



SOMAIYA

VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

BRANCH: Bachelor of Business Administration	SEM: I
	OCT/NOV - 2025

Sr. No.	Subject	Available
1.	131U06C103 – Business Economics	
2.	Mathematics & Stats Tech. (MST)	
3.	Goods & Service Marketing	
4.	Finance for Accounting Managers	
5.	Human Resource Management	
6.	Advertising	
7.	Strategic Cost Management	
8.	Organizational Behavior	
9.	Corporate Accounting	
10.	Technical Skills for Business	
11.	French	
12.		
13.		
14.		
15.		

LIBRARY







Semester (July 2025 to November 2025)		
Examination: End Semester Examination November 2025 (UG Programmes)		
Programme code: 06/ 07	Class: FYBBA/FYBBM	Semester: 1
Programme: BBA/ BBM		
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies
Course Code: 131U06C103	Name of the Course: Business Economics	
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.	<p>Maruti Suzuki is increasing production of electric vehicles (EVs). Initially, the company faces diseconomies of scale due to high R&D costs and limited suppliers for batteries. Over time, as production scales up, Maruti achieves economies of scale by spreading fixed costs and negotiating better contracts. However, at very high production levels, coordination issues again push costs upward.</p> <ol style="list-style-type: none"> 1. Explain how the law of variable proportions applies to Maruti's EV production. 2. How can break-even analysis help Maruti decide the minimum sales needed for profitability? 	15	CO1, CO2, CO3, CO4
Q.2.A	Develop a pricing strategy for a new product based on different elasticity scenarios.	15	CO1
	OR		
Q.2.B	Analyze how Economies of Scale affect cost efficiency and competitive advantage.	15	CO2

Q.3.A.	Describe the main <i>phases</i> of a trade cycle.	15	CO3
	OR		
Q.3.B.	Evaluate the usefulness of the IS-LM model in understanding modern macroeconomic problems.	15	CO3
Q.4.A.	Describe the factors that influence the velocity of money.	15	CO4
	OR		
Q.4.B.	Explain how demand-pull inflation differs from cost-push inflation.	15	CO4



SOMAIYA
VIDYAVIHAR UNIVERSITY



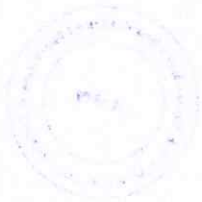
Semester (July 2025 to November 2025)		
Examination: End Semester Examination November 2025 (UG Programmes)		
Programme code: Programme: BBM / BBA	Class: FY	Semester: 1st
Name of the Constituent College: Dr. Shantilal K Somaiya School of Commerce & Business Studies	Name of the Department: Business Studies	
Course Code:	Name of the Course: Mathematics & Stats Tech. (MST)	
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>1. $A = \{x \mid x < 10, x \text{ is a natural number}\}$ $B = \{y \mid y, -5 < y < 5\}$</p> <p>Find set A and set B. Also represent it in the form of Venn diagram</p> <p>2. If Three Partners are in a business making a contribution in the ratio of 1:2:5. There is a loss of 32,000 in the business and in the next year they made a profit of 40,000.</p> <p>a. Find the net amount they all the partners have and also the condition in which they are after two years of business.</p> <p>b. if the first and second partner leaves the business after one year. find the amount that the third partner will have in the end of two years</p>	<p>7M</p> <p>8M</p>	<p>CO1</p> <p>CO1</p>
OR			
Q.1. B	<p>1. a. Three persons can build a small house in 8 days. To build the same house in 6 days, how many persons are required?</p> <p>b. If Rakhi reads 10 pages of a book to complete the book in 20 days which is of 200 pages. How many pages she has to read per day if she wants to complete the book in 10 days.</p> <p>2. What is upper and lower triangular matrix – explain and solve</p> <p>Two friends Namu and Raga wants to start a travel agency. So they</p>	<p>8M 07</p> <p>08</p>	<p>CO1</p> <p>CO1</p>

	<p>spend 11 lacs and 16 lacs respectively to buy cars and vans. If the number of cars and vans bought by each one is given in the table. Find the cost of the cars and the van</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td></td> <td style="text-align: center;">Car</td> <td style="text-align: center;">Van</td> </tr> <tr> <td style="text-align: center;">Namo</td> <td style="text-align: center;">3</td> <td style="text-align: center;">2</td> </tr> <tr> <td style="text-align: center;">Raga</td> <td style="text-align: center;">4</td> <td style="text-align: center;">2</td> </tr> </table>		Car	Van	Namo	3	2	Raga	4	2																																					
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<p>Q.2. A</p>	<p>1. Calculate the S.D for the following data</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>X</td> <td>15</td> <td>20</td> <td>25</td> <td>30</td> <td>35</td> <td>40</td> <td>45</td> </tr> <tr> <td>f</td> <td>13</td> <td>12</td> <td>15</td> <td>18</td> <td>17</td> <td>10</td> <td>15</td> </tr> </table> <p>2. The mean of two samples of size 10 and 20 are 24 and 45 respectively and the standard deviation are 6 and 11. Obtain the combined standard deviation of the data.</p>	X	15	20	25	30	35	40	45	f	13	12	15	18	17	10	15	<p>7M</p> <p>8M</p>	<p>CO2</p> <p>CO2</p>																												
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f	13	12	15	18	17	10	15																																								
	<p>OR</p>																																														
<p>Q.2. B</p>	<p>1. Compute the arithmetic mean from the following data</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>Class</td> <td>45-55</td> <td>55-65</td> <td>65-75</td> <td>75-85</td> <td>85-95</td> <td>95-105</td> </tr> <tr> <td>F</td> <td>4</td> <td>2</td> <td>5</td> <td>3</td> <td>6</td> <td>5</td> </tr> </table> <p>2. Calculate Q_2, D_5, P_{50} from the following data and also comment on the final answers.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>Class</td> <td>20-30</td> <td>30-40</td> <td>40-50</td> <td>50-60</td> <td>60-70</td> <td>70-80</td> <td>80-90</td> <td>90-100</td> </tr> <tr> <td>F</td> <td>41</td> <td>52</td> <td>64</td> <td>180</td> <td>67</td> <td>45</td> <td>40</td> <td>11</td> </tr> </table>	Class	45-55	55-65	65-75	75-85	85-95	95-105	F	4	2	5	3	6	5	Class	20-30	30-40	40-50	50-60	60-70	70-80	80-90	90-100	F	41	52	64	180	67	45	40	11	<p>7M</p> <p>8M</p>	<p>CO2</p> <p>CO2</p>												
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<p>Q.3. A.</p>	<p>1. The following data shows the gross capital formation (in crore Rs.) for the year 1966 to 1975. Calculate 5 yearly moving average.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>Yea</td> <td>1966</td> <td>1967</td> <td>1968</td> <td>1969</td> <td>1970</td> <td>1971</td> <td>1972</td> <td>1973</td> <td>1974</td> <td>1975</td> </tr> <tr> <td>rs</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>0</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> </tr> <tr> <td>Dat</td> <td>19.</td> <td>20.</td> <td>17.</td> <td>16.</td> <td>17.</td> <td>17.</td> <td>18.</td> <td>17.</td> <td>21.</td> <td>19.</td> </tr> <tr> <td>a</td> <td>3</td> <td>9</td> <td>8</td> <td>1</td> <td>6</td> <td>8</td> <td>3</td> <td>3</td> <td>4</td> <td>3</td> </tr> </table> <p>2. Find the Trend Values Using Method of Least Square</p>	Yea	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	rs	6	7	8	9	0	1	2	3	4	5	Dat	19.	20.	17.	16.	17.	17.	18.	17.	21.	19.	a	3	9	8	1	6	8	3	3	4	3	<p>15</p> <p>07</p> <p>08</p>	<p>CO3</p> <p>CO3</p>
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a	3	9	8	1	6	8	3	3	4	3																																					



