SYBMS
12/4/23

IV 05131 III 59

MARKS: 75

TIME: 2 1/2 hrs.

Note: All questions are compulsory
Choice available within Questions

Q. 1. Fill in the blanks (8)

1. UNWTO was founded in the year _____
   a. 1970
   b. 1975
   c. 1980
   d. 1985
2. _____ Tourism is the time when an individual can do what he likes to refresh.
   a) International tourism
   b) Leisure tourism
   c) Recreational tourism
   d) None of the above
3. National strategy for promotion of tourism was drafted in the year _____
   a. 1991
   b. 1992
   c. 1996
   d. 1988
4. _____ acts as a Director General of Tourism in India.
   a. Tourism Minister
   b. Secretary of Tourism
   c. CM of the State
   d. None of the above
5. _____ 5Year plan focussed on developing infrastructure in tourism.
   a. 5th
   b. 7th
   c. 11th
   d. None of the above
6. IATA means _____
   a. International Aviation Travel Association
   b. International Air Transport Association
   c. International Aviation & Tourism Association
   d. None of the above
7. A person who changes location is known as _____
   a. Visitor
   b. Tourist
   c. Traveller
   d. None of the above

8. _____ tourism refers to people travel on huge luxury ships that have all recreational facilities.
   a. Mass tourism
   b. Inclusive tourism
   c. Cruise tourism
   d. Pilgrimage tourism

9. _____ tourism refers to a transport of large number of people in a short span of time.
   a. Heritage tourism
   b. Mass tourism
   c. Grand tourism
   d. None of these

10. AP plans provide with _____
   a. Room only
   b. Room + Breakfast + Lunch + Dinner
   c. Room + Continental breakfast
   d. None of the above

1 B State True or False (any 7) (7)

1. There are five stages of decision making of a traveler
2. Tourist attraction is a place of interest where tourist visits.
3. There are five types of modes of reservation.
4. Place in case of tourism it can be online market space and or offline travel shop.
5. Designing a service process system involves a careful consideration of factors related to services.
6. All employees are missionaries in case of tourism marketing.
7. Castles of Rhineland are straight out of fairy tale.
8. The interaction between a tourist and poor communities can provide a number of intangible and practical benefits.
9. Headquarter of Ministry of Tourism is based in Mumbai.
10. ATT is an IATA approved agency.

2. A Define tourism. What are the features of tourism? (8)

B What are the positive aspects of tourism? (7)

Or

C What are the factors affecting tourism worldwide? (8)

D What is accommodation? Describe various typologies of accommodation. (7)

3. A What is reservation? Describe various modes of reservation? (8)

B Define itinerary. What are the various types of itinerary? (7)

Or

C What are the challenges faced by Indian tourism industry? (8)

D Explain the concept of Tourism advertising (7)

4. A What are the steps to launch a new tourism product? (8)

B Why segmentation is important for tourism marketing? (7)

Or

C What are the functions of a tour operator? (8)

D Discuss in detail about business tourism

5. Write short notes on any three of the following. (15)

A Religious Tourism

B UNWTO

C Demographic segmentation

D Adventure tourism in India

E Economic impact model

Or

F State the essential quality for a guide in Konkan region. (8)

G What all things a guide can show to the tourists in Konkan? (7)

5YBMS
12/4/23

IV05131 III 58

MARKS: 75 TIME: 2 1/2 hrs.

Note: All questions are compulsory
Choice available within Questions

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

a) Fixed assets are valued at _____.
I. Cost II. Market value
III. Cost or market value whichever is less IV. I and II both

b) Balance sheet audit includes verification of _____.
I. Assets II. Liabilities
III. Income and expenditure IV. All of the above

c) Special audit can be ordered by _____.
I. Central Government II. State Government
III. Municipality IV. Grampanchayat

d) _____is responsible for Misappropriation of goods.
I. Auditors II. Audit staff
III. Management IV. All of the above

e) Total purchase book is not posted to the ledger is an error of_____.
I. Omission II. Commission
III. Principle IV. Compensating

f) A _____papers are link between the client records and audit report.
I. Working II. News
III. Loose IV. Rules

g) Test check is instituted by_____.
I. The Management II. The Auditor
III. The client IV. All of the above

h) Public deposits are disclose as _____.
I. Secured loans II. Non-current liabilities
III. Current liabilities IV. None of the above

i) Commission received is vouched on the basis of _____.
I. Counterfoil of receipt and agreement II. Cash book
III. Voucher IV. Cheque book

j) Audit evidence should be_____.

