

SYRUS-8am-III

strategic mana.

OCT - 2018

DURATION: 2 ½ HOURS.

TOTAL MARKS: 75

- Note: 1) All the questions are compulsory;
2) Figures to the right indicate full marks

Q.1 (A) fill in the blanks (Any 8)

08

- 1 Vision is shared across entire _____.
(i) Organization (ii) Nation (iii) Society
- 2 Business is known to have _____ of objectives.
(i) Unity (ii) hierarchy (iii) galaxy
- 3 _____ level strategy is a long term strategy.
(i) Corporate (ii) Competitive (iii) Functional.
- 4 SWOT analysis is used at _____ interval.
(i) frequent (ii) infrequent (iii) regular
- 5 Diversification is an example of _____ growth strategy
(i) internal (ii) external (iii) environmental.
- 6 _____ strategy ensure that organisation selects the right person for right job
(i) Human resource (ii) Marketing (iii) Finance
- 7 McKinsey's 7 S framework includes _____.
(i) staff (ii) stage (iii) signal
- 8 PEST analysis is a tool of strategic _____.
(i) analysis (ii) implementation (iii) evaluation.
- 9 Change Management is _____.
(i) inevitable (ii) optional (iii) avoidable
- 10 Financial synergy puts capital to _____ use.
(i) future (ii) optimum (iii) perfect

Q.1 (B) True or false (any 7)

07

1. Mission represents business philosophy.
2. Goals address only financial issues of a company.
3. Functional level strategy is industry oriented
4. Environmental scanning is holistic exercise.
5. Turnaround is a team activity.
6. BCG model is applicable to single business firm.

- 7. GE9 cell was developed by General motors.
- 8. Shared values are not the part of 7s Framework.
- 9. ROI is measure of marketing performance.
- 10. Resistance to change mostly physical.

- Q.2 a) What is business policy? Explain the nature and features of it. 7.5
b) Explain briefly the different levels of strategy 7.5

OR

- Q. 2 c) Explain briefly the process of strategic management 7.5
d) What is SBU? Explain its features. 7.5

- Q.3 a) Explain internal environment analysis of business. 7.5
b) Explain SWOT analysis with an example. 7.5

OR

- Q. 3 c) Explain external environment analysis of business 7.5
d) Explain in brief the types of business level strategies 7.5

- Q.4 a) Explain BCG Matrix as a technique of portfolio analysis with an example 7.5
b) Write a note on Mckinsey 's 7S framework 7.5

OR

- Q. 4 c) What is Synergy? Explain the different types of Synergy 7.5
d) Explain the different reasons for organizational change. 7.5

- Q. 5 Write Short notes on (any 3) 15
a) Vision
b) Human Resource strategy
c) Differentiation strategy
d) Management of change
e) GE's 9 cell matrix

SYBMS - Sem - III
ACC for. mana. decisions
Oct - 2018

Time: 2 ½ hours

Marks: 75

- Note: 1. All question are compulsory.
 2. Figures to the right indicate full marks.

Q1. Objectives Question:

(15)

(A) State whether the following are true or false: (Any 8)

(8)

1. Borrowed fund consist of short term borrowings.
2. Depreciation is a non cash item.
3. Trend analysis is also termed as trend percentage.
4. Standard quick ratio should be 1:1.
5. Ratio analysis helps in inter firm as well as intra firm performance comparisons.
6. A cash flow statement is prepared in order to analyse the past movement of cash in an organisation.
7. Purchase of fixed asset is an investing activity.
8. Peak working capital is the highest amount of the working capital required by a business organisation.
9. The working capital cycle is also known as operating cycle.
10. Capital cost is the cost for arranging additional funds to support credit sales..

(B) Match the following: (Any 7)

(7)

A	B
1. Non quick current liability	a). Owners funds + borrowed funds
2. Retained earnings	b). Current liabilities are more than current assets
3. Capital employed	c). Liquid current asset
4. Common size income statement analysis	d). Internal sources of finance
5. Capital structure ratio	e). Creditors
6. Efficiency ratio	f). Bank overdraft
7. Contribution	g). Debt Equity Ratio
8. Negative working capital	h). Sales - Variable Cost
9. Payables	i). Net Sales is taken as 100%
10. Cash	j). Inventory turnover ratio

(15)

