30911220 6E

SY BMS
9/4/22

Duration: 2.30 Hrs. **Max. Marks: 75**

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Instructions: (1) All questions are compulsory.
(2) Numbers to the right indicate marks.

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Q.1) A) Choose the correct alternative (Any 8) **(08)**

1) Find correct example of browser?
A) ERP
B) Tally
C) Google Chrome
D) SAP

2) .....refers to management of primary memory or main memory.
A) Mobile Management
B) Management Office
C) System Management
D) Memory Management

3) An .....is a program that acts as an interface between the user and computer hardware.
A) Operating System
B) Mobile System
C) Operating Software
D) Operating hardware

4) .....is one of popular versions of Unix operating system.
A) Windows
B) Linux
C) Android
D) Mac OS

5) Select correct full form of MS-DOS?
A) Microsoft Disk Operator System
B) Microsoft Disk Operating Software
C) Microsoft Disk Operating System
D) Macrosoft Disk Operating System

6) Select correct option for 'cut the text' in Microsoft office word?
A) Ctrl+A
B) Ctrl+V
C) Ctrl+X
D) Ctrl+C

7) Select correct option for 'copy the text' in Microsoft office Excel?
A) Ctrl+A
B) Ctrl+V
C) Ctrl+X
D) Ctrl+C

8) Select correct option for 'paste the text' in Microsoft office Power point?
A) Ctrl+A
B) Ctrl+V
C) Ctrl+X
D) Ctrl+C

9) Email was invented by Ray Tomlinson in .....
A) 1972
B) 1973
C) 1974
D) 1975

10) A .....is an electronic, encrypted, stamp of authentication on digital information such as e-mail messages, macros, or electronic documents.
A) Signature
B) Digital Signature
C) Symbol
D) Autograph

Q.1) B) State weather the following is true or false. (Any 7) **(07)**

1) Data are the raw bits and pieces of information.
2) Number is a data type.
3) Mozilla Firefox is open source software.
4) A pie chart cannot display one series of data.
5) Sorting data is an integral part of data analysis.
6) WWW means World Wide Web.
7) HTTPS is a protocol used to provide security over the internet.
8) Sqrrl is not threat hunting software.
9) We can use max() function in MS Excel.
10) LAN means local area network.

Q.2)

A) Explain the concept of data, information and knowledge. **(08)**
B) Write a note on threat management. **(07)**

OR

C) Write a note on success and failures of information technology. **(08)**
D) Write all the ways of safe E-payment. **(07)**

Q.3)

A)	Write difference between E-commerce and M-commerce	**(08)**
B)	Write a note on open source softwares.	**(07)**
	OR	
C)	Explain LAN, MAN and WAN.	**(08)**
D)	How can we use IT applications in management.	**(07)**

Q.4)

A)	Write a note on IT Risk	**(08)**
B)	Explain C2C model with diagram.	**(07)**
	OR	
C)	Explain Internet and Extranet.	**(08)**
D)	Explain any two functions in MS Excel.	**(07)**

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

A) Computer Based Information Systems
B) Digital Economy
C) Microsoft Office
D) Internet
E) E-Security Systems

S10112215E

MARKS: 75 **TIME: 2 1/2 hrs.**

Note: All questions are compulsory
Choice available within Questions

1. **A. Multiple Choice Questions: (Any 8)** **(8)**

a) Which of the following component of Environment is not biotic?
I. vegetation II. animals
III. soil IV. fish

b) Which of the following variables is / are of interest to ecologists?
I. composition II. distribution
III. number IV. all of the above

c) Which of the following is the largest store of water on the earth's surface?
I. rivers II. glaciers
III. oceans IV. lakes

d) Which of the following is not automatically renewable?
I. air II. water
III. sun IV. coal

e) Which of the following activities are responsible for degradation of resources?
I. Economic II. Technology
III. Institutional IV. All of the above

f) Which of the following is not direct cause of air pollution?
I. Forest fire II. Earthquake
III. Dust storm IV. Volcanic eruption

g) Which of the following is not greenhouse gas?
I. Carbon dioxide II. Oxygen
III. Methane IV. CFC's

h) Which of the following waste is not the part of household waste?
I. spoiled food II. vegetable waste
III. chemicals IV. unused medicines

i) Which of the following is not the effect of deforestation?
I. Loss of biodiversity II. Degradation of soil quality
III. Over silting in number of rivers IV. Reduce in fish catch

j) _____energy is the most readily available and free source of energy since pre historic time.
I. Solar II. Thermal
III. Nuclear IV. Hydro

B. State True or False: (Any 7) (7)

a) Environment is one subject which is global in nature.
b) Plant eating animals are known as herbivores.
c) The sun is the driving force behind the water cycle.
d) Man can create natural resources.
e) Poverty is said to be both the cause and effect of environmental degradation.
f) Pollution started since human being started using fire.
g) The Arctic sea has thinned by 40 per cent in last two decades.
h) Bio-medical waste is non-infectious.
i) Earth Summit I was held at Johannesburg.
j) Generally, in environment impact assessment the area falling within 100 kms radius of the project is studied in details.

2. **A. Answer the followings:** (15)

a) Define Environment. What are the components of environment?

OR

B. Answer the followings: (15)

b) What is an ecosystem? Explain the structure of ecosystem. What are the functions of ecosystem?
c) What is water cycle? Explain sun as the driving force of water cycle.

3. **A. Answer the followings:** (15)

a) Explain the term resources and its characteristic features.
b) What is pollution? What are the causes of air pollution?

