

**PROGRAMME : S.Y.BMS**

**SEMESTER : III**

**COURSE : ACCOUNTING FOR MANAGERIAL DECISIONS**

**MARKS: 75 MARKS**

**DATE : 04 /10/2022**

**TIME : 9.30am-12.00noon**

**NOTE: 1.Q1.is compulsory**

2. Q2 to Q5 having internal options
3. Figures to the right indicate full marks.
4. State your assumptions clearly

**Q1. (A) Multiple choice questions (solve any 8). (8)**

1. A borrowed fund does not include \_\_\_\_\_.  
a. Debentures      b. Bank overdraft      c. Bank Loan
2. An asset which does not have physical identity is called as \_\_\_\_\_.  
a. Intangible Asset      b. Fixed Asset      c. Current Asset
3. Own Funds + Borrowed Funds equal to \_\_\_\_\_.  
a. Net Worth      b. Working Capital      c. Capital employed
4. Standard Current Ratio is \_\_\_\_\_.  
a. 1:1      b. 2:1      c.3:1
5. The excess current assets over current liabilities are called \_\_\_\_\_.  
a. Gross Working Capital      b. Temporary Working Capital      c. Net Working Capital
6. Bad debts are calculated on \_\_\_\_\_.  
a. Sales      b. Profit      c. Cost
7. \_\_\_\_\_ is an example of Balance sheet ratio.  
a. Capital Gearing Ratio      b. Net Profit Ratio      c. Return on Capital employed
8. Underwriting commission is a/an \_\_\_\_\_.  
a. Tangible Asset      b. Quick Asset      c. Fictitious Asset
9. The cost incurred to collect the dues from customers is called as \_\_\_\_\_.  
a. Collection Cost      b. Default Cost      c. Selling Cost
10. In a cash flow statement, redemption of shares is shown as \_\_\_\_\_.  
a. Financing Activities      b. Operating Activities      c. Investing Activities

**Q1. (B) State whether the following statement are True or False (solve any 7). (7)**

1. The working capital cycle is also known as operating cycle.
2. Purchased of Fixed Asset is an operating activities.
3. Standard Quick Ratio should be 1:1.
4. Deprecation is a non-cash item.
5. Goodwill should be shown under fictitious assets.
6. Short term solvency ratio measures the ability of the firm to pay current liabilities.
7. Authorised capital is the minimum capital that can be raised by a company.
8. Bills payable is shown under Quick Assets.
9. A cash flow statement has to be prepared as per the proforma given under AS-3.
10. Receivable management is also termed as Debtors Management.

**Q2.A** From the following Balance sheets of ABC Ltd. Prepare a Comparative Balance Sheet in Vertical Format. (15)

**Balance Sheet as on 31<sup>st</sup> March**

Liabilities	2020	2021	Assets	2020	2021
Equity Share Capital	31,50,000	36,00,000	Land & Building	20,34,000	23,26,000
Preference Share Capital	4,50,000	9,00,000	Plant & Machinery	30,51,000	34,89,000
10% Debenture	9,00,000	13,50,000	Stock	4,50,000	3,60,000
Profit & Loss A/c	9,00,000	9,00,000	Debtors	6,75,000	8,50,000
Creditors	4,50,000	1,35,000	Bills Receivable	80,000	1,55,000
Bank Overdraft	3,60,000	1,80,000	Cash	10,000	20,000
Outstanding Expenses	90,000	1,35,000			
	<b>63,00,000</b>	<b>72,00,000</b>		<b>63,00,000</b>	<b>72,00,000</b>

OR

**Q2.P** Reliance Ltd gives you following Balance Sheets for the year ended 31<sup>st</sup> March, 2020 and 2021. Prepare Cash Flow Statement for the year ended 31<sup>st</sup> March, 2021 (15)

Liabilities	31.03.2020	31.03.2021	Assets	31.03.2020	31.03.2021
Equity Capital	2,50,000	3,00,000	Land & Building	50,000	40,000
General Reserve	1,69,000	1,51,500	Goodwill	2,50,000	2,75,000
Debentures	2,50,000	3,00,000	Plant & Machinery	3,00,000	3,70,000
Bank Loan	80,000	1,00,000	Investment	40,000	50,000
Creditors	40,900	50,700	Stock	30,000	40,000
Proposed Dividend	35,000	40,000	Debtors	62,000	62,500
Provision for Tax	40,000	55,500	Cash Balance	12,000	10,000
			Bank Balance	1,20,900	1,50,200
	<b>8,64,900</b>	<b>9,97,700</b>		<b>8,64,900</b>	<b>9,97,700</b>

Other Information

- The company paid tax of rs.45,000 during the year.
- Investment amounting to rs.10,000 was sold for rs.12,000 during the year.
- Depreciation was charged on land & building and plant & Machinery for rs.10,000 and 15,000 respectively.

**Q3.A** ABC is currently selling 60,000 units at the rate of rs.20 per unit. The cost per unit is rs.16 at current level of production and variable cost per unit Rs.12. The Company's current credit policy is extension of credit for 30 days. The Management is contemplating to extend credit for a two month period so as to boost sales by 30 percent. The company's required rate of return on Investment is 15 per cent. Should the management liberalise credit standards? (15)

OR

**Q3.P** The Board of Directors of Bata Ltd requires you to prepare a statement showing the working capital requirement forecast for a level of activity of 9,000 units of production. The following information is available for your calculation. (15)

Particulars	CPU (rs)
Raw Materials	18
Direct Labour	4.5
Overheads	13.5
Total Cost	36
Profit	9
Selling Price per unit	45

- a) Raw materials are in stock on average two months.
- b) Materials are in process, on average half month
- c) Finished goods are in stock, on average two months.
- d) Credit allowed by suppliers two months.
- e) Credit given to debtors three months.
- f) Time lag on payment of wages half month.
- g) Cash on hand is expected to be rs.10,500.

