TYBMS Sem-VI
April-2024

Duration: 2.5 Hrs.

Marks: 75

Q.1A) Select the correct option; (Any 8 out of 10)   08 marks

1. _____ is not a strength of magazines
   a) shelf-life
   b) inherent design flexibility
   c) deadline flexibility
   d) quality reproduction

2. Clutter is defined as _____
   a) A faulty broadband connection
   b) Coarse paper stock
   c) An overabundance of messages
   d) A promotional tool

3. Reach is defined as _____
   a) Insufficient exposure to the target audience
   b) The Number of times a reader is exposed to a message
   c) The total number of duplicated exposures
   d) The total number of unduplicated exposures

4. Which of the following is a key component of media planning that involves only with determining where and when to place advertisements?
   a) Media Strategy
   b) Media Mix
   c) Media Scheduling
   d) Media Buying

5. A media plan is typically developed based on:
   a) Creative Execution
   b) Brand Reputation
   c) Marketing Objectives
   d) Market Valuation

6. Media buying involves:
   a) Negotiating prices with media vendors
   b) Selecting the most suitable media channels
   c) Developing creative advertisements
   d) Evaluating campaign effectiveness

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7. What term refers to the cost of reaching one thousand individuals with an advertising message?

   a) Cost per Click
   b) Cost per Exposure
   c) Cost per Interaction
   d) CPM

8. The process of analyzing the effectiveness of media campaigns and making adjustments for improvement is known as:

   a) Media Assessment
   b) Media Evaluation
   c) Media Monitoring
   d) Media Analysis

9. The total number of times an advertisement is seen by the target audience is measured by:

   a) Advertising Impressions
   b) Media Exposure
   c) Advertising Frequency
   d) Media Reach

10. Which term refers to the comprehensive strategy outlining where and when advertisements will be placed to achieve marketing objectives?

    a) Advertising Blueprint
    b) Media Strategy
    c) Audience Targeting
    d) Market Analysis

Q.1B) Match the column (any 7 out of 10)   07 marks

1	CPM	A	Measuring the effectiveness Method
2	Continuity	B	Emerging media option
3	IRS	C	Opportunity to see
4	Clutter in outdoor	D	Measuring brand and category index
5	frequency	E	Gross impression
6	GI	F	Number of times an ad is repeated in a given period of time
7	Diary method	G	When too many hoardings are placed next to each other

8	BDI and CDI	H	Cost per thousand
9	Mobile advertisement in India	I	Indian readership survey
10	OTS	J	When an ad runs in the media for a long time without any gap

Q.2a) Explain with examples the factors affecting media planning decisions. **08 marks**

Q.2b) Who is a media planner? What are the role and functions of a media planner? **07 marks**

OR

Q.2c) "Media planning is not free from challenges." - Elaborate **08 marks**

Q.2d) What is media research? Explain any two sources of media research. **07 marks**

Q.3a) Explain the advantages and limitations of Newspapers as a media. **08 marks**

Q.3b) What is media strategy? Why is media strategy needed? **07 marks**

OR

Q.3c) Explain with example any two type of out of Home (OOH) media. **08 marks**

Q.3d) Explain any three New media of advertising with its merits and demerits. **07 marks**

Q.4a) What is media budget? What are the factors affecting the media budget? **08 marks**

Q.4b) What is media scheduling? Explain any three media scheduling strategy. **07 marks**

OR

Q.4c) What is media buying? What are the main objectives of media buying? **08 marks**

Q.4d) What are the factors affecting your media scheduling strategies. **07 marks**

Q.5a) Explain the importance of reach and frequency in the media measurement process.

08marks

Q.5b) What are television metrics? How are they useful in evaluating the effectiveness of a TV ad? **07 marks**

OR

Q.5c) Write short notes on **any three** of the following: (5 marks each) **15 marks**

    1. Radio as a Media

    2. Features of Media

    3. ABC (Audit Bureau of Circulation)

    4. Transit Media

    5. BDI and CDI

TYBMS- sem-VI
April -2024

TIME: 2.5 Hours

MARKS: 75

Note: 1. Q1 is compulsory.
2. Q2 to Q5 are compulsory with internal choice.
3. Figures to the right indicate full marks.
4. Give working notes, wherever necessary.

Q1. (A) <u>Select the correct answer from the multiple choice questions (Any8)</u>   (8)

1) _____ is a Fees based service.

   a. Portfolio Management   b) Factoring   c) Venture Capital   d) Underwriting

2) _____ factoring is a worldwide system of all factoring documentation required for the paperless trading environment of electronic data.

   a) Cross Border   b) Invoice   c) Disclosed   d) EDI

3) _____ bills are payable immediately 'at sight' or ' on presentation' to the drawee.

   a) Expired   b) Usance   c) Demand   d) Knight Bill

4) _____ are contracts that derive its value from an underlying asset.

   a) Factoring   b) Forfeiting   c) Derivatives   d) Hire Purchase

5) In Hire Purchase depreciation can be claimed by the _____.

   a) Hirer   b) Vendor   c) Financiers   d) Lessor

6) In Securitisation, issue of securities is done by _____.

   a) SPV   b) Underwriter   c) Depositor   d) Insurer

7) _____ lease is used for short period of lease service.

   a) Financial   b) operating   c) Combined   d) Capital

8) _____ is provided at the product development stage.

   a) Start up fund   b) Private Equity Fund c) Seed Fund   d) Mezzanine capital

9) _____ is a boon for a consumer who can enjoy the possession of goods without paying for it immediately.

   a) Consumer debit   b) Consumer credit   c) Consumer contract d) Consumer asset

10) _____ is **NOT** a credit rating agency of India.

   a) CRISIL   b) ICRA   c) PFRDA   d) CARE

Q-1B) Answer the statement true or false (any 7) (7 Marks)
1) NBFCs hold a banking license.
2) Factoring is a fund based financial service.
3) Clean Bills are accompanied with proper documents.
4) Unsubscribed shares of the companies are purchased by brokers.
5) The SARFAESI Act has been enacted to regulate Factoring.
6) Lessee is the person getting the benefit of asset taken on Lease.
7) NHB is a wholly owned company of SEBI.
8) The effective rate of interest on consumer finance is much lower than the rates applicable to business finance.
9) Credit score shows the credit worthiness of a borrower.
10) Issuers with lower credit ratings pay higher interest rates embodying larger risk premiums than high credit rated companies.

Q.2 (A) Describe the role of agencies that provide financial services in the market? (8 marks)
Q.2 (B) How beneficial Forfeiting is for Financial services sector? (7 marks)

OR

Q.2 (C) Explain the challenges faced by financial services sector in India. (8 marks)
Q.2.(D) Under an advance factoring arrangement, AYM Factors Ltd. has agreed to advance a sum of Rs. 20 Lakhs against the receivable purchased from ABC Ltd. The factoring agreement provides for an advance payment of 80% of the value of factored receivables and for guaranteed payment after 3 months from the date of purchasing the receivables. The advance carries a rate of interest of 14% p.a. compounded quarterly and the factoring commission is 2% of the factored receivables. Assume that the interest is collected in arrear and the commission is collected in advance. Compute the amount actually made available to ABC Ltd. (7marks)

Q.3 (A) Describe the registration process of Stock Brokers. (8 marks)
Q.3. (B) Who are the players in Securitisation process? (7marks)

(OR)

Q.3 (C) Elaborate types of Derivative Contract. (8 marks)
Q.3.(D) Why Securitisation is not popular in India? (7marks)

Q.4 (A) State the difference between Financial and Operating Lease. (8 marks)
Q.4 (B) What are the reasons for high demand in Indian Housing Finance Market? (7 marks)

(OR)

Q.4 (C) Write down the benefits of Leasing service. (7 marks)

Q.4.(D) Mr. Abhyudaya buys a machine on hire purchase basis at the price of Rs. 60 lakhs at the rate of 15% p.a. interest rate. Term of Hire purchase contract is 6 years. Find out instalment payments per annum if:

a) Principal is divided and payable equally over the period of 6 years.

b) Amount of instalment is payable equally over the period of 6 years.

Prepare a table showing principal and interest payments and the total payable over the period of 6 years. (8 marks)

Q.5 (A) Explain in detail frauds and misuses of Plastic Money. (8 marks)

Q.5 (B) What are the types of Consumer Finance? (7 marks)

(OR)

Q.5 (C) Write short notes on any three (15 marks)

i. Sub Brokers

ii. Special Purpose Vehicle

iii. Underwriting

iv. Smart Cards

v. Process of Credit Rating

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TYBMS Sem - VI
April - 2024

Time: 2 ½ Hours   Max Marks: 75

Instructions: All questions are compulsory and carry 15 marks each.

