

SOMAIYA

VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

BRANCH: Bachelor of Business Management	SEM: VI
	APR-2025

Sr. No.	Subject	Available
1.	131U06C601 – Operation Research	
2.	131U06E603 – Technical Analysis of Financial Markets	
3.	131U06E604 – Commodities & Derivatives	
4.	131U06E606 – E-Commerce & Digital Marketing	
5.	131U06E607 – Retail Management	
6.		
7.		
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15.		



LIBRARY

Semester (November 2024 to March 2025)			
Examination: End Semester Examination April 2025 (UG Programmes)			
Programme code: 06 Programme: BBM		Class: TY	Semester: VI
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies	
Course Code: 131U06C601		Name of the Course: Operation Research	
Duration : 2 hours		Maximum Marks: 60	
Instructions: 1. Draw neat diagrams 2. Assume suitable data if necessary 3. Basic Calculator is allowed			

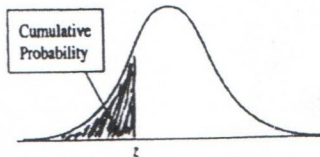
Question No.		Max. Marks	CO																																																
Q.1. A	Solve LP Problem by Simplex method. Z max = 100X1 + 80X2 Subject to – 1) 6X1 + 4X2 <= 7200 2) 2X1 + 4X2 <= 4000 whereas, X1, X2 >= 0	15	1																																																
	OR																																																		
Q.1. B	Solve following Transportation problem by NWCR method and test the optimality by MODI method <table border="1"><thead><tr><th>Destination / Origin</th><th>D1</th><th>D2</th><th>D3</th><th>D4</th><th>D5</th><th>D6</th><th>Availability</th></tr></thead><tbody><tr><td>O1</td><td>1</td><td>2</td><td>1</td><td>4</td><td>5</td><td>2</td><td>30</td></tr><tr><td>O2</td><td>3</td><td>3</td><td>2</td><td>1</td><td>4</td><td>3</td><td>50</td></tr><tr><td>O3</td><td>4</td><td>2</td><td>5</td><td>9</td><td>6</td><td>2</td><td>75</td></tr><tr><td>O4</td><td>3</td><td>1</td><td>7</td><td>3</td><td>3</td><td>6</td><td>20</td></tr><tr><td>Requirements</td><td>20</td><td>40</td><td>30</td><td>10</td><td>50</td><td>25</td><td>175</td></tr></tbody></table>	Destination / Origin	D1	D2	D3	D4	D5	D6	Availability	O1	1	2	1	4	5	2	30	O2	3	3	2	1	4	3	50	O3	4	2	5	9	6	2	75	O4	3	1	7	3	3	6	20	Requirements	20	40	30	10	50	25	175	10	2
Destination / Origin	D1	D2	D3	D4	D5	D6	Availability																																												
O1	1	2	1	4	5	2	30																																												
O2	3	3	2	1	4	3	50																																												
O3	4	2	5	9	6	2	75																																												
O4	3	1	7	3	3	6	20																																												
Requirements	20	40	30	10	50	25	175																																												
Q.1. C	Find the optimal assignment for the following matrix. <table border="1"><thead><tr><th rowspan="2">Salesman</th><th colspan="4">Territories</th></tr><tr><th>A1</th><th>A2</th><th>A3</th><th>A4</th></tr></thead><tbody><tr><td>S1</td><td>35</td><td>27</td><td>28</td><td>37</td></tr><tr><td>S2</td><td>28</td><td>34</td><td>29</td><td>40</td></tr><tr><td>S3</td><td>35</td><td>24</td><td>32</td><td>33</td></tr><tr><td>S4</td><td>24</td><td>32</td><td>25</td><td>82</td></tr></tbody></table>	Salesman	Territories				A1	A2	A3	A4	S1	35	27	28	37	S2	28	34	29	40	S3	35	24	32	33	S4	24	32	25	82	05	2																			
Salesman	Territories																																																		
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S1	35	27	28	37																																															
S2	28	34	29	40																																															
S3	35	24	32	33																																															
S4	24	32	25	82																																															
Q.2. A	A small project consists of the following activities. Construct a network diagram for the project and identify the critical path and project duration. <table border="1"><thead><tr><th>Activity</th><th>1-2</th><th>2-3</th><th>2-4</th><th>2-5</th><th>3-6</th><th>4-8</th><th>5-7</th><th>6-8</th><th>7-8</th></tr></thead><tbody><tr><td>Time (days)</td><td>5</td><td>3</td><td>2</td><td>1</td><td>4</td><td>6</td><td>5</td><td>7</td><td>2</td></tr></tbody></table> 1. Find all the time estimates EST, EFT, LST and LFT. 2. Find all the floats. 3. Find all the slacks .	Activity	1-2	2-3	2-4	2-5	3-6	4-8	5-7	6-8	7-8	Time (days)	5	3	2	1	4	6	5	7	2	15	3																												
Activity	1-2	2-3	2-4	2-5	3-6	4-8	5-7	6-8	7-8																																										
Time (days)	5	3	2	1	4	6	5	7	2																																										
	OR																																																		

