



SOMAIYA

VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

BRANCH: Bachelor of Business Management	SEM: IV
ATKT	APR-2026

Sr. No.	Subject	Available
1.	Consumer Behavior & Customer Insights	
2.	Research Methodology	
3.	Strategic Management	
4.		
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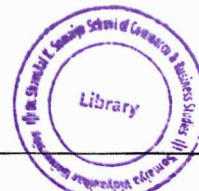
10 APR 2026



Semester (July 2024 to November 2024)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code:06 Programme: BBM	Class: SYBBM	Semester: IV
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies
Course Code:	Name of the Course: Consumer Behaviour & Customer Insights	
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 new healthy snack brand "NutriBites" has entered the market. The company has noticed that young consumers prefer snacks that are tasty, healthy, and convenient to carry. To attract customers, the brand uses colorful packaging, social media advertising, and influencer marketing. Many college students have started buying NutriBites because they believe it is healthier than chips and chocolates.		
Q.1.A	Identify two factors influencing consumer behaviour in the above case.	05	CO 1
Q.1.B	Explain how perception affects the buying decision of NutriBites customers.	05	CO 2
Q.1.C	Suggest two marketing strategies the company can use to improve customer insights.	05	CO 3
Q.2.A	Explain the types of consumer buying behaviour with suitable examples.	15	CO 4
	OR		
Q.2.B	Explain the Consumer Decision Making Process with suitable	08	CO 3

	examples.		
Q.2.C	Describe the role of culture and social class in influencing consumer behaviour.	07	CO 2
Q.3.A	What is consumer perception? Explain any three factors influencing perception.	07	CO 1
Q.3.B	Explain the concept of learning in consumer behaviour with examples.	08	CO 2
	OR		
Q.3.C	Explain the following concepts of consumer behaviour- a) Motivation b) Attitude c) Personality and Lifestyle	15	CO 4
Q.4.A	Define Customer Insights and explain three methods used by companies to collect customer insights.	15	CO 1
	OR		
Q.4.B	Explain the importance of customer satisfaction and feedback in understanding consumer behaviour. Provide suitable examples.	15	CO 3



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Semester (April 2026)		
Examination: End Semester Examination ATKT April 2026 (UG Programmes)		
Programme code: 06 Programme: BBM	Class: SY	Semester: IV
Name of the Constituent College: SKSSCBS	Name of the Department: Dept. of Business Studies	
Course Code:	Name of the Course: Research Methodology	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Figures to the right indicate maximum marks.		
2) Draw neat diagrams 3) Assume suitable data if necessary 4) Attempt all questions		

Question No.		Max. Marks																																				
Q.1. A	<p>Solve the Following sums</p> <p>1. A die is thrown 180 times with following results:</p> <table border="1" style="width: 100%; text-align: center;"> <tr> <td style="width: 15%;">Numbers turned up</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>Frequency</td> <td>32</td> <td>24</td> <td>35</td> <td>22</td> <td>42</td> <td>25</td> </tr> </table> <p>From the above data, Is the die unbiased?</p> <p>2. Marks of 10 students are as follows: —</p> <table border="1" style="width: 100%; text-align: center;"> <tr> <td style="width: 5%;">Sr. No.</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> </tr> <tr> <td>Marks (Out of 100)</td> <td>45</td> <td>56</td> <td>65</td> <td>67</td> <td>57</td> <td>79</td> <td>61</td> <td>51</td> <td>59</td> <td>60</td> </tr> </table> <p>Can we say that the variance of the distribution of weight of all students from which the above sample of 10 students was drawn is equal to 40 marks? Test this at 1% level of significance.</p>	Numbers turned up	1	2	3	4	5	6	Frequency	32	24	35	22	42	25	Sr. No.	1	2	3	4	5	6	7	8	9	10	Marks (Out of 100)	45	56	65	67	57	79	61	51	59	60	
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Frequency	32	24	35	22	42	25																																
Sr. No.	1	2	3	4	5	6	7	8	9	10																												
Marks (Out of 100)	45	56	65	67	57	79	61	51	59	60																												

