TYBAS-SOM I

Time: 2½ Hours

Total Marks: 75

Note - All Questions are compulsory.

1. Objective type questions

(15)

Q.1.A. State True or False. (Any 8)

(08)

- 1. Primary level stress management interventions are preventive and proactive in nature.
- 2. Time management is the process of organizing and planning the division of time between specific activities.
- 3. Meditation is an exercise with numerous health benefits by improving physical, mental and emotional wellbeing.
- 4. Transfers may lead to stress as they affect the entire routine of a person. (true) unit 1
- 5. Technology does not lead to stress.
- 6. High stress improves one's ability to remember information.
- 7. General adaptation syndrome is a five stage response that the body has to stress.
- 8. Eustress is a negative form of stress.
- 9. Body scan is a type of relaxation technique.
- 10. Stress has only mental pressure, but no physical effect on the body.

Q.1.B. Match the columns: (Any 7)

(07)

Column 'A'	Column 'B'
a) Negative impact of technology	1) Sudden attacks of intense terror
b) Role Ambiguity	Worry about non - specific life events
c) Role Clarity	3) "control of breath"
d) Panic Disorder	4) Fear of losing job
e) Exhaustion	5) Less motivation and hope
f) Burn out	6) Lack of training
g) Distress	7) Stress reduction
h) Stress audit	8) Final stage in GAS
i) Pranayama	9) Planned
j) Generalized anxiety disorder	10) Negative stress.

2. (A) Explain the various reasons for Stress at the workplace.	(08)
(B) What are the various types of Stress?	(07)
OR	,
(C)Differentiate between Stress and Burnout.	(08)
(D) Explain the relation between Stressors and Stress.	(07)
3. (A) Explain in detail the approaches of Time Management.	(08)
(B) Explain the role of Organization in Managing Stress.	(07)
OR	
(C) Explain the term anxiety and mechanism to cope up with anxiety.	(08)
(D) What is Stress Management? Explain its importance.	(07)
4. (A) Explain the concept stages of General Adaptation Syndrome (GAS) in detail.	(08)
(B) Explain two models of Stress Management.	(07)
OR	
(C) Elaborate the Physical, Mental and Spiritual benefits of Meditation.	(15)
5. (A) Explain the futuristic approach of Stress Management.	(08)
(B) Discuss the Stress Audit Process.	(07)
OR	
5. Write short notes – (Attempt any 3)	(15)
a. Relaxation Techniques.	
b. Consequences of Stress.	
c. Stress assessment tools	
d. Pre-requisites of a stress-free life.	
e. Stress and Technology.	

Supply Chain Management

Time: 2 1/2 Hours

Total Marks: 75

N	O	Т		
T 4	$\mathbf{\mathbf{v}}$	4	-	

1) All Questions are compulsory with internal choice options and carry 15 marks each.
2) Figures to the right indicate full marks

3) Use of simple Calculate4) Working note should f	or is allowed orm part of your answer for practical questions.	
Q.1) A) Choose the corre	ct option (Any 8): (08)	5100
1)Logistics is the	decision to buy logistics services from external sources rat	ther 4
man operate in house.		IIICI
(a) Reverse,	(b) Green, (d) Standard is to reduce the number of times the product is	1
(c) Outsourcing,	(d) Standard	
2) The main objective of	is to reduce the number of times the product is	
handled.	are reduced the manney of times the product is	
(a) Packaging,	(b) Transportation	1.8
(a) Packaging, (c) Material Handling,	(d) Warehousing	14.5
3) Combining several ships	nents into one large shipment is termed as	
(a) Sorting,	(b) Assortment	
(a) Sorting, (c) Consolidation,	(d) Cross Docking	2
4) COFC stands for	on Flat car.	
4) COFC stands for(a) Carton,	(b) Carrier,	
(c) Container.	(d) Crane	
5) The primary goal of the	logistics cycle is to move products or materials	
backward through the di	stribution network	,
(a) Green,	(b) Reverse,	
(a) Green,(c) Inbound,	(d) Outbound	
	e of performance measurement.	
(a) Planning,	(b) Monitoring,	
(c) Controlling,	(d) Directing	
/) Basic requirements of Lo	gistics parks are Land and area, and Human reso	ource
availability.		
(a) Plant	(b) Warehouse	
(c) I.T.	(d) Connectivity	
type of material ha	andling equipment does not require an operator.	
(a) Fork Lift truck,	(b) Crane,	
(c) Industrial Trucks,	(d) Conveyors	Y
7) Transportation creates _	utility	
(a) Product	(b) Economic	
(c) Time	(d) Place	
U) Lack of communication	between members of supply chain leads to effect.	O.
(a) Miscommunication,	(b) Bull- Whip,	
(c) Classical,	(d) Bad	

Q.1) B) Match the Following (Any 7)

(07)

1) Deep water ports	(a) External Performance Measure		
2) Top down approach	(b) Decentralization		
3) Bottom-up approach	(c) Elevator		
4) 3PL	(d) Freight Trains		
5) 4PL	(e) Owns Logistical Infrastructure		
6) Benchmarking	(f) Paints		
7) Tinplate	(g) Centralization		
8) D.F.C	(h) Planning and Designing activities		
9) Fixed path M.H. equipment	(i) Cranes		
10) Variable M.H. equipment	(j) Fully loaded ship		

- Q.2) a) Explain the concept of Logistical Information System(LIS). Explain the Principles and types of LIS. (08)
 - b) What do you mean by Packaging? Explain various functions of packaging. (07)

OR

c) From the following data calculate a 3 period weighted moving average with weights as 3, 2 and 1. The largest weight is assigned to most recent period and current demand value. Also forecast the demand for 9th month. (10)

Period (Month)	1	2	3	4	5	6	7	8	9
Demand in Units	150	160	180	190	140	120	170	175	?

d) Explain the objectives of Logistical Network analysis.

(05)

Q.3)

- a) Explain the concept of Supply Chain Management with the help of its any 3 functions and any 3 participants in the supply chain network. (08)
- b) What do you mean by a warehouse? Explain warehousing functions with reference to storage of production support items. (07)

OR

- c) Discuss the concept of Performance measurement in supply chain, also explain dimensions/types of internal performance measures. (08)
- d) What are different Global Logistics trends? Justify with examples. (07)

Q.4)

- a) I.T. plays a very important role in Logistics and Supply chain management. Justify the statement with the help of any four I.T. Infrastructure tools used in Logistics and Supply chain.
- b) Explain in detail role of Pipeline and Ropeways mode of transportation in building a sustainable economy. (07)

OR

- c) Write a detailed Note on Reorder Level and calculate the sum on ROL. Daily consumption of raw material in the production process is 300 units. Lead time for delivery is 5 days. Company's policy is to keep safety stock equal to six days daily consumption. Calculate ROL.
 (10)
- d) Explain any five ways to enhance customer service. (05)

Q.5)

(a) Read the following case and answer the questions given below:

"Happy Kids" is a toy manufacturing company which is in the business for the past two decades. The manufacturing unit is situated in Mumbai, while its sales and marketing are spread over a large geographical area, especially in the major cities across the country. Over the years, a number of competitors have sprung in the field. Far from child's play, the company found that the toys' sector is a tough business. Some of the problems faced by it are:

- There is a massive sale during the festival seasons. If the company's product is delayed, the valuable market is missed.
- "Fashion" or "cult" status products influence the market. Any wrong decision in this matter, means loss of sales and build-up of unwanted inventory
- There are high marketing and promotional costs. If these programmes go out, the sales drop massively
- Any misjudge of the market can also mean closing down of the company
- The company has problems regarding stock holding at its distribution centers. This is mainly due to wrong inputs from feedbacks and improper surveys.
- The company relies mainly on hired fleet of road transport. The services are not up to the mark in terms of delivery schedules, safety of goods from pilferage/theft, and mishandling of product.
- Marketing strategies are far from adequate. They are not effective enough to counter the strategies adopted by the competitors.

You are called upon by the management of "Happy Kids" to head their logistics operations. You are required to study and guide the company with reference to following questions:

1) What strategies could "Happy Kids" implement to improve the reliability and safety of its transportation network, especially given its reliance on hired fleets for road transport?