Q.2. B	<p>For the following project, draw PERT network and find the expected project completion time.</p> <table><tr><th rowspan="2">Activities</th><th>Optimistic time</th><th>Most likely time</th><th>Pessimistic time</th></tr><tr><th colspan="3">(in days)</th></tr><tr><td>1-2</td><td>1</td><td>4</td><td>7</td></tr><tr><td>1-3</td><td>1</td><td>2</td><td>3</td></tr><tr><td>2-3</td><td>0</td><td>0</td><td>0</td></tr><tr><td>2-5</td><td>1</td><td>4.5</td><td>11</td></tr><tr><td>3-4</td><td>1</td><td>3</td><td>5</td></tr><tr><td>4-5</td><td>0</td><td>0</td><td>0</td></tr><tr><td>5-6</td><td>1</td><td>1</td><td>1</td></tr><tr><td>4-6</td><td>1</td><td>2</td><td>3</td></tr></table> <ol style="list-style-type: none">Find the probability of project completion in 12 days.For an 65% confidence level what is the project completion time.Find the probability of not completing the project in 11 days.If a penalty of Rs 1000 per day is imposed for completion time beyond 12 days, what is the probability that the company will pay a penalty of more than Rs 5000 ?	Activities	Optimistic time	Most likely time	Pessimistic time	(in days)			1-2	1	4	7	1-3	1	2	3	2-3	0	0	0	2-5	1	4.5	11	3-4	1	3	5	4-5	0	0	0	5-6	1	1	1	4-6	1	2	3	15	3
Activities	Optimistic time		Most likely time	Pessimistic time																																						
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2-5	1	4.5	11																																							
3-4	1	3	5																																							
4-5	0	0	0																																							
5-6	1	1	1																																							
4-6	1	2	3																																							
Q.3. A.	<p>A hardware shopkeeper has observed the following sales of cement bags for 100 days.</p> <table><tr><td>No of bags sold</td><td>80</td><td>110</td><td>130</td><td>140</td><td>160</td></tr><tr><td>No of days</td><td>10</td><td>25</td><td>25</td><td>30</td><td>10</td></tr></table> <p>Each bag costs him 100 Rs and is sold at 250 Rs. In order to maximize the profit determine the optimum number of bags he should order using EMV and EOL criterions. Also find EVPI.</p>	No of bags sold	80	110	130	140	160	No of days	10	25	25	30	10	15	4																											
No of bags sold	80	110	130	140	160																																					
No of days	10	25	25	30	10																																					
OR																																										
Q.3. B.	<p>Six jobs I, II, III, IV,V and VI are to be processed on three machines M1.M2 and M3 in the order M3-M1-M2.</p> <table><tr><th rowspan="2">Jobs</th><th colspan="3">Processing time (in mins)</th></tr><tr><th>Machine M1</th><th>Machine M2</th><th>Machine M3</th></tr><tr><td>I</td><td>5</td><td>6</td><td>7</td></tr><tr><td>II</td><td>6</td><td>7</td><td>10</td></tr><tr><td>III</td><td>5</td><td>8</td><td>8</td></tr><tr><td>IV</td><td>4</td><td>10</td><td>6</td></tr><tr><td>V</td><td>3</td><td>9</td><td>11</td></tr><tr><td>VI</td><td>4</td><td>5</td><td>14</td></tr></table> <ol style="list-style-type: none">Find the optimal sequence using Johnson's algorithm.Find the total minimum elapsed timeFind the idle times for each machine.	Jobs	Processing time (in mins)			Machine M1	Machine M2	Machine M3	I	5	6	7	II	6	7	10	III	5	8	8	IV	4	10	6	V	3	9	11	VI	4	5	14	10	4								
Jobs	Processing time (in mins)																																									
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IV	4	10	6																																							
V	3	9	11																																							
VI	4	5	14																																							
Q.3. C.	<p>For the following two person , zero sum game, find saddle point using Maximin-Minimax principle. Also find the minimax and maximin strategies and the value of the game.</p> <table><tr><td></td><td>B1</td><td>B2</td><td>B3</td><td>B4</td><td>B5</td></tr><tr><td>A1</td><td>12</td><td>3</td><td>5</td><td>6</td><td>8</td></tr><tr><td>A2</td><td>10</td><td>12</td><td>3</td><td>14</td><td>15</td></tr><tr><td>A3</td><td>3</td><td>44</td><td>7</td><td>5</td><td>9</td></tr><tr><td>A4</td><td>9</td><td>10</td><td>8</td><td>15</td><td>13</td></tr><tr><td>A5</td><td>4</td><td>4</td><td>3</td><td>8</td><td>11</td></tr></table>		B1	B2	B3	B4	B5	A1	12	3	5	6	8	A2	10	12	3	14	15	A3	3	44	7	5	9	A4	9	10	8	15	13	A5	4	4	3	8	11	05	4			
	B1	B2	B3	B4	B5																																					
A1	12	3	5	6	8																																					
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A3	3	44	7	5	9																																					
A4	9	10	8	15	13																																					
A5	4	4	3	8	11																																					

Q.4	Attempt the following (5 Marks each)	15	
A	Solve LP Problem graphically. $Z \text{ max} = 2X_1 + 4X_2$ Subject to – 1) $X_1 + 2X_2 \leq 5$ 2) $X_1 + X_2 \leq 4$ whereas, $X_1, X_2 \geq 0$	05	1
B	Define Operation Research and enumerate 4 Characteristics of OR	05	1
C	Describe how Transportation Problem is different than Assignment Problem. Also explain theoretically, 3 methods used for solving TP	05	2



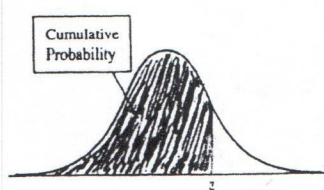
APPENDIX A



Cumulative probability for z is the area under the standard normal curve to the left of z

TABLE A Standard Normal Cumulative Probabilities

z	.00	.01	.02	.03	.04	.05	.06	.07	.08	.09
-5.0	.00000287									
-4.5	.00000340									
-4.0	.0000317									
-3.5	.000233									
-3.4	.0003	.0003	.0003	.0003	.0003	.0003	.0003	.0003	.0003	.0002
-3.3	.0005	.0005	.0005	.0004	.0004	.0004	.0004	.0004	.0004	.0003
-3.2	.0007	.0007	.0006	.0006	.0006	.0006	.0006	.0005	.0005	.0005
-3.1	.0010	.0009	.0009	.0009	.0008	.0008	.0008	.0008	.0007	.0007
-3.0	.0013	.0013	.0013	.0012	.0012	.0011	.0011	.0011	.0010	.0010
-2.9	.0019	.0018	.0018	.0017	.0016	.0016	.0015	.0015	.0014	.0014
-2.8	.0026	.0025	.0024	.0023	.0023	.0022	.0021	.0021	.0020	.0019
-2.7	.0035	.0034	.0033	.0032	.0031	.0030	.0029	.0028	.0027	.0026
-2.6	.0047	.0045	.0044	.0043	.0041	.0040	.0039	.0038	.0037	.0036
-2.5	.0062	.0060	.0059	.0057	.0055	.0054	.0052	.0051	.0049	.0048
-2.4	.0082	.0080	.0078	.0075	.0073	.0071	.0069	.0068	.0066	.0064
-2.3	.0107	.0104	.0102	.0099	.0096	.0094	.0091	.0089	.0087	.0084
-2.2	.0139	.0136	.0132	.0129	.0125	.0122	.0119	.0116	.0113	.0110
-2.1	.0179	.0174	.0170	.0166	.0162	.0158	.0154	.0150	.0146	.0143
-2.0	.0228	.0222	.0217	.0212	.0207	.0202	.0197	.0192	.0188	.0183
-1.9	.0287	.0281	.0274	.0268	.0262	.0256	.0250	.0244	.0239	.0233
-1.8	.0359	.0351	.0344	.0336	.0329	.0322	.0314	.0307	.0301	.0294
-1.7	.0446	.0436	.0427	.0418	.0409	.0401	.0392	.0384	.0375	.0367
-1.6	.0548	.0537	.0526	.0516	.0505	.0495	.0485	.0475	.0465	.0455
-1.5	.0668	.0655	.0643	.0630	.0618	.0606	.0594	.0582	.0571	.0559
-1.4	.0808	.0793	.0778	.0764	.0749	.0735	.0721	.0708	.0694	.0681
-1.3	.0968	.0951	.0934	.0918	.0901	.0885	.0869	.0853	.0838	.0823
-1.2	.1151	.1131	.1112	.1093	.1075	.1056	.1038	.1020	.1003	.0985
-1.1	.1357	.1335	.1314	.1292	.1271	.1251	.1230	.1210	.1190	.1170
-1.0	.1587	.1562	.1539	.1515	.1492	.1469	.1446	.1423	.1401	.1379
-0.9	.1841	.1814	.1788	.1762	.1736	.1711	.1685	.1660	.1635	.1611
-0.8	.2119	.2090	.2061	.2033	.2005	.1977	.1949	.1922	.1894	.1867
-0.7	.2420	.2389	.2358	.2327	.2296	.2266	.2236	.2206	.2177	.2148
-0.6	.2743	.2709	.2676	.2643	.2611	.2578	.2546	.2514	.2483	.2451
-0.5	.3085	.3050	.3015	.2981	.2946	.2912	.2877	.2843	.2810	.2776
-0.4	.3446	.3409	.3372	.3336	.3300	.3264	.3228	.3192	.3156	.3121
-0.3	.3821	.3783	.3745	.3707	.3669	.3632	.3594	.3557	.3520	.3483
-0.2	.4207	.4168	.4129	.4090	.4052	.4013	.3974	.3936	.3897	.3859
-0.1	.4602	.4562	.4522	.4483	.4443	.4404	.4364	.4325	.4286	.4247
-0.0	.5000	.4960	.4920	.4880	.4840	.4801	.4761	.4721	.4681	.4641



