

SOMAIYA

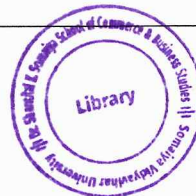
VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

BRANCH: Bachelor of Business Management	SEM: VI
	APR - 2026

Sr. No.	Subject	Available
1.	Logistics & Supply Chain Management	
2.	Business Analytics	
3.	Strategic Brand Management	
4.	Indirect Taxation	
5.	Martech	
6.	International Finance	
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		



LIBRARY



Semester (Nov 25 – March 26)		
Examination: End Semester Examination March 2026 (UG Programmes)		
Programme code: 06 Programme: TY BBM	Class: TY	Semester: VI
Name of the Constituent College: Dr. Shantilal K Somaiya School of C and B.S.		Name of the Department: Business Studies
Course Code:	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 3) Give examples		

Question No.	Attempt following questions	Max. Marks	CO Attainmen
Q.1	Solve the following Case Study	15	
	<p>Streamlining Logistics Operations for Mango Electronics</p> <p>Introduction: This case study focuses on "Mango Electronics," a global electronics manufacturer facing challenges in its logistics and supply chain operations. Mango Electronics manufactures a wide range of electronic products, from consumer electronics to industrial components, and has an extensive international customer base. The case study examines how the company can optimize its logistics processes to enhance efficiency, reduce costs, and improve customer satisfaction.</p> <p>Background: Mango Electronics has experienced significant growth over the past decade, with increased product offerings and expanding global markets. This growth has resulted in several logistical challenges that need to be addressed to maintain the company's competitive edge.</p> <p>The company is facing following Challenges: Offer a viable solution to overcome problems mentioned below: Challenges:</p>		
	<p>Supply Chain Complexity: Mango Electronics relies on a vast network of suppliers, making supplier management, quality control, and lead time monitoring complex and challenging. Inefficient coordination between various supply chain partners, including suppliers, manufacturers, and distributors.</p>	04	CO4
	<p>Inventory Management: The company struggles with maintaining an accurate and efficient inventory management system. Frequent stockouts, overstock situations, and obsolescence issues impact production schedules and profitability.</p>	04	CO1
	<p>Transportation and Distribution: Inefficiencies in transportation and distribution lead to high logistics costs, extended lead times, and sometimes damaged or lost products during transit.</p>	04	CO2

	Demand Forecasting: Inaccurate demand forecasting contributes to production inefficiencies, including overproduction, underproduction, and prolonged order fulfillment times.	03	C03
Q.2. A	Define Logistics. How logistics and SCM are related to each other. Enumerate requirements of warehousing and factors considering selection of Warehouse location.	07	C01
B	Evaluate Weber's assumptions and limitations in today's world. Explain how Weber can help in plant selection. Define material index.	08	C03
	OR		
Q.2. C	Explain concept of Warehousing (WH). Differentiate between major WH. Also bring out economic benefits of WH to the company.	07	C04
D	Discover the techniques of Block Chain. Explain its uses in Supply Chain and bring out the benefits it can offer to it at National n International Trade	08	C04
Q.3. A	Discuss what Commercial Geography (CG) is? How CG related to the development of a region? Explain any 3 major industrial regions developed due to CG.	07	C03
B	Differentiate between – NVOCC and Freight Forwarder AND different modes of Transportations. Also explain Concepts of Logistics Mix	08	C01
	OR		
Q.3. C	What is the concept of Golden Quadrilateral (GQ)? Explaining infrastructure other than road infrastructure is developed and supportive of GQ.	07	C04
D	Evaluate the need for MMTG Act. Bring out the main provisions of MMTG Act from different stakeholders' perspectives.	08	C02
Q.4. A	Explain the entire Shipping procedure along with required documents. Explain RORO and LASH	07	C02
B	Discuss the need for Material Management (MM). Enumerate different principles of MM	08	C02
	OR		
Q.4. C	What is Cold Chain? What are the different cold chain infrastructures used for preservation? Explain need of 3D printers and use of different wearables	07	C04
D	Explain Performance Measurement Cycle. Also discuss roll of Integrated logistics in today's world	08	C01



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2/4/26
BBM
Sem - VI

Semester (November 2025 to March 2026)		
Examination: End Semester Examination March/April 2026 (UG Programmes)		
Programme code: 06 Programme: BBM	Class: TYBBM	Semester: VI
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: Business analytics	
Duration: 2 Hrs.	Maximum Marks: 60	
Instructions: 1) Draw neat and labeled diagrams.		