Q2. Following is the summary balance sheet of Akshay Ltd. as on 31st March, 2018

Liabilities	Rs.	Assets	Rs.
Equity shares capital	3,90,000	Cash in Hand	15,000
10% preference share capital	2,00,000	Cash at Bank	90,000
9% Debenture	2,50,000	Preliminary Expenses	20,000
General Reserve	60,000	Goodwill	1,00,000
Capital Reserve	50,000	Building	3,00,000
11% Bank Loan	1,80,000	Investment (long Term)	2,00,000
Creditors	1,25,000	Furniture	2,50,000
Bank overdraft	1,35,000	Plant and Machinery	3,00,000
Provision for Tax	1,40,000	Debtors	1,50,000
Proposed Dividend	30,000	Prepaid Expenses	50,000
Profit and Loss A/c	1,40,000	Stock	2,00,000
		Discount on issue of Shares	25,000
	17,00,000		17,00,000

Present the above balance sheet in vertical form and calculate the following:

- Net worth
- Borrowed fund
- Capital Employed
- Working Capital
- Fictitious Assets

OR

(15)

Q2. Prepare comparative income in vertical form.

Profit and Loss A/c for the years ended 31st March

Particular	2017	2018	Particular	2017	2018
To Opening Stock	44,000	40,000	By Sales	1,90,000	2,00,000
To Purchases	84,000	72,000	By Closing Stock	46,000	44,000
To Wages	40,000	36,000	By Interest Received	20,000	-
To Factory Expenses	32,000	28,000			
To Establishment Expenses	8,000	6,000			
To Management Expenses	2,000	2,000			
To Selling Expenses	6,000	10,000			
To Interest	6,000	8,000			
To Loss on sale of Assets	2,000	2,000			
To Provision for Taxation	22,000	24,000			
To Transfer to Reserves	10,000	16,000			
	2,56,000	2,44,000		2,56,000	2,44,000

(15)

Q3. Following are the trading, Profit and Loss Account of Suraj Ltd. for the year ended 31st March, 2018 and a balance sheet as on that date.

Trading and Profit and Loss Account for the year ended 31-03-2018

Particular	Rs.	Particular	Rs.
To Opening Stock	15,500	By Sales	75,000
To Purchase	61,000	By Closing Stock	16,500
To Gross Profit	15,000		
	91,500		91,500
To Administrative Exp.	5,000	By Gross Profit	15,000
To Selling & distribution Exp.	2,000		
To Interest	1,000		
To Net Profit	7,000		
	15,000		15,000

Balance Sheet as on 31-03-2018

Liabilities	Rs.	Assets	Rs.
12,00 Equity Share of Rs.50 each	60,000	Fixed Assets	55,000
10% Debentures	10,000	Debtors	10,000
Reserves & Surplus 5,000		Bills Receivable	8,000
Add: Profit for the Year 7,000	12,000	Stock	16,500
Bank overdraft	3,500	Cash	12,000
Creditors	16,000		
	1,01,500		1,01,500

Calculate following ratios and offer your comments:

- Current Ratio
- Quick Ratio
- Capital Gearing Ratio
- Gross Profit Ratio
- Net Profit Ratio
- Proprietary Ratio

OR

(15)

Q.3 Following is the summarized Balance Sheet and Revenue Statement of Amol Ltd for the year ended 2016, 2017 and 2018:

Liabilities	2016	2017	2018	Assets	2016	2017	2018
Equity share capital	3,00,000	3,00,000	4,00,000	Fixed Assets	3,00,000	3,00,000	4,00,000
Preference Share capital	2,00,000	2,00,000	2,50,000	Investment	1,00,000	1,00,000	1,00,000
General Reserve	50,000	1,00,000	1,00,000	Debtors	1,00,000	1,50,000	2,00,000
Secured loan	1,00,000	1,00,000	50,000	Stock	50,000	1,00,000	50,000
Sundry Creditors	40,000	80,000	80,000	Advanced Paid	50,000	50,000	50,000
Bills payable	10,000	20,000	20,000	Cash	50,000	50,000	50,000
				Bank	25,000	40,000	45,000
				Discount on issue of shares	25,000	10,000	5,000
	7,00,000	8,00,000	9,00,000		7,00,000	8,00,000	9,00,000

Prepare vertical trend balance sheet and offer your comments on net worth and working capital.

(15)

Q4. You are required to prepare a statement showing the estimate of working capital required to finance the level of activity of 18,000 units per year from the following information, obtained from the basics of Bajaj Auto Ltd.