Cumulative probability for z is the area under the standard normal curve to the left of z

TABLE A Standard Normal Cumulative Probabilities (continued)

z	.00	.01	.02	.03	.04	.05	.06	.07	.08	.09
0.0	.5000	.5040	.5080	.5120	.5160	.5199	.5239	.5279	.5319	.5359
0.1	.5398	.5438	.5478	.5517	.5557	.5596	.5636	.5675	.5714	.5753
0.2	.5793	.5832	.5871	.5910	.5948	.5987	.6026	.6064	.6103	.6141
0.3	.6179	.6217	.6255	.6293	.6331	.6368	.6406	.6443	.6480	.6517
0.4	.6554	.6591	.6628	.6664	.6700	.6736	.6772	.6808	.6844	.6879
0.5	.6915	.6950	.6985	.7019	.7054	.7088	.7123	.7157	.7190	.7224
0.6	.7257	.7291	.7324	.7357	.7389	.7422	.7454	.7486	.7517	.7549
0.7	.7580	.7611	.7642	.7673	.7704	.7734	.7764	.7794	.7823	.7852
0.8	.7881	.7910	.7939	.7967	.7995	.8023	.8051	.8078	.8106	.8133
0.9	.8159	.8186	.8212	.8238	.8264	.8289	.8315	.8340	.8365	.8389
1.0	.8413	.8438	.8461	.8485	.8508	.8531	.8554	.8577	.8599	.8621
1.1	.8643	.8665	.8686	.8708	.8729	.8749	.8770	.8790	.8810	.8830
1.2	.8849	.8869	.8888	.8907	.8925	.8944	.8962	.8980	.8997	.9015
1.3	.9032	.9049	.9066	.9082	.9099	.9115	.9131	.9147	.9162	.9177
1.4	.9192	.9207	.9222	.9236	.9251	.9265	.9279	.9292	.9306	.9319
1.5	.9332	.9345	.9357	.9370	.9382	.9394	.9406	.9418	.9429	.9441
1.6	.9452	.9463	.9474	.9484	.9495	.9505	.9515	.9525	.9535	.9545
1.7	.9554	.9564	.9573	.9582	.9591	.9599	.9608	.9616	.9625	.9633
1.8	.9641	.9649	.9656	.9664	.9671	.9678	.9686	.9693	.9699	.9706
1.9	.9713	.9719	.9726	.9732	.9738	.9744	.9750	.9756	.9761	.9767
2.0	.9772	.9778	.9783	.9788	.9793	.9798	.9803	.9808	.9812	.9817
2.1	.9821	.9826	.9830	.9834	.9838	.9842	.9846	.9850	.9854	.9857
2.2	.9861	.9864	.9868	.9871	.9875	.9878	.9881	.9884	.9887	.9890
2.3	.9893	.9896	.9898	.9901	.9904	.9906	.9909	.9911	.9913	.9916
2.4	.9918	.9920	.9922	.9925	.9927	.9929	.9931	.9932	.9934	.9936
2.5	.9938	.9940	.9941	.9943	.9945	.9946	.9948	.9949	.9951	.9952
2.6	.9953	.9955	.9956	.9957	.9959	.9960	.9961	.9962	.9963	.9964
2.7	.9965	.9966	.9967	.9968	.9969	.9970	.9971	.9972	.9973	.9974
2.8	.9974	.9975	.9976	.9977	.9977	.9978	.9979	.9979	.9980	.9981
2.9	.9981	.9982	.9982	.9983	.9984	.9984	.9985	.9985	.9986	.9986
3.0	.9987	.9987	.9987	.9988	.9988	.9989	.9989	.9989	.9990	.9990
3.1	.9990	.9991	.9991	.9991	.9992	.9992	.9992	.9992	.9993	.9993
3.2	.9993	.9993	.9994	.9994	.9994	.9994	.9994	.9995	.9995	.9995
3.3	.9995	.9995	.9995	.9996	.9996	.9996	.9996	.9996	.9996	.9997
3.4	.9997	.9997	.9997	.9997	.9997	.9997	.9997	.9997	.9997	.9998

