

PROGRAMME : S.Y.BMS

SEMESTER: III

COURSE : ACCOUNTING FOR MANAGERIAL DECISION MARKS : 75 MARKS

DATE : 02 /11 /2023

TIMES : 11.00am-1.30pm

Note: 1. All questions are compulsory.
2. Figures to right indicate marks.

Q1.A Match the column (any 8) (8)

A	B
1. Non Quick Current assets	a) Investing activity
2. Borrowed Funds	b) Income statement ratio
3. Capital Employed	c) Preliminary Expenses
4. Cash Flow Statement	d) Credit Evaluation
5. Contribution	e) Internal sources of finance
6. Retained Earnings	f) Sales Less Variable cost
7. 5 Cs	g) AS-3
8. Fictitious Asset	h) Owners Funds + Borrowed Funds
9. Net Profit ratio	i) Debentures
10. Sale of Fixed assets	j) Stock

Q1.B State whether the following statements are TRUE or FALSE (any 7) (7)

1. Authorised capital is the minimum capital that can be raised by a company.
2. Profit on sale of machinery is an operating income.
3. Goodwill should be shown under fictitious assets.
4. Borrowed fund consist of short term borrowings.
5. All current liabilities are quick liabilities.
6. Working capital cycle is also known as operating cycle.
7. Purchased of Fixed assets is an Investing activity.
8. Trend analysis is also termed as trend percentage.
9. Short term solvency ratio measures the ability of the firm to pay current liabilities.
10. The cost incurred to collect the dues from customers is called collection cost.

Q2. Following is the Balance Sheet of ABC Ltd. as on 31st March, 2023 (15)Balance Sheet as on 31st March, 2023

Liabilities	Amount	Assets	Amount
Equity Share Capital	1,50,000	Building	40,000
Preference Share Capital	1,50,000	Land	1,60,000
Profit & Loss A/c	10,000	Plant	88,000
General Reserve	1,20,000	Furniture	6,000
Securities Premium	34,000	Long Term Investment	1,60,000
11% Debentures	1,00,000	Debtors	1,40,000
Bank Loan	70,000	Stock	1,20,000
Bank Overdraft	40,000	Prepaid Expenses	10,000
Sundry Creditors	1,20,000	Cash	90,000
Provision for Taxation	20,000		
	8,14,000		8,14,000

Present the above Balance Sheet in Vertical Form.

OR

- Q2. From the following information prepare Trend Analysis statement. (15)

Particulars	2015	2016	2017
Sales	1,00,000	1,50,000	2,00,000
Less: cost of goods sold	60,000	90,000	1,20,000
Gross profit	40,000	60,000	80,000
Office expenses	10,000	10,000	10,000
Selling expenses	25,000	30,000	35,000
Total Operating Expenses	35,000	40,000	45,000
Net Profit Before Tax	5000	20,000	35,000
Income Tax	1000	8000	15,000
NPAT	4000	12,000	20,000

- Q3. Following is the Balance Sheet of Star Product Ltd. (15)

Balance Sheet as on 31st March, 2023

Liabilities	Amount	Assets	Amount
Equity Share Capital	7,00,000	Land	1,00,000
Reserve & Surplus	1,00,000	Building	2,50,000
12% Debentures	2,00,000	Plant & Machinery	5,00,000
Creditors	1,20,000	Debtors	2,10,000
Bills Payable	40,000	Stock	1,00,000
Provision for Tax	55,000	Cash & Bank	55,000
	12,15,000		12,15,000

You are required to calculate the following Ratios:

1. Current Ratio
2. Quick Ratio
3. Stock to working capital Ratio
4. Capital Gearing Ratio
5. Proprietary Ratio

(Note: conversion of statements in vertical form not required)

OR

- Q3. From the following information, Kindly advice which policy the company should adopt. (15)

Particulars	Present Policy	Plan A	Plan B	Plan C
Credit Period(days)	30	45	60	75
Sales	50,00,000	56,00,000	60,00,000	62,00,000
Variable Cost	40,00,000	44,80,000	48,00,000	49,60,000
Fixed cost	6,00,000	6,00,000	6,00,000	6,00,000

Return on Investment 20 %.(Assume 360 days in year)

- Q4 Falcon Ltd gives you following Balance Sheets for the year ended 31st March, 2017 and 2018. Prepare Cash Flow Statement for the year ended 31st March, 2018 (15)

Liabilities	2017	2018	Assets	2017	2018
Equity Capital	1,20,000	1,20,000	Land	2,10,000	2,70,000
Preferences Capital	90,000	60,000	Building	2,85,000	2,70,750
General Reserve	30,000	39,000	Stock	27,000	36,300
Profit & Loss a/c	15,240	28,080	Debtors	43,560	39,480
Outstanding Expenses	9,360	11,040	Prepaid expenses	8,880	9,000
Reserve for Bad debts	3,120	5,100	Bank	15,840	3,240
Creditors	3,28,560	3,70,950	Miscellaneous expenses	6,000	5,400
	5,69,280	6,34,170		5,69,280	6,34,170

Other Information

- a) Preferences shares were redeemed during the year @ 10% premium.
- b) Income Tax paid during the year rs.15000.

