



# SOMAIYA

## VIDYAVIHAR UNIVERSITY

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

### QUESTION PAPERS

|                                                      |          |
|------------------------------------------------------|----------|
| BRANCH: Bachelor of Business Administration<br>(BBA) | SEM: VI  |
| ATKT                                                 | JUN-2026 |

| Sr. No. | Subject                                         | Available |
|---------|-------------------------------------------------|-----------|
| 1.      | 231U06C607 – Martech                            |           |
| 2.      | 231U07C605 – Indirect Taxation                  |           |
| 3.      | Strategic Brand Management                      |           |
| 4.      | 131U07C501 – Logistic & Supply Chain Management |           |
| 5.      | French                                          |           |
| 6.      | 131U07C602 – Business Analytics                 |           |
| 7.      | German                                          |           |
| 8.      |                                                 |           |
| 9.      |                                                 |           |
| 10.     |                                                 |           |
| 11.     |                                                 |           |
| 12.     |                                                 |           |
| 13.     |                                                 |           |
| 14.     |                                                 |           |
| 15.     |                                                 |           |



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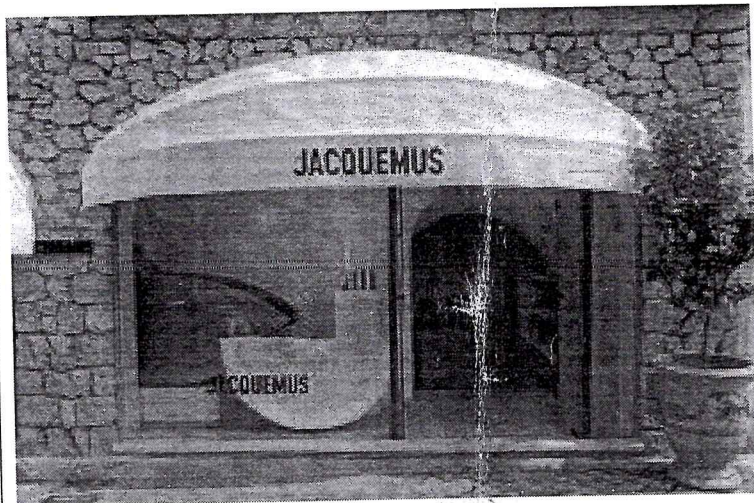
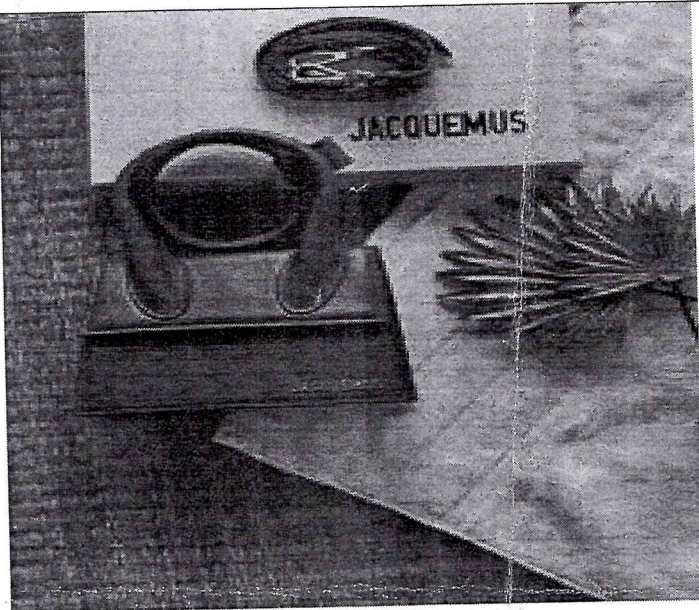
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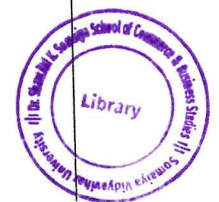
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|----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|--------------|
| Semester (November 2025 to March 2026)                                                                                                                   |                                             |              |
| Examination: End Semester Examination April 2026 (UG Programmes)                                                                                         |                                             |              |
| Programme code: <del>00</del> /07<br>Programme: <del>BBA</del> /BBA                                                                                      | Class: TY                                   | Semester: VI |
| Name of the Constituent College: Dr. S K Somaiya<br>school of commerce and business studies                                                              | Name of the Department: Business<br>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>Since its inception in 2009, Jacquemus has captured global attention with its unconventional approach to luxury fashion marketing. Founded by Simon Porte Jacquemus, the brand has managed to stand out in a competitive landscape by fusing personal storytelling, experiential campaigns, and cutting-edge digital strategies. Unlike traditional luxury houses, Jacquemus embraces a playful, human-centric approach, reimagining how brands interact with their audiences in the digital age.</p> <p>In 2011, Simon Porte Jacquemus, then a 21-year-old fashion school dropout, made headlines with a guerrilla marketing stunt at Vogue's "Fashion Night Out" party on Paris' Avenue Montaigne. He and his friends, donning his designs, staged a mock protest, grabbing attention with their playful and bold approach. This stunt propelled Jacquemus into the public eye, making him a household name in French fashion.</p> <p>Jacquemus' marketing strategy offers valuable insights for brands aiming to connect with modern audiences:</p> <p>Emotional Branding: Build a narrative that resonates deeply with your audience.</p> <p>Experiential Campaigns: Create memorable, shareable moments that extend the brand experience beyond products.</p> <p>Social Media Integration: Use platforms like Instagram not just for visibility but as a tool for meaningful engagement.</p> <p>Collaborative Growth: Partner strategically to enter new markets or demographics while staying true to your core identity.</p> <p>Sustainability: Align with global movements by integrating ethical practices into your brand story.</p> | 15         | CO1           |