Q1.A Choose the right answer (Any eight)   8
1. _____ means maintaining basic required stocks to fulfil consumer demands.
   - i. Inventory management.
   - ii. Store management
   - iii. Category management
   - iv. Retail management

2. Electronic retailing permits _____
   - i. Touch and feel factor
   - ii. Reduction in set up cost
   - iii. Point of sale terminal.
   - iv. Visual merchandising

3. _____ is not a customer retention approach.
   - i. Frequent shopper programs
   - ii. Personalization
   - iii. Loyalty cards
   - iv. HRM

4. _____ has parallel vertical lines that can be read by scanners.
   - i. Electronic article surveillance
   - ii. Bar code
   - iii. RFD
   - iv. Stock keeping unit

5. _____ is a process to identify &determine in detail the particular job duties and requirements.
   - i. Interview
   - ii. job analysis
   - iii. Training
   - iv. Selection

6. A _____ store is located without any competitor store around it.
   - i. Part of a business district
   - ii. Freestanding
   - iii. Shopping centre
   - iv. Hypermarket

7. _____ is a blueprint that states the arrangement of a store.
   - i. Store lay out
   - ii. Planogram
   - iii. Space
   - iv. Store aisle

8. _____ products enjoy popularity and generate lot of sales in a short span of time
   - i. Fad
   - ii. Seasonal
   - iii. Variety
   - iv. Assortment

9. In a retail store, _____ inform the customers about the products, offers and price
   - i. Managers
   - ii. Fixtures
   - iii. Mannequins
   - iv. Signage

10. Mostly, it's the _____ of the store that draws the customer's attention to the store.
    - i. Layout
    - ii. Exterior
    - iii. Interior
    - iv. Display

Q.1.B State whether the following statements are True or False (**Any Seven**)   7
1. Retailer is the last point in the distribution channel.
2. Multi-channel retailing is use of more than one channel to reach customers
3. A department store stocks a particular type of merchandise
4. Online fraud is a limitation of e-tailing.
5. Shopping mall is an example of Destination location
6. Loss Leaders are sold below the cost.
7. Generic brands target price sensitive segment by offering no frills product at a discounted price.
8. Visual Merchandising is also termed as Silent Salesmen.

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9 Government of India has allowed FDI in retail sector
10 Customer Loyalty means that customers are committed to shopping at retailer's locations.

Q2
  a Explain the functions performed by retailers   8
  b What do you mean by electronic labels? Discuss the significance of the same   7
                                     (OR)
  c Describe the different types of franchising   8
  d Explain the advantages of E-Tailing   7

Q3
  a Explain the factors to be considered before finalizing the store location   8
  b Discuss Any four customer retention approaches   7
                                       (OR)
  c Explain the objectives of CRM in retail   8
  d Explain market research as a tool for understanding retail shoppers   7

Q4
  a Explain Buying Cycle in Retail, Lifestyle merchandising & Category Captain   8
  b Explain the principles of merchandising   7
                                       (OR)
  c Explain the various pricing strategies that can be adopted by the retailer   8
  d Explain the need of private label brands in India   7

Q.5. a Discuss the 5 S's of Retail Operations   8
  b Explain the Role of Store Manager in a Retail Store   7
                                       (OR)
  c Short Notes (Any three)   15
  i Store Design
  ii Airport Retailing
  iii Store Atmospherics
  iv Career options in retail
  v Mall management

TYBMS Sem - VI
April - 2024

TIME – 2.5 HRS   MARKS – 75

NOTE –   a. ALL QUESTIONS ARE COMPULSORY

             b. FIGURES TO THE RIGHT INDICATE FULL MARKS

1. A) Choose the correct alternatives (any 8)   8 marks

1. ....orientation refers to exporter viewing international marketing as secondary to domestic operations
   a. Ethnocentric   b. Polycentric   c. Regiocentric   d. Geocentric

2. ....licensing is a type of international licensing
   a. Strategic alliance   b. takeovers   c. cross   d. partnerships

3. ....is not a positive impact of trade barriers
   a. Accelerates growth   b. additional revenue
   c. protection to domestic industries   d. free movement of goods and services

4. .... is a sister institution of IMF
   a. World bank   b. IFO   c. UNICEF   d. RBI

5. Custom regulations are _____ barriers of trade.
   a. tariff   b. non tariff   c. political   d. social

6. Health and safety warnings are included in _____.

   a. packaging   b. branding   c. labelling   d. pricing

7. International marketing is dominated by _____countries.

   a. poor   b. developing   c. developed   d. rich

8. Trading blocs give benefits to _____countries.

   a. member   b. non-member   c. rich   d. poor

9. Macro environment represents _____ environment.
   a. external   b. internal   c. international   d. domestic

10. Break Even Pricing means _____
    a. Only Profit   b. Marginal Profit   c. Only loss   d. No Profit no Loss

1. B) Match the following (any 7)   7 marks

1	Concentrated marketing	A	Free movement of labour and capital
2	Modern technique of control	B	Uniform fiscal and monetary policies
3	Distribution channel	C	Regional economic grouping
4	Low prices in introduction stage	D	Identifying potential market
5	International marketing research	E	Export consortia
6	Common market	F	Penetration pricing
7	Economic union	G	One single target market
8	Trading bloc	H	Management by objectives
9	Standardisation	I	Buyback
10	Counter trade	J	Uniformity in products offered

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2. A) Differentiate between Domestic marketing and international marketing   8
    B) Enumerate on different types of tariff barriers   7

                                    OR

2. C) Explain briefly about SAARC and its objectives   8
    D) As an international marketing student suggest any three international market entry
    methods.   7

3. A) Explain briefly the steps in international marketing research   8
    B) Discuss Hofstede's six dimension of culture.   7

                                    OR

3. C) What is international marketing environment? Explain economic environment.   8
    D) Explain economic integration and its types   7

4. A) Discuss bases for market segmentation in international marketing   8
    B) Mention different types of international distribution channels.   7

                                    OR

4. C) Highlight various international pricing methods.   8
    D) Explain various international promotional tools.   7

5. A) Mention the steps in selection of overseas market   8
    B) Distinguish between Multi domestic strategy and global strategy   7

                                    OR

5. Write short notes on – (any 3)   15
    a. Transnational strategy
    b. Service culture
    c. Transfer pricing
    d. Mass marketing strategy
    e. World bank

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MB(MS-Sem-XI
April-2025

Time: 2.30 Hrs   **Marks: 75**

(A) Multiple Choice Question: (Any 8)   **(8)**

1. _____ project are those set up within the national boundaries of a country.
   (i) National (ii) International (iii) Normal (iv) Private

2. _____ is the long-term strategic decision which determines a company's capability to supply products or services.
   (i) Project Management Maturity Model (PMMM) (ii) Continuous improvement
   (iii) Capacity planning   (iv) Procedural

3. _____ is the set of tasks grouped chronologically into processes and the set of people or resources needed for those tasks.
   (i) Organisation   (ii) Workflow   (iii) Project   (iv) Organisational structure

4. _____ analysis enables the government to take up new developments which will benefit everyone and not just a few.
   (i) SWOT   (ii) Environmental Impact Assessment (EIA)
   (iii) Feasibility studies   (iv) social cost benefit

5. _____ is the process of tracking, reviewing, and reporting the progress to meet the performance objectives defined in the project management plan.
   (i) Project Management Maturity Model (PMMM) (ii) Monitor and Control Project Work (iii) Project management information system (iv) Project auditing

6. _____ are instruments for raising debt capital.
   a. Equity
   b. Preference
   c. Factoring
   d. Debenture

7. _____ is the number of days a company takes in realizing its inventories in cash.
   a. Cash Cycle
   b. Operating cycle
   c. Debtor cycle
   d. Creditor cycle

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8. If PI < 1 then reject the project.

a) Accept

b) Reject

c) No effect

d) Positive effect

9. _____ contains the recognition that process improvement is necessary to maintain a competitive advantage.

a. Level 1- Common Language

b. Level 2-Common Processes

c. Level 3-Singular Methodology

d. Level 4-Benchmarking

e. Level 5- Continuous Improvement

10. The key to a successful project is in the _____.

(i) Planning (ii) Organising (iii) Monitoring (iv) Implementation

(B) Match the following: (Any 7)   (7)

Group 'A'	Group 'B'
(a) Feasibility study	(i) *Internal and positive factors*
(b) Technical feasibility	(ii) A tool used to identify the environmental, social and economic impacts of a project prior to decision-making.
(c) Economic viability	(iii) Financial analysis
(d) Swot	(iv) External and positive factors
(e) Strengths	(v) Strategic planning tool
(f) Weaknesses	(vi) Technology
(g) Opportunities	(vii) External and negative factors
(h) Threats	(viii) Better use of available raw material
(i) Environmental impact assessment	(ix) Improve the standard of living in society
(j) Positive NPV	(x) Internal and negative factors
	(xi) Accept the proposal

Q2. A. Discuss Project Management Maturity Model.   (8)

Q2. B. How is project classified?   (7)

OR

(15)

Q2. A company can make either of two investments. Assure a required rate of return at 10%, determine for each project.

