

PROGRAMME : FYBMS
 SUBJECT : Business Environment
 DATE : 15/04/2023

SEMESTER : II
 MARKS : 75
 TIME : 7.30am-10.00am

NOTE: 1. All questions are compulsory
 2. Figures to right indicated marks

Q1 A Fill in the blanks with correct alternative (Any Eight) (08)

1. The essence of business is _____.
 a) Trade b) Aid to trade c) Services d) Profiteering
2. Business and its environment are _____.
 a) inseparable b) unrelated c) separable d) divergent
3. Strengths and weaknesses are often _____.
 a) internal b) external c) conducive d) threats
4. _____ is a distinct form of the business organization existing only in India.
 a) Joint Hindu Family Business b) Joint Stock Company
 c) Public Corporation d) Cooperative Societies
5. _____ is the major source of government revenue.
 a) Taxation b) Interest Receipt
 c) Fees Charges d) Profit of public corporation
6. _____ economy is for reducing inequalities and growing benefits to society as whole.
 a) Capitalist b) Developed c) Mixed d) Socialist
7. _____ forces change on the people, whether they are prepared for it or not.
 a) Culture b) Value system c) Innovation d) Technology
8. _____ refers to the set of systems, principles and processes by which a company is governed.
 a) Audit b) Ethics c) Rules d) Corporate Governance
9. In which year GATT was replaced by WTO?
 a) 1996 b) 1997 c) 2000 d) 1995
10. What is the percentage of FDI allowed in Single-Brand retailing in India?
 a) 49% b) 51% c) 74% d) 100%

B Match the Columns : (Any Seven)

(07)

Column A	Column B
1. Public corporation	a. Private sector
2. Internal Environment	b. Joint family system
3. Poor infrastructure	c. Aggressive and attack strategy
4. Macro environment factors	d. Complex set of knowledge
5. Judiciary	e. International Monetary Fund
6. Capitalist Economy	f. Established under a special act
7. Indian culture	g. Organizational resources
8. Market challengers	h. Challenge to Indian Economy
9. Technology	i. PESTEL
10. IMF	j. Interpretation of Law

- Q2 A Explain the scope of business. (08)
B Explain Right to Equality of Indian constitution. (07)
OR
- Q2 P What is social Audit? Explain its importance. (08)
Q Explain functions of WTO. (07)
- Q3 A Define business environment. Explain its characteristics. (08)
B What is mixed economy? Explain advantages of mixed economy. (07)
OR
- Q3 P Explain the impact of technology on economy. (08)
Q Explain different features of globalization. (07)
- Q4 A Explain the internal environment factors of micro environment. (08)
B Explain challenge of Indian economy. (07)
OR
- Q4 P Explain Michael Porter's Five Force Analysis. (08)
Q What is MNCs? Explain advantages of MNCs? (07)
- Q5 A Explain challenges faced by international business. (08)
B Explain the importance of business to consumers and business firms. (07)
OR
- Q5 P Write a short note on:(Any Three) (15)
1. Political environment
2. Sun-rise sectors of Indian economy.
3. Features of Technology
4. Sole Trading Concern
5. FDI

Note: 1. All questions are compulsory with internal choice. 2. Figures to the right indicate full marks.

Q.1 (A) Select the correct answer from the Multiple choice questions(Any8)

(08)

- 1 The Industrial Dispute Act came into force on _____
i. 1/04/1947 ii. 1/01/1947 iii. 5/1/1957 iv. 1/04/1950
- 2 No worker shall be allowed to work in a factory for more than.
i. 38 hours ii. 48 hours iii. 24 hours iv. 15 hours
- 3 The payment of Gratuity Act does not apply to _____
i. A manager ii. Administrative head iii. Teacher iv. Clerks
- 4 The wage period shall not exceed _____
i. 15 days ii. one month iii. two months iv. three months
- 5 Retrenchment means _____
i. Last come first go ii. First come last go iii. First go iv. last go
- 6 _____ includes a written agreement between the employer and the workmen.
i. Award ii. Settlement iii. Arbitration iv. sale deed
- 7 Minimum members for registration of a trade union are _____
i. 5 ii. 7 iii. 10 iv. 20
- 8 Fine cannot be imposed on an employed person below the age of _____
i. 14 years ii. 15 years iii. 18 years iv. 21 years
- 9 In case of strike or lock-out _____ weeks of notice should be provided.
i. 6 weeks ii. 10 weeks iii. 3 weeks iv. 5 weeks
- 10 The occupier should employ Welfare officers in every factory wherein _____
i. 600 or more workers are employed ii. 400 or more workers are employed
ii. 500 or more workers are employed iv. 800 or more workers are employed

