SOMAIYA
VIDYAVIHAR UNIVERSITY
Dr. Shantilal K. Somaiya School of Commerce and Business Studies

QUESTION PAPERS

BRANCH: Minor	**SEM: IV**
ATKT	**JUN-2026**

Sr. No.	Subject	Available
1.	231UV404 – CRM & MM	
2.	Derivative Market	
3.	231UV417 – Management Accounting	
4.	Minor in Taxation	
5.	231UV602 – Financial Management	
6.	231UV306 – Minor in Management	
7.		
8.		
9.		
10.		
11.		
12.		
13.		

LIBRARY

ATKT
Minor
Sem-IV

SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2025-March 2026) Examination: End Semester Examination March 2026 (UG Programmes)		
Programme code: Programme: Minor in Marketing	Class: SY	Semester: IV
Name of the Constituent College: Dr. Shantilal K somaiya School of Commerce and Business studies	Name of the Department: Business Studies	
Course Code: 231UV404	Name of the Course: CRM &MM	
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.	Case study StyleHub is a popular fashion retail chain operating in several metropolitan cities. The company initially focused on attracting new customers through heavy discounts and seasonal offers. Although the strategy helped increase sales in the short term, the management noticed that many customers did not return after their first purchase. To address this issue, the company decided to focus on customer loyalty building rather than only acquiring new customers. StyleHub introduced a loyalty program called "Style Rewards." Customers were given membership cards that allowed them to earn reward points on every purchase. These points could later be redeemed for discounts or exclusive products. The company also started sending personalized messages, birthday discounts, and early access to new fashion collections to its loyal customers. Over time, StyleHub observed that many first-time buyers gradually became repeat customers and later turned into brand advocates who recommended the store to friends and family.	15	CO 1

	By applying the Ladder of Loyalty concept, StyleHub aimed to move customers from the stage of prospects → customers → clients → supporters → advocates. The company also built stronger emotional connections with customers through personalized services and improved in-store experiences. As a result, customer retention increased significantly and StyleHub developed a loyal customer base that contributed to long-term profitability. **Questions** 1. Analyze how loyalty building as a process helped StyleHub improve customer retention and long-term relationships. 2. Explain how the Ladder of Loyalty model can be applied to convert first-time buyers into loyal brand advocates. 3. Evaluate the role of emotional and financial bonding strategies in strengthening customer relationships.		
Q.2.A	Assume you are a CRM manager in a hospitality or airline company. Apply CRM concepts to design a customer relationship strategy that will help the organization enhance customer loyalty, improve service quality, and increase repeat customers.	15	CO2
	OR		
Q.2.B	A company finds that some of its customers generate high revenue while others contribute very little or even lead to losses. Apply CRM concepts to suggest strategies for converting good customers into loyal customers and analyze how organizations should handle unprofitable customers while maintaining long-term customer retention.	15	CO2
Q.3.A.	A company wants to promote a new health drink among young consumers. Apply the media planning process to develop a suitable media strategy and analyze how different media channels influence the consumer buying decision.	15	CO3

	OR		
Q.3.B.	A company wants to select appropriate media channels for its advertising campaign. Apply the concept of media research and analyze how sources such as Audit Bureau of Circulation (ABC), National Readership Survey (NRS/IRS), Television Rating Points (TRP), and Listenership Surveys help media planners in making effective media decisions.	15	CO3
Q.4.A.	A company plans to launch a new consumer product targeted at urban youth. Create a comprehensive media mix strategy by selecting suitable media such as print, television, radio, and out-of-home (OOH) media. Justify your choices by considering their advantages, limitations, and target audience reach.	15	CO4
	OR		
Q.4.B.	Evaluate the steps involved in formulating a media strategy, including target group identification, market prioritization, media mix selection, and media scheduling. Based on your evaluation, design a media strategy plan for promoting a new consumer product in a competitive market.	15	CO4