OR

- Q4 The Board of Directors of Tata 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 creditors two months.
- e) Credit given to debtors three months.
- f) Time lag on payment of wages is half month.
- g) Cash on hand is expected to be rs.10,500.

- Q5.A Explain Types of Working Capital. (7)
B Explain Receivable Management. (8)

OR

- Q5. Write short note on (any 3) (15)
1. Credit Rating
 2. Limitation of Ratio Analysis
 3. 5C's Credit Policy
 4. Capital Employed
 5. Operating cycle

GES/SBVC/SEMESTER/EXAM/NOV,23

PROGRAMME : SYBMS

SUBJECT : BUSINESS PLANNING & ENTREPRENEURIAL MGMT MARKS : 75

DATE : 03 /11/2023

SEMESTER : IV

TIME : 11.00am-1.30pm

NOTE: 1.All question are compulsory

2. Figures to right indicated marks

Q1 A Fill in the blanks with the correct alternatives given below (Any 8) (08)

1. In 1966, Harvey Leibenstein popularized the concept of _____
a) X-efficiency b) Y-efficiency c) Z-efficiency d) H-efficiency
2. Economic entrepreneurs are driven by _____ objectives.
a) Social b) Profit c) Social d) National
3. _____ technique was developed by Alex Osborn.
a) Brainstorming b) Brain Writing c) Delphi d) Reverse Brainstorming
4. _____ are famous for charity, human touch and dedication,
a) NGOs b) SHG c) BPO d) SIDO
5. _____ is a person who acts like an entrepreneur within an existing organisation.
a) Intrapreneur b) Manager c) Department head d) CEO
6. _____ entrepreneurship is the process in which women engage in business operations.
a) Social b) Women c) Innovative d) Cultural
7. Fixed capital is obtained by the way of _____
a) Issue of shares b) Loans c) Commercial Paper d) demand draft
8. _____ resources are required in meeting working capital needs.
a) Physical b) Financial c) Human d) Marketing
9. _____ is a distinct type of business that exists only in India.
a) Joint Hindu family b) Partnership c) Sole trading d) Joint stock
10. _____ refers to some new creations, which did not have any existence before.
a) Innovation b) Invention c) Creativity d) Revolution

B

State whether the following statements are true or false

1. Entrepreneurs fear taking risk.
2. McDonalds do not follow franchise model.
3. Working capital is meant for long term.
4. Innovation and invention mean one and the same.
5. Environmental scanning only includes scanning of macro environment.

(07)

6. A patent legally protects the intellectual property rights of the inventor.
7. A Joint Stock company is more complicated in formation.
8. NGOs play an important role in environmental protection.
9. Entrepreneurship development programme aid in enhancing the quality of entrepreneurship.
10. LIC provides financial support to corporate sector.

Q2 A What are the qualities of a good entrepreneur? (08)
 B Explain the functions of entrepreneur. (07)

OR

Q2 P What is the importance of growth of entrepreneurship? (08)
 Q Socio-cultural influences on entrepreneurship development, (07)

Q3 A Explain the problems faced by women entrepreneur (08)
 B Concept of Intrapreneur? What are the elements of Intrapreneurial development? (07)

OR

Q3 P What is the importance of Social Entrepreneurship? (08)
 Q Explain the advantages of mergers. (07)

Q4 A Differentiate between Invention and Innovation (08)
 B Explain the qualities of creative people. (07)

OR

Q4 P Write briefly on SWOT analysis. (08)
 Q Write down the merits and demerits of Joint stock company. (07)

Q5 A What are the steps in setting up business venture? (08)
 B Write briefly on Financial institutions that support Entrepreneurs. (07)

OR

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

1. Sources of Fixed Capital
2. Theory of high Achievement by David McClelland.
3. Prospects for Entrepreneurs in India.
4. NABARD.
5. Franchise.