z	.00
3.5	.999767
4.0	.9999683
4.5	.9999966
5.0	.99999713



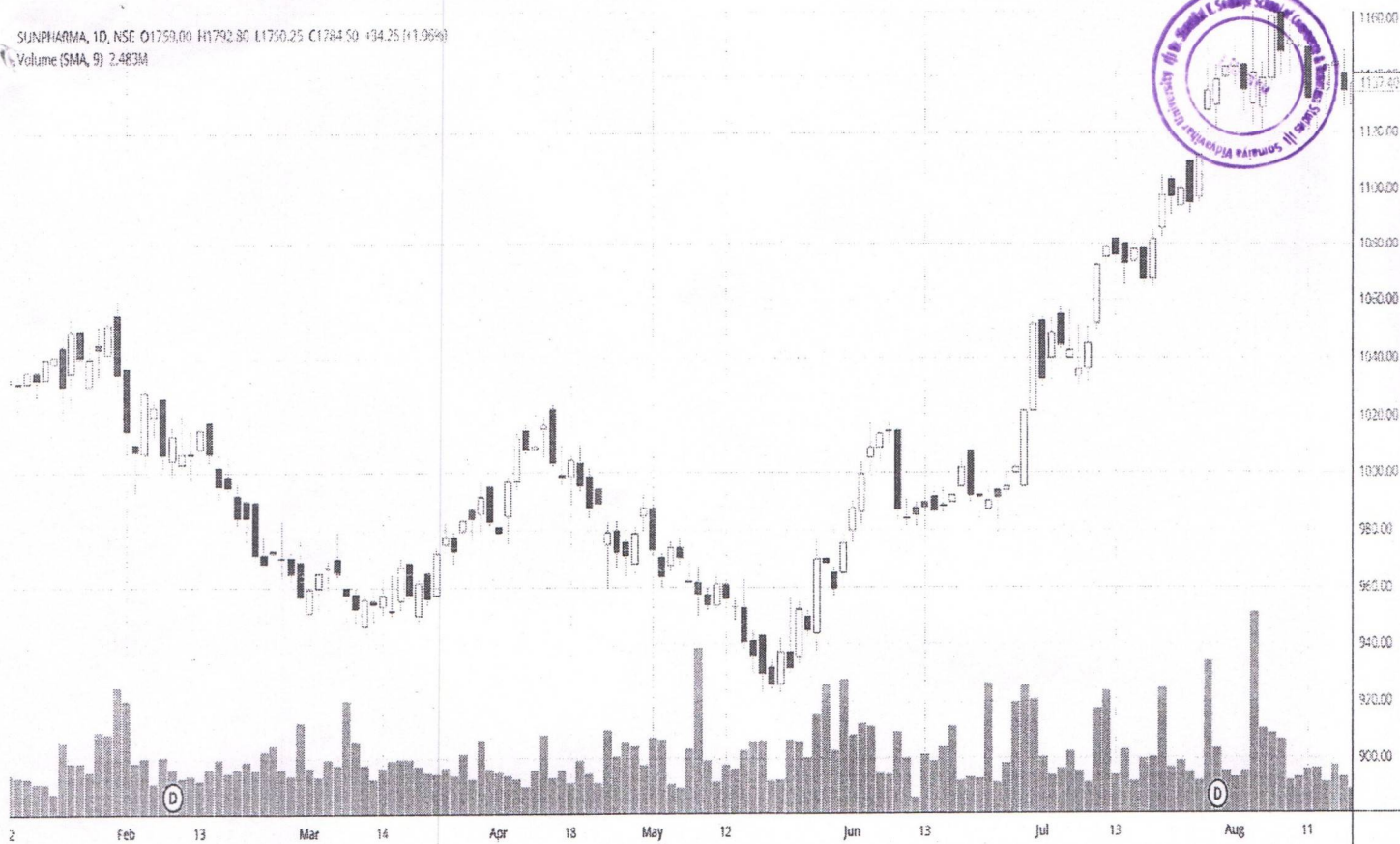
Semester (November 2024 to March 2025) Examination: End Semester Examination April 2025 (UG Programmes)			
Programme code: 06 Programme: BBM		Class: TYBBM	Semester: VI
Name of the Constituent College: SKSC		Name of the Department : Business Studies	
Course Code: 131U06E603		Name of the Course: Technical Analysis of Fin Markets	
Duration : 2 Hrs.		Maximum Marks : 60	
Instructions: 1) Kindly do the Markings On the Charts 2) Tie the charts with Answer Sheet if Part of Solution 3) Hollow candles indicate green candle and dark candle indicate Red Candle 4) Assume suitable data if necessary			

Question No.		Max. Marks	C O
Q.1. A	Your father is interested in beginning trading in the Indian equity markets. As a finance graduate, please outline and explain the core qualities that define a successful equity trader.	8	4
Q.1. B	A friend is exploring swing trading strategies in the equity market and desires to incorporate Open Interest analysis. As an experienced trader, please <ul style="list-style-type: none"> - Define and explain the concept of Open Interest in equity trading. - Discuss how to utilize Open Interest data for Trading. 	7	4
	OR		
Q.1. C	Your brother has just landed a job and is interested in financial markets. Explain to your brother the difference between the Cash market vs derivatives market.	8	4
Q.1. D	A friend is considering entering the trading market. As a finance graduate, provide a comprehensive overview of the key habits that contribute to sound trading practices.	7	4
Q.2. A	Following is the daily chart of Sunpharma ltd. Using pattern trading mark pattern and entry point on the graph and also explain your strategy. Include Entry, Exit and risk to reward ratio in your analysis.	8	3
Q.2. B	Following is the weekly chart of Gail ltd. Using pattern trading mark pattern and entry point on the graph and also explain your strategy. Include Entry, Exit and risk to reward ratio in your analysis.	7	3
	OR	8	
Q.2. C	Explain the different methods of identifying support and resistance.	8	3
Q.2. D	As a Technical analyst Describe in detail the strategy of Head and shoulder , and Double bottom.	7	3
Q.3. A	Analyze the Daily chart of Gail LTd using Moving Average strategy and state your buying, Stop loss and target. Also explain your strategy in detail (Also mark it on chart) Line passing through the candle Indicate 50 SMA	8	2
Q.3. B.	Explain candlestick and discuss types of bullish and bearish candlestick patterns	7	1
	OR		
Q.3. C.	Analyze the Weekly chart of HAL ltd. Using a trend line. state your buying, Stop loss and target. Also explain your strategy in detail (Also mark it on chart)	8	2
Q.3. D	As a Technical analyst, Explain Technical analysis and discuss its advantages	7	1
Q.4	Answer the following concepts.	15	
1	Elliot Wave		1