		Chi-Square (χ^2) Distribution										
		Area to the Right of Critical Value										
Degrees of Freedom		0.995	0.99	0.975	0.95	0.90	0.10	0.05	0.025	0.01	0.005	
1		—	—	0.001	0.004	0.016	2.706	3.841	5.024	6.635	7.879	
2		0.010	0.020	0.051	0.103	0.211	4.605	5.991	7.378	9.210	10.597	
3		0.072	0.115	0.216	0.352	0.584	6.251	7.815	9.348	11.345	12.838	
4		0.207	0.297	0.484	0.711	1.064	7.779	9.488	11.143	13.277	14.860	
5		0.412	0.554	0.831	1.145	1.610	9.236	11.071	12.833	15.086	16.750	
6		0.676	0.872	1.237	1.635	2.204	10.645	12.592	14.449	16.812	18.548	
7		0.989	1.239	1.690	2.167	2.833	12.017	14.067	16.013	18.475	20.278	
8		1.344	1.646	2.180	2.733	3.490	13.362	15.507	17.535	20.090	21.955	
9		1.735	2.088	2.700	3.325	4.168	14.684	16.919	19.023	21.666	23.589	
10		2.156	2.558	3.247	3.940	4.865	15.987	18.307	20.483	23.209	25.188	
11		2.603	3.053	3.816	4.575	5.578	17.275	19.675	21.920	24.725	26.757	
12		3.074	3.571	4.404	5.226	6.304	18.549	21.026	23.337	26.217	28.299	
13		3.565	4.107	5.009	5.892	7.042	19.812	22.362	24.736	27.688	29.819	
14		4.075	4.660	5.629	6.571	7.790	21.064	23.685	26.119	29.141	31.319	
15		4.601	5.229	6.262	7.261	8.547	22.307	24.996	27.488	30.578	32.801	
16		5.142	5.812	6.908	7.962	9.312	23.542	26.296	28.845	32.000	34.267	
17		5.697	6.408	7.564	8.672	10.085	24.769	27.587	30.191	33.409	35.718	
18		6.265	7.015	8.231	9.390	10.865	25.989	28.869	31.526	34.805	37.156	
19		6.844	7.633	8.907	10.117	11.651	27.204	30.144	32.852	36.191	38.582	
20		7.434	8.260	9.591	10.851	12.443	28.412	31.410	34.170	37.566	39.997	
21		8.034	8.897	10.283	11.591	13.240	29.615	32.671	35.479	38.932	41.401	
22		8.643	9.542	10.982	12.338	14.042	30.813	33.924	36.781	40.289	42.796	
23		9.260	10.196	11.689	13.091	14.848	32.007	35.172	38.076	41.638	44.181	
24		9.886	10.856	12.401	13.848	15.659	33.196	36.415	39.364	42.980	45.559	
25		10.520	11.524	13.120	14.611	16.473	34.382	37.652	40.646	44.314	46.928	
26		11.160	12.198	13.844	15.379	17.292	35.563	38.885	41.923	45.642	48.290	
27		11.808	12.879	14.573	16.151	18.114	36.741	40.113	43.194	46.963	49.645	
28		12.461	13.565	15.308	16.928	18.939	37.916	41.337	44.461	48.278	50.993	
29		13.121	14.257	16.047	17.708	19.768	39.087	42.557	45.722	49.588	52.336	
30		13.787	14.954	16.791	18.493	20.599	40.256	43.773	46.979	50.892	53.672	
40		20.707	22.164	24.433	26.509	29.051	51.805	55.758	59.342	63.691	66.766	
50		27.991	29.707	32.357	34.764	37.689	63.167	67.505	71.420	76.154	79.490	
60		35.534	37.485	40.482	43.188	46.459	74.397	79.082	83.298	88.379	91.952	
70		43.275	45.442	48.758	51.739	55.329	85.527	90.531	95.023	100.425	104.215	
80		51.172	53.540	57.153	60.391	64.278	96.578	101.879	106.629	112.329	116.321	
90		59.196	61.754	65.647	69.126	73.291	107.565	113.145	118.136	124.116	128.299	
100		67.328	70.065	74.222	77.929	82.358	118.498	124.342	129.561	135.807	140.169	
.Q.2. A.	Define Research. Explain various types of Research with examples of your choice.											15 M
		OR										
Q.2. B.	Explain the research process with the help of a research topic of your choice.											15 M
		OR										
Q.3. A.	Elaborate on hypothesis? Explain the concept of testing hypotheses.											15 M
		OR										
Q.3. B.	Analyse the following case study: As a social science researcher, you are informed to conduct a research on "Effect of Consanguineous marriage on the mental health of youth." As a researcher, you are supposed to prepare: 1. Target Respondents (Demographic Details) 2. Research Objective (List minimum 3) 3. Structured Questionnaire											15 M
Q.4. A.	Explain classification of sampling methods with suitable diagrams.											7 M
		OR										
Q.4. B.	Explain the following concepts: 1. Type II Error 2. Non-Probability Sampling 3. Null Hypothesis 4. Ethics in Research 5. Bibliography 6. Research Synopsis 7. Indexing 8. Tabulation											8 M

