



SOMAIYA

VIDYAVIHAR UNIVERSITY

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

QUESTION PAPERS

BRANCH: Bachelor of Business Administration (BBA)	SEM: IV
ATKT	JUN-2026

Sr. No.	Subject	Available
1.	231U07C401 – Entrepreneurship Management & Venture Development	
2.	Customer Relationship Management	
3.	Media Management	
4.	Spanish	
5.	231U07C408 – French	
6.	German	
7.	231U07I401 – Research Methodology	
8.	Risk Management	
9.	131U07E404 – Commodities & Derivatives Market	
10.	231U07C404 – Strategic Financial Management	
11.		
12.		
13.		
14.		
15.		





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ATKT
BBA
Sem-IV

11 JUN 2026

Semester (November 2025 to April 2026)		
Examination: End Semester Examination April 2026 (UG Programmes)		
Programme code: 07/06 Programme: BBA/BBA	Class: SY	Semester: IV
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies
Course Code: 231U07C401	Name of the Course: Entrepreneurship Management and Venture Development	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Figure to the right indicate maximum marks		

Questi on No.		Max. Marks	CO Attainmen t
Q.1.	Arjun, a commerce graduate, had long been interested in starting a venture. While observing local vegetable vendors, he noticed frequent wastage due to poor storage and lack of coordination between supply and demand. He believed a simple digital coordination system could improve efficiency. Despite this, Arjun hesitated. His family preferred a stable job, and most of his peers were preparing for corporate placements. He also felt uncertain about handling financial risk and managing operations independently. At the same time, he observed increasing startup activity and support systems emerging for new entrepreneurs. Months passed, but Arjun remained undecided, unsure whether his hesitation was practical caution or a missed opportunity.	15	CO1



	(a) Evaluate whether Arjun demonstrates the essential characteristics of an entrepreneur. Support your answer with references from the case. (8 Marks) (b) Examine how the entrepreneurial environment (social, cultural, and economic factors) is influencing Arjun's decision-making.		
Q.2.A	Entrepreneurs today have multiple strategic options instead of starting a business from scratch. Explain the different options available to entrepreneurs such as ancillarisation, BPO, franchising, and mergers & acquisitions.	15	CO2
	OR		
Q.2.B	Who is a woman entrepreneur? Discuss the reasons for the low participation of women in entrepreneurship in India and examine their role and future prospects in economic development.	15	CO2
Q.3.A.	Discuss the role of angel investors and crowdfunding in financing startups. Compare their advantages, limitations, and relevance for early-stage entrepreneurs.	15	CO3
	OR		
Q.3.B.	What is a business plan? Explain the process of writing a business plan with frugality and discuss its major components such as marketing plan, organizational plan, and financial plan.	15	CO3
Q.4.A.	Discuss the role of intellectual property in modern ventures. Explain different types of intellectual property rights and how they help entrepreneurs protect innovation and gain a competitive advantage	15	CO4
	OR		

Q.4.B.	Discuss the culture and evolution of family firms in India. How have economic liberalization and globalization influenced the functioning of family businesses?	15	CO4
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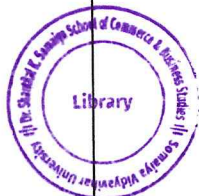


ATKT
BBM/BBA
Sem-IV

12 JUN 2028

Semester (November 2025 to March 2026)		
Examination: End Semester Examination March 2026 (UG Programmes)		
Programme code: 06/07	Class: SY	Semester: IV
Programme: BBM/BBA		
Name of the Constituent College: S K Somaiya College		Name of the Department: Business Studies
Course Code:	Name of the Course: Customer Relationship 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 national bank was facing increasing competition from private banks and digital financial services. Many customers were dissatisfied with slow service and lack of personalized attention. Complaints about long waiting times and poor communication were increasing. The bank decided to implement a CRM system to improve customer service. Through this system, employees could access detailed customer profiles including transaction history, financial needs, and previous interactions with the bank. This allowed staff to offer personalized financial advice. The CRM system also helped the bank track customer complaints and ensure faster resolution. Customers could submit requests through online platforms and receive timely updates. Managers used CRM analytics to identify valuable customers and design special loyalty programs for them. After implementing CRM, the bank observed improvements in service quality and customer satisfaction. Many customers who had considered switching to other banks decided to stay because of the improved relationship management.		

	1. Apply the SERVQUAL Model to examine the impact of CRM on customer service improvement in the bank. 2. Identify the components of e-CRM used in this case. 3. Evaluate the importance of data mining in banking for improving customer experience and service efficiency.	5 marks 5 marks 5 marks	CO4 CO3 CO3
Q.2.A	StyleMart, a retail clothing brand, initially maintained only basic customer data such as purchase records and contact details. Over time, the company adopted modern CRM systems and began leveraging customer data to enhance customer lifetime value. This transformation helped StyleMart enhance customer satisfaction and build long-term relationships. 1. Identify the different ways of data collection that StyleMart could use and explain how the collected data can be utilized in CRM to enhance customer satisfaction and build long-term relationships. 2. Describe the evolution of CRM in StyleMart from traditional methods to modern systems.	 8 marks 7 marks	CO1 CO1
	OR		
Q.2.B	GlowCare, a skincare brand, faced low repeat purchases as customers lacked an emotional connection with the brand. To improve retention, the company needs to develop loyalty bonds through its CRM system. 1. Apply your knowledge of loyalty bonds to explain how GlowCare can build strong customer relationships and improve long-term customer loyalty. 2. Analyze how customers move through the loyalty ladder by applying the psychological stages of CRM.	8 marks 7 marks	CO2 CO2

Q.3.A.	QuickServe, a food delivery company, is struggling to manage customer orders, feedback, and marketing campaigns efficiently. Customer data is scattered across different platforms, leading to delays in service and poor customer experience. The company plans to implement a CRM system but is unsure about the type of CRM to adopt and the right technology to invest in. 1. What criteria should QuickServe consider while selecting a CRM technological solution? 2. Discuss the different types of CRM and identify the most suitable type that QuickServe should implement, with justification for your choice.	8 marks	CO3
	OR		
Q.3.B.	1. Apply your knowledge of campaign management to explain the steps involved, discuss different types of campaigns, and illustrate your answer with suitable examples of your choice. 2. An airline company faces issues with handling customer complaints during flight delays. Apply your knowledge to recommend ways to improve customer service and support in such situations.	8 marks	CO3
		7 marks	CO3
Q.4.A.	A telecom company realized that acquiring new customers was becoming very expensive. The management decided to focus on retaining existing customers instead. The company decided to introduce loyalty benefits to increase customer satisfaction and reduce the churn rate. 1. Highlight CRM-based strategies that the company can adopt to retain its customers. 2. Recommend strategies to identify and manage unprofitable customers at an early stage in a telecom company.	8 marks	CO4
	OR	7 marks	CO4



Q.4.B.	Heritage Furniture, a traditional business, relies on manual customer records and now plans to adopt a CRM system to improve customer management and retention. 1. Discuss the step-by-step approach for CRM implementation in Heritage Furniture. 2. Design a comprehensive framework to evaluate the effectiveness of a CRM system for an organization of your choice, incorporating relevant performance metrics and justification for their use.	8 marks	CO4
		7 marks	CO4





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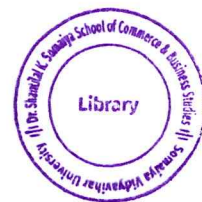


15 JUN 2026

Semester (November 2025 to March 2026)		
Examination: End Semester Examination November 2024 (UG Programmes)		
Programme code: 07	Class: SYBBA	Semester: IV
Programme: BBA		
Name of the Constituent College: Dr. Shantilal K Somaiya School of Commerce and Business Studies		Name of the Department: Business Studies
Course Code:	Name of the Course: Media 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 regional television network has been facing declining viewership due to the rise of digital streaming platforms. The management team plans to launch a digital platform and create original content for younger audiences. However, the company is concerned about advertising revenue, audience engagement, and operational costs.		
Q.1.A	Identify the key challenges faced by the television network in the changing media environment	05	CO 1
Q.1.B	Suggest media management strategies that the company can adopt to remain competitive.	05	CO 2
Q.1.C	Evaluate how digital transformation can help traditional media companies sustain growth.	05	CO 3
Q.2.A	Explain the concept and importance of Media Management in the modern media industry.	07	CO 4
Q.2.B	Discuss the role of media managers in strategic decision-making in media organizations.	08	CO 2