Particular	Per Unit
Raw Material	12
Direct Labour	3
Overhead	9
TOTAL COST	24
Profit	6
SELLING PRICE	30

- i. Raw materials are in stock on average for two months.
- ii. Materials are in process on average for half a month.
- iii. Finished goods are in stock on average for two months.
- iv. Credit allowed by creditor is two months.
- v. Credit allowed to debtors is three months.
- vi. Lag in payment of wages and overhead is half months.
- vii. Cash on hand and at bank is expected to be Rs.7000.

OR

(15)

Q.4. From the following financial statements prepare cash flow statement of Sagar Ltd for the year ended 31st March, 2018.

Liabilities	31.06.2017	31.03.2018	Assets	31.06.2017	31.03.2018
Share capital	1,35,000	1,40,000	Goodwill	13,950	4,950
Profit & Loss A/c	30,000	35,000	Land & Building	32,400	45,000
General Reserve	10,500	19,000	Plant & Machinery	1,13,400	85,050
Debentures	45,000	22,000	Furniture	---	40,500
Loans	67,950	62,010	Investments	40,500	49,500
Creditors	71,650	43,940	Debtors	94,500	1,14,120
Proposed Dividend	13,500	16,200	Bank Balance	89,650	11,630
Provision for Taxation	10,800	12,600			
Total	3,84,400	3,50,750	Total	3,84,400	3,50,750

Other Information:

- Depreciation is provided @ 10% on furniture on opening Balance.
- Depreciation on land and Building is Rs. 5,000.
- Investment costing Rs. 8,000 were sold for Rs. 10,000.
- Tax of Rs. 13,000 was paid in the year 2018.

Q.5. a) Explain Receivable Management. (8)

Q.5. b) Explain with example common size statement. (7)

OR

Q.5. Write short notes on: (any 3) (15)

- 5 C's in Credit Policy
- Operating Cycle
- Capital Employed
- Limitation of Ratio Analysis
- Types of working capital

*SYBMS - Sem III
Bus. Planning & Ent. mana*

Time: 2:30 hours

Marks: 75

OEI - 2018

Instructions

Attempt all Questions

Figures to the right indicate full marks

Q1. A. State whether the following statements are True or False (Attempt any 8) (8 Marks)

1. Entrepreneurs fear taking risks.
2. An intrapreneur is not the owner of the organization.
3. Social entrepreneur is driven by profit motive.
4. Brain storming is a method to generate business ideas.
5. In the growth stage of business, there may be a sharp increase in sales.
6. Entrepreneurship Development Programs aid in enhancing the quality of entrepreneurship.
7. McDonalds does not follow a franchise model.
8. Process innovation helps in improving product quality.
9. Changes in demographic environment can be seen as an opportunity by the entrepreneur.
10. Working capital is meant for long term.

Q1. B. Match the Column (Attempt any 7) (7 Marks)

1. Schumpeter	A. Joint stock company
2. Caste System	B. Analysis of external environment
3. Seed stage	C. Generation of idea
4. Competitor's strategies	D. Influence on entrepreneurship development
5. Limited liability	E. Innovation Theory
6. Ancillary unit	F. Indirect Marketing
7. Mergers	G. Financial Innovation
8. Merchants	H. Solve consumer problems
9. Peer to Peer Lending	I. Manufactures parts & components
10. Business Idea	J. Combination of two companies

Q II A. Explain the economic influences on entrepreneurship development. (7 Marks)

QII. B. Explain the role of entrepreneurial culture in entrepreneurship development. (8 Marks)

OR

QII. C. What is innovation? Explain its importance in entrepreneurship. (7 marks)

QII. D. 'An entrepreneur may find opportunities through changes in business environment' Explain. (8 Marks)

QIII. A. Explain briefly the concept of women entrepreneurship. (8 Marks)

B. Explain the steps in product / idea development. (7 Marks)

OR

QIII. C. What is SWOT analysis? (8 Marks)

D. What are Milestones? (7 marks)

QIV. A. What elements should a business plan incorporate?

(8 Marks)

QIV. B Explain the critical risks that a project manager may face

(7 Marks)

OR

QIV.C. Explain the institutional support to entrepreneurs in India?

(8 Marks)

D. Which factors influence the requirement of fixed capital?

(7 Marks)

QV A. What is 'Business Process Outsourcing'? What are its advantages?

(8 Marks)

QV B. What are the sources of working capital?

(7 Marks)

OR

Q5. Write short notes (any 3)

(15 Marks)

1. Feasibility analysis
2. Franchise
3. NGOs
4. Entrepreneurial Development Program
5. Intrapreneur

SYBPO - Sem - III
Foundation Course (ENV)
Oct 2018

Time: 2 ½ Hrs.

