



SOMAIYA

VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

BRANCH: Bachelor of Commerce Master (Banking & Finance)	SEM: I
	NOV-2025

Sr. No.	Subject	Available
1.	146P10C101 – Economics for Business Decision	
2.	146P10C102 – Strategic Management	
3.	146P10C103 – Non-Banking Financial Company	
4.	146P10N101 – Advanced Research Methodology	
5.	146P10N102 – Research Statistical Analysis	
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		

LIBRARY







SOMAIYA
VIDYAVIHAR UNIVERSITY

MBF
Sem - I



October/November 2025		
Examination: End Semester Examination (UG/PG Programmes)		
Programme code: 10	Class:	Semester: I
Programme: Banking & Finance	FYMBF	
Name of the School: Dr. Shantilal K Somaiya School of Commerce & Business Studies	Name of the Department: Accounting & Finance	
Course Code: 146P10C101	Name of the Course: Economics for Business Decision	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary 3)		

Question No.		Max. Marks	CO
Q.1	Conceptual Questions (5 Marks Each)	15	
	a. Dominant Strategy		CO 4
	b. Opportunity Cost		CO 1
	c. Determinant of Supply		CO 2
Q.2	a. Explain the role of the government in providing public goods.	07	CO 1
	b. What is market failure? Explain the cause of market failure.	08	CO 1
	Or		
	c. Explain the paradox of bumper harvest.	07	CO2
	d. Explain the relationship between price elasticity and total revenue along a linear demand curve.	08	CO2
Q.3	a. Illustrate least cost factor combination for given output as a producer's equilibrium.	07	CO3
	b. Explain Short run production function.	08	CO3
	Or		
	c. Elaborate on Law of Variable proportion in detail.	15	CO3
Q.4	a. Explain the features of the monopolistic competition market.	07	CO4
	b. Explain why prices are rigid in the Oligopoly market.	08	CO4
	Or		
	c. Elaborate the short run equilibrium of the firm under Monopoly.	15	CO4



October/November 2025		
Examination: End Semester Examination (UG/PG Programmes)		
Programme code: 10 Programme: Banking & Finance	Class: FYMBF	Semester: I
Name of the School: Dr. Shantilal K Somaiya School of Commerce & Business Studies	Name of the Department: Accounting & Finance	
Course Code: 146P10C102	Name of the Course: Strategic Management	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1) Figures to the right indicate full marks		

Question No.		Max. Marks	CO
Q.1	<p>Case study</p> <p>In 2015, Nestlé India faced one of the biggest brand crises in Indian corporate history when its popular product, Maggi noodles, was found to contain excess levels of lead and MSG (monosodium glutamate) according to tests conducted by the Food Safety and Standards Authority of India (FSSAI). The results led to widespread public concern, and several state governments banned the sale of Maggi.</p> <p>Initially, Nestlé India denied the allegations, stating that its noodles were safe. However, the company's slow and defensive response created public mistrust and allowed negative media coverage to spread quickly. As a result, the FSSAI imposed a nationwide ban, forcing Nestlé to recall more than 38,000 tonnes of Maggi noodles—one of India's largest food recalls. The company faced heavy financial losses and severe damage to its reputation.</p> <p>Realizing the seriousness of the situation, Nestlé changed its strategy. It began cooperating with authorities, conducted fresh lab tests in India and abroad, and openly shared the results with the public. After several months, Maggi noodles were cleared as safe for consumption and relaunched in November 2015. Nestlé launched an emotional marketing campaign—"We Miss You Too"—to reconnect with consumers and rebuild trust.</p> <p>Following the crisis, the company strengthened its quality control systems, improved product labeling, and made its communication more transparent and consumer-focused. The Maggi case remains an important lesson in crisis management, demonstrating the importance of quick response, honesty, and trust-building during public controversies.</p>	15	CO4

	<p>Questions:</p> <p>a) What led to the Maggi noodles crisis in 2015?</p> <p>b) How did Nestlé's initial response affect its brand image?</p> <p>c) What steps did the company take to recover from the crisis?</p> <p>d) What key lessons in crisis management can be learned from this case?</p>	3	
Q.2	<p>a) Explain external environment in business environment.</p> <p>b) Illustrate with example different strategy used in any organization</p> <p>OR</p> <p>c) Define mission and explain with case study.</p> <p>d) Elucidate the production and finance level strategies.</p>	8 7 8 7	CO 1 CO 1 CO 1 CO 1
Q.3	<p>a) Interpret the internal factor evaluation matrix with example.</p> <p>b) Define Diversification and explain with example</p> <p>OR</p> <p>c) Explain the factors of strategic choices.</p> <p>d) Write a note on GE nine cell matrix.</p>	8 7 8 7	CO 2 CO 2 CO 3 CO 2
Q.4	<p>a) State the internal and external factors in corporate renewal.</p> <p>b) Elaborate the international business strategies.</p> <p>OR</p> <p>c) Write a note on process reengineering.</p> <p>d) Describe the startup business strategy with successful startup case study.</p>	8 7 8 7	CO 5 CO 5 CO 4 CO 6



October/November 2025		
Examination: End Semester Examination PG Programme		
Programme code: 10	Class: FYMBF	Semester: I
Programme: Banking & Finance		
Name of the School: Dr. Shantilal K Somaiya School of Commerce & Business Studies		Name of the Department: Accounting & Finance
Course Code: 146P10C103	Name of the Course: Non Banking Financial Company(NBFC)	
Duration : 2 Hr.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2) Quote Examples as applicable.		