	OR		
Q.2.C	Analyze how technological advancements have transformed media production, distribution, and consumption patterns.	15	CO 3
Q.3.A	Describe the functions of media planning and scheduling in broadcasting organizations.	08	CO 4
Q.3.B	Explain how audience research influences content development and programming decisions.	07	CO 2
	OR		
Q.3.C	A digital news company wants to expand its reach among younger audiences. Analyze the strategies that the company can use in terms of content creation, digital platforms, and audience engagement.	15	CO 1
Q.4.A	Explain the advantages and limitations of OOH advertising compared to other media.	08	CO 3
Q.4.B	Discuss the impact of digital journalism and online news portals on the newspaper industry.	07	CO 2
	OR		
Q.4.C	Explain the role of TRP (Television Rating Points) in television media management.	15	CO 4





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Semester (November 2025 to March 2026)

Examination: End Semester Examination March 2026 (UG Programmes)

Programme code: 07

Programme: BBA

Class: SY

Semester: IV

Name of the Constituent College: S K Somaiya College

Name of the Department: Business Studies

Course Code:

Name of the Course: Spanish

Duration: 2 hours

Maximum Marks: 60

Instructions:

1. Questions 1 (A, B, C), 2 (A, B), 3A, 3B and 4A are compulsory. Only one question from 3C or 3D needs to be attempted and one question from 4B or 4C needs to be attempted.
2. Wherever applicable, just writing the options a, b, or c against the question numbers would be sufficient. Do not waste time in writing full sentences.
3. Kindly write in legible handwriting. Spelling errors would lead to loss of marks.

Question No.		Max. Marks	CO Attainment
Q.1.C	Este es el programa del viaje organizado que va a hacer Elena en vacaciones. Debe completar las frases con la información del texto. Frases para completar 1. El día que va de tiendas es el _____. 2. Puede bañarse en el mar el _____. 3. Va a ir a escuchar a un cantante que se llama _____. 4. El deporte que va ver es _____.	4	CO1, CO2, CO3, CO4

Programa del viaje de Elena

30 LUNES	31 MIÉRCOLES	1 MIÉRCOLES	2 JUEVES	3 VIERNES
08 Salida de Sevilla en autobús hacia Barcelona	08	08	08	08
09	09 Desayuno en el hotel	09 Desayuno en el hotel	09 Desayuno en el hotel	09 Desayuno en el hotel
10	10 Excursión por el centro. Visita a la catedral.	10 Excursión por la Barcelona de Gaudí.	10 Playa de la Barceloneta. Llevar bañador.	10
11	11 Compras	11	11	11
12	12	12	12	12
13 Parada para comer un bocadillo.	13	13	13	13 Salida del hotel. Regreso a Sevilla.
14	14 Comida en el hotel	14 Comida en el hotel	14 Comida en el hotel	14
15	15	15	15	15 Comida en un restaurante de carretera.
16	16 Paseo por Las Ramblas de Barcelona.	16	16	16
17	17	17	17	17
18	18	18 Concierto de Juanes.	18	18
19 Llegada al hotel	19	19	19 Partido de fútbol en el Nou Camp	19
20 Cena en el hotel	20 Cena en el hotel	20 Cena en el hotel	20 Cena en el hotel	20

Q.1.B Usted va a leer estos anuncios con diferentes lugares de ocio para pasar el tiempo libre. Debe relacionar los anuncios (A-J) con los textos correspondiente (1-6). Hay diez anuncios, incluido el ejemplo. Seleccione seis.

Ejemplo:

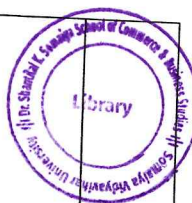
Número 0: Como no tenemos la playa y a mí me gusta nadar, los fines de semana voy y paso allí todo el día con mis hijos.

La opción correcta es la **A**.

6

CO1,
CO2,
CO4





A  Piscinas Las piscinas de tu ciudad tienen todo lo que necesitas. Abiertas desde las 12 del mediodía, con zonas de juego especiales para niños.	B  Biblioteca De lunes a sábado, desde las 9 de la mañana a las 8 de la tarde, puedes leer las obras de los grandes autores de la literatura universal, sin pagar, totalmente gratis.	C  Discoteca Para bailar toda la noche, con la mejor música actual, desde las 9 de la noche hasta las 4 de la madrugada. Solo cerramos los lunes.	D  Cine Las películas más divertidas, las que más te gustan, ahora muy cerca de ti. Nuevos horarios. El miércoles, día del espectador, las entradas a mitad de precio.	E  Circo Toda la emoción del circo, el mayor espectáculo del mundo llega a tu ciudad. Leones, payasos, tigres, ..., todo pensado para la diversión de toda la familia.
F  Exposición Abierto de martes a domingo, de 10 de la mañana a 8 de la tarde. Exposiciones de obras de arte y pinturas de los mejores artistas del país.	G  Comedia La comedia más vista en España llega ahora a tu ciudad. Con los mejores actores del momento, vas a pasar dos horas de amor y de humor.	H  Meriendas Ven a merendar con tu familia a nuestros jardines. Servicio de bar, cafetería y restaurante todos los fines de semana del año.	I  Juegos para niños Los pequeños se divierten en la piscina de bolas, con los dibujos y pinturas, los muñecos, y los coches.	J  Fútbol El próximo sábado, a las 9 de la noche, los dos mejores equipos del campeonato juegan el partido más importante de la temporada.

Textos	
0	Como no tenemos la playa y a mí me gusta nadar, los fines de semana voy y paso allí todo el día con mis hijos
1	Cuando no puedo ir al campo lo veo por la tele, pero es mucho más emocionante verlo en directo.
2	Quiero salir esta noche después de cenar para tomar una copa.
3	Al salir del colegio me llevo al niño a jugar un rato, pero en invierno, como hace frío, no lo puedo llevar al parque.
4	Tengo poco dinero para comprar libros, por eso todas las tardes voy un rato.
5	Este domingo quiero ir a ver los cuadros de Antonio López; seguro que, si vienes conmigo, te gustan.
6	¿Por qué no vamos el día que es más barato? <i>Babosas IV</i> Ponon, te va a encantar.

Q.1. A	Lea esta carta. A continuación responda las cinco preguntas sobre el texto. Elija las respuestas correctas: a), b), c) o d). Hola Alberto La semana que viene llegas a Barcelona para vivir con nosotros dos meses. Te explico cómo es mi familia. Mi abuela es pintora y se llama Alessia, como mi madre y mi hermana. Mi hermana no vive con nosotros, pero nos visita frecuentemente. Está casada y tiene dos hijos. Tiene los mismos ojos que mi abuela, muy azules, muy claros. Mi abuela dice que son los ojos típicos de su ciudad, Chioggia en la costa este de Italia, cerca de Venecia. No se. No conozco la ciudad. La familia vive en Barcelona desde hace mucho tiempo. Mi madre es baja y alegre. Ahora trabaja en el restaurante de mi tío Federico (su hermano) como cocinera. Es muy buena su trabajo, pero en casa no le gusta cocinar. En casa preparo yo la comida. Ahora no hago nada, pero en el futuro también quiero trabajar en un restaurante, pero mi madre dice que hay que ir a la universidad. Mi padre se llama Antonio. Es un poco tímido y trabaja como taxista. Le encanta jugar al futbol con sus nietos. Otro día te envío una foto de todos. Un saludo cordial, Alicia 1. Alicia escribe la carta porque... a. Ahora vive en Barcelona b. Vive con la familia de Alberto c. Va a visitar a Alberto d. Alberto la va a visitar a ella 2. La abuela de Alicia... a. Es de Barcelona b. No conoce Barcelona c. No vive en Italia d. Prefiere Italia 3. Alicia... a. No trabaja b. Trabaja en un restaurante c. Estudia en la universidad d. Ayuda a su tío en la cocina	5	CO4
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4. La madre dice que...
 - a. Su tío Federico es buen jefe
 - b. Alicia tiene que estudiar
 - c. Alessa tiene que ir a la universidad
 - d. La abuela y Alicia tienen los ojos claros
5. Al padre le encanta...
 - a. Conducir el taxi
 - b. Jugar al fútbol con sus nietos
 - c. Ver la televisión
 - d. Cocinar en casa

Q.2.A. Usted alquila su piso o su casa durante un mes. Escriba un anuncio para un periódico (60-70 palabras). En él debe:

- Decir dónde está su casa y como es
- Explicar cuántas habitaciones tiene
- Indicar los muebles y electrodomésticos que hay

No olvide indicar las fechas y el precio

7

CO1,
CO2,
CO3,
CO4

Q.2.B. Una importante empresa quiere actualizar su base de datos. Completa el formulario.

