DBJ COLLEGE CHIPLUN
ATKT EXAM October 2023
CLASS: SYBMS EXAM
SUB: FC IV (Ethics and Corporate Governance)

75marks

MARKS: 75 TIME: 2 1/2 hrs.

Note: All questions are compulsory
Choice available within Questions

Q 1. Fill in the blanks (8)

1. Ethics is derived from the Greek work _____ which means character.(Ethos. Mos. Meta. None of the above)

2. Business ethics is a part of ---------- ethics.(Teleological, normative, virtue. applied)

3. _____ is an attempt by a corporate employee to disclose wrong doing in an organization.(Insider trading. whistle blowing, corporate crime, window dressing)

4. Tax _____ is an arrangement through which some individuals or organization reduce tax liability by legal means.(avoidance, evasion, syndication. remittance)

5. _____ is a voluntary. self-regulatory council which seeks to ensure that advertisement confirm to it code of conduct.(IRDA, SEBI, ASCI, PETA)

6. _____ is example of a white collar crime.(Price fixing, pollution, embezzlement, false advertising)

7. Clause _____ in the listing agreement deals with Corporate governance.(53, 79, 49, 99)

8. The _____ theory explains the relationship between principals and agents in business. (agency, shareholder, stockholder, leadership)

9. As per SEBI guidelines, the audit committee shall meet_____ times a year. (two three, four, five)

10. _____ accounting is the application of double entry book keeping to socio economic analysis. (Management, Financial, Human Resources, Social)

1 B State True or False (7)

1. Where law fails, ethics also fails.
2. Ethics marketing nowdays has become less important.
3. Ethics training won't help employees.
4. CSR stands for Corporate Search and Rescue.
5. Law is guided by reality principles.
6. Ethics and morals are often use interchangeably.
7. Integrating ethics management with other management practices is the need of the hour.
8. Corporate Governance is an instrument for benefiting all stakeholders of corporate entity.
9. Business and ethics don't mix up.
10. The first generation CSR is called evolving business considering social factors.

2. A Define Ethics and state its nature. (8)

B Differentiate between Ethics and Morals. (7)

Or

C What is marketing ethics? Explain the unethical marketing practice techniques? (8)

D Explain the Ethical issues in HRM? (7)

3. A Explain the benefits of corporate governance to business, organization and to the other parties? (8)

B What is Corporate governance? Explain the 4 P's of Corporate Governance? (7)

Or

C Explain the Prohibition of Insider Trading regulations. 2015? (8)

D Explain the Stewardship Theory. (7)

4. A Define Business ethics and Explain its types. (8)

B What is Business Ethics and State it Need and Objectives? (7)

Or

C Explain the steps involved in CSR strategy. (8)

D Explain the concept of Triple Bottom Line?

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

A Types of Ethics

B Issues of business ethics

C Ethics in Advertising

D RTI Act 2005

E Scope of CSR

Or

F What are the various theories of Corporate Governance? (8)

G Explain Caroll's four part pyramid for CSR. (7)

DBJ COLLEGE CHIPLUN 75marks

S. Y. A. T. K. T. Sem – IV Examination, Oct - 2023

CLASS: SYBMS

SUB: Integrated Marketing Communication

Time: 2 and ½ Hrs. Marks: - 75

Note: All questions are compulsory.

Choice available within the question

Q1. A Attempt any eight of the following: [any 8] **[8]**

1) The boundaries between _____ psychiatry & neuroscience have become quite blurred.
   (a) Psychology (b) Receptive (c) Ethical
2) _____ is an excellent & risk free way to induce trial.
   (a) Samples (b) C2B (c) C2C
3) The promotional mix is the combination of different promotional channels that is used to _____ a promotional message.
   (a) Target (b) Communicate (c) Advertising
4) _____ is advertisements in the form of news reviews or articles.
   (a) Emails (b) Magazines (c) Newsletters
5) Decoding is a process which involves the _____
   (a) Sender (b) Desktop (c) Video Games
6) _____ has brought media to a global audience.
   (a) Communication (b) Marketing (c) Internet
7) _____ is a process of exchanging information, thoughts and ideas.
   (a) Letters (b) Communication (c) Recorded Conversations
8) _____ advertising is gaining highest popularity due to being a personal gadget of high frequency use.
   (a) Mobile (b) Desktop (c) Video Games
9) _____ is expected to generate interest of consumer towards a product.
   (a) Communication Process (b) Awareness (c) Employee
10) Multiple messages speaks with single _____
   (a) Voice (b) Tone (c) Action

Q1. B Match the Columns: (any 7) [7]

A	B
1) Advertising	a) Attention
2)Promotional Tool	b) First Step
3) Puffery	c) Assessing the market
4) Telecom Regulatory Authority	d) Personal Selling
5) External Analysis	e) Extravagant
6) AIDA	f) Assessing strengths & weakness
7) Internal Analysis	g) Advertising goals
8) Integrated Marketing Communication	h) Television
9) DAGMAR	i) 1989
10) Review of marketing plan	j) 1997

Q2. Answer the following:

a) Define IMC. Explain in brief the evolution of IMC. (8)

b) Explain in brief reasons for the growth and importance of IMC (7)

OR

c) Define Communication process. Explain the elements of communication process in detail. (8)

d) Explain the Integrated Marketing Communication Planning Process. (7)

Q3. Answer the following:

a) Explain the role of Advertising in IMC. (8)

b) List out various tools for Public Relations (7)

OR

c)Explain in detail steps in sales promotion. (8)

d)Discuss various types of media used for advertising. (7)

Q4. Answer the following:

a) Describe in short behavioral response. (8)

b) Write a short note on evaluation of direct marketing. (7)

OR

c) Describe the Important stages in Personal Selling Process. (8)

d) Explain in brief the process of IMC Analysis. (7)

Q5. Write Short Notes on any Three: (15)

a) Puffery

b) Cause Sponsorship.

c) False Advertising.

d) Publicity.

e) Public Relations.