ATKT
Minor
Sem-IV

SOMAIYA
VIDYAVIHAR UNIVERSITY

March/April 2026
Examination: End Semester Examination (UG/PG Programmes)

Programme Code:
Programme: Minor in Financial Markets
Class: SY
Semester: IV
Name of the School: Dr. Shantilal K Somaiya School of Commerce and Business Studies
Name of the Department: Accounting & Finance
Course Code:
Name of the Course: Derivative Market
Duration : 2 Hrs.
Maximum Marks : 60
Instructions: 1) Question No. 1 is compulsory 2) Draw neat diagrams wherever required 3) Assume suitable data if necessary 4) Figures to the right indicate the full marks.

Question No.		**Max. Marks**	**CO**
Q1	Answer the Following:		
a)	Discuss the Difference between American and European Options	5	CO3
b)	Explain the meaning of Derivatives and their discuss its features.	5	CO1
c)	Discuss the pricing of Futures Contracts.	5	CO2
Q 2			
a)	Discuss the main participants in the derivatives market and describe their role in detail.	8	CO1
b)	Explain the evolution of the derivatives market.	7	
	OR		
c)	Explain & illustrate the Cost of Carry Model for Futures Pricing from the following details: The price of XYZ Ltd. stock on 15-01-24 was ₹180 and the futures price on the same date for June 2024 was ₹195. Other features of the contract and related information are: Time to expiration = 4 months Borrowing rate = 10% per annum Annualized dividend on the stock = 20% payable before maturity Face value of the stock = ₹10 Based on the above information, what should be the futures price of XYZ Ltd. stock using the Cost of Carry Model?	15	CO2
Q 3			
a)	Explain the meaning, concept and use of Delta and Gamma.	7	CO4
b)	Explain in detail the concept of Delta Hedging.	8	CO3
	OR		

c)	Illustrate and explain options pay-offs using a pay- off table and graph from the following details: • Long Call option of NIFTY with strike price of 24000 at a premium of Rs. 75.50 with expiry date 28th April, 2026 • Assume the NIFTY @ expiry to have the following price ranges- Rs. 23000, Rs. 24000, Rs. 24500, Rs. 25000, Rs. 25700.	15	CO3
Q 4 a)	Explain and illustrate with Diagram the following Option Trading Strategies using examples. i) Bull Call Spread ii) Bear Put Spread	15	CO4
	OR		
b)	Discuss in brief the Option Contract Specifications like Contract Size, Strike Price, Expiry Date, Option style, Option Premium, Settlement Type, Margin Requirement etc.	15	CO4

ATKT
Minor
sem-IV

SOMAIYA
VIDYAVIHAR UNIVERSITY

March/April 2026
Examination: In Semester Examination (UG/PG Programmes)

Programme code: 02 **Programme: Accounting and Finance**	**Class:** SY	**Semester:** IV
Name of the School: Dr. Shantilal K. Somaiya School of Commerce and Business Studies	**Name of the Department** Accounting and Finance	
Course Code: 231UV417	**Name of the Course: Minor in Accounting (Management Accounting)**	
Duration : 2 Hr.	**Maximum Marks : 60**	

Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary 3) Simple Calculator is allowed.

Q. No.		Max. Mark	CO
Q1	Answer the following (3 X 5 marks)	(15)	
A)	Complete the following is the Common-size Balance Sheet of Myntra Ltd as on 31.3.25		CO5

Sources of Funds	*Amount*	*%*
Equity Share Capital	?	50%
Reserves and Surplus	?	28%
Borrowed Funds	?	?
Total	?	?
Application of Funds	***Amount***	***%***
Fixed Assets	?	65%
Investments	1,00,000	?
Working Capital	?	25%
Total	10,00,000	?