- A. Assessing the information and graphic content available to you, List down the criteria or factors coming to play when a consumer decides to buy a luxury handbag.
- B. Provide an overview of martech and branding strategy used by Jacquemus to compete with Industry giants



|        |                                                                                                                                                                                      |    |     |
|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|
|        |                                                                                                                                                                                      |    |     |
| Q.2.A  | Ms. Saniya wants to start an apparel brand using her creative pursuit for tattoos as a backdrop. Create a martech stack for her, using her skills as her forte and USP of the brand. | 15 | CO2 |
|        | OR                                                                                                                                                                                   |    |     |
| Q.2.B  | Justify the impact of digital and social media platform in ruining or enhancing your viewing and shopping experience                                                                 | 15 | CO3 |
|        |                                                                                                                                                                                      |    |     |
| Q.3.A. | Draw a comparison chart between experiential marketing and Agile marketing with elaborate examples for both.                                                                         | 15 | CO1 |
|        | OR                                                                                                                                                                                   |    |     |
| Q.3.B. | Draw a comparison chart between personalized and over personalized marketing with elaborate example for both.                                                                        | 15 | CO3 |

|        |                                                                                                                                                      |    |     |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|
|        |                                                                                                                                                      |    |     |
| Q.4.A. | Justify the impact of VR glasses in marketing of product and services and also provide examples of industries where it has been adopted effectively. | 15 | CO2 |
|        | OR                                                                                                                                                   |    |     |
| Q.4.B. | Showcase the transition from tradition funnel to growth loop with example showing transition.                                                        | 15 | CO4 |







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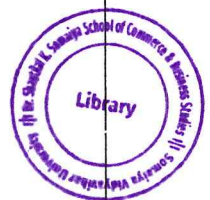


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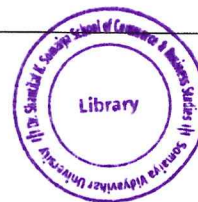
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|--------------------------------------------------------------------------------------------|----------------------------------------------|-------------------------------------------------|
| <b>March 2026</b>                                                                          |                                              |                                                 |
| <b>Examination: In Semester Examination (UG/PG Programmes)</b>                             |                                              |                                                 |
| <b>Programme code:</b> 06207                                                               | <b>Class:</b> TYBBA/TYBBM                    | <b>Semester:</b> VI                             |
| <b>Programme:</b> BBA/BBM                                                                  |                                              |                                                 |
| <b>Name of the School:</b> Dr. Shantilal K Somaiya School of Commerce and Business Studies |                                              | <b>Name of the Department:</b> Business Studies |
| <b>Course Code:</b> 231006C605                                                             | <b>Name of the Course:</b> Indirect Taxation |                                                 |
| <b>Duration :</b> 2 Hrs                                                                    | <b>Maximum Marks :</b> 60                    |                                                 |
| <b>Instructions:</b> Working notes should be part of your answer                           |                                              |                                                 |

| Question No. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Max. Marks                    | CO                            |
|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|-------------------------------|
| Q1           | <p>A “GST has been one of the most significant tax reforms in India.” Discuss</p> <p style="text-align: center;">OR</p> <p>B LMN Supermarket launches a “<b>Monsoon Combo Offer</b>” for ₹3,000 which includes:</p> <ol style="list-style-type: none"> <li>1. A branded raincoat</li> <li>2. A pair of waterproof shoes</li> <li>3. An umbrella</li> <li>4. A gift voucher worth ₹500 (usable on next purchase)</li> </ol> <p>The offer is advertised as a limited-time bundle. Customers can also buy these items separately in the store at their individual prices.</p> <p>During audit, the GST officer questions whether this is a composite supply or mixed supply.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"> <li>1. Determine whether the transaction is a <b>Composite Supply</b> or <b>Mixed Supply</b>.</li> <li>2. Justify your answer with proper reasoning under GST law.</li> <li>3. Explain the tax treatment applicable to this transaction.</li> </ol> <p>C Write a note on registration by Casual Taxable Person and Non-Resident Taxable Person</p> | <p>15</p> <p>08</p> <p>07</p> | <p>01</p> <p>01</p> <p>02</p> |
| Q 2          | <p>A Mr. Rahul runs the following activities in FY 2025–26:</p> <p><b>Business Details:</b></p> <p><b>A. Intra-state taxable supply of goods (Maharashtra)</b> – ₹28,00,000</p> <p><b>B. Intra-state exempt supply of goods</b> – ₹6,00,000</p> <p><b>C. Inter-state supply of goods</b> – ₹8,00,000</p> <p><b>D. Supply of services (within Maharashtra)</b> – ₹7,00,000</p> <p><b>E. Supply through e-commerce operator</b> – ₹5,00,000</p> <p><b>F. Sale of old machinery (capital goods)</b> – ₹4,00,000</p> <p><b>Additional Information:</b></p> <ul style="list-style-type: none"> <li>• He has <b>not taken GST registration yet</b>.</li> <li>• He wants to know whether registration is required.</li> <li>• Threshold limit for goods in his state = <b>₹40,00,000</b>.</li> <li>• He is <b>not engaged in inter-state services</b>.</li> </ul>                                                                                                                                                                                                                                   | 08                            | 02                            |

