FYBMS FC
20/3/24

M200324F06

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

Note: All questions are compulsory.
Choice available within Questions.

Q1) A. Fill in the blanks (Any 8) **(8)**

1. In the state of _____ the number of farmer's suicide is the highest. (Bihar, Orissa, Maharashtra)
2. As per the new industrial policy, 1991, licensing is required only in _____ industries. (five, six, seven)
3. _____ rights aim at personal good of an individual as well as that of the community. (Fundamental, natural, religious)
4. Human rights have _____ application. (limited, universal, maximum)
5. The _____ is a layer of gases surrounding our planet. (Hydrosphere, Biosphere, Atmosphere)
6. Acid rain is one of the harmful effects of _____pollution. (Air, Land,Water)
7. _____ means pre-judgement. (violence, stereotypes, prejudice)
8. _____arises when goal directed behavior is blocked. (Anger, stress, frustration)
9. _____helps to develop the power of concentration. (meditation, social support, physical exercise)
10. The _____needs lie at the highest level of the hierarchy of Maslow's need hierarchy theory. (esteem, social, self-actualization)

Q1) B. State whether the following statement is true or false (Any 7) **(7)**

1. Forced migration may also be called as forced displacement.
2. It has made communication expensive and complex.
3. Freedom of speech and expression may also include defamation.
4. The fundamental rights are absolute.
5. Natural environment provides renewable source of energy.
6. The composition of environment is the same everywhere.
7. Regionalism is the only cause of aggression and violence.
8. Type B personality generally engages in instrumental aggression.
9. Smoothing refers to accommodating other party's interest.
10. Win-win strategy is to solve a problem and not to shift the blame another.

Q2. Answer the following question.

A. Briefly explain the concept of liberalization. (7)

B. What are the major goals of Sustainable development ? (8)

OR

C. Why the universal declaration of human rights was considered a milestone in mankind's struggle for freedom? (8)

D. Explain right to equality with reference to the provisions in Fundamental Rights. (7)

Q3. Answer the following question.

A. What are the factors that led to the American Declaration of Independence? (7)

B. Define the term Ecological Pyramid. What are its different types? (8)

OR

C. Explain the concept of human rights. (8)

D. What are the important guidelines of Privatization? (7)

Q4. Answer the following question.

A. What are the factors that have enabled the Globalization? (7)

B. What is GPS? Briefly explain the applications of GPS. (8)

OR

C. Define the term communication and give a brief account of different modes of communication (8)

D. What is migration? Explain the causes of migration. (7)

Q5. Write short notes on (Any 3)

1. Retail
2. Agrarian Crisis
3. Corporate farming
4. Magna Carta
5. Ecology

OR

C. Discuss the cause of individual's stress. (7)

D. Explain the concept of right to freedom of religion. (8)

M210324F13

FYBMS 21/3/24

MARKS: 75 **TIME: 2hrs 30 min.**

Note: All questions are compulsory.
Choice available within Questions.

1 .A. Match the following (Any 8). **8**

Column A	Column B
1. Place	a. Increased efficiency
2. Demand	b. Decision making body
3. The Selling Concept	c. Pride and possession
4. Communication Staff	d. Five S's framework
5. Human Wants	e. Sequence of stages from introduction to decline
6. Board of Directors	f. Distribution Channel of a Product
7. Modernised Technology	g. Buying Power
8. Buying Motive	h. Internet
9. Product Life Cycle	i. Effectively conveys message
10. E marketing Objectives	j. Attracting Customers

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

1. Marketing requires presence of two sides, the buyer and the seller.
2. A transaction does not necessarily require trade of values between two or more parties.
3. Consumers prefer products that are widely available and inexpensive.
4. Competition is one of the most critical internal business factor.
5. Technological changes cannot be a threat to any organization.
6. Marketing research is a continuous process.
7. MIS is future oriented and not past oriented.
8. E-marketing reduces price competition.
9. A target market is a group of consumers most likely to use a company's product.
10. Durable goods may use larger and diversified channels of distribution.