2	RSI		3
3	Options		4

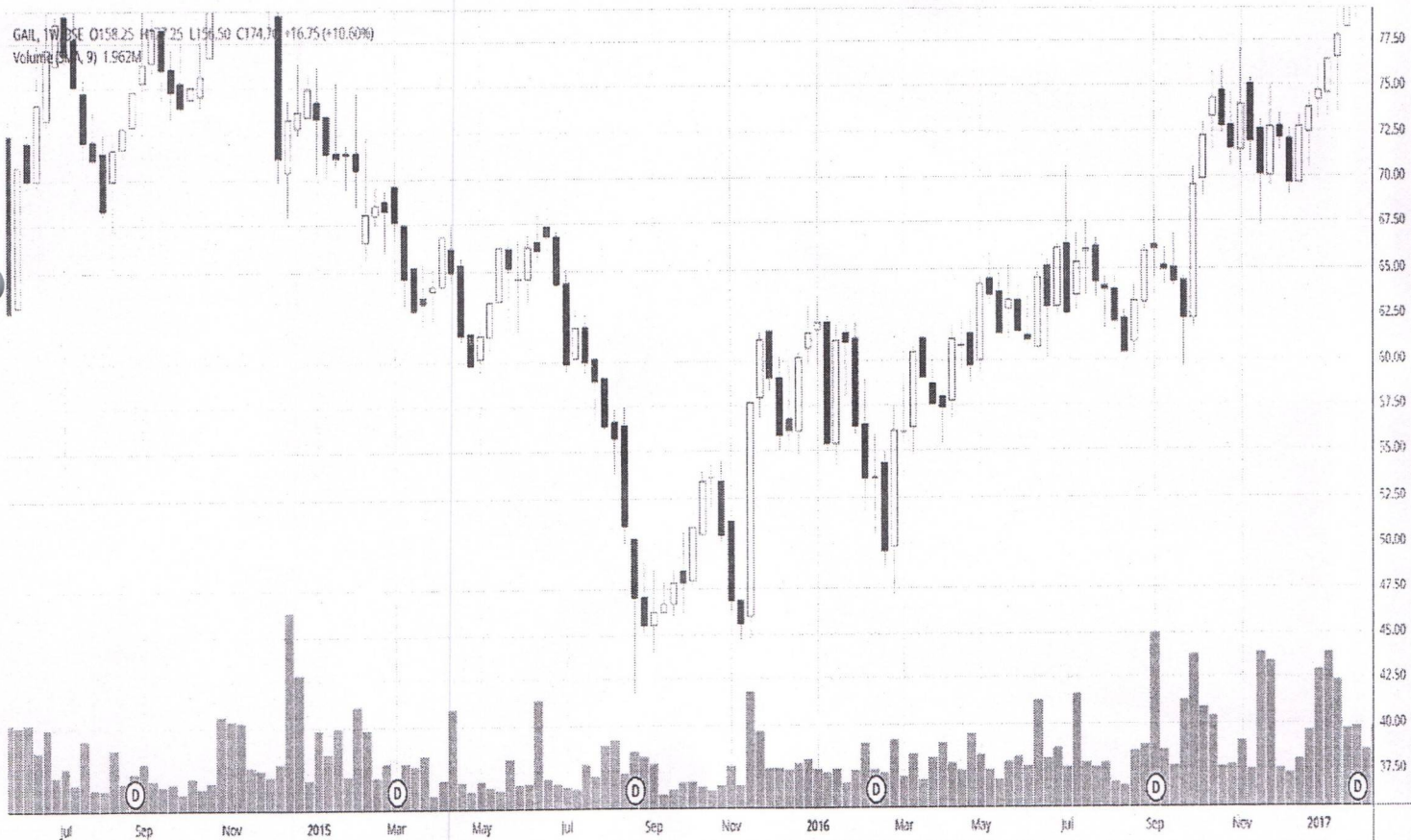
Q.2.A.

SUNPHARMA, 1D, NSE O1759.00 H1792.80 L1750.25 C1784.50 +34.25 (+1.96%)
Volume (SMA, 9) 2.483M



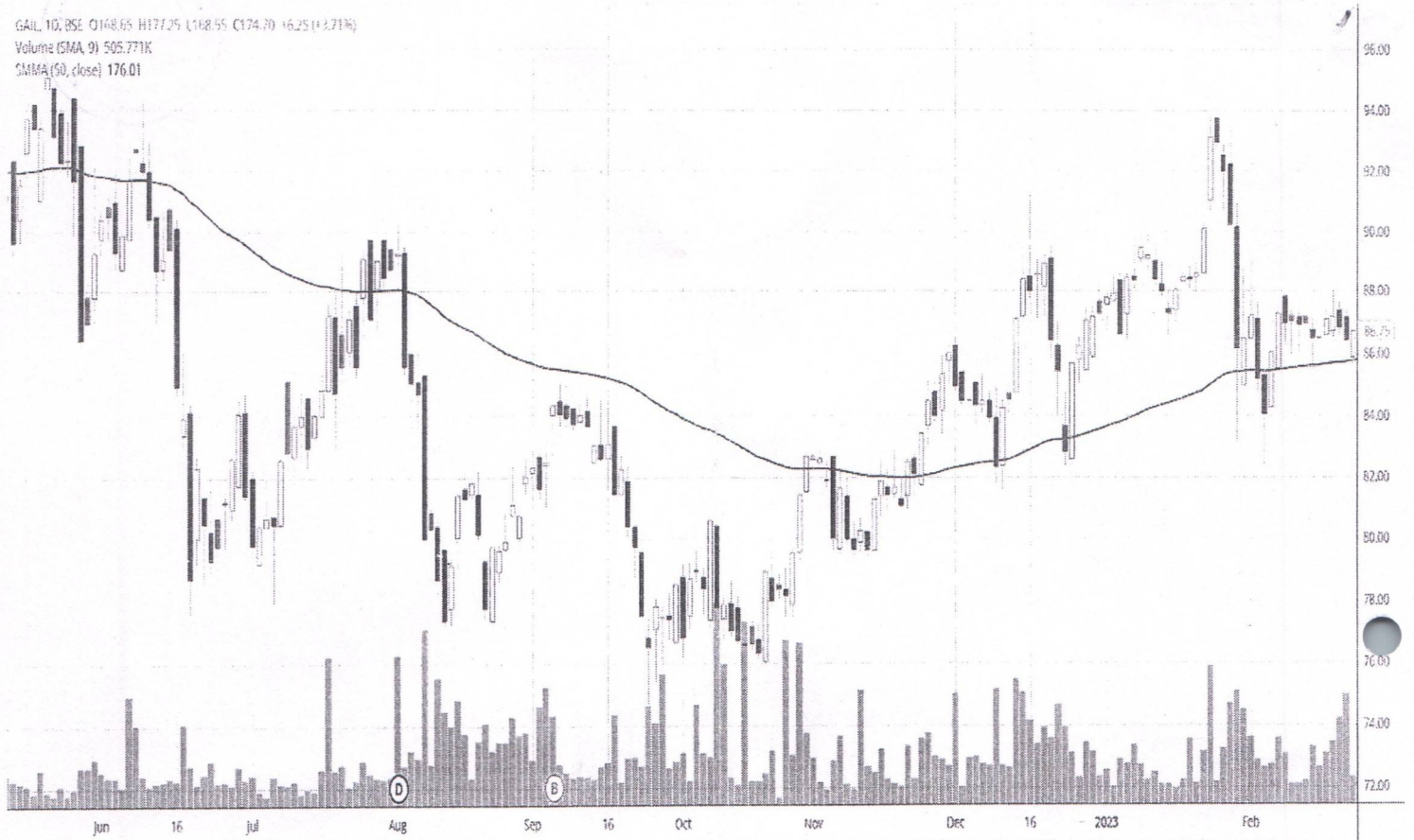
Q.2.B.

