

SOMAIYA

VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

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

Sr. No.	Subject	Available
1.	131U06E104 – Rural Marketing	
2.	131U06C302 – Indian Economy	
3.	131U06C302 – Financial Markets & Services	
4.	131U06C303 – Advertising & Sales	
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Semester (June 2024 to October 2024) Examination: ATKT Examination November 2024 (UG Programmes)		
Programme code:06 Programme: BBM	Class: SY	Semester: III
Name of the Constituent College:	Name of the Department: Business Studies	
Course Code: 131UO6E104	Name of the Course: Rural Marketing	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Attempt the questions from the internal choice provided. 2)Don't inter mix the internal choices questions 3) Write clearly and neatly .		

Question No.		Max. Marks
Q.1a)	Summaries importance of Rural Development?	08
b)	Explain efforts put for Rural Development by Government? OR	07
Q.1c)	What are the important constraints in Rural Marketing?	08
d)	Suggest the precautions that must be considered while conducting Rural Market Research?	07
Q.2a)	Explain the degree of Rural Market Segmentation?	08
b)	Discuss Rural Brand Positioning Strategies? OR	07
Q.2c)	Define FMCG. What are the different types of FMCG?	08
d)	Discuss in details competition in Rural Market?	07
Q.3 a)	Elaborate different Agricultural Product Categories?	08
b)	Define channels of distribution in Rural Market with reference to Mandis and Haats. OR	07
Q.3 c)	Summarize the product strategy in rural marketing?	08
d)	Explain early stage in the evolution, and categorized them into five distinct segments that are of varying interest to marketers?	07

The case discusses the rural marketing initiatives of Hero Honda Motors Limited (Hero Honda), a leading two wheeler company in India. Hero Honda, which was the result of a joint venture between Japan-based Honda Motor Company Limited (HMCL) and the India-based Hero Group, began its operations in 1984. In late 2007, Hero Honda started putting emphasis on the rural markets. In December 2007, the company started a separate 'rural vertical'. To strengthen its network in rural areas, the company started sales, servicing, and spare part outlets in several small towns and villages across the country. The company recruited local people as sales executives and trained them to market its products to rural consumers.

In the fiscal year 2008-09, the sales of Hero Honda from the rural market amounted to 40 percent of the total sales compared to 35 percent during the fiscal year 2007-08. The case details the rural marketing strategies of Hero Honda and examines the potential of Indian rural market for two wheelers.

Questions:

1. Discuss the growth strategies of Hero Honda over the years and analyze the rural marketing strategy of Hero Honda.
2. Examine the challenges faced by Hero Honda in the rural markets.
3. Study the potential of Indian rural market for two wheelers.



Semester (November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code:	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	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.	7	