OR

B. Answer the followings: (15)

c) What are the major effects of global warming?
d) Define the term waste. What are the different sources of waste?

4. **A. Answer the followings:** (15)

a) What is the process of environmental impact assessment (EIA)?
b) What are the different types of environmental audit?

OR

B. Answer the followings: (15)

c) What is meant by emission trading? How does it work?
d) State some eco-friendly waste management projects.

5. **A. Answer the followings:** (15)

a) Discuss the Indian scenario of E-waste generation.
b) Define disaster. Explain the disaster management cycle in detail.

OR

B. Write short notes: (Any 3) (15)

a) Organic farming
b) Ecological pyramid
c) Bio energy
d) KYOTO Protocol
e) Consumerism

S111122255

MARKS: 75 **TIME: 2 1/2 hrs.**

Note: All questions are compulsory
Choice available within Questions

Q1A. Fill in the Blanks (Any 8) **8**

i). Theory of social change was a theory propounded by _____.
a). Daniel Goleman b). Everett Hagen c). Michael Hammer d). Stephen Covey

ii). _____ is one of the economic factors influencing entrepreneurship development.
a). Market b). Social Pressure c). Status d). Security

iii). _____ is a socio-cultural factor influencing entrepreneurship development.
a). Raw material b). Labour c). Capital d). Family background

iv). Individuals who conceive the idea of product or service into reality are _____ entrepreneurs.
a). Industrial b). Trading c). Business d). Corporate

v). _____ entrepreneurs are persons who start business using creative ideas and bear the risk of what happens to the business.
a). Public b). Private c). Small scale d). Large scale

vi). An individual who is motivated by psychological and monetary rewards is a _____ entrepreneur.
a). Pure b). Motivated c). Induced d). Spontaneous

vii). _____ entrepreneurs are persons who concentrate on production than on marketing.
a). Professional b). Non-Technical c). Physical d). Technical

viii). _____ entrepreneurs are timid and cautious.
a). Drone b). Fabian c). Imitative d). Innovative

ix). _____ is the CEO of Alphabet (subsidiary of Google).
a). Vishal Sikka b). Indra Nooyi c). Sundar Pichai d). Anshu Jain

x). SHG's are approved by _____
a). MHADA b). MSEB c). PWD d). NABARD

Q1 B. Match the column (Any 7) 7

A		B	
1	Oldest form of Business ownership	a	Entrepreneurship, Creativity, Organisation
2	Entrepreneur	b	Intellectual Property Rights
3	ECO	c	Manufacturer
4	Innovation	d	Government
5	Raw material	e	McDonalds
6	Economic policies	f	Risk bearer
7	IPR	g	Trait of successful entrepreneur
8	BPO	h	CSR
9	Business format franchising	i	Sole proprietorship
10	Social responsibility	j	Outsourcing

Q2A). What is the importance and significance of growth of entrepreneurial activities? 8
Q2B). What are the qualities of an entrepreneur? 7

OR

Q2C). Explain the theory of McClelland. 8
Q2D). How do economic factors influence entrepreneurship development? 7

Q3A). What is the role of entrepreneurial culture in entrepreneurial development? 8
Q3B). What are the characteristics of an intrapreneur? 7

OR

Q3C). What are the problems faced by women entrepreneurs? 8
Q3D). What are the steps taken by government to develop women entrepreneurs in India during the ninth five-year plan? 7

Q4A). Explain the characteristics of SHG's. 8
Q4B). What attributes need to be considered while shortlisting a rated and reliable NGO for CSR implementation? 7

OR

Q4C). What are the seven stages involved in entrepreneurship development cycle? 8
Q4D). Which are the key elements to be included in a business plan? 7

~~**Q5). Write short notes on:(any 3)**~~ ~~15~~
a). Venture funding
b). SSIDC
c). NSIC
d). Advantages of BPO
e). Importance of EDP

S12112233E

Time:- 2 ½ Hours

Marks : 75

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

Q1)A) State whether the following statements are true or false. (Any 8) (Marks 8)

1. Management accounting is recent development.
2. Balance sheet shows result of activities.
3. Arrears of preference dividend are a contingent liability.
4. In common size income statement, capital employed is considered equal to 100.
5. Excess of sales over cost of goods sold is gross profit.
6. Current ratio and acid test ratio are same.
7. Cash flow statement is prepared as per AS – 3.
8. Sources of cash must be equal to uses of cash.
9. Higher net working capital leads to higher liquidity.
10. Net working capital is excess of current liabilities over current assets.

Q1)B)Match the following. (Any 7) (Marks 7)

1. Calls in arrears	a. Stock of Materials + 50% of wages & Overheads
2. Loose Tools	b. To meet seasonal requirements
3. Oil wells , Mines	c. Less working capital
4. Standard liquid ratio	d. Cash inflow from investing activity
5. Operating Ratio	e. Proportion between two figures
6. Ratio	f. Operating efficiency
7. Sale of fixed assets	g. 1:1
8. Cash sales	h. Wasting Assets
9. Seasonal Working capital	i. Current Asset
10. WIP	j. Deducted from Share Capital

Q2) A)Following is the summary balance sheet of Rishikesh Ltd. As on 31st March, 2018