I. Reliable
II. Sufficient
III. Appropriate
IV. All of the above

B. Match the followings: (Any seven) (7)

Part (A)	Part (B)
I) Verification	A) Audit working papers
II) Vouching	B) Goes beyond auditing
III) Scope of Internal Audit	C) Machinery
IV) Audit plan	D) Credit purchases
V) Test checking	E) Bench Marking
VI) Standard 530	F) Includes internal control
VII) Continuous audit	G) Save time
VIII) Audit Programme	H) Audit sampling
IX) Bank reconciliation statement	I) Very costly
X) Investigation	J) A blue print of audit work to be done

2. Answer the followings:

a) Define Auditing. Explain secondary objects of Auditing. **(15)**

OR

b) What are the inherent limitations of Audit? **(8)**

c) What is Interim Audit? Explain its Advantages. (7)

3. Answer the followings:

a) What are the sources obtaining information about client business? **(8)**

b) Explain the importance of Audit Note Book? (7)

OR

c) What is Test Checking? Explain its characteristics. **(8)**

d) Describe the benefits of Internal Audit. (7)

4. Answer the followings:

a) What factors are to be considered by an auditor while developing an audit plan? **(15)**

OR

b) What are the considerations in vouching of Cash Sales? **(8)**

c) How would you verify Fixed Assets? (7)

5. Answer the followings:

a) What are the considerations in valuation of Stocks? **(8)**

b) Distinguish between Internal check and internal control? (7)

OR

5. Write short notes: (Any three) **(15)**

a) Materiality concept of auditing

b) Audit Working Paper

c) Routine checking

d) Techniques of Verification

e) Tolerable Error

IV 23041146 M

SYBMS
11/4/23

Time Allowed :- 2 Hours 30 Minutes. Total Marks :- 75

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

Q1)A) State whether the statement is true or false (Any 8) (Marks 8)

1. Corporate restructuring changes organizational structure.
2. Technological changes increase the rate of obsolescence.
3. Downsizing increases organizational strength.
4. Purchase consideration includes payment to shareholders.
5. Only sick companies undertake capital reduction`.
6. Amalgamation belongs to AS-3.
7. The object of reconstruction is to sale out assets of the company.
8. Minimum 3 companies are included in absorption.
9. A company cannot reduce value per shares.
10. Corporate Restructuring reduces ROI

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

1.Surplus on revaluation of asset	a. Internal reconstruction scheme
2.Balance sheet after reduction	b. Debit Capital Reduction A/c
3.Loss on revaluation of asset	c. Debit Capital Reduction A/c
4.Capital reduction scheme	d. Indicate and reduced
5.Two types of amalgamation under AS 14	e. Transfer to Capital Reserve
6.General Reserve	f. Intangible Asset
7. Dr. Balance of P&L Account	g. Fixed Asset
8.Amalgamation	h. 2 or more companies come together and form new company
9.Plant and Machinery	i. Dr. Side of Equity shareholders A/c
10.Goodwill	j. Cr. Side of Equity shareholders A/c

Q2)A) VIshwanath Ltd. Of Varanasi gives the Balance sheet as follows:-

Balance Sheet as on 31st March , 2022

Liabilities	Amount	Assets	Amount
5% Preference Share Capital (Of Rs.10 each)	6,00,000	Goodwill	2,00,000
Equity Share Capital (Rs.10 each)	4,00,000	Land & Building	8,00,000
8% Debentures	2,00,000	Investments	4,00,000
Creditors	2,00,000	Publicity Campaign Expenses	1,00,000
Other Liabilities	6,00,000	Stocks	3,00,000
		Preliminary Expenses	2,00,000
TOTAL	**20,00,000**	**TOTAL**	**26,00,000**

The scheme of reconstruction as approved by the court was as under :-

1. Each existing equity shares will be written down from Rs. 10 to Rs. 5
2. Each existing 5% Preference share is written down from Rs. 10 by Rs. 5
3. 8% debenture holders agree to waive 30% of right.
4. Assets were revalued as follows:-
   Stock Rs. 2,00,000/- , Land and Building Rs. 10,00,000/- and Investments Rs. 4,50,000/-
5. Creditors due are settled as :- 15% immediate payment , 60% amount cancelled and remaining part by issue of 16% debentures.
6. All fictitious and intangible assets were written off.