GAIL, 1W, BSE O158.25 H177.25 L156.50 C174.30 +16.75 (+10.60%)
Volume (SMA, 9) 1.962M



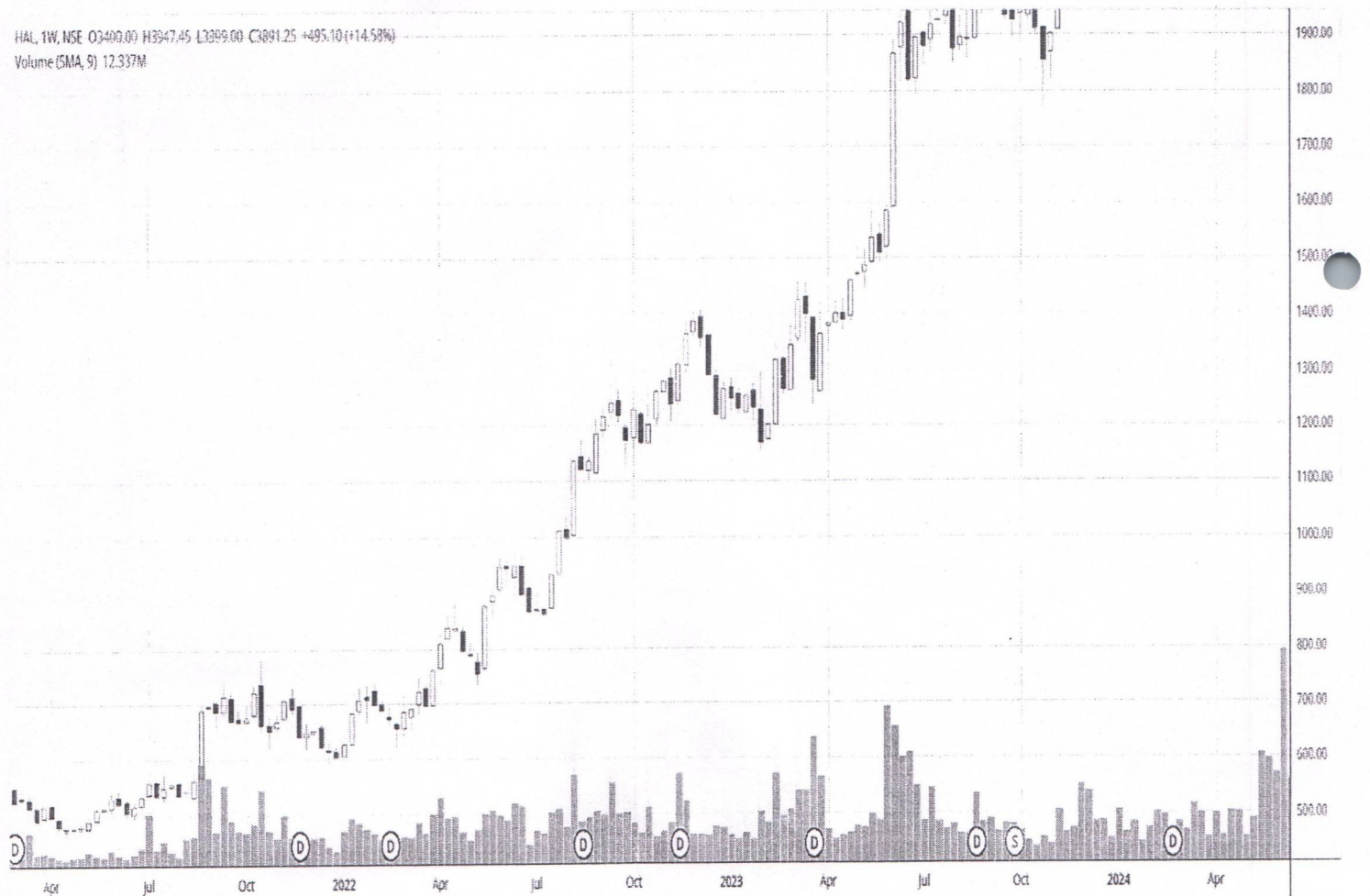
Q.3.A

GAIL, 10, BSE O168.65 H177.25 L168.55 C174.70 16.25(+3.71%)
Volume (SMA, 9) 505.771K
SMA (50, close) 176.01



Q.3.C.

HAL, 1W, NSE O3400.00 H3947.45 L3399.00 C3891.25 +495.10(+14.58%)
Volume (SMA, 9) 12.337M





SOMAIYA
VIDYAVIHAR UNIVERSITY



Semester (November 2024 to March 2025)			
Examination: End Semester Examination April 2025 (UG Programmes)			
Programme code: 06		Class:	Semester: VI
Programme:		TYBBM	
Name of the Constituent College: Dr. Shantilal k Somaiya School of Commerce and business Studies		Name of the Department : Business Studies	
Course Code: 131U06E604		Name of the Course: Commodities and Derivatives	
Duration : 2 Hrs.		Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary			

