

PROGRAMME : SYBMS
SUBJECT : AUDITING
DATE : 31st March, 2023

MAY - 2023
SEMESTER : IV
MARKS : 75
TIME : 7.30am-10.00am

NOTE: 1. All questions are compulsory

2. Figures to right indicate marks

Q1 A. Choose the correct alternative and rewrite the sentences. (Any 8) (08)

1. Voucher should be authorized by _____.
a) Authorised officer b) Bank c) Director d) Worker
2. SA _____ deals with audit sampling.
a) 600 b) 530 c) 350 d) 650
3. _____ is best document for verifying the correct balance in creditors.
a) Bill of Lading b) Debtors c) Suppliers Invoices d) Goods received notes
4. Sales return should be vouched with _____.
a) Debit note b) credit note c) Bank statement d) Agreement
5. Internal Auditor is appointed by the _____.
a) Statutory auditor b) Management c) Creditors d) Debtors
6. Selection of transactions in test checking should be _____.
a) Biased b) Unbiased c) Complete d) Unsuitable
7. In _____ all items in the population have equal chance of getting selected.
a) Quota sampling b) Random sampling c) Snowball sampling d) Judgement sampling
8. _____ serve as evidence in the court of law in case of legal suit.
a) Audit Programme b) Prospectus c) Audit Planning d) Audit working papers
9. Audit of _____ is not compulsory.
a) Partnership firms b) Company c) Banks d) Cooperative society
10. Orders from customers are received by _____ department.
a) Sales b) Production c) finance d) HR

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

(07)

1. In secret reserve liabilities are overstated.
2. Internal control helps in prevention of errors & frauds.
3. Audit plan are to be approved by the client being audited.
4. Purchase bill is an example of external document.
5. Contingent liabilities should be disclosed in the balance sheet by way of a note.
6. In auditing all the transactions are checked.
7. The first step in audit process is Audit programme.
8. Salary is vouched on the basis of credit Purchase.
9. Vouching is same as valuation.
10. Statutory Auditor is appointed by the management of the company.

- Q2** A. Explain the meaning and types of error. **(08)**
B. What are the sources of obtaining information of Audit Planning? **(07)**

OR

- Q2** P. Distinguish between Test Checking and Routing Checking. **(08)**
Q. How would you vouch cash sales? **(07)**
- Q3** A. Explain principles of Auditing. **(08)**
B. Explain Methods of selecting Sampling **(07)**

OR

- Q3** P. Explain Auditors Lien on Working Papers and Client's Books. **(08)**
Q. How would you vouch Sales Returns? **(07)**
- Q4** A. What are the objectives of Auditing? **(08)**
B. How would you vouch Purchases? **(07)**

OR

- Q4** P. Distinguish between Internal Audit and statutory Audit. **(08)**
Q. What is an Audit note book? How does it differ from Working Papers.? **(07)**
- Q5** How would you verify-(i) Plant and Machinery and (ii) Bill Payables **(15)**

OR

- Q5** Write a short note on:(any three) **(15)**
1. Types of Auditing
 2. Audit Program
 3. Internal Check
 4. Purpose of Audit Sampling
 5. Permanent Audit File

PROGRAMME : SYBMS
SUBJECT : CHANGE MANAGEMENT
DATE : 01/04/2023

MAR - 2023

SEMESTER : IV
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. _____ groups can pose a major barrier to change because of the inherent strength they possess.
a) Informal b) Semi-formal c) Formal d) Semi-informal
2. All Human Beings react to change in a _____.
a) Predictable b) Unpredictable c) Semi-predictable d) Uncertain
3. _____ is a negative impact of change management.
a) Mental Stress b) New opportunities c) Salary increment d) Promotion
4. _____ refers to the amount of efforts put into the change process.
a) Energy b) Rewards c) Synergy d) Time
5. The broad goal of _____ is continuous improvement.
a) TQM b) QC c) QWL d)HCL
6. _____ increases understanding of team decisions.
a) Communication b) Clashes c) Conflicts d) Disputes
7. The _____ box model is a framework developed by Marvin Weisbord to assess the functioning of organizations.
a) Six b) Five c) Four d) Ten
8. Change is _____ phenomenon of organizational life.
a) Continuous b) one time c) Alternate d) Two Time
9. _____ change is systematically planned by the management.
a) Planned b) Semi-planned c) Unplanned d) Un-Predicted
10. Better Understanding of the current system is _____ benefit.
a) Short Term b) Long Term c) Medium Term d) Very Short term

Q.1.B. State whether the following statements are true or false:- (Any 7) (07)

1. Change is a inseparable fundamental fact of life.
2. Change is important in coping with emerging technological advancements in the society.
3. Unfreezing ensures that employees are ready for change.
4. Teams contribute to the whole organization's success.