(a) Net Present Value.
(b) Profitability Index.

The cash inflows of the two projects are as follows:

Particular	A	B
Cost of Investment (Rs.)	10,00,000	12,00,000
Expected Life (No Salvage)	5 Years	5 Years
Cash Inflow: Year 1	80,000	90,000
2	70,000	1,50,000
3	80,000	1,00,000
4	70,000	80,000
5	60,000	80,000

	Year 1	Year 2	Year 3	Year 4	Year 5
PV of Re. 1 @ 10% of:	0.909	0.826	0.751	0.683	0.621

Q3. A. What is the importance of project planning? (8)

Q3. B. Discuss government assistance toward project management for start-ups. (7)

OR

Q3. The data relating to two companies are as given below: (15)

Particular	Company A	Company B
Equity Capital @ Rs. 10/- each	Rs. 5,00,000	Rs. 3,00,000
10% Debenture	Rs. 4,00,000	Rs. 6,00,000
Output (unit) p. u.	20,000	30,000
Selling Price Per unit	Rs. 35	Rs. 30
Fixed Cost p. u.	Rs. 5,00,000	Rs. 1,00,000
Variable Cost p. u.	Rs. 20	Rs. 10

You are required to calculate the operating leverage (OL), financial leverage (FL) and combine leverage (CL) of two companies. Tax rate 30%. find out impact of leverages on Cost of Capital.

Q4. A. What is Risk? State and explain various types of risk in project. (8)

Q4. B. What are the reasons for project termination? (7)

OR

Q4. On 31st March, 2022 the balance sheet of Gomati Ltd. was as follows: (15)

Balance Sheet

Liabilities	Rs.	Assets	Rs.
Share capital:			
Authorized 20,000 equity shares of Rs. 100/- each	2,00,000	Land and buildings	3,00,000
Issued and paid up 15,000 equity share of Rs. 100/- each 15,00,000		Furniture	1,72,500
Less: Calls in arrears at Rs. 20/- each 2,000	14,98,000	Stock	4,50,000
Reserves A/c.	1,54,500	Sundry debtors	9,07,500
Bank Overdraft	32,000	Bills Receivable	20,000
Creditors	1,15,500	Bank	1,30,000
Bills Payable	67,500		
Outstanding Expenses	1,12,500		
	19,80,000		19,80,000

The net profits of the company after providing for tax were as follows:

Year Ended	Rs.
31st March, 2022	1,82,500
31st March, 2021	1,70,000
31st March, 2020	1,97,000
31st March, 2019	1,85,000
31st March, 2018	1,45,000

On 31st March, 2022 Land building were values at Rs. 4,75,000 and Furniture were valued at Rs. 2,05,000. Normal rate of return can considered at 10%. Goodwill is to be valued at Rs. 77,800.

Find the intrinsic value of fully paid and partly paid equity shares. Consider closing employed as average capital employed.

Q5. Calculate the important ratios for granting term loans and give your recommendations from the following information: (15)

(Rs. in Lacs)

Year	I	II	III
Profit before Interest & Tax	60.00	80.00	100.00

Tax rate 40%

Loan is repayable in equal installments at the end of the each of the 3 years along with interest.

Loan amount: Rs. 420 lacs @ 12% p.a.

Capital investment in project: Rs. 600 lacs depreciable equally over 3 years

Q5. Write Short Notes on: **Any 3** (15)

a. Forms of organisation structure
b. Production Planning and Control.
c. Continues improvement.
d. Significant of Demand Forecasting
e. Conflict in Project Management.

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MBMS—Sem—V
April—2024

Duration : 2 ½ Hrs. Total Marks : 75

Note : All Questions are compulsory subject to Internal choice
Each question carries equal marks.

Q1 A) Choose and Write correct answer from the options given below: (Any 8)   (8)

1. OD interventions reduce unnecessary _____.
(Conflict/Competition /Work /Collaboration)
2. In expert power the power holder has _____.
(Expert Knowledge/Teams/Influence/Legal rights)
3. OD programs increase the _____ of employees.
(Motivation/Salaries /Tenure /Perks)
4. Process consultation is a _____ technique of OD intervention.
(Traditional/ Outdated/ Modern/Discontinued)
5. Sensitivity Training is also known as _____ training.
(Laboratory/On the Job /New /Theoretical)
6. In OD Good leadership results in more _____.
(Profits/turnover of employees/committed staff /payments from suppliers)
7. The process of power is connected with _____.
(Profit/Greed /Politics/Information)
8. _____ is the last phase in organizational diagnosis.
(Analysis/Feedback/Entry/Study Design)
9. _____ Strategy is also known as entrepreneur strategy.
(Reposition /Marketing/ Retrenchment/Replacement)
10. The process of OD is based on the action _____ model.
(Research/ Reaction/Analysis/Results)

Q1 B) State Whether following statement is true or false: (Any 7)   (7)

1. Business Process Reengineering is not a subjective process.
2. Timing Tactics analyses both the decisions and the actions taken.
3. Organizational development is critical to product innovation.
4. Unobtrusive data are collected directly from respondents .
5. Deception is any form of unethical and will destroy trust.
6. Longitudinal evaluations in OD are often challenging to conduct.
7. The consultant acts as an advisor, who presents the suggestions and perspectives as a solution to the problem.
8. The Arbitrator is the most powerful type of intermediary.
9. The infant stage is the stage of decline.
10. The OD manager plans, develops, implements and administers HR programs for company employees.

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Q2 A) Discuss the objectives of Organizational Development. (8)

B) Explain the Participation of top management in Organizational Development. (7)

OR

C) Explain the relevance of Organizational Development for managers. (8)

D) Discuss Organizational Development in Global Setting. (7)

Q3 A) What is Organizational diagnosis? Explain its need. (8)

B) Define Organizational renewal.What are the techniques of Organizational renewal?

(7)

OR

C) What do you mean by Business Process Re-engineering? Explain its Features. (8)

D) Explain the role of change agents. (7)

Q4 A) Explain the different types of Organizational Development interventions. (8)

B) Briefly the traditional techniques of Organizational Development intervention. (7)

OR

C) Explain the features of organization development intervention. (8)

D).Explain the methods of Evaluation of Organizational Development

Intervention. (7)

Q5 A) Elaborate on Value Conflict and Dilemma. (8)

B) What are the ways to enhance organizational effectiveness? (7)

OR

Q5 C] Write short notes on. (Any Three) (15)

1. Organizational life Cycle.

2. OD-HRD interface

3. Ethical guideline for OD Professionals.

4. Values in OD.

5. Transactional Analysis.

....

TYBMS sem - VI
April - 2024

[Time: 2½ hours]   [Marks:75]

Please check whether you have got the right question paper.

N.B: 1. Figures to the right indicate full marks.
2. Draw suitable diagrams wherever necessary
3. Illustrate your answers with examples
4. Rewrite the questions for **Q1.a and b.**

Q1. a. Multiple Choice Questions (**ANY EIGHT**)   (08)
1. _____ is not a scope of branding.(Physical goods, Services, Retail, Savy customers)
2. The tagline of Bournvita is _____.(The Taste of India, Taan ki shakti Man ki shakti, Kuch meeta ho jaye, Daag Acche Hain)
3. _____ is quantitative research technique. (Completion, Comparison, The Big Five, Brand Response)
4. _____ is discount pricing policy. (Value pricing, Cost-based pricing, Everyday-low pricing , Introductory pricing)
5. Brand Asset Valuator (BAV) model was given by _____ Global Advertising Agency. (Omnicom Group, WPP PLC, Young and Rubicam, Ogilvy, and Mather)
6. Under _____ value stage, does marketing activities like product research, design and development take place. (Program Quality Multiplier, Marketing Programme Investment, Customer Mindset, Investor Sentiment Multiplier)
7. Product mix is also known as _____. (Product assortment, Product line, Product catalogue, Product classification)
8. A _____ brand is defined as a brand that is used in more than one product category but is not necessarily the name of the company or corporation. (Range/Family, Corporate, Modifier, Individual)
9. _____ individual brand is presented to consumer as a parent company. (LUX- Unilever, Swiggy, Zomato, IKEA)
10. Managing brands for the long run involves _____. (reinforcing, rejection, accepting, enacting)

b. State whether the following statement is TRUE or FALSE (**ANY SEVEN**)   (07)
1. Branding is a strategic point of view, not a select set of activities.
2. Brand awareness consists of brand recognition and brand recall performance.
3. Relationship marketing attempts to provide a more holistic, personalized brand experience to create stronger consumer ties.
4. Channel strategy includes the design and management of intermediaries such as wholesalers, distributors, brokers, and retailers.
5. Licensing creates contractual arrangements whereby firms can use the name, logos, characters, and so forth of other brands to market their own brands for some fixed fee.
6. Brand Personality can be defined as a set of human characteristics associated with a brand.
7. Aided recall could be gauged by asking the respondent to mention the brands in a particular product category.
8. Brand strength measures the ability of the brand to secure the delivery of expected future earnings.
9. The breath of a branding strategy describes the number and nature of different products linked to the brands sold by the firm.
10. Green marketing is the marketing of products that are presumed to be environmentally safe.