Liabilities	Amount	Assets	Amount
Equity Share Capital	500000	Cash	50000
10% Preference Share Capital	200000	Bank	100000
8% Debentures	350000	Goodwill	100000
11% Bank Loan	250000	Building	300000
Creditors	75000	Furniture	150000
Bank Overdraft	25000	Plant & Machinery	300000
General Reserve	65000	Debtors	150000
P&L A/c	35000	Inventories	200000
		Investments (Long Term)	150000
	1500000		1500000

Present the above balance sheet in vertical form and calculate the following:-

A. Net Worth
B. Borrowed Fund
C. Capital Employed
D. Working capital (Marks 15)

OR

Q2) B)Prepare comparative income statement in vertical form (Marks 15)

In the books of Sharada Manufacturing Ltd.
Profit and loss A/c for the year ended 31st March

Particulars	2021	2022	Particulars	2021	2022
To Opening Stock	44000	40000	By Sales	190000	200000
To purchases	84000	72000	By Closing Stock	46000	44000
To Wages	40000	36000	By Interest Received	20000	-
To Factory Expenses	40000	34000			
To Office Expenses	2000	2000			
To selling Expenses	6000	10000			
To Interest	6000	8000			
To Loss on sale assets	2000	2000			
To Tax Provision	22000	24000			
To Net Profit	10000	16000			
	256000	244000		256000	244000

Q3)A) Following are trading , Profit and Loss A/c of Surya Ltd. For the year ended 31st March, 2018 and Balance Sheet as on the date :- (Marks 15)

Dr. Trading and P&L A/c for the year ended 31/03/2022 Cr.

Particulars	Amount	Particulars	Amount
To opening stock	15500	By Sales	75000
To purchase	61000	By Closing Stock	21500
To Gross profit	20000		
	96500		96500
To Admin. Expenses	10000	By Gross Profit	20000
To Selling Expenses	1000		
To Interest	1000		
To Net Profit	8000		
	20000		20000

Balance Sheet As on 31/03/2022

Liabilities	Amount	Assets	Amount
Equity Share Capital	60000	Fixed Asset	55000
Reserves and Surplus	12000	Debtors	10000
10% Debentures	10000	Bills Receivables	8000
Bank OD	2000	Stock	15000
Creditors	16000	Cash	12000
TOTAL	100000	TOTAL	100000

Calculate following ratios:-

a. Current ratio
b. Quick ratio
c. Capital gearing ratio
d. Gross profit ratio
e. Net profit ratio

OR

Q3) B)Following is the summarized Balance Sheet of Anmol Limited for the year ended 2019, 2020, 2021:-

Balance Sheet

Liabilities	2019	2020	2021	Assets	2019	2020	2021
Equity Share Capital	300000	300000	400000	Fixed Asset	300000	300000	400000
7% Pref. Share Capital	200000	200000	250000	Investments	100000	100000	100000
General Reserve	50000	100000	100000	Debtors	100000	150000	200000
Secured Loan	100000	100000	50000	Stock	50000	100000	50000
Sundry Creditors	40000	80000	80000	Advance Payments	50000	50000	50000
Bills Payable	10000	20000	20000	Bank	50000	50000	50000
				Cash	25000	40000	45000
				Disc. on issue of Shares	25000	10000	5000
	700000	800000	900000		700000	800000	900000

Prepare vertical trend balance sheet. (Marks 15)

Q4) A) You are required to prepare a statement showing the estimate of working capital required to finance the level of activity of 20000 units per year from the following information in case of Chandra Ltd. (Marks 15)

Raw material Rs. 12 p.u. ,Direct LabourRs: 3 p.u. , Overhead Rs. 9 p.u., Total Cost 24 p.u. Profit Rs. 6 p.u . , Selling Price Rs. 30 p.u.

Additional Information :-

1. Raw materials are in stock on average for 2 months.
2. Materials are in progress on average for half a month.
3. Finished goods are in stock on average 2 months.
4. Creditors allowed us 2 months credit.
5. Debtors are allowed 3 months credit.
6. Lag in payment of wages and overhead is one month.
7. Cash and bank balance is expected to be Rs. 20000

OR

Q4) B) From the following financial statements, prepare cash flow statements of Narsimha Ltd. For the year ended 31st March , 2022 :- (Marks 15)

Liabilities	31/03/2021	31/03/2022	Assets	31/03/2021	31/03/2022
Share Capital	135000	140000	Goodwill	13950	4950
Profit & Loss A/c	30000	35000	Land and Building	32400	45000
General Reserve	10500	19000	Plant & Machinery	113400	85050
Debentures	45000	22000	Furniture	-	40500
Loan	67950	62000	Investments	40500	49500
Creditors	71650	43950	Debtors	94500	114100
Proposed Dividend	13500	16200	Bank Balance	89650	11650
Tax Provision	10800	12600			
	384400	**350750**		**384400**	**350750**

Depreciation is provided @ 10% on opening balance of furniture and Rs. 5000 on Land & Building. Tax of Rs. 10000 was paid during the year.

Q5)A) What are the objectives of Financial Statements? (Marks 8)

B) What are the types of Working Capital? (Marks 7)

OR

Q5) C) Write short notes on :- (Any 3) (Marks 15)

1. Qualities of ideal financial statements
2. Common Size Statement
3. Aspects of Receivable Management
4. Operating Cycle
5. Current Liabilities & Quick Liabilities

S14112240E

Time allowed: - 2 ½ Hours Marks: - 75

1) All questions are compulsory.
2) Figures to the right indicate full marks.