(05)

64844

raper / Subject Code: 46001 / Logistics & Supply Chain Management

- 2) What role does collaboration with suppliers and distributors play in improving the responsiveness of "Happy Kids" to market trends and customer preferences? (05)
- 3) As a Logistics Department Head what suggestions would you recommend to the toys manufacturing company to solve the above mentioned problems? (05)

OR

Q.5) b) Write short notes on (Any 3):

(15)

- 3) Drawbacks of Logistical Outsourcing
- 4) Mission based costing

2) Green Logistics

5) Golden Quadrilateral

1) RORO

64844

TYB105-SOM=V NOV-2024

Time: 2:30 Hours

Marks: 75

Note: 1) All questions are compulsory with internal choice

2) Figures to right indicate full marks

Q. 1 A) State whether the following statements are True or False (Any Eight) (8)

- 1) An ANR is usually distributed by satellite
- 2) Annual Report is an important Tool of Employee Communication.
- 3) Newspapers and Magazines are examples of Contemporary Media
- 4) Situational Theory focusses on information diffusion.
- 5) Propoganda Tactics were used in Public Information.
- 6) Media is a powerful tool in reaching the masses.
- 7) Communicating with the financial public is known as Financial Public Relations.
- 8) Public Agentry is the oldest form of public relations.
- 9) Press release is also called as a press handout
- 10) Corporate identity is the tangible manifestation of personality of the company.

B) Match the column (Any Seven)

(7)

A

- 1) Inner Image
- 2) Corporate Image
- 3) Webcasting
- 4) Financial communication
- 5) Electronic Media Kit
- 6) Broadcast Media
- 7) Social Exchange Theory
- 8) E brand Identity
- 9) Crisis Management
- 10) Podcast

B

- a) General Impression
- c) Syndicated Content
- d) Financial Analyst
- c) Radio & Television
- j) Employee Behaviour
- i) Trust Building
- g) Website
- f) Streaming videos on Internet
- g) Press Kit
- h) Cost Benefit Relationship

Time: 2:30 Hours Marks: 75

Note: 1) All questions are compulsory with internal choice

2) Figures to right indicate full marks

Q. 1 A) State whether the following statements are True or False (Any Eight) (8)

- 1) An ANR is usually distributed by satellite
- 2) Annual Report is an important Tool of Employee Communication.
- 3) Newspapers and Magazines are examples of Contemporary Media
- 4) Situational Theory focusses on information diffusion.
- 5) Propoganda Tactics were used in Public Information.
- 6) Media is a powerful tool in reaching the masses.
- 7) Communicating with the financial public is known as Financial Public Relations.
- 8) Public Agentry is the oldest form of public relations.
- 9) Press release is also called as a press handout
- 10) Corporate identity is the tangible manifestation of personality of the company.

B) Match the column (Any Seven)

(7)

A

- 1) Inner Image
- 2) Corporate Image
- 3) Webcasting
- 4) Financial communication
- 5) Electronic Media Kit
- 6) Broadcast Media
- 7) Social Exchange Theory
- 8) E brand Identity
- 9) Crisis Management
- 10) Podcast

В

- a) General Impression
- c) Syndicated Content
- d) Financial Analyst
- c) Radio & Television
- j) Employee Behaviour
- i) Trust Building
- g) Website
- f) Streaming videos on Internet
- g) Press Kit
- h) Cost Benefit Relationship

Paper / Subject Code: 46003 / Elective : Finance : Investment Analysis & Portfolio Management **Duration: 2.30 hours** Marks: 75 NB: (1) All questions are compulsory having internal option. (2) Figures to the right indicate marks allocated to each question. (3) Simple calculator is allowed. 1. (A) Select the right option and rewrite the sentence. (Any 8) (08 Marks) i. measures the systematic risk. a. Beta b. Range c. Variance d. Standard Deviation ii. Shares are offered by company before commencement of the business is known as a. Initial Public Offering (IPO) b. Follow on Public Offer (FPO) c. New Fund Offer (NFO) d. Private Placement (PP) iii. SEBI is formed in the year by the Parliament of India. a. 1990 b. 1992 c. 1980 d. 1988 iv. securities are called as ownership capital. a. Bonds b. Equity shares c. Debentures d. Public deposits is the last step for Portfolio Management. a. Identification of objectives b. Develop and implement strategies c. Review and Monitoring d. Evaluation vi. The Standard Current Ratio is a. 2:1 b. 1:1 c. 3:1 d. 1:2 vii. Debentures are fund. Own b. Debt

c. Risky

d. Dividend earning

viii.	The	analyst draw	scl	hart on graph	or Logarithm	ic paper.	
	a.	Candlesticl					
	b.	Line					
	c.	Bar					
	d.	Trend					
	9	W					
ix.		is tl	ne father of	Modern Tech	nical Analys	is	
	a.	Charles Do		1.1040111 10011	inour rinarys.	15.	
	b.	Adams Sm					
	c.	Newton					
	d.	Charlie Cha	anlin				
	u.	Charne Chi	трии				
v	Jense	en's measure	of portfolic	performance	ia bagad an	ile e	
71.	a.	CAPM	or portione	periormance	is based on	<u>.</u> .	
	b.	Beta					
			in a				
	c.	Standard D					
	a.	Risk free re	turn				
(B) G	ive T	rue or False:	(Any 7)				(07 Marks)
- 4		- N					
1.	A:	n over price	 priced sto 	ck will plot or	n below the s	ecurity market lin	ne.
ii.	TI	ne maximum	deduction v	which can be	claimed unde	er section 80 C is	Rs.1,50,000
iii.				ner of gold in			
iv.				of 3 types of		ment.	
v.				al analysis too			
vi.	Th	ne maximum	deduction v	which can be	claimed unde	er section 80C is l	Rs. 1,50,000.
vii.				ner of gold in			
viii.				Treasury bill			
ix.	St	ock Market l	ndex is the	method of sho	owing the over	erall performance	of all the
				market with a			
X.	N]	IFTY is the s	tock market	t Index of Ind	ia's Bombay	Stock Exchange.	
•	(4)	T 71		400	N 6		
2.				iencing for the	e selection of	Investment Alte	rnatives.
		Explain in br					(08 Marks)
	(B) E	Explain the ty	pes of Inve	stors with the	ir qualities.		(07 Marks)
				100	OR		
2.	(C) T	he security i	eturn on sto	ock of Dr. Red	ldy's Lab. an	d Alkem Lab. un	der different
		f economy a			<u> </u>		

Particulars	Boom	Low	Stagnation	Recession
		Growth	8	
Probability	0.30	0.20	0.30	0.20
Return on stock of Dr. Reddy's Lab. (%)	50	45	30	25
Return on stock of Alkem Lab. (%)	45	50	40	30

Calculate the expected return and standard deviation of return on both the stocks and advise to invest in one of them. (08 Marks)

2.(D) The security return of Bawa Shoe Ltd. and market returns are given below:

Particulars	N.	2	3	4	5	6	7
Return on security of	10	13	15	14	15	18	20
Bawa Shoe Ltd. (%)	(-)						
Market Return (%)	14	16	18	20	22	24	26

Calculate Beta on security of Bawa Shoe Ltd.

(07 Marks)

3.(A) Distinguish between Fundamental Analysis and Technical Analysis.

(08 Marks)

3.(B) Give a brief note on Systematic Risk and Unsystematic Risk.

(07 Marks)

OR

3. The Balance Sheet of L&T Realty Ltd. as on 31st March 2023 was as under: (15 Marks)

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)	
6,000 Equity Shares of Rs. 100 each fully paid	6,00,000	Fixed Assets	8,70,000	
10 % Preference shares	3,00,000	Investments	2,00,000	
General Reserve	1,80,000	Inventories	1,80,000	
9 % Debentures	2,50,000	Debtors	1,75,000	
Bank Overdraft	90,000	Cash & Bank	45,000	
Sundry Creditors	85,000	Advance Salary	40,000	
Outstanding Expenses	55,000	Preliminary Expenses	50,000	
Total →	15,60,000	Total >	15,60,000	

Profit after Tax

Rs. 4,00,000

Market Price per Share

Rs. 230

Dividend per share

Rs. 30

Calculate:

- i. Liquid Ratio
- ii. Earnings Per Share
- iii. Price-Earnings Ratio
- iv. Dividend Pay-out Ratio
- v. Debt Equity Ratio

4. (A) Define Portfolio Management. Explain the steps in the process of Portfolio Management.

(8 Marks)

(B) Explain Elliott Wave Theory in Brief.

(7 Marks)

OR

4.(C) The information for three portfolios of Garments Industries are given below:

Portfolio	Average Return on Portfolio (%)	Beta	Standard Deviation
Welspun	18	0.9	0.48
Sutlej	19	1.4	0.38
Raymond	22	1.1	0.28
Market Index	24	1.0	0.32

Compare these portfolios on performance using Sharpe and Treynor Measures. Risk free rate of return is 8%. (08 Marks)

4.(D) The following information the securities are as follows:

Securities	Expected Return (%)	Beta
Archies	22	1.5
Faber Castell	21	1.2
DOMS	23	0.8
Market Return	24	1.0

If the risk-free rate is 7%. Calculate returns for each security under CAPM. Identify the securities are undervalued or overvalued or at par and advise to Invest.