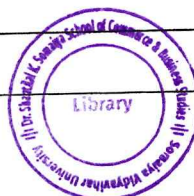
Formulario para futuros empleados

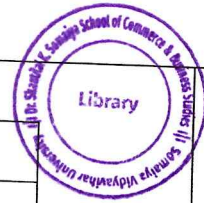
1. Nombre y Apellidos: _____
2. Fecha de nacimiento: Día _____ / Mes _____ / Año _____
3. Sexo: H _____ o M _____
4. Nacionalidad: _____
5. Estado civil: _____
6. Correo electrónico: _____
7. Dirección: _____
8. Código Postal: _____ 9. Provincia: _____
10. Profesión: _____
11. Idiomas: _____
12. Estudios: _____
13. ¿Por qué quiere trabajar en esta empresa? _____
14. ¿Qué opina del trabajo en grupo? _____
15. ¿Prefiere trabajar en una empresa grande o pequeña? ¿Por qué? _____
16. ¿Qué le gusta más de su profesión? ¿Y menos? _____

8

CO1,
CO2,
CO3,
CO4

Q.3.A.	Rellena los huecos con la opción correcta ¿_____ dos kilos de uvas, por favor? (a. pongo, b. me prestas, c. me pone) - Hombre, Paco, ¡_____ tiempo sin verlo! ¿Cómo va todo? (a. cuánto, b. poco, c. bastante) - Señores pasajeros, estamos _____ sobre las Amazonas, a 8000 metros de altitud. (a. volando, b. viendo, c. haciendo). - Dentro de un año se _____ a Londres. (a. mudé, b. hemos movido c. va a mudar) -No entiendo ni una palabra de polaco. - _____ sé, por eso te he comprado un diccionario. (a. no, b. lo, c. sí)	5	CO1, CO2, CO3, CO4
Q.3.B	Traducir las frases al inglés ¿Has asistido a clases hoy? ¿O simplemente has estado en la cantina con los amigos? - Luego, se fríen los huevos e inmediatamente se echan sobre las verduras. - Juan estudió toda la noche para el examen. - Lo pasamos muy bien en la playa con toda la familia. - Sí... Sara. ¡Qué emocionante! ¿Has recibido muchos regalos?	5	CO1, CO2, CO3, CO4
Q.3.C	Conjuga los verbos correctamente en presente - Los gemelos _____ muy parecidos. (ser) - Los políticos nunca _____ la verdad. (decir) - No _____ ir de compras porque no tengo suficiente dinero. (querer) ¿Usted no _____ nadar? (saber) - Nosotros _____ al dueño de la empresa. (conocer)	5	CO1, CO2, CO3, CO4
	OR		
Q.3.D	Hacer frases con estos verbos en el presente según el pronombre del sujeto. - Ella - hacer - Yo - cocinar - ellos - gustar - Vosotros - querer - Tú - ir	5	CO1, CO2, CO3, CO4





Q.4.A.	Unir las dos columnas con palabras relacionadas.			10	CO1, CO2, CO3, CO4
	1. queso	a) Café			
	2. película	b) medida			
	3. escrito	c) charlando			
	4. Un kilo	d) doler			
	5. están	e) las personas			
	6. Todavía	f) Objetos			
	7. el estomago	g) actriz			
	8. azúcar	h) escribir			
	9. caer bien	i) leche			
	10. dar	j) pretérito perfecto			
Q.4.B.	Conjuga estos verbos según los pronombres de sujeto y en el tiempo indicado.			5	CO 1, CO2, CO 3, CO 4
OR					
Q.4.C.	Conjuga estos verbos según los pronombres de sujeto y en el tiempo indicado.			5	CO 1, CO2, CO 3, CO 4



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VIDYAVIHAR UNIVERSITY



March / April 2026 Examination: End Semester Examination (UG Programmes)		
Programme code: 07 Programme: BBA	Class: SY	Semester: IV
Name of the Constituent College: SKSCBS	Name of the Department: Business Studies	
Course Code: 231U07C408	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.	Compréhension Sortir avec des nouveaux amis Vous venez d'arriver à Québec ? Vous ne connaissez pas beaucoup de monde ? Rejoignez le réseau amical "Le Québec entre amis" ! Grâce à ce réseau, vous allez rencontrer des membres qui, comme vous, cherchent à rencontrer de nouveaux amis de manière conviviale et agréable Simple d'utilisation, le site Internet "Le Québec entre amis" vous permet d'entrer en relation avec des personnes bien réelles qui cherchent à faire des rencontres amicales. Comment se font les rencontres ? Pour faciliter les sorties entre membres, chaque personnes doit décrire ses loisirs et centres d'intérêts préférés. Imaginez. Vous cherchez un(e) ami(e) pour faire une sortie dans un musée. Sélectionnez simplement dans le moteur de recherche l'activité "musée". Le site propose alors la liste de tous les membres qui correspondent à votre recherche. Autre façon d'organiser une sortie : il vous suffit de créer un événement. Décrivez l'activité que vous voulez organiser en indiquant le lieu, la date et l'heure de l'événement. Après validation, votre sortie est visible par tous les autres membres qui peuvent choisir de s'inscrire. Tous les membres peuvent créer des événements sur le site, et ils peuvent décider de rendre l'accès privé ou public, c'est à dire qu'ils peuvent choisir les membres qui consultent et s'inscrivent à leurs événements. Enfin, en tant que membre, vous pouvez ouvrir une page personnelle (rien d'obligatoire !) où vous pouvez donner des informations personnelles ou raconter vos expériences. Les autres membres peuvent publier un message sur votre page. C'est aussi un moyen efficace pour chercher des amis...		

	A. Répondez aux questions 1. Que propose le site "Le Québec entre amis" ? 2. Qui s'inscrit sur ce site ? 3. Qu'est-ce qui permet de trouver des amis ? 4. Sur le site, que pouvez-vous faire quand vous créez un "événement" ? 5. Que peut-on faire sur sa page personnelle ?	5	1,2,3,4
	B. Vrai ou faux 1. Le site internet est difficile à utiliser 2. Le site internet s'adresse aux personnes qui veulent rencontrer un(e) petit(e) ami(e) 3. Les femmes peuvent seulement créer des événements sur le site. 4. Il y a plusieurs façons de créer des événements 5. Les membres doivent ouvrir une page personnelle.	5	1,2,3,4
	C. Écrivez le mot anglais pour ces mots français 1. L'événement 2. Agréable 3. Sortie 4. Nouveaux 5. S'inscrire	5	1,2,3,4
Q. 2.	Créez votre CV et présentez votre lettre de motivation	15	1,2,3,4
Q.3.	A. Donnez des conseils à votre ami pour trouver un emploi	8	3
	B. Reformuler les phrases avec le pronom relatif (qui, que, ce que, ce qui) 1. J'ai vu un film. Tu m'as conseillé ce film. 2. Il y a quelque chose. Cette chose me dérange. 3. Les étudiants sont motivés. Les étudiants réussissent. 4. Je ne comprends pas cette chose. Tu expliques cette chose. 5. Nous avons lu un texte. Le texte parle de la mémoire. 6. Il a dit quelque chose. Je n'ai pas entendu cette chose. 7. Elle admire cette qualité. Cette qualité est rare aujourd'hui.	7	2
	OU		