**Q4.A** Calculate the Ratios for Reliance Ltd. From the following information. (15)

Trading and Profit and loss A/c for the year ended 31<sup>st</sup> March, 2021

Particulars	Amt	Particulars	Amt
To Opening Stock	15,500	By Sales	75,000
To Purchase	61,000	By Closing Stock	16,500
To Gross Profit	15,000		
	<b>91,500</b>		<b>91,500</b>
To Administrative exp	5,000	By Gross Profit	15,000
To Selling & Dist Exp	2,000		
To Interest	1,000		
To Net Profit	7,000		
	<b>15,000</b>		<b>15,000</b>

Balance Sheet as on 31<sup>st</sup> March, 2021

Liabilities	Amount	Assets	Amount
Equity Capital	24,00,000	Fixed Assets	12,10,000
10% Debentures	4,60,000	Cash	4,40,000
Creditors	3,30,000	Debtors	5,50,000
Bills payable	4,40,000	Stock	16,50,000
Current Liabilities	2,20,000		
	<b>38,50,000</b>		<b>38,50,000</b>

Calculate the following ratios (conversion of statements in vertical form not required)

- a) Current ratio
- b) Quick Ratio
- c) Proprietary Ratio
- d) Operating Ratio
- e) Capital Gearing Ratio
- f) Net Profit Ratio
- g) Gross Profit Ratio

OR

**Q4.B** From the following information you are required to prepare Trend Analysis. (15)

Balance Sheet as on 31<sup>st</sup> March

Liabilities	2018	2019	2020	2021
Share Capital	1,03,680	1,13,490	1,10,510	1,06,260
Bank Overdraft	1,340	550	1,000	1,170
Creditors	980	460	490	570
<b>Total</b>	<b>1,06,000</b>	<b>1,14,500</b>	<b>1,12,000</b>	<b>1,08,000</b>
<b>Assets</b>				
Fixed Assets	1,01,400	1,11,500	1,08,700	1,04,500
Bank	2,470	1,220	720	1,400
Stock	1,370	870	1,620	1,070
Debtors	760	910	960	1,030
<b>Total</b>	<b>1,06,000</b>	<b>1,14,500</b>	<b>1,12,000</b>	<b>1,08,000</b>

**Revenue Statement for the year ended 31<sup>st</sup> March**

<b>Liabilities</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Sales	1,19,000	1,21,400	1,20,000	1,16,600
Less: Cost of Goods Sold	72,740	77,420	80,510	80,410
Gross Profit	46,260	43,980	39,490	36,190
Less: Operating Expenses	31,845	30,670	26,040	23,400
Net Profit	14,415	13,310	13,450	12,790

- Q5.A Explain in detail 5 C's of credit evaluation (07)  
B What are the components of financial statement? (08)

**OR**

- Q5. Write short note on (any 3) (15)
1. Contingent liabilities
  2. Uses of Ratio Analysis
  3. Cash Flow from Financing Activities
  4. Operating Cycle
  5. Objective of Receivable Management

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PROGRAMME : S.Y.BMS

SEMESTER : III

COURSE : BUSINESS PLANNING &amp; ENTREPRENEURIAL MGMT

MARKS: 75 MARKS

DATE : 06/10/2022

TIME : 9.30am-12.00noon

- NOTE: 1. Q1. is compulsory  
2. Q2 to Q5 having internal options  
3. Figures to the right indicate full marks

**Q1. (A) Multiple choice questions (any 8). (8)**

1. \_\_\_\_\_ are famous for charity, human touch and dedication.  
a) NGO                                      b) SHG                                      c) Social entrepreneurship
- 2) \_\_\_\_\_ is a distinct form of business that exists only in India.  
a) Joint Hindu family business      b) Partnership firm                      c) Sole proprietorship
- 3) \_\_\_\_\_ entrepreneurship is the process in which women engage in business operations.  
a) Women                                      b) Social                                      c) innovative
- 4) \_\_\_\_\_ is a contract where a firm transfers its processes to a third party.  
a) BPO    b) KPO    c) Franchising
- 5) \_\_\_\_\_ refers to a process of deciding in advance in respect of business activities.  
a) Business planning                      b) Environmental Scanning              c) Business set-up
- 6) Economic Entrepreneurs are driven by \_\_\_\_\_.  
a) Profit objective                              b) human objectives                      c) Social objectives
- 7) \_\_\_\_\_ is a person who acts like an entrepreneur within an existing organization  
a) Intrapreneur                                      b) Manager                                      c) Board of directors
- 8) \_\_\_\_\_ refers to new creations which did not have any existence before.  
a) Innovation                                      b) Invention                                      c) Creativity
- 9) Fixed Capital is obtained by way of \_\_\_\_\_.  
a) Issue of Shares                                      b) Loans    c) Commercial paper
- 10) Theory of high achievement was popularized by psychologist \_\_\_\_\_.  
a) David McClelland                              b) Peter Drucker                                      c) Julian Rotter

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

- 1) Innovation and Invention mean the same.
- 2) Economic conditions do not have any impact on entrepreneurs.
- 3) An entrepreneur should have good leadership skills
- 4) A Patent legally protects the intellectual property rights of the inventor.
- 5) karta is the family head under joint Hindu family business.
- 6) Women entrepreneurs face the problem of dual responsibility.
- 7) People with high creative ability adjust quickly to new developments.
- 8) Research & development have no role to play in entrepreneurship development.
- 9) Fixed Capital is also called as long term capital.
- 10) A joint stock company is more difficult in formation than sole proprietorship.