(07 Marks)

- 5. Adv. Hari, aged 62 years a Practicing Senior Doctor. He is having Rs. 1,50,00,000 investible fund.
 - (a) Advise him for Investment avenues available to him which will give a suitable return with maximum return?
 - (b) Explain the advantages and disadvantages by investing in the specific avenues. (15 Marks)

OR

5. Give Short Notes on: (Any Three)

(15 Marks)

- i. Small Cap and Large cap
- ii. NSDL and CDSL
- iii. Portfolio Management Decision
- iv. Technical Analysis
- v. The Random Walk Theory

raper / Subject Code: 46009 / Finance: Wealth Management

Time: 2.30 Hrs. Marks: 75 Q1. a) Multiple Choice Questions: (Any 8) (08)planning is a way by which you can reduce your tax liability without breaking up any law. a) Goal b) Management c) Tax d) Currency means marketability of an investment. a) Planning b) Liquidity c) Saving d) Crediting 3. Accumulation of assets which generate income over a long period of time means a) Wealth Creation b) Saving c) Planning d) None of the above 4. The term consists of all property owned by you at the time of your death. a) Will b) Career c) Estate d) Trust analysis help to know the liquidity position of the company. a) Cash Flow b) Expenses flow c) Real Estate d) Gross profit funds are a relatively new approach to retirement investing. a) Goal based b) Optimal c) Life-cycle d) None of the above 7. Health Insurance premium provide tax exemption under section Income Tax. a) 80 A b) 80 C

64965

c) 80 Dd) 80 G

Paper / Subject Code: 46009 / Finance: Wealth Management

8.	applies to debt investment such as bonds.					
	a)	Debit risk				
	b)	Planned risk				
	c)	Currency risk				
	d)	Credit risk				
0						
9.	foi	insurance principle means both the insured and the insurer	should hav			
		th in each other.				
	.a)	Principle of Indemnity				
	b)	Principle of utmost good faith				
	c)	Principle of contribution				
	d)	Principle of sharing				
10	Th	e yield curve is when yield of all maturities are close to one an	other.			
	a)	Downward sloping				
	b)	Humped				
	c)	Upward sloping				
	d)	Flat				
	a					
	0)	e whether the following statements are true or false: (any 7)	(07)			
1.		AGR return is same as Holding period return.				
2.		tate planning is concerned with ensuring adequate coverage against insura	ıble risks.			
		t worth = Assets + Liabilities.				
		ealth management is a one-time solution to achieving financial goals.				
		ngevity risk is the risk of outliving your savings.				
		tio analysis is an important technique of financial statement analysis.				
		brogation is principle, which applied to all contracts of indemnity.				
8.	_	uity risk applies to an investment in shares.				
		he interest rate goes up, the market value of bonds will decrease.				
10.	Pas	ssive management strategies are tax efficient.				
a)	Ev-	plain the characteristics of Ingurance	(00)			
		plain the characteristics of Insurance.	(08)			
u)	VVI	nat is estate planning? What are the tools of estate planning?	(07)			
96!	5 -	Page 2 of 4	2			

OR

c) Find out the net taxable income of Mr. Krishnam for AY 2025-26 applying the provisions of set off and carry forward of losses. (15)

Particulars	Amount
Income from Salary	2,20,000
Income from House Property:	<i>A</i> .
Loss from Parel house	(1,00,000)
Income from Dadar house	50,000
Income from Juhu house	30,000
Income from business:	.02
Business I (speculative)	40,000
Business II (non-speculative)	75,000
Business III (non-speculative)	(25,000)
Income from capital gain:	
Income from log term capital gains	60,000
Short term capital loss	(45,000)
Income from other sources:	
Interest on debentures	5,000
Interest on Bank fixed deposits	20,000

Additional information:

- a. Rs. 1,500/- spent on collection towards interest on debenture (Allowed under section 57 as expenditure.
- b. Carry forward speculative business losses Rs. 55,000/- (AY 2022-23)
- c. Carry forward long term capital losses Rs. 70,000/- (AY 2021-22)

03.

a) Explain the requirement of goal based financial planning and its advantages.
 b) Describe wealth management process.

OR

c) Mr. Kantilal purchased a house property for Rs. 18,00,000 on 1st June, 1993. He incurred expenses of Rs. 6,50,000 in financial year 1998-99 and Rs. 8,70,000 in the financial year 2006-07.

The fair market value if the property on 1st April, 2001 was Rs. 27,00,000. He sold the property on 1st October, 2022 for Rs. 1,75,00,000. Brokerage of Rs. 1,50,000 was incurred on sale transaction. He purchased a new residential house on 1st January, 2023 for Rs. 13,00,000.

Cost inflation index: 2001-02 = 100, 2006-07 = 122, 2022-23 = 331. Calculate capital gain for the year 2022-23.

64965

Page 3 of 4

d) Following is the Balance sheet of Poly ltd. for the year ended 31st March 2023

Liabilities	Amount	Assets	Amount
Equity Share	500,000	Fixed Assets	13,00,000
9% Preference Share	300,000	Investments	400,000
Security Premium	25,000	Stock	850,000
P&L	740,000	Sundry Debtors	500,000
10% Debenture	750,000	Prepaid expenses	40,000
Sundry Creditor	230,000	Advance Income Tax	78,000
Bank Overdraft	395,000	Cash and Bank Balance	62,000
Prov. For Taxation	180,000	Shares Issue Expenses	10,000
Proposed Equity Dividend	150,000	Preliminary Expenses	30,000
Total	32,70,000		32,70,000

You are required to calculate:

- a. Acid Test Ratio
- b. Current Ratio
- c. Debt Equity Ratio
- d. Capital Gearing Ratio

Q4.

- a) What are the avoidable mistakes in retirement planning? (08)
- b) Explain the type of investment risk.

(07)

(07)

- OR
- c) Mr. Shantanu age 55 years provided the following information:

(08)

- 1. Income from business Rs. 600,000
- 2. Income from capital gain Rs. 450,000
- 3. LIC Premium paid for self Rs. 70,000 (Sum assured Rs. 300,000)
- 4. Medical premium on self-policy Rs. 24,000 and for dependant parent Rs. 16,000.
- 5. Contribution to Provident Fund Rs. 50,000

Compute Net Taxable Income for the AY 2023-24.

d) Assuming the total tax liability of Mr. Kamath after Health and education cess is Rs. 70,000/- and TDS is Rs. 2000/-. Calculate the advance tax payable on respective due dates.

(07)

05

a) Explain types of Annuities.

(08)

b) Which are the financial objectives in Retirement planning? Explain.

(07)

c) Write Short Notes on (any 3)

(15)

- 1. Durable power of attorney
- 2. New Pension Schemes
- 3. Cash flow analysis
- 4. TDS
- 5. Health Insurance

64965

Page 4 of 4

74BMS-5000-V NOV.-2024

(2¹/2 Hours) Total Marks: 75

NB: (1) All Questions Compulsory Subject to Internal Choice

(2) Figures to the right indicates Full Marks

Q.1. (A) State whether the following Statements are True or False (Any Eight). (8)

- 1. Employing more qualified employees increases company's revenue and identity.
- 2. Employee's engagement motivates personal wellbeing of employees when they are outside organizations.
- 3. Mentoring guides the employees to acquire skill and knowledge.
- 4. HR Strategies need not be aligned with organizations Vision, mission and goals.
- 5. Positioning the employer brand does help to attract and retain people who "fit".
- 6. Paid time off was granted to employees to take care of their family members who were diagnosed with COVID-19.
- 7. Employees had to take care of their technological equipments and no IT assistance was given to them.
- 8. Strategic HRD facilities providing encouragement to everyone in the organization.
- 9. E-mentoring guides the employees to use technology.
- 10. CSR attempts to balance its commitment of employees with the community in which they operate.