|             | <p><b>Required:</b></p> <ol style="list-style-type: none"><li>1. Compute <b>aggregate turnover</b>.</li><li>2. Determine whether he is <b>liable for registration</b>.</li><li>3. Identify if he is <b>compulsorily required to register</b> (irrespective of turnover).</li><li>4. State whether he is eligible for <b>Composition Scheme</b>.</li><li>5. Give reasons.</li></ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |             |            |             |          |             |          |    |    |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------|-------------|----------|-------------|----------|----|----|
| B           | <p><b>DEF Enterprises (Registered in Delhi) made the following supplies in October 2026:</b></p> <p><b>Transaction 1</b></p> <ul style="list-style-type: none"><li>• Goods dispatched on <b>4 October 2026</b></li><li>• Invoice issued on <b>10 October 2026</b></li><li>• Payment received on <b>8 October 2026</b></li><li>• Value: <b>₹2,00,000</b></li><li>• GST Rate: <b>18%</b></li><li>• Buyer located in <b>Delhi</b></li></ul> <p><b>Transaction 2</b></p> <ul style="list-style-type: none"><li>• Goods supplied from <b>Delhi to Rajasthan</b></li><li>• Goods delivered on <b>15 October 2026</b></li><li>• Invoice issued on <b>12 October 2026</b></li><li>• Payment received on <b>20 October 2026</b></li><li>• Value: <b>₹3,00,000</b></li><li>• GST Rate: <b>12%</b></li></ul> <p><b>Transaction 3</b></p> <ul style="list-style-type: none"><li>• Professional consultancy service</li><li>• Advance received on <b>1 October 2026</b></li><li>• Service completed on <b>25 October 2026</b></li><li>• Invoice issued on <b>30 October 2026</b></li><li>• Value: <b>₹1,00,000</b></li><li>• GST Rate: <b>18%</b></li><li>• Recipient located in <b>Maharashtra</b></li></ul> <p><b>Required:</b></p> <ol style="list-style-type: none"><li>1. Determine the <b>Time of Supply</b> for each transaction with reasons</li><li>2. Determine the <b>Place of Supply with reasons</b></li><li>3. State whether <b>CGST+SGST or IGST</b> applies.</li><li>4. Compute the <b>GST payable</b> in each case.</li></ol> <p style="text-align: center;">OR</p> | 07          | 02&03      |             |          |             |          |    |    |
| C           | <p>Discuss the provision under GST for determination of:</p> <ol style="list-style-type: none"><li>a) Time of supply of goods and services</li><li>b) Place of supply of goods and services</li></ol> <p>Give suitable illustrations.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 15          | 02         |             |          |             |          |    |    |
| Q3          | <p>A registered dealer provides the following details for March 2026</p> <p><b>Input Tax Credit Available</b></p> <table><thead><tr><th>Particulars</th><th>Amount (₹)</th></tr></thead><tbody><tr><td>IGST Credit</td><td>3,20,000</td></tr><tr><td>CGST Credit</td><td>1,80,000</td></tr></tbody></table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Particulars | Amount (₹) | IGST Credit | 3,20,000 | CGST Credit | 1,80,000 | 08 | 03 |
| Particulars | Amount (₹)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |             |            |             |          |             |          |    |    |
| IGST Credit | 3,20,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |             |            |             |          |             |          |    |    |
| CGST Credit | 1,80,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |             |            |             |          |             |          |    |    |







|                    | <div>SGST Credit 1,80,000</div> <div><div>Output Tax Liability from Transactions</div><div>During the month the dealer made the following supplies:</div><div>Interstate Sales</div><table><tr><th>Transaction</th><th>IGST</th></tr><tr><td>Machinery sold</td><td>1,10,000</td></tr><tr><td>Raw materials sold</td><td>85,000</td></tr><tr><td>Spare parts sold</td><td>75,000</td></tr></table><div>Intrastate Sales</div><table><tr><th>Transaction</th><th>CGST</th><th>SGST</th></tr><tr><td>Furniture sold</td><td>60,000</td><td>60,000</td></tr><tr><td>Electrical goods</td><td>55,000</td><td>55,000</td></tr><tr><td>Office equipment</td><td>45,000</td><td>45,000</td></tr><tr><td>Stationery</td><td>20,000</td><td>20,000</td></tr></table></div> | Transaction | IGST                                      | Machinery sold | 1,10,000 | Raw materials sold | 85,000 | Spare parts sold | 75,000 | Transaction | CGST | SGST | Furniture sold | 60,000 | 60,000 | Electrical goods | 55,000 | 55,000 | Office equipment | 45,000 | 45,000 | Stationery | 20,000 | 20,000 |  |  |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------------------------------------|----------------|----------|--------------------|--------|------------------|--------|-------------|------|------|----------------|--------|--------|------------------|--------|--------|------------------|--------|--------|------------|--------|--------|--|--|
| Transaction        | IGST                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |             |                                           |                |          |                    |        |                  |        |             |      |      |                |        |        |                  |        |        |                  |        |        |            |        |        |  |  |
| Machinery sold     | 1,10,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |             |                                           |                |          |                    |        |                  |        |             |      |      |                |        |        |                  |        |        |                  |        |        |            |        |        |  |  |
| Raw materials sold | 85,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |             |                                           |                |          |                    |        |                  |        |             |      |      |                |        |        |                  |        |        |                  |        |        |            |        |        |  |  |
| Spare parts sold   | 75,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |             |                                           |                |          |                    |        |                  |        |             |      |      |                |        |        |                  |        |        |                  |        |        |            |        |        |  |  |
| Transaction        | CGST                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | SGST        |                                           |                |          |                    |        |                  |        |             |      |      |                |        |        |                  |        |        |                  |        |        |            |        |        |  |  |
| Furniture sold     | 60,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 60,000      |                                           |                |          |                    |        |                  |        |             |      |      |                |        |        |                  |        |        |                  |        |        |            |        |        |  |  |
| Electrical goods   | 55,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 55,000      |                                           |                |          |                    |        |                  |        |             |      |      |                |        |        |                  |        |        |                  |        |        |            |        |        |  |  |
| Office equipment   | 45,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 45,000      |                                           |                |          |                    |        |                  |        |             |      |      |                |        |        |                  |        |        |                  |        |        |            |        |        |  |  |
| Stationery         | 20,000                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 20,000      |                                           |                |          |                    |        |                  |        |             |      |      |                |        |        |                  |        |        |                  |        |        |            |        |        |  |  |
| B                  | <div>Mr. Ashutosh is an unregistered dealer with turnover</div> <div><div>a) via E-Commerce Operator</div><div>Rs.50,000</div></div> <div><div>b) Inter State sales</div><div>Rs.12,00,000</div></div> <div><div>c) Intra State Sales</div><div>Rs.9,00,000</div></div> <div>a) Is Mr. Ashutosh liable to get registered under GST Act</div> <div>b) Discuss the provisions regarding:</div> <div><div>(i) Voluntary registration</div><div>(ii) Compulsory registration</div><div>(iii) Suo-Motu registration</div></div>                                                                                                                                                                                                                                        | 07          | 04                                        |                |          |                    |        |                  |        |             |      |      |                |        |        |                  |        |        |                  |        |        |            |        |        |  |  |
| C                  | <div>OR</div> <div><div>i)</div><div>Discuss the provisions regarding adjustment of Input Tax Credit against GST liability payable by a dealer</div></div> <div><div>ii)</div><div>Under what circumstances Input tax Credit is required to be reversed</div></div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 08          | 03                                        |                |          |                    |        |                  |        |             |      |      |                |        |        |                  |        |        |                  |        |        |            |        |        |  |  |
|                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 07          | 03                                        |                |          |                    |        |                  |        |             |      |      |                |        |        |                  |        |        |                  |        |        |            |        |        |  |  |
| Q4                 | <div>Explain the following under GST</div> <div><div>1. Revocation of cancellation of registration</div><div>2. Consideration</div><div>3. Service</div></div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 15          | <div>04</div> <div>01</div> <div>01</div> |                |          |                    |        |                  |        |             |      |      |                |        |        |                  |        |        |                  |        |        |            |        |        |  |  |