Marks: 75

N.B.: All questions are compulsory, carrying 15 marks each

1 A. Match the following: (Any 8)

(1×8=8)

- | | |
|--------------------------------------|---------------------------------|
| 1. Stratosphere | a. Geo thermal |
| 2. Non-Conventional source of Energy | b. Sikkim |
| 3. Sustainable Development | c. Microbial environment |
| 4. Carbon credit | d. 1972 |
| 5. Organic farming | e. Solid waste management |
| 6. Kyoto Protocol | f. Certified emission reduction |
| 7. Wildlife Protection Act | g. Resource conservation |
| 8. Green House Effect | h. 1997 |
| 9. Decomposers | i. Atmosphere |
| 10. Incineration | j. Global Warming |

1 B. True or False: (Any 7)

(1×7=7)

1. Only 10 percent of net energy production is passed from one trophic level to another.
 2. The practice of cultivating crops in alternative strips to prevent water movement is called Contour farming.
 3. Methane gas destroys the ozone layer of earth.
 4. Pitcher plant is one of the endangered species of plant.
 5. Environment Impact Assessment enables local authorities to evaluate the environmental impacts of the projects.
 6. Energy flow is the flow of chemical elements and compounds between living organisms and the physical environment.
 7. Eco tourism works on the principle of minimising the adverse impact on environment, local culture and heritage.
 8. Natural gas is used to produce nuclear energy.
 9. Vermiculture is one of the practice followed in waste management.
 10. Many interconnected food chains form the food web.
- 2a. What do you understand by the term Environment? Discuss briefly about the abiotic components of the environment. (8)
- 2b. Explain the mechanism of Water Cycle. (7)
- OR**
- 2a. Define the term Ecosystem. Discuss various Trophic Levels of an ecosystem? (8)
- 2b. "Modern society is said to lack sustainability". How can we change it into a sustainable society? (7)
- 3a. Discuss the issues related with Environmental Degradation. (8)
- 3b. How can we manage E-waste in today's time? Discuss. (7)

OR

3. What do you mean by Disaster Management? Explain the Disaster Management Cycle with reference to an earthquake. (15)

4. Discuss the role of Central and State Pollution Control Boards under Water Act, 1974. (15)

OR

4a. Describe the salient features of ISO 14001. (8)

4b. Write a brief note on Environmental Audit. (7)

5. Write short notes on: (Any 3) (3×5=15)

a. Green Marketing

b. Solar Energy

c. Carbon Bank

d. Global Warming

e. Food Chain and Food Web

25/10/18 / SY Bms / SEM-III

OCT - 2018

Max marks: 75

Duration 2 1/2 hours

NOTE :

- i. All questions are compulsory.
- ii. Figures to the right indicate full marks.
- iii. Draw neat and clean diagram whenever necessary.

Q1. Choose correct alternatives. (Any 8)

8 Marks

1. A _____ monitors all of the traffic entering your computer networks.
 - a) Firewall
 - b) Antivirus
 - c) Phishing
 - d) None of these
2. A _____ is defined as a "group of computers connected together to share the resources"
 - a) NIC
 - b) Modem
 - c) Network
 - d) None of these
3. _____ is a type of internet fraud that seeks to acquire a user's credentials by deception.
 - a) Phishing
 - b) spam
 - c) virus
 - d) worm
4. _____ Function returns the interest rate for an annuity.
 - a) IPMT
 - b) Rate
 - c) Sum
 - d) None of these
5. _____ refer to the application of computers and communication technology to office functions.
 - a) Office automation system
 - b) Executive Information system
 - c) Processing system
 - d) None of these
6. _____ is a collection of web pages maintained by a single person or organization that are linked with each other to form a single body of information.
 - a) Web page
 - b) website
 - c) Web server
 - d) web client
7. _____ are the policies that govern the operation of a computer system.
 - a) Procedure
 - b) people
 - c) hardware
 - d) software
8. _____ is the generic term for a collection of private computer networks within an organization.
 - a) Intranet
 - b) Extranet
 - c) Ultra-net
 - d) None of these
9. _____ are styles that can be applied to text to create a visual effect.
 - a) Alignment
 - b) Indent
 - c) WordArt
 - d) None of these
10. _____ is basically a journal that is available on the web.
 - a) Web blog
 - b) m-commerce
 - c) Website
 - d) web page

Q1.B State whether the following statements are True or False (Any 7)

7 Marks

1. A business expert system is a basic information system based on data input.
2. A Bridge helps to join two separates computer networks together.
3. Gmail is Google's paid e-mail service.
4. Facebook, simply a blog, is basically a journal that is available on the web.
5. URL stands for universal resource locator.
6. A pivot table is way to present information in a report format.
7. Word press is world's most popular platform used by websites
8. EPS is electronic payment system

- 9. Artificial intelligence is the area of computer science
- 10. The term open source refers to something people can modify and share because its design is publicly accessible.

