TY BMS

Sem - V

April - 2024

Pages - 92

BMS Sem V

Time: 2 ½ Hours Marks: 75

A) State whether the following statements are True or False: (Any 8) 08

1) Dividend can be paid to lenders of funds.
2) R.D.D. is usually estimated as percentage of debtors.
3) Trade Receivables are always shown under current Liabilities.
4) Shareholders funds are always non-current.
5) Capital profit realized in cash can be used for paying dividend.
6) The underwriting commission can be more than 10%.
7) Unmarked applications are known as direct applications.
8) Inventory is a non-monetary item.
9) Foreign currency is a currency other than home currency.
10) Dividend is always calculated on Market Value of the security.

Q.1 B) Match the following: (Any 7) 07

Group A	Group B
1. 10% Debentures	a. Ethics
2. Goodwill	b. Laws
3. Marked Applications	c. Accounting of Foreign Currency
4. Underwriting Commission	d. Reporting Currency
5. Ex- Interest	e. Added to cost
6. Brokerage on Purchase	f. Excluding interest
7. Home Currency	g. Maximum 5% in case of shares
8. AS-11	h. Bears stamp of underwriters
9. Rules that must be followed by all	i. Intangible Assets
10. Rules expected to be followed by all	j. Long Tem Borrowings

Q.2 From the following particulars of Urvashi Ltd., prepare Profit and Loss statement for 31-3-2022 as per revised schedule. 15

Particulars	Amount
Opening stock of Finished Goods	1,50,000
Closing stock of Finished Goods	30,000
Cost of Materials Consumed	1,75,000
Sales	5,00,000
Interest Received	25,000
Depreciation	5,000
General Expenses	10,000
Salaries and Wages	50,000
Interest on Debentures	5,000
Provision for Taxation	50,000
Transfer to General Reserve	10,000

OR

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Q.2 Tejpal Ltd exported goods to Happy Ltd from USA worth US $ 50,000 on 15th February 2021 when exchange rate was ₹ 65 per US $. 15

The payment was received in installments as under:

Date	Amount of Installment US $	Exchange Rate per US $
10/1/21	10,000 (Advance)	₹66
15/3/21	20,000	₹67
10/4/21	15,000	₹66
10/5/21	5,000	₹64

Tejpal Ltd closes its books every year on 31st March. On 31st March 2021, the exchange rate was ₹ 68 per US $.

You are required to pass Journal Entries in the books of Tejpal Ltd. for the year ended 31st March, 2021 and 31st March, 2022. Also prepare Foreign Exchange Fluctuation account in the books of Tejpal Ltd.

Q3. Manish Ltd has authorized capital of 1,00,000 equity shares of ₹ 10 each. Company issued 60,000 shares at a premium of ₹ 2 each. The entire issue was underwritten by Jay, Ajay and Vijay in the ratio of 5:3:2 respectively. 15

Applications were received for 48,000 shares out of which marked applications were as follows:

Jay	24000 Shares
Ajay	8550 Shares
Vijay	12450 Shares

Underwriters are entitled to get 5% commission on issue price.

You are required to:

a) Find out the net liability of underwriters

b) Pass Journal Entries in the books of Manish Ltd.

OR

Q3. From the following is the trial balance of Vikas Ltd., prepare the Balance Sheet of the company as on 31st March 2021 as per Schedule III of the Companies Act. 15

Trial Balance as on 31st March 2021

Debit	₹	Credit	₹
Advances to employees	3,00,000	Equity Share Capital	52,00,000
Cash at Bank	3,64,320	Capital Reserve	60,000
8% Govt. Bonds	3,36,000	Loan from SBI	8,00,000
Premises	48,59,940	Provision for Tax	7,64,000
Patents	10,00,000	Bills Payable	1,85,120
Discount on issue of shares (unwritten off)	25,000	Short term loan from bank	4,90,200
Trade Receivables	3,66,240	Unpaid dividend	64,800
Stock in trade	3,55,600	Profit & Loss A/c	42,980
	76,07,10		76,07,100

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Q.4. During the year ended 31st March 2021 Mr. Virat bought and sold the following 12% Debentures of ₹100 each of Cherry Ltd. Interest being payable on 1st April and 1st October each year. 15

Date	Particulars
1st June, 2020	Bought 300 Debentures at ₹92 Ex-interest
1st September,2020	Bought 100 Debentures at ₹94 Cum-Interest
1st December, 2020	Sold 200 Debentures at ₹95 Ex-interest
1st February, 2021	Bought 150 Debentures at ₹98 Cum-Interest

Books are closed on 31st March every year. You are required to prepare Investment in 12% Debentures in Cherry Ltd. Account for the year ended 31st March, 2021 in the books of Virat (Apply AS-13).