PROGRAMME : SYBMS
SUBJECT : STRATEGIC MANAGEMENT
DATE : 04 /11/2023

SEMESTER : III
MARKS : 75
TIME : 11.00AM-01.30PM

NOTE: 1.All question are compulsory

2. Figures to right indicated marks

Q1 A Select the most appropriate answer from the options below. (Any 8) (08)

1. Strategic Management requires _____ approach.
a.comprehensive b. integrated c. isolated d. separate
2. The _____ states what an organisation wants to achieve in the long term.
a.vision b. mission c. plans d. goal
3. Strategic management is based on _____ analysis.
a.Market b. Internal c. SWOT d. Technical
4. Production strategy formulated on _____ level of business firm.
a.corporate b. project c. behavioral d. functional
5. Profit Strategy Is One of the _____ Strategy Of Business Units.
a. Growth b. Stability c. Expansion d. Diversification
6. Porters 5 force decides the _____ intensity.
a. Growth b. Investment c. Market d. Competitive
7. Environmental _____ refers to be methods and techniques employed by the organisation to monitor their environment.
a.control b. scanning c. formulation d. evaluation
8. _____ Strategies ensure that organisation selects the right person for the job at the right time.
a. marketing b. human resource c. production d. finance
9. In Mckinsey 7 S Framework _____ is the focal point of managerial excellence.
a) Skills b) System c) Shared Value d) Strategy
10. _____ environment relates to human population with reference to its size, density, literacy rate, etc.
a. economical b. political c. legal d. demographic

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

1. Strategic Management does not raise efficiency.
2. Written policies lead to conflict.
3. Corporate level strategy usually developed by lower level of management.

4. Objectives are end-result.
5. Goal only address only financial issues of the company.
6. Selling product outside domestic market is internalization.
7. GE 9 Cell was developed by General Electronic Company.
8. Benchmarking must be conducted against the best companies and business function
9. Skills, Staff, Style are Soft elements in 7-S framework.
10. Synergy is not a component of strategy.

- Q2 A What is Business Policy? Explain Characteristics Of Business Policy? (08)
- B Explain different Level of Strategy? (07)

OR

- Q2 P Explain the difference between Goal and Objectives (08)
- Q What are the different types of Plans? (07)

- Q3 A Explain internal environment with its factor in detail (08)
- B Explain PESTL analysis in detail (07)

OR

- Q3 P What is Stability Strategy? Explain Different type of stability Strategy (08)
- Q Difference between corporate strategy and Business level Strategy. (07)

- Q4 A Explain BCG matrix with its diagram. (08)
- B Explain McKinney's 7'S Framework. (07)

OR

- Q4 P Explain Difference between Strategy Formulation and Strategy Implementation. (08)
- Q Explain Porters 5 force Model. (07)

- Q5 A Explain Financial Performance Control Technique. (08)
- B Explain the types of Synergy (07)

OR

- Q5 Write a short note on:(Any Three) (15)
1. Vision
 2. SWOT Analysis
 3. Growth Strategy
 4. Micro Environment
 5. Project implementation

6. CRM is Company relationship Management System.
7. Ubuntu is a paid operating system.
8. MS Outlook is bulk email software.
9. CTRL +S is a shortcut to save documents in MS-word.
10. Information Technology is the same as Information systems.

- Q2 A** What is an Operating System? Explain any TWO operating systems in detail. (08)
B What is Information? Explain characteristics of it. (07)

OR

- Q2 P** Explain a four level pyramid model in the organization (08)
Q Explain the concept of database in detail. (07)

- Q3 A** What are header and Footer? How to insert it into words? Explain with examples. (08)
B Explain the various lists available in MS-word 2007 (07)

OR

- Q3 P** Explain advantages of MS-Excel. (08)
Q Distinguish between VLookup and HLookup. (07)

- Q4 A** What is a website? Explain the types of it. (08)
B What is E-Commerce? Explain types of it. (07)

OR

- Q4 P** What is E-mail? Explain rules for drafting Email. (08)
Q What is EDI? Explain the benefits of it. (07)

- Q5 A** What is cryptography? Explain the objectives of it. (08)
B What is the Real time, Online and batch data processing? (07)

OR

- Q5 P** Write a short note on [Any 3] (15)
 1) Hub
 2) CBIS
 3) Hacking
 4) Search Engines
 5) Digital Organizations

GES/SBVC/SEMESTEREXAM/NOV,23

PROGRAMME : SYBMS

SUBJECT : ADVERTISING

DATE : 28/11/2023

SEMESTER : III

MARKS : 75

TIME : 11.00am-1.30pm

NOTE: 1.All question are compulsory

2. Figures to right indicated marks

Q1 A Fill in the blanks with appropriate alternatives (Any 8) (08)

1. _____ advertising is also called as online advertising or internet advertising.