5. Firm behavior of the employees will maximize support and limit resistance to change.
6. Education and training do not help in overcoming resistance to change.
7. There is no competition between manufacturers and sellers in the market.
8. knowledge explosion is not part of social change.
9. Implementing change is a Straightforward activity.
10. An individual change is not necessary for organizational change management.

- Q.2.A. Explain in detail the types of change. (08)
 B. What is the importance of individual change? (07)

OR

- P. What is resistance to change? Explain the causes of resistance of change. (08)
 Q. Explain the Role and Functions of Change Agent. (07)

- Q.3.A. Explain in detail the importance of change. (08)
 B. What is the importance of Team change? Write down its limitations. (07)

OR

- P. What is Role Stress? Explain the ways for managing role stress. (08)
 Q. Who is Change Agent? Explain the qualities of Change Agent. (07)

- Q.4. A. Explain the Causes of Change. (08)
 B. Explain the sources of organizational resistance. (07)

OR

- P. What is coaching and mentoring? Explain its importance. (08)
 Q. Explain the Employee-Client Relationship. (07)

- Q.5. What is organizational Culture? Explain the different types of organizational culture. (15)

OR

- Q.5. Write Short Notes (Any 3) (15)

1. Explain the 6 Box model
2. Discuss the AJ. Leavitt's model of change
3. Classic skills for leaders
4. Steps for OD interventions
5. Kurt Lewin's Change Model

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

Q.1 (A) Fill in the blanks with the appropriate answer from the alternatives given below. (Any EIGHT) (08)

- (1) DSS stands for _____
 - (a) Dynamic Support System.
 - (b) Decision Service System.
 - (c) Dynamic Support System.
 - (d) Decision Support System.
- (2) _____ is not a component of MIS.
 - (a) Hardware.
 - (b) Malware.
 - (c) Firmware.
 - (d) Software.
- (3) _____ provide access to a series of decision oriented databases and small models.
 - (a) Analysis Information System
 - (b) Data analysis system
 - (c) File drawer system
 - (d) None of these
- (4) ERP stands for _____
 - (a) Entrepreneurships resource planning
 - (b) Entrepreneurships research planning
 - (c) Enterprise resource planning
 - (d) Enterprise research planning
- (5) _____ is an example of Cross application component of SAP
 - (a) DBMS
 - (b) Classification
 - (c) Product Management
 - (d) none of these
- (6) _____ is not a phase of ERP life cycle.
 - (a) Acquire
 - (b) Adoption
 - (c) implementation
 - (d) Evolution
- (7) _____ oriented DSS follows certain procedures adopted as rules.
 - (a) database
 - (b) Rule
 - (c) Text
 - (d) Compound
- (8) Primary key is _____
 - (a) Set of attributes collectively define an entity
 - (b) one of the candidate key
 - (c) A minimal super key
 - (d) All of the above.
- (9) _____ is not an application of MIS.
 - (a) Financial
 - (b) Marketing
 - (c) Manufacturing
 - (d) Redevelopment
- (10) Metadata is defined as _____
 - (a) Data about data warehouse
 - (b) Data about data
 - (c) Data about real system
 - (d) None of the above

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

(07)

- (1) Outsourcing eliminates risk management part completely.
- (2) OLX is an example of B2C.
- (3) Backup is taken from the database when it is completely shut down is called as complete backup.
- (4) TPS is an information system application that assists decision making.
- (5) In ACID, I stands for Independent.
- (6) Database server is accessible to all users.
- (7) DMQL stands for Data Migration Query Language.
- (8) One to two is not a type of entity relationship.
- (9) Database schema represent logical view of entire database.
- (10) Knowledge management is a component of DSS.