- Q2. A. Compare management information system with executive information system. 8 Marks
- B. What is Operating System? Explain different Operating Systems in detail? 7 Marks

OR

- Q2. A. explain the concept of database in detail. 8 Marks
- B. What is Information technology? Discuss any five reasons why IT is successful in India. 7 Marks

- Q3. A. What is IP Address? How is it assigned? 8 Marks
- B. Difference between B2B and B2C E-commerce with example. 7 Marks

OR

- Q3. A. Explain RATE, PPMT and PV financial functions with proper examples. 8 Marks
- B. Explain the difference Between VLOOKUP and HLOOKUP 7 Marks

- Q4. A. Explain in brief Business Model based on Revenue? 8 Marks
- B. Write a short note on bulk Email software. 7 Marks

OR

- Q4. A. Compare LAN, MAN and WAN in detail. 8 Marks
- B. Explain the Concept of Bridges & Routers 7 Marks

- Q5. A. What is Risk Mitigation? Explain its Strategies 8 Marks
- B. What is Hosting? What are types of Hosting? 7 Marks

OR

Q5. Write Short Notes. (Any 3) 15 Marks

- 1. Linux Operating System
- 2. Electronic payment system(EPS)
- 3. Trojan horse
- 4. Digital Organization
- 5. Hub

SYBMS - Sem III
Advt.
Oct - 2018

Duration - 2.5hrs

Total Marks - 75

Note: 1. Attempt all the questions.

2. Figures to the right indicate full marks.

Q 1. A. Fill in the blanks with the appropriate answer from the alternatives given. (Any 8) (8)

- (1) _____ advertising uses the advertisement of a brand or product to convey a message which is related to another brand or product. (comparative, corporate, surrogate)
- (2) When marketers use nudity, sexual suggestiveness or other startling images it is termed as _____ advertising. (false, shock, puffery)
- (3) Advertising is a _____ communication. (non-personal, personal, provisional)
- (4) Selecting the proper _____ vehicle for communicating the message goes a long way in the success of any kind of advertising. (media, channel, visual)
- (5) _____ is the picture, image or any graphical presentation used in an ad. (Body copy, Slogan, Illustration)
- (6) In _____ method, a percentage of the price per unit of items sold is allocated to advertising. (Percentage of sales, Unit of sales, Task objective)
- (7) _____ headline tells the customers what to do. (Reason why, News, Command)
- (8) Ads having similar theme are called _____. (Campaign, Strategy, Appeal)
- (9) An advertising objective is classified by its primary purpose, which is to inform, persuade or _____ (encourage, remind, complement)
- (10) Contests, Rebates and Discounts are part of _____. (Publicity, Sales promotion, direct advertising)

Q1. B. State whether the following statements are true or false. (Any 7) (7)

- (1) Viral marketing is a form of outdoor advertising.
- (2) Brand image is not always favourable.
- (3) USP stands for Unique Selling Proposition.
- (4) Publicity is nonpaid form of advertising and therefore it can be positive as well as negative.
- (5) During introduction stage sales and revenue are highest and therefore no advertising is required.
- (6) In an advertising copy, Call of Action is an instruction to the audience to provoke an immediate response.
- (7) Radio advertising is having audio-visual appeal.
- (8) Check list is a method of pre-testing the advertising effectiveness.
- (9) The word subliminal means below the level of conscious awareness.
- (10) Lifestyle message execution style depicts average people using a product in an everyday setting.