Q2. Answer the following
   a. Point out the difference between Brand versus Product. (08)
   b. Infer the term Integrated Marketing Communication (IMC). Bring out the various tools of IMC (07)
      used by a brand manager.

OR

   c. Construct the Brand Value Chain model in detail with example. (08)
   d. Illustrate the Brand Product Matrix with examples. (07)

Q3. Answer the following
   a. State the various criteria for choosing the brand elements, if you are appointed as a brand manager (08)
      for a new product.
   b. Summarize the Brand Asset Valuator (BAV) model in brief. (07)

OR

   c. Discuss the term cause marketing . Highlight its advantages for the companies. (08)
   d. Describe the term Brand positioning. State its importance. (07)

Q4. Answer the following
   a. Infer the term brand personality. State the big five model of brand personality. (08)
   b. What are brand extensions? Explain its advantages and disadvantages. (07)

OR

   c. Discuss the Customer Based Brand Equity (CBBE) model with example. (08)
   d. Explain perceived quality and relationship marketing in product strategy. (07)

Q5. a. Write Short Notes on (ANY THREE) (15)
   1. Importance of brand to customers.
   2. Brand leveraging.
   3. Brand awareness pyramid.
   4. Brand hierarchy.
   5. Revitalizing brand.

OR

   b. Case Study

The Body Shop is a British skincare, perfume, and cosmetics company and has a range of 1000 products and sells over 3000 plus franchised and owned stores. The brand believes in cruelty-free products where no animals are harmed while making the products. It uses fresh and sustainable ingredients and has found alternative technologies for testing on animals. Today consumers are looking forward to maintaining a healthy lifestyle and use organic products on their skin. The Body Shop has been positioned strategically to meet these requirements. They meet the customer's need for a healthy lifestyle by using all natural and organic ingredients like seaweed, sugarcane, aloe vera, honey, tea tree, etc. The brand puts forward the environmental concern and campaigns against animal testing of the products. It is one of the very few cosmetic companies that promote health more than glamour and does not use conventional advertising to promote the brand.
Questions

   a. What is the basis of brand positioning? Which positioning has body shop used to create a
      global brand image? Give reason. (08)
   b. As a part of the brand management team, suggest any four Integrated Marketing
      Communication (IMC) tools for Body Shop. (07)

****

TYBMS Sem - VI
April - 2024

Duration: 2.5 hours   **Marks:75**

Note: Figures to right indicate marks

Q.1.a. State whether the following statements are true or False: (Any 8)   (8)
1) Microfinance primarily targets low-income individuals and communities. T
2) Microfinance has been credited with helping to alleviate poverty by providing financial resources to those who otherwise wouldn't have access to them.
3) Cooperative banks are regulated and supervised by central banking authorities.
4) Cooperative banks operate solely for profit, similar to commercial banks.
5) MSMEs are only found in certain sectors of the economy, such as manufacturing and services.
6) MSMEs face fewer challenges compared to large enterprises.
7) NPAs only impact the profitability of banks and have no broader implications for the economy.
8) The Banking Regulation Act of 1949 does not address issues related to capital adequacy and risk management in banks.
9) MFIs have no regulatory oversight and operate without supervision.
10) Transaction risk can be mitigated through effective internal controls and risk management practices.

Q.1.b. Match the following (any 7):   (7)

Sr. No.	Column A	Column B
1	One of the issues in rural area	1) Accelerating the socio-economic development of rural India
2	Ministry of rural development	2) Refinances microfinance activities of NGOs
3	Rastriya Mahil Kosh	3) No continuous supply of electricity
4	Mission of NRLM	4) Democratized funding
5	Micro enterprise	5) Part of bank's deposit which is with central bank
6	Crowd funding	6) Restriction on Banking Company on commission, brokerage, discount.
7	Cash reserve ratio	7) Loss of portfolio for MFIs
8	Section 13 in The Banking Regulation Act, 1949	8) Founded on 2nd April, 1990
9	PAR	9) Investment in machinery not exceeding Rs.25 lakhs
10	SIDBI	10) To reduce poverty by promoting self employment

Q.2. Calculate Breakeven point from the following details for plumbing business: (08)

Particulars	Rs.
Depreciation of tools	Rs.24000 per year
Rent per month	Rs.700
Stationery per month	Rs.350
Director's salary per month	Rs.600

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Assistant's salary per month	Rs. 400
Workmen's salary (worker works for 16 days in a month)	Rs.25 per day
Variable cost per piping Taps Pipes	Rs.150 Rs.100

The revenue earned by sales per unit is Rs.400

Q.2.b. Explain role of rural banking. (07)

OR

Q.2.a. Explain meaning and role of Microfinance institutions in rural development. (08)

Q.2.b. Explain significance of agricultural finance. (07)

Q.3.a. Explain meaning of MSME and how finance is provided to MSME. (08)

Q.3.b.Explain benefits of FinTech. (07)

OR

Q.3.c. From the following information prepare profit and loss A/c of Tiny Bank ltd for the year ended 31st March 2022. (15)

Interest on Loan	25,90,000
Bill Discount (Net)	14,60,000
Rebate on Bill Discount	4,90,000
Stationery and Printing	29,000
Postage and Telegram	14,000
Interest on Cash Credit	22,30,000
Interest on Overdraft	15,40,000
Commission	82,000
Interest on Fixed Deposit	27,50,000
Interest on Saving Bank Deposit	6,80,000
Interest on Current Account	4,20,000
Establishment Charges	5,40,000
Director's Fees and Allowance	30,000
Other Expenses	17,000

Rent and Taxes	1,80,000
Audit Fees	12,000

1. Bad debts to be written off amounted to Rs.4,00,000.
2. Provision for taxation at 55% of net profit.
3. Transfer to statutory reserve to be 25%

Q.4.a. Explain advantages of risk management in rural finance. (08)

Q.4.b. Explain objectives of rural development. (07)

OR

Q.4.c. What is NSIC. Also explain its functions. (08)

Q.4.d. Explain meaning of NBFCs. Also explain compliances requirements given by RBI for NBFCs. (07)

Q.5.a. Explain objectives of risk management in rural finance. (08)

Q.5.b. Explain legal framework that MFIs need to comply for providing financial services to low-income clients. (07)

OR

Q.5. Write short notes on any three: (15)

    a. Self help groups

    b. National Rural Livelihood Mission,

    c. SMERA

    d. Section 11 of Banking Regulation Act, 1949

    e. Credit risk

TYBMS – Sem – VI
April – 2024

Duration: 2.5 hours   Marks-75

Note: 1) All questions are compulsory.
2) Working Notes should form part of your answer.
3) Figures to the right indicate full marks.

Q.1. (A) Select the most appropriate alternatives from those given below and rewrite the statements. (Any 8) (08)

1. The liability to pay tax on goods shall arise at the ____.
   - a) Dispatch of goods
   - b) Removal of goods
   - c) Time of supply
   - d) Delivery of goods
2. Input tax credit of ____ cannot be utilized for making payment of CGST.
   - a) CGST
   - b) SGST
   - c) IGST
   - d) Both A & B
3. Chairperson of the GST council is ____.
   - a) Union minister of state in change of revenue
   - b) One elected person amongst the state finance minister
   - c) Union finance minister
   - d) Minister in charge of finance
4. ____ is levied on interstate supplies of goods or services or both
   - a) CGST
   - b) SGST
   - c) IGST
   - d) Both A & B

5. Supplier means person supplying ____
   - a) Goods
   - b) Services
   - c) facilities
   - d) Goods or services
6. The challan generated in form GST PMT 06 is valid for ___.
   - a) 3 days
   - b) 7 days
   - c) 10 days
   - d) 15 days
7. GSTIN is a ____ digit unique number.
   - a) 15
   - b) 14
   - c) 10
   - d) 27
8. E-way bill is to be generated for a value more than ____.
   - a) 10,000
   - b) 5,000
   - c) 50,000
   - d) 1,00,000
9. For banking and financial services, place of supply is ____.
   - a) Location of recipient in records of supplier
   - b) Location of supplier
   - c) Location of head office
   - d) Location of recipient in records of supplier and if Location of recipient is not available then Location of supplier