Q.2 (A) What is MIS? Explain objectives of it. (08)

(B) Explain marketing information system model with diagram. (07)

OR

Q.2 (P) Explain any four applications of DSS. (08)

(Q) What are the characteristics of MIS? (07)

Q.3 (A) Define ERP. Enlist and explain any 3 generic modules of ERP. (08)

(B) Explain architecture of ERP with suitable diagram. (07)

OR

Q.3 (P) Define E-CRM. How does it differ from traditional CRM? (08)

(Q) What is e-SCM? Explain benefits of it. (07)

Q.4 (A) What is data warehousing? Explain the features of it. (08)

(B) Explain the process of data warehousing and data mining. (07)

OR

Q.4 (P) What is DBMS? Explain evolution of database. (08)

(Q) What are the different types of keys in DBMS? (07)

Q.5 (A) What are the benefits of BPO? (08)

(B) Distinguish between BPO and KPO (07)

OR

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

- (1) Outsourcing
- (2) Data system environment
- (3) Customer life cycle.
- (4) Data mining
- (5) ITO

---X---

- 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. Research methodology is a _____
a. science b. invention c. methods d. theory
2. In research the second variable is called _____.
a. independent b. dependent c. separate d. casual
3. _____ research expands man's knowledge.
a. pure b. applied research c. empirical research d. casual research
4. _____ hypothesis lie at the highest level of abstraction.
a. complex b. relational c. commonsense d. casual
5. "There is no relationship between literacy and population growth" is the example of _____ hypothesis.
a. casual b. null c. working d. statistical
6. _____ is the original source from which researcher directly collects the data that has not been previously collected.
a. primary data b. secondary data c. tertiary data d. journals
7. In _____ sample is selected as per the convenience of researcher.
a. quota sampling b. snowball sampling c. convenient sampling d. judgement sampling
8. When researcher uses device like a camera, video tapes, stop watches etc. Then it is called _____ observation.
a. mechanical b. unstructured c. disguised d. undisguised
9. _____ is required when sample size is very large and there is large amount of data collected from respondents.
a. editing b. coding c. data processing d. classification
10. When sample size is above 30 _____ will prefer.
a. z-test b. t-test c. f-test d. chi-square

B State whether True or False. (Any 7)

(07)

1. In case of Census survey, the entire universe is contacted to collect the data.
2. Research is subjective.
3. An independent variable is stable and unaffected by the other variable you are trying to measure.
4. Telephone survey method is costly.
5. Secondary data includes experimentation.
6. The use of technology will improve the quality of research work.
7. Graphic representation is visual display of data.
8. Research report must be presented in written format only.
9. Research report contains findings, conclusions and recommendations.
10. The report must be drafted in an impersonal style only.

Q2 A What is Research ? Write down its features. (08)
B What is Secondary data ? write down limitation of secondary data. (07)

OR

Q2 P What is Editing? Explain the Types of Editing. (08)
Q State the importance of report writing. (07)

Q3 A What are the Types of Research ? (08)
B What is Primary data? Explain the features of Primary data. (07)

OR

Q3 P Write down the content of report. (08)
Q What is data Analysis ? Explain the types of data analysis. (07)

Q4 A What is research Design ? Explain the types of Research Design. (08)
B What is Tabulation? Explain the principles of Tabulation. (07)

OR

Q4 P Difference between Primary data And Secondary data (08)
Q What is essentials of good report. (07)

Q5 A Write down the stages in research Process . (10)
B Explain the types of Questions. (05)

OR

Q5 P Write a short note on:(Any Three) (15)
1. Observation Method
2. Sampling
3. Sources of collecting Secondary Data
4. Coding
5. Z-test