C. Posez des questions à cette personnalité.  Laure Manaudou caractéristiques physiques : mince, musclée profession : nageuse goûts : s'intéresse à la décoration d'intérieur qualités : ambitieuse, précise, sensible	7	1, 4
Q.4. A. Suivez les consignes 1. Nous allons au cinéma ce soir. (mettez au négatif) 2. Ils parlent ____ leurs amis de leurs projets. (mettez le bon préposition) 3. Elle adore ____ chocolat. (mettez le bon article) 4. Un étudiant intelligent (changez au féminin) 5. ____ appartement est lumineux (mettez l' adjectif démonstratif) 6. Ils ont invité _____ amis à dîner (mettez le bon adjectif possessif) 7. Nous (venir) demain matin (mettez le verbe en temps correcte) 8. Formez une phrase avec le mot : se laver 9. J'ai acheté ____ pomme et ____ orange (complétez avec l'article défini ou indéfini) 10. Nous parlons _____ nos amis de nos projets (mettez le bon préposition) B. Mettez les verbes au passé composé ou l'imparfait. Elle (naître) dans une famille aisée. Elle (appartenir) à la bourgeoise de robe, à Langres, en France, en 1606. Tôt dans sa vie, elle (commencer) à travailler aux soins infirmiers. La guerre de Trente Ans (1618-1648) lui (permettre) d'acquérir ses premières expériences auprès des malades. Tout au long de sa vie elle (continuer) à prodiguer son dévouement aux malades. OU	10	1,2,3,4
	5	3,4

	C. Remplissez les tirets avec le bon mot (genre et nombre) Dans cette _____ (grand) ville, il y a beaucoup de _____ (beau) bâtiments et des rues _____ (animé). Les _____ (petit) cafés sont très _____ (populaire). J'aime visiter les _____ (ancien) monuments et prendre des photos _____ (magnifique). Les touristes sont toujours _____ (content) de découvrir cet endroit. Bonne chance !	5	1,2
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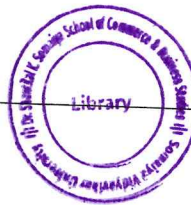
SOMAIYA
VIDYAVIHAR UNIVERSITY



Semester (Dec 2025 to March 2026) Examination: End Semester Examination April 2026 (UG Programmes)			
Programme code: 07 Programme: BBA		Class: SY	Semester: IV
Name of the Constituent College: Dr. Shantilal K Somaiya School of Commerce and Business Studies		Name of the Department Business Studies	
Course Code:		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. 3) Q4-A is compulsory, attempt Q4-B or Q4-C.			

Question No.		Max. Marks	CO Attainment
Q.1.A	Lesen Sie die Texte. Sind die Aufgaben richtig oder falsch? 1 An der Bushaltestelle Bus 55 Achtung – Bauarbeiten! Zwischen 20 Uhr und 6 Uhr keine Haltestelle am Südbahnhof. Sie können mit dem Bus 55 nachts zum Südbahnhof fahren. Richtig Falsch 2 Im Studentenwohnheim Jedes Wochenende Party im Clubraum! Bringt eure Musik mit und kommt feiern ☺ Eintritt kostenlos Getränke und Snacks gibt es an der Bar. Sie können hier am Samstagabend tanzen. Richtig Falsch 3 Im Tennisclub Info Tenniskurse Carlo ist leider krank. Diese Woche trainiert Heike mit euch. Viel Spaß! Sie können heute zum Tenniskurs gehen. Richtig Falsch	10	CO1, 2

	4 Am Café Achtung – neue Öffnungszeiten! täglich von 8 bis 22 Uhr am Wochenende Frühstück bis 16 Uhr  Es ist Samstagnachmittag, drei Uhr. Sie können hier frühstücken. Richtig Falsch 5 Am Möbelgeschäft Kommen Sie diesen Sonntag zum Probewohnen. Wir haben für Sie geöffnet und beantworten Ihre Fragen gern bei einer Tasse Kaffee. <i>Kein Verkauf!</i> Sie können sonntags Möbel kaufen. Richtig Falsch		
Q.1.B	Ordnen Sie das Gespräch. ___ o An der vierten Haltestelle steigen Sie aus. Das ist der Aescherplatz. ___ o Dort steigen Sie um und fahren mit der Nummer 14 weiter. <u>1</u> • Entschuldigung, wie komme ich zum Aescherplatz. ___ o Fahren Sie bis zur Schifflande. ___ • Vielen Dank. ___ o Wir sind hier am Wettersteinplatz. Nehmen Sie die Straßenbahn Nummer 34.	5	CO2, 3
Q.2.A	Beschreiben Sie diese Person. Sarah Schmidt, 28 / Deutschland, Frankfurt / Studium: Psychologie Sprachen: Englisch, Deutsch, Französisch Hobbys: Bücher lesen, Musik hören	5	CO1, 3
Q.2.B	Sie sind im Urlaub. Schreiben Sie eine Postkarte. Schreiben Sie über folgende Punkte: - Urlaubsort - Wetter - Aktivitäten - Pläne Vergessen Sie die Anrede und den Gruß nicht.	10	CO4



Q.3.A	Schreiben Sie die <i>weil</i>-Sätze. 0. Lisa lädt ihre Freunde ein, (Geburtstag / haben / sie) <u>Lisa lädt ihre Freunde ein, weil sie Geburtstag hat.</u> 1. Sie feiern im Garten, (dort / geben / viel Platz / es) 2. Jan kommt mit dem Fahrrad, (sein Auto / sein / kaputt) 3. Mona hat ein Buch gekauft, (lesen / gern / Lisa) 4. Tarik kann nicht kommen, (arbeiten / er / müssen) 5. Lisas Eltern sind nicht da, (sein / nach Italien / gefahren / sie)	10	CO2, 3
Q.3.B	Was machen Sie mit dem Handy? Schreiben Sie 5 Aktivitäten.	5	CO4
OR			
Q.3.C	Welche Formulierungen sind positiv, welche negativ? 1. Ich finde, die Schauspieler waren super. 2. Die Handlung ist nicht logisch. 3. Der Film ist ein bisschen langweilig. 4. Der Film hat mir überhaupt nicht gefallen. 5. Der Film war sehr interessant.	5	CO4
Q.4.A	<i>Do as directed.</i> 1. Viele Menschen sind ohne Internet glücklich. Ich denke, dass ... (Bilden Sie einen <i>dass</i> -Satz.) 2. _____ Mai gehe ich in den Bergen. (Am / Im) 3. der Regen, es regnet. die Wolke, es ist _____. 4. Was passt nicht? die Arbeit – das Wochenende – das Hobby – der Sport – die Freunde 5. Schreiben Sie wie im Beispiel. Die Schwester von Ralf – Ralfs Schwester. Der Bruder von Alex – _____. 6. Dein Handy ist teurer _____ dein Laptop. (als / wie)	8	CO1, 2, 3, 4

	7. Heute machen wir viel, _____ gestern waren wir faul. (oder / aber) 8. Die Paprika sind _____. (sauer / scharf)		
Q.4.B	Ergänzen Sie. Angebote beliebt Berge genießen Insel langweilig reisen Strände Süden Die Deutschen (0) <u>reisen</u> gern und viel. Im Norden kann man Urlaub am Meer oder auf einer (1) _____ machen. Die Landschaft und die (2) _____ sind sehr schön, aber das Wetter ist nicht so warm wie im (3) _____ von Europa. Städtereisen sind auch sehr (4) _____. Urlaub in Städten ist nie (5) _____, es gibt viele (6) _____. Im Süden von Deutschland sind die (7) _____ das Ziel von vielen Touristen. Man kann hier wandern und die Natur genießen.	7	CO1, 2
OR			
Q.4.C	Dinge vergleichen. Ergänzen Sie. (älter besser größer lieber mehr praktischer teurer) 1. Das Tablet kostet ziemlich viel. (Laptop +) Aber der Laptop kostet noch _____. 2. Mona liest gern Blogs. (Bücher +) Aber sie liest noch _____ Bücher. 3. Bens Laptop ist sehr groß. (Computer +) Aber sein Computer ist noch _____. 4. Der Fernseher ist ziemlich alt. (Radio +) Aber das Radio ist noch viel _____. 5. Die Spielekonsole ist teuer. (VR-Brille +) Aber die VR-Brille ist _____. 6. Das Telefon war sehr praktisch. (Handy +) Aber Handys sind viel _____. 7. Inas Computer ist ziemlich gut. (Tablet +) Aber ihr Tablet ist _____.	7	CO3, 4





SOMAIYA
VIDYAVIHAR UNIVERSITY



16 JUN 2028

ATKT
BBA/BBM
Sem-IV

Semester (November 2025 to March 2026)

Examination: End Semester Examination April 2025 (UG Programmes)

Programme code: 07 / ~~06~~

Programme: BBA / ~~BBM~~

Class: SY

Semester: IV

Name of the Constituent College: S K Somaiya College

Name of the Department: Business Studies

Course Code: 231U07I401 / 231U06I401

Name of the Course: Research Methodology

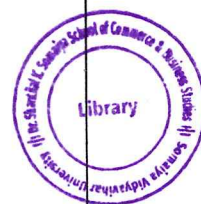
Duration : 2 Hrs.