	t	19	19	19	19	19	19	19	19	19	19		
		81	82	83	84	85	86	87	88	89	90	91	
	y	40	42	43	42	44	44	43	46	47	45	46	
	OR												
Q.3. B.	1. Find R using Spearman's Rank Correlation between two players											15	CO3
	A	20	19	26	23	27	13	26	21	31	22		
	B	20	21	23	25	31	17	22	27	29	20		07
	2. From the following data find mean values of x and y. Find regression questions of X on Y and Y on X. $4y=9x+15$, $25x=4y+17$											08	CO3
Q.4. A.	Explain the following concepts (5 marks - 3 questions)											15	
	a) Explain the methods of finding averages in case of both odd and even data.												CO3
	b) Explain the merits and demerits of SD												CO2
	c) The height of a group of 2000 students is normally distributed with mean 165 cms and standard deviation 5 cms. How many students have heights greater than 170 cms?												CO4





October/November 2025		
Examination: End Semester Examination (UG/PG Programmes)		
Programme code: 07 Programme: BBA	Class: FY	Semester: I
Name of the School: Dr. Shantilal K Somaiya School of Commerce and Business Studies	Name of the Department: Business Studies.	
Course Code:	Name of the Course: Goods and Service Marketing.	
Duration: 2 Hr.	Maximum Marks: 60	
Instructions: 1) Use relevant examples and marketing concepts to support your answers.		


Question No.		Max. Marks	CO
Q1	<p>FitNow is a virtual fitness platform launched during the pandemic. It offers live and recorded classes (yoga, HIIT, dance) and uses AI to suggest personalized workout schedules. The platform's trainers interact with users via chat and offer weekly one-on-one video check-ins. FitNow's marketing uses social media influencers and focuses on the convenience of "a premium gym experience at home." Recently, a competitor, 'SweatBox,' launched a similar service, but with lower prices and a unique feature using AR (Augmented Reality) to project a virtual trainer onto the user's floor. FitNow is now facing complaints about buffering during live classes and inconsistent quality across different trainers.</p> <p>1) Identify the 7 P's of Marketing Mix currently employed by FitNow. Justify why People and Process are the most critical Ps for its success. (8 Marks)</p> <p>2) How should FitNow address the service failure by applying the RATER analysis (7 Marks)</p>	15	CO3
Q2	<p>A. An FMCG company launches a new herbal shampoo but it fails in the market. Write practical suggestions to avoid product failure in future launches and also explain the levels of a product with the help of a diagram</p> <p>OR</p> <p>B. What are the key objectives of pricing? Explain the Pricing Strategies with their suitability in the market.</p>	15 15	CO2 CO2
Q3	<p>A. Select any product (like AirPods, instant coffee, etc.) and explain its PLC stages with suitable strategies at each stage.</p> <p>OR</p>	15	CO2, CO1

	<p>B. i. What are the characteristics of services? Explain with an examples</p> <p>ii. State differences between goods and services.</p>	15	CO1
Q 4.	<p>A. You are launching a new electric scooter. Discuss the major bases of segmentation you would use and then recommend one appropriate Targeting Strategy and how would you position it.</p> <p>OR</p> <p>B. a. How do technologies like AR \VR fundamentally change the way marketers interact with customers? Give practical examples.</p> <p>b. i. Briefly explain the various Promotion Tools (components of the promotion mix).</p> <p>ii. Explain any four orientation of a firm.</p>	15	CO4 CO2, CO1



Semester (July 2025 to November 2025)		
Examination: End Semester Examination November 2025 (UG Programmes)		
Programme code: 06 & 07	Class: FY	Semester: I
Programme: BBA & BBM		
Name of the Constituent College: Dr Shantilal K Somaiya School of Commerce and Business Studies	Name of the Department: Business Studies	
Course Code:	Name of the Course: Finance for Accounting Managers	
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	<p>Prepare Store ledger account as per FIFO method</p> <ul style="list-style-type: none"> • March 2nd: Purchases 100 units @ Rs.200 • March 4th: Issued 75 units • March 6th: Purchases 100 units @ Rs.220 • March 10th: Issued 50 units • March 16th: Purchases 100 units @ Rs.210 • March 18th: Issued 110 units • March 24th: Purchases 75 units @ Rs.230 • March 25th: Issued 90 units • March 28th: Issued 15 units 	15	CO 1																		
	OR																				
Q.1. B	<p>On 1st April, 2017, Miss Aditi had 1,000, 9% Debentures of Rs 100 each at 108 (in K.K. Limited) held as investments. K.K. Ltd. pays interest on 30th June and 31st December every year Prachiti had following transactions during the year.</p> <p>1st June, 2017 — Purchased 800, 9% Debentures at Rs 98 ex-interest.</p> <p>1st December, 2017 — Sold 900, 9% Debentures at Rs 105 ex-interest.</p> <p>Prepare Investment in 9% Debentures Account for the year ending 31st March, 2018. Apply AS-13.</p>		CO 2																		
Q.2. A	<p>Departmental Trading and Profit & Loss Account for Departments A and B</p> <p>From the following particulars, you are required to prepare the Departmental Profit and Loss Account for Departments A and B:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Particulars</th> <th>Department A (₹)</th> <th>Department B (₹)</th> </tr> </thead> <tbody> <tr> <td>Opening Stock</td> <td>240000</td> <td>3,60,000</td> </tr> <tr> <td>Purchases</td> <td>1440000</td> <td>21,60,000</td> </tr> <tr> <td>Sales</td> <td>24,00,000</td> <td>32,00,000</td> </tr> <tr> <td>Closing Stock</td> <td>80,000</td> <td>3,20,000</td> </tr> <tr> <td>Salaries</td> <td>100,000</td> <td>1,20,000</td> </tr> </tbody> </table>	Particulars	Department A (₹)	Department B (₹)	Opening Stock	240000	3,60,000	Purchases	1440000	21,60,000	Sales	24,00,000	32,00,000	Closing Stock	80,000	3,20,000	Salaries	100,000	1,20,000	15	CO 3
Particulars	Department A (₹)	Department B (₹)																			
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Sales	24,00,000	32,00,000																			
Closing Stock	80,000	3,20,000																			
Salaries	100,000	1,20,000																			