10. I stand for in IGST is ____.
   - a) International
   - b) Internal
   - c) Integrated
   - d) Intra

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Q.1. (B) State whether the following statements are True or False. (Any 7) (07)
1. Indirect tax is a regressive tax
2. Person liable to pay consideration is recipient of supply.
3. Place of supply is the location of supplier when supply is made to a registered person.
4. Supplier does not include as agent.
5. Aggregate turnover includes all taxable and taxes thereon.
6. TDS certificate is to be furnished in form GSTR-7
7. E-Way bill once generated cannot be cancelled.
8. Exempt supply excludes non-taxable supply.
9. Value of supply is the amount upon which tax is levied and collected.
10. Import of goods or services is treated as inter-state supply

Q.2 A) From the following information for June 2021 supplied by Mr Kamal Hasan. Classify below item as **taxable or non-taxable and calculate the value of taxable supply for the month of June 2021.** (Ignore threshold limit and all amounts given are excluding GST) (08)

Sr. No.	Particular	Amount
1	Security charges received from candidate contesting for Lok Sabha election	50,000
2	Rent from lodge (declared tariff 800 per day per month)	60,000
3	Royalty from temporary transfer of trade marks	2,50,000
4	Sale of software	1,00,000
5	Consultancy given in relation to cultivation of mango	50,000
6	Consultancy given in relation to production of mango jam	1,10000
7	Private tuition fees from school students	1,00,000
8	Health care services rendered	30,000

Q.2 (B) Vikas ltd is a manufacturing concern in Mumbai. In FY 2022-23 total value of supply including inward supplies taxed under reverse charge basis are Rs 1,55,00,000,as per the following. **Explain whether Vikas ltd is eligible to opt for composition scheme.** (07)

Particulars	Rs
Intra State Supplies	60,00,000
Intra state Supplies made which are subject to 0% CGST	60,00,000
Intra state Supplies which are wholly exempt	30,00,000
Value of inward supplies which is payable under RCM	5,00,000

OR

Q.2 C) From the following information given to you of Mr. Kamalakar, **compute the value of Taxable service and the Goods and Services Tax Payable for the month.** All amounts given are excluding Goods & Service Tax. GST rate for all the supplies may be assumed to be 18%. **(15)**

Particulars	Amount
1. Commission earned on toll receipts	96,000
2. Transportation charges on sugar	48,000
3. Service of transport of passengers by ropeway	1,32,000
4. Courier service	1,44,000
5. Transportation charges, freight collected per trip was Rs- 1,200/-	72,000
6. Coaching of MBA entrance exam	28,000
7. Commission from acting as commission agent of consumer goods	36,000
8. Royalty from permanent transfer of trademarks	24,000
9. Carried out certain process as job work which did not amount to manufacture	84,000
10. Commission from acting as clearing and forwarding agent	1,20,000
11. Commission for acting as commission agent of agriculture produce	1,08,000
12. Toll receipts from highway of Mumbai to Pune	60,000

Q.3 A) Determine the Place of Supply from the following Transactions and give explanation to the answer. **(08)**

1. Vijay of Nagpur sell 30 TV set to Narayan of Bangalore for delivery at Mr. Narayan place of business at Bangalore.
2. Sita refineries (Mumbai, Maharashtra) gives a contract to Don ltd (Ranchi, Jharkhand) to assemble a power plant in its Kutch, Gujarat refinery.
3. Mr Kishor of Delhi being an event organizer hosted an exhibition at Mumbai to exhibit the products of Chennai silks, Chennai, which is a registered person.
4. Mr Raj of Chennai supplied goods to M/s spice jet airlines of Chennai flying between Delhi-Mumbai. The goods are loaded in the aircraft in Delhi.

Q.3 B) From following independent transactions related to Continuous Supply of goods, find out the time of supply for each of the case. **(07)**

Sr. no	Date of Invoice	Date of Statement of Accounts	Date of receipt of payment
1	15-01-2022	12-01-2022	17-01-2022
2	15-10-2021	16-10-2021	14-10-2021
3	10-01-2022	09-01-2022	05-01-2022
4	20-11-2021	25-11-2021	01-12-2021
5	10-12-2021	09-12-2021	12-12-2021

OR

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Q.3 C) Ms Surekha purchased a car worth Rs 5,00,000 plus GST at 5% form Mr Kiran. Mr kiran also received Rs 40,000 towards car accessories which were not included in the price. A discount of Rs 15,000 was given by Mr kiran to Ms surekha at the time of sale of car. Mr Kiran hired Mr Raj for delivering the car to Ms surekha. An amount of Rs 20,000 was paid by Ms surekha to Mr Raj.Calculate the value of supply as per the provision of section 15 of CGST Act 2017.

(08)

Q.3.D) Determine Time of Supply Services in following independent Cases-   (07)

Sr. no.	Date of Provision of Service	Time of Invoice	Date of payment
1	16-09-2022	05-10-2022	06-10-2022
2	06-10-2022	05-11-2022	21-10-2022
3	23-10-2022	26-11-2022	30-11-2022
4	06-10-2022	16-10-2022	01-10-2022
5	08-10-2022	10-11-2022	16-11-2022
6	12-10-2022	10-11-2022	12-11-2022
7	15-10-2022	10-11-2022	19-01-2022

Q.4 A) Viraj Started Business (Goods) in the month of May 2023 in Uttarakhand, find out from which month he will liable to register as per the provisions of GST Act.   (08)

Month	Taxable Purchases (Rs)	Tax Free Purchases (Rs)	Taxable Sales (Rs)	Tax Free Sales (Rs)
June	1,50,000	1,00,000	1,50,000	2,30,000
July	1,80,000	2,50,000	1,30,000	1,75,000
August	2,00,000	1,90,000	1,90,000	1,35,000
September	1,10,000	1,30,000	1,80,000	1,70,000
October	80,000	70,000	1,30,000	90,000
November	1,25,000	2,20,000	3,25,000	80,000
December	33,000	90,000	1,75,000	2,10,000
January	3,60,000	1,45,000	1,50,000	1,10,000
February	2,50,000	1,13,000	1,60,000	1,50,000
March	3,70,000	90,000	1,20,000	80,000

Q.4 B) India Travels a goods transportation company has provided information, regarding input tax credit related to GST on inward supplies for the month of July 2022. You are required to calculate ITC available for the month July 2022. (07)

Following input tax credits was available on various transactions.	Rs
1. Purchased of Trucks for transportation of goods	1,200,000
2. purchased of Gift articles for customers during silver jubilee function	65000
3. Goods lost due to natural calamity	80000
4. Truck purchased for imparting training for new drivers	625000
5. Repairs of truck from Shyam garage	25000
6. Health Insurance purchased for drivers (Mandatory as government issued a notification)	45000
7. Outdoor catering services from Delhi Chat	45000

OR

Q.4 C. Ms. Sonia registered in state of Uttar Pradesh provides following details for the month of October. **Calculate her net tax liability for the month of October.** (15)

Closing balance in electronic credit ledger as on 30th September is IGST Rs.2, 00,000, CGST Rs.90,000 and SGST Rs.50,000.

Sold goods @ 28% GST to Jagruti in Uttar Pradesh	10,00,000
Sold goods @ 18% GST to Rushikesh in Punjab	9,70,000
Provided Services @ 5% GST to Akshay in Karnataka	4,25,000
Provided Services @ 12% GST to Akash in west Bengal	8,75,000
Inward supplies @ 5% GST from Uttar Pradesh	7,80,000
Inward supplies @ 18% GST from Telangana	50,000
Inward supplies @ 12% GST from Karnataka	85,000
Inward supplies @ 28% GST from Uttar Pradesh	6,70,000

Q.5 A) Define Business, Consideration and E-Commerce operator as per GST act (08)

Q.5 B) Explain composite supply and Mixed supply with example. (07)

OR

Q.5 C) Short Notes (Any 3) (15)
1. Credit Note
2. Intra and Interstate supply
3. E-way Bill
4. Casual Taxable Person
5. Non-Monetary Consideration

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Duration: 2 ½ Hours

Instructions:

1) All the questions are compulsory

2) Figures to right indicate full marks.