Q2 a) Describe the characteristics of marketing . **8**
b) Briefly describe 4C's of marketing. **7**

OR

c) Describe the main factors in micro environment that affect the business. **8**
d) What is PEST analysis? Explain in detail. **7**

Q3. **a)**Describe the features of marketing research. **8**
b) Enlist the characteristics of MIS. **7**

OR

c). What are factors affecting consumer behaviour? **8**
d). What is product life cycle? Explain with the help of a diagram. **7**

Q4. a) What are factors influencing pricing policy? Briefly explain each factor. **8**
b) Explain different types of distribution channels. **7**

OR

c) Briefly describe the criteria for segmentation. **8**
d) What are the disadvantages of target marketing? **7**

Q5. Write short notes (Any 3). **15**

a. Sales research.
b. Width of product.
c. Internet Marketing.
d. Sales promotion.
e. Direct Marketing.

FYBMS
22/3/24

M220324F21

Marks: 75 **Duration:2 ½ hrs**

N.B:

1) All questions are compulsory

2) Choice available within Questions

Q.no1 A) Fill in the blanks: (Any 8) **8 Marks**

1. The Trade Unions Act was passed in the year_____
2. _____ means permanent closure of business.
3. Section dealing with General Services is_____
4. _____ means cessation of work by a body of persons in any industry.
5. Welfare Officers should be appointed where there are ____ or more workers employed.
6. According to the Factories Act, 1948, a woman worker is not allowed to work in a factory during____ shift.
7. The ESI contribution of an employer is____ % of wages.
8. _____ means allowance for housing rent of an employee.
9. ESI Act does not allow_____ factories to register under ESI.
10. POGA stands for_____

Q.no1 B) State whether the following statements are True or False: (Any 7) **7 Marks**

1. The Trade Unions Act was passed in the year 1947
2. Resignation means removal of any worker from an industry.
3. Works Committee must have equal representation of workers and management.
4. Lock-out is initiated by the workers of a company.
5. The Industrial Dispute Act extends to the whole of Mumbai.
6. Appointment of safety officers is compulsory wherein 500 or more workers are employed.
7. As per The Factories Act, 1948, every factory must provide first aid boxes.
8. Reasonable wage means a living wage.
9. Insurance is a safeguard against any mishap mentioned in the policy on payment of premium.
10. Gratuity is paid as a reward for long and meritorious service.

Q. no 2) Answer the following: **15 Marks**

a) Explain Works Committee, Conciliation Board and Industrial Tribunal under the Industrial Dispute Act,1947.

b) Explain in detail what is a strike and briefly explain it's provisions

OR

a) State the difference between individual dispute and industrial dispute.

b) Explain the procedure for registration of a trade union.

Q.no 3) Answer the following: **15 Marks**

a) Explain Inspecting staff, certifying surgeon and welfare officers under Factories Act, 1948.
b) State various provisions relating to working hours, holidays and overtime.

OR

a) Explain the provisions related to safety of workers.
b) Explain the method of calculating wages under Section 5 of Workers Compensation Act.

Q.no 4) Answer the following: **15 Marks**

a) Explain in detail the Registration of Factories and Establishments.

b) Explain the applicability and non-applicability of Wages Act.

OR

c) Explain the pension scheme 1995 under PF Act.
d) Summarize the benefits under ESI Act, 1948.

Q.no 5) Answer the following: **15 Marks**

a) Explain in detail the concept of Contribution under PF Act.

b) Explain the offences and penalties under Payment of Wages Act,1936.

OR

Q.no 5) Write Short notes on: (Any 3) **15 Marks**

1. Lockout
2. Doctrine of assumed risk
3. Funeral Benefit
4. Retrenchment
5. Dearness allowance

FYBMS
23/3/24

M230324F28

Marks: 75 **Duration: 2 Hours 30 Minutes**

N. B.:
1. Show working wherever necessary
2. Use of simple calculator is allowed
3. Figures to the right indicate full marks

Q.1A) Fill in the Blanks with appropriate answers (Any 8) **(8)**

1. The simple interest on Rs.4,500 for 2 years at 6% p.a is_____
2. The future value of an amount is always _____ its present value.
3. Given principal=Rs.1, 500, No of years=3, Interest = Rs.225. then the rate of interest will be ____.
4. In___ year, Rs.8, 000 will amount to Rs.8,840 at 3.5% p.a simple interest.
5. The difference between compound interest and simple interest on Rs.3,000 at 10% p.a. for two years is Rs._____
6. Given P=Rs.Rs.1, 500,n= 3 years, I= Rs.195 the simple interest rate will be_____
7. Future value is known as_____
8. The compound interest on Rs.2, 000 for 2 years at the rate of 5% p.a compounded annually is Rs._____.
9. If the payment is made at the end of the period, the annuity is called _____
10. An annuity in which the number of payments is infinite is called_____

Q.1B) State whether the following statements are True or False (Any 7) **(7)**

1. An annuity is a sequence of payments made at successive time periods.
2. At break-even point revenue is same as total cost.
3. Four boys out of 8 boys can be made to sit in a row in 8C4 ways.
4. 8!=720.
5. The value of a determinant $\begin{vmatrix} 6 & 2 \\ 1 & 3 \end{vmatrix}$ is 22.
6. A function can have more than one value.