(marks 8)

Q.1.A] Multiple choice question(any 8)

1 Vision is shared across the entire_____.
1. Organization, 2.Nation 3. Society 4. culture

2 SWOT analysis is used at _____ interval.
1. Frequent 2.Infrequent 3.Regular 4.Irregular

3 Mckinsey's 7s framework includes _____.
1.System 2.Stage 3.Signal 4.compititor

4 Strategic choice determines _____ strategy of firm.
1. Past 2. Present 3. Future 4. Frequent

5 Financial synergy puts capital to _____ use.
1. Optimum, 2. Perfect 3.Future 4.Precise

6 Standards can be either quantitative or _____.
1. Quota 2. Qualitative 3. Enumerative 4.Quatitative

7 _____ are guides to decision making and address repetitive situations.
1. Strategies 2. Business policies 3.Business Model
4.Technique

8 Stability, Growth, Retrenchment are types of _____ level strategies.
1. Business 2.Functional 3.Corporate 4.Operative

9 _____ developed the five force model that determined industry structure
1.BCG 2.ensofe 3.Michel Potter 4.SWOT

10 _____ are external factors over which the business has no control.
1. Strengths 2.Opportunities 3.Weaknesses 4.STRENGHTS

(marks 7)

Q.1.B] State whether true or false (any 7)

1 Production includes pricing Strategy, dividend, R and D, etc.
2 Strategic management is systematic process.
3 There are 5 levels of Strategies.
4 Strategic management facilitates SWOT analysis.
5 Strategy evaluation is last step of strategic management.
6 Internal environment includes factors that are controllable.

7 Political environment is divided into 6 parts.
8 In-depth planning involves several functions like analysis, planning, arranging, testing, rearranging and re planning.
9 Functional Strategies and policies are made within the guidelines to set at higher levels.
10 Rational model suggests that subordinates are passive apathetic and ill-informed.

Q.2.A Explain the concept of strategy with its features or characteristics? (marks 8)
B Explain the concept Turn Around with its need and essentials (marks 7)

OR

C Elaborate the concept of Strategic management and its features and characteristics (marks 8)
D What is business environment? Explain political, economic, and natural environmental factors? (marks 7)

Q.3.A Explain the concept of SWOT analysis with examples. (marks 8)
B What do you mean by internationalization and explain the entry in international market? (marks 7)

OR

C What is approach of turn around and steps of turnaround strategy? (marks 8)
D Explain the concept of change management and process of change management. (marks 7)

Q.4.A Explain the term resource allocation and steps involved in resources allocation. (marks 8)
B What is strategy implementation and steps in strategy implementation? (marks 7)

OR

C Explain the concept of Strategic Management and brief down its process. (marks 8)
D What is business objectives and state down its features and importance? (marks 7)

Q.5 Short note (any three) (marks 15)
1 Explain the McKinsey's 7s framework.
2 Explain the concept of porters 5 force model
3 BCG Matrix
4 Steps of strategy evaluation.
5 Steps of strategy implementation.

S151122248E

Time :- 2 ½ Hrs. Marks :- 75

1. All questions are compulsory.
2. Figures to right indicate full Marks

Q1)A)State whether the following are true or False. (Any 8) (Marks 8)

1. Process costing is a method where cost of a product is ascertained at each stage in production.
2. Cost information is useless for price fixation.
3. Carriage on material increases cost of materials.
4. Job Costing is followed when mas scale production is undertaken.
5. FIFO Method of pricing of materials results in higher profits.
6. Purchase order is an order to Stores Department to issue materials.
7. Idle time is costly.
8. Bad Debts is factory overheads.
9. Factory Rent is included in administrative overheads.
10. Under absorption of overheads decreases costing profit.

Q1)B)Match the following. (Any 7) (Marks 7)

1. Prime cost	a. Cost management tool
2. Depreciation on Plant & Machinery	b. Japan by ToyotoMoters
3. Bonus System	c. Raw Material Consumed
4. Normal Loss	d. Finance Overhead
5. Actual Loss < Normal Loss	e. Selling And Distribution Overhead
6. Carriage Outward	f. Abnormal Gain
7. Bad Debts	g. Scrap Value
8. Direct Material	h. Halsey Premium Plan
9. Just in Time	i. Factory Overhead
10. Target Costing	j. Direct Cost

Q2)A) Material M is used as follows :-

Minimum usage 500 units per week , Maximum usage 1500 units per week , Normal Usage 1000 units per week , Re-ordering quantity 5000 units , Delivery Period 4 to 6 Weeks . Calculate :- (A) Re-ordering Level (B) Minimum Level (C) Maximum Level (D)Average Level (Marks 8)

Q2)B) Calculate EOQ and No. of orders to be placed from the following information :-

1. Quantity required 5000 units per month
2. Ordering Cost Rs. 1,200 per order
3. Carrying cost 20%
4. Price Per unit Rs. 2,000 (Marks 7)

OR

Q2)C) An article has to undergo three different processes before it becomes ready for sale. From the following information find out cost of production per unit of that article , if 200 units of that article were manufactured upto 31st December 2021. Expenses of those 200 units of article are :

PARTICULARS	Manufacturing Process	Refining Process	Finishing Process
Material	2,000	1,000	750
Labour	1,500	2,500	1,000
Direct Expenses	400	200	300

The Indirect Expenses for the period amounted to Rs. 6,000 in the factory out of which Rs. 2,000 is attributable to this product. There was no stock at the end of any process. The indirect Expenses should be allocated to each process on the basis of labour. (Marks 15)