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ATKT  
BBA/BBM  
Sem-VI

15 JUN 2028

|                                                                                                     |                                                |                                             |
|-----------------------------------------------------------------------------------------------------|------------------------------------------------|---------------------------------------------|
| Semester (November 2025 to March 2026)                                                              |                                                |                                             |
| Examination: End Semester Examination November 2024 (UG Programmes)                                 |                                                |                                             |
| Programme code: 07/06<br>Programme: BBA/BBM                                                         | Class:<br>TYBBA/TYBBM                          | Semester: VI                                |
| Name of the Constituent College: Dr. Shantilal K<br>Somaiya School of Commerce and Business Studies |                                                | Name of the Department: Business<br>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 well-known clothing brand plans to expand its product line into accessories such as bags, watches and perfumes. The company wants to maintain its premium image while entering these new product categories. |            |               |
| Q.1.A        | Explain the concept of Brand Extension.                                                                                                                                                                        | 05         | CO 1          |
| Q.1.B        | Identify possible risks associated with brand extension.                                                                                                                                                       | 05         | CO 2          |
| Q.1.C        | Suggest strategies the company can adopt to ensure successful brand extension.                                                                                                                                 | 05         | CO 1          |
|              |                                                                                                                                                                                                                |            |               |
| Q.2.A        | Explain the concept of Brand Elements.                                                                                                                                                                         | 07         | CO 1          |
| Q.2.B        | Discuss the criteria for choosing effective brand elements.                                                                                                                                                    | 08         | CO 3          |
|              | OR                                                                                                                                                                                                             |            |               |
| Q.2.C        | A new smartphone company is planning to launch multiple product variants. Explain the concept of Brand Architecture and suggest a suitable brand architecture strategy for the company                         | 15         | CO 4          |
|              |                                                                                                                                                                                                                |            |               |
| Q.3.A        | Explain the concept of Brand Audit.                                                                                                                                                                            | 07         | CO 3          |

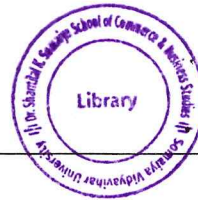


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| Q.3.B | Discuss how a brand audit helps organizations evaluate brand performance and market position.                                                                                                                                   | 08 | CO 2 |
|       | OR                                                                                                                                                                                                                              |    |      |
| Q.3.C | A company notices that its brand awareness has declined over time. Explain the concept of Brand Revitalization and suggest strategies to revive the brand in the market.                                                        | 15 | CO 4 |
|       |                                                                                                                                                                                                                                 |    |      |
| Q.4.A | Explain the concept of Brand Performance Measurement.                                                                                                                                                                           | 07 | CO 3 |
| Q.4.B | Discuss different methods used to measure brand performance                                                                                                                                                                     | 08 | CO 4 |
|       | OR                                                                                                                                                                                                                              |    |      |
| Q.4.C | A company wants to deliver a consistent brand message across advertising, social media and promotions. Explain the concept of Integrated Marketing Communication (IMC) and analyze how IMC helps in strengthening brand equity. | 15 | CO 2 |





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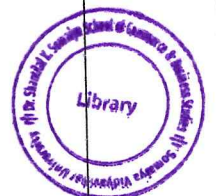
ATKT  
BBA  
Sem-VI

11 JUN 2020

|                                                                                                             |                                                                        |                                                  |
|-------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|--------------------------------------------------|
| <div>Semester: March–April 2026</div> <div>Examination: ISE Examination</div>                               |                                                                        |                                                  |
| <div>Programme code: 07</div> <div>/Programme: BBA</div>                                                    | <div>Class: TY</div>                                                   | <div>Semester: VI</div> <div>(SVU 2025-26)</div> |
| <div>Name of the Constituent College: Dr. Shantilal K Somaiya School of Commerce and Business Studies</div> | <div>Name of the department: Business Studies</div>                    |                                                  |
| <div>Course Code:131U07C501</div>                                                                           | <div>Name of the Course: Logistics &amp; Supply Chain Management</div> |                                                  |
| <div>Instructions: 1) Figures to the right indicate maximum marks.</div>                                    |                                                                        |                                                  |