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Semester (July 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 06	Class: SY	Semester: III
Programme: BBM		
Name of the Constituent College: Sk Somaiya college.	Name of the Department : Business Studies	
Course Code: 231U06C302	Name of the Course: Financial markets and Services	
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	<p>You are a financial analyst tasked with evaluating the investment potential in Sun pharmaceuticals ltd., a well-established company in the pharmaceuticals industry. The company's financial statements and other relevant information are provided below:</p> <table><tr><td></td><td>Sun</td><td>Industry</td></tr><tr><td>PE Ratio</td><td>10</td><td>20</td></tr><tr><td>PB Ratio</td><td>1</td><td>2</td></tr></table> <table><tr><th colspan="4">Income statement</th></tr><tr><th></th><th>Mar 2022</th><th>Mar 2023</th><th>Mar 2024</th></tr><tr><td>Sales +</td><td>88,330</td><td>118,410</td><td>141,858</td></tr><tr><td>Expenses +</td><td>82,578</td><td>105,288</td><td>123,232</td></tr><tr><td>Operating Profit</td><td>5,752</td><td>13,122</td><td>18,626</td></tr><tr><td>OPM %</td><td>7%</td><td>11%</td><td>13%</td></tr><tr><td>Other Income +</td><td>1,861</td><td>2,415</td><td>4,248</td></tr><tr><td>Interest</td><td>127</td><td>252</td><td>194</td></tr><tr><td>Depreciation</td><td>2,789</td><td>4,846</td><td>5,256</td></tr><tr><td>Profit before tax</td><td>4,697</td><td>10,438</td><td>17,424</td></tr><tr><td>Tax %</td><td>17%</td><td>21%</td><td>23%</td></tr><tr><td>Net Profit +</td><td>3,880</td><td>8,264</td><td>13,488</td></tr><tr><td>EPS in Rs</td><td>128.43</td><td>273.56</td><td>429.01</td></tr><tr><td>Dividend Payout %</td><td>47%</td><td>34%</td><td>29%</td></tr></table>		Sun	Industry	PE Ratio	10	20	PB Ratio	1	2	Income statement					Mar 2022	Mar 2023	Mar 2024	Sales +	88,330	118,410	141,858	Expenses +	82,578	105,288	123,232	Operating Profit	5,752	13,122	18,626	OPM %	7%	11%	13%	Other Income +	1,861	2,415	4,248	Interest	127	252	194	Depreciation	2,789	4,846	5,256	Profit before tax	4,697	10,438	17,424	Tax %	17%	21%	23%	Net Profit +	3,880	8,264	13,488	EPS in Rs	128.43	273.56	429.01	Dividend Payout %	47%	34%	29%	15	3
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Balance Sheet Statement					
	Mar 2022	Mar 2023	Mar 2024		
Equity Capital	151	157	157		
Reserves	55,182	74,443	85,479		
Borrowings +	426	1,248	119		
Other Liabilities +	18,896	24,258	29,550		
Total Liabilities	74,656	100,106	115,304		
Fixed Assets +	13,747	27,941	27,865		
CWIP	2,936	4,143	7,735		
Investments	42,035	49,184	57,296		
Other Assets +	15,937	18,837	22,408		
Total Assets	74,656	100,106	115,304		
Cashflow statement					
	Mar 2022	Mar 2023	Mar 2024		
Cash from Operating Activity +	1,840	10,815	16,801		
Cash from Investing Activity +	-239	-8,820	-11,865		
Cash from Financing Activity +	-1,607	-1,214	-4,062		
Net Cash Flow	-6	780	874		
OR					
Q.1. B	Seqio capital, a leading venture capital company, is looking for opportunities to invest in Indian markets. As a financial consultant elaborate to them steps taken for Industry analysis and conduct analysis of the Electric vehicle industry.			10	3
	Waree renewable wants to raise capital for long term financing, discuss with them various types of primary market issues that they can utilize to raise capital.			5	3
Q.2. A	Laxman, a portfolio manager, is considering investing in Mutual funds for his clients. He wants to diversify their portfolios across different asset classes. - Explain different types of Mutual funds available in India - Also suggest the types of mutual fund, along with actual mutual fund to investment considering highly risky, moderately risk and sector specific mutual funds.			8	4
Q.2. B	A friend of yours is considering investing in Cryptocurrencies. As a financial consultant, brief them about Cryptocurrencies and discuss the advantages of Cryptocurrencies.			7	4
OR					
Q.2. C	Your father wants to take advantage of Sector or idea specific investment opportunities, as a financial graduate Explain to him Smallcase investment and types of smallcases Also suggest. Two reasons why Smallcases should be preferred over mutual fund investment.			8	4

Q.2. D	As a certified financial planner, brief your client about exchange traded funds and also discuss with him steps for selecting the best ETFs for investment.	7	4
Q.3. A.	Mega ltd wants to start business in India. As a financial consultant, discuss the different financial services that they can avail . Also discuss specific services they can avail for working capital financing.	8	1
Q.3. B	As a research scholar discuss the Structure of Indian financial markets	7	2
	OR		
Q.3. C	You are governor of Reserve Bank of India, a) Discuss the functions of Reserve bank of India b) Discuss the various steps the Reserve bank of India can take to reduce inflations.	8	2
Q.3. D	Finance ministry is planning key measure to boost financial services in india, as an advisor to finance minister explain to him Functions of financial services	7	1
Q.4	Write the following concepts (5 Marks each)	15	
i.	SEBI		3
ii.	Merchant banker		4
iii.	Non fun Fin services		2