Q. No.		Max. Mark s	CO Attainmen t
Q.1.	<p>Whole Foods and Data Visualization</p> <p>Whole Foods has grown rapidly over the past few years, and they now have 460 stores throughout the US, Canada, and the UK.</p> <p>The expansion itself is fairly impressive for the niche natural food supermarket that got its start in 1980 and is now a subsidiary of Amazon. What's even more impressive, though, is how the natural foods supermarket is adjusting to their large-scale operations.</p> <p>As Whole Foods grew, data analysts within the company were beginning to use ad-hoc and piece meal solutions for data aggregation and analysis. This resulted in data that wasn't always accurate and, in turn, lost stakeholder trust.</p> <p>By committing to a Tableau overhaul, however, Whole Foods was able to create a single source of truth for their data. Tableau allows them to create data visualizations and dashboards that empower their employees in day-to-day decisions all across the globe, while also contributing to long term strategy.</p>	15	CO2 and CO4

	<p>The natural foods market now has over 18,000 Tableau users across their company, effectively transforming their operations and becoming much more efficient.</p> <p>a. Explain the challenges faced by Whole Foods in data aggregation and analysis before implementing Tableau.</p> <p>b. Evaluate the impact of data visualization tools like Tableau on operational efficiency and strategic decision-making in Whole Foods.</p>	8	
		7	
Q.2.A	<p>a) Explain the Meaning and Components of Data warehouse.</p> <p>b) Elaborate types of Data Warehouses and application of Data warehouse.</p>	8	CO1
		7	CO1
	OR		
Q.2.B	<p>a) Elaborate prediction techniques and rules of prediction in data mining.</p> <p>b) Explain data attributes.</p>	8	CO2
		7	CO2
Q.3.A	<p>a) "SVM often preferred over k-Nearest Neighbors (KNN) for high-dimensional business data (like text mining or genomic data)". Justify.</p> <p>b) Explain Ensemble Learning and three main types, and their business implications.</p>	8	CO3
		7	CO3
	OR		
Q.3.B	<p>a) Explain Classification Model Selection Criteria for selection, the Evaluation Metrics, and the Validation Techniques.</p> <p>b) Explain Big Data Analytics in Mobile Environments.</p>	8	CO3
		7	CO3
Q.4.A	<p>a) Define BI, explain its architectural components, its strategic importance, and how it differs from traditional data processing.</p> <p>b) Explain the purpose and Structure of Business Intelligence (BI) Systems.</p>	8	CO4
		7	CO4
	OR		

Q.4.B	a) Explain need for Business Intelligence (BI) and why modern organizations can no longer rely on intuition and how BI solves specific operational and strategic pain points.	8	CO4
	b) Explain Business Analytics (BA) and its three main types and highlight its role in modern data-driven decision-making.	7	CO4





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Sem - VI
BBM

07 APR 2026

Semester (November 2025 to March 2026)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 07 /06	Class:	Semester: VI
Programme: BBA /BBM	TYBBA/TYBBM	
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: Strategic Brand 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.	A startup called UrbanSip has introduced a range of organic health drinks targeted at young professionals. Although the product quality is high, the brand struggles to differentiate itself from established beverage brands. The management wants to build a strong brand identity and long-term customer loyalty.		
Q.1.A	Identify the brand positioning strategy that UrbanSip should adopt.	05	CO 2
Q.1.B	Suggest suitable brand elements that will strengthen brand identity and recall.	05	CO 1
Q.1.C	Explain how customer-based brand equity can help UrbanSip build long-term brand value.	05	CO 4
Q.2.A	Explain the Strategic Brand Management Process with a suitable diagram.	08	CO 1
Q.2.B	Discuss the importance of brand knowledge in shaping consumer perception.	07	CO 3