GES/SBVC/SEMESTEREXAM MARCH,23
PROGRAMME : SYBMS / SYBBI
SUBJECT : BUSINESS ECONOMICS II
DATE : 21/03/2023

Mar-2023

SEMESTER : IV
MARKS : 75
TIME : 7.30am to 10.00am

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. In circular flow of economy firms supply _____
a. labour b. goods and services c. cash d. land
2. National income is a flow of goods and services produced in an economy in course of _____
a. A year b. A month c. Six months d. Five years
3. Consumption demand is dependent upon _____
a. saving b. level of income c. investment d. level of supply
4. The value of multiplier is inversely related to _____
a. MPC b. MPS c. APS d. APC
5. Which of the following represents the Fisher's equation? _____
a. $MV=PT$ b. $MV=PV$ c. $MV > V$ d. $MV < T$
6. Cash transaction approach considers money as a _____
a. transaction b. medium of exchange c. medium of trade d. value of trade
7. Inflation is the state in which value of money is _____
a. constant b. rising c. falling d. diminishing
8. Repo rate is rate given by _____
a. private bank b. public bank c. central bank d. people
9. Public revenue, public expenditure and public debt are all functions of _____
a. government decision b. public finance c. cost of public d. cost of bank
10. Indices means _____ of tax.
a. final burden b. initial burden c. shifting d. transferring

B State whether True or False. (Any 7)

(07)

1. Monetary policy alone can control inflation.
2. Government intervention helps to reduce the impact of market failure.
3. Fiscal policy is formulated by the central bank.
4. The burden of direct tax cannot be shifted.
5. Income tax is direct tax.
6. A tax is a compulsory payment.
7. War expenditure is productive in nature.
8. Public expenditure refers to expenditure of an individual.
9. The government of India always has a surplus budget.
10. Export of primary goods will give less gain compared to capital goods.

- Q2 A Define Macroeconomics & Explain its scope and Importance Macroeconomics. (08)
B Explain Types of Inflation. (07)

OR

- Q2 P What are the Factors influencing Velocity of Circulation of money? (08)
Q Explain in detail about Business cycle and discuss its phases with diagram (07)

- Q3 A What are the causes of Market failure? (08)
B Define national income & explain the importance of National Income (07)

OR

- Q3 P Explain the Causes for the Increasing trends in Public Expenditure? (08)
Q What are the causes of Inflation? (07)

- Q4 A Explain the concept of Cash Transaction approach and its Criticism (08)
B What are the objectives of Fiscal Policy (07)

OR

- Q4 P Explain the Factors determining Consumption functions (08)
Q Explain the types of Public Debt (07)

- Q5 A What are the Factors determining Terms of Trade? (15)
Distinguish between FPI and FDI

OR

- Q5 P Write a short note on:(Any Three) (15)
1. Gains of trade
2. FDI
3. MNC (Multinational Corporation)
4. Forward and spot transactions
5. Characteristics of trade cycle

PROGRAMME : SYBMS
 SUBJECT : Production and TQM
 DATE : 24 /03/2023

10/03-2023

SEMESTER : IV

MARKS : 75

TIME : 7.30am-10.00am

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

Q1 A Fill in the blanks. (ANY 8) (08)

1. ----- is Known as the father of six sigma.
(Bill Smith/ Kepner Tregoe/ Edward D/ Deming)
2. ----- is the process of transforming raw material into finished goods for sale.
(Marketing/ Production/ Packaging/ Services)
3. ISO stands for ----- organization for Standardization.
(Indian/ International/Institutional/ Institution)
4. ----- is the art and science of moving, packaging and storing of material in any form. (Material management/ Material handling/ Material procuring)
5. ----- refers to the quality ordered to be purchased at the; lowest total cost.
(EOQ/ABC/XYZ/ GOLF)
6. ----- define quality in terms of social loss, loss to producer and consumer.
(Deming/Taguchi/Kepner and Tregor/ Masaaki Imai)
7. Under ----- process, 99.99966% of products created are expected to be statically free from defects. (Kaizen/Six Sigma/ Lean/ Quality Circle)
8. ----- is the ratio of input to output (Safety cost/ Inventory ratio/ Productivity/ Fixed Ratio)
9. ----- is the performance of the product as per the commitment made by the producer. (TQM/ Purchase material/ Quality/ Quantity)
10. SERVQUAL is a ----- measuring instrument.
(Product quality/ Service quality/ Quality/ Attribute Quality)

B State whether the following statement are True or False (ANY 7) (07)

1. Construction of a metro rail is project type production.
2. Simplification is opposite to that of Diversification.
3. Line Layout is also called as Product layout.
4. Purchasing is primarily a clerical activity.
5. Effective utilization of materials management improves Return on Investment Ratio.
6. Just in time inventory technique control technique is originated from USA.
7. Productivity and efficiency are same.
8. TQM requires management to reject change.
9. It is more important for a production facility to be bear the potential market than for a service quality.
10. Inputs-conversion-output are basic factors of Production process.

