

**PROGRAMME:** FYB.COM (Management Studies )  
**SUBJECT :** FOUNDATION OF BEHAVIOURAL SKILLS  
**DATE :** 25/11/2024

**SEMESTER:** I  
**MARKS :** 30  
**TIME :** 12.30pm - 1.30pm

**NOTE:** 1. Attempt any three questions.  
2. Figures to right indicated marks

**Q1     Answer the Following.     10**

- A. Explain the meaning and significance of life skills.
- B. Write down different Life skills for professionals.

**Q2     Answer the Following.     10**

- A. Explain the Relaxation techniques
- B. What are the Reasons for Stress?

**Q3     Answer the Following.     10**

- A. Explain the importance of critical thinking in the 21<sup>st</sup> century.
- B. Write a short note on decision making

**Q4     Answer the Following.     10**

- A. Explain different characteristics of values.
- B. Why value-based education is important?

**PROGRAMME** : FYB.COM (Management Studies)

**SEMESTER** : I

**SUBJECT** : BUSINESS COMMUNICATION SKILLS-1

**MARKS** : 30

**DATE** : 17/11/2024

**TIME** : 12:30PM-01:30PM

**NOTE:** 1. All question are compulsory.

2. Figures to right indicated marks.

**Q1** Answer any ONE of the following. (10)

1. Define communication. Elaborate the process of communication.
2. Define written communication and explain the advantages and disadvantages of written communication.

**Q2** Answer any ONE of the following. (10)

1. Mr. Park has decided to resign from his position as an Accountant with 'Kim Financial Services Ltd.' Busan to seek a better position in a Multinational Company. Write a Letter of Resignation on his behalf. Use the Semi Block Layout.
2. Write a Letter of Application in response to the following advertisement:  
"Requires Management Trainee for the newly opened branch at Palghar. The candidate should be a graduate with a minimum 1 year of work experience and should have excellent leadership and communication skills. Apply with Bio-Data to P.O Box 2024, The Times of India, Mumbai, Use Complete Block Layout."

**Q3** Read the following case study and answer the following questions. (10)  
(Answer any TWO)

- 1 Babul Nath was very close to his team although he was their supervisor. One day, outside the office premises, he found them eating pav bhaji at a street side shop. They invited him and he joined them. After a few moments, Hari found a hair in his food. He started shouting at the food joint owner. Soham kept laughing at Hari. After a while, Somnath took Babul Nath aside and asked him to stop Soham as it could lead to further trouble. Babul Nath hired a taxi, winked at Somnath and offered to drop Soham on the way. Next day, again Somnath kept laughing at Hari. Hari lost his cool and slapped. The matter reached the HR manager of the firm. He issued a memo to Babul Nath for not taking adequate action on Somnath before things went out of hand. The HR called both Hari and Soham and counselled them. Both Soham and Hari apologized to each other.

**NOTE: 1. Attempt any FOUR questions.**

**2. Figures to right indicated marks**

**Q1 Answer the following**

A Explain the need for management in Business and Non-Business organization. (08)

B Explain the 6Ms of management. (07)

**Q2 Answer the following**

A Discuss the importance of Mahatma Gandhi's Principle of Trusteeship. (08)

B Explain briefly any 8 Principles of management. (07)

**Q3 Answer the following**

A Explain the meaning and significance of Planning. (08)

B Distinguish between Formal organization and Informal organization. (07)

**Q4 Answer the following**

A Explain the meaning and benefits of Virtual organization. (08)

B Explain the process of staffing. (07)

**Q5 Answer the following**

A Write down the various functions of management. (08)

B What is Matrix organization? Write down its advantages. (07)

**Q6 Analyze the Case Study given below. (15)**

After completing her Bachelors in Fashion Designing from a well-known college in France, Aditi has opened a boutique in a posh market in Kolkata. She has divided the work in smaller units and each employee is well trained to perform

**PROGRAMME** : FYB.COM (Management Studies)

**SEMESTER** : I

**SUBJECT** : BUSINESS START-UP SKILLS

**MARKS** : 30

**DATE** : 23/11/2024

**TIME** : 12.30pm-1.30pm

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**NOTE:** 1. Attempt any **TWO** questions from the following.