	OR		
Q.2.C	A local coffee chain wants to expand nationally but faces competition from well-known brands. Explain the concept of Brand Equity and suggest strategies the company can use to build strong brand equity in a competitive market.	15	CO 4
Q.3.A	Explain the concept of Brand Positioning.	07	CO 2
Q.3.B	Analyze how effective brand positioning can influence consumer buying decisions.	08	CO 3
	OR		
Q.3.C	A technology company has launched a smart wearable device but customers are unaware of its benefits. Explain the concept of Designing Brand Marketing Programs and suggest marketing communication strategies that can increase awareness of the product.	15	CO 1
Q.4.A	Explain the role of social media in Brand Building.	07	CO 2
Q.4.B	Analyze how companies can use social media platforms to create strong brand engagement.	08	CO 3
	OR		
Q.4.C	A premium cosmetic brand wants to retain loyal customers despite increasing competition. Explain the concept of Brand Loyalty and suggest strategies to build long-term customer loyalty.	15	CO 4



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Sem-VI

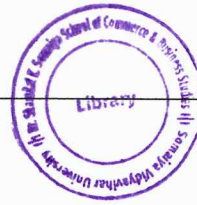
BBM.

7 APR 2026

March 2026		
Examination: In Semester Examination (UG/PG Programmes)		
Programme code: 6206	Class: FYBBA / TYBBA	Semester: VI
Programme: BBA / BBM		
Name of the School: Dr. Shantilal K Somaiya School of Commerce and Business Studies	Name of the Department Business Studies	
Course Code: 231006605 / 231007C605	Name of the Course: Indirect Taxation	
Duration : 2 Hrs	Maximum Marks : 60	
Instructions: 1 All Questions are Compulsory with internal options 2. Working notes should form part of your answer		

Question No.		Max. Mark	CO
Q1	A "GST is considered a revolution in the Indian taxation system compared to earlier indirect tax laws." Discuss OR B 1. YZ Tours Pvt. Ltd. offers a "Dubai Holiday Package" for ₹1,50,000 per person. The package includes: <ul style="list-style-type: none"> • Flight tickets • Hotel accommodation (5 nights) • Sightseeing tours • Travel insurance • Breakfast • Complimentary airport transfer The package is sold as a single bundle at one price. Customers cannot choose individual services separately under this offer. During inspection, the tax authority argues that some components should be taxed separately at different GST rates. Questions: <ol style="list-style-type: none"> 1. Analyse whether the above transaction is a Composite Supply or Mixed Supply under GST. 2. Justify your answer with reference to GST principles. 3. Determine the correct tax treatment and explain the reasoning 	15	01—
	2. Write a note on registration by Casual Taxable Person and Non Resident Taxable Person	07	02
Q 2	A Mr. S runs a trading business in Rajasthan during FY 2025–26. His turnover details: <ul style="list-style-type: none"> • Intra-state taxable supply of goods: ₹32,00,000 • Exempt goods: ₹7,00,000 • Inter-state supply of goods: ₹6,00,000 • Supply of services: ₹4,00,000 • Supply through e-commerce operator: ₹3,00,000 • Sale of old machinery: ₹5,00,000 Additional Information: <ul style="list-style-type: none"> • He is not registered • He wants to opt for Composition Scheme 	08	02&03