- Q.2** A. Explain the Theory of High Achievement by David McClelland. (08)  
B. Explain the Concept of Intrapreneuer? Discuss the elements of Intrapreneuer. (07)

**OR**

- Q.2** P. Write briefly about the importance of SWOT analysis. (08)  
Q. What are the steps in setting up business Venture? (07)

- Q.3.** A. Explain the characteristics and qualities of a successful entrepreneur. (08)  
B. What are the Advantages & Disadvantages of BPO? (07)

**OR**

- Q.3** P What are the merits and demerits of Partnership firm? (08)  
Q. Explain working Capital? What are the sources of working capital? (07)

- Q.4.** A. Write the different functions of entrepreneur in brief. (08)  
B. What are the advantages of franchising to entrepreneurs. (07)

**OR**

- Q.4** P What is feasibility study? Explain its different types. (08)  
Q. Explain the Production related problems of Venture Set up? (07)

- Q.5.** What is business idea? Explain in brief the different methods of generating business Idea. (15)

**OR**

- Q5. Write short note on (any 3)** (15)

1. Entrepreneurship development
2. Fixed Capital
3. Social responsibility of NGOs
4. Problems of Women Entrepreneur
5. Self-help Groups

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PROGRAMME : S.Y.BMS

SEMESTER : III

COURSE : FOUNDATION COURSE-III

MARKS: 75 MARKS

DATE : 07 /10/2022

TIME : 9.30am-12.00noon

- NOTE: 1.Q1.is compulsory  
 2. Q2 to Q5 having internal options  
 3. Figures to the right indicate full marks

**Q1. (A) Multiple choice questions (any 8).** (8)

1. Degradation is due to \_\_\_\_\_.  
 a) Animals.      b) Birds.      c) Human activities.      d) Marine life
2. Abiotic environment does not include \_\_\_\_\_.  
 a) Air.      b) Water.      c) Plants.      d) Soil
3. Which of the following produce the most solid waste?  
 a) Agriculture. b) Packaging industry. c) manufacturing      d) nuclear power plants
4. The Forest (conservation) Act was enacted in the year \_\_\_\_\_.  
 a) 1986.      b) 1974.      c) 1980.      d) 1972
5. ISO- 14000 standards deal with \_\_\_\_\_.  
 a) Pollution management      c) risk management  
 b) Environmental management      d) waste management
6. The predominant source of energy on earth is \_\_\_\_\_.  
 a) Electricity      b) Sun      c) Natural Gas      d) Plants
7. Energy derived from hot spots beneath the earth is called \_\_\_\_\_.  
 a) Bio energy      b) Geothermal energy      c) Nuclear energy      d) Hydrogen energy
8. Green business incorporates the principle of \_\_\_\_\_.  
 a) Profit maximization      b) Sustainability      c) social commitment      d) emission
9. The sequence of eating and being eaten in the ecosystem is called as \_\_\_\_\_.  
 a) Carbon cycle      b) Food Chain      c) Hydrogen cycle      d) Water cycle
10. Find the global problem \_\_\_\_\_.  
 a) Social erosion      b) Ozone depletion      c) Volcanoes'      d) deserts

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

1. Study of environment is a multidisciplinary activity.
2. Ecosystems depend on steady and continuous supply of energy.
3. Largest volume of fresh water is in rivers.
4. Developing countries are rich in resources.
5. Rapid and unplanned expansion of cities has resulted in the degradation of urban environment.
6. Water pollution has now become a grave problem that needs our urgent attention.
7. Generally, in environment impact assessment the area falling within 100kms radius of the project is studied in details.
8. Traditional rural societies produce large quantity waste.
9. Sustainable development does not mean no human impact on the environment.

10. Active and meaningful participation of workers working in the industry during environmental audit is very necessary.

- Q2. A) Define Environment and explain the scope of Environment? (07)  
B) What is waste and why is there a need to have effective waste management? (08)

**OR**

- Q2 P) Write a brief note on Environmental Audit. (07)  
Q) What are the advantages of using solar energy and Wind energy? (08)

- Q.3 A) Explain the structure of the environment? (07)  
B) Explain the impacts of environmental degradation? (08)

**OR**

- Q.3 P) Write a detailed note on Air (Prevention and Control of Pollution) Act, 1981 (07)  
Q) "More and More non-conventional energy source should be utilised for our day today needs." Do you agree? Justify your agreement or disagreement. (08)

- Q.4 A) Explain Food chain with one example. (07)  
B) Explain the Global warming with its causes. (08)

**OR**

- Q.4 P) Discuss the following Environmental issues in India - Chipko Movement. (07)  
Q) Explain the Green Marketing and its benefits. (08)

- Q.5 Define Sustainability. Explain the process of Environmental Impact Assessment. (15)

**OR**

- Q5. Write short note on (any 3) (15)

1. Ecosystem.
2. Water pollution.
3. ISO 14001
4. Organic farming
5. Solid waste

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PROGRAMME : S.Y.BMS

SEMESTER : III

COURSE : Information Technology in Business Management I

MARKS: 75 MARKS

DATE : 08 /10/2022

TIME : 9.30am-12.00noon

NOTE: 1.Q1.is compulsory

2. Q2 to Q5 having internal options

3. Figures to the right indicate full marks.

4. Draw neat labelled diagrams wherever necessary.

Q.1 A) Choose Correct alternatives [Any 8] [8]