Maximum Marks : 60

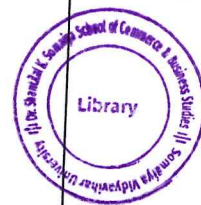
Instructions:

1. Read all the instructions carefully before attempting the paper.
2. This question paper consists of 4 questions. Clearly indicate the question number in your answer sheet.
3. Carefully review the question and ensure you understand it fully before attempting your answer.
4. Write neatly and legibly. Answers must be written in black or blue ink only.
5. Do not write your name or any identifying marks on the answer script.
6. Use diagrams, flowcharts, and examples wherever necessary to enhance your answers.
7. Use of Simple Calculators is only permitted for Examination.

Question No.		Max. Marks	CO Attainment																				
Q.1.	1. A survey of 200 customers shows brand preferences for different coffee shops. <table><tr><th>Brand</th><th>Starbucks</th><th>Costa</th><th>Dunkin'</th><th>Local Cafe</th></tr><tr><th>Frequency</th><td>52</td><td>48</td><td>50</td><td>50</td></tr></table> Is customer preference evenly distributed? 2. A study on 180 people records their primary social media usage. <table><tr><th>Platform</th><th>TikTok</th><th>Instagram</th><th>Twitter</th><th>Facebook</th></tr><tr><th>Frequency</th><td>45</td><td>50</td><td>40</td><td>45</td></tr></table> Is social media usage independent of age?	Brand	Starbucks	Costa	Dunkin'	Local Cafe	Frequency	52	48	50	50	Platform	TikTok	Instagram	Twitter	Facebook	Frequency	45	50	40	45	15	1,2,3,4
Brand	Starbucks	Costa	Dunkin'	Local Cafe																			
Frequency	52	48	50	50																			
Platform	TikTok	Instagram	Twitter	Facebook																			
Frequency	45	50	40	45																			
Q.2.A	Parikshit, the newly appointed CEO of the Hastinapur e-Governance Council, is tasked with a monumental mission: "Bridging the Digital Divide in Rural Districts." While the capital city is fully digitized, the outlying rural "Janapadas" are struggling to access basic government services due to a lack of smartphones and internet literacy. His mentor, Kripacharya, advises him that simply distributing tablets is not a solution. Parikshit must conduct a formal research study to understand the <i>barriers</i> to adoption—whether	15	1,2																				



	they are financial, cultural, or technical. Parikshit is eager to launch the project, but he must first present a documented Research Process to the Council of Elders to secure the 500-million <i>Suvarna</i> (gold coin) budget. As Parikshit's Chief Strategy Officer, guide him through the formal Research Process by addressing the following: 1. Parikshit needs to demonstrate to the Council that his investigation is structured and not random.(8 Marks) - Identify and describe the eight standard steps of the Research Process, beginning with <i>Formulating the Research Problem</i> and concluding with <i>Report Writing</i>. - Draw (or outline a detailed flowchart) that represents these steps. For each step, provide a specific example related to the "Rural Digital Literacy" project (e.g., <i>Literature Review</i>: "Studying similar digital success stories from the neighboring Kingdom of Dwarka"). 2. Parikshit suspects that "Language Barriers" (Sanskrit vs. Local Dialects) are the primary reason rural citizens avoid government apps. (7marks) - Formulate a precise Research Problem for Parikshit's study. - Develop a Null Hypothesis (H0) and an Alternative Hypothesis (H1) that Parikshit can test regarding the relationship between "Localized Language Interfaces" and "User Adoption Rates." - Explain why a clear Problem Definition is the most critical step in the entire research process.		
	OR		
Q.2.B	Iravan, the Strategic Lead at Nagaloka Defense Tech, is under immense pressure from the Ministry of Defense to prove the efficacy of a new "Stealth Cloaking Shield." This technology is designed to make border outposts invisible to enemy thermal scanners. If the technology works, it saves thousands of lives; if it fails, the border remains vulnerable. Iravan must conduct a rigorous scientific study to determine if the shield is truly "undetectable" before the King authorizes a full-scale rollout. He knows that a small error in his research could lead to a massive national security failure. To ensure his results are indisputable, he must define clear objectives and account for potential statistical errors. 1. Iravan needs to move beyond a vague goal like "testing the shield." - Define the SMART framework (Specific, Measurable, Achievable, Relevant, Time-bound). - Draft one complete SMART objective for Iravan's study that would satisfy the Ministry of Defense regarding the	15	1,2



	shield's thermal detection rate over a 30-day testing period. 2. In high-stakes defense research, a "False Positive" or "False Negative" can be fatal. • Define Type I Error: Explain what would happen if Iravan concludes the shield is effective when it actually fails in real combat. • Define Type II Error: Explain what would happen if Iravan concludes the shield is a failure and scraps the project, even though it was actually functional. • Illustrate the relationship between the Null Hypothesis and these errors using a decision matrix diagram. 3. Iravan cannot test the shield at every single border point simultaneously; he must choose a sample of 10 outputs. • Define Sampling Error and explain how it differs from Non-Sampling Error (like faulty thermal equipment). • Draw a diagram showing the relationship between "Sample Size" and "Sampling Error." • Suggest two ways Iravan can mitigate sampling error to ensure his small test group accurately represents the diverse terrain (mountains, forests, and deserts) of the entire empire.		
Q.3.A.	Vichitravirya, the Chairperson of the Hastinapur Infrastructure Board (HIB), needs to understand the household income and energy consumption patterns of the city to plan a new "Green Grid" power project. The city is a sprawling mixture of high-tech corporate zones, densely packed residential colonies, and peripheral labor settlements. To make an accurate budget proposal to the Council, Vichitravirya needs a sample that reflects the entire city's diversity. However, he is facing a "Data Crisis"—his team is small, the city is large, and he must ensure that no community is left out of the sampling process. He needs to choose a Sampling Method that balances scientific accuracy with administrative feasibility. As the Lead Research Consultant for the HIB, Vichitravirya is confused between Probability and Non-Probability Sampling. Draw a detailed Tree Diagram that categorizes the various sub-types of sampling methods. The city has three distinct economic zones: the High-Income Zone (20%), the Middle-Income Zone (50%), and the Low-Income Zone (30%). Explain how Vichitravirya can use Stratified Random Sampling to ensure each zone is represented proportionally.	15	3
	OR		
Q.3.B.	Keshav Corporate Pvt. Ltd. investigates: <i>"Impact of Inclusive Leadership on Workplace Belongingness."</i>	15	3

Inclusive Leadership is a multidimensional management style characterized by openness, humility, and accessibility, where leaders actively invite diverse perspectives and demonstrate a visible commitment to equity. In the context of research, this acts as the independent variable that triggers a sense of Workplace Belongingness, which is the psychological state of feeling personally accepted, respected, and supported by one's professional community. To construct an effective questionnaire, students must move beyond generalities and measure specific "indicators" such as psychological safety (the freedom to speak up), uniqueness (valuing individual differences), and social cohesion (the strength of team bonds). By using a Likert scale (e.g., 1 to 5 rating), researchers can quantify how much a leader's inclusive behavior—such as admitting mistakes or seeking marginalized opinions—directly correlates with an employee's emotional investment and reduced feelings of isolation within the organization. Follow the 15-Questionnaire Structure as given below with the perform

1. Demographic Questions
2. Dichotomous Questions (Yes/No) (4 Questions)
3. Likert Scale Behaviour - 4 Questions
4. Likert Frequency 4 Questions
5. Rank Order (1-5) 1 Question
6. Ordinal Rating (1 Question with rating 1-5)
7. Subjective Question (1 Question)



Q.4.A.