- Q 2. A. How advertising is beneficial to manufacturers, retailers, consumers & society? (8)
B. Write a note on AIDA (7)

Or

- Q 2. C. Explain the following types of advertising: (8)
i. Generic advertising
ii. Industrial advertising
iii. Consumer advertising
iv. Public service advertising

D. Explain with the help of features of advertising how it differs from publicity and salesmanship? (7)

- Q 3. A. What are the points that the advertiser must consider while selecting an advertising agency? (8)
B. Explain various types of advertising agencies? (7)

Or

- Q 3. A. What are the main functions of an ad agency? (8)
B. What are the prerequisites of a good copy? (7)

Q 4. "Evaluating the effectiveness of advertising is very essential". – Justify by explaining various methods of pre-testing and post-testing advertising effectiveness. (15)

Or

Q 4. A. Explain various methods of preparing an advertising budget. (8)

B. Create a layout showing different elements of copy to promote a fruit drink as a product. (7)

Q 5. Write short notes on: (15)

- a. 5Ms of advertising
b. Role of packaging in advertising
c. PLC and advertising

Or

- Q 5. A. What are the impacts of advertising on women and children in society? (8)
B. "Advertising offers an array of exciting careers". – Elaborate (7)

[Time: 2:30 Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B: 1. All questions are compulsory.
2. Figures to the right indicate full marks.

Q.1 A) Answer the following: (Any Eight)

08

- _____ are factors that have been shown to affect consumer behavior.
 - Brand name, quality, newness, and complexity
 - Advertising, marketing, product, and price
 - Outlets, strategies, concept, and brand name
 - Quality, advertising, product positioning, and strategy
- A person's _____ consist(s) of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behavior.
 - subculture
 - family
 - social class
 - reference groups
- Identify an economic circumstance that can greatly affect any product or brand choice.
 - retirement
 - values
 - lifestyle
 - borrowing power.
- Consumers often choose and use brands that have a brand personality consistent with how they see themselves, also known as the _____.
 - actual self-concept
 - ideal self-concept
 - others' self-concept
 - prohibitive self-concept
- _____ portrays the "whole person" interacting with his or her environment.
 - Attitude
 - Personality
 - Lifestyle
 - Self-concept
- Marketers who target consumers on the basis of their _____ believe that they can influence purchase behavior by appealing to people's inner selves.
 - core values
 - sophistication
 - money constrain
 - social class
- At the top of Maslow's hierarchy of needs comes _____.
 - esteem
 - self-actualization
 - social
 - safety.
- Which of the following also includes a situation-specific component?
 - personality
 - self-concept
 - involvement
 - demographics
- Which of the following is a situation in which consumer behaviour occurs?
 - communications situation
 - purchase situation
 - usage situation
 - All of the above
- Understanding of consumer needs and then develops a marketing mix to satisfy these needs.
 - The marketing concept
 - The strategic plan
 - The product influences
 - The price influences

Q.1 B) Match the column: (Any Seven)

07

Column 'A'	Column 'B'
1. Online Stores	a) Brick-and-Mortar
2. Direct purchase from store	b) Traditional Bound
3. Laggards	c) 24X7
4. Personal factors	d) Lifestyle
5. Person's own living pattern	e) Self-concept and personality.

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6. Cultural factors	f) Customer delighted
7. Early stage of decision making	g) Is acquires by learning
8. Culture	h) Social Class
9. Exceeds customer expectations	i) EPS
10. Nicosia	j) Consumer behavior on the basis of four fields

- Q.2 a. What is the diversity of consumers? Discuss. 07
 b. Define consumer behavior and discuss its features. 08

OR

- Q.2 a. Define Motivation. Discuss its characteristics. 07
 b. What is brand personification? Elucidate in detail 08

- Q.3 a. Explain "Mc. Clelland's theory of needs" 07
 b. Discuss in detail Maslow's needs Hierarchy theory. 08

OR

- Q.3 a. Explain in detail Trait and Freudian theory of personality in detail with examples. 15

- Q.4 a. What is self-concepts? Discuss in detail. 07
 b. Define Attitude. What are its functions? 08

OR

- Q.4 a. Define consumer learning. What are the features of consumer learning? 07
 b. Write a note on family decision making. 08

- Q.5 a. Explain factors that affects reference group influences 07
 b. Discuss the Nicosia model of consumer Decision making? 08

OR

- Q.5 Answer the following (Any Three) 15
 a. Features of E- buying
 b. Cultural influence on consumer
 c. Self-concept
 d. Features of organizational consumers
 e. Stages in adoption process

SYBMS | Sem - III | 8/11/2018.

Time: 2 ½ Hours

Max. Marks 75

- Note: 1. Q 1 is compulsory.
 2. Q2 to Q5 having internal option.
 3. Figures to the right indicates full marks.
 4. State your assumption clearly.