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

(07)

- 1 Lock out and closures are not synonymous term.
- 2 The Register has the right to inspect the books of trade union.
- 3 Fine cannot be imposed on an employee below the age of 18 years.
- 4 A canteen has to be provided if the factory has 250 or above workers in the factory.
- 5 Conversion of raw material into finished product is a Manufacturing process.
- 6 The person working in jetty/mines shall be paid on second day after completion of work.
- 7 Payment of wages can be done in kind.
- 8 A female child can work between 8.00am to 8.00 pm.
- 9 Child worker can work in more than one factory.
- 10 There is no prohibition on lifting or carrying of excessive weights.

- Q.2 (A) Describe the procedure for registration of a trade union under the Trade Union Act, 1926. (07)
(B) State the provisions of the Factories Act, 1948 with regard to health Provisions. (08)

OR

- (P) State Sickness and Maternity benefits under Employees' State Insurance Act, 1948. (07)
What are the rules relating to nomination by an employee under the payment of Gratuity Act, (08)
(Q) 1972?

- Q.3 (A) Explain the Authorized deduction under the Payment of Wages Act, 1936? (07)
(B) What is strike? Explain types of strike. (08)

OR

- (P) Explain main features of Workmen's compensation Act, 1923. (07)
(Q) What are the obligations of employer under Employees State Insurance Act, 1948? (08)

- Q.4 (A) Explain the provisions relating to safety measures under Factories Act. (07)
(B) Give an overview on payment of bonus under payment of bonus act. (08)

OR

- (P) Explain the procedure for Dissolution of Trade Union. (07)
(Q) Explain the nature of Employer's liability under workmen's compensation Act, 1923. (08)

- Q.5 (A) What are the four sections which define rules for payment of wages under the Payment of Wages Act, 1936? (15)

OR

- Q.5 Write short notes on (Any 3) (15)
- (1) Retrenchment and closure
 - (2) Medical examination
 - (3) Employee's Pension Scheme
 - (4) Object of the Payment of Wages Act, 1936
 - (5) Certifying surgeon.

NOTE: 1. All questions are compulsory

2. Figures to right indicated marks

Q1 A Select the most appropriate answer from the options below. (Any 8)

(08)

1. Marketing activities are _____ to consumer needs.
a. Postponed b. Multiple c. Satisfy d. Create
2. Marketing concept is based on _____ forecasting.
a. Demand b. Supply c. Market d. Promotion
3. Holistic marketing concept implements marketing _____.
a. Policies b. Program c. Budget d. Need
4. The _____ concept is adopted most aggressively by sellers of unsought goods
a. Product b. Production c. Selling d. Exchange
5. _____ channel is also called as 'zero-level' marketing channel
a. Direct b. indirect c. Multilevel d. Two level
6. Product planning can replace _____ product.
a. Fashionable b. Obsolete c. New d. Trending
7. The _____ environment consists culture, traditions, beliefs, values and lifestyles of a society.
a. Legal b. Political c. Natural d. Socio-cultural
8. Marketing dividing the total market into sub markets is _____.
a. Segmentation b. Targeting c. Research d. Positioning
9. E-marketing has _____ reach.
a. Individual b. National c. Global d. Limited
10. _____ Marketing builds mutually satisfying long-term relationship.
a. Societal b. Holistic c. Relationship d. Internal

(07)

B State whether True or False. (Any 7)

1. Price mix include discounts.
2. Marketing helps to generate employments opportunity.
3. Profit is secondary in Selling.
4. Government policy is not a controllable marketing variables.
5. Macro environment covers internal factor of the firm.
6. Legislation is part of political environment.
7. Skimming price involve selling at low price initially.
8. Decline stage is first stage of Product Life Cycle.
9. Target marketing identifies high growth segments.
10. E- Marketing is cost effective.