1. \_\_\_\_\_ is a strategic level information systems that are found at the top of the pyramid model.  
a. DSS                      c. MIS  
b. TPS                      d. EIS
2. \_\_\_\_\_ is a collection of related data or information.  
a. Knowledge                      c. database  
b. data                      d. information
3. The software which can be easily modified and shared is called \_\_\_\_\_  
a. Application software                      c. System software  
b. Open source software                      d. Gaming software
4. Portrait and landscape are \_\_\_\_\_  
a. page orientation                      c. paper size  
b. page layout                      d. page margin
5. You can open the sort dialog box by choosing sort from the \_\_\_\_\_ menu  
a. view                      c. format  
b. tools                      d. data
6. Phishing is a type of internet \_\_\_\_\_  
a. Fraud                      c. Application  
b. game                      d. scheme
7. The \_\_\_\_\_ feature is a shortcut to use Excel's sum function.  
a. Average                      c. Percentage  
b. Autosum                      d. Addition
8. Which of the following is not a font style?  
a. bold                      c. Italics  
b. Regular                      d. Subscript
9. IP address stands for \_\_\_\_\_  
a. interactive protocol                      c. information protocol  
b. internet protocol                      d. international protocol
10. \_\_\_\_\_ 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                      c. Website  
b. web server                      d. web client

- Q.1 B) State whether the following statements are TRUE or FALSE [Any 7] [7]**
1. MS-Word is file processing software.
  2. Smart Art option is in design menu of MS Word.
  3. MIS is based on internal information flow.
  4. HTTP is a language used to create web pages.
  5. Gmail is Google's paid e-mail service.
  6. CRM is Company relationship Management System.
  7. In ring topology, all systems are connected to some central device.
  8. MS. Outlook is bulk email software.
  9. ctrl+s is shortcut to save document in MS-word.
  10. Cyber vandalism means destroying or damaging the data.
- Q.2 A) What is Operating System? Explain any TWO operating systems in detail. [8]**  
**B) What is Information? Explain characteristics of it. [7]**
- OR**
- Q.2 P) Explain four level pyramid models in the organization. [8]**  
**Q) Explain the concept of database in detail. [7]**
- Q.3 A) What is watermark? Explain how it is implemented in MS-word 2007. [8]**  
**B) Explain the various lists available in MS-word 2007 [7]**
- OR**
- Q.3 P) Explain sorting and filtering of data in Excel. [8]**  
**Q) Distinguish between VLookup and HLookup. [7]**
- Q.4 A) What is website? Explain the types of it. [8]**  
**B) What is E-Commerce? Explain types of it. [7]**
- OR**
- Q.4 P) What is E-mail? Explain rules for drafting E-mail. [8]**  
**Q) What is EDI? Explain benefits of it. [7]**
- Q.5 A) What is cryptography? Explain the objectives of it. [8]**  
**B) What is internet? Explain types internet connection. [7]**
- OR**
- Q.5 Write a short note on [Any 3] [15]**
- 1) Hub.
  - 2) CBIS.
  - 3) Bridges.
  - 4) Virus.
  - 5) Digital Organizations.

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PROGRAMME : S.Y.BMS

SEMESTER : III

COURSE : STRATEGIC MANAGEMENT

MARKS: 75 MARKS

DATE : 10 /10/2022

TIME : 9.30am-12.00noon

NOTE: 1.Q1.is compulsory

2. Q2 to Q5 having internal options

3. Figures to the right indicate full marks

Q.1 **A. Select the most appropriate answer from the options below. (Any 8)** (8)

1. Strategic management is based on \_\_\_\_\_ analysis.  
a) Market    b) Internal    c) SWOT    d) Technical
2. The \_\_\_\_\_ states what an organisation wants to achieve in the long term.  
a) Vision    b) Mission    c) Plans    d) Goal
3. \_\_\_\_\_ are guide to decision making and address repetitive situation.  
a) Business Model    b) Business Analysis    c) Business Policy    d) Strategic Intent
4. \_\_\_\_\_ are the time bound.  
a) Policy    b) Vision    c) Plan    d) Goals
5. Environmental \_\_\_\_\_ refers to be methods and techniques employed by the organisation to monitor their environment.  
a) Control    b) Scanning    c) Formulation    d) Evaluation
6. Profit Strategy Is One of the \_\_\_\_\_ Strategy Of Business Units.  
a) Growth    b) Stability    c) Expansion    d) Diversification
7. The \_\_\_\_\_ environment consists of the larger societal factors that affect the working of a firm.  
a) Internal    b) Micro    c) Macro    d) Legal
8. In Mckinsey 7 S Framework \_\_\_\_\_ is the focal point of managerial excellence.  
a) Skills    b) System    c) Shared Value    d) Strategy
9. Porters 5 force decides the \_\_\_\_\_ intensity.  
a) Growth    b) Investment    c) Market    d) Competitive
10. \_\_\_\_\_ quadrant in BCG matrix represent business unit having a large market share in mature industry.  
a) Cash Cows    b) Dogs    c) Stars    d) Question Marks

Q.1 **B. State whether True or False. (Any 7)** (7)

1. Evaluation and control are related to performance control.
2. Vision is more spoken than dreamt of.
3. Policies are applicable to all functional areas.
4. Corporate level strategy frame by departmental head in the organisation.
5. Strategy formulation is an analytical process.
6. Benchmarking must be conducted against the best companies and business functions.
7. GE 9 Cell was developed by General Motors.
8. Share value is the nucleus of 7S Framework.
9. Break -even analysis and budgetary control are financial controlling techniques.
10. Synergy is not a component of strategy.

- Q.2 A.What is Business Policy? State the various features of Business Policy. (8)  
B. What is External Environment? Discuss the components of External Business Environment. (7)

OR

- Q.2 (P) Discuss Porter's 5 Force Model. (8)  
(Q) What is synergy? Explain the different types of synergy. (7)

- Q.3 (A) Define Strategic Management. State the importance of Strategic Management. (8)  
(B) What is stability Strategy? Explain the need and types of stability Strategy. (7)

OR

- Q.3 (P) What is Project? Explain the phases of Project (8)  
(Q) Explain the financial performance control techniques. (7)

- Q.4 (A) Explain in a brief the different modes of market entry in international business.(8)  
(B) Explain the Strategic Management Process in detail. (7)

OR

- Q.4 (P) Explain McKinsey's 7-S Framework Model. (8)  
(Q) What is Resistance to Change write down the Factor Affecting causes of resistance to change? (7)

- Q.5 What is Strategic Intent? Explain the aspects of Strategic Intent. (15)

OR

- Q.5 Write a short note on following, (Any 3) (15)

1. SWOT Analysis.
2. BCG matrix.
3. Goals V/S Objectives.
4. Internal Environment Analysis.
5. Strategic Evaluation and control.