- a) Digital b) Print c) Radio d) Outdoor

2. Advertising is a _____ communication.

- a) Paid b) Non paid c) Technical d) Provisional

3. Advertising is derived from the latin word _____

- a) Advertere b) Advertis c) Advert d) Advertore

4. Creativity is developing _____ ideas.

- a) old b) past c) new d) latest

5. _____ are musical messages written around the brand.

- a) Slogan b) Jingles c) Taglines d) Illustration

6. Advertising campaigns plans are _____ in nature.

- a) Short term b) Very Short term c) Medium term d) Long term

7. _____ is the arrangement of various elements of an advertisement copy.

- a) Layout b) Slogan c) Headline d) Illustration

8. Selecting the proper _____ is very important.

- a) Media b) Channel c) Visual d) Variable

9. _____ is the best known Ad Agency in India.

- a) O&M Ltd b) JWT India c) Lowe Lintas d) FCB Ulka

10. Use of graphics and visuals in advertising is known as _____

- a) Animation b) Print c) Outdoor d) Conviction

B State whether the following statements are true or false (Any 7) (07)

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. logos and symbols are less beneficial for the company image.
7. Selection of proper media is not necessary in advertising.

8. Video advertising includes all forms of online advertising.
9. The term Ambush Advertising was coined by Jerry C. Welsh.
10. Advertising agencies are specialized professional organizations.

Q2 A Define advertising. Explain the importance of advertising. (08)
B Explain the features of advertising. (07)

OR

Q2 P Write down the scope of advertising. (08)
Q Explain the benefits of advertising to consumers. (07)

OR

Q3 A What is advertising agency? Explain the functions of advertising agency. (08)
B Explain the structure of an advertising agency. (07)

Q3 P Explain the advertising objectives. (08)
Q Write briefly on different types of advertising agency. (07)

Q4 A What are the elements of persuasion? (08)
B Explain the different types of advertising appeals. (07)

OR

Q4 P Execution styles of presenting ads. (08)
Q Write down the features of good radio commercial. (07)

Q5 A Explain rural advertising. Write down the advertising strategies adopted in rural marketing. (15)

OR

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

1. Job opportunities in field of advertising
2. Types of digital advertising
3. 5 M's of advertising
4. AIDA Model
5. Role of advertising in PLC

GES/SBVC/SEMESTEREXAM NOVEMBER,23

PROGRAMME : SYBMS

SUBJECT : BASICS OF FINANCIAL SERVICES

DATE : 08/11/2023

SEMESTER : III

MARKS : 75

TIME : 11.00AM-01.30PM

NOTE: 1.All question are compulsory

2. Figures to right indicated marks

Q1 A Select the most appropriate answer from the options below. (Any 8) (08)

1. _____ mobilize the fund from lenders and provides these fund to borrowers.
a. a.financial instrument b. capital market c.financial institutions d.RBI
2. _____ are instruments issued by companies to raise capital and it represents the title of ownership of a company.
a. a. bond b. commercial paper c. equity d. treasury bill
3. _____ deals in new financial claims therefore it is called new issue market.
a. a. capital market b. money market c. security market d. primary market
4. _____ dealing in short term fund and financial assets whose period of maturity is upto one year.
a. a. capital market b. money market c. security market d. primary market
5. How many companies are included in the SENSEX – the index of BSE
a. a.20 b. 30 c. 50 d. 25
6. RBI is governed by a _____ appointed by the central government of India.
a. a. general manager b. governor c. directors d. president
7. _____ is the regulatory body of insurance sector in India
a. a.IRDAI b. SEBI c. RBI d. AMC
8. _____ is the collective investment vehicle which is a pool of investors money invested according to pre-specified investment objectives.
a. a. Insurance b. FDI c. FII d. Mutual Fund
9. Which one of the following is not a principle of insurance.
a. a. principle of wealth maximization b. principle of contribution
b. c. principle of indemnity d. principle of loss minimization
10. The price per share that you can buy a fund for is called the _____
a. a.NAV b. Management fees c. Load d. beta

B State whether True or False. (Any 7)

(07)

1. Credit creation is the function of Commercial Bank.
2. Secondary market deals with listed securities.
3. The central bank of India is called as State Bank of India.