- Q2 A What is Marketing? Explain the importance of marketing. (08)
B What are the factor influencing consumer behavior? (07)

OR

- Q2 P What is Product Life Cycle (PLC)? Explain the stages in Product Life Cycle. (08)
Q Advantages and disadvantages of Internet Marketing. (07)

- Q3 A What is Micro Environment? Explain factor influencing Micro Environment. (08)
B Highlight the difference between Marketing And Selling. (07)

OR

- Q3 P Explain the different Pricing Strategy (08)
Q What is Segmentation? Explain the Basis of Segmentation. (07)

- Q4 A Explain the 4P's of Marketing in details. (08)
B What is Marketing Research? State the importance of Marketing Research. (07)

OR

- Q4 P Explain FIVE Levels of Product. (08)
Q What is E-Marketing? Explain the features of E-Marketing. (07)

- Q5 A Explain PEST Analysis in detail. (08)
B Explain the difference between Consumer Research and Product Research (07)

OR

- Q5 P Write a short note on:(Any Three) (15)
1. Types of Distribution Channel
2. Sales research
3. Holistic marketing concept.
4. 4 C's of Marketing
5. Targeting

PROGRAMME : FYBMS
 SUBJECT : Business Mathematics
 DATE : 08/04/2023

SEMESTER : II
 MARKS : 75
 TIME : 7.30am-10.00am

NOTE: 1. All questions are compulsory.

2. Figures to right indicated marks.

Q1 A Fill in the blanks with correct alternative (Any Eight) (08)

1. The compound interest of an amount for one year @12% p.a. will be maximum if the compound interest is calculated _____.
 a) Yearly b) half yearly c) quarterly d) monthly
2. The point where 'there is no profit no loss' is called _____.
 a) Zero point b) break odd point c) net profit d) break even point
3. The number of arrangements of n things taken r at a time is called _____.
 a) Combination b) Probability c) Factorial d) Permutation
4. A row matrix has only one _____.
 a) Column b) Zero c) Line d) Row
5. The value of a determinant with two identical rows is _____.
 a) One b) -1 c) two d) zero
6. A square matrix whose determinant value is zero, is called _____.
 a) Singular Matrix b) Non singular matrix c) Null matrix d) Scalar Matrix
7. The Input-Output analysis was developed by _____.
 a) Leontief b) Bernouli c) Newton d) Fisher
8. If elasticity of demand is 0, the demand is said to be _____.
 a) Inelastic b) Elastic c) Positive d) Negative
9. The derivative of 17 w.r.t. x is _____.
 a) 0 b) 1 c) 17 d) -1
10. If third order differences of y are zero, y is a _____.
 a) Quadratic function of x b) Linear function of x
 c) Cubic function of x d) Exponential function of x

B State whether the following statements are True or False. (Any Seven) (07)

1. An annuity in which the number of payments is fixed is called fixed annuity.
2. The point on the graph, where demand curve and supply curve intersect, is called balancing point.
3. The value of $5!$ is 150.
4. The sum of two identity matrices is an identity matrix.
5. For Cramer's Rule, the determinant of coefficients of unknown variables must have the value zero.
6. The order of a determinant can be $m * n$.
7. The inverse of an identity matrix I , is itself.
8. The matrix of final demands of consumers is called demand matrix.
9. The derivative of $6e^x$ is $6.e^x$.
10. The relation between the operation E and Δ is $\Delta = E - I$.