CO3

CO2

B) Pass Journal Entry and explain whether the following transactions results in inflow or outflow of cash:

1) Preference Shares of Rs 5,00,000 redeemed at a premium of 10%
2) Building worth Rs. 3,00,000 is sold at Rs. 3,30,000
3) Goodwill Written off Rs. 5,000

C) Current ratio of company is 3.5 :1 and Liquid Ratio is 3:1. If working capital of the company is Rs. 3,00,000. Find out Current Assets and Current Liabilities. Also find out closing stock assuming that there is no bank overdraft and prepaid expenses.

Q2 A) Following balances are extracted from the trial balance of Orient Ltd for the year ended on 31/3/2025 (15) CO1

Particulars	***Amount***	***Particulars***	***Amount***
Sales	18,25,000	Interest received	45,000
Sales Returns	25,000	Profit on sale of Investments.	5,000
Purchases	8,00,000	Printing Charges	65,000
Opening Stock	1,50,000	Repairs to Furniture	18,500
Carriage Inward	50,000	Audit Fees	20,500
Wages	75,000	Conveyance Exp	8,000
Depreciation on Machinery	25,000	Closing Stock	2,00,000
Depreciation on Furniture	12,000	Delivery Expenses	22,000
Depreciation on Delivery Van	20,000	Exhibition Expenses	18,000
Loss on sale of Furniture	5,000	Salesmen Commission	25,500
Debenture Interest	15,000	Catalogue printing	7,000
Bank Charges	2,500	Income Tax	1,60,000
Salary to Office Staff	2,50,000		

Prepare Vertical Income Statement

OR

Q2 B) Balance Sheet of Kajaria Limited for the year ended on 31/03/2025 is as follows: (15) CO2

Balance Sheet as on 31st March, 2025

Liabilities	***Amount***	***Assets***	***Amount***
Equity Share Capital	4,50,000	Goodwill	67,500
8% Preference Capital	1,50,000	Land and Building	3,45,000
Profit & Loss Account	75,000	Plant and Machinery	2,25,000
General Reserve	45,000	Furniture	1,20,000
Capital Reserve	1,05,000	Trade Investments	1,80,000
10% Debentures	1,50,000	Sundry Debtors	52,500
9% Bank Loan	2,25,000	Bills Receivable	1,57,500
Sundry Creditors	30,000	Cash Balance	61,500
Outstanding Expenses	15,000	Preliminary Expenses	54,000
Bank Overdraft	45,000	Underwriting Comm^n	27,000
	12,90,000		12,90,000

Convert above into Common-Size Balance Sheet.

Q3 A) Following is the Balance Sheet of Yasmin Ltd as on 31st Mach, 2025 (15) CO3

Balance Sheet as on 31st March, 2025

Liabilities	***Amount***	***Assets***	***Amount***
Equity Share Capital	4,00,000	Trade Mark	1,20,000
(Face value Rs. 100)		Land & Building	4,25,000
9% Preference Capital	3,00,000	Plant & Machinery	2,35,000
12% Debentures	1,50,000	Debtors	1,30,000
General Reserve	60,000	Stock	1,20,000
Profit and Loss A/c	70,000	Bills Receivable	1,00,000
Bank Overdraft	80,000	Bank Balance	70,000
Income Tax Provision	70,000	Preliminary Expenses	10,000
Creditors	80,000		
	12,10,000		12,10,000

Other Information:

Net Profit after Tax is Rs. 3,87,000 and Net Profit Before Interest and Tax is Rs. 4,62,000. Calculate: a) Current Ratio b) Acid Test Ratio c) Stock Turnover Ratio if Opening stock on 1.4.2024 was Rs. 1,10,000 d) Earning Per Share e) Returns on Capital Employed.