Q.1 (A)   Choose correct alternative and rewrite the statement: (Any 8)   (8)

1. In case of Loss Asset, provision for NPA should be made _____
    a) 15%
    b) 25%
    c) 40%
    d) 100%

2. Relationship between dividend per share and earning per share is _____
    a) Price Earnings Ratio
    b) Dividend yield ratio
    c) Dividend payout ratio
    d) intrinsic value per share

3. Net Profit for calculation of EVA is _____
    a) NPAT
    b) NPBT
    c) NOP
    d) NOPAT

4. If the firm has Ke < r, the Walter's Model suggests for _____
    a) 0% Payout
    b) 50% Payout
    c) 25% Payout
    d) 100% Payout

5. Merger between firms engaged in unrelated types of business activity is _____
    a) Horizontal
    b) Vertical
    c) Conglomerate
    d) Reserve

6. Capital Rationing helps in _____ shareholders wealth.
    a) Maximizing
    b) Minimizing
    c) Stabilizing
    d) Measuring

7. PI of a project is the ratio of present value of inflows to _____
   a) Initial cost
   b) PV of outflows
   c) Total cash inflows
   d) Total outflows

8. _____ represents those funds which are required to manage day-to-day business operations.
   a) Long term capital
   b) Short term capital
   c) Working capital
   d) None of above

9. Which among the following is short term sources of working capital financing?
   a) Bill discounting
   b) Letter of credit
   c) Commercial paper
   d) All of the above

10. _____ is a schematic representation of several decisions followed by different chances of the occurrence.
    a) Sensitivity analysis
    b) Probability techniques
    c) Risk Adjusted Discounting Rate
    d) Decision Tree

Q.1 (B) State whether given statements are True or False: (Any 7)   (7)
   1. Corporate governance essentially involves balancing of the interests of only shareholders.
   2. Dividend policy is decided by the shareholders.
   3. MM model deals with relevance of dividend decisions.
   4. Preference dividend is deducted from NPAT for calculation of EPS.
   5. Standard assets are those assets which do not have any risk.
   6. Capital budgeting decisions involves huge investment outlay.
   7. In order to protect the earnings available to shareholders, the swap ratio should be based on MPS.
   8. MPBF refers to Maximum Permissible Bank Finance.
   9. Discounting of bills is converting the bill into cash.
   10. Dividend payout ratio refers to that portion of total earnings which is distributed among shareholders.

Q.2A. RT Ltd. has a capital of Rs. 10,00,000 in equity shares of Rs. 100 each. The shares are currently quoted at par. The company proposes to declare a dividend of Rs. 10 per share at the end of the current financial year. The capitalization rate for the risk class of which the company belongs is 12%. Compute market price of the share at the end of the year, if   (15)
   i) dividend is not declared

ii) dividend is declared

Assuming that the company pays the dividend and has net profits of Rs. 5,00,000 and makes new investments of Rs. 10,00,000 during the period, calculate number of new shares to be issued? Use the MM model.

OR

Q.2B. With the help of following figures, calculate the market price of a share of company by using: **(15)**

i) Walter's formula
ii) Gordon's formula

Earnings per share (EPS)	Rs. 10
Dividend per Share (DPS)	Rs. 6
Cost of Capital (Ke)	20%
Internal rate of return on investment	25%
Retention Ratio	40%

Q.3A PVR Ltd. is considering a project with the following Cash flows: **(15)**

Year	Cost of Plant (Rs.)	Running Cost (Rs.)	Savings (Rs.)
0	12,00,000	-	-
1	-	4,00,000	12,00,000
2	-	5,00,000	14,00,000
3	-	6,00,000	11,00,000

The cost of capital is 12%. Measure the sensitivity of the project to changes in the levels of plant cost, running cost and savings (considering each factor at a time) such that the NPV becomes zero. The P.V. factors at 12% are as under:

Year	0	1	2	3
PV factor @ 12%	1	0.892	0.797	0.711

Determine the factor which is most sensitive to affect the acceptability of the project?

OR

Q.3B. Mohan Ltd has Rs. 35,00,000 allocated for capital budgeting purposes. The proposals and associated profitability indexes have been determined. **(15)**

Projects	Initial Investment (Rs.)	Profitability Index
P	10,50,000	1.22
Q	5,25,000	0.95
R	12,25,000	1.20
S	15,75,000	1.18
T	7,00,000	1.20
U	14,00,000	1.05

i) Calculate the Net Present Value for each of the projects
ii) Which of the above investments should be undertaken? Assume that projects are indivisible and there is no alternative use of the money allocated for capital budgeting.

ii) dividend is declared

Assuming that the company pays the dividend and has net profits of Rs. 5,00,000 and makes new investments of Rs. 10,00,000 during the period, calculate number of new shares to be issued? Use the MM model.

OR

Q.2B. With the help of following figures, calculate the market price of a share of company by using: (15)

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Year	Cost of Plant (Rs.)	Running Cost (Rs.)	Savings (Rs.)
0	12,00,000	-	-
1	-	4,00,000	12,00,000
2	-	5,00,000	14,00,000
3	-	6,00,000	11,00,000

The cost of capital is 12%. Measure the sensitivity of the project to changes in the levels of plant cost, running cost and savings (considering each factor at a time) such that the NPV becomes zero. The P.V. factors at 12% are as under:

Year	0	1	2	3
PV factor @ 12%	1	0.892	0.797	0.711

Determine the factor which is most sensitive to affect the acceptability of the project?

OR

Q.3B. Mohan Ltd has Rs. 35,00,000 allocated for capital budgeting purposes. The proposals and associated profitability indexes have been determined. (15)

Projects	Initial Investment (Rs.)	Profitability Index
P	10,50,000	1.22
Q	5,25,000	0.95
R	12,25,000	1.20
S	15,75,000	1.18
T	7,00,000	1.20
U	14,00,000	1.05

i) Calculate the Net Present Value for each of the projects

ii) Which of the above investments should be undertaken? Assume that projects are indivisible and there is no alternative use of the money allocated for capital budgeting.

TYBMS . Sem - VI
April . 2024

Time: 2 ½ Hours   Marks: 75

Note : 1. All questions are compulsory. (Subject to internal Choice)
2. Figures to the right indicate full marks.
3. Use non--programmable calculator is allowed
4. The normal distribution table is printed on the last page for reference.
5. Support your answers with diagrams/illustrations, wherever necessary.
6. Graph papers will be supplied on request.

Q1 (A) Multiple choice questions (Attempt Any 8)   (8)

1. A BFS of a LPP is said to be ---------------- if at least one of the basic variables is zero
   a) Degenerated   b) Non-degenerated c) Infeasible   d) Feasible

2. For solving an assignment problem, which method is used?
   a) Hungarian   b) American   c) German   d) Italian

3. A feasible solution is called a basic feasible solution if the number of non-negative allocations is equal to ---------------
   a) m-n+i   b) m+n-1   c) m-n-1   d) m+n+1

4. Which method is an iterative procedure for solving LPP in a finite number of steps
   a) Simplex algorithm   b) Simplex method   c) slack method   d) M-method

5. An objective function is maximized when it is a ----------- function.
   a) Profit   b) passive   c) cost   d) time

6. In an assignment problem involving 5 workers & 5 jobs, the total number of assignments possible is -----------.
   a) 15   b) 10   c) 5   d) 20

7. _____ is known as the time by which activity completion time can be delayed without affecting the start of succeeding activities,
   a) Total float   b) interfering float   c) independent float   d) Free float

8. The probability of a normal curve is _____
   a) 60%   b) 70%   c) 50%   d) 55%

9. What is the probability of project completing in 55 days if the expected project completion time is 47 days & table value is :(+0.4890)
   a) 98.90%   b) 99%   c) 90%   d)98%

10. What is the total idle time if jobs are processed on 2 machines and idle time on machine A is 11 and on machine B is 15.
    a) 25   b) 26   c) 23   d) 24

Q1 (B) True or false (Attempt Any 7)   (7)

i.   Is concerned with using scientific approach i.e. logical reasoning to solve problems for the management by ensuring optimum utilization of resources
ii.   Any change in the constraint inequalities will have a proportional change in the objective function
iii. In graphical method, infeasibility happens we cannot find feasible region.
iv.   Graphical method can be used when the number of decision variable at two
v.   An artificial variable is a fictitious variable in LPP problems.
vi.   Surplus variables represent an excess amount of resources utilize
vii. When the number of lines is not equal to size of matrix the solution is optimum.
viii. There are two types of techniques available to find the initial basic feasible solution.
ix.   The network can have one or more start node and end node.
x.   Pessimistic time is the shortest time period expected to complete the activity.

Q.2 A) A Company manufactures two products A and B. To manufacture one unit of A, 1.5 machine hours and 2.5 labour hours are required. To manufacture product B, 2.5 machine hours and 1.5 labour hours are required. In a month, 300 machine hours and 240 labour hours are available. Profit per unit, for A is Rs. 50 and for B is Rs. 40.

Formulate as LPP (8)

Q.2 B) Solve following LPP by Simplex method. (7)

Maximize $Z = 50 x_1 + 20 x_2$

Subject to Constraints

$$20x_1 + 10x_2 \leq 500$$
$$50x_1 + 50x_2 \leq 300$$
$$x_1, x_2 \geq 0$$

OR

Q.2 C) Solve following LPP by Graphical method. (7)

Maximize $Z = 2x_1 + 10 x_2$

Subject to Constraints

$$2x_1 + 5x_2 \leq 16$$
$$6x_1 \leq 30$$
$$x_1, x_2 \geq 0$$

Q.2 D) A Sales manager has to assign salesmen to four territories. He has four candidates of varying experience and capabilities. The manager assesses the possible profit for each salesman in each territory as given below

Salesman	Territory			
	T1	T2	T3	T4
S1	35	27	28	37
S2	28	34	29	40
S3	35	24	32	33
S4	24	32	25	28

Find the assignment of salesmen to the territories so that total profit is Maximum. (8)

Q.3 A) From the Following details of the project

i. Draw the network diagram and identify critical path (3)

ii. Find out Earliest Start and Finish Time, Latest Start and Finish Time of Each activity (5)

Activity	Node	Duration (Days)
A	1-2	4
B	1-3	6
C	1-5	13
D	2-3	5
E	2-4	20
F	4-6	10
G	3-6	6
H	5-6	16

Q.3 B) A company is transporting its units from three factories F_1, F_2, F_3 with the production capacities od 11,13 and 19 units (in thousands). It has four warehouses W_1, W_2, W_3 and W_4. With demands of 6, 10, 12 and 15 units (in thousands)

units cost of transportation is given from each factory to each warehouse.