Q2 A i) A sum of Rs. 10,000 was taken as a loan by Suraj at Simple interest of 14% p.a. Find the total amount, with interest, to be returned by him after 1.5 years. (04)

ii) Find the values of total cost and average cost at $x=1.5$ if the total cost function is $C = 2 + 5x + x^2$ (04)

B If $A = \begin{bmatrix} 1 & -2 & 3 \\ 2 & -4 & 1 \\ 3 & -5 & 0 \end{bmatrix}$, Find the matrix $3A^2 - 2A + 5I$, where I is the unit matrix of order 3. (07)

OR

Q2 P Differentiate w.r.t.x the following functions: (08)

$$y = \frac{x^2 + 2x + 5}{x + 1}$$

Q If $f(x) = 2x^2 - 3x + 1$, find the values of $f(x)$ for $x = 0, 1, 2, 3, 4$. Prepare the forward difference table and show that Second Forward Differences are constant. (07)

Q3 A i. Deposits Rs. 7,000 at the end of every quarter, at 10% compound interest p.a. Find the amount of annuity he will receive after 2 years. (04)

ii. A box contains 6 White balls and 4 black balls. In how many ways can select 3 white and 2 black balls from this box? (04)

B Solve the equations using Cramer's Rule. (07)

$$\begin{aligned} 5x - 2y &= 21 \\ 3x - 4y &= 7 \end{aligned}$$

OR

Q3 P The cost of manufacturing x items of a product is given by $C = 2x^2 + 4x + 25$. Find the average cost, the marginal cost and marginal average cost when $x = 10$. (08)

Q Find the Fifth term of the sequence 2, 2, 4, 8. (07)

Q4 A Gunjan takes a loan of Rs. 1,20,000 from a bank for a period of 8 months. Compute the EMI at 12% p.a. on reducing balance. (08)

B Find the matrix X such that $XA = B$, where $A = \begin{bmatrix} 1 & 2 \\ -2 & 1 \end{bmatrix}$ and $B = \begin{bmatrix} -5 & 10 \\ -10 & 5 \end{bmatrix}$ (07)

OR

Q4 P The demand function is $D = \sqrt{1000 - 2P^2}$. Where D = Demand and P = Price. Find the price elasticity of demand when the price is 10. (08)

Q Construct the Backward difference table for the following data and estimate $f(52)$. (07)

x	45	50	55	60
F(x)	7071	7660	8192	8660

Q5 A Solve the equation $2x + 3y = 4$ and $x + 2y = 1$ by matrix inverse method. (08)

B Find the maxima and minima for the function given below. (07)

$$f(x) = x^3 - 2x^2 + x + 10$$

OR

Q5 P Write a short note on:(Any Three) (15)

1. Distinguish between Permutation and Combination.
2. Types of Matrix
3. Present value and Future value
4. Elasticity of Demand
5. Types of Annuity

PROGRAMME : FYBMS
SUBJECT : PRINCIPLE OF MANAGEMENT
DATE : 05/04/2023

SEMESTER : II
MARKS : 75
TIME : 7.30AM-10.00AM

NOTE 1. All questions are compulsory
2. Figures to right indicates marks

Q.1.A. Fill in the blanks with appropriate answers:- (Any 8)

(08)

1. The process of management is _____ in nature.
a) constant b) Continuous c) Random d) One time
2. The _____ management frames mission statement of the organization.
a) Operative b) Lower c) Middle d) Top
3. _____ refers to the line of command.
a) Scalar Chain b) Order c) Unity of command d) Unity of Direction
4. The brainstorming session to solve problems was developed by _____.
a) Henry Fayol b) Peter Drucker c) Elton Mayo d) Alex Osborn
5. _____ means to confer or to transfer or to assign
a) Delegation b) Authority c) Responsibility d) Decentralization
6. _____ is the process of instructing, guiding, leading and motivating human resources to achieve organizational objectives.
a) Staffing b) Co-ordination c) Direction d) Control
7. _____ is an integration or synchronization of group efforts in an organization.
a) Controlling b) Organizing c) Leading d) Co-ordination
8. _____ is regarded as the father of scientific management.
a) Luther Gullick b) FW Taylor c) Blake and Mouton d) Robert Katz
9. _____ means putting right person at the right job.
a) Staffing b) organizing c) Directing d) Co-ordinating
10. A _____ is a time table for activities.
a) Rule b) Schedule c) Budget d) Mission