Question No.		Max. Marks	C O
Q.1. A	Blackrock ltd wants to start a discount broking firm in India and asks your help for different penalties applied in India. As a Financial Expert elaborate on different penalties levied in terms of a) Failure to pay funds/Settlement obligations. b) short reporting of margin in clients margin report filing and c) Margin violations.	8	4
Q.1. B	ITC Ltd wants to register its company for future and option Contracts. As a financial consultant, discuss eligibility criteria for inclusions and continuations of ITC ltd in derivative contracts. Also discuss conditions for inclusion of Index in the derivatives Contracts.	7	4
	OR		
Q.1. C	Mr. Kuber holds shares in TCS ltd. whose market value is Rs. 40,00,000 The standard deviation of the market price is 2% per day. Using 95% confidence level, determining the maximum loss level over the period of a) 1 trading day b) 10 trading days.	8	4
Q.1. D	As an investor analyst, explain to your client different risks involved in the Derivatives market.	7	4
Q.2. A	Shares of Waree ltd. are currently priced at Rs. 2020. Calculate Value of call and Put option of strike price Rs. 2030 using black Scholes model if risk free interest rate is 7% per annum and standard deviation of Share price is 15%.	15	3
	OR		
Q.2. C	Spot price of ABB ltd. is Rs. 2000. a) Create a protective put strategy considering the premium of a particular option is Rs. 20 and lot size is 50 Shares. b) Also calculate net profit and loss if probable spot prices on the day of option expiry is Rs. 1900, 1950, 2020, 2050, 2100.	8	3
Q.2. D	As a professor of MBA in finance Explain the specification of Index stock options to your students	7	3
Q.3. A.	Investment in Stock is worth Rs. 80,00,000 when current index level is 10,000, Index future price is 10,100, 1 lot is 50 times the index, beta of the stock is 1.5. Index pays dividend of 2% per annum and risk free interest rate is 8% per annum. a) Create a hedge for the portfolio. b) determine the value of the portfolio if you square off the positions after 6 months and the index turns out to be at Rs. 10,300 and Futures price is Rs. 10,375.	15	2



SOMAIYA
VIDYAVIHAR UNIVERSITY



Semester (November 2024 to March 2025)			
Examination: End Semester Examination April 2025 (UG Programmes)			
Programme code:06/07 Programme: BBM/BBA		Class: TY	Semester: VI
Name of the Constituent College: SKSC		Name of the Department	
Course Code: 131U06E606/131U07E602		Name of the Course:E-commerce and Digital marketing	
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	Ms. Saniya after her recent trip to UAE, wants to start a website selling dryfruit pack and trail mix online. Suggest her the complete process of website designing, elements of web designing and critical criteria in building a website.	15	CO3
	OR		
Q.1. B	Being an avid online shopper justify and explain all the elements and factor that you like and dislike about websites(any 5 for each category with example and reason)	15	CO2
Q.2. A	In the evolving world of Social media, Explain the impact of digital marketing and all the tools available for the marketer or DM agency to execute their plans.	15	CO4
	OR		
Q.2. B	Mr. Anant wants to promote Kerala tourism for domestic and international audience. Draft a digital marketing strategy for him using relevant tools of digital marketing for promoting Kerala tourism.	15	CO4
Q.3. A.	As a online shoppers, list down all the payments options available to you along with its feature and importance.	15	CO2
	OR		
Q.3. B.	For the Gen-z audience explain all the advantages and disadvantages that come along with e-commerce website(Indian context)	15	CO3
Q.4	Solve the following Case Study	15	CO1
	<p>A skate shop, perhaps the most successful skate shop in the history of the world, owned by a man who doesn't skate and doesn't care much for the sport. A brand that doesn't classify anything as limited, but only releases short runs and never re-releases product. A fashion icon that swears it's not a fashion brand. Supreme is an intriguing, tangled web of contradictions.</p> <p>Maybe that's why the brand was able to rise to such cultural significance: in a certain light, it's hard to tell the difference between "hot mess" and authenticity. If you color outside the lines long enough, you lose the ability to tell where truth ends and myth-making begins. And maybe that's all anyone really wants out of a brand; maybe we want something</p>		

that appears messy enough that, just for a moment, we suspend disbelief and think maybe this is all one big accident and not the result of years of calculated brand building.

Supreme, founded by James Jebbia in 1994, is one of the most extraordinary examples of this—a streetwear brand that transformed limited supply, cultural relevance, and exclusivity into a global phenomenon.

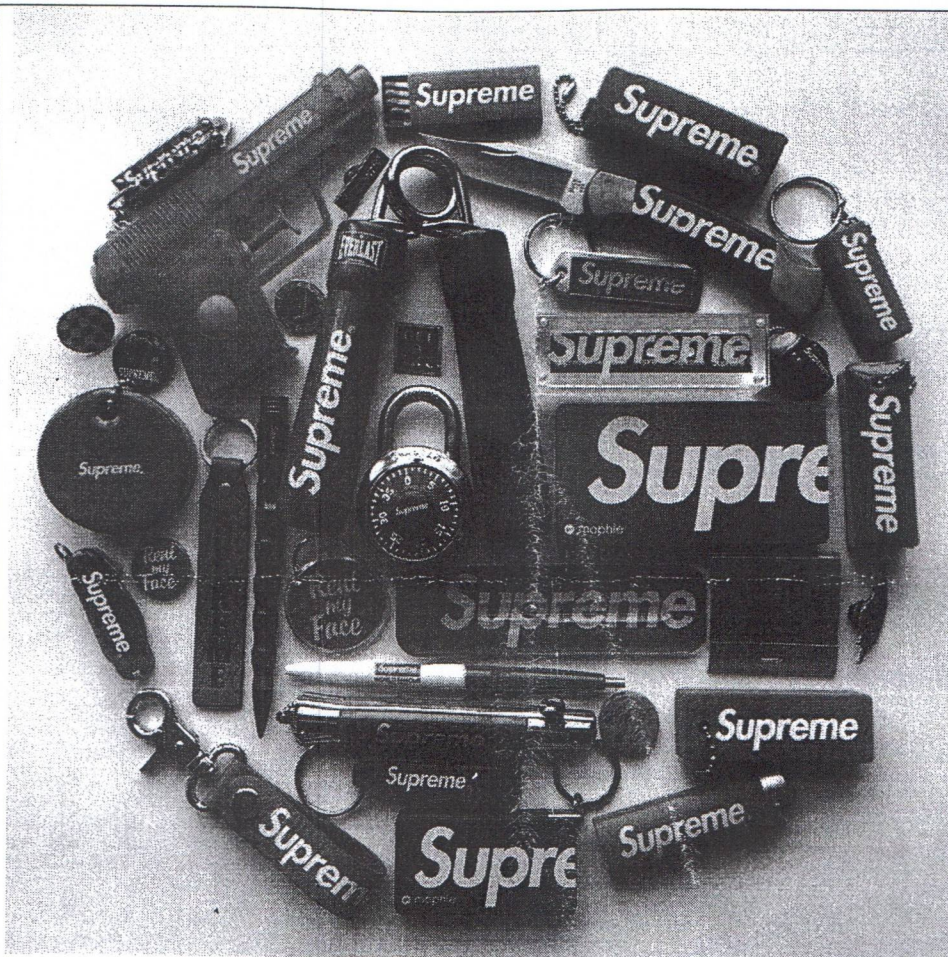
What started as a small skate shop in New York’s SoHo district has become a billion-dollar brand, selling out every new drop within minutes. Supreme didn’t rely on traditional advertising. Instead, it built a devoted following through strategic scarcity, collaborations with high-profile brands, and an unwavering dedication to street culture.