3) (Choose	the Correct Answers (Any 7)		(7)
1.	Strate	egic management is a	management	. ,
	a.	General		
	b.	Functional	, a	
	c.	Visionary	8	
	d.	Performance		
2.	Atas	strategic level, HR people take on a	role.	
	a.	Management		
	Ь.	Clerical		
	c.	Financial		
	d.	Proactive		
3.	Α	strategy helps organizatio	ns to attract quality employe	es.
	a.	Compensation	1 1 1	
	b.	Retention		
	c.	Development		
	d.	All of the above		

64083

	4.	8	ensures retention of people by providing better opportunities
		and R	ewards
		a.	Restructuring
		b.	
		c.	Recruitment
		d.	
	5.	_	resource refers to the tools used to create deliver an
		_	izations product and service.
		a.	Client
		b.	Finance
		c.	Technology
	_	d.	
	6.		gic HRD promotes a culture.
	F-		Learning
		b.	Earning
		c.	Gaming
		d.	A 2
	7.	-	means reducing surplus staff.
		a.	Salary
		b.	Promotion
		c.	Retention
		d.	VRS
	8.		benefits from the flexibility of e-mentoring.
		a.	Mentees
		b.	Consumers
		c.	Staff
	9	d.	Financers
	9.	Manag	gers should promote communication.
		a.	Oral
		b.	Verbal
		c.	Two- way
		d.	Vertical
	10.	Turno	ver or retention may be used to indicate employee
		a.	Commitment
		b.	Performance
		C.	Culture
		d.	salary
2.	(a) E	xplain	the Characteristic of Strategic HRM. (7
			IR environment trends and HR challenges. (8
			OR (C
	(x) Ex	plain th	ne link between strategic Planning and HRP. (7
			ne measures taken by organizations during COVID-19. (8
	200		, , , , , , , , , , , , , , , , , , ,
4083	2		D 0.00
+WA.	7		Page 2 of 3

Q 3.	(a) Explain the barriers to SHRM.	(8)
	(b) Explain the factors affecting HR Policies.	(7)
	OR	
	(c) What is e-mentoring discuss the advantaged of e-mentoring.	(8)
	(d) What is employee engagement? Explain the factors influencing employee	
	engagement.	(7)
Q4.	(a) What is the type of HR policies in an organization?	(8)
	(b) Explain the concept of Outsourcing and Retrenchment policy	(7)
	OR	
((c) What is a Reward Strategy? Explain its importance	(7)
	(d)State the features and purpose of HR policies.	(8)
Q5.	Short Notes (Any Three)	(15)
	1. Strategic Recruitment and Selection	
	2. High Performance Working Model	
	3. Retrenchment Policy	
	4. Employee Relation Strategy	

(2½ Hours)