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| | <ol style="list-style-type: none">9. Universe10. Action Research11. Dichotomous Question12. Research Report13. Webliography14. Population15. Ethnography | |
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ATKT
Paper
27/3/26
BBM-5th-IV



Examination: ATKT Examination March/April 2024 (UG Programmes)		
Programme code: 07 / 06 Programme: BBA Hons / BBM	Class: SY	Semester: IV
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U07C401/131U06C401	Name of the Course: Strategic Management	
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	Briefly explain the steps involved in strategic management.	8	CO1
B	Enumerate different factors influencing of strategic decisions.	7	CO1
	OR		
Q.1. C	Diagrammatically explain BCG matrix in detail.	8	CO2
D	Briefly explain the need and importance of strategic analysis.	7	CO2
Q.2. A	Write a note on resource allocation.	8	CO2
B	Give suitable examples and explain Restructuring strategies in detail.	7	CO3
	OR		
Q.2. C	Describe different corporate, business and functional level strategies adopted by different organizations.	15	CO3
Q.3. A.	Identify diversification type along with the need to diversify. Also enlist other types of diversification options available for an organization	8	CO3
B	Write a note on Internationalization strategy.	7	CO3
	OR		
Q.3. C	List down the steps involved in strategic implementation.	8	CO3
D	Write a note on Strategic surveillance and performance benchmarking.	7	CO4
Q.4	Solve the following Case Study	15	
	Mr. N.R. Narayana Murthy is one of the well-known Indian entrepreneurs who failed before achieving success. He started his journey from IIMA and established a small startup firm known as Softronics. But the business failed miserably, and he ended up joining Patni Computer Systems. Mr. Murthy had a different dream, for which he established another company with the name Infosys Technologies along with his six other partners. Now, Infosys is one of the most highly successful IT (Information Technology) firms across the globe with its presence in over 46 countries and serving clients in numerous industries. Infosys places a strong emphasis on innovation to stay competitive in the		

	<p>rapidly evolving technology landscape. The company invests heavily in R & D, fosters a culture of creativity and entrepreneurship, and actively seeks out partnerships with leading technology firms and academic institutions. Infosys views its employees as key assets and invests heavily in talent development initiatives like training programs, career programs, employee motivation and retention. Infosys places a strong emphasis on understanding its clients businesses and delivering value added services tailored to their specific needs. He is now regarded as a successful leader and a philanthropist.</p>		
	Questions-		
i)	Analyze the reasons for failure of earlier business.	5	CO4
ii)	List down different strategies adopted by Infosys.	5	CO2
iii)	Highlight different qualities with reference to Mr. Narayan Murthy.	5	CO3