Satyaki, the High-Performance Director of the Anarta Warriors, is analyzing the success of various "Offensive Playbooks" used over the last 10 seasons. He has gathered data from 500 matches, including variables like player formation, weather conditions, fatigue levels, and final win-loss margins.

His goal is to move beyond "gut feeling" and use data to predict which playbook will work best against their rivals. However, his dataset is messy—containing matches played in extreme monsoon rains and games where key players were injured—and he needs to ensure his mathematical findings are robust enough to present to the team's patron, Lord Krishna.

As Satyaki's Lead Statistician, provide a data analysis strategy by answering the following sections (5 Marks each):

1. Satyaki needs to summarize his data and find relationships between variables.

- List and briefly define three Statistical Tools Satyaki should use (e.g., Mean/Standard Deviation for consistency, Correlation to see if fatigue affects scoring,

15

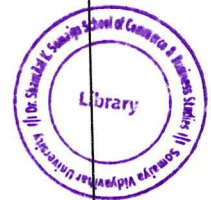
4



	and Chi-Square tests to see if certain formations work better on specific grass types). • Which tool would best help him visualize the "spread" of win-margins across different playbooks? 2. In his data, Satyaki finds two matches where the team won by 100 points (an impossible margin) and one match where they lost by 80 points because the entire first-string team was down with food poisoning. • Define an Outlier in the context of this sports data. • Discuss how these extreme values could distort the Mean and lead to "Skewed" results. • Should Satyaki delete these records or keep them? Justify your decision based on the goal of "predicting future success." 3. Satyaki wants to build a model where he can input "Player Speed" and "Formation Type" to get a "Probability of Winning." • Propose a Statistical Model (e.g., Linear Regression or Logistic Regression) that would be appropriate for this prediction. • Identify the Dependent Variable and at least two Independent Variables for this model. • How can Satyaki use the Coefficient of Determination to tell the coaches how much they should trust his model's predictions?		
	OR		
Q.4.B.	Draupadi, a Senior Research Fellow at Narayan Research Pvt. Ltd., is conducting a high-stakes study titled: "Impact of Perceived Privacy Risk on Adoption of Voice-Activated Commerce." Voice-activated assistants (like smart speakers) have revolutionized shopping by allowing "frictionless" hands-free purchasing. However, many consumers fear "always-listening" devices, data breaches, and the unauthorized sharing of private conversations with third-party advertisers. Draupadi suspects that even if a voice-commerce platform is highly convenient, a high Perceived Privacy Risk acts as a "psychological barrier" that prevents users from ever completing a transaction. To prove this, she must move beyond anecdotes and build a robust scientific report. Help Draupadi to create a research report with explanations wherever required.	15	4

Chi-square Distribution Table

d.f.	.995	.99	.975	.95	.9	.1	.05	.025	.01
1	0.00	0.00	0.00	0.00	0.02	2.71	3.84	5.02	6.63
2	0.01	0.02	0.05	0.10	0.21	4.61	5.99	7.38	9.21
3	0.07	0.11	0.22	0.35	0.58	6.25	7.81	9.35	11.34
4	0.21	0.30	0.48	0.71	1.06	7.78	9.49	11.14	13.28
5	0.41	0.55	0.83	1.15	1.61	9.24	11.07	12.83	15.09
6	0.68	0.87	1.24	1.64	2.20	10.64	12.59	14.45	16.81
7	0.99	1.24	1.69	2.17	2.83	12.02	14.07	16.01	18.48
8	1.34	1.65	2.18	2.73	3.49	13.36	15.51	17.53	20.09
9	1.73	2.09	2.70	3.33	4.17	14.68	16.92	19.02	21.67
10	2.16	2.56	3.25	3.94	4.87	15.99	18.31	20.48	23.21
11	2.60	3.05	3.82	4.57	5.58	17.28	19.68	21.92	24.72
12	3.07	3.57	4.40	5.23	6.30	18.55	21.03	23.34	26.22
13	3.57	4.11	5.01	5.89	7.04	19.81	22.36	24.74	27.69
14	4.07	4.66	5.63	6.57	7.79	21.06	23.68	26.12	29.14
15	4.60	5.23	6.26	7.26	8.55	22.31	25.00	27.49	30.58
16	5.14	5.81	6.91	7.96	9.31	23.54	26.30	28.85	32.00
17	5.70	6.41	7.56	8.67	10.09	24.77	27.59	30.19	33.41
18	6.26	7.01	8.23	9.39	10.86	25.99	28.87	31.53	34.81
19	6.84	7.63	8.91	10.12	11.65	27.20	30.14	32.85	36.19
20	7.43	8.26	9.59	10.85	12.44	28.41	31.41	34.17	37.57
22	8.64	9.54	10.98	12.34	14.04	30.81	33.92	36.78	40.29
24	9.89	10.86	12.40	13.85	15.66	33.20	36.42	39.36	42.98
26	11.16	12.20	13.84	15.38	17.29	35.56	38.89	41.92	45.64
28	12.46	13.56	15.31	16.93	18.94	37.92	41.34	44.46	48.28
30	13.79	14.95	16.79	18.49	20.60	40.26	43.77	46.98	50.89
32	15.13	16.36	18.29	20.07	22.27	42.58	46.19	49.48	53.49
34	16.50	17.79	19.81	21.66	23.95	44.90	48.60	51.97	56.06
36	17.99	19.29	21.36	23.28	25.64	47.15	50.99	54.46	58.58
40	22.14	23.65	26.00	28.14	30.77	54.09	58.12	61.78	66.21
45	25.04	26.66	29.16	31.44	34.22	58.64	62.83	66.62	71.20
50	27.99	29.71	32.36	34.76	37.69	63.17	67.50	71.42	76.15
55	31.73	33.57	36.40	38.96	42.06	68.80	73.31	77.38	82.29
60	35.53	37.48	40.48	43.19	46.46	74.40	79.08	83.30	88.38
65	39.38	41.44	44.60	47.45	50.88	79.97	84.82	89.18	94.42
70	43.28	45.44	48.76	51.74	55.33	85.53	90.53	95.02	100.43
75	47.21	49.48	52.94	56.05	59.79	91.06	96.22	100.84	106.39
80	51.17	53.54	57.15	60.39	64.28	96.58	101.88	106.63	112.33





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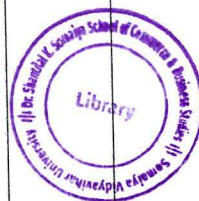
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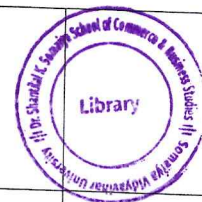
15 JUN 2026

Semester (Nov 2025 to April 2026)		
Examination: End Semester Examination November 2026 (UG Programmes)		
Programme code: 06/07	Class: SY BBA/BBM Finance	Semester: IV
Programme: BBA/BBM		
Name of the Constituent College: Dr. Shantilal K Somaiya School of Commerce & Business studies		Name of the Department: Business Studies
Course Code:	Name of the Course: Risk Management	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1) Draw neat diagrams 2) Quote suitable examples as applicable 3) Q1 is COMPULSORY		

Question No.		Max. Marks	CO Attainment
Q.1.	The Punjab and Maharashtra Cooperative (PMC) Bank fraud case revolved around the bank's exposure to Housing Development and Infrastructure Ltd. (HDIL). The bank allegedly hid non-performing assets (NPAs) and falsified records to show healthier financials than reality. Over 70% of the bank's loan book was concentrated in HDIL, violating risk management norms. When HDIL defaulted, the bank's financial health collapsed, leading to restrictions on withdrawals and severe distress for depositors. Concerns : Risk Concentration: Excessive lending to a single borrower (HDIL). Governance Failures: Lack of oversight by the board and auditors. Regulatory Breach: Concealment of NPAs and misreporting to the RBI. Impact: Depositors faced withdrawal limits, loss of trust in cooperative banks, and systemic concerns in India's banking sector. <u>Answer all 3 questions for 5 marks each :</u> Risk Management Perspective: Explain how concentration of loans to a single borrower (HDIL) violated basic principles of risk diversification in banking. What lessons can be drawn for future risk management practices? Governance & Ethics: Discuss the role of auditors and the board in preventing such frauds. How did governance failures contribute to the PMC Bank crisis? Regulatory Oversight & Impact: Evaluate the effectiveness of RBI's regulatory framework in this case. What were the consequences for depositors, and how could regulatory mechanisms be strengthened?	15	CO1,2,3,4