Total Marks - 75

Q1A. Choose the correct	Alternative:			
1 involves perfor	mance reviews foci	using on the future rather tha	n the fast.	
a. Performance Manag	gement b. Mo	onitoring c. Company	culture	d. Job Analysis
2. ACR means				, o o 1 111111 y 510
a. Annual confidential	Reviews	b. Annual Confidential Repo d. Annual Confidential Rec	rts	
c. Annual Conditional	Records	d. Annual Confidential Rec	ords	
. Performance manage	nent increases the	level of the employee	S.	
a. Disconcert b	. Motivational	c. Bias c. Discoura	ge	
The is the first step in	the appraisal proce	ess is		
a. defining the job	ard a section 1 of	b. administering the appra	isal tool	
c. making plans to pro	vide training d. giv	ring feedback		
 Performance appraisa a. Future oriented 		D		
helne manager	D. Dept	c. Past performance	d. focus	The state of the s
uncover potential eng	s get upuates on cu	rrent projects and challenges	, reinforce team	objectives, and
a Team Lunch	gement as mey rai	rogram c. Newsletter	1.01.1.1	
A 360 degree feedback	o. tranning pi r is also known as	ogram c. Newsletter	a. Check-in	meeting
a. student peer feedbac	k h Constructi	ve feedback c. Summativ	ra foodbaaled M	(]e!
is the systematic	process by which	an individual selects his caree	r goala & the ma	the terreter reedback
oals	process by which t	an marvidua sciects ins taree	i goais & the pa	uis to achieve these
. C DI .				
a. Career Planning	b. Career Mar	nagement c Career Developm	ent d Carpor Ur	agrada
a. Career Planning based pay provi	b. Career Mar les reward to team:	nagement c. Career Developm s or group of employees carry	ent d. Career Up	ograde
based pay provid	ies reward to team:	nagement c. Career Developm s or group of employees carry	ent d. Career U _l ing out similar a	ograde and related work
based pay provious nked to the performance a. Career	les reward to team: e of the team. b. Team	s or group of employees carry c. Competer	ing out similar a	and related work
nked to the performand a. Career 0. A written statement	les reward to teams te of the team. b. Team of policies and princ	s or group of employees carry c. Competer ciples that guides the behavio	ing out similar a	and related work
nked to the performand a. Career	les reward to teams te of the team. b. Team of policies and princ	s or group of employees carry c. Competer ciples that guides the behavio	ing out similar a ace d. Co r of all employe	and related work Ontribution es is called
based pay provious nked to the performance a. Career 0. A written statement	les reward to teams te of the team. b. Team of policies and princ	s or group of employees carry c. Competer ciples that guides the behavio	ing out similar a ace d. Co r of all employe	and related work Ontribution es is called
based pay provious had been been been been been been been bee	des reward to teams te of the team. b. Team of policies and princ b. Word of et	s or group of employees carry c. Competer ciples that guides the behavio hics c. Ethical di	ing out similar a ace d. Co r of all employe	and related work Ontribution es is called
based pay provious had been been been been been been been bee	des reward to teams te of the team. b. Team of policies and princ b. Word of et	s or group of employees carry c. Competer ciples that guides the behavio hics c. Ethical di	ing out similar a ace d. Co r of all employe emma	and related work ontribution es is called, d. Form of ethics
based pay providuals as the performance of the performance of the performance may be as th	des reward to teams te of the team. b. Team of policies and princ b. Word of et te or False (Any	c. Competer c. Competer ciples that guides the behavio c. Ethical di 8) orehensive, continuous and fle	ing out similar and the control of all employe emma	and related work ontribution es is called d. Form of ethics
nked to the performand a. Career 0. A written statement a. Code of ethics 1 (B State whether Tru 1. Performance mail 2. Career Planning feedback	des reward to teams te of the team. b. Team of policies and princ b. Word of et te or False (Any nagement is a comp	c. Competer ciples that guides the behavio chics c. Ethical di brehensive, continuous and fle	ing out similar a ace d. Co r of all employe emma xible approach essing perform	and related work ontribution es is called d. Form of ethics
nked to the performance a. Career 0. A written statement a. Code of ethics 1 (B State whether Tru 1. Performance man 2. Career Planning feedback 3. Benchmarking is	des reward to teams te of the team. b. Team of policies and princ b. Word of et te or False (Any nagement is a comp s a process involving	c. Competer ciples that guides the behavio hics c. Ethical dil 8) prehensive, continuous and fle ng setting work standards, ass	ing out similar a ace d. Co r of all employe emma xible approach essing perform	and related work ontribution es is called d. Form of ethics
nked to the performance a. Career 0. A written statement a. Code of ethics 1 (B State whether Tru 1. Performance man 2. Career Planning feedback 3. Benchmarking is 4. The Japanese Car	des reward to teams te of the team. b. Team of policies and princ b. Word of et te or False (Any nagement is a comp s a process involvin an organizational t eer Model emphasi	c. Competer ciples that guides the behavio hics c. Ethical did 8) prehensive, continuous and fle ng setting work standards, ass cool to drive continuous improfises on life time employment	ing out similar and the control of all employed emma wible approach essing perform vements	and related work ontribution es is called d. Form of ethics
nked to the performance a. Career 0. A written statement a. Code of ethics 1 (B State whether Tru 1. Performance mance 2. Career Planning feedback 3. Benchmarking is 4. The Japanese Car 5. Workplace politic	des reward to teams te of the team. b. Team of policies and princ b. Word of et te or False (Any nagement is a comp s a process involving an organizational to the er Model emphasics is not an ethical i	c. Competer ciples that guides the behavio chics c. Ethical di 8) orehensive, continuous and fle ng setting work standards, ass cool to drive continuous impro ises on life time employment ssue in performance manager	ing out similar and the control of all employe emma wible approach essing perform vements	and related work ontribution es is called d. Form of ethics
nked to the performance a. Career D. A written statement a. Code of ethics 1 (B State whether Tru 1. Performance man 2. Career Planning feedback 3. Benchmarking is 4. The Japanese Car 5. Workplace politi 6. Performance relations	des reward to teams te of the team. b. Team of policies and princ b. Word of et te or False (Any nagement is a comp s a process involvin an organizational t eer Model emphasi es is not an ethical i ted pay rewards en	c. Competer ciples that guides the behavior chics c. Ethical disconnected and setting work standards, assued to drive continuous improfesses on life time employment assue in performance manager in ployees with a financial payres.	ing out similar and the control of all employe emma wible approach essing perform vements	and related work ontribution es is called d. Form of ethics
nked to the performance a. Career 0. A written statement a. Code of ethics 1 (B State whether Tru 1. Performance man 2. Career Planning feedback 3. Benchmarking is 4. The Japanese Car 5. Workplace politic 6. Performance rela 7. Traits identify th	des reward to teams te of the team. b. Team of policies and princ b. Word of et te or False (Any nagement is a comp s a process involving an organizational to the er Model emphasics is not an ethical in ted pay rewards en te physical or psychological or psychological or psychological or psychological ending the ending the physical or psychological or psychological or psychological or psychological ending the physical or psychological or psychological or psychological ending the physical or psychological ending the physical or psychological ending the physical	c. Competer ciples that guides the behavior hics c. Ethical difference where continuous and flest graphs are the continuous and flest graphs are the continuous improved to drive continuous and flest drive continuous improved to drive continuous imp	ing out similar and the control of all employe emma wible approach essing perform vements	and related work ontribution es is called d. Form of ethics
nked to the performance a. Career 0. A written statement a. Code of ethics 1 (B State whether Tru 1. Performance man 2. Career Planning feedback 3. Benchmarking is 4. The Japanese Car 5. Workplace politic 6. Performance rela 7. Traits identify th 8. Goals and objecti	des reward to teams te of the team. b. Team of policies and princ b. Word of et te or False (Any nagement is a comp s a process involvin an organizational t teer Model emphasi ts is not an ethical i tted pay rewards en the physical or psychology	c. Competer ciples that guides the behavior hics c. Ethical distributions and flewing setting work standards, assumed to drive continuous improvises on life time employment assume in performance manager inployees with a financial payrological characteristics of a peant in performance planning	ing out similar and the control of all employe emma wible approach essing perform vements	and related work ontribution es is called d. Form of ethics
nked to the performance a. Career 0. A written statement a. Code of ethics 1 (B State whether Tru 1. Performance mance 2. Career Planning feedback 3. Benchmarking is 4. The Japanese Car 5. Workplace politic 6. Performance rela 7. Traits identify th 8. Goals and objecti 9. Check in meeting	des reward to teams te of the team. b. Team of policies and princ b. Word of et te or False (Any nagement is a comp s a process involvin an organizational te teer Model emphasics is not an ethical i ted pay rewards en ted	c. Competer ciples that guides the behavior c. Ethical distributions c. Ethical distributions continuous and flewing setting work standards, assumed to drive continuous improfeses on life time employment assue in performance manager inployees with a financial payrological characteristics of a peant in performance planning feedback to employees.	ing out similar and the control of all employe emma wible approach essing perform vements	and related work ontribution es is called d. Form of ethics
nked to the performance a. Career 0. A written statement a. Code of ethics 1 (B State whether Tru 1. Performance man 2. Career Planning feedback 3. Benchmarking is 4. The Japanese Car 5. Workplace politic 6. Performance rela 7. Traits identify th 8. Goals and objecti	des reward to teams te of the team. b. Team of policies and princ b. Word of et te or False (Any nagement is a comp s a process involvin an organizational te teer Model emphasics is not an ethical i ted pay rewards en ted	c. Competer ciples that guides the behavior c. Ethical distributions c. Ethical distributions continuous and flewing setting work standards, assumed to drive continuous improfeses on life time employment assue in performance manager inployees with a financial payrological characteristics of a peant in performance planning feedback to employees.	ing out similar and the control of all employe emma wible approach essing perform vements	and related work ontribution es is called d. Form of ethics
nked to the performance a. Career 0. A written statement a. Code of ethics 1 (B State whether Tru 1. Performance man 2. Career Planning feedback 3. Benchmarking is 4. The Japanese Car 5. Workplace politic 6. Performance rela 7. Traits identify th 8. Goals and objecti 9. Check in meeting 10. High performance	des reward to teams te of the team. b. Team of policies and princ b. Word of et te or False (Any nagement is a comp s a process involvin an organizational t eer Model emphasi es is not an ethical i ted pay rewards en ted p	c. Competer ciples that guides the behavior chics c. Ethical disconnected and setting work standards, assumed to drive continuous improvises on life time employment assue in performance manager in performance planning feedback to employees.	ing out similar and the control of all employe emma wible approach essing perform vements	and related work ontribution es is called d. Form of ethics
nked to the performance a. Career 0. A written statement a. Code of ethics 1 (B State whether Tru 1. Performance man 2. Career Planning if feedback 3. Benchmarking is 4. The Japanese Car 5. Workplace politic 6. Performance rela 7. Traits identify th 8. Goals and objecti 9. Check in meeting 10. High performance 2. A. Explain objectives	des reward to teams te of the team. b. Team of policies and princ b. Word of et te or False (Any nagement is a comp s a process involvin an organizational t eer Model emphasi ts is not an ethical i ted pay rewards en e physical or psycho ves are not importa s provides regular f e team members ar of performance Ma	c. Competer ciples that guides the behavior chics c. Ethical disconnected and setting work standards, assumed to drive continuous improvises on life time employment assue in performance manager in performance planning feedback to employees. The continuous improved the continuous improving the co	ing out similar and the control of all employed emma wible approach essing perform vements then the control of	and related work ontribution es is called d. Form of ethics (8 ance and offering
nked to the performance a. Career 0. A written statement a. Code of ethics 1 (B State whether Tru 1. Performance man 2. Career Planning feedback 3. Benchmarking is 4. The Japanese Car 5. Workplace politi 6. Performance rela 7. Traits identify th 8. Goals and objecti 9. Check in meeting 10. High performance 2. A. Explain objectives	des reward to teams te of the team. b. Team of policies and princ b. Word of et te or False (Any nagement is a comp s a process involvin an organizational t eer Model emphasi ts is not an ethical i ted pay rewards en e physical or psycho ves are not importa s provides regular f e team members ar of performance Ma	c. Competer ciples that guides the behavior chics c. Ethical disconnected and setting work standards, assumed to drive continuous improvises on life time employment assue in performance manager in performance planning feedback to employees.	ing out similar and the control of all employed emma wible approach essing perform vements then the control of	and related work ontribution es is called d. Form of ethics (8 ance and offering

Paper / Subject Code: 46011 / Human Resource: Performance Management & Career Planning

Q2. A. What is the	lifference between P	erformance App	raisal and Performance Management	(8)
B. what are the	various approaches	in Performance	Appraisal	(7)
Q3. A. What are the	e best practices in Pe	rformance Mana	gement Systems	(7)
B. Discuss how	compensation is link	ed to Performan	nce Management	(8)
			R	
Q3. A. Explain the s	steps in potential App	oraisal?		(8)
B. What is the r	ole of mentor in Care	eer Planning and	development?	(7)
04 4 717				
Q4. A. What are the	factors affecting ind	ividual career p	lanning?	(8)
B. What are the	ethical consideration	ns in Performan	ce Management Process	(7)
04.0 117		OR		27
Q4. C. What is Com	petence Related pay.	Explain its adva	ntages and disadvantages	(7)
	steps for setting Per			
Q5. A. Elaborate on	the Japanese model	of career planni	ng.	(8)
Q5. B. What are th	ie approaches to mar	naging underper	formers?	(7)
05.01	- 1 (1) (1) (1)	0	R	
Q5. Short Notes	(3 out of 5)			(15)
	rmance Culture		b. Pyramidal model	
c. Potential App			d. Performance Management Cycle	
e Career Planni	ing			

Paper / Subject Code: 46004 / Elecitve : Marketing:Services Marketing

MU-2024

DURATION: 27	2 Hours			Maximum Ma	rks: 75
Q.1.A. Choose th	ne appropriate alt	ernative and fill	in the blar	ıks (any 8)	(08)
1. What is a key	characteristic of	services?			
A) Tangibility	B) Inconsistence	y C) Durabili	ty D) Own	ership	
2. Which of the	following is an exa	ample of a servic	e?		
A) Smartphone	B) Restaurant m	eal C) Book	D) Furn	iture	
3. What does the	e term "service qu	ality" refer to?			
B) The customer? C) The price of the D) The number of the state of the	f services offered following is NOT	e service one of the 7 Ps o		arketing?	
A) Product B) I	4	le D) Packagir			
	marketing mix, w				
A) The target maC) Employees an	rket B) T d customers D) C	The service envir Competitors	onment		
6. What is "serv	ice recovery"?				
B) The actions ta C) The marketing	f improving service ken to rectify a ser g of new services of customer feedbace	vice failure			
7. What is "peri	shability" in the c	context of service	es?		
A) Services can b C) Services have	pe stored for later u a fixed price	The second secon		inventoried oduced in bulk	
8. Which of the	following is a met	hod for measuri	ng service	quality?	
A) SWOT analysis		B) SERVQUAL D) BCG matrix	model		