7. Demand is called inelastic if Ed=Zero.
8. Order of a matrix is never zero.
9. The sum of two identity matrices is an identity matrix.
10. The value of a determinant remains unchanged if it's rows and columns are interchanged.

Q.2) Solve the following **(15)**

a) If Mr Omkar borrows Rs.15,000 for 10 years at 5% rate of interest, find simple interest and total amount.

b) Find the compound amount and compound interest of Rs.12,000 invested for 2 years at 5% if the interest is compounded annually and semi-annually.

OR

c) Mr. X saved Rs.5000 every year for some years. At the end of this period, he received an accumulated amount of Rs.23205. Find the number of years if the interest was compounded at 10% p.a.
[Given : $(1.1)4 = 1.4641$]

d) Find the value of n if $4(nP4) = nP5$.

Q.3) Solve the following **(15)**

a) Evaluate the given determinant

$$\begin{bmatrix} 2 & 1 & 1 \\ 1 & 2 & 1 \\ 3 & 3 & 4 \end{bmatrix}$$

b) Three friends Ram, Laxman and Bharat go to a shopping mall and purchase the following items:
Ram purchases 1 perfume, 2 deodrants and 3 packets of cookies.
Laxman purchases 2 deodrants, 1 air freshener and5 packets of cookies.
Bharat purchases 2 perfumes, 2 deodrants and 1 air freshener.
Construct a proper matrix giving various purchases of three friends.

OR

c) $If \begin{bmatrix} 8 & 3 & -2 \\ 5 & 6 & x \\ 18 & 15 & 10 \end{bmatrix} = 0$, then find the value of x.

d) Solve the following using Cramer's rule:

x - y + 2z = 9

2x - 5y + 3z= 18

6x +7y +10z = 35

Find the value of y and z.

Q.4) Solve the following **(15)**

a) Find $\frac{dy}{dx}$ for the following:

$y= x^3+x^{-2}-x^{1/4}+2x+1$

b) Construct a forward differences table:

x	0	1	2	3	4	5
f(x)	0	3	8	15	24	35

OR

c) The demand for a commodity its price is x is given by

$Y=\frac{2x+5}{3x-4}$ Find the elasticity of demand when the price is 10 units.

d)Using Newton's forward difference interpolation formula find f(65) if;

x	1	3	5	7	9
f(x)	0	8	24	48	80

Q.5) Solve the following **(15)**

a) A loan of Rs. 70,000 to be returned in 5 equal monthly installments, the rate of interest being 10% p.a. Find the EMI using Reducing Balance Method. Also find EMI using Flat Interest Rate Method.

b)A factory produces 3 goods X,Y and Z. A unit of X requires 6 hours on machine I,3 hours on machine II and 2 hours on Machine III. The same figures for Y are 2,8 and 4 and Z are 4,6 and 3 a day. Find out how many units of X, Y and Z can be produced if the machine time is fully utilized.

OR

Q.5) Write Short Notes (Any Three) **(15)**

1. Equilibrium Point
2. Break-even
3. Depreciation
4. Application of Derivatives
5. Transpose

M260324F35

MARKS: 75 **TIME: 2 hrs. 30 min.**

RYBMS
26/03/24

Note: All questions are compulsory.
Choice available within Questions.