4. Fixed deposited withdraw only after the expiry of certain period.
5. The excess amount granted by the bank as a loan on current deposits, known as an Overdraft.
6. Term insurance is the most basic form of Life Insurance.
7. Mutual Fund is regulated by RBI
8. RBI Get Nationalized in 1935.
9. Policy holder can take loan against Life Insurance Policy
10. Organized sector is largely made up with Money lenders and indigenous bankers

Q2 A Explain the Functions of Indian Financial System (08)

B What are Financial services? Explain the types of Financial Services? (07)

OR

Q2 P Explain Financial Innovation in Detail. (08)

Q What is financial system? Explain component of Indian Financial System (07)

Q3 A Explain the different functions perform by Commercial Bank (08)

B What is Development Bank? Explain the Functions of Development Bank (07)

OR

Q3 P Explain the Balance sheet Assets Structure of Commercial Bank. (08)

Q What is different Risk Faced by Bank? (07)

Q4 A Explain the concept of insurance with its types. (08)

B Write down the procedure to obtain Life Insurance. (07)

OR

Q4 P Explain the difference between reinsurance and double insurance. (08)

Q Write down the principles of Insurance. (07)

Q5 A What is Mutual Fund explain the advantages and disadvantages of Mutual fund. (10)

B Explain the NAV in detail. (05)

OR

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

1. Commercial Bank
2. Money Market
3. SEBI
4. RBI
5. Types of lending given by Commercial Bank.

GES/SBVC/REGULAR EXAM NOV,23

PROGRAMME : SYBMS

SEMESTER : III

SUBJECT : FOUNDATION COURSE-III

MARKS : 75

DATE : 29/11/2023

TIME : 11.00AM-1.30PM

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

Q.1A) Multiple Choice Questions (Any 8) (08)

1. Eco- Tourism should lead _____.
a) Sustainable tourism b) environmental tourism
c) Sustainability d) Sustainable use of resource
2. The wild life protection was enacted in the year _____.
a) 1972 b) 1986 c) 1974 d) 1994
3. Which one of the following is not biodegradable?
a) aluminum foil b) fruits c) earthworm d) vegetables
4. Environment means _____.
a) The surroundings b) Cover of vegetation
c) Hydrosphere on the earth d) Cover of clouds
5. Degradation is due to _____.
a) human activities b) animals c) birds d) marine life
6. A greenhouse gas is _____.
a) carbon dioxide b) nitrogen c) chlorine d) hydrogen
7. ISO-14000 standards deal with _____.
a) risk management b) pollution management
c) environmental management d) financial management
8. Kyoto protocol was adopted on 11th December 1997 in _____.
a) China b) Bhutan c) Japan d) morocco
9. The first requirement of green marketing is to take care of _____.
a) personal benefit b) private use
c) welfare society d) organizational benefits
10. Solar photovoltaic cell converts solar energy directly into _____.
a) mechanical energy b) heat energy c) electricity d) transportation

Q.1B) State True or False (Any 7) (07)

1. The sun is not the main source of energy on earth.
2. Biotic is non living components of environment.
3. Only 10% water on earth is fresh water.
4. Forests provide a larger number of commercial goods.
5. Global Warming could lead To na rise in sea levels worldwide.
6. Mitigation means minimizing the effect of disaster.
7. Agriculture waste includes farm, animal manure and crop residue.
8. Environment Impact Assesment enables local authorities to evaluate the Environmental impacts of the projects.
9. Environmental protection is one of the fundamental duties of the Indian citizen.
10. Hydro power does not cause any pollution as it is renewable.

- Q.2A) Explain the abiotic components of the environment. (08)
Q.2B) Explain Food chain and Food Web with diagram. (07)

OR

- Q.2P) Define Environment. Explain its composition. (08)
Q.2Q) What are Biogeochemical cycles? Explain with the help of diagram water cycle. (07)
Q.3A) Explain the meaning and causes of environmental degradation. (08)
Q.3B) Explain the classification of waste with suitable example. (07)

OR

- Q.3P) What is pollution? Explain the different sources of pollution. (08)
Q.3Q) What is disaster? Explain the Disaster management cycle. (07)
Q.4A) Define Sustainable development. What are the dimensions of sustainable development? (08)
Q.4B) What are the salient features of Air Act, 1981 (07)

OR

- Q.4P) What is carbon bank? How does it function? (08)
Q.4Q) Write a brief note on Environment Audit. (07)
Q.5A) Explain the types and importance of non-conventional energy resources. (15)

OR

- Q.5P) Short note (Any3) (15)

1. ISO-14000
2. Eco-tourism
3. Organic Farming
4. Biomedical Waste
5. Ecosystem and Ecology.

GES/SBVC/SEMESTER EXAM NOVEMBER, 23

PROGRAMME : SYBMS

SUBJECT : RECRUITMENT & SELECTION (HR)

DATE : 08/11/2023

SEMESTER : III

MARKS : 75

TIME : 11.00AM-01.30PM

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

(08)

Q1 A Fill in the blanks choosing the right word from the bracket: (Any Eight)