Q.1.B. State whether the following statements are true or false:- (Any 7)

(07)

1. Management is a activity that touches all walks of life.
2. There should be balance between authority and responsibility.
3. Planning is future related activity.
4. There is pressure on the companies from the government to follow environmental regulations.
5. Principle of unity of command means receiving order from only one superior.
6. Planning is free from human resources.
7. Good public image is not a quality of a good leader.
8. Communication skill is not a quality of a good leader.
9. Directing is a function of lower level management.
10. The manager operates from their own independent office.

Q.2.A. What is management? Explain its characteristics.

(08)

B. What is planning? State its importance.

(07)

OR

- P. What is an informal organization? State its advantages and disadvantages. (08)
 Q. Explain the meaning of Directing. Write its features. (07)
- Q.3.A. What are the functions of management? (08)
 B. Explain in detail the process of planning. (07)
- OR**
- P. What is organization Structure? State the factors affecting organization structure. (08)
 Q. Explain the qualities required for good leader. (07)
- Q.4. A. Write down the Principles of Management by Henry Fayol (Any 8) (08)
 B. Explain decision making. What is the process of decision making. (07)
- OR**
- P. Write briefly on Bases of Departmentation. (08)
 Q. Explain the different leadership styles. (07)
- Q.5. A. What is Matrix organization? Write down its Advantages and Disadvantages. (15)
- OR**
- Q.5.P. Write Short Notes (Any 3) (15)
1. Green Management
 2. Corporate Social Responsibility (CSR)
 3. Principle of Scientific management
 4. Management by objectives
 5. Managerial Skills required for manager.

Note: 1. All questions are compulsory.

2. Figures to right indicate marks.

Q 1 Choose the correct the alternative :(Any Eight)

(08)

- A
1. Economic liberation was adopted by Prime Minister _____
(Mr. Manmohan Singh/Mr. Rajiv Gandhi/Mr. Narasimha Rao/ Mrs. Indira Gandhi)
 2. Article _____ of the Constitution abolished the practice of untouchability.
(15/16/17/19)
 3. The objective of Right of Freedom of Religion is to sustain the principle of _____.
(Communalism/Regionalism/Secularism/Globalization)
 4. _____ is the study of all living systems in relation to their environment,
(Ecology/Biology/Physiology/Psychology)
 5. Working with the farmers by corporate firms and sharing the profit is known as _____.
(Contract farming/Corporate farming/Private farming/Absolute contact)
 6. _____ is a term used to describe positive stress.
(Eustress/Hyper stress/Distress/Neutral)
 7. _____ factor is formed of all living organisms.
(Biotic/Abiotic/Robotic/Cibiotic)
 8. _____ directly feed on producers.
(Herbivores/Omnivores/Carnivores/Parasites)
 9. Win-Win is the outcome of _____ strategy.
(Collaborating/Compromising/Smoothing/Competition)
 10. _____ means the integration of national economy with the world economy.
(Liberalization/Privatization/Globalization/Urbanization)

B State whether the following statements are True or False: (Any Seven)

(07)

1. Progressive elimination of government control over economic activities is known as liberalization.
2. Globalization has resulted in increase of ratio of contractual workers to the total workers.
3. Article 22 of Indian constitution abolishes untouchability.

4. In India, the concept of privatization gained importance in the post reform period since 1991.
5. Magna carta was signed was 1215.
6. Article 14 of Indian Constitution provides for equality before law.
7. Inter- group conflict occurs within an individual.
8. Acid Rain is one of the harmful effects of air pollution.
9. Hassles of everyday life are individual stressors.
10. Freedom of speech and expression is an absolute right.