You are required to pass necessary journal entries in the books of Vishwanath Ltd. Of Varanasi.

(Marks 15)

OR

Q2)B) Swamini Ltd absorbed Kalyani Ltd. WEF 1st April 2022 when their Balance Sheet as on 31st March 2022 were as under :

Balance Sheet as on

Liabilities	Swamini Ltd.	Kalyani Ltd.	Assets	Swamini Ltd.	Kalyan
12% Preference Share Capital	350,000	400,000	Land and Building	220,000	300,(
Equity Share Capital	350,000	100,000	Plant and Machinery	420,000	100,(
Revaluation reserve	30,000	-			
Export profit reserve	30,000	20,000	Stock	290,000	200,(
General Reserve	240,000	60,000	Sundry Debtors	120,000	100,(
10% Debentures	-	100,000	Bills receivables	130,000	30,0
15% Debentures	50,000	-	Bank Balance	20,000	50,0
Sundry Creditors	150,000	100,000			
Total	12,00,000	780,000	Total	1,200,000	780,(

Terms and conditions :-

1. Swamini Ltd will issue 8 equity shares for 5 equity shares in Siddhi Ltd.
2. 12% Preference Shareholders of Kalyani Ltd will be issued equal number of equity shares in Swamini Ltd.
3. 10% Debenture holders of Kalyani Ltd shall be given equal number of 14% Debentures in Swamini Ltd.
4. All the assets and Liabilities of Kalyani Ltd. Are taken over at book values except the following : Fixed Assets at 20% more than book values , Stock at Rs. 1,60,000 , Debtors at Rs. 90,000.
   You are required to :- 1) compute Purchase consideration 2)Ledger accounts in the books of Siddhi Ltd. And 3) Prepare balance sheet in the books of Swamini Ltd. After such absorption.

Q3)A) Following is the Balance Sheet of Shivani Ltd. It is taken over by Sakshi Ltd.

Shivani Ltd. Of Nagpur

Balance Sheet as on 31st March, 2022

Liabilities	Amount	Assets	Amount
Equity Share Capital (Rs.10 each)	5,00,000	Plant and Machinery	4,00,000
Reserves and Surplus	200,000	Land & Building	4,00,000
10% Debentures	1,00,000	Furniture	50,000
Creditors	200,000	Sundry Debtors	50,000
		Stocks	45,000
		Cash & Bank	55,000
Total	10,00,000	Total	5,40,000

Shivani Ltd. was taken over by Sakshi Ltd . Assets and Liabilities were taken over on following agreed values :- Land and building Rs. 5,00,000 , Plant & Machinery Rs. 3,50,000 , Furniture Rs. 60,000 , Sundry Debtors Rs. 40,000 , Stock Rs. 60,000 and 10% Debentures Rs. 1,10,000.Purchase consideration was settled by issue of equity shares of Rs. 10 each.

Prepare :- 1)Statement of Purchase consideration and 2)Pass necessary journal entries in the books of Sakshi Ltd. (Marks 15)

OR

Q3)B) The position of Ravi Ltd. of Surat as on 31st March 2022 was as follows:-

Balance Sheet In the books of Ravi Ltd. as on 31/03/2022

Liabilities	Amount	Assets	Amount
20000 Equity Share Capital (10 Each)	200,000	Land and Building	1,75,000
17000 , 7.5% Preference Share capital (10 Each)	1,70,000	Plant and Machinery	2,25,000
13000 , 10% Preference Share Capital (10 each)	1,30,000	Goodwill	50,000
10% Debentures	1,00,000	Patents and designs	50,000
8% Debentures	300,000	Furniture and Fixtures	25,000
Sundry Creditors	80,000	Investments	75,000
Interest due on debentures	20,000	Sundry Debtors	2,50,000
		Cash and Bank Balance	1,00,000
		P&L A/C (Dr. Bal.)	50,500
Total	10,00,000	Total	10,00,000

The following scheme of reconstruction was submitted and approved by the court :-

1. Equity shares of Rs. 10 each were reduced to the denomination of Rs. 7 each fully paid up.
2. 7.5% Preference shares of Rs. 10 each fully paid up were reduced to Rs. 5 each.
3. 10% preference shares of Rs. 10 each ,were reduced by Rs. 6 each.
   In view of unsatisfactory state of affairs of the company , the debenture holders agreed to forego the interest due on debentures. The reconstruction expenses were Rs. 5,000.
   Pass journal entries and draw up the Balance Sheet.