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PROGRAMME : S.Y.BMS

SEMESTER : III

COURSE : BASIC OF FINANCIAL SERVICE

MARKS: 75 MARKS

DATE : 11/10/2022

TIME : 9.30am-12.00noon

NOTE: 1.Q1.is compulsory

2. Q2 to Q5 having internal options

3. Figures to the right indicate full marks

**Q.1 A. Select the most appropriate answer from the options below. (Any 8) (8)**

1. \_\_\_\_\_ system allocates the saving efficiently in an economy to ultimate user either for investment or for consumption purpose.

a. economic b. banking c. financial d. legal

2. \_\_\_\_\_ provides finance to highly risky and growth-oriented venture with the objective of earning high rate of return.

a. venture capital b. merchant banking c. leasing d. higher purchase

3. \_\_\_\_\_ is instruments issued by companies to raise capital and it represents the title of ownership of a company.

a. bond b. commercial paper c. equity d. treasury bill

4. \_\_\_\_\_ deals in new financial claims therefore it is called new issue market.

a. capital market b. money market c. security market d. primary market

5. \_\_\_\_\_ dealing in short term fund and financial assets whose period of maturity is upto one year.

a. capital market b. money market c. security market d. primary market

6. On assets side in balance sheet of a bank \_\_\_\_\_ is the most liquid assets.

a. cash b. stock c. debtor d. bills receivables

7. Which one of the following is not a principle of insurance?

a. principle of profit maximization b. principle of contribution  
c. principle of indemnity d. principle of loss minimization

8. In case any accident occurs, the cause is known as \_\_\_\_\_

a. risk b. peril c. damage d. cover note

9. The funds in which units can be purchased only during the initial offer period are called

a. Open-Ended Funds b. Close-Ended Funds c. Interval Funds d. Fixed maturity plan

10. The higher the \_\_\_\_\_ ratio, the better the performance.

a. Treynor b. Sharpe c. beta d. alpha

**Q.1 B. State whether True or False. (Any 7) (7)**

1. Credit creation is the function of commercial bank.

2. Financial instrument are those instrument which is issued by government only.

3. Commercial paper is a popular instrument for financing the working capital requirement of the company.

4. The excess amount granted by the bank as a loan on current deposits, known as overdraft.

5. Since nationalization in 1949, RBI is fully owned by government of India.

6. There are 50 companies are included in the SENSEX – the index of BSE.

7. Insurance is the form of Risk Management.

8. AMC of mutual fund must have a net worth of at least Rs.10 crores at all times.

9. Medium and long term security is traded in capital market.

10. The concept of mutual fund first introduced by UTI.

- Q.2 A. What is financial system? Explain characteristics of financial system. (8)  
B. What is commercial bank? Explain commercial banking structure in India? (7)

OR

- Q.2 P. Write down the procedure to obtain the Life Insurance Policy. (8)  
Q. Elaborate the concept of Mutual Fund with its Advantage and Disadvantage. (7)

- Q.3 A. Explain Money Market and write down instrument traded in Money Market. (8)  
B. Explain the various functions of commercial bank. (7)

OR

- Q.3 P. Explain the principles of Insurance. (8)  
Q. What are the various types of Mutual Fund scheme? (7)

- Q.4 A. Explain Traditional and Supervisory functions of RBI. (8)  
B. Explain Balance sheet of commercial bank. (7)

OR

- Q.4 P. Explain the difference between Reinsurance and Double Insurance. (8)  
Q. Explain the structure of Mutual Fund. (7)

- Q.5 What is financial services? Explain in detail Fund-based and Non-Fund based Financial services in brief. (15)

OR

- Q.5 Write short note on following (Any 3) (15)

1. Financial Innovation
2. Capital Market.
3. Types of Insurance.
4. NAV
5. SEBI

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**PROGRAMME : S.Y.BMS**

**SEMESTER : III**

**COURSE : ADVERTISING**

**MARKS: 75 MARKS**

**DATE : 11 /10/2022**

**TIME : 9.30am-12.00noon**

NOTE: 1.Q1.is compulsory

2. Q2 to Q5 having internal options

3. Figures to the right indicate full marks

**Q1. (A) Multiple choice questions (any 8). (8)**

1. \_\_\_\_\_ is an element of promotional mix.  
a) Public relations                      b) Product features                      c) Product design
- 2) \_\_\_\_\_ involves direct communication between the firms' representative and the customer.  
a) Advertising                      b) Publicity                      c) Personal selling
- 3) \_\_\_\_\_ provides only creative services to the client.  
a) Full service agency                      b) Specialist Agency                      c) Creative boutique
- 4) \_\_\_\_\_ are musical messages written around the brand.  
a) Slogan                      b) Jingles                      c) Taglines
- 5) Advertising is a \_\_\_\_\_ communication.  
a) Personal                      b) Non-personal                      c) Provisional
- 6) Newspapers is an example of \_\_\_\_\_ media.  
a) Print                      b) Digital                      c) Audio-visual
- 7) \_\_\_\_\_ is a process of communication through visuals and graphics.  
a) Animation                      b) Print                      c) Direct marketing
- 8) Character of "ZooZoo" for Vodafone campaign was created by \_\_\_\_\_  
a) Olgivy & mather                      b) Trikaya Grey                      c) McCann Ericson
- 9) \_\_\_\_\_ includes distributing free samples, coupons and giving discounts.  
a) Public Relations                      b) Publicity                      c) Sales Promotion
- 10) \_\_\_\_\_ advertising is also called as online advertising or internet advertising.  
a) Digital                      b) Print                      c) Radio