09. W	hat is the main focus of inte	rnal marketing?	
A) At	tracting new customers	B) Retaining existing customers	
	npowering employees	D) Increasing profit margins	
10 .In	service marketing, what do	es "service blueprinting" refer to?	
	e financial planning for servic		
	detailed mapping of service pr e marketing strategy for new s		
	e design of physical service lo		
O 1 P	S. State True or False (Any S	avon)	(07)
			(07)
1.		ets that can be touched and stored.	
2.		rvices are produced and consumed simultaneo	usly.
3.		ermined by the price of the service.	
4.	Internal marketing focuses o	on training and motivating employees to provi	de better service.
5.	Services usually cannot be p	atented because they are intangible except ne	w and nonobvious
6.	Service recovery strategies a	are not necessary if a service failure is infrequ	ent
7.	The SERVQUAL model me	asures service quality based on customer percentage	eptions and
	expectations.		
8.	Service blueprints are useful	for visualizing the customer journey and idea	ntifying potential
	service failures.	선 그녀에 그녀에 그린다	
9.	Employees play a critical rol	le in delivering services and influencing custo	mer satisfaction.
10). Customer feedback is irrele	vant in service marketing as services are alwa	vs standardized.
			•
O.	2 a) Explain the unique fe	eatures of Services.	(08)
		keting Triangle with a suitable example.	(07)
		OR	(07)
	c) What are the differen		avvi ta avvanaama
		nt challenges of service marketing? Explain ho	
	those challenges.		(15)
() 			
Q:		attributes of Physical evidence	(08)
	b) Explain service mapp	ping and flowcharting with reference to service	e industry

Explain in brief the 7Ps of service marketing. (15)

(07)

OR

Paper / Subject Code: 46004 / Elecitve: Marketing: Services Marketing

Q4 a)	How can innovation enhance the customer experience in service delivery?	(08)
b)	Explain the concept of TQM with reference to service industry.	(07)
	OR	
c)	Explain the SERVQUAL model with reference to insurance industry.	(15)
Q5 a)	Why are ethical considerations particularly important in service delivery?	(08)
b)	Explain the recent trends in the Banking sector	(07)
	OR	
c)	Short notes (any 3)	(15)
i	i. Type of contact	
ii	Branding in service industry	
iii	. Service recovery	
iv	Zone of tolerance	
v	Benchmarking in service industry	

Paper / Subject Code: 46007 / Marketing: E-Commerce & Digital Marketing

74BMS-SOM-V

Time: 2 Hrs. 30 Min.

Max. Marks: 75

	4.9						
	ctions:	~~~~~					
		questions are compulsory.					
		questions have internal choice.					
3.	Figures	s to the right indicate maximum ma	arks.				
Q.1	A.	Fill in the blanks (ANY EIGHT)		[8marks]			
	i is a type of E-Commerce where transaction happen between one						
		individual to another.					
		a) B2B b) P2P	c) B2C d) C2C				
	ii.	EDI stands for					
		a) Electronic Data Information	b) Electronic Data Internet				
		c) Electronic Data Interchange	d) Electronic Data Interface				
	iii.	The primary driver of mCommerce	growth in emerging markets				
		a) Faster deployment of 5G network	ks b) Increasing mobile device				
		penetration					
		c) High desktop internet usage	d) Greater availability of public Wi-Fi				
	iv.	Bricks and clicks havec	ustomer acquisition cost.				
		a) lower	b) higher				
	157	c) medium	d) Average				
	V.	Electronic Data Interchange (EDI)_	the need paper-based system.				
		a. improves	b. eliminates				
		c. Uploaded	d. highlighted				
-01	vi.	ERP stands for					
	. 48	a) Enterprise resolution planning	b) Enterprise reverse planning				
		c) Enterprise resource planning	d) Enterprise resource plan				
	vii.	are marketing techn	iques that use existing social networking				
		services and other technologies to in	ncrease the brand awareness.				
		a) Viral	b) Blog				
		c) content	d) Influencer				
	viii.	means the ads do not appear	to the user as the user uses technology to				
		screen out ads.					
		a) Ad Blocking	b) Ad filtering				
		c) Ad decreasing	d) Ad marketing				
	ix.	Digital marketing is often referred t	o as				
		a) Online marketing	b) Internet marketing				
		c) Web marketing	d) Niche marketing				
July .	X.	Content marketing aims to					

B. State whether the following statement is True or False (ANY SEVEN)

b) Distract defined audience

d)Lose market share

EVEN) [7marks]

i. B2C E-Commerce is between Business to Business and consumers.

a) Drive profitable customer action.

c) Lose defined audience

Time: 2 Hrs. 30 Min. Max. Marks: 75 **Instructions:** 1. All the questions are compulsory. 2. All the questions have internal choice. 3. Figures to the right indicate maximum marks. Q.1 A. Fill in the blanks (ANY EIGHT) [8marks] i. is a type of E-Commerce where transaction happen between one individual to another. a) B2B b) P2P c) B2C d) C2C ii. EDI stands for a) Electronic Data Information b) Electronic Data Internet c) Electronic Data Interchange d) Electronic Data Interface iii. The primary driver of mCommerce growth in emerging markets a) Faster deployment of 5G networks b) Increasing mobile device penetration c) High desktop internet usage d) Greater availability of public Wi-Fi Bricks and clicks have iv. customer acquisition cost. a) lower b) higher c) medium d) Average Electronic Data Interchange (EDI) the need paper-based system. a. improves b. eliminates c. Uploaded d. highlighted ERP stands for a) Enterprise resolution planning b) Enterprise reverse planning c) Enterprise resource planning d) Enterprise resource plan vii. are marketing techniques that use existing social networking services and other technologies to increase the brand awareness. a) Viral b) Blog c) content d) Influencer means the ads do not appear to the user as the user uses technology to screen out ads. a) Ad Blocking b) Ad filtering c) Ad decreasing d) Ad marketing Digital marketing is often referred to as a) Online marketing b) Internet marketing c) Web marketing d) Niche marketing Content marketing aims to a) Drive profitable customer action. b) Distract defined audience c) Lose defined audience d)Lose market share State whether the following statement is True or False (ANY SEVEN) [7marks] B2C E-Commerce is between Business to Business and consumers. i.

TYBMS-50m-I NW.- 2024

Time:	2. ½ Hrs	Total Marks: 75
NB (1)) All questions are compulsory.	
(2)	Figures to the right indicate fu	ll marks.
QIA.	Select the appropriate answer	from the alternatives given below.
	(Attempt any Eight)	(08)
1.	is the only department	that generates revenue for the organisation.
	a. Sales	b. Production
	c. Marketing	d . Finance
2.	At stage of sel	ling process queries of customers are resolves.
	a. prospecting	b. objection handling
	c. demonstration	d. closing of sales
3.	Difference in opinion amongst of	channel partners leads to
	a. closing of sales	b. channel conflicts
	c. increase in competition	d. effective communication
4.	Government involvement is more	re in marketing.
	a. National	b. International
	c. Local	d. Regional
5.	provides competitive ad	vantage.
	a. CRM	b. PDM
	c. SDM	d. AIDA
6.	Channels of distribution starts w	rith
	a. consumers	b. retailers
	c. manufacturers	d. wholesalers
7.	Sales performance is measured to	through
	a. total sales	b. total production
	c. total purchase	d. total human resource
8.	KRA is given in the form of	
	a. equation	b. percentage
	c. ratio	d. figure