Q.2.A	A small manufacturing firm approaches a bank for a loan of ₹50 lakh to purchase new machinery. The bank manager explains that the machinery purchased through the loan will act as primary security, while the owner may also have to provide additional collateral such as property documents. The manager further explains different modes of charging security like pledge, hypothecation, mortgage and lien. Answer all 3 Questions for 5 marks each : a) Identify and explain the type of security involved in the above case. b) Analyze any three modes of charging security that the bank may use while granting this loan. c) Evaluate which mode of charge would be most suitable for financing machinery and justify your answer.	15	CO2
	OR		
Q.2.B	Riya, a young professional, visits a bank to understand different loan facilities offered under retail banking. As a bank manager help her by explaining with diagram and examples.	15	CO4
Q.3.A.	Rahul, a financial planner, is advising his client who is worried about potential financial losses due to medical emergencies, market fluctuations and uncertain income sources. Rahul suggests different strategies such as buying insurance, diversifying investments and avoiding high-risk ventures. Answer all 3 questions for 5 marks each : a) Explain the concept of risk management in financial planning. b) Discuss the four methods of managing risk with suitable examples. c) Evaluate which risk management method would be most effective for medical emergencies and justify your reasoning. OR	15	CO3
Q.3.B	An investment analyst explains that stock returns are influenced not only by market risk but also by several macroeconomic factors such as inflation, interest rates and economic growth. The analyst refers to the Arbitrage Pricing Theory developed by Stephen Ross. Briefly explain the Arbitrage Pricing Theory (APT).and Analyze how multiple economic factors influence security returns under APT.	7	CO2
Q.3.C	A commercial bank recently faced multiple challenges: • Its online banking system stopped working due to a technical failure. • The bank received a legal notice for violating certain regulatory norms. • Negative news reports reduced customer trust in the bank.As a financial reporter you are required to Identify and explain each types of non-financial risks present in the above situation. Also Suggest practical measures banks can adopt to reduce such risks.	8	CO1
Q.4.A.	A family is discussing financial protection options with an insurance advisor.	15	CO3





	a) Explain the concept of insurance and its importance in financial planning. b) Identify and discuss the major types of insurance policies available to individuals. c) Analyze how different types of insurance help in risk protection for families.		
	OR		
Q.4.B.	GreenGlow Cosmetics, a small enterprise in Mumbai, has introduced a new line of herbal skincare products. The company is confident about the growing demand for natural beauty solutions but faces challenges in competing with established brands. • The firm has strong R&D capabilities and uses locally sourced organic ingredients. • However, its limited distribution network and small marketing budget restrict visibility. • Rising consumer awareness about chemical-free products offers opportunities, but counterfeit herbal products in the market pose threats. • The company is considering partnerships with e-commerce platforms to expand reach. <u>Answer all 3 for 5 marks each :</u> 1. Explain about SWOC analysis. 2. Discuss its importance in strategic planning and decision-making for businesses. 3. Apply SWOC analysis to the caselet and suggest how GreenGlow Cosmetics can leverage its strengths and opportunities while addressing weaknesses and challenges.	15	CO2



SOMAIYA
VIDYAVIHAR UNIVERSITY



ATKT
BBA
Sem -IV

Semester (November 2023 to March 2024)		
Examination: End Semester Examination March/April 2024 (UG Programmes)		
Programme code: 07	Class: SY	Semester: IV
Programme: BBA		
Name of the Constituent College: S K Somaiya College	Name of the Department: Business Studies	
Course Code: 131U07E404	Name of the Course: Commodities and Derivatives Market	
Duration : 2 Hrs.	Maximum Marks : 60	
Instructions: 1)Draw neat diagrams 2)Assume suitable data if necessary		

Question No.		Max. Marks	CO
Q.1. A	A Client of yours wants to start dealing in Derivatives markets which are highly risky. As an investment analyst brief him about different risk management techniques that he can practice.	8	4
Q.1 B	A friend of yours wants to start investing in the stock market and ask your help on different types of orders.	7	4
	OR		
Q.1. C	Mr. Kuber holds shares in TCS Ltd. whose market value is Rs. 75,00,000. The standard deviation of the market price is 1% per day. Using 95% confidence level, determining the maximum loss level over the period of a) 2 trading days b) 9 trading days.	8	4
Q.1. D	Infy Ltd wants to start Dealing in derivatives market, as a finance manager explain to the company's CEO Risk associated with Derivatives.	7	4
Q.2. A	Shares of Ratan Ltd. are currently priced at Rs. 1660 and three months Call option exercisable rate is Rs. 1600. Calculate Value of call option using black Scholes model if risk free interest rate is 7% per annum and standard deviation of Share price is 25%.	15	3
	OR		
Q.2. B	Spot price of HAL Ltd. is Rs. 500. a) Create a protective put strategy considering the premium of a particular option is Rs. 10 and lot size is 100 Shares. b) Also calculate net profit and loss if probable spot prices on the day of option expiry is Rs. 470, 490, 510, 530, 550.	8	3
Q.2. C	TCS Ltd wants to start dealing in Options for risk management and request your expertise for the same. As a Financial expert elaborate on the Specification of stock options.	7	3
Q.3. A.	Investment in Stock is worth Rs. 1,20,00,000 when current index level is 20,000. Index future price is 20,300 and 50 times the index and beta of the stock is 1.2. Index pays dividend of 2% per annum and risk free interest rate is 6% per annum. a) Create a hedge for the portfolio. b) determine the value of the portfolio if you square off the positions after 6 months and the index turns out to be at Rs. 20,800 and Futures price is Rs. 21,000.	15	2
	OR		

Q.3. B.	A paint manufacturer will need 5000 barrels of oil in 3 months from today. As a financial manager, create a hedging strategy to hedge if the spot price of oil is Rs. 2000 Rs /barrel , future price is 2200 Rs/barrel and 1 future contract contains 500 barrels. Calculate the net amount paid by the paint manufacturer if spot price on 1st august was 2200 Rs/ barrel and future price is 2300 Rs./barrel.	8	2
Q.3.C	As a PhD scholar Discuss different participants of Commodity markets to your Guide.	7	1
Q.4	Answer the following	15	
	FMC		1
	Straddle		4
	MArgin money		2