DBJ COLLEGE CHIPLUN 75marks

S. Y. A. T. K. T. Sem – IV Examination, Oct - 2023

CLASS: SYBMS

SUB: Production & Total Quality Management

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

Note: All questions are compulsory
Choice available within Questions

Q1A). State Whether the Following Statements are True or False : (Any 8) 8

1. The location decision falls under long term planning.
2. Construction of Metro rail is project type production.
3. Simplification is opposite to that of diversification.
4. Line layout is also called as product layout.
5. MRP-I is a Materials Planning technique.
6. Materials can be stacked in any manner.
7. TQM requires management to reject change.
8. Productivity and efficiency are same.
9. Purchasing is primarily a clerical activity.
10. ABC analysis is based on the Pareto principle.

Q1B). Match the column (Any 7) 7

A		B	
1	Quality Management System	a	Robust Design
2	TQM	b	ISO 9001
3	Environmental Management System	c	Kepner Tregor Methodology
4	Continuous Production	d	Waste of overburden
5	Productivity	e	Customer Focused Organization
6	ABC inventory control	f	ISO 14000
7	General Purpose Machines	g	Mass Production
8	Muri	h	70:20:10 Rule
9	Problem Solving	i	Job Production
10	Taguchi	j	Output/ Input

Q2A). Explain the qualities essential for a production manager? 8
Q2B). What is Plant layout and explain the principles of a good layout? 7

OR

Q2C). What is Product Desing? State the requirements of a good product design? 8
Q2D). Discuss in brief Material handling Equipment's. 7

Q3A). What is Material management and objectives of it in detail? 8
Q3B). Explain the various Inventory control techniques in brief? 7

OR

Q3C). Explain Philip Crosby's Philosophy and approach to Quality. 8
Q3D). Explain the Inshikawa Fish Bone Diagram. 7

Q4A). Describe MBNQA in detail 8
Q4B). What is TQM and explain the key principles ofTQM in detail? 7

OR

Q4C). Explain the concept of ISO 9000 along with its registration process? 8
Q4D). Explain the concept of Six Sigma along with its features? 7

Q5). Write short notes on:(any 3) 15
a). Importance of Productivity
b). Inventory Management
c). DMAIC
d). Quality Circles
e). Production System

5-10-2023

75marks

DBJ COLLEGE CHIPLUN

S. Y. A. T. K. T. Sem – IV Examination, Oct - 2023

CLASS: SYBMS

SUB: Business Research Methods

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). Researcher uses _____sampling method when the sample for the study is very rare or limited.
(Convenient, Judgement; Snowball)

ii). _____ is the blue print for the collection, measurement and analysis of the data.
(Research Design, Research Process, Research Hypotheses)

iii. There is no commercial angle in _____ research.
(Social science, Fundamental, Historical)

iv). _____ data should be used after careful scrutiny and should not be accepted at its face value.
(Primary, Secondary, Raw)

v). In _____interview, the set of questions to be asked are predefined and the techniques used to record the information are standardized.
(Structured, Unstructured, Semi-Structured)

vi). _____scale refers to a collection of rating scales using bipolar adjectives like active-lazy, strong-weak, etc.
(Likert, Semantic Differential, Nominal)

vii). _____ of data refers to arranging the data in different groups' according to common characteristics.
(Editing, Coding, Classification)

viii). _____ is the measure of aggregate discrepancies between actual and expected frequencies.
(Chi-square, ANOV A, T-distribution)

ix). _____ is designed for publication in a professional journal.
(Report, Research abstract; Research article)

x). A conference should be _____
(need based/ choice based/ quality based)

Q1B). State whether the following statements are true or false : (any 7) 7

1. Age, income and temperature are continuous variables and number of children and gender are discrete variables.
2. Causal research describes the "who, what, when, where and how" of a situation.,
3. Qualitative reserchers aim to gather an in depth Understanding of human behaviour.
4. In case of census survey, the entire universe is conducted to collect the data.
5. Likert scale refers to a collection of rating scales using bipolar adjectives like active-lazy, strong-weak, etc.
6. Social Media Listening is also known as Social Media Monitoring.
7. Classification of data refers to transferring data in a tabular format for the purposes of analysis arid interpretation.
8. Data processing means a critical examination of the assembled and grouped data for studying the characteristics of the object under study.

9.The report must be drafted in an impersonal style and format.
10. Self-Plagiarism includes using your own material which was used earlier in some research papers

Q2A). Define Research. Discuss the objectives of Research.	**8**
Q2B). State and explain the sources of hypothesis.	**7**
OR	
Q2C). What is Primary data? Explain its advantages.	**8**
Q2D). What is Secondary data? Explain its advantages.	**7**
Q3A). State and explain the importance of questionnaire.	**8**
Q3B). What are the different types of observations in primary data collection?	**7**
OR	
Q3C). Enlist the importance of confidentiality and anonymity in research.	**8**
Q3D). What are the ways to avoid plagiarism?	**7**
Q4A). what is data processing? Explain the essentials of editing.	**8**
Q4B). What is data analysis? Explain its characteristics.	**7**
OR	
Q4C). What is data processing? Explain the significance of tabulation and graphic presentation of data.	**8**
Q4D). State and explain the different types of research reports.	**7**
Q5). Write short notes on:(any 3)	**15**

a). Qualitative Research
b). Interview Method
c). Chi-square test
d). Plagiarism
e). Unstructured interview