Key Strategies That Built Supreme’s Cult Following

1. Scarcity Marketing & The “Drop” Model
2. Collaborations with High-Profile Brands
3. Community & Cultural Relevance

Supreme’s overall approach is different than the one taken by brands that drop an entire collection all at one time. **The effectiveness of Supreme’s approach should not be underestimated as habits are central to human nature.** Supreme’s customers automatically check the company’s website each week at 11:00 am on Thursdays to see what is new and exciting. Having the drops occur at a specific time reinforces this habit. Customers do not have to guess when new merchandise will be available they know the exact times and are always ready to shop.

Even more impressive is the fact that once merchandise is gone it is almost never sold by Supreme again. This creates a heightened level of desire since customers know that if they do not get their hands on a piece of merchandise they will never see it in a Supreme store or on its website again. This turns all of Supreme’s drops immediately into limited edition collections. With consumers often driven by FOMO – a fear of missing out, traffic to Supreme’s website can spike dramatically after a drop by as much as 17,000% in the past.



However, there has been a drop in the popularity in the recent times. The products are available on the website and there is no more the myopia about supreme.

Based on your understanding of brands and what drives their business on digital space of e-commerce and social media.

A	What are the reason for drop in supreme's popularity in recent times (analyse the competition in global and Indian context)	8 marks	
B	Referring to the image above provide your opinion on massive demand for supreme merchandise along with its forte of apparels.	7 marks	



SOMAIYA
VIDYAVIHAR UNIVERSITY



Semester (November 2024 to March 2025)			
Examination: End Semester Examination April 2025 (UG Programmes)			
Programme code: 06		Class: TY	Semester: VI
Programme: BBM			
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies	
Course Code: 131U06E607		Name of the Course: Retail Management	
Duration : 2 Hrs.		Maximum Marks : 60	
Instructions:			
<ol style="list-style-type: none">1. Read all the instructions carefully before attempting the paper.2. This question paper consists of 4 questions.3. Carefully review the question and ensure you understand it fully before attempting your answer.4. Clearly indicate the question number in your answer sheet.5. Write neatly and legibly. Answers must be written in black or blue ink only.6. Do not write your name or any identifying marks on the answer script.7. Use diagrams, flowcharts, and examples wherever necessary to enhance your answers.			

Question No.		Max. Marks	CO Attainment
Q.1.	<p>Snapdeal – Struggles and Revival in the Indian Online Retail Market</p> <p>Snapdeal, once one of India's largest online retail platforms, was founded in 2010 and quickly gained a strong foothold by offering a wide range of products, including electronics, fashion, and home essentials. During its peak, Snapdeal was seen as a strong competitor to giants like Flipkart and Amazon. However, by 2016, the platform began to experience significant challenges. Heavy competition, coupled with aggressive discounting by rivals, led to declining market share and a steep drop in customer retention.</p>	15	1, 2, 3, 4

One of Snapdeal's key struggles was its inability to keep up with the technology and logistics advancements that its competitors had made. Amazon and Flipkart invested heavily in building efficient supply chain networks, ensuring quicker deliveries and a better overall customer experience. Snapdeal, on the other hand, faced frequent delivery delays and stock management issues, leading to negative reviews and customer dissatisfaction. The company also suffered from an over-reliance on third-party vendors, which often resulted in inconsistent product quality, further hurting its reputation.

In addition, Snapdeal's attempt to diversify into too many product categories and ventures caused it to lose focus. It tried to offer everything from high-end electronics to low-cost daily essentials, diluting its brand positioning. Customers who were initially attracted to its deep discount model began migrating to other platforms that provided better service, faster deliveries, and a more user-friendly shopping experience. The lack of clear differentiation left Snapdeal struggling to maintain a loyal customer base.

Despite these setbacks, Snapdeal has attempted a turnaround strategy since 2017 by focusing on Tier-2 and Tier-3 cities, offering a value-for-money approach, and targeting price-conscious consumers. The company scaled back its product offerings, streamlined its operations, and invested in improving its customer experience. However, it still faces challenges in regaining its lost market share amidst fierce competition in the Indian e-commerce landscape.

Questions:

1. Remembering (2 marks): What were the main challenges that Snapdeal faced, leading to its decline in market share?



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Questions:

1. Remembering (2 marks): What were the main challenges that Snapdeal faced, leading to its decline in market share?

	<p>2. Understanding (3 marks): Explain how Snapdeal's supply chain and vendor management issues contributed to customer dissatisfaction.</p> <p>3. Applying (4 marks): Suggest two strategies Snapdeal could implement to rebuild customer loyalty and improve its market position in Tier-2 and Tier-3 cities.</p> <p>4. Evaluating (6 marks): Evaluate the potential of Snapdeal's turnaround strategy. What are the possible risks and benefits of its focus on value-for-money products in smaller cities? How can this approach help Snapdeal regain competitiveness?</p>		
Q.2.A	<p>Vidura, a veteran retail expert, is mentoring a startup that is focusing on pop-up retail stores. The startup aims to test different locations before committing to a permanent setup. However, investors are concerned about profitability.</p> <p>Analyze the advantages and limitations of pop-up retailing and provide a recommendation for Vidura's startup.</p>	15	1
	OR		
Q.2.B	<p>Karna is a retail strategist working on a hypermarket chain's expansion. His team has shortlisted two locations: one near a university and another in a commercial district. Each has its own demographic advantages. Use retail location theories to help Karna make a data-driven decision.</p>	15	2
Q.3.A.	<p>Shikhandini manages a premium clothing store. She notices that high-income customers are shifting towards direct designer-to-home services instead of visiting stores. Analyze the shift in consumer buying behavior and suggest strategies Kunti can adopt to retain her customer base.</p>	15	3
	OR		
Q.3.B.	<p>Subhadra has launched a chain of baby care stores but finds that new parents prefer shopping for such products online due</p>	15	3

	to convenience. Propose strategies to enhance the in-store experience for baby care shoppers.		
Q.4.A.	Duryodhana owns a high-end fashion brand. Due to economic downturns, luxury product sales have declined. His team suggests offering heavy discounts, but he fears it may dilute brand exclusivity. Discuss the pricing strategies that Duryodhana can implement to maintain brand positioning while boosting sales.	15	4
	OR		
Q.4.B.	Krishna, a retail consultant, is advising a footwear brand on inventory management. The company often faces stock shortages in festive seasons and overstock issues in off-peak months. Apply inventory management techniques to resolve Krishna's challenge.	15	4