OR

Q.4 A) Prepare Investments Accounts in the books of Miss Neena for the following transactions: 08

12/04/2021 Purchased 1,00,000 Equity Shares of ₹10 each in ABC Ltd. For ₹ 50,00,000
15/05/2021 ABC Ltd. Issued bonus shares of 3 Shares for every 2 Shares held.
30/06/2021 Neena Sold 1,25,000 Bonus shares for ₹20 each.

Q.4 B) XL limited issued 40,000 shares of Rs 10 each. These shares were underwritten as by P and Q in the ratio of 3:2. The public applied for 38,000 shares which included marked applications from the underwriters as follows : P -5,000 shares; Q -3,000 shares. Determine the net liability of the underwriters. 07

Q.5) a) What do you mean by Ethics? Describe its Scope. 07

Q.5) b) Explain the types of Underwriting. 08

OR

Q.5) Write a Short notes (Any Three) 15

i) Contingent Liabilities

ii) Five Fundamental Principles of IFAC

iii) Ex-Interest and Cum-Interest Price

iv) Accounting Standard 11

v) Corporate Governance

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BMS – Sem V

Duration: 2.5 Hrs **Marks: 75**

All Questions are compulsory
Each question carries equal marks

Q.1A) State whether the following True or false: (Any 8 out of 10) **(08 Marks)**

a) Technology does not lead to stress.
b) Body scan is a type of relaxation technique.
c) Stress in transactional model is about straight response to stressor.
d) Stress is always bad.
e) Stress management is a process.
f) Proper recruitment and selection of individuals can reduce stress.
g) High stress improves one's ability to remember information.
h) Techno stress is an impact of stress due to technology.
i) Once it reaches exhaustion stage, a person's body is no longer equipped to fight stress.
j) Self-hypnosis is also called as auto hypnosis.

B) Match the Column: (Any 7 out of 10) **(07 Marks)**

1. Deep Breathing Exercises	a. Allocating time effectively to prioritize tasks.
2. Time Management	b. Connecting with friends and family for emotional support.
3. Physical Exercise	c. Focusing on the present moment to reduce anxiety.
4. Mindfulness Meditation	d. Engaging in activities that promote physical well-being.
5. Positive Affirmations	e. Using positive statements to shift mindset.
6. Healthy Eating	f. Establishing limits to protect personal and mental space.
7. Social Support	g. Incorporating nutritious foods for overall well-being.
8. Setting Boundaries	h. Setting realistic and achievable objectives.
9. Goal Setting	i. Performing breathing exercises to calm the mind and body.
10. Relaxation Techniques	j. Employing methods to unwind and release tension.

Q.2 A) Explain the sources of Stress. (08)
B) Explain the reasons of Stress at Workplace. (07)
OR
C) What are the various types of Stress? Explain with example. (08)
D) Explain the impact of stress (07)

Q.3 A) What are the Approaches of Time Management (08)
B) Explain the techniques of Relaxation. (07)
OR
C) What is anxiety? What are the mechanisms for coping anxiety? (08)
D) What role does an organization play to reduce stress level in individuals? (07)

Q.4 A) Elucidate General Adaptation Syndrome and Cognitive Appraisal Model with the help of suitable diagrams. (08)
B) Describe various positive mechanisms of dealing with day to day work related stress. (07)
OR
C) What is the importance of meditation in stress relaxation? (08)
D) Explain the stress audit process? (07)

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Q.5 A) Explain mindfulness and biofeedback as techniques of stress management (08)
B) Explain the factors affecting eustress? (07)