	<p>Total expenses: Advertising Expenses 1,12,000 Rent 80,000 General Expenses 2,40,000</p> <p>Advertising Expenses should be apportioned in the Ratio of Sales; Rent Equally and General Expenses in the ratio of 2:3 between Departments A and B.</p>																																																										
OR																																																											
Q.2. B	<p>Trading and Profit and Loss Account for Snacks and Flavours Prepare Trading and Profit and Loss Account of the two departments — Snacks and Cold Drinks — for the year ended 31st December 2016.</p> <p>Departmental Details</p> <table border="1" data-bbox="272 663 1150 1424"> <thead> <tr> <th>Particulars</th> <th>Snacks (₹)</th> <th>Cold Drinks (₹)</th> <th>Total (₹)</th> </tr> </thead> <tbody> <tr> <td>Opening Stock</td> <td>58,600</td> <td>46,800</td> <td>1,05,400</td> </tr> <tr> <td>Purchases</td> <td>6,78,000</td> <td>4,52,000</td> <td>11,30,000</td> </tr> <tr> <td>Carriage Inwards</td> <td>12,400</td> <td>8,300</td> <td>20,700</td> </tr> <tr> <td>Salaries</td> <td>46,800</td> <td>31,200</td> <td>78,000</td> </tr> <tr> <td>Sales</td> <td>9,60,000</td> <td>7,20,000</td> <td>16,80,000</td> </tr> <tr> <td>Discount Received</td> <td>—</td> <td>—</td> <td>5,450</td> </tr> <tr> <td>Rent and Rates</td> <td>—</td> <td>—</td> <td>35,700</td> </tr> <tr> <td>Travelling Expenses</td> <td>—</td> <td>—</td> <td>7,280</td> </tr> <tr> <td>Carriage Outwards</td> <td>—</td> <td>—</td> <td>36,000</td> </tr> <tr> <td>General Expenses</td> <td>—</td> <td>—</td> <td>28,350</td> </tr> <tr> <td>Advertising</td> <td>—</td> <td>—</td> <td>7,140</td> </tr> <tr> <td>Discount Allowed</td> <td>—</td> <td>—</td> <td>4,600</td> </tr> <tr> <td>Insurance</td> <td>—</td> <td>—</td> <td>16,800</td> </tr> </tbody> </table> <p>Further Information</p> <ol style="list-style-type: none"> General expenses and insurance are to be allocated equally. The area occupied of Snacks is 2/5 and Cold Drinks 3/5. The closing stock of the two departments were: <ul style="list-style-type: none"> o Snacks ₹2,58,500 o Cold Drinks ₹2,35,600 Apportion other expenses on suitable basis. 	Particulars	Snacks (₹)	Cold Drinks (₹)	Total (₹)	Opening Stock	58,600	46,800	1,05,400	Purchases	6,78,000	4,52,000	11,30,000	Carriage Inwards	12,400	8,300	20,700	Salaries	46,800	31,200	78,000	Sales	9,60,000	7,20,000	16,80,000	Discount Received	—	—	5,450	Rent and Rates	—	—	35,700	Travelling Expenses	—	—	7,280	Carriage Outwards	—	—	36,000	General Expenses	—	—	28,350	Advertising	—	—	7,140	Discount Allowed	—	—	4,600	Insurance	—	—	16,800	15	CO 3
Particulars	Snacks (₹)	Cold Drinks (₹)	Total (₹)																																																								
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Q.3. A.

Trial Balance as on 31st March 2014

15

CO 4

Particulars	Dr. ₹	Cr. ₹	Particulars	Dr. ₹	Cr. ₹
Goodwill	50,000		Net Sales		11,00,000
Factory Shed	20,000		Miscellaneous Income		4,000
Machinery	1,30,000		Bad Debts Reserve		5,000
Furniture	8,000		Purchase of Materials	8,60,000	
Investments	10,000		Freight on Materials	50,000	
Capital		1,95,000	Salaries and Wages - Factory	1,50,000	
Bank Loan		3,00,000	Salaries and Wages-Office	65,000	
Creditors		1,50,000	Repairs and Renewals	2,500	
Debtors	1,35,000		Rent and Taxes	16,500	
Stock on 1-4- 2013			Insurance	3,900	
- Materials	1,30,000		General Expenses	18,100	
- Work-in- Progress	7,500		Factory Power	15,000	
- Finished Goods	82,500				
Total				17,54,000	17,54,000

The following additional information is available:

(1) Closing Stock: Materials ₹2,10,000; Work-in-Progress ₹12,500; Finished Goods ₹2,07,500.

(2) Depreciation to be provided at 2½% on Factory Shed, 10% on Machinery and 15% on Furniture.

(3) Repairs and rent and taxes are to be apportioned between Factory and Office in the ratio of 3:2.

(4) Reserve for bad and doubtful debts to be provided at 4% on debtors.

(5) Insurance Premium covers a period of one month in advance.

You are required to prepare Manufacturing, Trading, and Profit and Loss Account for the year ended 31st March 2014 and Balance Sheet as on that date.