2. Figures to right indicated marks

**Q1** Answer the Following.

- A Explain the impact of Start-ups on Indian economy. (08)
- B What are the different components of Start-up Ecosystem? (07)

**Q2** Answer the Following.

- A Explain the sources of funds in Business Start-ups. (08)
- B Discuss the role of Banking sector in development of Business Start-ups. (07)

**Q3** Analyze the Case Study given below. (15)

Founded in 2009, Uber revolutionized the transportation industry by introducing a mobile app that connects riders with drivers using their personal vehicles. The company expanded rapidly, not only in the U.S. but globally, offering various services including UberX, Uber Pool, and Uber Eats. Uber has faced numerous legal challenges in different countries and cities regarding its business model and treatment of drivers. Competing with other ride-sharing services like Lyft, as well as traditional taxi services and emerging local competitors. Issues concerning driver classification, earnings, and job security have led to protests and demands for better working conditions. Reports of driver and passenger safety incidents have prompted concerns about the company's vetting processes and liability. Uber has also Introduced the additional services like food delivery (Uber Eats) and freight logistics (Uber Freight) and Heavy investment in technology, including self-driving cars and advanced algorithms for efficient ride matching.

1. What strategies should Uber employ to sustain its competitive advantage?
2. What are the major challenges faced by Uber?
3. How did Uber revolutionize the transportation industry?

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PROGRAMME: B. Com. (Management Studies)  
COURSE : INFORMATION TECHNOLOGY IN BM  
DATE : 22/11/2024

SEMESTER: I  
MARKS: 30 MARKS  
TIME : 12.30pm-12.30pm

**Note: Attempt any two questions.**

**Q.1 Answer the following:**

- A. What are the advantages and disadvantages of DBMS? (08)  
B. Distinguish between Traditional Commerce and E-Commerce. (07)

**Q.2 Answer the following:**

- A. What is Extranet? Explain its advantages and Disadvantages. (08)  
B. What is Open-source Software? Elaborate its benefits? (07)

**Q.3 Case Study**

Michelin is the second largest tyre manufacturer in the world. The company has a long history. It was founded more than 130 years ago. Since then, Michelin has carried their best practices and values through time. Yet, the tech advancements of modern times don't allow such a big business to stand aside. The company's goal is to grow and self-improve together with their clients. As vehicles get smarter and more advanced, the businesses that serve car owners' needs should keep pace with them as well.

**Challenge:** Stay competitive in the age of smart manufacturing and production.

**Solution:** Michelin decided to build an effective digital growth strategy with three focus areas. First, streamline and speed up business operations. Second, offer a personalized experience to their B2B clients and end users. Third, use technology to build new business strategies and models.

The company has an R&D department that constantly looks for ways to bring innovation to their business. Researchers extensively test AI capacities to streamline manufacturing and improve client experience. AI-powered data circulation across different areas of business enables the Micheline team to accelerate decisions and build a performant collective business intelligence all departments can rely on. What's more, the company uses collaborative robots that automate routine jobs, save time, and alleviate the workload.

**Value:** With top-notch technology, Michelin reaches better ROI, gets more safety and comfort, and improves performance. AI-powered data storage, visualization, and the creation of new models allow the team to spend fewer physical resources on testing. They can test a new service delivery model with the software, create digital twins, and anticipate cost-prohibitive issues. This, in turn, reduces the risks and leads to more precise decision-making.

**Questions:**

1. Suggest Solution to Michelin for the Challenge mentioned in the case Study. (04)
2. What other IT tools can Michelin use besides AI? (04)
3. Michelin's major Business is B2B and has very little B2C. based on this, suggest 'IT in marketing' approach. (07)