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

i). The person who conducts the interview is called the ----------
(interviewer/ interviewee/ boss)

ii). _____ helps to identify the problem in the organization.
(exit interview/ grievance interview/ appraisal interview)

iii). Flip charts are _____.
(expensive/ portable/ complicated)

iv). _____ refers to a list of items to be discussed at a meeting.
(agenda/ resolution/ notice)

v). _____ committee is a formal committee.
(ad hoc/ temporary/ advisory)

vi). _____ is a very important function of PR.
(conflict management/ stress management/ crisis management)

vii). _____ is a powerful means of communication within an organisation
(press release/ journal/television)

viii). Justice delayed is justice _____.
(delivered/denied/granted)

ix). _____ report deals with the promotion of employees.
(performance appraisal/inspection/project)

x). _____ is often held for problem solving and decision making
(conferences/ committee meeting/ group discussion)

Q1 B. Match the column (Any 7). **7**

	A		B
1	Notice	a	For quick reply
2	Good will	b	Review of Performance
3	News letter	c	Prepares the buyer to take delivery
4	Credit note	d	Additional value of goods or services
5	Self-addressed envelope	e	For new comers in a company
6	Employee handbook	f	Problem of group communication
7	Appraisal Interview	g	Specialised periodical publication
8	Skype	h	Day, date, time and place
9	Clash of egos	i	Brief notes on slips
10	Extemporaneous	j	Online interview

Q2 A) Briefly describe the principles of making effective presentations. **8**

Q2 B) Explain the types of interviews **7**

OR

Q2 C) What are the advantages and disadvantages of meeting? **8**

Q2 D) Depending on the extent of responsibilities performed classify the categories of a secretary. **7**

Q3 A) What are the advantages and disadvantages of tele conferencing? **8**

Q3 B) Describe the functions of public relation department. **7**

OR

Q3 C) What are the tips of writing a good RTI report? **8**

Q3 D) Draft the Notice and Agenda for the Annual General Meeting of Phoenix Computers, Worli, Mumbai. **7**

Q4 A) Write a complaint letter to a book depot for bad execution of an order with its reply. **8**

Q4 B) Amrit Lal had paid his telephone bill in time, yet his telephone line was disconnected on charges of non-payment. This has happened for the third consecutive month. Draft a letter on his behalf addressed to the Consumer Redressal Forum seeking compensation for the harassment and immediate restoration of the connection. **7**

OR

Q4 C) Draft a RTI Letter Seeking information regarding your application for a driving license that has not been processed in spite of having passed the Driving Test and having submitted the required documents three months ago. **8**

Q4 D) Summarize the following passage. **7**

The educational philosophy of Swami Vivekananda is a harmonious synthesis between the ancient Indians ideals and modem Western beliefs. He not only stressed upon the physical, mental, moral, spiritual and vocational development of the child, but also advocated women's education, as well as education of the masses. The essential characteristics of the educational philosophy of Swami Vivekananda are idealism, naturalism and pragmatism. From a naturalist view point, he emphasized that real education is possible only through nature and natural propensities. From an idealist view point, he insisted that the aim of education was to develop the child with moral and spiritual qualities. From a pragmatist view point, he emphasized the need for Western education of technology, commerce, industry, and science to achieve material prosperity. In short, first he emphasized spiritual development, then natural propensity, after that safety of life and then solving the problem of food and clothing of the masses.

Swami Vivekananda considered women to be the incarnation of power. He rightly pointed out that unless Indian women secure a respectable place in this country the nation can never move forward. The important features of his scheme for female education are, "Make women strong, fearless and conscious of their dignity". He insisted that men and women are equally competent not only in the academic matters, but also in other spheres of life. Swami Vivekananda being a keen observer could distinguish the difference in perception about the status of women in the West and in India. "The ideal women in India is a mother, a mother first, and a mother last" he declared.

Q5). Write short notes on (any 3). **15**

a) Committee report.

b) Telephone interview.

c) Minutes of meeting.

d) Videoconference.

e) Grievance interview.

FYBMS
27/3/24

M270324F43

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

Note: All questions are compulsory
Choice available within Questions

Q. 1. A Match the following (8)

	Column A	Column B
1.	5 Forces model	a. No entry barriers
2.	Free trade	b. Social audit
3.	CSR	c. Welfare of the society
4.	Loyalty & retention	d. Value system
5.	Industrial Policy 1956	e. Joint sector
6.	Corporate governance	f. Action plans & internal control
7.	Mcdonalds	g. Michael Porter
8.	Free trade	h. Circulation of capital
9.	Liberalization	i. Globalization
10.	Social audit	j. Curb on corruption

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

1. Globalization refers to the integration of economies & societies across the world.
2. Mission is the medium through which the objectives are achieved.
3. Ministry of Commerce is a primary organ of business focusing upon promotion & regulation of foreign trade in Bharat.
4. IMF, WTO are the examples of international environment.
5. The legal environment puts constraints by not providing them opportunities.
6. The legislature is a decision-making organization, usually associated with state government.
7. Market economy is very similar to traditional market.
8. Social responsibility can be considered in the form of donation or charity.
9. GATT was replaced by WTO in 1996.
10. A greenfield project where the facility is built from the ground up and turned over to the client.