	W1	W2	W3	W4
F1	42	32	50	26
F2	34	36	28	46
F3	64	54	36	82

Construct a Transportation table and Find Initial feasible solution by Least Cost Method (LCM)
(7)

OR

Q.3 C) From the data given below
  i.   Draw a diagram (2)
  ii.   Find Critical path (2)
  iii. Crash systematically the activities and determine optimal project duration (4)

Activity	Normal Duration (Days)	Crash Cost per day(Rs)	Maximum possible Crash Time
1-2	6	80	2
1-3	8	90	4
1-4	5	30	2
2-4	3	-	0
2-5	5	40	2
3-6	12	200	4
4-6	8	50	3
5-6	6	-	0

Cost of completing eight activities in normal time is Rs. 6500 indirect cost Rs. 160 per day.

Q. 3 D) Five jobs I,II,III,IV and V are to be processed on two machine A and B in order AB

Jobs	Processing Time (Min)	
	Machine A	Machine B
I	90	70
II	40	80
III	40	50
IV	30	10
V	25	35

1) Find the sequence that minimizes the total elapsed time (2)
2) Calculate the total elapsed time (3)
3) Idle time on for each Machine (3)

Q.4 A) There are Six jobs (namely 1,2,3,4 ,5 and 6), each of which must go through machinesA, B and C in the order ABC. Processing Time (in hours) are given below:

Jobs	1	2	3	4	5	6
Machine A	12	8	7	11	10	5
Machine B	3	4	2	5	2	4
Machine C	7	10	9	6	11	4

(i) Find the sequence that minimizes the total elapsed time required to complete the job (2)
(ii) Calculate the total elapsed time (3)
(iii) Idle time on Machine A, Machine B and Machine C. (3)

Q.4 B) you are given the Pay-off (Profit in Rs.) matrix in respect of Two-Person-Zero – Sum Game as follows

		Player B			
		B1	B2	B3	B4
Player A	A1	500	260	200	210
	A2	-50	-100	-40	240
	A3	200	400	160	-20
	A4	250	300	100	50

(i) Find the Maximin Strategy. (3)
(ii) Find the Minimax Strategy. (3)
(iii) What is the value of the Game? (1)

OR

Q.4 C) A company is transporting its units from three factories F_1, F_2, F_3 to four warehouses W_1, W_2, W_3 and W_4. The supply and demand of units with transportation cost per unit (in Rs.) are given below with feasible solution (The numbers which are in circle indicates number of units transported from Factory to warehouse).

Plants	Warehouses				Supply in Units
	W_1	W_2	W_3	W_4	
F_1	10	11 (16)	7	4 (24)	40
F_2	7	13 (15)	6 (16)	11	31
F_3	4 (25)	9 (4)	8	10	13
Demand in Units	25	35	16	24	100

(i) Test the solution for optimality (3)
(ii) If solution is not optimal find optimal solution. (5)

Q,4 D) A small project consist of seven activities. Optimistic, most likely and pessimistic time estimated in days are given below

Activity	Preceding Activity	Optimistic Time	Most likely Time	Pessimistic
A	-	2	5	8
B	-	2	5	14
C	A	4	6	14
D	A	5	7	15
E	B,C	2	3	10
F	D	3	3	3
G	E	1	2	3

   i) Construct the network diagram of PERT network and find expected completion time
      of the project.   (3)
   iii) Determine the probability of completing the project in 21 days.   (4)

Q.5 A) Define operation Research and What are the Characteristics of Operation research
      techniques?   (8)
   B) Explain Objective of Project Crashing of Network analysis   (7)

                                         OR

Q.5 C) Write a Short notes on Any Three   (15)
   i)Degeneracy in transportation
   ii) Dummy activity in network analysis
   iii) Three time estimates in PERT
   iv) Project crashing
   v) Assumption in LPP

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[Time: 2.30 Hours]   [Marks: 75]

N.B.: Please check whether you have right question paper
1. All questions are compulsory
2. Answers to sub-questions must be written together

Q.1. A. Fill in the blank choosing correct option (ANY EIGHT)   (8 Marks)
1. According to _____ life does not just happen, it requires individual's participation.
a) law of creation   b) law of responsibility
c) The law of cause and effect   d) law of growth
2. According to _____, one should take responsibility of his or her own life.
a) law of creation   b) law of responsibility
c) The law of cause and effect   d) law of growth
3. _____ karma is for a body of persons united for a specific purpose.
a) Prarabhdha Karma b) Nishkaam Karma   c) Corporate Karma   d) Sanchit Karma
4. Ego sublimation means _____.
a) We feeling rather than I   b) Fighting Spirit
c) Individual Achievement   d) Ego Defensive Mechanism
5. According to Kautilya Arthashastra, _____ is the visionary leader.
a) King   b) Manager   c) Customer   d) Soldier
6. Employees and all stakeholders are treated like a family, by the _____ in a family managed business.
a) Karta   b) Transformational Leader
c) Transactional leader   d) Coparceners
7. A leader who revises goals, redefines objectives and provides strategies is called _____.
a) Transformational Leader   b) Professional leader
c) Transactional leader   d) Charismatic leader
8. _____ is usually known as insight meditation which means to see things as they really are.
a) Vipassana Meditation   b) Mantra Meditation
c) Raja Yoga Meditation   d) Trataka Meditation
9. _____ helps an individual in improving concentration power.
a) Vipassana Meditation   b) Mantra Meditation
c) Raja Yoga Meditation   d) Trataka Meditation
10. The act of Shishya of memorizing the shloka, recollecting and reproducing the same is called_____.
a) Smriti   b) Shruti   c) Stotra   d) Smriti and Shruti

Q.1. B. State whether the following statement is True or False (ANY SEVEN) (7)
1. According to law of responsibility, whenever there is something wrong in an individual's life, it is because there is something wrong in themselves.
2. Indian Ethos deals with two types of knowledge, knowledge of creation and knowledge of creator.
3. Discipline, punctuality and dignity of work are basic level work ethos.
4. Values are imbibed in an individual since childhood and differ from person to person.
5. Physical stress can be due to long term stress.
6. Distress is type of positive stress which improve enthusiasm, creativity and productivity among employees.

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7. Burnout is a negative stress which is experienced by people who suffer for a long duration of time.

8. Experience is said to be the best teacher, as it has the real touch in it.

9. Transformational leaders have the ability to bring changes in the mind set of people in the organization.

10. Prescribed syllabus is a feature of Gurukul System of Education.

Q.2 a) Explain various elements of Indian Ethos practiced by Indian Organization. (08)

Q.2 b) Describe in detail role of Indian Ethos in managerial practice. (07)

OR

Q. 2 c) Describe requisites of Indian Ethos. (08)

Q.2d) Describe management lessons from Mahabharat. (07)

Q.3a) Discuss factors responsible for poor work ethos. (08)

Q.3b) Compare Secular and Spiritual Values in context of management of organization. (07)

OR

Q.3c) Which values are important for Indian Managers? (08)

Q.3d) Describe basic as well as top level work ethos. (07)

Q. 4 a) Describe advantages and limitations of transformational leadership. (08)

Q. 4 b) Explain characteristics of charismatic leadership. (07)

OR

Q. 4 c) Describe stress management techniques at organizational level. (08)

Q. 4 d) Enumerate various characteristics of visionary leadership. (07)

Q. 5 a) Describe modern system of learning. (08)

Q. 5 b) Explain various laws of Karma. (07)

OR

Q. 5 Write Short Notes on (Attempt any 3 out of 5) (15)

i. Gurukul System of Learning

ii. Joint Hindu Family Business

iii. Concept of Yog along with its benefits

iv. Leadership qualities of Karta

v. Physical benefits of meditation

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TYBMS Sem-VI
April 2026

Duration: 2.5 Hours   **Marks: 75**

Note:
1) All questions are compulsory subject to internal choice.
2) Figures to the right indicate full marks.
3) Use of simple calculator is allowed

Q.1.