**PROGRAMME:** FYB.COM (Management Studies )

**SEMESTER:** I

**SUBJECT** : INDIAN KNOWLEDGE SYSTEM

**MARKS** : 30

**DATE** : 14/11/2024

**TIME** : 12.30pm - 1.30pm

**NOTE:** 1. All question are compulsory

2. Figures to right indicated marks

- Q1** Attempt any TWO Questions out of FIVE. **6**
- 1 Explain Impact of Macaulay's Education Policy on India's Traditional system
  - 2 Explain the characteristic features of Indian knowledge system.
  - 3 Discuss Ancient Indian Education System.
  - 4 Write a short note on Temple Management of Ambarnath
  - 5 Discuss the Universities and ancient educational centres.
- Q2** Attempt any THREE Questions out of FIVE **12**
- 1 Discuss the contribution of Mathematics to Indian Knowledge System
  - 2 Explain the branches of Ayurveda.
  - 3 Discuss the importance of Alchemy
  - 4 Explain six pillars of Arthashastra
  - 5 Discuss the usefulness or importance of logic to the society
- Q3** Attempt any THREE Questions out of FIVE **12**
- 1 Discuss the games and sports in Ancient India
  - 2 Explain the role of banking sector in economic and social development in India
  - 3 Explain the Income Tax system in India
  - 4 Explain the eight limbs of Yoga
  - 5 Discuss the role of trade and commerce in the economy.

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**PROGRAMME: B. Com. (Management Studies)**  
**COURSE : SOCIAL MEDIA AND COMMUNICATION**  
**DATE : 16/11/2024**

**SEMESTER: I**  
**MARKS: 30**  
**TIME: 12.30pm-1.30pm**

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**Note: Attempt any two questions.**

**Q.1 Answer the following:**

A Explain the pros and cons of social media. (08)

B Elaborate on the history of social media. (07)

**Q.2 Answer the following**

A Explain the use of social media in interpersonal communication. (08)

B What are some examples of integrating social media into digital classroom? (07)

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

1. Features of Social Media

2. Instagram

3. Snapchat

4. Twitter

5. Facebook

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**NOTE: 1. Write any TWO questions from the following**

**2. Figures to right indicated marks**

**Q1 Answer the following**

- A Explain the Principles of Management by self-Transformation. (08)
- B Explain the Purpose of Management. (07)

**Q2 Answer the following**

- A Explain the concept of Bhartiya Theory of Management with the help of diagram. (08)
- B Explain Any one Leadership Style with its Features. (07)

**Q3 Case Study**

(15)

The dabbawallas of Mumbai have an astounding service record. On every working day, they deliver more than 130,000 lunch boxes - all while battling traffic and crowds in the world's third most populated city. They have created a benchmark for logistical efficiency and are widely known for their error-free services. (The rate of error of the dabbawallas in Mumbai is 1 in 16 million deliveries.) They barely use any technological devices and are commendable and punctual in their work. Their system is proof that with the right strategy, even the most ordinary idea can achieve extraordinary results. There is a unique coding system. Every lunch box has a color-coded notation attached to its handle which helps in easy identification of the Tiffin's. The color-coding is not just used for identifying the owner and the route but also the priority. Based on this, the lunch box is delivered on foot, cycle, or by train. The unique identification codes help the semi-literate dabbawallas to find the station name, destination station name, area, and address without the use of any IT system or cell phones.

**Answer the following**

- A. What is the main learning from this case?
- B. Point out management principles followed by Dabbawallas?



PROGRAMME: FYB.COM (Management Studies)

SEMESTER: I

SUBJECT : INDIAN ECONOMIC POLICIES II

MARKS : 30

DATE : 29/11/2024

TIME : 12.30pm - 1.30pm

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**Note: 1. Attempt any 3 questions out of 6 questions.**

**2. Figures to right indicate marks.**

**1Q     Answer the following questions in detail. (Any 3)     (30)**

1.     Discuss the success and challenges of 'Beti Bachao and Beti Padhao'.
2.     Explain the formation of SAARC along with its agreement.
3.     What are the provisions made in 'National policy for women empowerment – 2001 for empowerment of women.
4.     Discuss the initiatives of 'National Education Policy – 2020' for higher education.
5.     Explain the Principles of India's foreign policy in detail.
6.     Describe the India's relation with seven neighbouring countries.