Q4)A) Following is the Balance Sheet of Ganga Ltd and Yamuna Ltd.

Balance Sheet as on 31st March ,2022

Liabilities	Ganga Ltd.	Yamuna Ltd.	Assets	Ganga Ltd.	Yamuna Ltd.
Equity Share Capital (Rs.10 each)	1,20,000	1,40,000	Fixed Assets	1,70,000	1,50,000
Reserves and Surplus	30,000	40,000	Investments	21,000	11,000
P&L A/c	20,000	10,000	Stock	25,000	55,000
Investment Allowance Reserve	10,000	2,000	Debtors	36,000	80,000
Export Profit Reserve	1,000	2,000	Cash & Bank	9,000	8,000
12% Debentures	60,000	80,000			
Creditors	20,000	30,000			
Total	2,61,000	3,04,000	Total	2,61,000	3,04,000

Ganga Ltd. & Yamuna Ltd. Amalgamated on 1st April 2022. A new company Ganga Yamuna Ltd was formed to take over business of existing companies. New company issued requisite number of shares to discharge the claims of Equity Shareholders of transferor companies.

Prepare :- 1)Statement of Purchase consideration and 2)Pass necessary journal entries in the books of Ganga Yamuna Ltd. (Marks 15)

OR

Q4)B) What is Corporate restructuring? Explain its objectives and need . (Marks 15)

Q5)A)Difference between Amalgamation and Absorption. (Marks 8)

B)Impact of Reorganization . (Marks 7)

OR

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

a) Disinvestment
b) Demerger
c) Net Payment Method
d) Need for internal reconstruction
e) External Reconstruction

SYBMS
11/4/23

IV05128III48

Marks:-75 **Time allowed: 2:30 Hrs.**

N.B. 1. All questions are compulsory.

2. Figures to the right indicate full marks.

Q.1 A Fill in the blanks using correct alternative.(Any Eight) **8**

a. _____ analysis reviews the knowledge, attitudes and skills of the incumbent in each position.
i. Operational ii. Organisational
iii. Person iv. Human

b. Under the _____, group of trainees are given and asked to solve an actual organisational problem.
i. Internship ii. Committee assignment
iii. Coaching iv. Lecture

c. _____ implies addition of more functions and increasing the variety of the task.
i. Job enlargement ii. Job enrichment
iii. Job specification iv. Job analysis

d. _____ career stage begins with the candidate getting the first job.
i. Exploration ii. Decline
iii. Establishment iv. Mid-Career

e. The transferring of executive job to job in a systematic manner is called _____.
i. Coaching ii. Job rotation
iii. Case study iv. Simulation

f. Managerial _____ is a six phase programme lasting from three to five years.
i. Plan ii. Grid
iii. Role iv. discussion

g. The knowledge management help to eliminate _____ activities.
i. Regular ii. Special
iii. Redundant iv. poor

h. _____ method is also called as goal-setting approach.
i. MBO ii. BARS
iii. 360 degree iv. Essay appraisal

i. The _____ organises the material and gives it to a group of trainees in the form of talk.
i. Coach ii. Job rotator
iii. Lecturer iv. Employee

j. _____ are something that are given to employees, teams or units in return for their good work done.
i. Learning ii. Teaching
iii. Counselling iv. Treating

B **State whether the following statements are true or false. (Any Seven)** 7

a. The basic purpose of any training programme is to provide the participants with the requisite knowledge to achieve the goals of the job.
b. Trained workers make better and economic use of material and machines.
c. Development is a continuous process.
d. Lecture is direct and can be used for a large group of trainee.
e. In stringency effect appraiser tries to be very strict.
f. Internship is one of the off-the-job training methods.
g. Job enrichment does not satisfy higher order needs like pride, ego, and esteem.
h. Late career stage begins with the candidate getting the first job.
i. Job rotation increases the monotony of work.
j. Checklist method is also called as goal setting approach.

