



SOMAIYA

VIDYAVIHAR UNIVERSITY

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



QUESTION PAPERS

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

| Sr. No. | Subject | Available |
|---------|--|-----------|
| 1. | 131U06C301 – Organizational Behavior & Human Resource Management | |
| 2. | 131U06C302 – Indian Economy (A) | |
| 3. | 131U06C302 – Indian Economy (B) | |
| 4. | 131U06C304 – Rural Marketing (A) | |
| 5. | 131U06C304 – Rural Marketing (B) | |
| 6. | 131U06C302 – Indian Economy (C) | |
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LIBRARY



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| 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. except Q.4 | | | |

| Question No. | | Max. Marks | CO mapped |
|--------------|--|------------|-----------|
| Q.1. A | "Different types of Conflicts in an organization results in low productivity and inefficiency among employees" Comment on given statement with ways of resolving the same. | 08 | CO3 |
| B | Analyze different factors that influence the concept of organizational behavior giving suitable examples. | 07 | CO1 |
| | OR | | |
| Q.1. C | How is a team different from a group? List down the characteristics of high performing teams. | 08 | CO3 |
| D | Ms Yogita runs a boutique with a team of more than 50 employees. She notices that her employees are having very poor time management resulting in lower productivity. Help her identify possible causes and solutions for the same. | 07 | CO2 |
| | | | |
| Q.2. A | Mr Aman is offered a promotion opportunity in Apollo organization as a team leader in the production department. He is unable to take a decision regarding the acceptance of the offer. Help him analyze various challenges that a leader may face in performing the role. | 08 | CO2 |
| B | Enumerate different factors influencing employee motivation levels relating with Two factor theory. | 07 | CO2 |
| | OR | | |
| Q.2. C | "Technological changes and the changing business environment is leading to the change in the future of HRM."-Discuss | 08 | CO4 |
| D | Justify the need of HRP in an organization planning to modernize or diversify its business along with the process of HRP in detail. | 07 | CO4 |
| | | | |
| Q.3. A. | Ms Maya takes over her father's business and is doubtful about spending on human resource development of her employees. As a counselor help her decide justifying the reasons. | 08 | CO4 |

| | | | |
|--------|---|-------|-----|
| B | Sona Ltd has an increasing employee turnover rate. After proper scrutiny they realized that the lack of assurance of career growth opportunities are responsible for the same. Do you feel succession planning will help? Justify with reasons. | 07 | CO5 |
| | OR | | |
| Q.3. C | As a HR manager, enumerate different factors to be considered for salary and wage administration for your team members. | 08 | CO4 |
| D | Give suitable examples to explain any 3 traditional and any 3 modern methods of performance appraisal in detail. | 07 | CO4 |
| | | | |
| Q.4 | Solve the following Case Study | 15 | |
| | The Indian electric company is a city-based manufacturer of welding machines and motors. When Mr Nirad shah established the company in 1970, he was keenly aware of the importance of a highly motivated workforce, and the company's success in fact dependent on that. Therefore, Mr Shah wants to ensure that each employee would work as diligently as possible for the good of the organization. On the other hand, he is very strict about rules and concerned for work. He wants to even control employees and give punishments if required and believes in centralisation of authority for effective decision making. Mr Shah realised that the best way to motivate employees would be to link the company's reward and recognition system to its goals by rewarding those who perform well and punishing those who aren't able to meet the standards. Mr Shah wants to draft proper HR policies for employee's welfare and set higher performance standards for organizational welfare. | | |
| | Questions | | |
| 1. | Identify the OB model and leadership style described in the case with its impact on employee's morale. | 5 mks | CO5 |
| 2. | Suggest suitable compensation components (any 3) to be included for better performance of the employees along with benefits of incentives. | 5 mks | CO4 |
| 3. | As Mr shah wants to pay employees based on performance, highlight the possible problems associated with getting fair appraisal reports. | 5 mks | CO5 |