Q2 A Explain the components of Production system (08)

B What is Integrated Materials Management? Explain its Advantages. (07)

OR

Q2 P Define TQM.Explain key elements of TQM. (08)

Q What is Lean Thinking? Explain 3M'S of Lean Thinking. (07)

- Q3 A** Explain the process of new product development. (08)
B Explain the different techniques of Inventory. (07)

OR

- Q3 P** Define Productivity? What is the importance of productivity improvements. (08)
Q Define Six Sigma. Explain the objectives of Six Sigma. (07)

- Q4 A** Explain the steps for plant location selection. (08)
B Explain the material handling system design Principles and guidelines (07)

OR

- Q4 P** Write a detailed note on Kaizen. (08)
Q Explain Taguchi's Quality Engineering. (07)

- Q5 A** Calculate the Partial Productivity and Total Productivity (08)

OUTPUT	5,00,000	Raw Material	1,90,000
Labor	75,000	Electricity	25,000
Capital	1,00,000	Other Misc. Exp	10,000

- B** PQR Ltd. Purchase computer chips at the rate of Rs.75 Each. The annual consumption of chip is 54000 units. If ordering cost is Rs.250 per order and carrying cost is 25%p.a., What would be the EOQ and Total Cost. (07)

OR

- Q5 P** Write a short note on:(Any Three) (15)
1. Plant Layout.
 2. Material Management.
 3. Demings Application Prize.
 4. Purchase Management.
 5. Craig and Harris Model.

GES/SBVC/SEMESTEREXAM MARCH,23
PROGRAMME : SYBMS
SUBJECT : Foundation Course-IV
DATE : 28 /03/2023

MAY-2023
SEMESTER : IV
MARKS : 75
TIME : 7.30am-10.00am

NOTE: 1.All question are compulsory

2. Figures to right indicated marks

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

1. As per SEBI guidelines, the audit committee shall meet _____ times a year.
a) Two b) Four c) Three d) one
2. Insider trading is a _____ crime.
a) Organization b) Black -Collar c) White Collar d) Green Collar
3. _____ issues are concerned with the performance of the management.
a) Ethics b) Accountability c) Efficiency d) Honesty
4. _____ is concerned with the future effect of present action taken.
a) Transparency b) Accountability c) Sustainability d) Integrity
5. _____ committee was set up by London stock exchange for recommendations of corporate governance.
a) Narayan Murthy b) Cadbury c) Kumarmangalam Birla d) SEBI
6. The principle of _____ is the basic principle in Transactional analysis.
a) Morality b) Honesty c) Equity d) Transfers
7. Leaders are _____ models
a) Employee b) role c) demotivator d) Manager
8. The _____ model is characterized by share ownership of different stakeholders.
a) Japanese b) Anglo-US c) German d) Indian
9. _____ means true and fair view of business transactions.
a) Accountability b) Transparency c) Efficiency d) Effective
10. The word ethics is derived from Greek word _____.
a) Ethology b) Ethos c) Ecology d) Ethiks

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

1. Where law fails, ethics also fail.
2. Shareholder has no right to receive dividend.
3. Business and ethics don't mix up.
4. Business and ethics do not go hand in hand.
5. The word Shareholder and Stakeholder are synonyms.
6. Telgi scam is related with network scam.
7. A steward is someone who protects and takes care of the needs of others.
8. Social accounting improves employee motivation.
9. Ethics in marketing nowadays has become less important.
10. Every business should strengthen the relationship with its Stakeholder.

Q2 A Define Ethics and highlight the importance of Ethics. (08)

B What is Marketing Ethics? Trace out the Ethical issues in marketing. (07)

OR

Q2 P Define corporate governance and explain its features. (08)

Q Explain in detail the concept of Triple Bottom Line. (07)

- Q3 A** Enumerate the myths relating to Business Ethics. (08)
B Evaluate the traits of an ethical finance manager. (07)

OR

- Q3 P** Explain the agency theory of corporate governance. (08)
Q State the objectives of Social accounting. (07)

- Q4 A** Define Business Ethics. What are its salient Features? (08)
B What is corporate crime? Explain different types of corporate crime. (07)