OR

B) Profit and loss accounts details of Uttarayan limited for the year ended on 31st March, 2025 are as follows: (15) CO3

Particulars	***Amount***	***Particulars***	***Amount***
Gross Sales	20,20,000	Administrative Expense	2,50,000
Sales Returns	20,000	Selling Expenses	1,50,000
Opening Stock	2,50,000	Financial Expenses	50,000
Purchases	11,50,000	Income Tax	50%
Closing Stock	3,00,000		

Calculate following Ratios:

a) Stock Turnover Ratio
b) Operating Cost Ratio
c) Gross Profit Ratio
d) Net Profit After and Before Tax Ratio
e) Debtors Turnover Ratio, if 70% of net sales are credit sales and Average debtors are Rs. 4,00,000

Q4 A) Intel Limited provides following information of their production and cost structure for the year ended on 31.3.2025 (15) CO4

At 100% working capacity, it produces 8,00,000 units. Company utilize 60% of its capacity during the current year. Material cost is Rs. 10 p.u., Labour cost Rs. 7 p.u., Overhead cost Rs. 3 p.u. Selling price 25 p.u.

a) Company maintains 2 months raw material in stock
b) Material processing period is 1.5 months
c) Finished goods remain in warehouse for 1 month.
d) Out of total sales 50% are credit sales. Credit allowed to customers is 2 months
e) Company purchases 30% of its material from Germany by paying 1.5 months payment in advance. Remaining suppliers allowed 1 month credit.
f) Time lag in payment of wages and overheads is 1.5 months
g) Company maintains cash balance @ 20% of Net working capital.

Determine working capital requirement for the year 2025-26

OR

Q4 B) Following are the balance sheets of Little Star ltd. For the year ended on 31/3/.. (15) CO5

Liabilities	***2024***	***2025***	***Assets***	***2024***	***2025***
Equity Share Capital	2,00,000	3,00,000	Goodwill	55,000	50,000
Share Premium	50,000	75,000	Machinery	3,85,000	5,00,000
Profit & Loss Account	1,00,000	1,50,000	Furniture	95,000	70,000
General Reserve	2,00,000	2,30,000	Investments	2,00,000	2,85,000
Debentures	3,00,000	2,50,000	S. Debtors	80,000	1,10,000
S. Creditors	50,000	85,000	Prepaid Expenses	50,000	40,000
Proposed Dividend	40,000	65,000	Bills Receivable	70,000	1,00,000
Outstanding Expenses	30,000	25,000	Bank Balance	28,000	17,000
			Cash Balance	7,000	8,000
	9,70,000	11,80,000		9,70,000	11,80,000

Additional Information:

a) Equity Shares of Rs. 1,00,000 were issued at a premium of Rs. 25,000
b) Debentures of Rs. 50,000 are redeemed during the year.
c) Depreciation on Machinery is charged of Rs. 15,000 and on furniture Rs. 5,000
d) Furniture of Rs. 20,000 is sold for Rs. 22,000

Prepare cash flow statement as per Accounting Standard 3

ATKT
Minor
Sem - IV

SOMAIYA
VIDYAVIHAR UNIVERSITY

March/April - 2026
Examination: In Semester Examination (UG - Programmes)

Programme code: 02 **Programme:** Accounting and Finance	**Class:** S.Y.	**Semester:** IV
Name of the School: Dr. Shantilal K Somaiya School of Commerce and Business Studies	**Name of the Department :** Accounting and Finance	
Course Code:	**Name of the Course:** Minor in Taxation	
Duration : 2 Hr.	**Maximum Marks :** 60	

Instructions:
1) QNo 2 to QNo 4 are compulsory with Internal Choice.
2) QNo 1. is compulsory.
3) Each Questions carries 15 marks.
4) Figures to the right indicate marks assigned to the questions.
5) Working notes should form part of your answer.