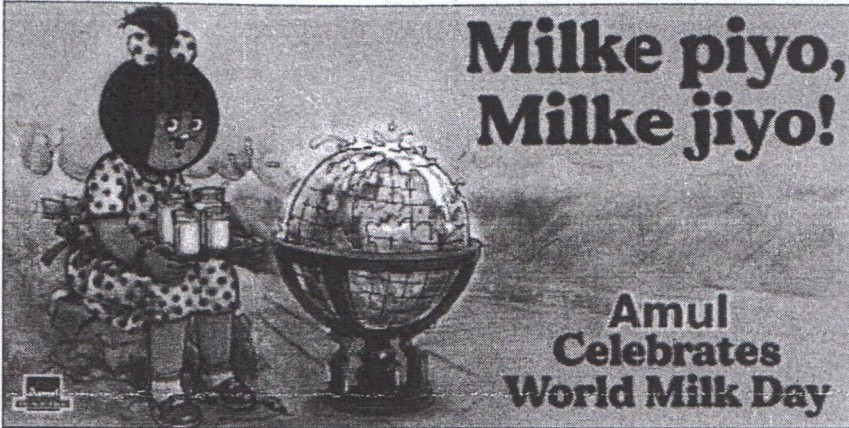


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Semester (July 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 06 Programme: BBM	Class: SY	Semester: III
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 231U06C303	Name of the Course: Advertising & Sales	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q.1. A	Examine Nike's "Just Do It" slogan and its journey through the Hierarchy of Effects model (awareness, knowledge, liking, preference, conviction, and purchase). How has Nike's advertising created consumer preference and loyalty?	15	1
	OR		
Q.1. B	With reference to the "Incredible India" campaign by the Indian government, discuss the impact of generic advertising on tourism. What types of messaging strategies are most effective in influencing both domestic and international audiences?	15	2
Q.2. A	Critically examine a case of misleading advertising in the Indian market, such as Patanjali's claims about its natural products. Discuss the role of regulatory authorities in safeguarding consumer interests.	15	3
	OR		
Q.2. B	With reference to Hindustan Unilever's promotional campaigns for brands like Dove and Surf Excel, evaluate different sales promotion tactics used in the FMCG sector. Discuss the effectiveness of these tactics in building brand loyalty.	15	3
Q.3. A.	Discuss how brands like Pepsi and Lays use cross-promotion strategies in retail settings. Critically evaluate the benefits and challenges of cross-promotion in the competitive FMCG market.	15	4
	OR		
Q.3. B.	Analyze how Nestle sets and monitors sales quotas across different product categories. Discuss the factors affecting sales quota decisions in a competitive market like FMCG.	15	4

Q.4	Analyze the following ad	15	1,2
	<p>Celebrating World Milk Day globally! - (May' 24)</p>  <p>Milke piyo, Milke jiyo!</p> <p>Amul Celebrates World Milk Day</p> <ol style="list-style-type: none"> 1. Identify the mascot used in AMUL print ads. 2. Describe the color scheme of the AMUL logo. 3. Recall the time of the year AMUL released this print ad. 4. State the Brand tagline associated with AMUL in this print ad. 5. Classify the type of AMUL AD in AIDA. 6. Locate Z PATTERN in AMUL ad 7. Determine the primary target audience of AMUL ads as per the print ad. 8. Identify the dominant color typically used in this AMUL print ad. 9. Explain the type of humor employed in the AMUL ad. 10. Name the creative agency responsible for AMUL ads. 11. List AMUL's core product. 12. Analyze the central message of the ad 13. Interpret the kind of news AMUL ad comments on. 14. Recognize the food item that AMUL's brand positioning revolves around. 15. Describe the typical format (e.g., banner, poster) of AMUL ads. 		