| Q 1 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 15 | CO3&4 |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------|
|     | <p><b>Case Study:</b></p> <p>Aegis Logistics Limited was incorporated in 1956, and its shares have been listed on the Bombay Stock Exchange since 1978 and traded on the National Stock Exchange. Aegis Group plays a key role in India's downstream oil and gas sector, and its flagship company, Aegis Logistic Limited, is India's leading oil, gas, and chemical logistics company. Competition is a basic issue for every organization. Logistic companies also facing the same pressure of competition.</p> <p>To deal with the challenging business atmosphere, all private organizations seek new ways of business development. For logistics companies, environmental issues are highly important. Therefore, green policies have become a strategy for them. Competitive levels of private companies may be affected by green policies because of regulations regarding environmental concerns.</p> <p>Logistics may improve efficiency and effectiveness, such as using reusable containers and boxes instead of paper cartons, which may reduce waste and optimize product packaging; building a green warehouse leads to reduced overall operating cost while using hybrid engines in trucks may reduce carbon emissions and consume less gas.</p> <p>In today's highly competitive environment, green logistics issues are gaining high attention. Since it is an important part of supply chain management and plays an important role in the improvement of a transport system. Logistics facilitates in getting products and services as and when they are needed and desired to the customer. It serves as a major enabler of the growth of trade and commerce in an economy because it is helpful in economic transactions.</p> |    |       |

|            |    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |           |            |
|------------|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------|
|            |    | <b>Questions:</b><br>a) Analyze the competitive strategies followed in the green business Logistics industry<br>b) Elaborate on the effects of the green business environment on the company. Explain by considering the case of Aegis Logistics Limited.<br>c) Define Green Logistics. Explain its advantages?                                                                                                                                                                     |           |            |
| <b>Q 2</b> | A) | Imagine you are a logistics coordinator for a global shipping company. Explain different types of cargo.                                                                                                                                                                                                                                                                                                                                                                            | <b>15</b> | <b>CO1</b> |
|            |    | <b>OR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |           |            |
|            | B) | How would you navigate and complete the necessary shipping formalities for exporting perishable goods to ensure compliance with international trade regulations and timely delivery to overseas markets? Explain in detail about cold chain storage?                                                                                                                                                                                                                                | <b>07</b> | <b>CO2</b> |
|            | C) | An automobile manufacturer is planning to export its vehicles to international markets. Discuss in detail Ro-Ro vessels for transporting these vehicles overseas.                                                                                                                                                                                                                                                                                                                   | <b>08</b> | <b>CO2</b> |
| <b>Q 3</b> | A) | A textile company is choosing between two locations—one close to raw materials and another near markets. Apply various location factors to determine the best choice.                                                                                                                                                                                                                                                                                                               | <b>07</b> | <b>CO3</b> |
|            | B) | A new highway project connects remote areas to cities. Evaluate its impact on commercial development.                                                                                                                                                                                                                                                                                                                                                                               | <b>08</b> | <b>CO3</b> |
|            |    | <b>OR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |           |            |
|            | C) | A policymaker wants to develop eastern India industrially. How can existing industrial regions guide this strategy? Explain the major industrial regions of India.                                                                                                                                                                                                                                                                                                                  | <b>15</b> | <b>CO3</b> |
| <b>Q 4</b> | A) | <b>From the given information, prepare stores ledger account under the LIFO method.</b><br><br>2 <sup>nd</sup> June Purchases 300 units Rs. 200<br>4 <sup>th</sup> Issued 150 units<br>6 <sup>th</sup> Purchases 250 units Rs.220<br>10 <sup>th</sup> Issued 100 units<br>16 <sup>th</sup> Purchases 350 units Rs.210<br>18 <sup>th</sup> Issued 250 units<br>24 <sup>th</sup> Purchases 150 units Rs.230<br>25 <sup>th</sup> Issued 190 units<br>28 <sup>th</sup> Issued 80 units. | <b>07</b> | <b>CO4</b> |
|            | B) | <b>Two components Gears &amp; Bearings, are used as follows:</b>                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>08</b> | <b>CO4</b> |





|            |    |                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                     |            |
|------------|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------------|
|            |    | <p>Normal usage 100 units per week</p> <p>Minimum usage 50 units each per week</p> <p>Maximum usage of 150 units each per week</p> <p>Reorder quantity Gears=600 units; Bearings=1000 units</p> <p>Reorder period Gears= 8– 12 weeks Bearings= 4 – 8 weeks</p> <p><b>Calculate each component</b></p> <p><b>(i) Maximum level (ii) Minimum level (iii) Reorder level (iv) Average stock level.</b></p> |  |            |
|            |    | <b>OR</b>                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                     |            |
| <b>Q 4</b> | C) | A fashion retailer sells products through its website, mobile app, and physical stores. Apply the key elements of omnichannel shipping to ensure seamless delivery across all channels.                                                                                                                                                                                                                | <b>07</b>                                                                           | <b>CO4</b> |
|            | D) | A supply chain organization plans to implement advanced IT systems for planning and monitoring operations. Evaluate the role of digital technologies in logistics administration and control.                                                                                                                                                                                                          | <b>08</b>                                                                           | <b>CO4</b> |



17 JUN 2020



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

| March/ April 2026                                                 |                                          |              |
|-------------------------------------------------------------------|------------------------------------------|--------------|
| Examination: End Semester Examination (UG Programmes)             |                                          |              |
| Programme code: 07                                                | Class: TY                                | Semester: VI |
| Programme: BBA                                                    |                                          |              |
| Name of the Constituent College: SKSCBS                           | Name of the Department: Business Studies |              |
| Course Code:                                                      | 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><b>Compréhension</b></p> <p><u>Pérec s'attaque au marathon de New York pour la bonne cause</u><br/>Par Gregory Fortune, Jean-Michel Rascol   Publié le 09/10/13 à 12 h 35</p> <p>La plus grande athlète de l'histoire de l'athlétisme français (triple médaillée d'or olympique sur 400m et 200m), a retrouvé une silhouette de championne pour disputer le marathon de New York, le 3 novembre prochain. Son but sera juste de franchir la ligne d'arrivée. Elle court pour une bonne cause, offrir des équipements sportifs aux enfants les plus déshérités d'Haïti.</p> <p>Problème, Marie-José Pérec n'a plus fait de sport depuis 10 ans. Et, jamais elle n'aurait imaginé s'élancer pour 42,195 km, la distance du marathon. « Je me dis qu'avec l'envie et la cause que l'on défend, je trouverai l'énergie nécessaire pour passer la ligne d'arrivée. Mais, ça me fait très peur », insiste-t-elle.</p> <p>Marie-José sera accompagnée par vingt coureurs qui verseront chacun 2500 dollars au profit du développement du sport en Haïti. Joël Bouzou est le président de l'association "Peace and Sport". Il explique qu'avec « 50 000 dollars, on peut importer un peu d'équipements, et on en fabrique. Il y a tout un savoir qui a été développé par l'organisation et qui va être utilisé à la création d'équipements adaptés. »</p> <p>Lorsqu'elle était jeune, Marie-Jo vivait en Guadeloupe au contact d'enfants haïtiens. Ce marathon est aussi un clin d'œil à son passé.</p> <p><b>A. Répondez aux questions</b></p> <ol style="list-style-type: none"> <li>1. Qui est Marie-José Pérec ?</li> <li>2. Que va-t-elle faire ? Pourquoi ?</li> <li>3. Pourquoi Marie-José Pérec a-t-elle choisi cette cause ?</li> <li>4. Comment s'appelle l'association qu'elle soutient ?</li> </ol> | 5          | 1,2,3,4 |