PTO

2. A Explain in detail about the components of business environment? (8)

B State various types of business organizations. (7)

OR

C Why SWOT analysis is undertaken by the company? (8)

D Discuss the need of FDI in India. (7)

3. A Discuss in detail about impact of business on economy. (8)

B Explain role of government in business. (7)

OR

C Differentiate between Public sector and Private sector. (8)

D What are various foreign market entry strategies? (7)

4. A *"CSR has become an essential part of business world."* – Discuss in detail with suitable examples. (8)

B Describe Pros & Cons of WTO. (7)

OR

C Why India chose a *mixed economy* system instead of other forms? (8)

D Discuss in detail about issues with MNC's in India.

5. A What is business? State the various objectives of business (15)

OR

C Write short notes on any 3 of the following. (15)

1. Judiciary
2. Franchising
3. Mixed economy
4. World Bank
5. WTO

M280324F52

FY. BMS
28/3/24

Marks: - 75 **Time : 2hrs.30min.**

N.B. 1. All questions are compulsory.

2. Figures to the right indicate full marks.

Q.1 A Fill in the Blanks (Any 8). **8**

1) Principles of management are NOT _____.
A)Universal C) Flexible
B)Absolute D) Behavioral

2) An organization is basically a group of _____.
A)Society C) Persons
B)Workers D) officers

3) The ultimate aim of all organization is smooth, effective _____.
A)Span of control C) Coordination
B)Directing D) supervision

4) _____ must not make decisions influenced by emotions.
A)Follower C) Leader
B)Assistant D) Individual

5) A very _____ leader focuses only on getting the work done at any cost, and can be somewhat autocratic.
A)Autocratic Leadership C) Task oriented leadership
B)Functional Leadership D) Laissez faire leadership

6) _____ provides the basis of control.
A)Organization C) Directing
B)Co-ordination D) Planning

7) Standards may be fixed for _____.
A)Individuals C) Departments
B)Groups D) Organization

8) The general enterprise objective is achieved through _____.
A)Leadership C) organizing
B)Staffing D) Coordinating

9) Management has been practiced in some form or the other since the dawn of _____.
A)Civilization C) Communism
B)Industrialization D) Coordination

10) _____ is not the function of Management.
A)Copying C) Organizing
B)planning D) Directing

Q.1 B State whether the statement True Or False (Any 7). 7

1) Management theories and principles apply only to large corporations not small business.
2) The effective leader of the future must recognize that societal trends encourage the shifts towards greater participation of non-managerial decision making.
3) Organizations that are more efficient are effective .
4) The four process of management consist of controlling, leading, planning and outsourcing .
5) First line supervisors are responsible for directing the day to day activities of operative employees.
6) To be effective an organization must clearly defined sets of goals and objectives .
7) Middle management spend more time on leading, than on any of the other management function.
8) Authority should be usually more than the responsibility given.
9) Planning is free from human errors.
10) A bureaucratic leaders follows rules and regulations in totally.

Q.2 A Explain the concept of coordination with its need and importance. **8**

B Explain the concept of directing with its characteristics and importance. **7**

OR

C Explain the concept of management with its definition and its characteristics. **8**

D Explain the different styles and types of leadership. **7**

Q.3 A What is planning? Explain its advantages and disadvantages. **8**

B Write a detailed note on Delegation of Authority. **7**

OR

C Explain the concept of CSR and its need for the society. **8**

D Explain the 14 principals of Mr. Henry Fayol . **7**

Q.4 A Explain the modern techniques of decision making. **8**

B Explain the concept of centralization and its advantages and disadvantages. **7**

OR

C Explain the concept of Directing with its characteristics and importance. **8**

D Explain the different Qualities of good leader. **7**

Q.5 Short Notes (Any 3). **15**

A Management as profession.
B Decision making process.
C Managerial skills.
D Decentralization process
E Brainstorming technique