Q 1. (A) Choose the correct alternatives. (Any 8 out of 10)**8 Marks**

- 1) GDR means _____
 - a) Global Depository Receipt
 - b) German Depository Receipt
 - c) Global Depression Recession
 - d) None of the above
- 2) BFS Corporation, Equity Shares has a beta = 1.2. The risk free rate is 6% and the market return is 11%. Cost of equity using CAPM is _____
 - a) 12%
 - b) 21%
 - c) 12.2%
 - d) 21.8%
- 3) A proposal is NOT a Capital Budgeting proposal if it _____
 - a) Is related to Fixed Assets
 - b) brings long-term benefit
 - c) Brings short-term benefits only
 - d) has very large investment
- 4) If I deposit Rs. 1000 for 10 years and the rate is 10% compounded semi-annually, the future value of deposit will be _____
 - a) Rs. 1593.74
 - b) Rs. 2,593.74
 - c) Rs. 2653.29
 - d) Rs. 1893.74
- 5) If a firm has no debt, which one is correct? _____
 - a) OL is zero
 - b) FL is zero
 - c) CL is zero
 - d) None of the above
- 6) Higher OL is related to the use of higher _____
 - a) Debt
 - b) Equity
 - c) Fixed Cost
 - d) Variable Cost
- 7) Which of the following sources of funds has an Implicit Cost of Capital? _____
 - a) Equity Share Capital
 - b) Preference Share Capital
 - c) Debentures
 - d) Retained Earnings
- 8) Which of the following is not a feature of an optimal capital structure: _____
 - a) Profitability
 - b) Liquidity
 - c) Flexibility
 - d) Control
- 9) Shareholders wealth in a firm is represented by _____
 - a) The number of people employed in the firm
 - b) The book value of the firm's assets less the book value of its liability
 - c) The amount of salary paid to its employees
 - d) The market price per share of the firms common stock

- 10) For a constant EBIT, if the debt level is further increased then _____
- EPS will always increase
 - EPS may increase
 - EPS will never increase
 - None of the above

Q 1. (B) State whether following statement are True or False (7 out of 10) 7 Marks

- Cash profit = Profit After Tax + Depreciation
- When the cost of debt increases the average cost of capital decreases
- Financial leverage is to the extent to which a business firm employs owed capital in its capital structure
- At Break-even point profit is minimum
- If Net Worth is Rs. 15,00,000 & Debt/Equity ratio is 3:1, then Debt is Rs. 50,00,000
- An optimal capital structure, the cost of capital is least
- Secondary Market is the Market for fresh issue of shares
- If NPV >equal to zero, then project is acceptable otherwise project has to be rejected
- Retained Earnings is one of the sources of short term finance of the company
- If Contribution is Rs. 5,00,000 and Earnings before tax is Rs. 2,00,000 then CL is 2.5:1

Q 2. (A) PAN Ltd requires Rs. 10,00,000. The following three plans are available:

- Issue of equity shares at par
- Issue 25,000 equity shares of face value Rs. 10 at a premium of 100% and 5,000 5% debentures of face value Rs. 100
- Issue 50,000 equity shares of face value Rs. 10 at par and remaining by 7% preference shares of face value Rs. 100 issued at par.

If the companies EBIT is 14%, **select the best financial plan and give your suggestion on the basis of EPS analysis.** Tax rate applicable is 30%. **15 Marks**

OR

Q 2. (P) From the following information available for two firms.

Calculate the Earnings before Interest Tax (EBIT), Earnings per share (EPS), the Operating leverage and the Financial leverage. **8 Marks**

Particulars	Yara Ltd	Zara Ltd
Sales (in Unit)	20,000	30,000
Selling price per unit (Rs.)	15	25
Variable cost per unit (Rs.)	10	20
Fixed cost (Rs.)	30,000	50,000
Interest (Rs.)	15,000	35,000
Tax %	40	40
Number of Equity Share	5,000	10,000

Q 2. (Q) LAN Ltd. issues 10,000; 10% Preference shares of Rs. 100 each redeemable at par after 10 years. Assuming 5% flotation cost on face value of shares and 35% tax rate, **Determine the before-tax and after-tax cost of preference capital**, if the preference shares are issued at 10% discount. **7 Marks**

Q 3. (A) For WAN Ltd. the annual rate of return and related probabilities are given below. **8 Marks**

Asset A		
State of Economy	Rate of return (%)	Probability
Boom	10	0.30
Normal	15	0.40
Recession	20	0.30

For asset A, **Compute expected return and standard deviation**

Q 3.(B) Assume a 10% discount rate. Compute the present value of Rs. 11,000; Rs. 9,000; Rs. 15,000; Rs. 7,000 received at the end of the year for 4 years respectively. **7 Marks**