9.	Commun	ication pr	ocess is in	ncomple	te without			
	a. mean	ing			b. feedbac	ck		
	c. noise				d. salespe	rson		
10	0	sellin	ig strategy	uses pu	sh strategy	7.		
	a. Hard				b. Soft			
	c. Win V	Vin			d. Interper	rsonal		
					*		e ×	
QIB	State wh	ether the	following	g statem	ents are T	rue or Fals	se.	
	(Attemp	t any Sev	ren)					(07)
	1. Sales ta	rgets are a	lso called	as sales	quota.		. 0.	
	2. Intensiv	e distribu	tion is sui	table for	the distrib	ution of ma	ss consumpt	ion goods
	² Congum	or friandl	, trada mua	ations on		A		
	3. Consum	er menary	rade pra	cuces ar	e einically	sound.		
	4. Internati	ional selli	ng involve	es use of	single cur	rency.		
4	5. There are	e civ times	of chann	el confli	ote			
	. Thoro are	o six types	or chain	or comm	cis.			
4	6. Wholesa	ler and dis	stributor i	s synony	mous term	1.	J. P.	
	7. Activity	quota is a	ilso called	l as finan	icial quota	55		
					47			
	8. Indirect	t marketin	g is called	l as zero	level mark	ceting.		2.
	9. Sales m	anagemen	t only ma	nages sa	lesperson.			
					55			
	l0. In Win-	·Wın strat	egy both t	he custo	mer and sa	ıles man are	satisfied.	
Q II a	a. Discuss t	he differe	nt types of	f sales or	ganisation	structures.		(08)
QII	. State and	explain tl	ne role of	sales der	oartment.			(07)
	387		0.0	100				
O 11	D 1	5	OR					
	e. Describe					_		(08)
QIIQ	l. Highlight	t the quali	ties of a g	ood sale	s manager.			(07)
	A	, (i)					49	
	a. Discuss		7 <u>A</u>					(08)
ШУ	b. Explain	the vario	us selling	strategie	S.			(07)
5.7								

64290

OR

Q III c. Explain the concept of sales forecasting and discuss the qualitative m	ethods of sales
forecasting.	(08)
Q III d. Differentiate between national selling and international selling.	(07)
Q IV a. Elaborate the functions of distributors.	(08)
Q IV b. Narrate the reasons for channel conflict.	(07)
OR	
Q IV c. Explain the functions of wholesaler.	(08)
Q IV d. Write a note on exclusive distribution.	(07)
Q V What are the methods for supervision and control of sales force?	(15)
OR	
Q V Write Short Notes (Attempt any Three)	(15)
1. Methods to resolve channel conflict	(15)
2. Sales management audit	
3. Functions of retailer	
4. Key Result Areas (KRAs)	
5. Methods for closing of sales	

TYBMS-Sem = V

Duration: 2 1/2 Hours **Total Marks: 75** Note: 1) All questions are compulsory subject to internal choice. 2) Figures to the right indicate full marks. (8)Q1 (A) Multiple choice questions (any eight) 1. A database that collects information about all the customers is known as a) CRM b) SFA c) RM d) PR 2. type of customer stands out as being the most trend-oriented customer and product-focused. b) Savvy Maximiser c) Undaunted driver d) Secure a) Content streamer traditionalist is a way to make advertising work effectively. 3. b) Permission marketing a) Interruption marketing d) Relationship marketing c) Transactional marketing is the result of cumulative net returns received over the lifetime of customers. b) Customer Profitability a) Customer Value d) Customer Segment c) Customer Lifetime Value 5. The should include a detailed description of various services. c) CRM d) Front office b) sales force automation a) SLA 6. The 3E's measures of CRM are b) Efficiency, Economic and eagerness a) Eagerness, eccentric and ecology c) Efficiency, effectiveness and employee change d) Eagerness, ecstatic and eccentric 7. Mobile CRM can help the sales staff to a) give excuses to the customers. b) delay their interaction with the customers. c) keep in regular touch with their employers only. d) be in constant touch with both the customers and employers. 8. Queuing and routing applications in a call centre allows issues to be routed to a) those agents who want to attend that customer. b) those agents who will be the most capable to handle that customer c) those agents who will be the least capable to handle that customer d) those agents whom the supervisor wants to punish for some reason. 9. OLAP means the online processing. d) affiliation b) administrative c) adjustment a) analytical

d) Data interpretation

b) Data Warehousing and data mining

10) technique is used to develop and use customer data to check their profile,

retention and loyalty patterns.

a) data operating

c) Data analysis

(7)

Q1 (B) State whether the following statement are True or False (any Seven)

1)	Customers evolve from strangers to partners.	
2)	Interruption marketing is a way to make advertising work effectively.	
3)	Customer engagement is not a customer retention strategy.	
4)	An EPOS system comprises computer hardware, peripherals, and EPOS software ic	leally
•	suited to the point of sales environment.	•
5)	Traffic analysis and e- commerce analysis are the two levels of click stream analysis	s.
-	Data augmentation can help reduce the manual intervention required to develop me	
,	information and insight into business data.	
7)	CVM model creates value for customers by providing superior quality products at	
	affordable prices.	
8)	Ethics relates to code of conduct.	
•	E- CRM takes marketing techniques and concepts and applies them through the ele	ctronic
-,	medium of the internet.	
10) Multi media contact means well organised contact data, viz. communication with o	lients.
10	meetings, calls, email, as well as interactions through websites.	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
	moonings, cans, cinari, as were as interactions unrough moonies.	
Ω^2	2 a) Define CRM. What are the components of CRM?	(8)
-	2 b) Distinguish between transactional and relationship marketing.	(7)
Q2	OR	(//
02	2 c) Explain the benefits of CRM to customers as well as organizations.	(8)
-	2 d) What is SLA? What are the elements of SLA	(7)
QZ	ty what is bear. What are the cicinonis of bear	(7)
000		(0)
_	3 a) Explain the concepts - customer retention, Personalization and cross selling.	(8)
Q3	3 b) What is call routing? What are the different types of routing techniques?	(7)
	OR	(0)
-	3 C) What is Data? Explain the different types of data.	(8)
Q3	3 d) What is call center? What are the different technologies used in call center?	(7)
_		(0)
-	4 a) Explain Service gap model.	(8)
Q ²	4 b) Explain Sales force automation in detail.	(7)
	OR	(0)
-	4 c) Explain Walker loyalty Matrix in detail.	(8)
Q۷	4 d) Explain the concepts contact management and lead management.	(7)
	A	
-	5 a) What is Mobile CRM? What are the steps in implementation of Mobile-CRM?	(8)
Q:	5 b) What are the ethical issues in CRM?	(7)
	OR	
\mathbf{Q}	5 Write short notes on: (Any three).	(15)
1)	Opportunities for CRM.	
2)	Customer value management	
3)	E- CRM	
4)	Call scripting	
5)		
,		

Time: 2: 30 Hours

TYBMS-Som-V NOV.-2024

Total Marks: 75

N.B.	1) Q.1 is compulso	ry.							
	2) Q. 2 to Q.5 are	compulsory	with inte	rnal choice	е.				
	3) Figures to the r								
	4) Working note is	s the part of	your ans	wer.					
	5) Use of simple ca	lculator is al	lowed.				8		
Q1 (A	a): Choose the corre	ct alternative	and rewri	ite the sente	ence:	(any 08)			08
1.	Mr. Nikhil receive	ed a gift of R	s. 52,000 t	from his fri	end. Th	e taxable	amount of	gift is	
	a. Rs. 2000								100
	b. Rs. 1,10,00	00							
	c. Rs. 52,000								
	d. Nil								
2.	Salary received by	manager of	agricultur	al farm is_					
	a. Fully exem	ıpt							
	b. Fully taxab	ole							
	c. Partly exer	npt							
	d. Partly taxa								
3.	A new business wa	as set up on 1	-10-2023	. Its first pr	evious	year will	end on	Y.	
	a. 31-3-2024								
	b. 30-9-2024								
	c. 31-12-2023								
	d. 31-10-2023								
4.	Entertainment allo	wance in cas	e of Gove	rnment em	ployee i	s			
	a. Fully exem	pt							
	b. Fully taxab	le							
	c. 50% taxabl	.e							
	d. 80% taxabl	.e							
5.	Capital gain arises	from the tran	nsfer of _						
	a. Any asset	10							
	b. Any fixed a	asset							
	c. Any capital	asset							
	d. Any investi	ment							
6.	Share of income re	ceived by a r	nember of	HUF is _					
	a. Fully exem	pt							
	b. Fully taxab	le							
	c. 50% taxabl	e							
	d. 80% taxabl	e							
7.	Nagpur university	is assessable	under the	Income tax	Act as				
	a. A local autl								
	b. A company								
	c. An artificia	l Juridical pe	rson						
	d. A Cooperat	ive society							

8. Mr. Dinesh earns saving bank interest of Rs. 12,000 during the previous year 2023-24. He
entitled to a deduction under section 80TTA of
a. Rs. 12,000
b. Rs. 10,000
c. Rs. 5,000
d. NIL
9. Income earned in India by a Non-Resident is
a. Tax free in India
b. Taxable in India
c. Not an income d. None of the above
10. Mr. Anil is a person with a physical disability of 70%. He is entitled to a decuction under section 80U of
a. Rs. 75,000
b. Rs. 50,000
c. Rs. 1,25,000
d. NIL
b) State whether the following statements are True or False: (any 07) 07
1. Deduction for family pension is 33 1/3% or Rs. 5,000 whichever is lower.
2. Municipal taxes paid by the tenant is allowed as deduction from let out property.
3. In case of short term capital asset indexation is applicable.
4. There will be long term capital gain, if shares listed on recognised stock exchange are
transferred after being held for more than 12 months.
5. Deduction for entertainment allowance is available to all employees.
6. Income from sub letting of house property is taxable under the head of Income from other
sources.
7. Commuted pension is taxable in the hands of all individual assesses
8. Income means any receipt in cash.
9. Residential status depends only on nationality
10. Assessment includes reassessments
TOTAL MONEY TOTAL MONEY TOTAL MANAGEMENT OF THE PROPERTY OF TH
O2: Mr. Jack was born in UK in the year 1991. He came to India for the first time on 1st April 2016

66250

January, 2024.

and started business in India. He went back to UK on 10th August, 2023.