1. Decorum of eating in public is a part of _____ etiquette.
(Table/Business/Meeting/Toilet)
2. _____ is a traditional and widely used device for getting preliminary information from the candidate.
(Advertisement/ Application blank/Recruitment/Selection)
3. _____ Check is done to know the personal characteristics and family background of the candidate. (Medical/Reference/Rejection/Acceptance)
4. _____ 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/Aptitude/Psychological)
5. Exit interviews are usually conducted by the _____ when an employee needs to give reasons for it.
(HR department/ HOD/Finance Department/ Production Department)
6. The _____ factors should be taken into account while formulating the recruitment policy of the organization.
(Government/Knowledge/Experience/Acceptance)
7. The _____ department prepares the job description and specification for the jobs which are vacant (HR/Warehouse/Marketing/Sales)
8. Putting new employees at ease is the _____ of induction.
(Purpose/Formal, Casual/Social)
9. In _____ mostly groups are given topics which are factual in nature.
(Factual/Abstract/Controversial/Influential)
10. MPDQ is a highly structured questionnaire containing _____ items relating to managerial responsibilities, restrictions, demands etc. (208/515/ 450/110)

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

(07)

1. Notification to employees is an external source of recruitment.
2. The interview taken at the time when the employee leaves the organization is called

informal interview.

3. Etiquettes refer to good behaviour which distinguishes human beings from animals.
4. Negotiation is the method by which people create differences.
5. Leadership in GD is one of the important prerequisites.
6. The advertisement conveys details about the last date for application, the address to which the application must be sent.
7. Bio-data means "Biographical data" is defines as one's life and work experiences.
8. Structuring or organizing the material clearly is vital for an effective presentation.
9. There are no sequences of questions or any formats to follow, in structured interview.

10. Stereotyping is one of the most common barriers to selection.

- Q2 A Define Recruitment. Explain the objectives of Recruitment. (08)
B Explain the Sources of Recruitment, (07)

OR

- Q2 P What are the different methods of job Analysis? (08)
Q Write a detailed note on Job Enlargement and Job Enrichment (07)

- Q3 A What is the meaning of selection? Explain the steps in the process of selection? (08)
B Explain the types of Interviews. (07)

OR

- Q3 P Explain the types of selection Test. (08)
Q Explain the guidelines for Interview. (07)

- Q4 A Define Induction and explain the advantages and limitations in induction. (08)
B Explain the features of Socialization. (07)

OR

- Q4 P Explain the different types of orientation. (08)
Q Write a detailed note on On-boarding. (07)

- Q5 A What is Negotiation Skill and Why it is Essential? (08)
B Write a detailed note on basics of Business etiquettes. (07)

OR

- Q5 Write a short note on:(Any Three) (15)
1. Personal Interview
2. Group Discussion
3. Induction
4. E-Recruitment
5. Job Description

PROGRAMME : S.Y.BMS SEMESTER : III
COURSE : CORPORATE FINANCE (Finance) MARKS : 75 MARKS
DATE : 09/11/2023 TIMES : 11.00am-1.30pm

Note: 1. All questions are compulsory.
2. Figures to right indicate marks.

Q1. (a) Multiple choice questions (any eight) (8)

1. The two objectives of Financial Management are Profit maximisation and ____ maximisation.
a. Wealth Tax b. Risk c. Expense d.
2. ____ is a short term source of finance.
a. Trade credit b. Preference shares c. Equity shares d. Debentures
3. ____ has the highest cost of capital.
a. Equity share capital b. Loans c. Bonds d. Preference Share
4. Interest on debt is calculated on _____.
a. Market value b. Face value c. Book value d. Intrinsic Value
5. Net Profit after Tax is rs.80,000 and Tax is rs.20,000 then Rate of Tax is _____.
a. 10% b. 20% c. 30% d. 15%
6. GDR stands for _____.
a. Global Demand Receipt b. Global Depository Receipt c. Global Depression Receipt d. Global Debenture Receipt
7. Capital budgeting is a part of _____.
a. Working capital Management b. Capital structure c. Investment Decision d. cost of capital
8. ____ arises due to movement of prices in the financial instruments.
a. Credit Risk b. Legal Risk c. Market Risk d. Operating Risk
9. Process of repayment of equity shares is termed as _____.
a. Bonus b. Fresh issues c. Buy back d. Redemption
10. Sales Less Variable costs = _____.
a. EBIT b. EBT c. EAT d. Contribution

Q1. (b) State whether True or False. (Any 7) (7)

1. Debentures and Bonds are the two major parts of the Creditorship Securities.
2. EBIT is also known as operating profits.
3. Depreciation is a Non-cash item.
4. The NPV method of evaluating projects considers time value of money.
5. Purchasing Power risk is a part of systematic risk.
6. Interest is paid to Equity shareholders.
7. Different sources of Finance have same cost of Capital.
8. Secondary Market is the market of fresh issue of shares.
9. At Break-even point profit is minimum.
10. Overcapitalisation does not have any adverse effects.