Q3)A)There are 4 departments P, Q, R, and S inShalini Ltd. P, Q and R are production departments and S is service department. The actual cost for the period is as follows :-

Particulars	Rs.	Particulars	Rs.
Rent	2,000	Employee insurance	300
Repairs to plant	1,200	Fire insurance (Stock)	1,000
Depreciation on Plant	900	Power	1,800
Lighting	240		
Supervision	3,000		

The following information is available in respect of the four departments :-

Particulars	**Department P**	**Department Q**	**Department R**	**Department S**
Area (Sq. ft.)	**1500**	**1,100**	**900**	**500**
No. of Employees	**20**	**15**	**10**	**5**
Total Wages	**Rs.6,000**	**Rs. 4,000**	**Rs. 3,000**	**Rs. 2,000**
Value Plant	**Rs. 12,000**	**Rs.9,000**	**Rs. 6,000**	**Rs. 3,000**
Value of Stock	**Rs. 7,500**	**Rs.4,500**	**Rs. 3,000**	-

Apportion the costs to the various departments on the most equitable basis. (Marks 15)

OR

Q3)B)Calculate the total earnings and effective rate of earnings per hour of 3 operators Kashinath , Vishwanath and Jagannath , under Halsey Plan and Rowan Plan.

The standard time fixed for producing 200 articles is 50 hours.

The rate of wages is Rs. 3 per hour.

The actual time taken for producing 200 articles is as follows :-

Kashinath : 40 Hours

Vishwanath : 44 Hours

Jagannath : 35 Hours (Marks 15)

Q4)A) The following particulars have been extracted from the books of M/s Vaijayanti Manufacturing Company for the year ended 31st March2022 :-

Particulars	Amount	Particulars	Amount
Opening Stock (Raw Material)	235000	Salesmen's Salaries & Commission	42000
Closing stock (Raw Material)	250000	Productive Wages	70000
Raw Materials Purchases	1040000	Depreciation to Plant	35500
Drawing Office Salaries	48000	Depreciation on Office Furniture	3000
Royalty on Production	70000	Director's Fees	30000
Carriage Inwards	41000	Gas & Water Charges - Factory	7500
Cash Discount Allowed	17000	Gas & Water Charges - Office	1500
Repairs to Plants	53000	Manager's Salary	60000
Rent , Rates & Taxes (Factory)	15000	Cost of catalogues printing	10000
Rent , Rates & Taxes (Office)	8000	Loose tools written off	8000
Office Conveyance	15500	Trade – fair Expenses	10000

Out of 48 hours in a week , Manager devotes 40 hours in factory and 8 hours for office per week for the whole year. The management has fixed the selling price @ 110% of cost. Prepare Cost sheet for the year ended 31/03/2022. (Marks 15)

Q4)B) Keerti Manufacturing Company gives you following particulars for the year 2022. Production & Sales during the year was 5000 units.

Particulars	Rs.	Particulars	Rs.
Materials	300000	Factory OH (Fixed)	100000
Direct Wages	150000	Factory OH (Variable)	200000
Administration OH (Fixed)	100000	Selling & Distribution OH (Fixed)	80000
Sales	1500000	Selling & Distribution OH (Variable)	150000
Profit	420000		

The company has maximum capacity of 20000 units during 2022. The management has decided to increase production capacity to 15000 units for the year 2023 and it is estimated that :-

A) All variable expenditures will be increased by 20%.
B) There is no change in Fixed costs.
C) There will be no change in Selling Price per unit.

Prepare a statement showing total as well as unit cost and profit for 2022 and also prepare a statement showing estimated profit for 2023. (Marks 15)

Q5)A) Define Cost Accounting? Distinguish between Financial Accounting and Cost Accounting. (Marks 8)

Q5)B) What are the elements of Costs? (Marks 7)

OR

Q5)C) Write short notes on (Any 3):- (Marks 15)

A. Cost of production
B. LIFO Method
C. Target Costing
D. Cost sheet
E. Benchmarking

S15112250E

Time allowed: - 2 ½ Hours
1) All questions are compulsory.
2) Figures to the right indicate full marks

Marks: - 75

Q1)A) Multiple choice questions. (any 8) (Marks 8)

1 _____ Method of recruitment helps in creating loyal employees.
1. Orientation 2.Training 3.Internal 4. Development

2 Outsourcing is normally done when an organization wants to focus on _____ business.
1. Core 2. General 3. Validity 4.Central

3 Bold headlines, copy, illustrations etc are a part of _____ advertisements.
1.Display 2.Classified 3.Methodology 4.Individual

4 Synthetic tests are used for _____ type of job.
1.Simple 2.Complex 3.positive 4.rigid

5 _____ Check is done to know the personal characteristics and family background of the candidate.
1. Medical 2.Reference 3.Secondary 4. Primary

6 _____ Interview is pre determined and well planned.
1. Structured 2.Unstructured 3. Medical 4.secondery

7 _____ Interview is taken when the employee leaves the organization.
1. Exit 2. Stress 3.Constant 4.Conflict

8 Selection is a _____ process.
1. Positive 2. Negative 3.Direct 4. Neglect

9 _____ helps new hires to integrate with organization.
1. On Boarding 2. Orientation 3.Decision Making 4.Precise

10 Providing Knowledge about job safety measures is a part of _____orientation.
1. Formal 2. Informal 3.stress 4.Granted

(marks 7)

Q.1.B] State whether statements are true or false. (Any 7)

1 Bio data is the short form of basic data.
2 Video conference require special telecommunication arrangements and special room at each end
3 Reverse chronological resume, focus is given on the required skills sets for an organization.
4 Innovation in HR software will change the face of recruitment.
5 There are two levels of strategic analysis..
6 Job portals offers 24*7 assistance
7 Job enlargement involves increasing duties and responsibilities associated at same job level.