Question No.		Max. Marks	CO
Q.1	Answer all 3 for 5 marks each (COMPULSORY)	15	CO 2,3,4
	A)3 Pillars of ALM process.		
	B)Tranche		
	C)Gross Profit Vs Net Profit margins		
Q.2	A)Take part in a survey to describe and give your opinion on Financial Systems in India with relevant diagram if applicable.	15	CO2
	OR		
	B) You are called as a speaker in public forum to discuss and explain about the Mutual Funds and types available in the markets.	8	CO2
	C)Discuss about the concept of call loans and types of returns in brief	7	CO3
Q.3	A) Define Pre tax Profit margins along with discussing in brief about different types of profit margins	15	CO4
	OR		
	B)With the help of 2 triangle diagrams , discuss the pyramid structure from base to top for all 3 in the aspect of Risk and Monitoring.	15	CO4
Q.4.	A) Examine the role and functions of an NBFC after discussing if NBFC is a bank or a banking company.	7	CO1
	B) Justify the salient features of NBFC regulations which depositor may note at the time of investment and Design precautions before placing deposits with NBFC for a depositor.	8	CO1
	OR		
	C)Discuss in detail about the different types/categories of NBFC's registered with RBI.	15	CO2



1
2
3
4



SOMAIYA
VIDYAVIHAR UNIVERSITY



November 2025		
Examination: End Semester Examination (PG Programmes)		
Programme code: 11/10	Class: EYMAF/FYMBF	Semester: I
Programme: Accounting and Finance/ Banking & Finance		
Name of the School: Dr. Shantilal K Somaiya School of Commerce & Business Studies		Name of the Department: Accounting & Finance
Course Code: 146P11C103/ 146P10N101	Name of the Course: Advanced Research Methodology	
Duration: 1hr and 30min	Maximum Marks: 40	
Instructions: 1) Draw diagrams whenever necessary with pencil 2) Assume suitable data if necessary		

Question No.	ATTEMPT ANY FOUR QUESTIONS OUT OF FIVE. ALL QUESTIONS CARRY EQUAL MARKS	Max. Marks	CO Attainment
Q.1	a) Explain Deductive approach with example. b) Discuss different Styles of Bibliography.	5 5	CO1 CO4
Q.2	Discuss the various types of Research in detail.	10	CO1
Q.3	Explain the five step procedure for testing a Hypothesis.	10	CO2
Q.4	<p>Excerpt</p> <p>Digital transformation and automation are reshaping finance functions across industries. Modern finance teams are now using advanced software systems for automated invoice processing, real-time ledger updates, electronic payment management, budgeting, forecasting, and regulatory reporting. Platforms such as SAP S/4HANA Finance, Oracle Financials Cloud, Tally Prime, QuickBooks, and Zoho Books help organizations maintain accuracy in financial data, streamline workflows, reduce manual errors, and improve decision-making. Automated fraud monitoring systems track unusual transaction patterns, while digital dashboards assist managers in analyzing cash flows, profitability, and investment performance more efficiently.</p> <p>However, increased automation in finance also brings challenges. Employees often express concerns about data security, system</p>		CO3,CO 4



	<p>dependency, reduction in human judgment, and fear of job role reduction due to technology-driven processes. There have been global instances where automated credit assessment tools favored certain customer profiles while overlooking others, raising issues of fairness and accountability. Therefore, organizations must ensure transparency in financial algorithms, regular human oversight, clear audit trails, secure data handling practices, and upskilling programs for finance staff. A balanced approach combining technology with ethical financial governance is necessary to maintain trust and reliability in automated finance systems.</p> <p>You are required to create a well-structured research framework and include the following components:</p> <ul style="list-style-type: none">a. Titleb. Abstract (150-200 words)c. Research questionsd. Objectives and one hypothesisf. Methodology		
Q.5	Discuss the layout of a good research report.	10	CO4



November 2025		
Examination: End Semester Examination (PG Programmes)		
Programme code: 11/10 Programme: Accounting and Finance/ Banking & Finance	Class: FYMAF/FYMBF	Semester: I
Name of the School: Dr. Shantilal K Somaiya School of Commerce & Business Studies	Name of the Department: Accounting & Finance	
Course Code: 146P11K102/ 146P10N102	Name of the Course: Research Statistical Analysis	
Duration: 1hr	Maximum Marks: 30	
Instructions: 1) Draw diagrams whenever necessary with pencil 2) Assume suitable data if necessary 3) Use of Simple calculator is permitted.		

Question No.	ANSWER ANY THREE OUT OF FOUR . ALL QUESTIONS CARRY EQUAL MARKS	Max. Marks	CO
1.	a) A random sample of 400 male students have weight of 55kg. can we say that the sample comes from a population with mean 58kg with a variance of 9kg? at 5% l.o.s b) Nine items of sample have the following values 45,47,52,48,47,49,53,51,50 does the mean of the 9 items differ significantly from the assumed population mean of 47.5?	5 5	CO1,2 CO1,2
2.	Explain key differences between Parametric and non Parametric test and also state different types of Parametric test in detail.	10	CO2
3.	Discuss Mann-Whitney U test in detail.	10	CO3
4.	Explain the difference between Karl Pearson's Coefficient of Correlation and Spearman's Rank Correlation Coefficient .	10	CO4