Q2. (a) Following are the details of Company A & B Ltd (8)

Particulars	Amount
Variable cost per unit (Rs)	4
Fixed cost per annum (Rs)	2,40,000
Selling Price per unit (Rs)	10
Output Per annum(units)	80,000
Interest on Debentures (Rs)	1,20,000

Calculate: 1. Operating Leverage and 2. Financial Leverage of Company A & B Ltd

Q2. (b) Following are the details of Capital Structure of Company X Ltd. (7)

Sources Of Funds	Book Value	Market Value	Cost of Capital After Tax
Equity Capital	4,50,000	9,00,000	14 %
Preference Capital	1,00,000	1,00,000	10%
Debentures	3,00,000	3,00,000	5%
Retained Earnings	1,50,000	-----	13 %

Calculate Weighted Average Cost of Capital using:

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

OR

Q2. James Ltd. has following capital structure:
(15)

Sources of Funds	Amount (rs.)
Equity share capital of rs.100 each	20,00,000
Retained Earnings	10,00,000
9% Preference Share Capital	12,00,000
7 % Debentures	8,00,000
Total	50,00,000

The company requires rs.25,00,000 to finance expansion programme for which the following alternatives are available:

1. Issue of 20,000 equity shares at a premium of rs.25 per share
2. Issues of 10% preference shares.
3. Issues of 8% debentures.

The EBIT is rs.9,00,000 after expansion. Income tax rate is 50%. Recommend the best alternative with suitable reason.

Q3. Mohan & Co. wants to invest in a Project. Two options available are Project A and Project B. Following are the details: (15)

	Project A	Project B	P.V 10%
Cost of Investment (Rs)	50,000	50,000	
Cash flows: Year			
1	15,000	5,000	0.909
2	20,000	15,000	0.826
3	25,000	20,000	0.751
4	15,000	30,000	0.683
5	10,000	20,000	0.621

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 12%	P.V 14%
Cost of Investment (Rs)	2,00,000		
Cash flows: Year			
1	60,000	0.89	0.88
2	40,000	0.80	0.77
3	40,000	0.71	0.67
4	35,000	0.64	0.59
5	40,000	0.57	0.52

Calculate IRR by 12% and 14%

Q4. (a) Anil has invested rs.3,00,000 in bank FD for 3 years at 8%.How much will he receive at maturity ? (7)

Q4. (b) A bank promises to give you rs.10,000 after 3 years at the rate of 10% interest. How much should you deposit today ? (8)

OR

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

Particulars	Boom	Normal	Recession
Probability	0.3	0.4	0.3
Rate of Return on Stock A %	20	30	50
Rate of Return on Stock B %	60	70	80

a) Calculate expected rate of return and standard deviation of return for both the stocks.

b) If you could invest in either Stock A or Stock B, but not in both, which stock would you prefer and why ?

Q5.a. Explain the Significance of Corporate Finance. (8)

b. Explain the need for Foreign Capital (7)

OR

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

1. Foreign Direct Investments
2. Under Capitalization
3. Types of Preference Shares
4. Protection of Depositors
5. Types of Debentures

PROGRAMME : SYBMS
SUBJECT : Organizational Behavior and HRM
DATE : /11/2023

SEMESTER : III
MARKS : 75
TIME : 11.00AM-01.30PM

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

(08)

Q1 A Fill in the blanks choosing the right word from the bracket:(Any Eight)

1. _____ means receiver's response to sender's message.
(Feedback, Convert, Decoding, Encoding)
2. _____ conflict involves Conflict among the same group.
(Intra group, Inter group, Substantive, Affective)
3. A _____ Structure is one that assigns specialist from different functional departments to work on one or more Projects.(Matrix, Project, Team, Boundary less)
4. _____ is the first element of the SOBC model.(Stimulus, Organism, Behaviour, Consequence)
5. _____ is a person who takes all the decisions by himself, without consulting anyone.(Autocrat, Democrat, Bureaucrat, Sociocrat)
6. Performance Management is essentially _____ centered.(workforce, resource, employers, CEO)
7. _____ involves inviting a pool of candidates.(Recruitment, Staffing, Selection, Training)
8. _____ helps in judging the effectiveness of manpower Policies and Programmes of management.(HRM, HRD, HRP, HR)
9. _____ is a systematic approach to providing monetary value to Employee in exchange for work performed.
(Incentive, Increment, Compensation, Promotion)
10. _____ is an incentive which provides great motivation to employees.
(Recognition, Praise, Job security, Promotion)

(07)

B Match the following:(Any Seven)