Additional Information

Z	0.00	0.01	0.02	0.03	0.04	0.05	0.06	0.07	0.08	0.09
0.0	0.0000	0.0040	0.0080	0.0120	0.0160	0.0199	0.0239	0.0279	0.0319	0.0359
0.1	0.0398	0.0438	0.0478	0.0517	0.0557	0.0596	0.0636	0.0675	0.0714	0.0753
0.2	0.0793	0.0832	0.0871	0.0910	0.0948	0.0987	0.1026	0.1064	0.1103	0.1141
0.3	0.1179	0.1217	0.1255	0.1293	0.1331	0.1368	0.1406	0.1443	0.1480	0.1517
0.4	0.1554	0.1591	0.1628	0.1664	0.1700	0.1736	0.1772	0.1808	0.1844	0.1879
0.5	0.1915	0.1950	0.1985	0.2019	0.2054	0.2088	0.2123	0.2157	0.2190	0.2224
0.6	0.2257	0.2291	0.2324	0.2357	0.2389	0.2422	0.2454	0.2486	0.2517	0.2549
0.7	0.2580	0.2611	0.2642	0.2673	0.2704	0.2734	0.2764	0.2794	0.2823	0.2852
0.8	0.2881	0.2910	0.2939	0.2967	0.2995	0.3023	0.3051	0.3078	0.3106	0.3133
0.9	0.3159	0.3186	0.3212	0.3238	0.3264	0.3289	0.3315	0.3340	0.3365	0.3389
1.0	0.3413	0.3438	0.3461	0.3485	0.3508	0.3531	0.3554	0.3577	0.3599	0.3621
1.1	0.3643	0.3665	0.3686	0.3708	0.3729	0.3749	0.3770	0.3790	0.3810	0.3830
1.2	0.3849	0.3869	0.3888	0.3907	0.3925	0.3944	0.3962	0.3980	0.3997	0.4015
1.3	0.4032	0.4049	0.4066	0.4082	0.4099	0.4115	0.4131	0.4147	0.4162	0.4177
1.4	0.4192	0.4207	0.4222	0.4236	0.4251	0.4265	0.4279	0.4292	0.4306	0.4319
1.5	0.4332	0.4345	0.4357	0.4370	0.4382	0.4394	0.4406	0.4418	0.4429	0.4441
1.6	0.4452	0.4463	0.4474	0.4484	0.4495	0.4505	0.4515	0.4525	0.4535	0.4545
1.7	0.4554	0.4564	0.4573	0.4582	0.4591	0.4599	0.4608	0.4616	0.4625	0.4633
1.8	0.4641	0.4649	0.4656	0.4664	0.4671	0.4678	0.4686	0.4693	0.4699	0.4706
1.9	0.4713	0.4719	0.4726	0.4732	0.4738	0.4744	0.4750	0.4756	0.4761	0.4767
2.0	0.4772	0.4778	0.4783	0.4788	0.4793	0.4798	0.4803	0.4808	0.4812	0.4817
2.1	0.4821	0.4826	0.4830	0.4834	0.4838	0.4842	0.4846	0.4850	0.4854	0.4857
2.2	0.4861	0.4864	0.4868	0.4871	0.4875	0.4878	0.4881	0.4884	0.4887	0.4890
2.3	0.4893	0.4896	0.4898	0.4901	0.4904	0.4906	0.4909	0.4911	0.4913	0.4916
2.4	0.4918	0.4920	0.4922	0.4925	0.4927	0.4929	0.4931	0.4932	0.4934	0.4936
2.5	0.4938	0.4940	0.4941	0.4943	0.4945	0.4946	0.4948	0.4949	0.4951	0.4952
2.6	0.4953	0.4955	0.4956	0.4957	0.4959	0.4960	0.4961	0.4962	0.4963	0.4964
2.7	0.4965	0.4966	0.4967	0.4968	0.4969	0.4970	0.4971	0.4972	0.4973	0.4974
2.8	0.4974	0.4975	0.4976	0.4977	0.4977	0.4978	0.4979	0.4979	0.4980	0.4981
2.9	0.4981	0.4982	0.4982	0.4983	0.4984	0.4984	0.4985	0.4985	0.4986	0.4986
3.0	0.4987	0.4987	0.4987	0.4988	0.4988	0.4989	0.4989	0.4989	0.4990	0.4990
3.1	0.4990	0.4991	0.4991	0.4991	0.4992	0.4992	0.4992	0.4992	0.4993	0.4993
3.2	0.4993	0.4993	0.4994	0.4994	0.4994	0.4994	0.4994	0.4995	0.4995	0.4995
3.3	0.4995	0.4995	0.4995	0.4996	0.4996	0.4996	0.4996	0.4996	0.4996	0.4997
3.4	0.4997	0.4997	0.4997	0.4997	0.4997	0.4997	0.4997	0.4997	0.4997	0.4998
3.5	0.4998	0.4998	0.4998	0.4998	0.4998	0.4998	0.4998	0.4998	0.4998	0.4998
3.6	0.4998	0.4998	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999
3.7	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999
3.8	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999	0.4999
3.9	0.5000	0.5000	0.5000	0.5000	0.5000	0.5000	0.5000	0.5000	0.5000	0.5000





SOMAIYA
VIDYAVIHAR UNIVERSITY



12 JUN 2026

January/February 2026			
Examination: In Semester Examination (UG/PG Programmes)			
Programme code: 07	Programme: BBA	Class: SYBBA	Semester: IV
Name of the School: Dr. Shantilal K Somaiya School of Commerce and Business Studies		Name of the Department Business Studies	
Course Code: 231U07C404	Name of the Course: Strategic Financial Management		
Duration : 2 Hrs.	Maximum Marks : 60		
Instructions: 1) All Questions are Compulsory with internal options 2) Working notes are Compulsory			

Question No.			Max. Mark	CO																		
Q1	A	A company is considering a project with the following details: • Cost of Machine = ₹6,00,000 • Installation Cost = ₹50,000 • Working Capital = ₹1,50,000 (recovered at end) • Project Life = 4 years • Salvage Value = ₹1,00,000 • Depreciation = Straight-line • Tax Rate = 30% • Discount Rate = 10% Annual Earnings Before Depreciation & Tax (EBDT): ₹3,00,000 every year Determine the viability of the project based on Net Present value method and Profitability Index method OR	15	01																		
	B	Discuss different methods of project evaluation and their advantages	15	01																		
Q 2	A	Discuss different types of dividend policy and factors determining dividend policy	15	02																		
	B	OR i) TechFin Ltd. has just completed its financial year reporting. Discuss the advantages and disadvantages of XBRL so that CFO can effectively prepare a full XBRL instance document for submission to the regulator. ii) Write a detailed noter on NFTs	08	02																		
				07	04																	
Q3	A	Zodiac Ltd provides Balance sheet of years 2024 & 2025: Balance sheet <table><tr><td>Liabilities</td><td>2024</td><td>2025</td><td>Assets</td><td>2024</td><td>2025</td></tr><tr><td>Equity capital</td><td>5,00,000</td><td>5,00,000</td><td>Land & Buildings</td><td>7,50,000</td><td>11,00,000</td></tr><tr><td>9% Preference</td><td>3,00,000</td><td>NIL</td><td>Plant &</td><td>5,00,000</td><td>4,00,000</td></tr></table>	Liabilities	2024	2025	Assets	2024	2025	Equity capital	5,00,000	5,00,000	Land & Buildings	7,50,000	11,00,000	9% Preference	3,00,000	NIL	Plant &	5,00,000	4,00,000	15	03
Liabilities	2024	2025	Assets	2024	2025																	
Equity capital	5,00,000	5,00,000	Land & Buildings	7,50,000	11,00,000																	
9% Preference	3,00,000	NIL	Plant &	5,00,000	4,00,000																	



capital			Machinery		
10% Debentures	NIL	5,00,000	Cash & Bank	2,50,000	2,50,000
General reserves	2,00,000	3,50,000	Stock	1,50,000	1,00,000
Tax provisions	50,000	75,000	Debtors	50,000	2,50,000
Proposed dividends	1,50,000	2,25,000	Investment	50,000	NIL
Creditors	4,50,000	3,00,000			
Other Current liabilities	1,00,000	1,50,000			
Total	17,50,000	21,00,000		17,50,000	21,00,000
		0			

Additional information:

1. Buildings purchased during the year amounted to Rs.4,50,000.
2. Machinery worth Rs.2,00,000 sold for Rs.1,80,000
3. Depreciation on machinery amounted to Rs.50,000
4. Investments sold at a book value

Prepare Cash flow statement for the year 2025.

OR

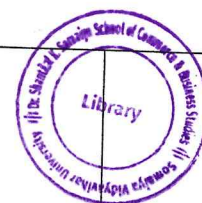
Always First Ltd provides financial data for the year ended 31st March 2024 & 31st March 2025

. Balance Sheet

B	Liabilities	31-3-2024	31-3-2025	Assets	31-3-2024	31-3-2025
	Equity Capital	6,00,000	9,00,000	Fixed assets	9,60,000	12,00,000
	Reserves	3,00,000	4,80,000	Cash	3,00,000	6,00,000
	Current Liabilities	7,20,000	9,00,000	Other Current assets	5,40,000	6,00,000
	8% Bank Loan	1,80,000	1,20,000			
	Total	18,00,000	24,00,000		18,00,000	24,00,000

15

03



	Additional information: 1. Depreciation of Rs.60,000 is charged on fixed assets. 2. Fixed assets worth Rs.1,80,000 sold at a loss of Rs.60,000 3. Company had obtained additional 8% bank loan of Rs.60,000 during the year. Prepare Cash flow statement for the year ended 31st March 2025.		
Q4	Discuss the following: a) Types of Mergers b) Theories of Corporate Governance c) Benefits of Digital Finance	15	02 02 04