|       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |         |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|---------|
|       | <p>5. Comment cette association va-t-elle gagner de l'argent ?</p> <p><b>B. Vrai ou faux</b></p> <ol style="list-style-type: none"> <li>1. Marie-José est la plus grande athlète de l'histoire française</li> <li>2. Elle est devenue une championne pour disputer le marathon d'Haïti</li> <li>3. Elle a quitté le sport depuis 10 ans</li> <li>4. 30 coureurs vont donner 2500 dollars pour la cause de Marie-José</li> <li>5. Marie-Jo vivait à Guadeloupe lorsqu'elle était jeune</li> </ol> <p><b>C. Écrivez le mot anglais pour ces mots français</b></p> <ol style="list-style-type: none"> <li>1. Prochain</li> <li>2. Savoir</li> <li>3. Ligne d'arrivée</li> <li>4. Coureur</li> <li>5. Jeune</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 5  | 1,2,3,4 |
|       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |         |
| Q. 2. | <b>Écrivez une lettre et proposez votre projet. Vous allez aussi demander de l'assistance pour votre proposition</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 15 | 1,2,3,4 |
|       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |    |         |
| Q.3.  | <p><b>A. Faites une seule phrase complexe comportant une subordonnée circonstancielle de <u>cause</u></b></p> <ol style="list-style-type: none"> <li>1. Il est fatigué. Il a beaucoup travaillé.</li> <li>2. Je reste à la maison. Il pleut.</li> <li>3. Elle est contente. Elle a réussi son examen.</li> <li>4. Nous sommes en retard. Nous avons raté le bus.</li> <li>5. Paul ne vient pas. Il est malade.</li> <li>6. Ils étudient beaucoup. Ils veulent réussir.</li> <li>7. Je prends un café. Je suis fatigué.</li> </ol> <p><b>B. Faire des phrases selon le modèle, en utilisant une hypothèse sur le présent :</b><br/> <b>je - faire beau - se promener dans le parc</b><br/> <b>S'il faisait beau, je me promènerais dans le parc.</b></p> <ol style="list-style-type: none"> <li>1. je - avoir de l'argent - acheter une voiture</li> <li>2. tu - être libre - venir avec nous</li> <li>3. elle - savoir la réponse - répondre à la question</li> <li>4. nous - habiter en France - parler français tous les jours</li> <li>5. ils - avoir le temps - visiter le musée</li> <li>6. ils - parler français - travailler en France</li> <li>7. je - ne pas être fatigué - sortir ce soir</li> <li>8. elles - économiser cette année - faire un voyage</li> </ol> | 7  | 2       |
|       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 8  | 3       |







|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |   |         |
|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---------|
|  | <p><b>C. Suivez les consignes</b></p> <ol style="list-style-type: none"><li>1. Ils ont invité _____ amis à dîner (mettez le bon adjectif possessif)</li><li>2. Nous (venir) demain matin (mettez le verbe en temps correcte)</li><li>3. Formez une phrase avec le mot : se laver</li><li>4. J'ai acheté _____ pomme et _____ orange (complétez avec l'article défini ou indéfini)</li><li>5. Nous parlons _____ nos amis de nos projets (mettez le bon préposition)</li></ol> <p>Bonne chance !</p> | 5 | 1,2,3,4 |
|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---------|



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY



12 JUN 2026

| Semester (November 2025 to March 2026)                                                               |                                             |              |
|------------------------------------------------------------------------------------------------------|---------------------------------------------|--------------|
| Examination: End Semester Examination March/April 2026 (UG Programme)                                |                                             |              |
| Programme code: 07<br>Programme: BBA Hons.                                                           | Class: TY                                   | Semester: VI |
| Name of the Constituent College: Dr. Shantilal K Somaiya<br>School of Commerce and Business Studies. | Name of the Department:<br>Business Studies |              |
| Course Code: 131U07C602                                                                              | Name of the Course: Business Analytics      |              |
| Duration: 2 Hrs.                                                                                     | Maximum Marks: 60                           |              |
| Instructions: 1) Draw neat diagrams 2) Assume suitable data if necessary                             |                                             |              |

| Q. No. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Max. Marks | CO          |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-------------|
| Q.1. A | CASE STUDY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 15         | CO2 and CO4 |
|        | <p><b>“Big Data and Social Media Analytics in the Beverage Industry: Coca-Cola”</b></p> <p>We all know how powerful social media is and how much data exists on social media platforms. For data-centric organizations, a social media presence is more than just a convenient way to engage directly with consumers and define the brand voice.</p> <p>Companies can use data from social media platforms to inform business decisions and operations across their entire organization. Coca-Cola happens to be excellent at this very strategy. With over 100 million fans on Facebook and 35 million followers on X (Formerly Twitter), Coca-Cola has a huge following from which they can pull data.</p> <p>Feeding the user data available via social media into business intelligence systems allows the beverage company to better understand who is drinking their product, gain</p> |            |             |