OR



Q.3. B.	<p>Trial Balance as on 31st December, 2013</p> <table border="1" data-bbox="268 174 1225 1249"> <thead> <tr> <th>Particulars</th> <th>Dr. ₹</th> <th>Particulars</th> <th>Cr. ₹</th> </tr> </thead> <tbody> <tr> <td><u>Opening Stock:</u></td> <td></td> <td></td> <td></td> </tr> <tr> <td>- Raw Materials</td> <td>23,000</td> <td>Sunday Creditors</td> <td>17,000</td> </tr> <tr> <td>- Work in Progress</td> <td>10,000</td> <td>Bills Payable</td> <td>8,500</td> </tr> <tr> <td>- Finished Goods</td> <td>15,500</td> <td>Sale of Scrap</td> <td>1,500</td> </tr> <tr> <td>Sundry Debtors</td> <td>27,000</td> <td>Commission</td> <td>350</td> </tr> <tr> <td>Carriage on Purchases</td> <td>1,500</td> <td>Provision for Doubtful Debts</td> <td>1,650</td> </tr> <tr> <td>Bills Receivable</td> <td>18,000</td> <td>Capital A/c</td> <td>1,00,000</td> </tr> <tr> <td>Wages</td> <td>14,000</td> <td>Sales</td> <td>2,00,000</td> </tr> <tr> <td>Salaries</td> <td>10,000</td> <td>Current Account of Ketan</td> <td>9,700</td> </tr> <tr> <td>Telephone Charges</td> <td>500</td> <td></td> <td></td> </tr> <tr> <td>Postage</td> <td>100</td> <td></td> <td></td> </tr> <tr> <td>Repairs to Plant</td> <td>1,200</td> <td></td> <td></td> </tr> <tr> <td>Repairs to Office Furniture</td> <td>600</td> <td></td> <td></td> </tr> <tr> <td>Purchases</td> <td>1,00,000</td> <td></td> <td></td> </tr> <tr> <td>Cash at Bank</td> <td>12,000</td> <td></td> <td></td> </tr> <tr> <td>Plant and Machinery</td> <td>90,000</td> <td></td> <td></td> </tr> <tr> <td>Office Furniture</td> <td>9,000</td> <td></td> <td></td> </tr> <tr> <td>Rent</td> <td>1,300</td> <td></td> <td></td> </tr> <tr> <td>Lighting</td> <td>1,600</td> <td></td> <td></td> </tr> <tr> <td>General Expenses</td> <td>1,600</td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>3,38,700</td> <td></td> <td>3,38,700</td> </tr> </tbody> </table> <p>The following additional information is provided to you:</p> <ol style="list-style-type: none"> (1) Closing Stock: Raw Materials ₹15,800; Finished Goods ₹18,200; Semi-finished Goods ₹7,000. (2) Salaries unpaid for December, 2013 ₹1,000. (3) Wages unpaid for December, 2013 ₹3,000. (4) Machinery to be depreciated by 10%. (5) Office furniture is to be depreciated by 5%. (6) Provision for Doubtful Debts is to be maintained at 10%. (7) Rent is to be divided between office premises and factory. Lighting is to be charged to office premises for ₹300 and remaining ₹1,000 are to be charged to factory. (8) Factory Premises occupy 1/4 of the total area. <p>You are requested to prepare the Manufacturing Account, Trading Account, Profit and Loss Account and the Balance Sheet relating to 2013.</p>	Particulars	Dr. ₹	Particulars	Cr. ₹	<u>Opening Stock:</u>				- Raw Materials	23,000	Sunday Creditors	17,000	- Work in Progress	10,000	Bills Payable	8,500	- Finished Goods	15,500	Sale of Scrap	1,500	Sundry Debtors	27,000	Commission	350	Carriage on Purchases	1,500	Provision for Doubtful Debts	1,650	Bills Receivable	18,000	Capital A/c	1,00,000	Wages	14,000	Sales	2,00,000	Salaries	10,000	Current Account of Ketan	9,700	Telephone Charges	500			Postage	100			Repairs to Plant	1,200			Repairs to Office Furniture	600			Purchases	1,00,000			Cash at Bank	12,000			Plant and Machinery	90,000			Office Furniture	9,000			Rent	1,300			Lighting	1,600			General Expenses	1,600			Total	3,38,700		3,38,700	15	CO 4
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Q.4. A.	<p>Explain the following concepts (5 marks - 3 questions)</p> <ol style="list-style-type: none"> a) Weighted Average Method b) Departmental Accounting c) Manufacturing account 	15	CO 1 CO 3 CO 4																																																																																								



SOMAIYA
VIDYAVIHAR UNIVERSITY



Semester (July 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: BBA Programme: 07	Class: FYBBA	Semester: I
Name of the Constituent College: Dr. Shantilal K Somaiya School of Commerce and Business Studies	Name of the Department: Business Studies	
Course Code: 231U07C105	Name of the Course: Human Resource 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.1.	<p>Case study:</p> <p>Apex Electronics Pvt. Ltd., a mid-sized company based in Pune, manufactures home appliances and employs around 800 workers and staff members. For years, the company had a strong technical and production focus, but employee-related challenges – such as high absenteeism, poor morale, and limited internal communication – started affecting overall productivity. In 2021, Ms. Priya Deshmukh was appointed as the new HR Manager to address these growing issues. She quickly realized that her role went far beyond recruitment and payroll management. She needed to act as a strategic partner, employee advocate, and change agent simultaneously.</p> <p>Ms. Deshmukh initiated several key actions:</p> <p>Recruitment & Selection: Introduced a competency-based hiring system to ensure the right job-fit for all key positions.</p>	15	CO 1

Training & Development: Designed a continuous learning program with technical workshops and soft skills sessions.

Performance Management: Implemented Key Performance Indicators (KPIs) linked to rewards and recognition.

Employee Engagement: Launched monthly "Employee Voice" meetings to encourage open communication.

Conflict Resolution: Set up an internal grievance redressal committee to handle workplace issues fairly and promptly.

Health and Safety: Enhanced workplace safety standards and introduced stress management sessions for employees.

Within a year, employee turnover dropped from 22% to 9%, absenteeism reduced by 15%, and production efficiency improved by 12%. The management recognized the HR department as a vital contributor to Apex's success.

Due to this, the company not only achieved better productivity but also fostered a more motivated, loyal, and cohesive workforce. Ms. Deshmukh's proactive and people-centered approach demonstrated how an HR Manager can serve as a bridge between management goals and employee well-being.

Questions: [5 marks each]

1. What are the key roles and responsibilities of an HR Manager as demonstrated by Ms. Priya Deshmukh at Apex Electronics Pvt. Ltd.?
2. How did Ms. Deshmukh's initiatives contribute to improving both employee satisfaction and organizational performance? Give examples from the case.
3. If you were the HR Manager at Apex, what additional strategies would you implement to further strengthen employee engagement and retention?