Q. No.		Max. Marks	CO
Q.1.	Conceptual Questions		
a)	Mr and Mrs Shah are coming back to India from a 1.5 year stay at USA. They are planning to bring gold along with them. Determine how much gold they can import under the baggage rules.	05	03
b)	Mohan imported a machinery worth Rs. 40, 00,000 on 10/6/2025. The basic custom duty is 30%. Integrated tax leviable is 15%. Assume SWS @ 10%. Determine the total customs duty payable on the imported machine.	05	02
c)	Explain the concept of deemed exports in short.	05	04
Q.2.A]	Determine Effective date of registration in the following two cases: a) The aggregate turnover of Rampur Industries of Chennai exceeds Rs. 20 Lakhs on 1st September. It submits the application for registration on 20th September. Registration certificate is granted on 25th September. b) Tata Teleservices is an internet service provider in Lucknow. Its aggregate turnover exceeds Rs. 20 Lakhs on 25th October. It submits the application for registration on 27th November. Registration certificate is granted on 5th December.	08	01
Q.2.B]	After visiting USA for a month, Mrs. and Mr. Patil(Indian residents aged 35 and 40 years respectively) brought to India • a laptop computer valued at Rs. 60,000, • perfumes valued at Rs 8,000 • chocolates of Rs 4500 for personal consumption • used personal effects valued at Rs. 1,20,000 and • a personal computer for Rs. 54,000.	07	03

<table>
<tr><td></td><td>Calculate the customs duty payable assuming 40% Basic custom duty and 10% surcharge.</td><td></td><td></td></tr>
<tr><td></td><td>OR</td><td></td><td></td></tr>
<tr><td>Q.2.C]</td><td>Name the items to be included under the baggage policy as per annexure I, annexure II and annexure III.</td><td>08</td><td>03</td></tr>
<tr><td>Q.2.D]</td><td>Mona and Bittu are coming back from a foreign trip to Qatar. They are planning to bring certain items as baggage while coming back. You are required to advise them which items they can bring duty free along with them as per annexure me, II and III of baggage rules.</td><td>07</td><td>03</td></tr>
<tr><td>Q.3.A]</td><td>From the following particulars, calculate total customs duty and integrated tax payable:
<table>
<tr><td>Date of presentation of bill of entry:</td><td>20.6.20XX [Rate of BCD 20%; Inter-bank exchange rate: Rs. 61.60 and rate notified by CBIC Rs. 70]</td></tr>
<tr><td>Date of arrival of aircraft in India:</td><td>30.6.20XX[Rate of BCD 10%; Inter-bank exchange rate: Rs. 61.80 and rate notified by CBIC Rs. 73.00]</td></tr>
<tr><td>Rate of Integrated tax</td><td>12%.</td></tr>
<tr><td colspan="2">Ignore GST Compensation Cess</td></tr>
<tr><td colspan="2">CIF value 2,000 US Dollars</td></tr>
<tr><td>Air freight</td><td>500 US Dollars</td></tr>
<tr><td>Insurance cost</td><td>100 US Dollars</td></tr>
<tr><td colspan="2">Social Welfare Surcharge 10%</td></tr>
</table>
</td><td>15</td><td>02</td></tr>
<tr><td></td><td>OR</td><td></td><td></td></tr>
<tr><td>Q.3.B]</td><td>Compute the assessable value and custom duty payable from the following information: Date of import 20th February 2025 a) FOB value of Machine – 8,000 UK Pounds
b) Freight paid (air) – 2500 UK Pounds
c) Design of development charges paid in UK – 500 UK Pounds
d) Commission payable to local agent @2% of FOB in Indian
e) Date of bill of entry 24-02-2025 (Rate BCD 10% Exchange rate by CBIC ₹100 per UK Pound)
f) Date of arrival of aircraft 20-02-2025 (Rate BCD 18% Exchange rate as notified by CBIC ₹95 per UK Pound)
g) Integrated tax leviable under section 3(7) of CTA 1975 @ 12%.</td><td>15</td><td></td></tr>
</table>