Q.2 A What are the objectives of training in an organisation? **8**
B Explain different types of on-the-job training method. **7**

OR

Q.2 C What is the process for need of training? **8**
D What details are considered in the training room in designing effective training programme? **7**

Q.3 A Discuss the framework of performance Improvement. **8**
B Discuss the model for planned self-development. **7**

OR

Q.3 C Explain the advantages of succession planning. **8**
D Explain the factors affecting performance of employees. **7**

Q.4 A Explain the process of management development. **8**
B What are the pitfalls in performance appraisal? **7**

OR

Q.4 C Explain the importance of management development programme. **8**
D Discuss the integration of future of talent management. **7**

Q.5 A Discuss the antecedents of knowledge management. **8**
B What are the objectives of performance appraisal? **7**

OR

Q.5 C **Write short notes.(Any three)** **15**

a. Global Talent management
b. Benefits of career planning
c. Human performance improvement
d. Counselling
e. Human Resource Development

IV05128III47

SYBMS
11/4/23

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

N.B. 1. All questions are compulsory.

2. Figures to the right indicate full marks.

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

a. _____ is an activity to promote a company or its products by planning news about it in media not paid for by the sponsor.

Publicity	Marketing
Credibility	Media planning

b. Promotional materials can be presented in _____ ways.

Same	Different
Two	three

c. Public relations professionals can create a consistent message for external communications by developing _____.

Press kits	E-mail
Website	hoardings

d. The encoding process leads to development of _____.

Message	Channel
Noise	barrier

e. Direct marketing experiences are likely to lead to customer _____.

Attention	Retention
Evaluation	promotion

f. _____ is one of the most common and popular methods in marketing technique.

Telemarketing	Coupons
Broadcast faxing	networking

g. _____ refers to reduction in price on a particular item during a particular period.

Discount	Coupons
Credit	offers

h. _____ is an off-line method of advertising in direct marketing.

Catalogue	Broachers
Magazines	pamphlets

i. _____ advertising has always been a popular media choice for newscasts and for targeting message to local's audience

Television	Newspaper
Radio	magazines

j. _____ is not a direct marketing approach

Retailing	Distributing
Promoting	selling

B State whether the following statements are true or false. (Any Seven) **07**

a. Direct marketing does not encourage customization and is a costly option.

b. Sales Research is a tool through which consumers are motivated to make purchase

c. Consumer promotion is to generate inquiries from the target consumers

d. Consumer and trade promotion fails to generate consumer interest, which

lead to trial.

e. Direct marketing results are more tangible and easier to track than typical advertising

f. Mail or telephone selling is not a method of direct marketing.

g. Couponing is used in print and digital media to elicit a response from the reader.

h. There is no much difference between publicity and public relations they are one and the same.

i. Sponsor doesn't pay money for promotion nor have any control over publicity materials.

j. Sales talks and presentation cannot be adjusted according to situation to suit individual nature, motives and problems

Q.2 A Explain the concept of public relation and its features. 8

B Explain the concept of Integrated Marketing Communication and its features. 7

OR

C What is the promotional tools use in IMC process? 8

D What are the advantages and disadvantages of public relation? 7

Q.3 A State the advantages and disadvantages of Interactive media 8

B Explain the consumer oriented sales promotion vehicles 7

OR

C How to evaluate the sales promotion campaign. 8

D Write a note on sponsorship and publicity. 7

Q.4 A What are the objectives of direct marketing? 8

B State the criteria to evaluate the marketing efforts 7

OR

C Explain the Integrated marketing planning process 8

D Define Advertising. Discuss the features of advertising 7

Q.5 A Explain in detail the tools of Direct marketing 8

B List the techniques of trade promotion 7

OR

Q.6 **Write short notes.(Any three)** 15

a. Event sponsorship

b. Challenges of public relations

c. Copy testing

d. Communication process.

e. Promotion mix

SYBMS
10/4/23

IV05126III36

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

Note: All questions are compulsory
Figure to the right indicate full marks

Q1 A State if the following statements are True or False **(attempt any eight)**: **08**

1. Feedback has the power to keep your organization alive.
2. Process type of production system has maximum production flexibility.
3. Factory layout and Plant layout are one and the same.
4. A purchase manager will have to ensure that materials are made available as and when they can manage to purchase.
5. Profit is indirectly proportionate to the efficient management of materials.
6. Inventory turnover ratio is an index of business performance.
7. Two Bin system is not an inventory control system.
8. There is no relativity between productivity and quality.
9. Reliability is something different from quality.
10. The simple objective of TQM is 'Do the right things, right the first time, every time.