Q.2.A	<p>a. Describe the contribution of HRM towards Social responsibility with the help of some examples.</p> <p>b. State and explain the role of the HR department in carrying out the working of the organisation smoothly.</p>	15	CO 1
	OR		
Q.2.B	<p>c. Discuss how managing a multigenerational workforce contributes to building a strong organizational culture and overall employee engagement.</p> <p>d. Describe how technology and data analytics create new opportunities in Strategic HR. Planning for improving decision-making and workforce management.</p>	15	CO 2
Q.3.A.	You are an HR Manager at a rapidly expanding e-commerce company that needs skilled professionals in data analytics and supply chain management. How would you apply different external recruitment sources (such as job portals, social media, and campus hiring) to attract the right talent efficiently and cost-effectively?	15	CO3
	OR		
Q.3.B.	Imagine you are the HR manager of a manufacturing company. The Head of Operations is planning to retire in two years. How would you apply the steps of succession planning to ensure a smooth transition and leadership continuity in this key role?	15	CO3
Q.4.A.	<p>a. Evaluate the potential challenges and ethical considerations your company might face while implementing a global HR strategy across India, Germany, and Japan.</p> <p>b. How would you assess the effectiveness of these strategies in promoting cross-cultural collaboration, employee engagement, and compliance with local labor laws?</p>	7 8	CO4
	OR		
Q.4.B.	c. Imagine you are part of an international labour organization aiming to revitalize global trade unions in the era of AI,	15	CO4



	<p>automation, and remote work. Propose a comprehensive global strategy that integrates technology adoption, cross-border solidarity networks, upskilling initiatives, and ethical frameworks to ensure unions remain relevant and influential in the next decade.</p>		
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SOMAIYA
VIDYAVIHAR UNIVERSITY



Semester (July 2025 to October 2025)		
Examination: End Semester Examination October 2025 (UG Programmes)		
Programme code: 07 Programme: BBA	Class: FYBBA	Semester: SEM I
Name of the Constituent College: Dr. Shantilal K Somaiya School of Commerce and Business Studies		Name of the Department: Business Studies
Course Code:	Name of the Course: Advertising	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: <ol style="list-style-type: none"> 1. Read all questions carefully before attempting the paper. Ensure you understand the context of each question and plan your answers accordingly. 2. Apply advertising theories, models, and real brand examples in your answers. Use both Indian and global brand cases to demonstrate conceptual understanding and practical application. 3. Present your answers neatly and logically in well-structured paragraphs. Clear organization, proper flow, and legible handwriting will help you score higher. 		

Question No.		Max. Marks	CO Attainment
Q.1.	<p>● CASE STUDY: Vodafone – “ZooZoo Campaign”</p> <p>In 2008, Indian audiences were introduced to quirky, white, balloon-like characters called ZooZos. They spoke gibberish, moved awkwardly, and communicated humorously – yet everyone understood them.</p> <p>Created by Ogilvy under Piyush Pandey’s leadership, ZooZos became instant pop culture icons. Designed to advertise Vodafone’s various value-added services, these characters made complex telecom offers simple, visual, and lovable.</p> <p>ZooZos weren’t animated – they were real people in suits, filmed with brilliant simplicity. The campaign proved that storytelling, not technology, makes advertising memorable.</p>	15	1, 2, 3, 4

	<p>Questions (5 Marks)</p> <ol style="list-style-type: none"> 1. What were ZooZos and which brand used them? Why did Vodafone choose to use characters instead of real people? 2. How can brands use mascots to communicate technical features today? 3. Analyze how ZooZos helped differentiate Vodafone in a crowded telecom market. 4. Assess the campaign's effectiveness in sustaining audience interest over time. 5. Imagine a new ZooZoo spin-off concept for 5G promotions. 		
Q.2.A	Analyze how the "Doodh Doodh" campaign successfully implemented the Five M's of Advertising. Identify which element had the strongest influence on consumer perception.	15	1
	OR		
Q.2.B	<p>A multinational beverage company plans to introduce a sugar-free drink.</p> <p>Design an advertising campaign message guided by Stimulus-Organism-Response Theory, describing how external stimuli can influence consumer motivation and decision-making.</p>	15	2
Q.3.A.	<p>Imagine you are presenting to the board of a media planning agency.</p> <p>Propose a future-ready advertising strategy integrating AI-driven programmatic advertising, influencer collaborations, and in-store digital screens.</p> <p>Discuss how emerging media can enhance personalization and consumer engagement.</p>	15	3
	OR		
Q.3.B.	Compare and evaluate how global brands like Nike or Coca-Cola design their media mix differently for the Indian market. Discuss	15	3

	the cultural, economic, and technological factors influencing their media selection decisions.		
Q.4.A.	<p>Imagine your agency is planning a pan-India ad campaign for Tata Tea's "Jaago Re" initiative.</p> <p>Discuss and design how advertising research could be integrated at each stage – from concept development, pre-launch testing, and post-launch evaluation – to ensure message effectiveness and social impact.</p>	15	4
	OR		
Q.4.B.	<p>A new personal care brand – "PureLeaf Naturals" – plans to launch an eco-friendly shampoo made from organic extracts and packaged in recyclable bottles.</p> <p>The management wants a powerful, emotional advertising campaign that communicates sustainability and beauty with conscience.</p> <p>However, the agency's creative team has proposed a campaign with flashy celebrity endorsements, exaggerated claims, and little factual support about product benefits.</p> <p>As the Creative Director, apply David Ogilvy's 11 Commandments to evaluate this proposed campaign.</p> <p>Specifically:</p> <p>Identify which commandments are being violated in the current concept.</p> <p>Redesign the campaign message, headline, and tone using Ogilvy's approach of truthful persuasion, simplicity, and brand image building.</p> <p>Justify how your revised campaign aligns with modern ethical advertising and DEI (Diversity, Equity & Inclusion) principles.</p>	15	4