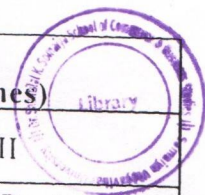


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| Semester (November 2022 to March 2023) | | |
|--|--|---------------|
| Examination: End Semester Examination March/April 2023 (UG Programmes) | | |
| Programme code: 06 | Class: SYBBM | Semester: III |
| Programme: Bachelor of Business Management | | |
| Name of the Constituent College: S. K. Somaiya College | Name of the Department: Business Studies | |
| Course Code: 131U06C302 | Name of the Course: Indian Economy | |
| 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 | Explain the components of the Human Development Index and how they contribute to measuring a country's level of development. | 15 | 1,2,3 |
| | OR | | |
| Q.1. B | Explain the concept of Human capital and elaborate its role in economic development. | 15 | 3,4,5 |
| | | | |
| Q.2. A | Consider a scenario where a country is facing a drought, leading to a significant drop in crop yields. How would you recommend adjusting the agricultural pricing policy to support farmers during this crisis? | 15 | 2,3 |
| | OR | | |
| Q.2. B | Discuss the role of the service industry in the transformation of India's economic structure from predominantly agrarian to a more diversified one. | 15 | 1,2,4,5 |
| | | | |
| Q.3. A. | Discuss the Financial Sector since independence. | 15 | 3,4,5 |
| | OR | | |
| Q.3. B. | Discuss Foreign trade policy and the crisis of 1991. | 15 | 3,4,5 |
| | | | |
| Q.4 | Solve the following Case Study | 15 | 1,2,3,4,5 |
| | The term LPG stands for Liberalization, Privatization, and Globalization, representing the three core areas of focus in the Indian government's New Economic Policy of 1991. The LPG Policy was introduced under the leadership of Prime Minister Shri P V Narasimha Rao and Finance Minister Dr Manmohan Singh. Liberalization aimed to reduce government control and regulations, while privatization involved transferring ownership of state-owned enterprises to the private sector. Globalization focused on expanding economic activities and integrating India with the global economy. Together, these three pillars formed the basis of the LPG reforms, marking a significant shift in India's economic policies. | | |
| | | | |
| A. | Discuss the role of privatization in increasing the productivity of the economy. | 7 | |
| B. | Discuss the role of globalization in expanding economic activities. | 8 | |



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| Semester (November 2022 to March 2023) | | | |
| Examination: End Semester Examination March/April 2023 (UG Programmes) | | | |
| Programme code: 06 | | Class: SYBBM | Semester: III |
| Programme: Bachelor of Business Management | | Name of the Department: Business Studies | |
| Name of the Constituent College: S. K. Somaiya College | | Name of the Department: Business Studies | |
| Course Code: 131U06C302 | Name of the Course: Indian Economy | | |
| 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 | Explain the concept of Sustainable Development Goals (SDGs) and their significance in Global development efforts. | 15 | 1,2,3 |
| | OR | | |
| Q.1. B | Discuss the concept of the Lewis model with surplus Labour. | 15 | 2,3,4 |
| Q.2. A | Analyze the role of technology, particularly high-yielding varieties (HYVs) of crops, in the success of the Green Revolution. How did these innovations contribute to increased agricultural productivity? Evaluate both the positive as well as negative consequences of the Green Revolution. | 15 | 2,3 |
| | OR | | |
| Q.2. B | Explain how changing global trade dynamics and emerging technologies might necessitate a reevaluation of existing economic policies. | 15 | 1,2,4,5 |
| Q.3. A. | Discuss the role of equity in the capital market and elaborate on their types. | 15 | 3,4,5 |
| | OR | | |
| Q.3. B. | Discuss the role of Bonds in the capital market and elaborate on their types. | 15 | 3,4,5 |
| Q.4 | Solve the following Case Study | 15 | 1,2,3,4,5 |
| | <p>Union Minister of Commerce and Industry, Consumer Affairs, Food and Public Distribution and Textiles, Shri Piyush Goyal today launched the Foreign Trade Policy 2023 saying that it is dynamic and has been kept open-ended to accommodate the emerging needs of the time. He stated that the policy had been under discussion for a long time and had been formulated after multiple stakeholder consultations. India's overall exports, including services and merchandise exports, have already crossed US\$ 750 Billion and are expected to cross US\$ 760 Billion this year, he said.</p> <p>The Minister referred to the interaction that Prime Minister, Shri Narendra Modi with the exporters on 06th August 2021 and encouraged them to increase exports and get more deeply involved in the global value chain. He lauded the vision and guidance of the Prime Minister who believed that given the size of the Indian economy and manufacturing & service sector</p> | | |
| | base, the potential for the country to grow is manifold. He said that this vision is at the core of the policy. | | |
| A. | Explain what is foreign trade policy and its role in the Indian economy. | 8 | |
| B. | Discuss the role of the service sector in the growth of the Indian economy. | 7 | |



