



SOMAIYA

VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

BRANCH: Master of Commerce (Business Management)	SEM: III
	OCT/NOV - 2025

Sr. No.	Subject	Available
1.	231P23C302 -	
2.	231P23C303 – Logistic & Supply Chain Management	
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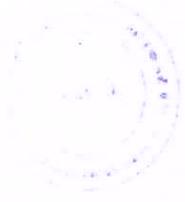
October/November 2025

Examination: End Semester Examination (UG/PG Programmes)

Programme code: 23 Programme: SYMBM	Class: SY	Semester: III
Name of the Constituent College: . Dr. Shantila K. Somaiya School of Commerce & Business Studies.	Name of the Department Commerce	
Course Code: 231P23C302	Name of the Course:	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: All Questions are mandatory.		

Question No.		Max. Marks	CO
Q1	<p>(A) Ocean Ltd., a leading automobile company in India, wants to launch a new line of electric vehicles. To raise funds for this project, the company decides to issue debentures and equity shares to the public. The issue is listed on the National Stock Exchange (NSE). Many investors buy these securities, and later they are freely traded in the market.</p> <p>Explain the role Security Market in this. (8)</p> <p>(B) Write a note on technological advancement in Security Market. (7)</p> <p style="text-align: center;">OR</p> <p>(C) Quantum Ltd., a well-known automobile company in India, decided to raise capital to fund its new electric vehicle project. The company's board approved an initial public offering (IPO) to issue shares to the public. The shares were listed on the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE). After listing, QuantumLtd.'s share price started trading above its issue price due to strong investor demand. Over time, the company's shares became a popular investment among retail investors, mutual funds, and institutional investors. Investors regularly bought and sold Quantum Ltd.'s shares in the secondary market, hoping to earn profits</p> <p>Based on the above case, explain what the equity market is and how it functions.(15)</p>	15	CO1 CO1 CO1
Q 2	<p>(A) Mr. Surya, a businessman, earns a large amount of money through illegal activities such as smuggling. To make this money appear legal, he deposits small amounts into different bank accounts, invests in real estate, and later sells those properties to show the income as legitimate.</p> <p>Why is Mr. Surya engaging in money laundering, and what is his main</p>	15	CO5

	<p>salary into mutual funds, stocks, and government bonds through an online trading platform. Her goal is to build wealth gradually over time with moderate risk.</p> <p>At the same time, a company called SilverStone Capital invests large sums of money in privately held start-ups and growing businesses. SilverStone acquires a significant ownership stake in these firms, helps them expand, and later sells the stake for profit after a few years.</p> <p>(A) Explain what is Retail Investment based on above case study. (5)</p> <p>(B) Enumerate the concept of Private Equity. (5)</p> <p>(C) Discuss the different types of Private Equity. (5)</p>		<p>CO4</p> <p>CO4</p> <p>CO4</p>
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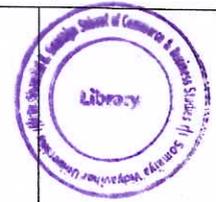
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Semester (July 2025 to Oct. 2025)		
Examination: End Semester Examination Nov. 2025 (UG/PG Programmes)		
Programme code:23	Class: SY	Semester:III
Programme: M.Com (BM)		
Name of the Constituent College: Dr.Shantilal K Somaiya School of Commerce & Business Studies		Name of the Department: Commerce
Course Code: 231P23C303	Name of the Course: LOGISTICS & SUPPLY CHAIN MANAGEMENT	
Duration : 2 Hrs.	Maximum Marks: 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	Co Attainment
Q.1a)	"In what ways could logistics strategies be adapted to improve distribution efficiency and align with marketing goals?" OR	15	CO1
Q.1b)	Considering environmental concerns, how would you create a packaging concept that balances requirements of consumer packaging keeping in mind convenience & sustainability?	08	CO2
Q.1c)	Given a product line with diverse packaging materials, how would you adapt barcode placement and type to ensure efficient scanning across all products?	07	CO2
Q.2a)	Discuss the potential benefits and challenges of implementing TQM in a company. Compare how TQM principles might impact both small businesses and large corporations differently.	08	CO3
b)	Choose a company that has recently implemented new technology in its supply chain. Describe how this technological change has improved its operations and what challenges it faced during implementation. OR	07	CO3
Q.2c)	Analyze a case study where a shipment faced significant delays due to documentation errors. What steps could have been taken to prevent these issues, and how would you assess the impact on the overall supply chain?	15	CO4