**Q1. (B) State whether the following statement are True or False (any 7). (7)**

- 1) Advertising is an important element of communication mix.
- 2) Internet has brought revolutionary changes in advertising.
- 3) Creating company website is digital marketing.
- 4) Production house undertake the production of ads, films, serials ,etc.
- 5) Music in advertising can be a very powerful in catching listener's attention.
- 6) Marketers use the internet to promote their companies & build brands.
- 7) Brand image is not necessary for a company.
- 8) Advertising is a non-paid form of advertising.
- 9) logos and symbols are less beneficial for the company image.
- 10) Selection of proper media is not necessary in advertising.

- Q.2 A What is advertising? Explain its importance. (08)  
B What is promotion mix? Explain the elements of promotion mix. (07)

**OR**

- Q.2 P. What is Positioning Strategies? Explain the different positioning strategies. (08)  
Q What is advertising budget? Explain its features. (07)

- Q.3 A Explain the Scope of advertising industry in India. (08)  
B. What are the different types of advertising agencies? (07)

**OR**

- Q.3 P Explain the role of different elements of advertising. (08)  
Q. What are the factors to be considered in determining the advertising budget? (07)

- Q.4. A Explain the different types of advertising. (08)  
B Explain the Role of Advertising in Marketing mix? (07)

**OR**

- Q.4. P. Write a note on creating a T.V commercial. (08)  
Q What are the methods of preparing advertising budget? (07)

- Q.5. What is Global advertising. Explain the scope of Global Advertising. (15)

**OR**

- Q5. Write short note on (any 3) (15)

1. Digital Advertising
2. Careers in advertising
3. Product Life cycle
4. Five Ms of Advertising
5. Rural advertising

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PROGRAMME : S.Y.BMS

SEMESTER : III

COURSE : RECRUITMENT & SELECTION

MARKS: 75 MARKS

DATE : 11 /10/2022

TIME : 9.30am-12.00noon

NOTE: 1.Q1.is compulsory

2. Q2 to Q5 having internal options

3. Figures to the right indicate full marks

**Q1. (A) Fill in the blanks with most appropriate option given in the brackets. (Any 7)(07)**

1. Recruitment is a \_\_\_\_\_ process (Positive / Negative)
2. Outsourcing is done normally when an organisation wants to focus \_\_\_\_\_ business. (core/ general)
3. \_\_\_\_\_ Interview is predetermined and well planned. (structured/ unstructured)
4. \_\_\_\_\_ Orientation takes place on ad hoc basis. (formal/ informal)
5. \_\_\_\_\_ is the method by which people settle differences. (discussion/ negotiation)
6. Decorum of eating in public is a part of \_\_\_\_\_ etiquette. (table/ business)
7. \_\_\_\_\_ is a traditional and widely used device for getting preliminary information from the candidate. (Advertisement/ Application blank)
8. \_\_\_\_\_ Check is done to know the personal characteristics and family background of the candidate. (medical/ reference)
9. \_\_\_\_\_ refers to designing and shaping job in such a manner so as to strike a fit between job and the job holder. (Job analysis/ job rotation)
10. Exit interviews are usually conducted by the \_\_\_\_\_ when an employee needs to give reasons for it. (HR department/ HOD)

**Q1. B State whether the following statements are True or False. (Any 8) (08)**

1. Job rotation is done to reduce monotony and boredom and to add variety to the job.
2. Interpersonal skills are also referred to as communication or people skills.
3. Effective recruitment helps to develop an organisation culture that attracts competent people to the company.
4. A Job portal offers 24\*7 assistance.
5. Innovation in HR software is not required to change the face of recruitment.
6. Notification to employees is an external source of recruitment.
7. The interview taken at the time when the employee leaves the organisation is called informal interview.
8. Etiquettes refer to good behaviour which distinguishes human beings from animals.
9. Negotiation is the method by which people create differences.
10. Leadership in GD is pre-defined

- Q2. (A) Explain the sources of Recruitment. (07)  
(B) What is selection? Describe the steps in the process of selection. (08)

**OR**

- Q2. (P) What is Induction process? Describe the importance. (07)  
(Q) Explain in brief about group discussion. (08)

- Q3. (A) Define Recruitment. Explain its objective and importance. (07)  
(B) Enumerate the guidelines to be followed by the Interviewer and the interviewee for effective selection process. (08)

**OR**

- Q3 (P) What is Socialisation? Explain the features of Socialisation. (07)  
(Q) What is the difference between Resume, CV and Bio data? (08)

- Q4. (A) Define job analysis and explain the two important areas of job analysis. (07)  
(B) How can organisation make advertisement effective design a format of an advertisement for the post of the manager for a leading News Paper? (08)

**OR**

- Q4. (P) Define orientation and explain the different stages of orientation.  
(Q) What is presentation? Explain the different patterns of presentation?