(a)   **Multiple Choice Questions (any 8):**   (08)

(1)   _____ is the branch of economics that studies the dynamics of exchange rates, foreign investments, and how these affect international trade.
(a) International Finance
(b) International Marketing
(c) International Economics
(d) International Monetary System

(2)   The asset price at which the investor can exercise an option is called _____ price.
(a) Strike
(b) Spot
(c) Future
(d) Forward

(3)   Currency that is used as a unit of account, medium of exchange and store of value not only for transactions within the country, but also for international public and private transactions, is called as _____ currency.
(a) Vehicular
(b) Home
(c) Variable
(d) Foreign

(4)   BBC Global 30, S&P Global 100, S&P Global 1200 are examples of _____
(a) International Equity Benchmarks
(b) Yankee Stock Offering
(c) Cross Listing of Shares
(d) ADRs

(5)   _____ is the risk of exchange rate that creates an impact on the market value of a company.
(a) Economic Risk
(b) Transaction Risk
(c) Translation Risk
(d) Liquidity Risk

(6)   FOREX market facilitate the conversion of one currency into another i.e. payment between exporters & importers. This function of FOREX Market can be referred as ___
(a) Transfer of Purchasing Power
(b) Credit Function
(c) Hedging Function
(d) Risk Management Function

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(7) _____ is the process of assessing, in a structured way, the case for proceeding with a project or proposal, or the project's viability.
(a) Project Appraisal
(b) Project Management
(c) Risk Mitigation
(d) Risk Management

(8) _____ offers foreign individuals and businesses little or no tax liability in a politically and economically static environment.
(a) Tax Haven
(b) Offshore Banking Unit
(c) FOREX Market
(d) Tax Neutrals

(9) _____ involves the simultaneous buying and selling of an asset in order to profit from small differences in price.
(a) Hedging
(b) Speculation
(c) Arbitrage
(d) Investing

(10) _____ Exchange Rate is a system where the currency price is set by the forces of forex market i.e. demand and supply of currencies.
(a) Flexible
(b) Fixed
(c) Managed Float
(d) Gold

Q.1.(B) State whether the following statements are True or False (any 7):   (07)

1) Unilateral Transfers are recorded under Capital Account of BOP.

2) FEMA was replaced by FERA.

3) NPV is a non-discounted technique of Capital Budgeting.

4) If the Quote is given as USD-INR 83.1550-75: This quote is called as "Direct Quote" in New York.

5) India is a Tax Haven nation.

6) There is easy entry and exit in FPI.

7) To be cross-listed, a company must comply with the requirements of all the stock exchanges in which it is listed.

8) Changes in market inflation cause changes in currency exchange rates.

9) Call option gives the right to buy an asset at a fixed date and price.

10) Under Bretton Woods system, countries could use USD as a medium of exchange for international settlements.

Q.2.(A) Discuss the significance of International Finance in today's context. (08)

(B) What is Balance of Payments? How is it different from BOT? What is meant by Autonomous and Accommodating Transactions? (07)

OR

(P) The following quote is given in Canada: 1SGD = CAD 1.0110-85 (08)
1) In which country, the quote is "Direct"?
2) In which country, the quote is "Indirect"?
3) What is the Mid Rate?
4) What is Spread?
5) What is % Spread?
6) Calculate the inverse quote.

(Q) The following quotations are available in USA (07)
1 USD = GBP 0.8350-0.8425
1 USD = CAD 1.1125-1.1175
And the quotation available in Canada is: 1 GBP = CAD 1.5550-1.5650
- From the quotes given in USA, derive the quotation for 1 GBP in terms of CAD
Compare the derived quotation with quotation available in Canada and identify if any arbitrage opportunity exists. (Assume Capital GBP 2 Million)

Q.3.(A) What are Eurobonds? Explain different types of Eurobonds. (08)

(B) What are Currency futures? How are they different from Currency forwards? (07)

OR

(P) Consider the following information: (08)

Spot CAD/SEK	7.8650 -	7.8700
1 Month Forward	50 -	70
2 Month Forward	290 -	340
3 Month Forward	920 -	1020
6 Month Forward	1500 -	1600

Calculate 1 Month Forward, 2 Month Forward, 3 Month Forward and 6 Month Forward CAD/SEK Rates.

(Q) Spot USD/INR 83.1525 (07)
3 Month Forward USD/INR 83.2525
Calculate 3 Months AFM and interpret the results.

Q.4.(A) What is FDI? What is FPI? How are they different from each other? (08)

(B) Discuss global money market instruments. (07)

OR

(P) Given: (07)
Spot AUD/JPY 99.1575
AUD Interest Rate = 0.75% p.a.
JPY Interest Rate = 1.50% p.a.
Calculate three month forward AUD/JPY rate

(Q) From the following data, find the best alternative for investing INR 5 Million for a temporary period of 3 Months. Exchange rates are against INR. (08)

	Currency	Spot Rate	3 months forward rate	Interest rate
1.	USD	83.5650	83.5950	5 % p.a.
2.	EUR	90.1225	90.0550	3 % p.a.
3.	GBP	102.5650	102.5750	4 % p.a.

Q.5.(A) What are the Benefits towards Parties doing Business Internationally?   (08)

(B) Ms. Gurneer is planning to buy a machine which would generate cash flow after taxes   (07)
as follows:

Year	0	1	2	3	4
CFAT in USD	(1,00,000)	24,000	32,000	60,000	32,000

If discounting rate is 10%, is it worth to invest in machines.

Year	1	2	3	4
Discount Factor	0.909	0.826	0.751	0.683

OR

Q.5. Write Short Notes on (any three)   (15)
(P)
1) Fixed Vs. Flexible Exchange Rate System
2) ADRs Vs. GDRs.
3) Foreign Exchange Dealers' Association of India
4) PPP Theory
5) Eurocredit

TYBMS - Sem - VI
Amt - 2025

TIME: - 2 ½ hours   MARKS: - 75

NOTE: -All Questions are compulsory.
   Figures to the right indicate full marks.

Q.1 (a) Fill in the Blanks: (Any Eight)   (8)
1. _____ is also self-developed through formal written documents and communication. (Resource, Product, Service, Commodity)
2. _____ is an example of business-to-business service. (Ad agency, Amazon, Flipkart, Myntra)
3. Service organization is a voluntary _____ where members meet regularly to perform charitable works. (Commercial organization, non-profit organization, sick unit, profitable organization)
4. _____ system is designed and managed for the perfection in delivery of core services. (Manufacturing, Packaging, Delivery, Labelling)
5. _____ evaluation is the systematic process of determining the success of the HRP process. (HRIS, HR, HRP, HRM)
6. _____ has become a regular feature both in the public sector as well as in the private sector of organizations (Exporting, Importing, Franchising, Outsourcing)
7. One challenge that _____ HR professionals are currently facing revolves around the staffing of nurses and doctors. (Banking, Healthcare, Railways, Defense)
8. In service gap model gap 1 is _____. (Management perception, Customer expectation, Service quality specification, Service delivery)
9. Interactive marketing of service triangle means _____. (Delivering the promise, Enabling the promise, Setting the promise, Disable the promise)
10. Develop a _____ of the company such that employees have pride in working for the firm. (Public image, Role playing, Situational vignette, bad image)

Q1. (b) True or False: (Any seven)   (7)
1. The structure and order of the organization does not limit innovation and growth
2. Employees and managers readily offer their assistance to each other to meet corporate objectives
3. In many service industries the search for productivity is a not important
4. Teachers' salaries are paid alongside other civil servants
5. Agents and brokers do not work on commission basis
6. Conflicts between customers are uncommon
7. Human resources professionals or consultants can train new workers:
8. Tangibility is the primary characteristic that distinguishes services from goods
9. The DINK culture is getting stronger and spreading wider day by day
10. Empathy is the key quality parameter in services

Q.2 Attempt any two from the following.
(a) Explain the role of service employees?   (8)
(b) What are the reasons for growth and development in the service sector?   (7)

OR

(c) Explain in detail the six-market model, with suitable examples. (8)

(d) Explain the concept of employee empowerment, how does it help to provide better services to customers? (7)

Q.3 Attempt any two from the following.

(a) What is the meaning of Globalization; how globalization will enhance the growth and development in the service industry? (8)

(b) Reasons and strategies adopted to fill the gaps in the service gap model. Explain? (7)

OR

(c) Discuss advantages and challenges of delivering services through agents and brokers? (8)

(d) Explain in detail the process of HRP evaluation? (7)

Q.4 Attempt any two from the following.

(a) Explain in detail the concept of moment of truth, with examples? (8)

(b) As per your opinion what various quality issues are in services (7)

OR

(c) Difference between cycle of failure, mediocrity, and success? (8)

(d) Explain the concept of Service leadership, with examples? (7)

Q.5 Write Short Notes on: (Any three) (15)

1. Employee retention in service sector
2. Servicescape
3. Interviewing techniques
4. Customer satisfaction drives customer loyalty
5. Front line employees

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