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| | | |
|---|--|----------------------|
| Semester (November 2023 to Oct 2023) | | |
| Examination: End Semester Examination March/April 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 | Due to modification in farm and agricultural techniques new emerging trends in RM have been established. Elaborate those trends in RM. | 15 | CO1 |
| | OR | | |
| Q.1. B | Ponds talc is sold as bond's talc in a village emphasize the problem of this scenario and nature of competition in RM. | 15 | CO2 |
| | | | |
| Q.2. A | Age, sex ratio, Literacy, occupation etc. parameters were studies by a rural prospecting industry before having a new product launch. Summarize rural demographics and factors affecting rural consumers. | 15 | CO3 |
| | OR | | |
| Q.2. B | A new sanitary napkin company wishes to have a good market reach in any of the villages in western ghats. Elaborate communication strategies and challenges they should use in rural communication. | 15 | CO4 |
| | | | |
| Q.3. A. | Students from business studies conducting research based on rural marketing clear their view about term rural marketing along with demand and consumption pattern in RM. | 15 | CO3 |
| | OR | | |
| Q.3. B. | IARI has been created scope for rural markets by implementation of modern agriculture practice. Elaborate more such initiatives. | 15 | CO1 |
| | | | |
| Q.4 | Solve the following Case Study. | 15 | CO2 |
| | e- NAM | | |
| | National Agriculture Market (e-NAM) is an electronic trading portal which seeks to network the existing APMC's and other market yards. It was launched on 14th April 2016 which was completely funded by Central Government and implemented by Small Farmers Agribusiness Consortium | | |

(SFAC). The e-NAM facilitates farmers, traders and buyers with online trading in commodities and helps in better price discovery and provides facilities for smooth marketing of their produce. The e-NAM portal (common electronic trading portal) aims to unify all the nationwide agricultural markets by creating a central online platform for agricultural commodity price discovery. This portal provides a single window service for all APMC related information and services such as commodity arrivals & prices, buy & sell trade offers, provision to respond to trade offers, etc. Objectives of e-NAM is To integrate markets across the country through a common online market platform and to facilitate trade in agricultural commodities. To streamline marketing/ transaction procedures and make them uniform across all markets to promote efficient functioning of the markets. To promote better marketing opportunities for farmers/sellers through online access. To establish quality assaying systems for quality assurance to promote informed bidding by buyers. To promote stable prices and availability of quality produce to consumers. Benefits of e-NAM for farmers is to keep Transparency in trade, Access to better price discovery, Access to more market as well as Real time information on prices in nearby mandis & Quick payment Able to build a healthy financial profile. Whereas licensing, quality assurance, capacity building and integration becomes obstacles in implementing the e-NAM.

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|----|--|----|--|
| 1. | Give objectives, benefits and obstacles faced while running e-NAM. | 08 | |
| 2. | Summarize SWOC analysis for above case study. | 07 | |
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Semester (June 2023 to Oct 2023)

Examination: End Semester Examination March/April 2023 (UG Programmes)

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|--|-------------------------------------|---|---------------|
| Programme code: 06 | | Class: SYBBM | Semester: III |
| Programme: BBM | | | |
| 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 | JNPT is going to establish new protocols for marketing Rural products identify Rural Marketing and its types and importance they need to learn. | 15 | CO2 |
| | OR | | |
| Q.1. B | Diven brought a new sports bike from Mumbai whereas his cousin from rural side still used public vehicle. Give comparison between their lifestyles. | 15 | CO4 |
| | OR | | |
| Q.2. A | Government of India has organised rural development program. Describe the programs undertaken by them for rural harmony. | 15 | CO3 |
| | OR | | |
| Q.2. B | A rural logistics company wishes to explore more about distribution strategies in RM and rural roads. Guide them accordingly. | 15 | CO3 |
| | OR | | |
| Q.3. A. | Mr. Suhas is a collector at panvel district has implemented a campaign that help to understand problems of rural market. Identify the strategies used to overcome those problems. | 15 | CO2 |
| | OR | | |
| Q.3. B. | Sula wines launched a new grape wine as an agro product. Make them understand the importance of branding, packaging, and labeling in RM. | 15 | CO1 |
| | OR | | |
| Q.4 | Solve the following Case Study. | 15 | CO3 |
| | PROJECT SHAKTI | | |
| | Project Shakti was initiated to reach inaccessible rural markets with low potential with a target to reach villages with population below 2000. Starting in 50 villages of Nalgonda district of Andhra Pradesh, HUL has been implementing Project Shakti since 2001. Under the project HUL has partnered with Self Help Groups (SHGs) of rural women. SHG were offered the option of distributing relevant products of the | | |