Q.1. B	<p>In a factory two types of T.V sets are manufactured i.e. black & white + colour. From the following particulars prepare a statement showing cost and profit per T.V Set sold. There is no opening or closing stock.</p> <table border="0" style="margin-left: auto; margin-right: auto;"> <tr> <td></td> <td style="text-align: center;">B & W</td> <td style="text-align: center;">Colour Rs.</td> </tr> <tr> <td>Materials</td> <td style="text-align: center;">2,73,000</td> <td style="text-align: center;">10,80,000</td> </tr> <tr> <td>Labour</td> <td style="text-align: center;">1,56,000</td> <td style="text-align: center;">6,20,000</td> </tr> </table> <p>Works overhead is charged at 60% of Prime cost and Office overhead is taken at 20% at Works cost. The selling price of B & W is Rs.600 and that of colour is 10000. During the period 200 B & W and 400 colour T.V. sets were sold. The selling expenses are Rs. 50 per T.V. Set.</p>		B & W	Colour Rs.	Materials	2,73,000	10,80,000	Labour	1,56,000	6,20,000	15	01											
	B & W	Colour Rs.																					
Materials	2,73,000	10,80,000																					
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Q.2. A	<p>Prepare Flexible Budget of Kothaligad Ltd at 50% & 75% capacity with per unit and calculate profit on the basis of following data:</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: left;">Particulars</th> <th style="text-align: center;">60% Capacity (6,000 Units)</th> </tr> </thead> <tbody> <tr> <td colspan="2">Variable Overheads:</td> </tr> <tr> <td>Direct Material</td> <td style="text-align: center;">70 per unit</td> </tr> <tr> <td>Direct Labour</td> <td style="text-align: center;">25 per unit</td> </tr> <tr> <td colspan="2">Semi-Varibale Overheads:</td> </tr> <tr> <td>Selling Overheads (10% Fixed)</td> <td style="text-align: center;">15 per unit</td> </tr> <tr> <td>Distribution Overheads (20% Fixed)</td> <td style="text-align: center;">5 per unit</td> </tr> <tr> <td colspan="2">Fixed Overheads:</td> </tr> <tr> <td>Office Overheads</td> <td style="text-align: center;">90,000</td> </tr> <tr> <td>Administration Overheads</td> <td style="text-align: center;">45,000</td> </tr> </tbody> </table>	Particulars	60% Capacity (6,000 Units)	Variable Overheads:		Direct Material	70 per unit	Direct Labour	25 per unit	Semi-Varibale Overheads:		Selling Overheads (10% Fixed)	15 per unit	Distribution Overheads (20% Fixed)	5 per unit	Fixed Overheads:		Office Overheads	90,000	Administration Overheads	45,000	15	02
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OR																							
Q.2. B	<p>The following are the estimated sales of a company for eight months ending 30th November 2025.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: left;">Month</th> <th style="text-align: center;">Estimated Sales (in units)</th> </tr> </thead> <tbody> <tr> <td>April 2025</td> <td style="text-align: center;">12,000</td> </tr> <tr> <td>May 2025</td> <td style="text-align: center;">13,000</td> </tr> <tr> <td>June 2025</td> <td style="text-align: center;">9,000</td> </tr> </tbody> </table>	Month	Estimated Sales (in units)	April 2025	12,000	May 2025	13,000	June 2025	9,000	15	02												
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June 2025	9,000																						



July 2025	8,000
August 2025	10,000
September 2025	12,000
October 2025	14,000
November 2025	12,000

As a matter of policy, the company maintains closing balance of finished good & raw materials as follows:

Stock Item	Closing balance
Finished Goods	50% of Estimated sales of next month
Raw material	Estimated consumption of next month

Each unit of production requires 2kg of raw material costing Rs. 10 per kg.

Prepare Production Budget (in units) and Raw material purchase budget in (in units & cost) of the company for the half year ending 30th September 2025.

Q.3. A.

The standard cost of a product shows the following:
 Material: 5kgs @ Rs. 100 per kg
 Labour: 6 hours @ Rs. 120 per hour
 Production: 9,000 Units
 Actual material: 44,000 kgs @ 102.5 per kg
 Actual labour: 55,000 hours @ 110 per hour

Calculate the appropriate Material & Labour Variances.

15

03

OR

Q.3. B.

Vivek Ltd. has furnished you the following information for the month of November 2025:

15

03

Particulars	Budget	Actual
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	3. How can the HR manager apply Vroom's Expectancy Theory to improve employee performance?	05	CO3
Q.2.A	<p>At FutureWave Enterprises, the management aimed to improve teamwork and communication among employees. The HR department introduced Organisational Behaviour practices to study employee attitudes, motivation, and group dynamics. As a result, staff began developing stronger interpersonal skills, which opened new opportunities for leadership, collaboration, and career growth within the company.</p> <p>A. Based on the above case, describe the main features of Organisational Behaviour.</p> <p>B. From the same case, explain the various opportunities that strong interpersonal skills are created for employees.</p>	08	CO1
		07	CO1
	OR		
Q.2.B	<p>NovaCare faced high staff turnover because many nurses were unhappy with their jobs. The HR manager realized hiring focused only on skills, not personality fit. She introduced psychometric and personality tests to assess traits like patience and empathy.</p> <p>1. Enlist the factors causing low job satisfaction and suggest remedial measures for increasing job satisfaction.</p> <p>2. How did psychometric tests help HR decisions and its impact on organizational effectiveness?</p>	08	CO2
		07	CO2
Q.3.A.	InnovateX Solutions Pvt. Ltd. recently adopted automation and restructured its workflow to increase efficiency. While younger employees quickly adapted, many senior staff members resisted the new systems, leading to stress and communication gaps. The HR manager realized that these changes were affecting the company's organisational culture, and therefore		



	introduced planned change approaches like training sessions, counseling, and participative decision-making to ease the transition.		
	A. Based on the above case, describe the effects of changes on organisational culture.	08	CO3
	B. From the same case, explain the different approaches that can be used to solve change effectively.	07	CO3
	OR		
Q.3.B.	At Summit Industries Ltd., three managers displayed different leadership styles. Mr. Sharma motivated his team through rewards and clear goals, Ms. Kapoor inspired her team with vision and enthusiasm, while Mr. Rao focused on personal traits like confidence and integrity. The HR department studied these patterns to understand which leadership theory best explained their success. Based on the above case, explain the various theories of leadership.	15	CO3
Q.4.A.	Nova Tech, an IT services company, formed a team with members from India, Singapore, and the US to redesign its company website. Because of time zone gaps and cultural differences, communication became confusing and deadlines were missed. A few team members dominated video calls, while others rarely spoke.		
	i. Identify the type of team described in this case. And Suggest ways to make the teams more effective?	08	CO4
	ii. Describe different types and levels of decision making used by teams. Which level of decision-making is shown here?	07	CO4
	OR		
Q.4.B.	Horizon Pvt. Ltd. formed a group of employees to help decide a new office location. Members joined to share ideas, gain		