<p>Q.3</p>	<p>Solve the following case study:</p> <p>Aegis Logistics Limited was incorporated in 1956 and its shares have been listed on the Bombay Stock Exchange since 1978 and traded on the National Stock Exchange. Aegis Group plays a key role in India's downstream oil and gas sector, and its flagship company, Aegis Logistic Limited, is India's leading oil, gas, and chemical logistics company. Competition is a basic issue for every organization. Logistic companies also facing the same pressure of competition. To deal with the challenging business atmosphere, all private organizations seek new ways of business development. For logistic companies, environmental issues are highly important.</p> <p>Therefore, green policies have become a strategy for them. Competitive levels of private companies may be affected by green policies because of regulations regarding environmental concerns. Logistics may improve efficiency and effectiveness such as using reusable containers and boxes instead of the paper carton may reduce waste and optimize product packaging; building a green warehouse lead to reduce the overall operating cost while using the hybrid engine in trucks may reduce carbon emissions and consume less gas.</p> <p>In today's highly competitive environment, green logistics issues are gaining high attention. Since it is an important part of supply chain management and plays an important role in the improvement of a transport system. Logistics facilitates in getting products and services as and when they are needed and desired to the customer. It serves as a major enabler of the growth of trade and commerce in an economy because it is helpful in economic transactions.</p> <p>Questions:</p> <p>a) Analyze the competitive strategies followed in the green business Logistics industry</p> <p>b) Elaborate the effects of the green business environment on the</p>	<p>15</p>	<p>CO1&3</p>
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	<p>company. Explain by considering the case of Aegis Logistics Limited.</p> <p>c) Define Green Logistics. Explain its advantages?</p>		
Q.4	<p>Solve the following case study:</p> <p>ABCL Ltd is a leading Fast Food Processing Company operating from Thane. It is involved in the fast food business since last 10 years and has a tie up with a foreign firm operating in the same field. It handles both vegetable as well as non-vegetable products for which it arranges the required vegetables and chickens from local vegetable vendors and poultry farms as well as from far off places like Nasik, Pune and Aurangabad. It has very good markets in Mumbai, Pune and the surrounding cities.</p> <p>The products are sold in the brand name of <i>Nasta</i> which is very popular brand among the young collegians and office goers. It has its most modern kitchen at New Mumbai to cater to the needs for fresh <i>Nasta</i>. Vegetables and chicken items are transported from the procurement centres of Nasik, Pune, Aurangabad using hired trucks. While transporting vegetables and chickens, there were shortages, damages and decomposition problems which varies from 10% to 15% and there is inconsistency in the transit time, the reliability of the raw material transporters is very low.</p> <p>Packaging of <i>Nasta</i> is very good and attractive but it is not long lasting type. However, the quality and taste are the reasons for its popularity. <i>Nasta</i> is sold in three different packs – party, family and individual.. <i>Nasta</i> loses its taste and flavour after 8 hours, if it is not preserved in refrigeration. <i>Nasta</i> is distributed through 25 distribution centres including three at its main procurement centres of Nasik, Pune and Aurangabad.</p> <p>Logistics Information Network is not up to the mark. The procurement centres directly communicate to the operating centre at Thane. Due to lack of proper co-ordination at different distribution centres, it has started creating problems of stocks, spoilage, pilferage and wastage of raw materials as well as finished goods at certain distribution and procurement centres.</p> <p>Transportation and storage problems are identified as the main culprits for the heavy losses being incurred at some centres. Holidays, festivals and collegians put a lot of pressure on the existing demand and supply situations of <i>Nasta</i> seasonally, resulting in mismanagement and losses. Entry of multinationals into the market has increased the competition and put a pressure on <i>Nasta</i>. The Managing Director of the company has formed a team consisting of senior executives to suggest a concrete plan to fight the growing</p>	15	CO2&4

	<p>competition and overcome problems of transport, storage and other related problems so as to increase the market share and margin.</p> <p>The team of senior executives has recommended your name as a Logistics Consultant. You are required to put forward your suggestions for the following.</p> <p>Questions:</p> <p>a) Proper transportation policy to ensure minimum transportation loss of vegetables and poultry products and reduction in the packaging costs. Advice on the company owning its own fleet of transport.</p> <p>b) Demand forecasting techniques to take care of the seasonality as well as reduction in the inventory, overcoming shortages as well as other related problems.</p> <p>c) Suggestions for improving Purchases and Distribution policies</p>		
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