OR

Q 3. (P) Find the future value utilizing a time-preference rate of 9%

- Rs. 25,000 invested now for a period of 4 years
- At the end of 5 years of an annual deposit of Rs. 1,00,000 per year. **8 Marks**

Q 3. (Q) You are thinking of acquiring some shares of ABC Ltd. The rates of return expectation are as follows: **7 Marks**

Possible rate of return (%)	Probability
5.0	0.20
10.0	0.40
8.0	0.10
11.0	0.30

Compute:

- The expected rate of return
- The standard deviation of the expected return.

Q 4. (A) A company has an investment opportunity costing Rs. 40,000 with the following expected net cash flow (i.e. after taxes and before depreciation) **15 Marks**

Year	Net Cash Inflows Rs.
1	7,000
2	7,000
3	7,000
4	7,000
5	7,000
6	8,000
7	10,000
8	15,000
9	10,000
10	4,000

Using 10% as the cost of capital (rate of discount), **Determine the NPV**

OR

Q 4.(P) Calculate the Internal Rate of Return of an investment of Rs. 1,36,000 which yields the following cash inflows: **15 Marks**

Year	Cash Inflows (in Rs.)
1	30,000
2	40,000
3	60,000
4	30,000
5	20,000

Use 10% and 12% discounting factor.

Q 5. Write short notes on (Any Three)

15 Marks

- Creditorship Securities
- Distinguish Over Capitalization and Under Capitalization
- Traditional method of Capital Budget
- Sources short term Finance
- Public Deposits

OR

Q 5. (A) Comment: Corporate Finance is managing financial activities involved in running a corporation. **8 Marks**

Q 5. (B) What is the role of a finance manager in a modern business enterprise? **7 Marks**

SYBMS - SEM III
Oct - 2018
(2.30 Hours)

Marks : 75

N.B. 1. All Questions are compulsory

2. Each Question carries 15 marks

Q 1) A) Fill in the Blanks (Any Eight, 1 Mark each):

- 1) Money Market instrument issued by Corporate is known as _____
- 2) RBI was established on _____
- 3) _____ Instruments have the features of Equity and Debentures.
- 4) _____ intermediary is secondary market to securities.
- 5) _____ both consist of the option to buy and sell a financial product.
- 6) _____ subscribes to unsubscribe portion of securities.
- 7) _____ means insurance of insurance.
- 8) NABARD stands for _____
- 9) Debt represents _____ to the company.
- 10) _____ means selling insurance products through banks.

B) State the following are True or False (Any Seven, 1 Mark each):

- 1) Money market is a wholesale debt market for low risk.
- 2) A stranger can sue on a fire policy.
- 3) Bill of Lading is a document which serves as evidence that the goods were actually shipped.
- 4) Financial system is important to reallocate capital and restructure the economy to accelerate growth of the country.
- 5) The RBI is vested with the power of Selective Credit control.
- 6) Reinsurance has no direct effect for the policyholder.
- 7) Risk contains a suggestion of Loss or danger.
- 8) Policy holder can take a loan against a life insurance policy.
- 9) Money Market Mutual Funds can be set up by scheduled commercial banks, public financial institutions or their subsidiaries.
- 10) Investors acquire a diversified portfolio of securities even with large investment in a mutual fund.

Q 2) Answer the following (15 marks)

- (a) Explain the functions of financial system.
- (b) Explain steps taken by SEBI for regulation of mutual funds

OR

- (c) Explain the components of Indian Financial system?
- (d) Explain SEBI reforms in Indian stock exchanges

Q 3) Answer the following (15 marks)

- (a) Define Banking? What are the primary functions of Commercial Banks?
- (b) Explain NPA and management of NPA?

OR

- (a) Explain the functions of Development Banks.
- (b) Explain the functions of Import / Export Bank of India

Q 4) Answer the following (15 marks)

- (a) Explain reinsurance and types of reinsurance in India
- (b) What is the procedure to evaluate mutual fund performance?

OR

- (c) Explain five different types of policies in Life Insurance
- (d) What are the different mutual fund schemes in Indian markets?

Q 5) Write short notes (Any three, five marks each):

- (a) Capital Adequacy Norms
 - (b) Money Market Mutual Fund
 - (c) Merits and Demerits of Bancassurance
 - (d) Fund Sponsor
 - (e) Repo and Reverse Repo rate
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