	<p>recognition, and feel included in decision-making. The group discussed many creative options but faced delays as some members dominated and others stayed silent. Finally, they reached a fair decision after several meetings.</p> <p>i. Compare different types of groups along with the motives for forming the groups?</p> <p>ii. State the advantages & disadvantages of group decision-making?</p>	<p>08</p> <p>07</p>	<p>CO4</p> <p>CO4</p>
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Semester (July 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 06 & 07	Class:	Semester: I
Programme: BBA & BBA	FY	
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies
Course Code:	Name of the Course: Corporate Accounting	
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	<p>The Amrut Company Limited offered for public subscription 20,000 equity shares of Rs.10 each at a premium of 10% payable at Rs.2 on application; Rs.4 on allotment including premium; Rs.3 on First Call and Rs.2 on Second and Final call.</p> <p>Applications for 26,000 shares were received. Applications for 4,000 shares were rejected. Pro-rata allotment was made to the remaining applicants.</p> <p>Both the calls were made and all the money were received except the final call on 500 shares which were forfeited.</p> <p>The forfeited shares were later reissued as fully paid at Rs.9 per share.</p> <p>Record journal entries in the books of the company.</p>	15	CO1																																												
	OR																																														
Q.1. B	<p>From the following balance of Vishal Ltd. Prepare the Balance Sheet of the Company as on 31st March 2019 as per the Companies Act.</p> <p style="text-align: center;">Trial Balance as on 31st March, 2019</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">Debit</th> <th style="width: 10%;">Rs.</th> <th style="width: 25%;">Credit</th> <th style="width: 10%;">Rs.</th> </tr> </thead> <tbody> <tr> <td>Advances to</td> <td>3,00,000</td> <td>Equity Shares</td> <td>52,00,000</td> </tr> <tr> <td>Employees</td> <td></td> <td>Capital</td> <td></td> </tr> <tr> <td>Cash at Bank</td> <td>3,14,320</td> <td>Capital Reserve</td> <td>60,000</td> </tr> <tr> <td>Furniture and</td> <td>7,50,000</td> <td>Loan from SBI</td> <td>8,00,000</td> </tr> <tr> <td>Fixture</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Premises</td> <td>41,09,940</td> <td>Provision for</td> <td>6,00,000</td> </tr> <tr> <td></td> <td></td> <td>Employees</td> <td></td> </tr> <tr> <td></td> <td></td> <td>Welfare Fund</td> <td></td> </tr> <tr> <td>Patents</td> <td>10,00,000</td> <td>Provision for</td> <td>1,64,000</td> </tr> <tr> <td></td> <td></td> <td>Expenses</td> <td></td> </tr> </tbody> </table>	Debit	Rs.	Credit	Rs.	Advances to	3,00,000	Equity Shares	52,00,000	Employees		Capital		Cash at Bank	3,14,320	Capital Reserve	60,000	Furniture and	7,50,000	Loan from SBI	8,00,000	Fixture				Premises	41,09,940	Provision for	6,00,000			Employees				Welfare Fund		Patents	10,00,000	Provision for	1,64,000			Expenses		15	CO2
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Expenses on Issue of Shares (Unwritten off)	25,000	Short Term Loan from Bank	4,90,200
Trade Receivables	3,66,240	Unpaid Dividend	64,800
Advance Tax	50,000	Profit and Loss A/c	42,980
8% Government Bonds	3,36,000	Bills Payable	85,100
Stock in Trade	3,55,600	Sundry Creditors	1,00,020
	76,07,100		76,07,100

Q.2. A	<p>The summarized Balance Sheet of Supersonic Ltd. as on 31st December, 2024 was as under:</p> <p style="text-align: center;">Balance Sheet</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Liabilities</th> <th style="width: 20%;">Rs.</th> <th style="width: 40%;">Assets</th> </tr> </thead> <tbody> <tr> <td>Equity shares of Rs.10 each fully paid</td> <td style="text-align: right;">9,00,000</td> <td>Fixed Assets</td> </tr> <tr> <td>8% Redeemable Pref. Shares of Rs.10 each Rs. 8 paid</td> <td style="text-align: right;">7,20,000</td> <td>Current Assets (inc Bank Balance of Rs</td> </tr> <tr> <td>General Reserve</td> <td style="text-align: right;">3,60,000</td> <td>Investments</td> </tr> <tr> <td>Profit and Loss A/c.</td> <td style="text-align: right;">5,40,000</td> <td></td> </tr> <tr> <td>Creditors</td> <td style="text-align: right;">1,50,000</td> <td></td> </tr> <tr> <td></td> <td style="text-align: right;">26,70,000</td> <td></td> </tr> </tbody> </table> <ol style="list-style-type: none"> 1. The Company made final call of Rs. 2 per share making it fully paid. 2. The company exercises the option to redeem 8% Redeemable preference shares at 10% premium. 3. For this purpose, the company issued 45,000 Shares of Rs.10 each at a premium of Rs.10 per share. The shares were fully paid in cash. 4. The company also sold all the investments for Rs.3,42,000. 5. All payments were made to Redeemable Preference Shareholders. <p>Pass journal entries in the books of the Company for above transactions.</p>	Liabilities	Rs.	Assets	Equity shares of Rs.10 each fully paid	9,00,000	Fixed Assets	8% Redeemable Pref. Shares of Rs.10 each Rs. 8 paid	7,20,000	Current Assets (inc Bank Balance of Rs	General Reserve	3,60,000	Investments	Profit and Loss A/c.	5,40,000		Creditors	1,50,000			26,70,000		15	CO3
Liabilities	Rs.	Assets																						
Equity shares of Rs.10 each fully paid	9,00,000	Fixed Assets																						
8% Redeemable Pref. Shares of Rs.10 each Rs. 8 paid	7,20,000	Current Assets (inc Bank Balance of Rs																						
General Reserve	3,60,000	Investments																						
Profit and Loss A/c.	5,40,000																							
Creditors	1,50,000																							
	26,70,000																							

	OR		
Q.2. B	<p>PNG Ltd. has an issued share capital of 13,000 9% Redeemable preference shares of Rs.100 each and 90,000 Equity shares of Rs.50. The preference shares are redeemable at a premium of 7-1/2% on April 1, 2024.</p>	15	CO3



The company's Balance Sheet as on March 31, 2024 was as follows:

Liabilities	Rs.	Assets	Rs.
Share Capital		Fixed Assets	69,00,000
Issued 13,000, 9% Redeemable pref. shares of Rs.100 each fully paid	13,00,000	Investments	3,70,000
90,000 equity shares of Rs. 50 each fully paid	45,00,000	Balance at Bank	6,20,000
Profit and Loss A/c.	9,60,000		
Sundry Creditors	11,30,000		
	78,90,000		78,90,000

In order to facilitate the redemption of the preference shares, the company decided:

- To Sell all the Investments for Rs.3,20,000.
- To finance part of the redemption from company funds, subject to leaving a balance of Rs.2,40,000 in the Profit and Loss Account, and
- To issue sufficient Equity shares of Rs.50 each at premium of Rs.13 per share to raise the balance of funds required.
- To issue Rs. 4,00,000, 10% Debentures at par.
- The preference shares were redeemed on the due.

You are required to prepare:

The necessary journal entries to record the above transactions.