8 Job description and job specification are an outcome of job analysis.
9 Advertisement is the most popular and common method of seeking recruits because of its wider reach.
10 E-recruitment turns out to be an in-expensive and time consuming source of recruitment

Q.2.A What is CV.? And what are the things to be remembered while making a CV. (marks 8)
B Elaborate the concept of Induction and explain the types of induction Formal / Informal. (marks 7)

OR

C What is Orientation and Explain Process of orientation? (marks 8)
D Explain the concept of interview and types of interview. (marks 7)

Q.3.A Explain the concept of recruitment its objectives and its importance (marks 8)
B What is Job Design and Explain the factors affecting job design? (marks 7)

OR

C Explain the concept of job analysis with job description and job specification (marks 8)
D Elaborate the term promotion and promotion techniques applied by companies. (marks 7)

Q.4.A How transfer process actually works for Business organization and what are the types of transfer (marks 8)
B Enlighten the concept of Recruitment and what are the external sources or recruitment. (marks 7)

OR

C Explain the concept of interview and types of interview (marks 8)
D Differentiate the Traditional and Modern sources of recruitment (marks 7)

Q.5] Short Notes (Any 3) (marks 15)
1 Difference between Resume, CVs ,Bio data
2 Guidelines for the Interviewer and interviewees.
3 Hurdles in selection process and ways to overcome them.
4 Internel recruitment Advantages and Disadvantages
5 Placement consultancies and its duties towards client.

S15112249E

Time: - 2 ½ Hours
Marks: - 75

1) All questions are compulsory.
2) Figures to the right indicate full marks.

(Marks 8)

Q1)A) Multiple choice questions. (any 8)

1. _____ need describes an individual's concern for socializing to gain friends, desire, for being accepted and for belonging.
   1.Achievement 2.Power 3.Affiliation 4.Assertive

2. _____ is one of the basic human requirements.
   1. Drive 2. Need 3. Goals 4.demand

3. _____ Profile divides the consumers into different categories based on social class, lifestyle and personality characteristics.
   1. Psychographic 2.Geographic 3.Behavorial 4.Economical

4. When the consumer is highly involved in buying and there are significant differences between brands, then it is called _____ buying behavior.
   1. habitual 2. dissonance 3.complex 4.easy

5. The costly products or luxurious goods like diamonds are called _____.
   1. High 2. low 3.enduring 4.moderate

6. _____ are deep rooted in people that they are generally not aware of and have problem in identifying them.
   1. Culture, 2. Tradition, 3.Values 4.Dignity

7. _____ is customer oriented.
   1. E-buyer 2. E-buying 3. E-business 4.E.market

8. _____ is the last stage in diffusion process.
   1. Social system, 2.innovation, 3. Time 4.end

9. John Howard and Jagdish Sheth in _____ presented their integrated model of buyer behavior.
   1.1969, 2.1968, 3.1969 4.1966

10. _____ refers to general or specific goals impelling to action.
    1.satisfaction, 2.Inhibitors, 3.Motive 4.Distinct

Q1)B) State whether statements are true or false. (Any 7) (Marks 7)

1. Email is most important and widely used online communication.
2. Communication is between marketers and consumers.
3. Intention is the brand which the buyer intends to buy.
4. Opinion leaders promptly help others in right decision.
5. Upper class is growing enormously.
6. There are 3 types of consumers.
7. Lifestyle classifies a consumer's pattern of living.
8. Low involvement products are not purchased often.
9. Goals are the behavior aim to achieve.
10. Consumer materialism is self-centered and selfish.

Q2)A) What is the meaning of family and how family influences buyer behavior? (Marks 8)

B) Elaborate the term consumer behavior and its features or characteristics (Marks 7)

OR

Q2)C) Explain the term consumer profiling and its importance (Marks 8)

D) Explain the term consumer behavior and type of consumers (Marks 7)

Q3)A) How important is it to measure consumer involvement and levels of involvement? Explain. (marks 8)

B) What are the factors or determinants of buying behavior? (marks 7)

OR

Q3)C) Explain "Freudian theory of personality" and trait theory of behavior. (marks 8)

D) Why is consumer perception study so crucial? Explain its features or nature. (Marks 7)

Q4)A) Define what is culture and cultural influences on consumer behavior (marks 8)

B) Explain the role of opinion leaders in purchase process (marks 7)

OR

Q4)C) Elaborate the term "custom and tradition". What are the key traditional values in consumer behavior reflection? (Marks 8)

D) What is the meaning of diffusion? Explain the diffusion process. (marks 7)

Q5) Write short notes on :- (Any 3) (marks 15)

1. Explain the term family life cycle
2. Features of e-buying
3. Maslow's need hierarchy theory
4. Nicosia model of consumer decision making
5. Social class influence on consumer behavior

S161122595

Time :- 2 ½ Hours

Marks :-75

1. All questions are compulsory.
2. Figures to the right indicate Full Marks.

Q1)A) Match the following. (Any 8) (8)