Q.4.A]	Mr. Iyer, an Indian entrepreneur went to London to explore new business opportunities on 7th April, 2016. 35550 His wife also joined him in London after three months. The following details are submitted by them with the Customs authorities on their return to India on 21.04.2017: • used personal effects worth Rs. 90,000, • 2 music systems each worth Rs. 50,000, • the jeweller brought by Mr. Iyer worth Rs. 49,500 [20 grams] and the jeweller brought by his wife worth Rs. 97,500 [40 grams] With reference to Baggage Rules, 2016, determine whether Mr. and Mrs. Iyer will be required to pay any customs duty?	08	03
Q.4.B]	Discuss the storage of goods in warehouse without payment of duty. Also explain the process of removal of goods from such warehouse.	07	03
	OR		
Q.4.C]	Short note : Deemed exports	08	04
Q.4.D]	Explain the concept of status holders and its categories. Also discuss the privileges enjoyed by them.	07	04

ATKT
Minor
Sem-IV

SOMAIYA
VIDYAVIHAR UNIVERSITY

March/April 2026
Examination: End Semester Examination (UG/PG Programmes)

Programme code: 02 **Programme:** Accounting & Finance	**Class:** SY	**Semester: IV**
Name of the School: Dr. Shantilal K Somaiya School of Commerce & Business Studies	**Name of the Department :** Accounting & Finance	
Course Code: 231UV602	**Name of the Course: Minor in Finance Financial Management**	
Duration : 2 Hr.	**Maximum Marks : 60**	

Instructions: 1) Question 1 is compulsory
2) All questions carry equal marks

Question No.		**Max. Marks**	**CO**
Q1 (a)	Sunrise Ltd. belongs to a risk class of which the appropriate capitalization rate is 10%. It currently has 1,00,000 shares selling at ₹100 each. The firm is contemplating declaration of a dividend of ₹6 per share at the end of the current fiscal year which has just begun. Answer the following questions based on Modigliani and Miller Model and the assumption of no taxes: (i)Calculate the price of the shares at the end of the year if a dividend is not declared? (ii) Calculate the price if a dividend is declared?	5	CO 3
Q1 (b)	LumiTech Ltd. belongs to a risk class for which the appropriate capitalization rate is 12%. The company currently has 80,000 shares outstanding, each selling at ₹120. The firm is considering declaring a dividend of ₹8 per share. The expected market price per share at the end of the year (P1) is ₹126.40. The company expects to earn a net income of ₹12 lakhs and plans new investments worth ₹25 lakhs during the year. Calculate the number of new shares the company must issue	5	CO 3
Q1 (c)	Maxlife Ltd. paid a dividend of Rs. 1.92 per share. The forecast is that the dividend will grow by 9 per cent per annum into the infinite future. If the required rate of return is 12% and the current market price of the company's stock is Rs. 80, calculate the intrinsic value of the company's share. Comment whether the stock is worth buying?	5	CO 1
Q2 (a)	Hindustan Ltd. paid Rs. 2.50 as dividend per share on its equity shares for the last year. Dividends are expected to grow at 10 per cent per annum for an indefinite future.	7	CO 1

	(i) Calculate the value of stock if the required rate of return is 15% (ii) Is it worth investing in the share at the current market price of Rs. 60.		
Q2 (b)	Using the Boston Consulting Group (BCG) Matrix, explain how companies classify their business units with suitable examples.	**8**	CO 1
	OR		
Q2 (c)	An investor purchases a bond having face value of ₹1,000, maturity period is 5 years and the nominal coupon rate of interest is 7%. The required rate of return is 9%. Estimate the price he is willing to pay now to purchase the bond if it matures at par.	**7**	CO 2
Q2 (d)	An investor is planning to purchase a bond with the following details: Face Value: ₹1,000 Coupon Rate: 10% Maturity Period (Par Value): 4 years 1. If the investor desires a yield of 12%, calculate the maximum price he should be willing to pay for the bond? 2. If the bond is currently selling for ₹940, calculate the investor's yield?	**8**	CO 2
Q3 (a)	Explain the concept of Discounted Cash Flow (DCF) valuation. Discuss its underlying principle of time value of money and outline the steps involved in the valuation process.	**7**	CO 3
Q3 (b)	From the following information find out the - (a) Market value of Equity shares (b) Dividend payout ratio. Use Walter's Model and find out optimum dividend payout. Earnings of the company ₹ 10,00,000 Dividend paid ₹ 6,00,000 No. of shares outstanding 2,00,000 Price earning ratio 5 Rate of return on investment 15% Cost of capital 12.5%	**8**	CO 3
	OR		