B Match the columns **(attempt any seven)** **07**

	A	B
1	Strengths and Weaknesses	a. Factory Layout
2	Services	b. 80/20 rule
3	Office Area	c. Techniques of increasing productivity
4	Petty cash purchase	d. Quality of design
5	Pareto's Law	e. Mistake proofing
6	CAD, CAM, CNC	f. Internal Environment
7	Scot D Sink	g. Kaizen
8	Intrinsic quality	h. Multi factor productivity
9	Poka-Yoke	i. Heterogeneous
10	Masaaki Imai	j. Imprest Cash

Q2 A What are the characteristics of services? **08**
B What are the main objectives of production management? **07**

OR

C What are the features of mass type production system? **08**
D Describe the steps involved in product design. **07**

Q3 A Describe the factors to be considered at the time of designing plant layout. **08**
B What are the objectives of creative purchasing? **07**

OR

C What are the functions of purchase department? **08**
D What are the objectives of materials management? **07**

Q4	A	What are the functions of materials management?	**08**
	B	What are the practical considerations while deciding EOQ?	**07**
		OR	
	C	Describe the modern concept of store-keeping.	**08**
	D	What are the consequences of poor quality?	**07**
Q5	A	Describe the 7 deadly disasters in implementing TQM.	**08**
	B	Describe Ishikawa Fish Bone analysis with diagram.	**07**
		OR	
	C	Write Short notes **(any three)**	**15**

1. Rate contracts
2. Sub contracting
3. Consumer Durables
4. Process Type Production System
5. Two Bins

SYBMS
8/4/23

IV05123III28

Marks:-75 **Time allowed: 2:30 Hrs.**

N.B. 1. All questions are compulsory.

2. Figures to the right indicate full marks.

Q.1 A Fill in the blanks using correct alternative.(Any Eight) **8**

a. Ethics is_____.
i. Normative ii. Descriptive
iii. Applied iv. All of the above

b. _____ refer to a person's personal or self-created values and codes of conduct.
i. Personal ethics ii. Professional ethics
iii. Managerial ethics iv. Business ethics

c. Honesty is the basic principle of _____.
i. Transactional Ethics ii. Participatory Ethics
iii. Recognition Ethics iv. None of the above

d. The foundation of _____ approach rests upon consequence.
i. Moral Rights Approach ii. Utilitarian Approach
iii. Cost Benefit Approach iv. Universalism Approach

e. _____ is the intangible asset that the company has earned over the period of operation.
i. Trademark ii. Patent
iii. Goodwill iv. Copyright

f. The most common place ethical concern in promotion is_____.
i. Supplier relations ii. Customer service
iii. Pricing iv. Deception

g. _____ is when an advertiser relies on subjective rather than objective claims.
i. Puffery ii. Exaggeration
iii. Deception iv. Surrogate advertising

h. _____is the negative effect of false advertising.
i. Broken trust ii. Goodwill
iii. Customer retention iv. All of the above

i. _____ is the relationship between two parties, principal and the agent.
i. Stakeholder Theory ii. Stewardship Theory
iii. Agency Theory iv. Shareholder value theory

j. _____ refers to the strategy a company chooses when it accepts informal expectation from public and makes social and environmental responsibility important to its business operations.
i. Sustainability ii. Social contract
iii. Social Accounting iv. Accountability

B **State whether the following statements are true or false. (Any Seven)** 7

a. Double counting is greatest difficulty in preparing social accounts.
b. The Tata Index for Sustainable Human Development is a trendsetting attempt to map and measure the social development endeavours of Tata Group of Companies.
c. Business should not seek unfair favours from government.
d. Trading day means a day on which the recognized stock exchanges are open for trading.
e. Insider means any person who is a connected or in possession of or having access to unpublished price sensitive information.
f. Ethical CSR is not a type of CSR strategy.
g. Stakeholder theory of corporate governance mainly focuses on shareholders of a corporation.
h. The fundamental objective of corporate governance is only to enhance shareholders value.
i. Organisation should expect employees to attend office 365 days a year.
j. White collar crimes are committed by individuals for business in the course of their occupation.