Determine his residential status for the assessment year 2024-25.

He again came back to India in 14th November, 2023 and returned to his country UK, on 28th

OR

- Q2: From the following information of Mr. Vijay for the PY 2023-24. Compute his gross total income for the Assessment Year 2024-25 if he is:
 - a. Resident & Ordinary Resident
 - b. Resident but not Ordinary Resident
 - c. Non Resident

Sr. no	Particulars	Rs
1	Income from business in Dubai, controlled from London.	50,000
2.	Rent from house in UK received in Spain	60,000
3.	Salary earned in New Zealand in the past, but brought to India during the current previous year.	20,000
4.	Dividend from German Company received in London.	80,000
5.	Income from Agriculture in Japan, received in India.	90,000
6.	Royalty from a company in Singapore, received in Melbourne	1.00.000
7.	Interest credited to HSBC bank, New York branch.	1,10,000
8.	Interest on UK Development Bond (Received in India)	2,00,000

Q3: Mr. Ranade is a physically disabled person (90% disability). He is employed with Ganesh printers. He gives you the following information for the year ended 31st March, 2024.

Rs
6,00,000 per annum
2,50,000 per annum
48,000 per annum
1,20,000 per annum
24,000 per annum
24,000 per annum
2,500

Other information:

- 1. Interest received on government securities Rs. 18,000
- 2. Dividend from HDFC Mutual fund Rs. 5,000
- 3. Interest on saving bank account Rs. 12,000
- 4. Gifts from friends on occasion of his 50th birthday Rs. 50,000 Compute his taxable income for the assessment year 2024-25.

OR

0.3 Mr. Akhil is a physically disabled person (70% disability). He is employed with Ganesh printers. He gives you the following information for the year ended 31st March, 2024.

Particulars	Rs
Basic Salary	50,000 per month
Dearness allowances	20,000 per month
Entertainment allowance	62,500 per annum
House Rent allowance (exempt Rs. 12,000)	60,000 per annum
Conveyance allowance (Amount spent on official conveyance Rs. 46,000)	48,000 per annum
Perquisites value of subsidized meal at workplace	28,000 per annum
Profession Tax deducted	2,500

Other information:

- 1. Winning from lotteries Rs. 30,000
- Interest received on saving bank account Rs. 25000
- 3. Interest accrued on Kisan Vikas Patra Rs. 5,000 Compute his taxable income for the assessment year 2024-25.

Q.4 Mr. Samar acquired a residential house in January, 2023 for Rs. 10,00,000 and made some improvements by way of additional construction to the house, incurring expenditure of Rs. 2,00,000 in October 2024. He sold the house property in October, 2023 for Rs. 80,00,000 and paid brokerage of Rs. 50,000. He acquired a residential house in January, 2024 for Rs. 25,00,000. 15

Compute the capital gain chargeable to tax for the AY 2024-25.

Cost Inflation Index	£ 3
2002-03	105
2004-05	113
2010-11	167
2023-24	348

OR

Q.4 Mr. Raman who is 80% physically disabled provides the following information for the previous year ended 31st March, 2024. You are required to compute his net taxable income for the Assessment Year 2024-25. 15

Profit & Loss account for the year ended 31-3-2024

Expenses	Rs	Income	Rs
To office rent	60,000	By Gross profit	15,50,000
To Salaries	3,20,000	By interest on bonds	60,000
To Advertisement expenses	50,000	By dividend from foreign Companies	70,000
To Motorcar car expenses	1,20,000		0.7
To Income tax	52,000		
To Printing & Stationery	20,000	A	
To Conveyance	72,000	V 1 X 1 V 3 1 1 1 0	
To Depreciation	70,000		
To Donations	50,000		
To Net profit	8,66,000	S. 14	
		T16.1, 24, 14, 14, 14, 14, 14, 14, 14, 14, 14, 1	
Total	16,80,000	Total	16,80,000

Additional information

- 1. Depreciation as per Income tax rules is Rs. 76,000.
- 2. Advertisement includes Rs. 20,000 as advertisement in the souvenir of political party.
- 3. Salaries include Rs. 40,000 which was withdrawn by Mr. Raman for personal use.
- 4. He paid Medical Insurance premium for self Rs. 12,000 and spouse Rs. 8,000.
- 5. 1/6th of Motor car expenses were for personal use.

Q.5 Answer the following

a) Explain any four deductions under Section 80.

b) Explain in brief any seven exempted income under Section 10 of Income Tax Act 1961?

(7)

(8)

OR

Q.5 Write Short notes on: (Any three)

- 1. Person
- 2. Capital assets
- 3. Deductions u/s 16
- 4. Gratuity
- 5. Annual value

Paper / Subject Code: 46014 / Human Resource: Industrial Relations

TUBMS-Som-V

Time: 2 1/2 Hrs.

Marks: 75

Note: 1. All question are compulsory

2. Figures to the right indicate full marks.

Q.1 A) Match the column (Any Eight)

A	B ·
(1) Leadership Style	(a) Uping life
(2) Mutual Reliance	(b) Dynic Process
(3) Industrial Peace	(c) 19
(4) Workers participation	(d) 15
(5) Lay off	(e) Pring Officer
(6) Friendly unionism	(f) Eites the Organizations
(7) Collective bargaining	(g) Freatment to employee
(8) Trade Union Act	(h) Ite are Absent
(9) Factory Act	(i) & Circle
(10) Labour Court	(j) Frary separation

Q. 1 (B) Write True or False (Any Sever)

(7)

- a. Cordial Industrial relation bring harmony.
- b. Working environment should conducive vational for the employees to perform well.
- c. Liberalization has positive in the control on HRD.
- d. Inflation which means price 📩 🥌 e.
- e. Strike is declared by the emples yers to put pn their work.
- f. In collective bargaining the sength of bots unequal.
- g. A registered trade union has perpetual succ
- h. Wages must be paid in kind.
- i. Notice of change of name & gistered off union must be in oral.
- j. The Government concerned proceedings.

64645

Page

X271Y197EF 3X271Y197F3X271Y197EF3

Paper / Subject Code: 46014 / Human Resource: Industrial Relations

Q. 2 (A) Who are the major stake	eholders of IR?		(8)
(B) What are the objectives	of Industrial relations?		(7)
5	OR		
(C) Explain the role of State. Employers and Union in Industrial relations.			(8)
(D)What are the essentials of good industrial relation system?			(7)
Q. 3 (A) Briefly explain grievand	ce redressal procedure in India?		(8)
(B) Explain code of Discipl	ine.	in the	1971 (7)
	OR		
(C) Explain the following fo	orms of working participation:		(8)
(i) Co-partnership.			
(ii) Total Quality Manage	ment.		
(D) What are the causes of Industrial disputes?			(7)
Q.4 (A) What is the role of trade union toward its member?			(8)
(B) Explain (i) Reformist union and (ii) Revolutionary union.			(7)
	OR		19
(C) What is the importance of collective bargaining?			(8)
(D) Briefly explain Level of Collective Bargaining.			(7)
	A STATE OF	- 41.	
Q.5 (A) Discuss Industrial Empl	oyment (Standing Order) Act, 19	946.	(8)
(B) Elaborate Minimum Wa	ges Act 1948.	- ·	-(7).
	OR	v*	
(C) Write short notes on: (Any T	hree)		(15)
(i) Liberalization	4		
(ii) Lay-off.			
(iii) HMS			
(iv) Works committee.			
(v) Suggestions.		3	
	********	18	

Page 2 of 2

64645