Q3 (c)	Analyze the various factors influencing dividend decisions of a company. Explain how these factors affect the formulation of dividend policy.	7	CO 3
Q3 (d)	The earnings per share (EPS) of a company is ₹10 and the capitalization rate is 12%. The company is considering adopting dividend payout ratios of (i) 40%, (ii) 60%, and (iii) 80%. Calculate the market price of the company's equity shares using Walter's Model, assuming the company can earn a return on retained earnings of: (a) 16% (b) 12% (c) 8%	**8**	CO 3
Q 4 (a)	Distinguish between the Traditional Approach and Modern Portfolio Theory	**7**	CO 4
Q 4 (b)	Calculate Jensen's Alpha using the following data: Portfolio return = 16%, Risk-free rate = 5%, Market return = 12%, Beta = 1.2. Interpret whether the portfolio manager has outperformed the market.	**8**	CO 4
	OR		
Q 4 (c)	Analyse the role of diversification in reducing risk. Explain how correlation between assets impacts portfolio risk.	7	CO 4
Q 4 (d)	Analyse the importance of Portfolio Monitoring and Rebalancing. Explain the risks that arise if portfolios are not reviewed periodically?	8	CO 4

ATKT
Minor
Sem -IV

SOMAIYA
VIDYAVIHAR UNIVERSITY

Semester (November 2025 to March 2026) Examination: End Semester Examination April 2026 (UG Programmes)		
Programme code:06/07 Programme: minor	Class: SY	Semester: IV
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 231UV306	Name of the Course: minor in 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 skate shop, perhaps the most successful skate shop in the history of the world, owned by a man who doesn't skate and doesn't care much for the sport. A brand that doesn't classify anything as limited, but only releases short runs and never re-releases product. A fashion icon that swears it's not a fashion brand. Supreme is an intriguing, tangled web of contradictions. Maybe that's why the brand was able to rise to such cultural significance: in a certain light, it's hard to tell the difference between "hot mess" and authenticity. If you color outside the lines long enough, you lose the ability to tell where truth ends and myth-making begins. And maybe that's all anyone really wants out of a brand; maybe we want something that appears messy enough that, just for a moment, we suspend disbelief and think maybe this is all one big accident and not the result of years of calculated brand building. Supreme, founded by James Jebbia in 1994, is one of the most extraordinary examples of this—a streetwear brand that transformed limited supply, cultural relevance, and exclusivity into a global phenomenon. What started as a small skate shop in New York's SoHo district has become a billion-dollar brand, selling out every new drop within minutes. Supreme didn't rely on traditional advertising. Instead, it built a devoted following through strategic scarcity, collaborations with high-profile brands, and an unwavering dedication to street culture. Key Strategies That Built Supreme's Cult Following	15	CO1