1	Book Value	a.	Capital Structure
2	Objectives of Financial Accounting	b.	Equity Shares
3	At indifference point , EPS is	c.	Regulates Capital Market
4	Chit Funds	d.	Optimization of Risk
5	Combined Leverages	e.	Accounting period
6	Accrual Concept	f.	Contribution / EBT
7	Risk return trade off implies	g.	FDI Prohibited
8	SEBI	h.	Same
9	Higher Cost of Capital	i.	Wealth Maximization
10	Combination of Debt and Equity	j.	Accounting Value

Q1)B) State whether following statements are true or false. (Any 7) (7)

1. Capital budgeting decisions are long term investment decisions.
2. Capital budgeting decisions need not to be taken carefully.
3. Long term decision involve heavy risk.
4. Long term decisions can be easily reversed.
5. Debt is cheaper than equity.
6. Cost of retained earnings can be calculated separately.
7. Interest on debentures reduces tax liability.
8. Dividend on preference shares is adjusted for taxes to get their cost.
9. Debentures may be converted in equity shares.
10. Rate of dividend on equity is fixed.

Q2)A) The following information is available is respect of Ganga Ltd. , Yamuna Ltd. And Saraswati Ltd. Following amounts are given is Rs. Lakhs.

Particulars	Ganga Ltd.	Yamuna Ltd.	Saraswati Ltd.
Sales	500	1000	1000
Less :- Variable Cost	(200)	(300)	(250)
Contribution	300	700	750
Less :- Fixed Cost	(150)	(400)	(350)

EBIT	150	300	400
Less :- Interest	(50)	(100)	(200)
EBT	100	200	200

You are required to calculate Operating Leverage , Financial Leverage and Combined Leverage in case of each company. (15)

OR

Q2)B) Harivijay Ltd. Has the following Capital Structure :-

Particulars	Amount
Equity Share Capital (Rs. 100 Each)	2000000
Retained Earnings	1000000
9% Preference Shares	1200000
7% Debentures	800000
TOTAL	5000000

The company requires s. 2500000 to finance expansion program for which the following alternatives are available :-

A. Issue of 20000 Equity shares at Rs. 25 per share (FV Rs.10 + Premium Rs.15)
B. Issue of 10% Preference Shares
C. Issue 8% Debentures

The EBIT is Rs. 900000 after expansion. Income Tax is 50%. Recommend the best alternative with suitable reason. (15)

Q3)A) Narmada wants to invest in a project. Two options are available :- i) Alaknanda Ltd and ii) Bhagirathi Ltd. Following are the details :-

Particulars	Discounting Factor @ 12%	Alaknanda Ltd.	Bhagirathi Ltd.
Cost of Investment	1	80000	90000
Cash Inflows			
Year 1	0.893	30000	40000
Year 2	0.797	40000	50000
Year 3	0.712	50000	60000
Year 4	0.636	60000	80000
Year 5	0.567	90000	90000

Calculate Net Present Value for both projects and recommend which project should be selected. (15)

OR

Q3)B) Godavari Ltd. Has an investment proposal of Rs. 4000000. The expected cash flows are as follows :-

Particulars	Discounting Factor @ 10%	Godavari Ltd.
Cost of Investment (Year 0)	1	4000000
Cash Inflows		
Year 1	0.909	700000
Year 2	0.826	700000
Year 3	0.751	800000
Year 4	0.683	800000
Year 5	0.621	900000
Year 6	0.564	900000
Year 7	0.513	1000000
Year 8	0.467	1000000
Year 9	0.424	800000
Year 10	0.386	600000

You are required to calculate :- i) NPV @ 10% and ii) Profitability Index @ 10% (15)

Q4)A) Calculate simple interest and future value of an amount of Rs. 200000 borrowed at a simple interest of 10% p.a. for (i) 6 Months (ii) 1 Year (iii) 2 Years (iv) 90 Days (8)

Q4)B) The probability distribution of annual returns on a security are given below :-

Return on security	Probability
-0.35	0.04
-0.25	0.08
-0.15	0.14
-0.05	0.17
0.05	0.26
0.15	0.18
0.25	0.09
0.35	0.04

Compute the expected return on a security . (7)

OR

Q4)C) The return of Stocks A and B under different states of economy are presented below along with the probability of the occurrence of each state of the economy.

Economic Condition	Probability	Return % A	Return % B
Boom	0.3	20	50
Normal	0.4	30	30
Recession	0.3	50	20

1. Calculate the expected rate of return and standard deviation of return for Stock A and Stock B.
2. If you could invest in either Stock A or Stock B , but not in both , which stock would you prefer? (15)

Q5)A) What are the Features of Corporate Finance? (8)

B) What is Financial Management? Explain its importance. (7)

OR

Q5)C) Write short notes on :- (Any 3) (15)

1. Fixed Capital and Working Capital
2. Over – capitalization
3. Weighted Average cost of Capital
4. Break Even Point
5. Time value of Money