Q.3. A.	On 1-4-2017 Aditya had Rs 50.000 equity shares in T Ltd. The face value of the shares was Rs. 10 each but the book value was Rs. 24 per share. On 1-6-2017 Aditya purchased 10,000 equity shares in T Ltd. at a premium of RS. 6 per share. On 1-7-2017, the directors of T Ltd. issued bonus shares at the rate of one share for every three shares held. On 1-01-2018 Aditya purchased 5,000 right shares in T Ltd. of Rs. 10 each at 15 per share. On 31-01-2018 he sold 20.000 equity shares in T Ltd. of Rs. 10 each at Rs. 30 per share. Show Investment A/c as it would appear in Aditya's books for the year ended 31-03-2015.	15	CO4
OR			
Q.3. B.	On 1' April, 2017, Miss Prachiti had 1,000, 9% Debentures of Rs 100 each at 108 (in K.K. Limited) held as investments. K.K. Ltd.	15	CO4





	<p>pays interest on 30th June and 31st December every year Prachiti had following transactions during the year.</p> <p>1st June, 2017 — Purchased 800, 9% Debentures at Rs 98 ex-interest.</p> <p>1st December, 2017 — Sold 900, 9% Debentures at Rs 105 ex-interest.</p> <p>Prepare Investment in 9% Debentures Account for the year ending 31st March, 2018. Apply AS-13.</p>		
Q.4. A.	Explain the following concepts:	15	
	a) Write a short note on Methods of Redemption of Debentures		CO3
	b) Write a short note on Issue of debentures		CO1
	c) Explain briefly the main components of a company's financial statements		CO2



SOMAIYA
VIDYAVIHAR UNIVERSITY



Semester (July 2025 to October 2025)

Examination: End Semester Examination November 2025 (UG Programmes)

Programme code: 06 /07	Class: BBA/BBM	Semester: I
Programme: BBM /BBA		
Name of the Constituent College: Dr. Shantilal K Somaiya School of Commerce and Business studies.	Name of the Department: Business Studies.	
Course Code:	Name of the Course: Technical Skills for Business.	
Duration: One and Half Hour.	Maximum Marks: 40	
Instructions: 1) Draw neat label diagrams.		

Q. No.		Max. Marks	CO Attainment
Q.1.A	Explain the meaning and applications of Artificial Intelligence (Ai) in Business.	10	CO1
	OR		
Q.1.B	Explain the features and Uses of Excel application	10	CO2
Q.2.A	Explain the features and importance of Pie chart.	10	CO2
	OR		
Q.2.B	Elaborate on the concept of VLOOKUP and HLOOKUP.	10	CO2
Q.3.A	Elaborate on the concept of E-Customer Relationship Management (CRM) and explain its uses in Business.	10	CO3
	OR		
Q.3.B	Explain the features and uses of Microsoft word application.	10	CO2
Q.4.A	Explain the concept of E-commerce.	10	CO1
	OR		
Q.4.B	Explain the features and benefits of ERP.	10	CO3





Semester (July 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 07	Class: FY	Semester: I
Programme: BBA		
Name of the Constituent College: SKSC	Name of the Department: Business Studies	
Course Code: 231U07C107	Name of the Course: French	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Draw neat diagrams 2) Suitable data if necessary		

Question No.		Max. Marks	CO
Q.1.	<p>Compréhension</p> <p>Bonjour, je m'appelle Émile. Ma famille et moi habitons dans une maison à Richmond Hill. Ma famille consiste de moi, ma mère, mon père, ma sœur et mon frère. Ma maison a trois étages. Je passe la plupart de mon temps dans le salon ou dans ma chambre. Ma chambre est peinte rose. Mes couvertures et mes oreillers sont aussi roses. C'est ma couleur préférée ! Dans ma chambre, j'ai une télévision et un ordinateur. Je fais mes devoirs dans ma chambre. Ma sœur et moi partageons une salle de bain. Dans la salle de bain, il y a une douche, un lavabo et une toilette. Ma famille passe beaucoup de temps dans le salon. Nous avons cinq télévisions dans notre maison. Il y a une télévision dans le salon, dans ma chambre, dans la cuisine. Un autre endroit de ma maison que j'aime passer le temps est le jardin. Nous avons une piscine et une grande terrasse. J'aime ma maison !</p> <p>A. Répondez aux questions</p> <ol style="list-style-type: none">Où habitent Émile et sa famille ?Combien de télévisions y a-t-il dans sa maison ?De quelle couleur est la chambre d'Émile ?Nommez les quatre meubles dans le salon ?Décrivez le jardin d'Émile ? <p>B. Vrai ou faux</p> <ol style="list-style-type: none">Le jardin a une piscineLa chambre d'Émile est rougeMa famille consiste de 4 personnesMa sœur et moi partageons une doucheMa famille passe beaucoup de temps dans le salon <p>C. Écrivez le mot anglais pour ces mots français</p> <ol style="list-style-type: none">EndroitDansétageje faispeinte	5 5 5	1,2,3,4 1,2,3,4 1,2,3,4

Q. 2.	Ecrivez votre loisirs	15	1,2,3,4
Q.3.	<p>A. Écrivez les chiffres en mot</p> <ol style="list-style-type: none"> 1. 65 2. 92 3. 43 4. 18 5. 76 <p>B. Écrivez la nationalité des pays</p> <ol style="list-style-type: none"> 1. L'Inde 2. La France 3. L'Allemagne 4. Les États-Unis 5. La Pologne <p>C. Ecrivez l'heure en français</p> <ol style="list-style-type: none"> 1. 9.30 am 2. 14h20 3. 7.45 pm 4. 12.15 am 5. 12 pm <p>OU</p> <p>D. Ecrivez les chiffres en mot</p> <ol style="list-style-type: none"> 1. 89 2. 37 3. 63 4. 46 5. 79 	5 5 5 5	2 3 4 1
Q.4.	<p>A. Écrivez les verbes en présent</p> <ol style="list-style-type: none"> 1. J' _____ (utiliser) le vélo 2. Vous _____ (faire) de la natation 3. Ram _____ (commencer) ses devoirs 4. Ils _____ (finir) leur travail 5. Nous _____ (manger) au restaurant <p>B. Mettez le bon article</p> <ol style="list-style-type: none"> 1. je lis _____ livre (indéfini) 2. je vais chez _____ coiffeur (défini) 3. Je vais visiter _____ Brésil (défini) 4. J'aime _____ acteurs (indéfini) 5. il parle avec _____ femme (indéfini) <p>C. Mettez la bonne préposition</p> <ol style="list-style-type: none"> 1. Je vais _____ Etats unis 2. J'habite _____ Mumbai 3. Il vient _____ Suisse 4. Nous allons _____ Allemagne 5. Vous venez _____ Maroc 	5 5 5	3 1 2

OU

D. Retrouvez 5 activités de l'image



Bonne chance !

5

4