<p>B</p>	<ul style="list-style-type: none"> • Threshold limit in his state for goods: ₹40,00,000 • He is not engaged in inter-state services <p>Required:</p> <ol style="list-style-type: none"> 1. Calculate aggregate turnover. 2. Is he liable for GST registration? 3. Is he eligible for Composition Scheme? 4. Give reasons. <p>ABC Ltd (Registered in Karnataka) made the following supplies in August 2026:</p> <p>Transaction 1</p> <ul style="list-style-type: none"> • Goods dispatched on 2 August 2026 • Invoice issued on 10 August 2026 • Payment received on 5 August 2026 • Value: ₹1,50,000 • GST Rate: 18% • Buyer located in Karnataka <p>Transaction 2</p> <ul style="list-style-type: none"> • Goods supplied from Karnataka to Tamil Nadu • Invoice issued on 12 September 2026 • Goods delivered on 8 September 2026 • Payment received on 20 September 2026 • Value: ₹2,50,000 • GST Rate: 12% <p>Transaction 3</p> <ul style="list-style-type: none"> • IT consulting service • Advance received on 1 September 2026 • Service completed on 25 September 2026 • Invoice issued on 30 September 2026 • Value: ₹80,000 • GST Rate: 18% • Recipient located in Maharashtra <p>Required:</p> <ol style="list-style-type: none"> 1. Determine Time of Supply for each transaction. 2. Determine Place of Supply. 3. Identify whether CGST+SGST or IGST applies. 4. Calculate GST payable. <p style="text-align: center;">OR</p>	<p>07</p>	<p>03</p>				
<p>C</p>	<p>Discuss the provision under GST for determination of:</p> <ol style="list-style-type: none"> a) Time of supply of goods and services b) Place of supply of goods and services <p>Give suitable illustrations.</p>	<p>15</p>	<p>03</p>				
<p>Q3 A</p>	<p>A manufacturer sells goods to a dealer. The following details are available:</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; width: 80%;">Particulars</th> <th style="text-align: right; width: 20%;">Amount (₹)</th> </tr> </thead> <tbody> <tr> <td>Basic price of goods</td> <td style="text-align: right;">6,00,000</td> </tr> </tbody> </table>	Particulars	Amount (₹)	Basic price of goods	6,00,000	<p>08</p>	<p>03</p>
Particulars	Amount (₹)						
Basic price of goods	6,00,000						



Packing charges	30,000
Loading and handling charges	10,000
Freight charged in invoice	9,000
Insurance during transit	4,000
Municipal tax on sale	7,000
Commission paid to selling agent (charged to buyer)	9,000
Design and development charges	6,000
Subsidy received from private organization linked to price	12,000
Discount shown on invoice	21,000
Year-end discount agreed before supply and recorded in agreement	11,000
Interest for delayed payment	8,000

GST Rate = 18%

Calculate:

1. Transaction Value under GST
2. GST payable
3. Total invoice value

B

07

03

C

A registered dealer provides the following details for the month of June.

1. Input Tax Credit Available from Purchases

Particulars	IGST (₹)	CGST (₹)	SGST (₹)
Raw materials purchased from another state	1,80,000	—	—
Machinery purchased locally	—	80,000	80,000
Office furniture purchased locally	—	30,000	30,000
Stationery purchased locally	—	10,000	10,000
Spare parts purchased from another state	60,000	—	—
Total ITC Available	2,40,000	1,20,000	1,20,000

2. Output Tax Liability from Sales

Interstate Sales

Transaction	IGST (₹)
Machinery sold	1,60,000
Raw materials sold	80,000
Total IGST	2,40,000

Intrastate Sales

Transaction	CGST (₹)	SGST (₹)
Furniture sold	1,00,000	1,00,000
Electrical goods	80,000	80,000
Total	1,80,000	1,80,000

e

Calculate GST payable by the dealer
OR

f

Discuss the provisions regarding adjustment of Input Tax Credit against GST liability payable by a dealer

08

03

08

03

D

Under what circumstances Input tax Credit is required to be reversed

07

03

Q4

Explain the following:

15

	1. Consideration		01
	2. Deemed Registration		02
	3. Cancellation of registration		04

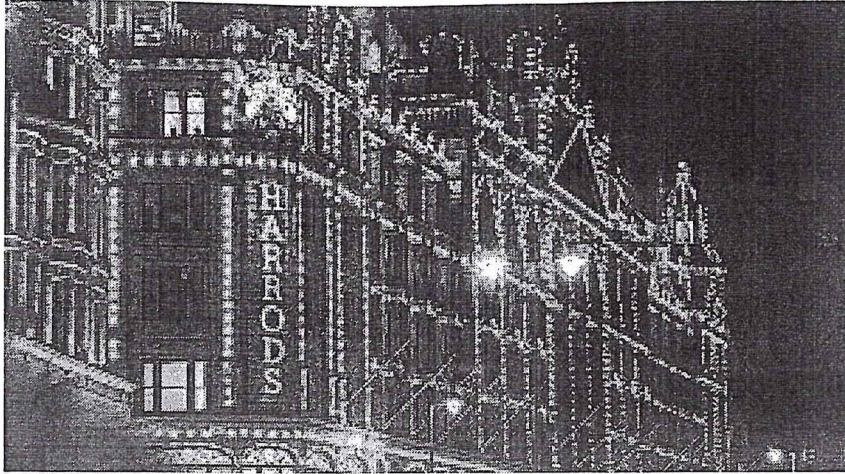


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Semester (November 2025 to March 2026)		
Examination: End Semester Examination April 2026 (UG Programmes)		
Programme code: 06/ 07	Class: TY	Semester: VI
Programme: BBM/ BBA		
Name of the Constituent College: Dr. S K Somaiya school of commerce and business studies		Name of the Department: Business Studies
Course Code: 231U06C604/07	Name of the Course: Martech	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Q.1 is without option, Q.2, Q.3 and Q.4 are with choice 2) Assume suitable data if necessary 3) Justify with example wherever necessary		

Question No.		Max. Marks	CO Attainment
Q.1.	<p>Founded in 1849 by Charles Henry Harrod as a small London grocery shop, Harrods has grown into one of the world's largest and most famous luxury department stores. Rebuilt after an 1883 fire, it is known for its iconic Knightsbridge building, high-end fashion, and "omnial" service. Since 2010, it has been owned by Qatar Holding.</p> <p>Harrods is an iconic brand and leading global luxury retailer with a main department store located in the heart of Knightsbridge, London. The store offers over 1,000,000 sq. ft. of merchandise arranged over seven floors. The company also offers a direct mail operation, online shopping, overseas Signature Shops and locations in every terminal at London's Heathrow and Gatwick airports.</p> <p>It serves as a major tourist attraction, often seeing 300,000 visitors per day on peak days and around 15 million annually.</p> <p>Department and Store Structure</p> <p>Scale: The store covers over 1 million square feet (90,000 sqm) of retail space, spread across seven floors and 330 departments.</p> <p>Key Offerings: Harrods offers a vast range of luxury goods, including high-fashion apparel, accessories, food halls, homeware, and technology.</p> <p>Dining & Experience: The store features over 20 restaurants, including high-end dining options, which have seen significant growth in recent years.</p> <p>Refurbishment: The store is undergoing a £200 million overhaul to update its luxury departments and improve the customer experience.</p>	15	CO3



A. Provide your make-or-break deal factor when liking a retail store experience

B. Draft a plan for harrods to enhance its CRM and Martech activities

Q.2.A	Mr. Purav wants to start a footwear brand using Indian aesthetics and artwork as a backdrop. Create a martech stack for him, using his ideas as forte and USP of the brand.	15	CO2
	OR		
Q.2.B	Justify the impact of Social media reality vs reality in ruining or enhancing your viewing and shopping experience.	15	CO3
Q.3.A.	With an example of your choice showcase how social media and analytics was used to set a narrative and how it altered your opinion and choices.	15	CO1
	OR		
Q.3.B.	Draw the graph of hype loop and justify the impact of it on penetration or perish of product/service from the market.	15	CO4
Q.4.A.	With an example of your choice, justify the success/failure of augmented reality in marketing of products.	15	CO1
	OR		
Q.4.B.	Justify the statement: - “ Technology changes exponentially (fast), yet organizations change logarithmically (Slow).” AKA Martech law	15	CO2

09 APR 2026



Semester (November 2025 to May 2026)		
Examination: End Semester Examination May 2026		
Programme code: 07 /06	Class: TY	Semester: VI
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: International Finance	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.	Question	Max Mark	CO
Q.1. A	As a Chartered Accountant please explain Core concepts of International Taxation and discuss its objectives.	7	4
Q.1. B	An Indian company is planning to invest in a project in Brazil. The initial investment required is ₹50 crore. <ul style="list-style-type: none"> - Identify and briefly explain international risks involved. - Suggest two techniques the company can use to manage exchange rate risk 	8	4
OR			
Q.1. C	Elaborate on the FEMA Act and discuss its key provisions.	7	3
Q.1. D	You are a manager responsible for the operations of Bajaj ltd in UK, <ul style="list-style-type: none"> - Explain the concepts of operation exposure risk and discuss any 4 steps to manage them. - Bajaj ltd is losing its export revenue due to depreciation of UK currency against INR, as a manager suggest two solutions for the same. 	8	4
Q.2. A	Alpha Tech Ltd. is engaged in a large manufacturing business in India. It is contemplating an expansion into a Latin American country by acquiring a group of facilities having the same line of operation as that of India.	15	3

The exchange rate for the currency of the proposed Latin American country (Zeds) is extremely volatile. The rate of inflation is presently 30% a year. Inflation in India is currently 8% a year. Management of Alpha Tech Ltd. expects these rates are likely to continue for the foreseeable future.