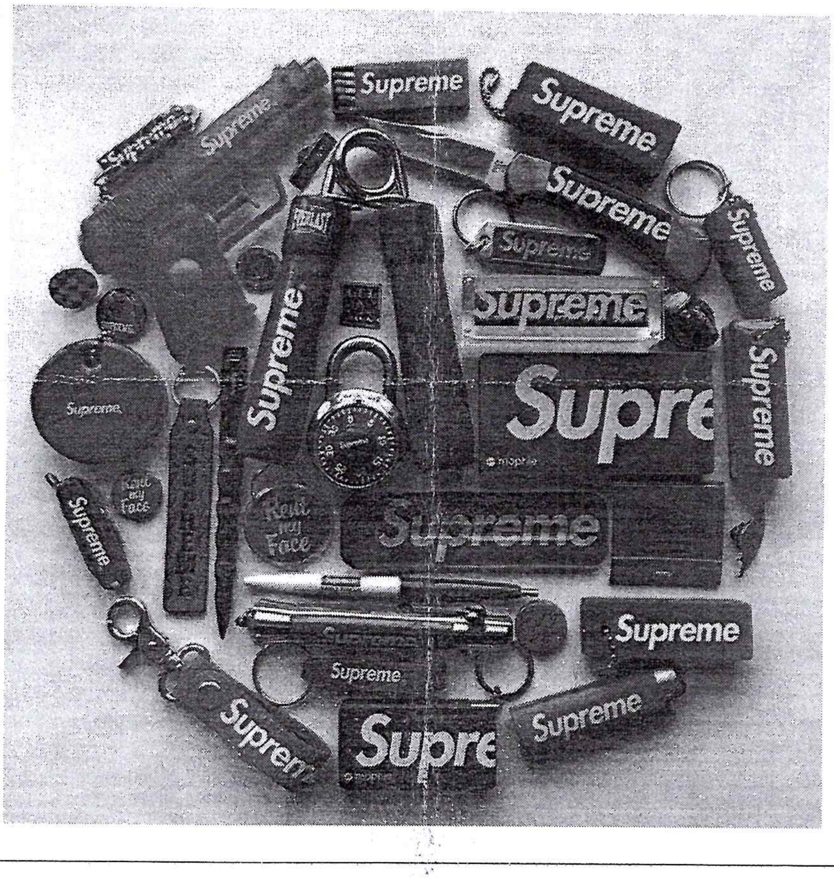
1. Scarcity Marketing & The "Drop" Model

2. Collaborations with High-Profile Brands

3. Community & Cultural Relevance

Supreme's overall approach is different than the one taken by brands that drop an entire collection all at one time. **The effectiveness of Supreme's approach should not be underestimated as habits are central to human nature**. Supreme's customers automatically check the company's website each week at 11:00 am on Thursdays to see what is new and exciting. Having the drops occur at a specific time reinforces this habit. Customers do not have to guess when new merchandise will be available they know the exact times and are always ready to shop.

Even more impressive is the fact that once merchandise is gone it is almost never sold by Supreme again. This creates a heightened level of desire since customers know that if they do not get their hands on a piece of merchandise they will never see it in a Supreme store or on its website again. This turns all of Supreme's drops immediately into limited edition collections. With consumers often driven by FOMO – a fear of missing out, traffic to Supreme's website can spike dramatically after a drop by as much as 17,000% in the past.



	However, there has been a drop in the popularity in the recent times. The products are available on the website and there is no more the myopia about supreme. Based on your understanding of brands and what drives their business on digital space of e-commerce and social media.		
A.	What are the reasons for drop in supreme's popularity in recent times (analyse the competition in global and Indian context)	7 marks	
B.	Referring to the image above provide your opinion on massive demand for supreme merchandise along with its forte of apparels.	8 marks	
Q.2.A	Draw the chart and explain with example the transition from 1P to 5P logistics	15	CO3
	OR		
Q.2.B	In the current scenario, explain the constraints of the shipping world	15	CO4
Q.3.A.	Describe the challenges faced by women entrepreneur and write a note on female entrepreneur of your choice.	15	CO1
	OR		
Q.3.B.	Showcase the different source of funding available to a budding entrepreneur	15	CO2
Q.4.A.	Draw the flowchart and explain the steps or sequence in a business plan	15	CO2
	OR		
Q.4.B.	Justify the complex procedure of cold chain logistics with the help of flowchart for each stages	15	CO3