|                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |           |            |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------|
|                | <p>insight into important demographic information, and can even highlight regional trends all-in-all informing stronger, and more effective marketing campaigns.</p> <p>Not only this, but with the help of AI, Coca-Cola can recognize when users post their products on social media platforms which can lead to additional insights into consumer behavior and further inform business operations.</p> <p>1. Discuss the importance of integrating social media data into business intelligence systems for large companies like Coca-Cola. <b>(8 marks)</b></p> <p>2. Evaluate the contribution of artificial intelligence in analyzing consumer behavior and improving business operations at Coca-Cola. <b>(7 marks)</b></p> |           |            |
|                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |           |            |
| <b>Q.2. A</b>  | Elaborate data Mining Techniques with suitable examples.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>15</b> | <b>CO2</b> |
|                | <b>OR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |           |            |
| <b>Q.2. B</b>  | Explain the key phases of data mining process.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>15</b> | <b>CO2</b> |
|                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |           |            |
| <b>Q.3. A.</b> | Explain Decision -tree approach with examples.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>15</b> | <b>CO3</b> |
|                | <b>OR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |           |            |
| <b>Q.3. B.</b> | Describe fraud detection and Prevention with data mining techniques.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>15</b> | <b>CO3</b> |
|                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |           |            |
| <b>Q.4. A.</b> | Explain Data Warehousing in brief.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>15</b> | <b>CO1</b> |
|                | <b>OR</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |           |            |
| <b>Q.4. B.</b> | Distinguish between Executive Information System (EIS) and Management Information System (MIS).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>15</b> | <b>CO4</b> |

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ATKT  
BBA  
Sem -VI



**SOMAIYA**  
VIDYAVIHAR UNIVERSITY

| Semester (Dec 2025 to March 2026)                                                                                                       |                                            |              |
|-----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|--------------|
| Examination: End Semester Examination April 2026 (UG Programmes)                                                                        |                                            |              |
| Programme code: 07<br>Programme: BBA                                                                                                    | Class: TY                                  | Semester: VI |
| Name of the Constituent College: Dr. Shantilal K<br>Somaiya School of Commerce and Business Studies                                     | Name of the Department Business<br>Studies |              |
| Course Code:                                                                                                                            | Name of the Course: German                 |              |
| Duration: 2 Hrs.                                                                                                                        | Maximum Marks: 60                          |              |
| Instructions: 1) Q1 and Q2 are compulsory. 2) Q3-A is compulsory, attempt Q3-B or Q3-C.<br>3) Q4-A is compulsory, attempt Q4-B or Q4-C. |                                            |              |

| Question No. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Max. Marks | CO Attainment |
|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|---------------|
| Q.1.A        | <p><b>Ordnen Sie die Redewendungen A–E den Situationen zu. Manchmal gibt es mehrere Möglichkeiten.</b></p> <p>(A. Wie die Zeit vergeht!, B. Das lernst du mit der Zeit., C. Mir läuft die Zeit davon., D. Dafür nehme ich mir viel Zeit., E. Es ist höchste Zeit.)</p> <p>1. Ich muss bald fertig sein, aber eigentlich brauche ich noch viel mehr Zeit. _____</p> <p>2. Das ist mir sehr wichtig. _____</p> <p>3. Wir müssen uns beeilen, es ist schon sehr spät. _____</p> <p>4. Was, wir haben uns zwei Jahre lang nicht gesehen? _____</p> <p>5. Das geht nicht so schnell, aber bald kannst du es. _____</p> | 5          | CO2           |
| Q.1.B        | <p><b>Lesen Sie die Anzeigen und die Situationen. Welche Anzeige passt zu welcher Situation? Für eine Situation gibt es keine Lösung. Schreiben Sie hier den Buchstaben X.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                | 10         | CO1, 4        |

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kommen Sie zu uns.  
Ihr Team vom Tierheim Nürnberg

0 Sie wollen nicht mehr zu Hause arbeiten und suchen einen Büroraum. Lösung: Anzeige d

| Situation | 0 | 1 | 2 | 3 | 4 | 5 |
|-----------|---|---|---|---|---|---|
| Anzeige   | d |   |   |   |   |   |

- 1 Ihr Haus ist schon alt. Sie suchen jemanden, der es renoviert.
- 2 Sie gehen zwei Jahre ins Ausland und möchten Ihre Wohnung für diese Zeit vermieten.
- 3 Es ist Samstagabend und Sie stehen vor Ihrer Tür. Sie finden Ihren Wohnungsschlüssel nicht.
- 4 Sie machen für sechs Monate ein Praktikum in Köln und suchen ein Zimmer im Zentrum.
- 5 Sie möchten, dass sich jemand um Ihre Katze kümmert, wenn Sie im Urlaub sind.



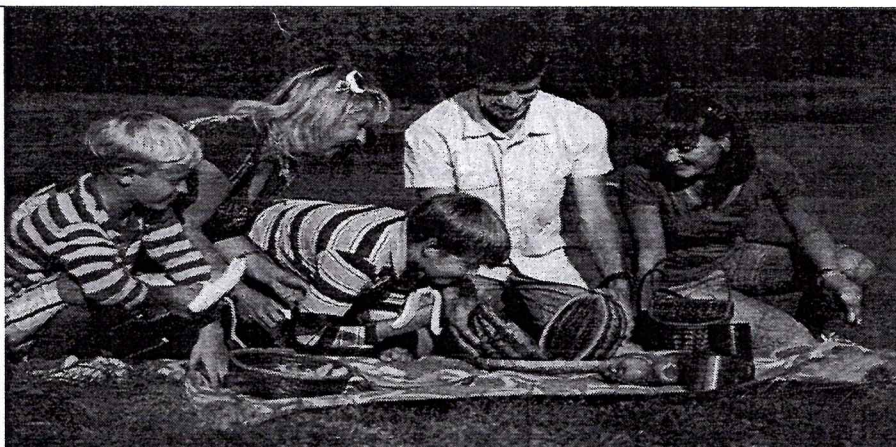
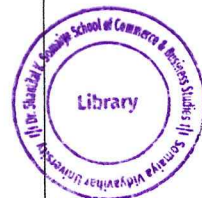
Q.2.A