- Q5. (A) What do you mean by recruitment? Explain the need of Recruitment? (07)  
(B) Discuss the pros and cons of outsourcing. (08)

**OR**

- Q5. Write short note on (any 3) (15)

1. Job analysis
2. Negotiation Skills
3. Screening
4. Traditional methods of Recruitment.
5. Types of Socialisation.

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PROGRAMME : S.Y.BMS

SEMESTER : III

COURSE : CORPORATE FINANCE

MARKS: 75 MARKS

DATE : 12 /10/2022

TIME : 9.30am-12.00noon

- NOTE: 1.Q1.is compulsory  
 2. Q2 to Q5 having internal options  
 3. Figures to the right indicate full marks.  
 4. State your assumptions clearly

Q1.A MATCH THE COLUMN (ANY 8 OUT OF 10)

(08)

A	B
1. Book value	a) Overall cost of capital
2. Objective of Financial Management	b) Discounting Factor
3. IPO	c) Capital Structure
4. Chit Funds	d) Contribution/EBT
5. Combined Leverages	e) Equity Shares
6. WACC	f) Regulate Capital Market
7. Time value of money	g) FDI Prohibited
8. SEBI	h) Wealth Maximization
9. Highest Cost of Capital	i) Primary Market
10. Combination of Debt and Equity	j) Accounting Value

Q1.B STATE WHETHER TRUE OR FALSE. (ANY 7 OUT OF 10)

(07)

1. Debenture holders are the owners of the company.
2. GDR means German Depository Receipt.
3. Depreciation is a Non-Cash item.
4. EBIT is also known as operating Profits.
5. Bill discounting means providing funds against bill.
6. Assets like Financial instruments and property are given as security in case of cash credits.
7. NPV does not take into account the time value of money.
8. Interest on public deposits is paid at a fixed rate.
9. Public Deposits are Secured Loans from Company's perspective.
10. The maturity periods of commercial papers are generally 90 – 180 days.

Q2.A Following are the details of Companies A

(08)

Particulars	A
Variable cost per unit (Rs)	150
Fixed cost per annum (Rs)	1,40,000
Selling Price per unit (Rs)	500
Output Per annum(units)	1,500
Interest on Debentures (Rs)	80,000

Calculate: 1.Operating Leverage and 2.Financial Leverage of two companies

**Q2.(B)** Following are the details of Capital Structure of Company X Ltd.

(07)

Sources Of Funds	Book Value	Market Value	Cost of Capital After Tax
Equity Capital	60,000	1,20,000	13 %
Preference Capital	10,000	11,000	8%
Debentures	40,000	38,000	5%
Retained Earnings	20,000	-----	9 %

Calculate Weighted Average Cost of Capital using:

- i. Book Value as weights
- ii. Market Value as weights

**OR**

**Q2.(P)** Trend Ltd has the planning expansion programme which will require rs.30 lakhs and can be raised through one of the three following option: (15)

- a) Issue equity shares of rs.100 each at par
- b) Raise loans at 15% Interest.
- c) Issue 12% Preference shares.

Present Paid up capital is Rs.60lakhs and average EBIT is Rs.12 Lakhs. Assume Income tax at 50%.After expansion EBIT is expected to be Rs.15 Lakhs. Calculate EPS under the three Financing options. Which alternative would you suggest and why?

**Q3.** Hall Ltd wants to invest in a Project. Two options available are Project P and Project Q.

Following are the details:

(15)

	Project P	Project Q	P.V @12%
Cost of Investment (Rs)	80,000	90,000	
Cash flows: Year			
1	30,000	40,000	0.893
2	40,000	50,000	0.797
3	50,000	60,000	0.712
4	60,000	80,000	0.636
5	90,000	90,000	0.567

Calculate Net Present Value for both the Projects and recommend which Project should be selected.

**OR**

**Q3. Calculate IRR for Project MTNL Ltd..**

**(15)**

	Project P	P.V 15%	P.V 16%
Cost of Investment (Rs)	7,20,000		
Cash flows: Year			
1	2,90,000	0.870	0.862
2	1,30,000	0.756	0.743
3	2,80,000	0.658	0.640
4	90,000	0.572	0.552
5	2,80,000	0.497	0.476

Calculate IRR by 15% and 16%

**Q4. (A)** Anand has invested rs.20,000 in a scheme @12%p.a compounded quarterly. Find out what will the amount become at the end of two years. Will your answer differ if interest is compounded annually? **(08)**

**Q4.(B)** Find the present value of Rs.10,000 receivable 6 years hence if the rate of interest is 10%. Will your answer differ if number of years is 3 years. **(07)**

**OR**

**Q4.(P)** The rate of Return of Stocks of P and Q under different states of economy are presented below with probability. **(15)**

Particulars	Boom	Normal	Recession
Probability	0.35	0.50	0.15
Rate of Return on Stock P %	20	30	40
Rate of Return on Stock Q %	40	30	20

- Calculate expected rate of return and standard deviation of return for both the stocks.
- If you could invest in either Stock P or Stock Q, but not in both, which stock would you prefer and why?

**Q5. A** Explain types of foreign collaboration. **(08)**

**B** Explain the RBI Guidelines for Public deposits **(07)**

**OR**

**Q5. Write short note on. (Any 3 out of 5).** **(15)**

- Cash credit
- Under Capitalization
- Factoring
- Protection of Depositors
- Ordinary shares

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PROGRAMME : S.Y.BMS

SEMESTER : III

COURSE : CONSUMER BEHAVIOUR

MARKS: 75 MARKS

DATE : 12 /10/2022

TIME : 9.30am-12.00noon

NOTE: 1.Q1.is compulsory

2. Q2 to Q5 having internal options

3. Figures to the right indicate full marks

**Q1. (A) Fill in the blanks with most appropriate option given in the brackets. (Any 7) (07)**

1. Consumer \_\_\_\_\_ refers to the activities and decision processes of people who purchase goods and services for personal consumption. (Behaviour, attitude, motives)
2. According to Abraham Maslow \_\_\_\_\_ needs are the highest level of needs. (Self-actualization, self-esteem, social)
3. \_\_\_\_\_ is the critical and final decision in consumer decision making process. (Purchase decision, information search, post purchase)
4. Personality \_\_\_\_\_ change. (Can, cannot, refuses)
5. \_\_\_\_\_ is the most important reference group. (Salesperson, peer, family)
6. Howard Sheth Model is a \_\_\_\_\_ theory. (Classical, unified, modern)
7. Basic human needs include food, \_\_\_\_\_. (air and water, medicine, books)
8. Institutional consumer makes purchase in \_\_\_\_\_ (small quantities, medium quantities, large quantities)
9. Motivation is a \_\_\_\_\_ process. (Physical, psychological, social)
10. Every person has his \_\_\_\_\_ personality. (Pleasing, impressive, unique)