| | | | |
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| | <p>company as a sustainable income- generating activity. The model hinges on a powerful win-win relationship where the SHG engages in an activity which brings sustainable income while Hindustan Lever gets an interface to interact and transact with the rural consumer. A member from a SHG is selected as a Shakti entrepreneur, referred to as 'Shakti Amma', to become direct-to-home distributors of HUL products in rural markets. HUL has invested resources to provide on the job training and support to Shakti Ammas. The Shakti Amma receives goods from the HULs rural distributor which is then sold directly to consumers and retailers in the village. Each Shakti Amma usually services 6-10 villages. Shakti Amma are provided HUL products on a `cash and carry basis and also avail micro credit from SHG or local Banks wherever required. Wide range of products relevant to rural customers are marketed through this route - like Lifebuoy, Lux, Ponds, Wheel, Clinic Plus, Nihar, Pepsodent, Annapurna salt and 3 Roses tea. A typical Shakti entrepreneur conducts business of around Rs.15000 per month, which gives her an income in excess of Rs.1000 per month on a sustainable basis. As most of these women are from below the poverty line and live in extremely small villages (less than 2000 population), this earning is very significant, and is almost double of their past household income. For HUL, the project is bringing new villages under direct distribution coverage. On its commencement in Andhra the project resulted in 15% increase in rural sales in Andhra. HUL extended the project to other states of the country. Currently, there are over 45,000 Shakti entrepreneurs covering over 100,000 villages across 15 states and reaching over 3 million homes. Plans are being drawn up to cover more states, and provide products/services in agriculture, health, insurance, and education. This will both catalyze holistic rural development and also help the SHGS generate even more income. This model creates a symbiotic partnership between HUL and its consumers, some of whom will also draw on the company for their livelihood and helps build a self-sustaining virtuous cycle of growth.</p> | | |
| 1. | Give your opinion on how project shakti proved to be a life changing experience for rural market. | 08 | |
| 2. | Summarize SWOC analysis for above case study. | 07 | |
| | | | |



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| Semester (November 2022 to March 2023) | | | |
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| Examination: End Semester Examination March/April 2023 (UG Programmes) | | | |
| Programme code: 06 | | Class: SYBBM | Semester: III |
| Programme: Bachelor of Business Management | | | |
| Name of the Constituent College: S. K. Somaiya College | | Name of the Department: Business Studies | |
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| Course Code: 131U06C302 | Name of the Course: Indian Economy | | |
| 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 | Provide an example of a country that has successfully implemented economic planning strategies. Discuss its contribution to shaping the country's economic development. | 15 | 1,2,3 |
| | OR | | |
| Q.1. B | Summarize the concept of FDI and its role of FDI in India. | 15 | 3,4,5 |
| Q.2. A | Discuss how NEP affected the SME sector in India. Evaluate the role of MSME in the Indian Economy. | 15 | 2,3,4,5 |
| | OR | | |
| Q.2. B | Discuss some potential benefits of privatization for the economy and society. Also, discuss any potential drawbacks or challenges associated with privatisation. | 15 | 1,2,4,5 |
| Q.3. A. | Identify the reforms in the banking sector since 1991 with phase 1 and phase 2. | 15 | 3,4,5 |
| | OR | | |
| Q.3. B. | Explain the concept of financial inclusion with the example of Jan Dhan Yojana. | 15 | 3,4,5 |
| Q.4 | Solve the following Case Study | 15 | |
| | The Indian economy is one of the largest and most diverse in the world. It encompasses a wide range of industries including agriculture, manufacturing, services, and information technology. India has experienced periods of rapid economic growth, particularly in the 21st century, driven by factors such as a young and dynamic workforce, a burgeoning middle class, and a thriving tech sector. However, the economy also grapples with challenges including income inequality, poverty, and infrastructural deficits. Government policies, fiscal measures, and international trade relationships play critical roles in shaping the trajectory of the Indian economy. | | 1,2,3,4,5 |
| A. | Examine the key sectors that contribute to the Indian economy, and how do they interact with each other? | 8 | |

B. Discuss some initiatives that have been introduced to address specific issues in India.

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