Q2 Explain the concept of Globalization. Examine the Impact of globalization on employment. (15)

OR

Q2 Discuss the Concept of Framers suicide in India. Explain The reasons for farmer's suicide. (15)

Q3 Explain the meaning and characteristics of Human Rights. (15)

OR

Q3 What are Fundamental Rights? Explain its significance. (15)

Q4 Elaborate on environment as natural capital and connection to quality of human life (15)

OR

Q4 Discuss the causes of Organizational stress (15)

Q5. What are the different methods of Coping with stress? (15)

OR

Q5. Write a short note on:(Any Three)

1. Concept of Liberalization
2. Types of Conflict
3. Right to Equality
4. Poverty and Environment
5. Significance of Ethics

- Note: 1. All questions are compulsory with internal choice.
2. Figures to the right indicate full marks.

Q.1(A) Match the following (Any Eight)**(08)**

A	B
1. Dynamics	A. Vote of Thanks
2. Delegates	B. Review of subordinates' Performance
3. Flier	C. Videoconferencing
4. Last item in the Agenda	D. Written Intimation about a meeting
5. Notice	E. Specialised Periodic Publication
6. Newsletter	F. Force
7. Skype	G. Promotional Material
8. Feasibility Report	H. Participants at a Conference
9. Structured Interview	I. Pre-Planned
10. Appraisal Interview	J. Studies the Prospects of starting a New venture

(B) State whether the following statements are True or False (Any seven)**(07)**

- One should never display leadership skills in Group Discussion.
- The full form of RTI is Right of Inquiry.
- An oral complaint can be lodged with a Consumer Redressal Forum.
- Offering a discount is a bad sales strategy.
- Virtual Conference increase travel costs.
- Small groups can take quick decisions.
- At the interview the interviewee should thank the interviewer.
- Letters of inquiry are sent out for new goods.
- Advertising and Public Relations are the same.
- Minutes are decisions taken at meeting.

Q.2(A) How should candidate prepare for a Job Interview?**(07)****(B) Discuss the role of a chairperson in a meeting.****(08)****OR****(P) What are the functions of Public relations department?****(07)****(Q) Explain the meaning and importance of Conference.****(08)****Q.3(A) An educational institution requires two hundred desks for its classroom. Draft a letter of Inquiry****(07)**

addressed to Big bazar Furniture Mart asking for a price list and catalogue. Use a complete block layout.

(B) Mehul Pvt Ltd, Borivali has complained to you that they have received last consignment in a**(08)**

badly damage condition on account of loose packing. On behalf of Ravi Crockery Ltd, Borivali.

Write a reply suitably adjusting their claim. Use the Modified block layout.

OR

(P) The workers in a large industry have been asking for a rise in wages and housing accomdation. The management appoints a committee to investigate the merits of the demand. Draft the committee's report. (07)

(Q) Draft the Notice and Agenda for a monthly Board meeting of Swami Cotton Textiles, Surat. Also draft Resolutions for the following: (08)

- i. Appointment of a director
- ii. Extension of office Premises

Q.4(A) Draft a sales letter to promote the sale of an Automatic camera. (07)

Dr. Dave of Mumbai ordered a mobile phone from Trade Line-an online shopping portal and made the payment by credit card. The product never got delivered to him and the online shopping (08)

(B) site has not responded to his complaints. Write a letter to consumer Grievance Redressal cell making a complaint about the issue and seeking compensation.

OR

(P) Draft a RTI letter seeking information regarding application for a driving license that has not been processed in spite of having passed the driving test and having submitted the required documents four months ago. (07)

(Q) Summarise the following passage: (08)

Millions of people worldwide use the internet to share information and to communicate, individuals, business houses, corporate giants, students, journalist, consultants, teachers and programmers are all harnessing the power of the internet. With the internet one can send messages, notes, letters, documents, pictures, video and sound clips just about form of communication, as effortlessly as making a phone call. The flood of information that the internet offers helps to open up the minds of people. With the internet anyone who has something to say can be heard.

Q.5(A) Explain how Interview for Selection, Appraisal, Grievance and Exit are an essential part of internal communication system of an organisation. (15)

OR

Q.5 Write short notes on (Any 3) (15)

- (1) Group Discussion
- (2) Video and Tele conferencing
- (3) Effective use of Transparencies
- (4) WASP
- (5) Role of Participants