OR

- Q4 P** Explain the emerging trends in corporate governance. (08)
Q Explain the steps involved in CSR strategy? (07)

- Q5 A** Elaborate the role of SEBI in corporate governance. (08)
B Explain the role of HRM in promoting ethics in organisation. (07)

OR

- Q5 P** Write a short note on:(Any Three) (15)
1. Professional Ethic
2. Features of Workplace Ethics.
3. Shareholders theory
4. Insider trading
5. Recent trends in CSR

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. In _____ there is no standardized rules and regulations governing their financial bodies .
a. fresh issue b. capital market c. unorganized market d. commodity market
2. _____ is the queen bee of the Indian financial system which influences the commercial banks management.
a. SBI b. RBI c. NABARD d. SEBI
3. _____ market deals with listed securities.
a. primary market b. secondary market c. IPO d. financial
4. _____ deals in new financial claim ; therefore it is called new issue market.
a. primary market b. secondary market c. money market d. commodity market
5. _____ is a form of risk capital.
a. fixed deposit b. venture capital c. mutual fund d. hire purchase
6. _____ is the provision of financial services to low-income poor and very poor self employed people.
a. Microfinance b. co-operative bank c. SME d. non-bank institutions
7. BSE Sensex consists basket of _____ stock.
a. 50 b. 100 c. 30 d. 66
8. _____ is person or investor who expected the price of the share going to fall.
a. bull b. bear c. stag d. lame duck
9. overdraft facilities is available only to _____ account holder.
a. current b. saving c. fixed deposit d. recurring deposit
10. put option contain the right to _____ futures contract.
a. buy b. sell c. hold d. cancel

B State whether True or False. (Any 7) (07)

1. Fund –based and Fee-based are financial services.
2. Financial instruments are those instruments which is issued by government.
3. Self Help Group is group of 5 to 20 persons formed to provide microfinance to needy people.
4. One of the primary objectives of SEBI is to protect investor right.
5. Equity shares are money market instrument.
6. Monet market is a market for short term instruments.
7. Stock exchange are not visible.
8. Derivatives means both commodity and financial derivatives.
9. RBI Becomes nationalized in 1949.
10. AMC of the mutual fund must have at least 10 crores at all times.

- Q2 A** Explain the functions of Indian Financial System? (08)
- B** What is Financial Innovation? Explain the types of Financial Innovation, (07)
- OR**
- Q2 P** What is Money Market? Explain the Instrument traded in Money Market. (08)
- Q** What is Mutual Fund? Explain the Advantages of Mutual Fund. (07)
- Q3 A** What is Micro Finance institutions? State the importance of Micro Finance institutions. (08)
- B** Explain the traditional functions of RBI. (07)
- OR**
- Q3 P** What is capital Market? What are the different instrument traded in capital market? (08)
- Q** Explain the component of Financial System (07)
- Q4 A** Write down types of Mutual Fund. (08)
- B** What is Merchant Bank? Write down services offer by Merchant Bank. (07)
- OR**
- Q4 P** What is difference between Capital Market and Money Market? (08)
- Q** What is Derivatives? Explain the characteristics of Derivatives. (07)
- Q5 A** What is Fund based financial services? Explain different Fund based financial services. (10)
- B** Explain briefly Participant in Derivative Market . (05)
- OR**
- Q5 P** Write a short note on:(Any Three) (15)
1. NABARD
 2. Self Help Group (SHG)
 3. Primary Market
 4. Difference between forward and future contract
 5. Option and its Types.

PROGRAMME : SYBMS

SUBJECT : Integrated Marketing Communication

DATE : 31/03/2023

SEMESTER : IV

MARKS : 75

TIME : 7.30am-10.00am

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

Q1 A Fill in the blanks. (ANY 8)

(08)

