the code for the following output 15 marks

Some Hotel Reservation System

File Edit View History Bookmarks Develop Window Help

http://localhost:8080/Hotel/reserv Google

Some Hotel Reservation System - Selection form

The following rooms are available from the search. Select and submit a row from the list to start the reservation process.

| Room No | Room Type | Smoking | Rate | Available Date | Select & Submit |
|---------|-----------|---------|------|----------------|--|
| 102 | Double | No | 120 | 20-Apr-2014 | <input type="button" value="Reserve"/> |
| 119 | Single | Yes | 100 | 21-Apr-2014 | <input type="button" value="Reserve"/> |
| 209 | Single | Yes | 100 | 21-Apr-2014 | <input type="button" value="Reserve"/> |
| 312 | Double | No | 130 | 24-Apr-2014 | <input type="button" value="Reserve"/> |



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Semester: July / January 2022 - November / April 2022
Examination: ATKT ESE Examination

Programme code:

Programme: BBM – SEM III

Name of the Constituent College:
S K Somaiya College (SKSC)

Name of the department/Section/Center:

Course Name : INDIAN ECONOMY (SET-I)

Course Code:

Duration: 2 Hr

Max. Marks: 60

Instructions: 1. All questions are compulsory.
2. Right side numbers indicate the marks.

| Section | | Max. Marks |
|---------|--------------------------------------|------------|
| A | Objective type Questions | 15 |
| B | Theoretical / Descriptive Questions. | 45 |
| | | |

Q.1 A) Choose the right option.

(08)

1. The ----- core value of development is self- esteem.
(First, second, third, fourth)
2. The HDI is the greatest achievement of creator ----- of India.
(Mahalnobis, Amartya Sen., Bhagavti, Smith)
3. MPI was introduced in -----.
(2010, 2011, 2012, 2013)
4. The National Literacy Mission was started in -----.
(1988, 1989, 1990, 1991)
5. Under five mortality rate (U5MR) has stands at ----- in 2010.
(59, 60, 61, 62)
6. Underdeveloped countries need ----- on large scale.
(Saving, investment, loan, infrastructure)

7. Quality of life is indicated by ----- and health.

(national income, income, saving, investment)

8. The per capita income is very ----- in India.

(high, low, medium, unchanged)



Q. 1 B) State whether the following sentences is TRUE or FALSE. (07)

1. According to Lewis model that saving and investment play an important role in the process of growth.
2. Human capital and economic growth have strong co-relation.
3. Agriculture plays an important role in the rural development.
4. Green revolution mainly directed to increase in the production of food grains.
5. MSMEs contribute to country's GDP and employment generation.
6. There are five core values of development.
7. Human development is the process of enlarging people's choices.

Q.2 Attempt any two Questionss. (15)

- a) Describe Lewis model of unlimited supplies of labour. (08)
- b) Explain the main objectives of Economic Planning. (07)

OR

- c) Explain Harrod model in details. (08)
- d) Elaborate the economic planning process. (07)

Q.3 Attempt any two. (15)

- a) Explain the main objectives of Industrial policy – 1991. (08)
- b) Explain the pattern of industrialization in India. (07)

OR

- c) What are the great achievements of Green revolution? (08)
- d) Explain the role of Agriculture in Indian economy. (07)

Q.4 Attempt any two. (15)

- a) Explain the main structure of Banking Industry in India. (08)
- b) Describe the recent trends in Insurance sector in India. (07)

OR

- c) Explain the important stages of Growth of capital market. (08)
- d) Write a short note on Composition of International Trade. (07)



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ATKT
April
October 2022
Examination: End Semester - 2021 Examination (UG Programmes)

Programme code:

Programme: SYBBM(HONS) -SEM 3

Name of the Constituent College:
S K Somaiya College (SKSC)

Name of the
department/Section/Center: DEPT
OF BUSINESS MANAGEMENT

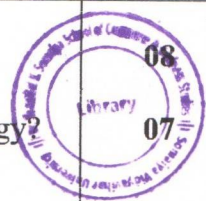
Duration: 2 Hr

RURAL MARKETING

Max. Marks: 60

Instructions: 1) ALL QUESTIONS ARE COMPULSORY SUBJECT TO INTERNAL CHOICE.

| Section | | Max. Marks |
|---------|---|---|
| A | Explain the following concepts 1.Rural product strategy 2. Physical risk 3.Sensitivity of rural people 4.Survey method 5.Personal selling 6.Push-up sales promotion 7.Online commerce 8.Nextwave user | 15 01 02 02 02 02 02 02 02 |
| B | Theoretical / Descriptive Questions. Q1.a) Explain in brief 4A's of rural marketing? b) Explain precautions taken while conducting rural marketing research ? OR Q1.c) Explain inn brief problems faced in rural marketing? Q2.a) Define segmentation .Explain in brief important characteristics of rural marketing segmentation ? b) Define FMCG. Explain various types of FMCG? OR Q2.c) Explain in details geographical and demographic segmentation variable? | 45 08 07 15 08 07 15 |

| | | |
|--|--|--|
| | <p>Q3.a) Explain in brief positioning strategy path?</p> <p>b) Discuss in details Michael Porters five forces model to develop strategy?</p> <p style="text-align: center;">OR</p> <p>Q3.c) Explain in brief promotional strategies for the rural markets which can be adapted by different organizations ?</p> |  <p>15</p> |
| | | |



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|---|--|---------------------------------|
| Semester: September -December 2021 | | |
| Examination: ATKT ESE Examination April 2022(PG Programme) | | |
| Programme code:06 Programme: BBM | Class: SY | Semester: III (SVU 2021) |
| Name of the Constituent College: S.K Somaiya college | Name of the department/Section/Center: Business studies | |
| Course Code: | Name of the Course: EXIM procedure and document | |
| Instructions: Q.1 answer all , Q2 Q3 and Q4 (select from or) | | |

| Question No. | | Max. Marks |
|--------------|--|--------------|
| Q1 (a) | 1. Write the full form of IEC 2. Mention one product with huge demand in the Indian market 3. What is certificate of origin required for? 4. What is deemed export? 5. What is the full form of GR? 6. What is the role of Exim Bank? 7. Give one example of price quotation 8. Name of SEZ in India 9. Give Full form of EOU 10. Mention any two export document | 1 mark each |
| Q1 (b) | True or False 1. SEEPZ is one of the SEZ in India 2. Buyers credit is a loan given to importers 3. Buyers credit can only be availed in foreign currency 4. Bill discounting is an example of post shipment finance 5. Crude oil is one of the prime imports of India | 1 marks each |
| Q2 (a) | What is export finance? Its types and advantages | 8 marks |
| (b) | What is forward contract and mention benefits of forward contracts | 7 marks |
| | Or | |
| (a) | Mention any four roles and responsibilities of custom forwarding and clearing agents | 7 marks |
| | Write a note on Star house exports and its benefits | 8 marks |
| Q3 (a) | Write a note on foreign trade policy and its objective | 10 Marks |
| (b) | Write a note of SEZ and why it failed as an initiative in India | 5 marks |
| | Or | |
| (a) | Explain the difference between letter of credit and buyers credit and give advantages of buyers credit | 10 marks |
| (b) | Explain outward and inward remittance with example | 5 marks |
| Q4 (a) | Give your views of EXIM business in Indian context | 8 marks |
| (b) | Write a note on regulatory authority in the exim business | 7 marks |
| | Or | |
| (a) | Explain EPCG scheme and its importance for the development | 8 marks |
| (b) | Explain the objectives of FEMA | 7 marks |