**Beschreiben Sie das Bild.**

10

CO3





|       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |    |     |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----|
|       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |    |     |
| Q.2.B | <b>Welche Wünsche haben Sie? Schreiben Sie 5 Wünsche.</b><br>Z. B. Ich würde gern meine Freunde treffen.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 5  | CO2 |
| Q.3.A | <b>Bilden Sie richtige Sätze.</b><br><br>0. als / Samuel / in der Schule / war / , // viel / lernen / er / musste / .<br>Als Samuel in der Schule war, musste er viel lernen.<br><br>1. als / Sabiha / mit der Schule / fertig war / , // eine Ausbildung / hat / sie / angefangen / .<br><br>2. immer / wenn / in Urlaub / ich / fahre / , // freue / ich / sehr / mich / .<br><br>3. als / zum ersten Mal / ich / gemacht / allein Urlaub / habe / , // viele Leute / ich / kennengelernt / habe / .<br><br>4. es / mir / immer Spaß / macht / , // wenn / reise / in ein anderes Land / ich / .<br><br>5. als / war / 22 Jahre alt / er / , // ein Chemiestudium / er / begonnen / hat / . | 10 | CO1 |
| Q.3.B | <b>Welche Sätze passen zusammen?</b><br><br>1. Sarinas Oma hat morgen Geburtstag. <u>C</u><br>2. Gina hat sich beim Kochen an der Hand verletzt. <u>  </u><br>3. Marlene hat wenig Geld. <u>  </u><br>4. Lisa will ihre Wohnung einrichten. <u>  </u><br>5. Dunjas Handy klingelt oft. <u>  </u><br>6. Amalia und Leon unterhalten sich sehr gut. <u>  </u><br>A. Die Zeit vergeht schnell.                                                                                                                                                                                                                                                                                                   | 5  | CO2 |

|       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |   |              |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|--------------|
|       | <p>B. Ihre Mutter ruft ständig an.</p> <p>C. Sie backt einen Kuchen für sie.</p> <p>D. Sie muss zum Arzt gehen.</p> <p>E. Sie kauft schöne Möbel.</p> <p>F. Sie verreist nicht oft.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |   |              |
| OR    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |   |              |
| Q.3.C | <b>Nennen Sie 5 Tiere.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 5 | CO1, 4       |
| Q.4.A | <p><b><i>Do as directed.</i></b></p> <p>1. Ein Bild hängt über _____ Sofa. (das / dem)</p> <p>2. Es ist so laut, _____ kann nichts verstehen. (man / niemand)</p> <p>3. das Wasser – könnte – haben – bitte – ich ? (Bringen Sie die Wörter in die richtige Reihenfolge. – 2 marks)</p> <p>4. die Serie – die Folge – der Schauspieler – das Konzert (Welches Wort passt nicht?)</p> <p>5. Wie heißt „neighbour“ auf Deutsch? (Schreiben Sie mit dem Artikel)</p> <p>6. Wie heißt „castle“ auf Deutsch? (Schreiben Sie mit dem Artikel.)</p> <p>7. Welche Farbe ist das? – ÜRGN</p>                                                                                                                                                                         | 8 | CO1, 2, 3, 4 |
| Q.4.B | <p><b>Bilden Sie die Sätze in die richtige Reihenfolge.</b></p> <p>___ 17 Monate später war Lina wieder in Berlin: im Tierheim.</p> <p><u>1</u> Die Katze Lina hat lange in einem Tierheim in Berlin gelebt.</p> <p>___ Das Tierheim war voll. Sie haben neue Besitzer für Katzen gesucht.</p> <p>___ Aber nach zwei Monaten in Braunschweig ist Lina weggelaufen.</p> <p>___ Sie ist 240 km nach Berlin gelaufen!</p> <p>___ Als die Geschichte in der Zeitung war, haben sich viele Familien gemeldet. Lina lebt jetzt bei einer Familie in Berlin. Hoffentlich ist sie da glücklicher.</p> <p>___ Eine Familie hat Lina aus dem Tierheim geholt und nach Braunschweig mitgenommen.</p> <p>___ Die Familie war traurig, sie konnte Lina nicht finden.</p> | 7 | CO1          |



OR

Q.4.C

**Ergänzen Sie die Wörter.**

Bauernhof | Dorf | Einwohner | Gebäude | Insel | Nachbarn |  
Quadratmeter | Räume

1. Wir leben auf dem Land und haben viele Tiere. Das Leben auf dem Bauernhof bedeutet viel Arbeit, aber es ist toll.

2. In unserem Haus gibt es über 100 Wohnungen. Das \_\_\_\_\_ ist sehr groß. Die meisten Leute sehe ich fast nie. Komisch, wenn man seine \_\_\_\_\_ nicht kennt.

3. In meiner Stadt gibt es 4 Millionen \_\_\_\_\_. Es gibt Kinos, Restaurants, Theater und vieles mehr.

4. Zum Einkaufen fahren wir mit dem Boot. Auf unserer kleinen \_\_\_\_\_ gibt es keinen Supermarkt.

5. Unser Haus ist alt und groß. Wir haben hohe \_\_\_\_\_ und viel Platz. Das ist besonders für die Kinder schön.

6. Ich möchte nicht in der Stadt leben. In unserem \_\_\_\_\_ wohnen nicht viele Leute. Jeder kennt jeden. Das finde ich gut.

7. Meine Wohnung ist nicht groß, sie hat nur 38 \_\_\_\_\_, aber mir gefällt das.

7

CO4