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Date: -

Time:-

Class:

**Subject: Introduction to Cultural Activities (Students' Council)****30 Marks****Note: 1) All questions are compulsory. 2) Figures to the right indicate maximum marks.****Q.1) Choose the correct answer from the options given below (Any Six) (06 Marks)**

- 1) Which of the following best defines culture?
  - a) The physical geography of a region
  - b) The social behaviours, norms, and practices of a group of people
  - c) The economic activities of a society
  - d) The political systems of a country
  
- 2) Which festival is known as the Festival of Lights in India?
  - a) Holi
  - b) Diwali
  - c) Eid
  - d) Christmas
  
- 3) The prominence of student cultural activities in India began to rise significantly during which period?
  - a) Pre-Independence era.
  - b) Post-Independence era.
  - c) Medieval Period.
  - d) Early 21st Century.
  
- 4) What is one key role of the Association of Indian Universities (AIU) concerning cultural heritage?
  - a) Regulating academic syllabus.
  - b) Organizing cultural heritage conferences and workshops.
  - c) Conducting historical research.
  - d) Overseeing university examinations.
  
- 5) Which annual cultural festival at the University of Mumbai is known for its diverse range of activities?
  - a) Kala Ghoda Festival.
  - b) Malhar.
  - c) Mood Indigo.
  - d) Euphoria.
  
- 6) What is the primary benefit of student participation in cultural activities?
  - a) Decreased academic performance.
  - b) Enhanced creative and leadership skills.
  - c) Increased financial expenditure.
  - d) Higher stress levels.
  
- 7) Which aspect is crucial in the composition of a painting?
  - a) Visualization and overall impact
  - b) Size of the canvas
  - c) Number of colours used
  - d) Type of paint

**GES/SBVC/ 1<sup>st</sup> Semester Exam**

**Class-First Year**

**Subject-Introduction to Sports, Physical  
Literacy, Health and Fitness and Yog**

**Date-28/11/2024**

**Time-:12:30PM to 1:30PM**

**Marks-30**

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- Note- 1) All questions are compulsory.  
2) All questions carry equal Marks

**Q.1. Attempt any 'Two' questions of the following. (15)**

- A) Discuss in detail the meaning and definition of sports.
- B) Explain the Asana and Pranayama of Ashtanga yoga in detail.
- C) Explain the history of sports in detail.

**Q.2. Attempt any 'Two' questions of the following. (15)**

- A) Explain the types of yoga practices.
- B) Write a detail note on Major Dhyan Chand
- C) Write a detail note on Arjuna award with example.

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N. B: 1. **All questions are compulsory.**

2. Figures to the right indicate full marks.

3. Draw neat labelled drawings wherever necessary.

Q. 1 Select the most appropriate answer from the option given below

6 Marks

1. The navy-blue colour in the NSS badge represents \_\_\_\_\_
  - a. Peace
  - b. Energy
  - c. The cosmos
  - d. Courage
2. The NSS emblem features which significant symbol from Indian culture?
  - a. Ashoka Chakra
  - b. Konark Sun Temple Wheel
  - c. Lotus Flower
  - d. Peacock
3. What is one of the primary roles of volunteers in disaster management?
  - a. Financial investments
  - b. Political lobbying
  - c. Providing immediate assistance and relief
  - d. Hosting community parties
4. Who is responsible for organising the Leadership Training Camp for at University Level?
  - a. Programme Advisor
  - b. State Liaison Officer
  - c. Programme Coordinator
  - d. Regional Centre Head
5. Who heads the NSS Cell at the university level?
  - a. Vice-Chancellor
  - b. Programme Advisor
  - c. Programme Coordinator
  - d. State Liaison Officer
6. \_\_\_\_\_ Special Residential Camp organized by the NSS unit in a adopted village
  - a. 5 Days
  - b. 3 Days
  - c. 8 Days
  - d. 7 Days

Q.2 Short Notes: ( Any 2 out of 4)

6 Marks

- a. NSS Special residential Camp
- b. Philosophy of NSS
- c. Role of NSS volunteer
- d. Aims of NSS

Q. 3. Answer the following questions ( Any 3 out of 5)

18 Marks

- a. Explain the opportunities for NSS volunteers.
- b. What are the objectives of NSS?
- c. Discuss the Role of an NSS Programme Officer.
- d. Explain in detail about the NSS regular activities.
- e. What are the objectives of NSS special camp?