Estimated projected cash flows, in real terms, in India as well as the Latin American country for the first three years of the project are as follows:

	Year 0	Year 1	Year 2	Year 3
Cash flow in india	(60,000)	(2000)	(3000)	(4000)
Cash flow in ZEDs	(2,50,000)	1,40,000	2,20,000	2,80,000

. It evaluates all investments using nominal cash flows and a nominal discounting rate. The present exchange rate is Zeds 5 to ₹ 1.

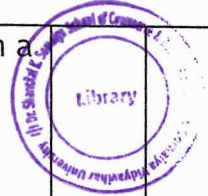
You are required to calculate the net present value of the proposed investment considering the following:

- (i) Zed cash flows are converted into rupees and discounted at a risk-adjusted rate.
- (ii) All cash flows for these projects will be discounted at a rate of 18% to reflect its high risk.
- (iii) Ignore taxation.

Year	Year - 1	Year - 2	Year - 3
PVIF @ 18%	0.847	0.718	0.609

OR

Q.2. B	An Indian infrastructure company is planning to raise funds for an overseas expansion project in Germany. Instead of borrowing domestically, the firm is considering borrowing from Germany , Please illustrate different Euro debt instruments available for raising funds.	7	3
Q.2. C	Vayu Aeronautics Limited has proposed to expand its operations, for which it requires funds of \$ 20 million, net of issue expenses which	8	3



	<p>amount to 4% of the issue size. It proposes to raise the funds through a GDR issue. It considers the following factors in pricing the issue:</p> <p>(i) The expected domestic market price of the share is ₹ 450.</p> <p>(ii) 2 shares underlie each GDR.</p> <p>(iii) Underlying shares are priced at a 5% discount to the market price.</p> <p>(iv) Expected exchange rate is ₹ 75/\$.</p> <p>(v) The face value of one equity share is ₹ 10.</p> <p>You are required to compute the number of GDRs to be issued and the cost of the GDR to Vayu Aeronautics Limited, if a 25% dividend is expected to be paid with a long-term growth rate of 15%.</p> <p>(1) You, as a financial consultant, are required to compute the number of GDRs to be issued and the cost of the GDR.</p> <p>(2) What is your suggestion if the company receives an offer from a New York-based investment bank willing to provide an equivalent dollar loan with an interest rate of 14%?</p>		
Q.3. A.	<p>A paint manufacturer will need 6000 barrels of oil in 6 months from today.</p> <p>a) As a financial manager, create a hedging strategy to hedge if Today the spot price of oil is Rs. 2000 Rs /barrel , future price is 2100 Rs/barrel and 1 future contract contains 100 barrels.</p> <p>b) Calculate the net amount paid by the paint manufacturer if after six months spot price was 2300 Rs/ barrel and future price is 2350 Rs./barrel.</p>	8	2
Q.3.B	<p>From a policymaker's perspective, discuss the meaning of international finance and its major objectives.</p>	7	1
	OR		
Q.3.C.	<p>An Indian pharmaceutical company exports a large portion of its products to the United States. Over the past few months, the Indian Rupee (INR) has depreciated against the US Dollar (USD), impacting the firm's revenues and competitiveness.</p> <p>- Explain how the exchange rate between INR and USD is determined using the market theory approach and Discuss causes of exchange rate fluctuations.</p>	8	2

	- Analyze how depreciation of INR affects the company's export revenues and cost structure.		
Q.3.D.	As a Geo economist, discuss the Benefits and challenges faced by the European monetary system.	7	1
Q.4.	Explain the following concepts (5 marks each)	15	
	a) Translation Exposure		4
	b) GDR		3
	c) Arbitrage		1