Q.2 A Define business ethics. Discuss itscharacteristics. **8**
B Describe the scope of ethics. **7**

OR

Q.2 C Describe the nature of ethics. **8**
D What is managerial ethics? Describe the Principles of managerial ethics. **7**

Q.3 A What are the Ethical Dilemmas in marketing? **8**
B Discuss the various unethical advertisements. **7**

OR

Q.3 C What are the points to be considered by finance manager with respect to ethics in finance? **8**
D Discuss the importance of workplace ethics. **7**

Q.4 A Describe the principles of Corporate Governance. **8**
B Explain the ANGLO-US model of corporate governance. **7**

OR

Q.4 C "Social Accounting". Discuss in brief. **8**
D What is CSR? Discuss the different types of CSR **7**

Q.5 A Explain the ethical issues in International Business practices. **8**
B What is the future of CSR? **7**

OR

Q.5 C **Write short notes.(Any three)** **15**

a. Benefits of Social Accounting
b. Role of Business towards Customers
c. Agency Theory
d. Balancing Act and Whistle Blowing
e. Insider Trading

SYBMS
6/4/23

IV05120III21

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

Note: All questions are compulsory
Figure to the right indicate full marks

Q1 A State if the following statements are True or False **(attempt any eight)**: **08**

1. Research facilitates decision of the policy maker
2. Observations must cover an adequate number of cases
3. If height is dependent on age, then age is dependent varible
4. In Qualitative research data is inform of numbers and statistics
5. Census is not a part of sampling technique.
6. A hypothesis is an assumption about relationship between variables.
7. Reliability refers to consistency throughout a series of measurements
8. Summarising is the first step in tabulation of data.
9. Inferential analysis is often known as statistical analysis.
10. Research is based upon observable experience or empirical evidence.

B Match the columns **(attempt any seven)** **07**

	A	B
1	Etnographic	a. Primary data
2	Stimulation	b. Quota sampling
3	Applied research	c. Rigid design
4	Survey	d. Quantitative research
5	Exploratory research design	e. Cluster sampling
6	Books and Journals	f. Solution to real life problem
7	Non-Probability Method	g. Flexible design
8	Descriptive research design	h. Goodness of fit
9	Probability method	i. Secondary data
10	Chi square	j. Qualitative research

Q2 A Describe the significance of research. **08**
B Describe the importance of research in management decisions. **07**

OR

C What are the advantages & disadvantages of descriptive research? **08**
D What are the features of hypothesis? **07**

Q3 A What are the sources of hypothesis? **08**
B What are the steps in research design? **07**

OR

C What are the essentials of a good research design? **08**
D What are the steps in sample design? **07**

Q4	A	What are the characteristics of observation?	**08**
	B	What is the purpose of editing data?	**07**
		OR	
	C	What are the types of data analysis?	**08**
	D	What are the essentials of good report?	**07**
Q5	A	What are the ways to avoid plagiarism?	**08**
	B	Describe the essentials of Interpretation.	**07**
		OR	
	C	Write Short notes **(any three)**	**15**

1. Chi Square
2. Non-probability Sampling
3. Structured Interview
4. Survey Method
5. Analytical Hypothesis

IV 05118 III 14

5YBMS
5/4/23

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

Note: All questions are compulsory
Choice available within Questions

1.A Fill in the blanks with correct alternatives. (Any eight) **(8)**

1. The term 'the supply of money' is synonyms with a term as _____
   a. Money stock
   b. Stock of money
   c. Money supply
   d. All of the above

2. According to Fisher's equation of quantity theory of money is _____
   a. MV = PT
   b. MP = PV
   c. MT = PV
   d. None of the above

3. Circular flow of income includes _____
   a. Goods and Services
   b. Business firms
   c. Households
   d. All of the above

4. National income is the flow of goods and services produced in an economy in course of _____
   a. A year
   b. A month
   c. Six months
   d. None of the above

5. Green accounting plays a crucial role in the _____
   a. Sustainable development
   b. Economic development
   c. Rural development
   d. Urban development

6. National defense, law enforcement and generally available knowledge are examples of _____
   a. Public goods
   b. Private goods
   c. Neutral goods
   d. All of the above

7. The _____ is concerned with the raising of government revenue and incurring of government expenditure.
   a. Monetary policy
   b. Debt policy
   c. Fiscal policy
   d. None of the above

8. Portfolio investments are included in _____
   a. Trade balance
   b. Current account balance
   c. Capital account balance
   d. All of the above

9. _____ enables an investor to earn high returns while minimizing capital risks.
   a. Liquidity
   b. Reserves
   c. Returns
   d. Leverages

10. _____ are the gainers during the inflation.
   a. Common man
   b. Debtors
   c. Creditors
   d. All of the above

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

1. A mild inflation is good for the economy.
2. The study of macroeconomic variables is indispensable for understanding the working of the economy.
3. Funded debt is a long term debt for a definite period.
4. The term 'the supply of money' is synonyms with 'money supply'.
5. Demand for active cash balance depends upon the level of income.
6. According to Keynes, investment expenditure is the main determinant of the level of employment.
7. Transfer function helps in international clearing of debts of countries.
8. The current account of balance of payment does not include unilateral services.
9. Arbitrage helps in equalizing the exchange rate.
10. FRBM means Financial Responsibility and Budget Management.