Group A	Group B
1. Psychology	a) Checklist
2. External Communications	b) Work life imbalance
3. Intra Organizational conflict	c) Disciplinary action
4. Non-Monetary Incentives	d) Depends on partnership
5. Inter Group Conflict	e) Personality
6. Salary	f) Communication between managers And outside group
7. Past Performance oriented method	g) Conflict within the members of an Organization
8. Attrition	h) Job Enrichment
9. Punishments	i) Conflict between two different group
10. Collegial model	j) monthly remuneration

Q2 A Define Organisational Behaviour. Explain its Features. (08)

B Explain the OB Model: Autocratic Model. (07)

OR

Q2 P Explain the Various Disciplines that contribute to the OB field. (08)

Q What is OB? Explain the importance of OB. (07)

Q3 A What is Formal Communication and Explain its advantages. (08)

B What is reward? Explain the elements of reward system. (07)

OR

Q3 P Enlist the Conflict management Techniques adopted by managers. (08)

Q Explain Types of Organisation Design. (07)

Q4 A What do you mean by HRM? Explain its scope. (08)

B Describe the factors affecting Human Resource Planning. (07)

OR

Q4 P Define HRD. Explain its features. (08)

Q Explain the steps involved in Human Resource Planning. (07)

Q5 A What is Performance Appraisal? Explain the objectives of Performance Appraisal. (08)

B What are different career stages? (07)

OR

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

1. Ethical Organizational Climate

2. Attrition

3. Time Management

4. Key Result Area(KRA)

5. Incentives

GES/SBVC/SEMESTEREXAM NOVEMBER,23

PROGRAMME : SYBMS

SUBJECT : CONSUMER BEHAVIOUR

DATE : 09/11/2023

SEMESTER : III

MARKS : 75

TIME : 11.00AM-01.30PM

NOTE: 1.All question are compulsory

2. Figures to right indicated marks

Q1 A Fill in the blanks choosing the right word from the bracket:(Any Eight) (08)

1. Need Hierarchy theory is given by _____.
(Maslow/Philip Kotler/Edwin Fillipo/McClelland)
2. Resistance to _____ is normal consumer behaviour.
(Advertising/Internet/Change/Mortar)
3. _____ readily accept new product.
(Innovators/Senior buyers/Silent buyers/Upper class buyer)
4. A _____ consists of two or more people living together in the same household connected by blood relation, marriage, or adoption. (Peer/Family/Friends/Social)
5. _____ needs include need for food, water, air, shelter, and sunlight.
(Luxurious/Basic/Aesthetic/Social)
6. _____ buyers purchase from physical stores.
(E-buyers/Bricks and mortar/Household buyers/Undaunted buyers)
7. Consumer _____ refers to the activities and decision processes of people who purchase goods and services for personal consumption.
(Behaviour/Attitude/Motives/Critical)
8. According to Abraham Maslow _____ needs are the highest level of needs.
(Self-actualization/Self-esteem/Social/Basic)
9. _____ is the critical and final decision in consumer decision making process.
(Purchase decision/ Information search/Post purchase/Purchasing)
10. Personality _____ change. (Can/Cannot/Refuses/Accepts)

B State whether the following statements are True or False (Any 7) (07)

1. Needs are more basic than wants.
2. Attitudes are subject to change positively or negatively.
3. Chisellers constantly demand extra discounts.
4. Purchase negotiation plays a crucial role in the case of institutional buyer.
5. Initiator influences final choice of purchase.

6. Esteem needs lie above the self-Actualization needs.
7. Consumer buying behaviour is always certain.
8. The purchaser of goods and services is known as the consumer.
9. Three types of classes are upper, Lower and middle class.
10. Consumer purchases those products which match their personal needs.

Q2 A What is Consumer Behaviour? Discuss its features. (08)

B Explain the importance of consumer behaviour to marketer (07)

OR

Q2 P Describe the features of retail buyer. (08)

Q Distinguish between high involvement products and low involvement products. (07)

Q3 A What is consumer perception? Discuss the factors influencing consumer perception (08)

B What is personality? Explain its Nature. (07)

OR

Q3 P Discuss the characteristics of consumer behaviour. (08)

Q Explain the hierarchy of need theory profound by Abraham Maslow. (07)

Q4 A What is the concept of the family? Explain its features. (08)

B Explain the features of social class. (07)

OR

Q4 P Distinguish between In group and out group of consumers. (08)

Q Discuss the types of families. (07)

Q5 A Distinguish between E-buyer and Brick and Mortar Buyer. (08)

B What are the advantages of e-buying ? (07)

OR

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

1. Howard Seth Model

2. Value system in India

3. Brand Personality

4. Institutional Buyer

5. Need Recognition