1. The promotional mix is the combination of different promotional channels that is used to ----- a promotional message.
(Target/ Communicate/ Advertising/ Awareness)
2. ----- Word of mouth publicity tends to increase the publicity of the organization.
(Positive/.Negative/ Diverse/.Neutral)
3. The ----- analysis can provide insight into both internal and external conditions that can end to move effective marketing communication.
(Sales/ SWOT/ BCG/ KPO)
4. ----- are excellent risk-free ways to induce product trial.
(Coupons/ Promotions/ Samples/ Letters)
5. ----- has brought media to a global audience.
(Communication/Marketing/ Internet/ Sender)
6. ----- Advertising is gaining highest popularity due to being a Personal gadget of high frequency use.
(Internet/ Laptop/ Mobile/Retailing)
7. Decoding is a process which involves the -----
(Sender/Receiver/Outsider/ Insider)
8. ----- is important part of IMC.
(Sales /Leads/ Public Relations/Action)
9. ----- allows to create and maintain a relationship with the target audience as well as establish a two-way communication.
(Catalogues/Blogging/Steady demand/ Global)
10. ----- is an acceleration tool that speeds up the selling process and enhances sales volume.
(Sales Promotion/Competition/Event management/Desire)

B State whether the following Statements are True or False (ANY 7)

(07)

1. Publicity is a personal communication
2. The person, who intends to make contact with objective of passing information and ideas to other person, is known as decoder.
3. Advertising is the best known and most widely discussed form of promotion, probably because of its pervasiveness.
4. One of the fundamental keys to obtaining good sponsorship is the ability to create a winning sponsorship proposal.
5. Sales promotion are important marketing tools used in the recent day business.
6. Radio is a vehicle through which advertisers can reach children easily.
7. Public relations is applicable only to public sector institutions.
8. DAGMAR is a model of sales process.
9. The primary role of IMC is to communicate.
10. Trade fairs and exhibitions attract large crowd of diversified buyers in common area.

Q2 A Define IMC. Explain its features.

(08)

- B** Explain the features of Advertising. (07)
- OR**
- Q2 P** Define Direct Marketing. Explain the role of direct marketing in IMC. (08)
- Q** Explain the advantages of use of Internet in IMC. (07)
- Q3 A** Explain different promotional tools of IMC. (08)
- B** What is sales Promotion? Give reasons for the growth of sales promotion. (07)
- OR**
- Q3 P** Define sponsorship. Explain the essentials of Sponsorship. (08)
- Q** What is Importance of Internet PR? (07)
- Q4 A** What is communication? Explain basic communication Process. (08)
- B** Explain the Advantages and disadvantages of Advertising. (07)
- OR**
- Q4 P** Explain the features of Personal selling. (08)
- Q** Explain the method of direct marketing on Internet (07)
- Q5 A** Explain in detail IMC planning Process. (08)
- B** Distinguish between Push Strategy and Pull Strategy. (07)
- OR**
- Q5 P** Write a short note on:(Any Three) (15)
1. DAGMAR
 2. Newspaper advertising
 3. Social Media Marketing
 4. QR-Code
 5. Toll-free-Number

PROGRAMME : SYBMS
SUBJECT : Training and Development
DATE : 31/03/2023

SEMESTER : IV
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 (ANY 8)

(08)

1. Determining training needs of employee is through ----- . (Training, induction, development, mentoring)
2. The supervisors and management may make ----- request for setting training programs (specific, general, vague, rotation)
3. Performance standards should be identified to achieve the ----- of the organization.
(Objective, aim, purpose, goal)
4. ----- believes that people can make difference between the success and failure of the organization
(HR, Finance, Production, Marketing)
5. The ----- process initiates when a performance gap exists. (HPI, Training, OD, ODI)
6. Listen to the ----- carefully (grievances, appreciations, compliments, Complaints)
7. In case study method, the trainees are given ----- for discussing and deciding. (Case, topics, question, answers)
8. Understudy may be chosen by the ----- (head, employee, supervisor, developer)
9. In ----- a situation is created which closely represents the actual job situation (simulation, sensitivity training, critical training, assessment)
10. ----- is also called as full circle appraisal. (Management by objective, 360-degree appraisal, team appraisal, individual appraisal)

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

(07)

1. Seminar is off the job training method
2. Task analysis is the second step in training needs assessment.
3. Human skills play an important part for sustaining healthy working environment and developing good interpersonal relations.
4. The emotions are associated with fear, respect, insult, anxiety, guilt, hostility etc.
5. The self-development plan is also called as personal development plan.
6. Learning and development activities are about providing employees with suitable training, learning and development opportunities.
7. Management development is one-time process.
8. Ascertaining development needs is the second step of MDP.
9. In coaching, the trainee is placed under a particular supervisor who acts as an instructor and teaches job knowledge and skills to the trainee.
10. Performance appraisal may become invalid because the rater dislikes an employee.