2. A What is Macro economics? State the importance of m
   B What is Business Cycle? State the phases of Busines
   OR
   C What are the features of trade cycle.
   D Explain the concept of aggregate demand & aggrega

3. A What is inflation? Explain the impact of inflation on
   B Explain the nature of inflation in developing econon
   OR
   C What is fiscal policy? State the objectives of fiscal p
   D Explain the instruments of fiscal policy.

4. A What is FDI? Enumerate various types of FDI.
   B State the advantages of FDI with respect to Indian e
   OR
   C What is the concept of Balance of Payment? Explai
   D Explain in detail about 'hedging' and 'arbitrage'.

5. A What is foreign exchange market? State the functio
   B Differentiate between Fixed Exchange Rate vs Flex
   OR
   C Write short notes on any three of the following.
      1. Balance of trade
      2. Types of Money
      3. Import quotas
      4. Union budget
      5. Fiscal deficit

TIME: 2 ½ Hrs. IV 05117 III 06 Marks: 75

Note: 1. All questions are compulsory.
2. Choice available within Questions.

SYBMS
3/4/23

Q.1 A Fill in the blanks (Any 8) (8)

1. A central database is the backbone of a well-built _____.
   a. MIS
   b. BPO
   c. KPO
   d. DBMS

2. Adopting _____ systems can be expensive.
   a. ERP
   b. Applications
   c. Data
   d. Software

3. Metadata is simply defined as _____.
   a. Data about data
   b. Datum about data
   c. Enterprise data
   d. Data warehouse

4. _____ provide another good example of data mining and business intelligent in action.
   a. Data
   b. Supermarkets
   c. System
   d. Application

5. A Modern _____ is more realistic entities to design its architecture.
   a. KPO
   b. DBMS
   c. Information Systems
   d. KPO

6. Full form of SAP_____
   a. System Application Price
   b. System Application Product
   c. Software Application Price
   d. Software Application Product

7. _____ is an example of ERP.
   a. Net Protector
   b. Turbo C
   c. Peoplesoft
   d. None of the above

8. _____ is a component of MIS.
   a. System
   b. Management
   c. Cost
   d. People

9. _____ may present information graphically and include an expert system or AI.
   a. MIS
   b. Software
   c. DSS
   d. Graph

10. _____ is practiced in manufacturing industries.
   a. CRM
   b. ERP
   c. E-SCM
   d. None of the above.

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

1. Supply chain management flows can be divided into three main flows.
2. Firmware is not the component of MIS.
3. Data is Maintained locally at the individual departments.
4. Account management is feature of E-CRM.
5. Table is combination of rows and columns.
6. Refreshing is not the function of data warehouse.
7. Education is the example of business application of data mining.
8. Appointment scheduling is not the example of BPO Service.
9. Full form of KPO is Knowledge Processing Outsourcing.
10. India is preferred destination for outsourcing.

Q. 2)

A) Explain the structure of MIS with a diagram. (8)

B) Write Advantages and Disadvantages of DSS. (7)

Or

C) Explain ERP life cycle. (8)

D) Write IT enabled services in BPO and KPO. (7)

Q. 3)

A) Write a note on outsourcing with an Indian business. (8)

B) Explain database architecture in detail. (7)

Or

C) Note on outsourcing in cloud environment. (8)

D) Write a difference between IPO and BPO. (7)

Q. 4)

A) Write all functions and characteristics of data warehouse. **(8)**

B) Explain human resource system with MIS. **(7)**

Or

C) Explain E-SCM in detail. **(8)**

D) Explain DSS in detail. **(7)**

Q. 5) Write short notes on <u>any three</u> of the following. **(15)**

A) Overview of MIS

B) Extended ERP

C) Data Warehouse with DBMS

D) E-CRM

E) Data Mining