**Q1. B State whether the following statements are True or False. (Any 8) (08)**

1. The Importance of consumer behaviour is growing in marketing activities.
2. High involvement products are normal products of daily use.
3. Social class enjoys privileges.
4. Online shopping increases costs and decreases sales.
5. Nicosia Model explains the concept from marketers' point of view.
6. Needs are more basic than wants.
7. Attitudes are subject to change positively or negatively.
8. Chisellers constantly demand extra discounts.
9. Purchase negotiation plays a crucial role in the case of institutional buyer.
10. Initiator influences final choice of purchase.

- Q2 (A) Explain the importance of consumer behaviour to marketers. (07)  
(B) Explain the Maslow's theory of the hierarchy of Needs. (08)

OR

- Q2 (P) What are groups? Explain the different types of Groups. (07)  
(Q) Explain various factors influencing in e-buying behaviour. (08)

- Q3 (A) Distinguish between high involvement products and low involvement products.  
(B) Explain the importance of consumer perception to marketers.

OR

- Q3 (P) Discuss the influence of family on consumer behaviour of its members. (07)  
(Q) Explain the consumer decision making the Howard – Sheth model (08)

- Q4 (A) What are high involvement products? Explain the factors influencing high involvement products. (07)  
(B) What is personality? Explain its nature and characteristics. (08)

OR

- Q4 (P) What are the evaluation rules for purchase decision by family members? (07)  
(Q) What is e-buying? Explain the limitation of e-buying. (08)

- Q5 (A) What are the factors influencing needs of family members? (07)  
(B) Write a detailed note on e-buying behaviour of e-buyer. (08)

OR

- Q5. Write short note on (any 3) (15)

- 1) Consumer motivation
- 2) Consumer Involvement
- 3) Social class
- 4) In-Group of Consumers
- 5) E-buying

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GES/SBVC/SEMENDEXAM/OCT, 2022  
PROGRAMME: S.Y.BMS  
COURSE: ORGANISATION BEHAVIOUR  
DATE: 12/10/2022

SEMESTER: III  
MARKS: 75 MARKS  
TIME: 9.30am-12.00noon

NOTE: 1.Q1.is compulsory

2. Q2 to Q5 having internal options

3. Figures to the right indicate full marks

Q1) (A) Fill in the blanks with appropriate option(Any8):

(8)

1. \_\_\_\_\_ the person who takes all decisions by himself , without consulting anyone .  
(Autocratic , Democrats , Sociocrat , Bureaucratic )
2. OB represents \_\_\_\_\_ approach to management.  
(Casual, Behavioral, Scientific, Social)
3. \_\_\_\_\_ flow can either be upward or downward .  
(Vertical , Horizontal , Informal , Grapevine)
4. \_\_\_\_\_ is the transfer of information and knowledge from one person to another .  
(Management , Communication, Behavior , Socialization )
5. \_\_\_\_\_ is a technique for improving productivity and quality of work  
(QWL, TQM, JIT, DTT)
6. \_\_\_\_\_ is as the art of procuring , developing and maintaining competent workforce to achieve the goal of the an organization in an effective and efficient manner ,  
(HRM,HRP,HRD,HHR)
7. \_\_\_\_\_ is also the known as key performance indicators KPI  
( KRA, KRI, KPA, KKR)
8. \_\_\_\_\_ Programs foster a healthy and productive working environment.  
( Incentive , Promotion , Appraisal , Salary )
9. The \_\_\_\_\_ approach lead employee dependence on the organisation.  
(Autocratic, supportive, collegial, custodial)
10. \_\_\_\_\_ techniques include the use of interview, questionnaire and observation.  
(Job analysis, Job description, Job specification, Job objective)

Q1 B) True or False(Any 7)

(7)

- 1) Consequence is the last element in the SOBO Model.
- 2) In the Custodial model, the managerial orientation is towards teamwork.
- 3) The Autocratic approach leads to employee dependence on the organization.
- 4) The final step of the communication process is feedback.



- 5) Performance appraisal assists the employee in self-development.
- 6) Checklist is a past oriented method.
- 7) Short term plan spans from six months to one year.
- 8) Interpersonal conflict arise between two individuals.
- 9) In SOBC modal B stands for Behaviour.
- 10) Downsizing means strategy to improve an organisation efficiency by reducing the workforce.

Q.2 A) Explain the process of group formation in detail. (8)

B) Explain the stages of career planning with diagram (7)

**OR**

P) What is learning organization and benefit of it (8)

Q) What is HRP? and explain its process (7)

Q.3 A) What is formal and informal communication ? (8)

B) Scope OB explain in details? (7)

**OR**

P) What is HRP and objective of HRP? (8)

Q) What is KRP model, explain in detail? (7)

Q.4 A) Define OB and its features? (8)

B) Time management and its strategies? (7)

**OR**

P) What is learning organisation and benefit of it (8)

Q) What is HRM? Explain its scope (7)

Q.5A) what are reward and punishment system and element of reward? (8)

B) What are modern method for performance appraisal? (7)

**OR**

Q.5P) Short note: (Any 3) (15)

1. Cross cultural dynamics
2. Autocratic model
3. SOBO model and its stages
4. Reward and punishment
5. Appraisal

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