Q2 A What are the Objectives of Training?

(08)

- B** Define Organizational Development. Explain its Features. (07)
- OR**
- Q2 P** Explain the process of Management development program. (08)
- Q** Suggest guidelines to make MBO Methods more successful. (07)
- Q3 A** Briefly discuss the steps in the Training Program. (08)
- B** What is succession planning? Explain its Advantages. (07)
- OR**
- Q3 P** Write Importance of MDP. (08)
- Q** Bring out different performance measurement indicators. (07)
- Q4 A** Write a detailed note on Importance of Training. (08)
- B** Explain the counselling technique with reference to Society, employee and organization. (07)
- OR**
- Q4 P** Explain the Objectives of Management development. (08)
- Q** Explain the limitations of Performance Appraisal. (07)
- Q5 A** Explain the advantages and disadvantages of On-the-Job Training. (08)
- B** Write a detailed note on Evaluation of Management Development Program. (07)
- OR**
- Q5 P** Write a short note on:(Any Three) (15)
1. Features of Training
 2. Counselling
 3. Concept of MDP
 4. Knowledge management
 5. Talent Management

PROGRAMME : SYBMS
SUBJECT : RURAL MARKETING
DATE : 01/04/2023

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

Mar-2023

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. In India, the _____ has been taking place throughout the rural areas.
a) Green Revolution b) Industrial Revolution c) Liberalization d) Privatization
2. Clinic Plus launched the _____ for rural households.
a) Sachets b) Cheaper Products c) Refills d) Free soaps
3. Colgate and dairy milk are examples of _____ products.
a) Fake b) Genuine c) Harmful d) Spurious
4. E-Choupals was started by _____
a) ITC b) Unilever c) P&G d) HUL
5. _____ is the delivery of goods at the right time and at the right place.
a) Physical distribution b) Promotion c) Price d) Warehousing
6. The literacy rate among the rural consumers is _____.
a) High b) Low c) Medium d) Very High
7. Rural Consumers is highly influenced by _____.
a) Opinion leader b) Government c) Planning Commission d) Economists
8. _____ is a well established medium in rural areas.
a) Radio b) Television c) Internet d) high class magazines
9. _____ is a seasonal activity and not an organized one.
a) Agriculture b) Sericulture c) Vermiculture d) Horticulture
10. _____ is the first stage of product life cycle.
a) Introduction b) Maturity c) Growth d) Decline

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

(07)

1. Sale of fake and spurious products is a major challenge in rural market.
2. Marketing of Agri-products is done from rural to urban areas.
3. Cinema is an important medium for communication.
4. Soap, Shampoo, detergent powders are examples of FMCG products.
5. The Shetkari bazaar were established in state of Maharashtra.
6. Small unit packaging is not preferred in rural markets.
7. Technology has no impact on rural consumer behavior.

- 8. Rural consumers are not price sensitive.
- 9. There is high degree of uncertainty in Indian agricultural system.
- 10. Rural markets are scattered and hold high future potential.

Q.2.A. What is Rural Marketing? Explain its Scope. (08)
B. Explain the Characteristics of Rural Consumers. (07)

OR

P. What is pricing strategy? Explain about the different pricing strategy. (08)
Q. Explain the different channels of distribution. (07)

Q.3.A. What are the Challenges of Rural Marketing? (08)
B. Explain the methods for Motivating Rural Consumer. (07)

OR

P. Write about the different Promotional tools used by the Rural marketer. (08)
Q. Explain the innovative Marketing Channels. (07)

Q.4.A. Explain the factors affecting Rural Consumer behaviour. (08)
B. What is Marketing Mix? Explain the 4p's of Marketing Mix. (07)

OR

P. Explain Grading. Write down the different types of Grading. (08)
Q. What are problems of physical distribution? (07)

Q.5. A. What are the Conventional or non- Conventional mass media for rural communication. (15)

OR

Q.5.P. Write Short Notes:- (Any 3) (15)

1. 4A's of Rural Marketing.
2. Product life cycle in Rural Market with diagram.
3. Importance of Agricultural Marketing.
4. AICDA Model.
5. Transportation problems in Rural Areas.