S16112261E

MARKS: 75 **TIME: 2 1/2 hrs.**

Note: All questions are compulsory
Choice available within Questions

Q1A. Fill in the Blanks (Any 8) **8**

i). Organisations are now being challenged to be more _____ to their stake holders.
a). amiable b). re-actable c). accountable d). sceptical

ii). A strong culture is a system of _____ rules that spells out how people have to behave most of the time.
a). formal b). Informal c). casual d). legal

iii). _____, the father of scientific management, put forward the idea of selecting right workers for the right job.
a). Henry Fayol b). Freidman c). Maslow d). F.W.Taylor

iv). Managing cross-cultural dynamics means learning how to cope with cultural _____.
a). similarities b). differences c). autonomies d). ethics

v). Human relations received increasing importance as an indirect _____ effect of the depression.
a). positive b). negative c). defensive d). neutral

vi). Good _____ within the organisation influences the organisational behaviour in a great manner.
a). human relations b). planning c). controlling d). manners

vii). Modern day employees are far more _____ than the old ones
a). rigid b). flexible c). dull d). durable

viii). Human resource planning is an _____ process
a). ongoing b). outgoing c). onetime d). rare

ix). The forecasting methods are highly dependent on _____ methods.
a). quantitative b). qualitative c). comparative d). superlative

x). In paired comparison system, each employee is compared with every other _____
a). group b). unit c). individual d). section

Q1 B. Match the column (Any 7) 7

A		B	
1	1929	a	Importance of OB
2	First come last go	b	Pension
3	Understanding interpersonal behaviour	c	Membership group
4	Social security measure	d	Interruption
5	Institute of Income Tax	e	Middle range score assigned
6	Strength and weakness of employee	f	Activity log
7	Drop in visitors	g	Principle of retrenchment
8	Central tendency error	h	Process of designing and implementing goals
9	Evaluation of Time	i	Performance appraisal
10	Career management	j	Great depression

Q2A). Explain cross-cultural dynamics and factors influencing it. **8**
Q2B). Describe the importance of organisational behaviour. **7**

OR

Q2C). What are the determinants of personality? Explain in detail. **8**
Q2D). Elaborate the methods to solve inter-group conflicts directly. **7**

Q3A). Explain in detail the meaning of retrenchment and separation of employees. **8**
Q3B). What are the factors that determine the organisational design? **7**

OR

Q3C). What are the requirements to be followed by a company for successful implementation of voluntary retirement scheme? **8**
Q3D). What are the objectives of HRM? **7**

Q4A). What is the need of Human Resource Planning? **8**
Q4B). What are the objectives of HRD? **7**

OR

Q4C). What are the steps involved in career development program? Explain briefly. **8**
Q4D). What are the disadvantages of individual incentive plan? **7**

Q5). Write short notes on:(any 3) **15**
a). Objectives of career planning
b). The H- form organisation
c). Attrition
d). Objectives of fringe benefits
e). Locus of Control

S161122 60E

Marks: 75 **Time: 2.5 hrs**

Note: - All questions are compulsory.
- Figures to the right indicate marks.

Q.1. A) Fill in the blanks using correct alternative. (Any Eight) **(08)**

1. _____ is not one of the M's of advertising.
   a. Message b. Media
   c. Money d. Monopoly
2. _____ is stored both as pictures and words in brain.
   a. Visual imagery b. Clutter
   c. Puffery d. Emotional appeal
3. Advertising creates a_____ effects among potential buyers.
   a. Pull b. Push
   c. Single dimensional d. Multifacated
4. Comparative advertising refers to advertising _____ between competitors.
   a. Bond b. Agreement
   c. Contract d. War
5. _____ appeal enhances recollection, evaluation and the intent to purchase the product.
   a. Humour b. Morale
   c. Rational d. Understanding
6. _____ is the period during which the commercial is filmed or videotaped and recorded.
   a. Production b. Reproduction
   c. Post production d. Pre production
7. _____ is a form of digital adverting, businesses use to spread the word about their brand.
   a. Viral marketing b. Electronic billboard
   c. SEO d. SMM
8. In _____ test sample sizes range from 250=600 participants.
   a. Theatre b. Road show
   c. Concept d. Portfolio
9. Advertising is a _____ form of communication.
   a. Paid b. Free
   c. One way d. Two way
10. The birth of a new idea in the creative process is known as _____
    a. Immersion b. Verification
    c. Validation d. Illumination

B) Match the following. (Any Seven) **(07)**

Column A	Column B
1. Illumination	a) Creates feeling of desire
2. Humour appeal	b) "Just Do It" - - - - Nike
3. Music appeal	c) Text of the advertising message
4. Teaser advertising	d) Builds curiosity and interest
5. Tag Line	e) Feeling amusement in pleasure
6.Positive emotional appeal	f) Intrinsic value
6. Moral appeal	g) Corporate signature
7. Snob appeal	h) Birth of an idea
8. Company Logo	i) Johnson & Johnson Baby products
9. Body copy	j) 'Save the Girl Child' Campaign

Q.2. **A)** State the various benefits of advertising. **(08)**

B) Why social media advertising is becoming popular day by day? **(07)**

OR

C) Define advertising. What are the features of advertising? **(08)**

D) Explain 5 M's of Advertising. **(07)**

Q.3. **A)** Explain AIDA model with suitable examples. **(08)**

B) State the relationship between advertising and marketing mix. **(07)**

OR

C) What is creativity? State the importance of creativity **(08)**

D) Explain in detail about the creative process. **(07)**

Q.4. **A)** Discuss Need Hierarchy model in detail. **(08)**

B) Why corporate hire celebrities to endorse their products? **(07)**

OR

C) Define advertising budget. What are the features of advertising budget? **(08)**

D) Explain the importance of Global Advertising. **(07)**

Q.5. **A)** You have been appointed as an Ad Manager in your company to launch a energy drink. What will be your creative process? **(08)**

B) Who will you choose as a brand ambassador for this kind of product & why? **(07)**

OR

Write short notes (Any three) **(15)**

C) Marketing Mix

D) Content is King

E) Social Media Advertising

F) PLC

G) TRP

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