OR

Q.5 Write Short Notes on (Any THREE out of FIVE) (15)

a) Stress vs Stressors
b) General Adaptation Syndrome
c) Distress
d) Social media and stress
e) Burnout

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BMS - sem V

(2½ Hours) Total Marks: 75

NB: (1) All Questions Compulsory Subject to Internal Choice
(2) Figures to the right indicates Full Marks

Q.1. (A) State whether the following Statements are True or False (Any Eight). **(8)**

a) Linking or aligning business, teams and individual objectives is HR integration.
b) CSR energizes, directs and sustains human behavior.
c) HR practitioners may act as the guardians of organizations values concerning people.
d) Strategic HRD promotes a learning culture.
e) An excellent compensation strategy just to differentiate one organization from other.
f) Written mode of communication must be promoted among the employees for better transparency.
g) Regular revival of policies is not required as to make them suitable in the changing business environment.
h) HRP refers to the knowledge, education, training, skills and expertise of firm workers.
i) Benchmarking is likely to be beneficial for an organization to improve its competitive performance.
j) Job satisfaction not always related to good pay structure.

(B) Choose the Correct Answers (Any 7) **(7)**

1. An _____ Audit is conducted to obtain a score on the HR Scorecard.
   a. Finance, b. Operations, c. Marketing, d. HR.
2. _____ measure generally involves output divided by input.
   a. Productivity, b. Cultural, c. Profit, d. Process.
3. _____ is based on the stakeholders approach.
   a. Environment, b. Market, c. dividend, d. Balance Score Card.
4. Social Values and customs have to be respected; otherwise the employees may be _____.
   a. Happy, b. offended, c. confident, d. none
5. Policies help managers to take prompt _____.
   a. Decision, b. career, c. promotion, d. none
6. SHRM is to ensure that _____ is fully integrate with strategic planning.
   a. HRP, b. HRD, c. HRIS, d. HRM
7. SHRM involves three steps namely forecasting strategy _____ and implementation.
   a. Planning, b. organizing, c. formation, d. design.
8. The _____ strategy is a steering wheel for getting the strategic employee.
   a. Training, b. development, d. recruitment, e. performance
9. A sound HR policy should not include _____ information.
   a. Fair, b. clear, c. ambiguous, d. applied.
10. _____ is not a way to handle employee surplus.
    a. Freeze recruitment, b. Early retirement, c. lay off, d. recruit new employee.

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Q2 (a) Why should organizations have employee relations strategy? (7)
(b) What are the HR strategies used for enhancing work performance? (8)

OR

(x) Explain the advantages of strategic HRD. (7)
(y) Discuss the retention strategies used by organisation. (8)

Q3. (a) Define SHRM. Discuss the feature of SHRM. (8)
(b) Explain the difference between Traditional HRM and SHRM. (7)

OR

(x) Explain the Compensation Policy. (7)
(y) What are the components of Resourcing Strategy? (8)

Q4. (a) What is International HRM discuss the features of IHRM. (8)
(b) What is employee Competency? Explain the types of competencies. (7)

OR

(x) Explain Employer branding and benefits of Employer Branding. (7)
(y) Discuss the advantages of E-Recruitment. (8)

Q5. (a) What are the ways to manage HR Shortage and surplus? (7)
(b) Explain in brief the Involvement model of SHRM? (8)

OR

Q5. Short Notes (Any Three) (15)

1. Types of HR policies
2. Strategic HRM and Business Performance
3. Strategic Recruitment and Selection
4. Reward Strategy
5. Components of the Business Strategy

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BMS – sem – V

Time Allowed: 2 ½ hrs. **Total Marks: 75**

Note:
1. **All questions are compulsory carry 15 marks.**
2. **Figure to the right indicate full marks.**
3. **Suitable assumptions and working notes should form the part of your answer.**

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

1. SHRM is concerned with the relationship between _____ resource and strategic management in an organization.
(a) electrical (b) human (c) animal (d) mechanical

2. HRM is fully integrated with the _____ and the strategic needs of the firm.
(a) strategy (b) plan (c) category (d) policy

3. _____ has drastically charge the scope of working hours.
(a) Teachings (b) Techniques (c) Technologies (d) Trends

4. Globalized business has globalized _____ that bring with it cultural diversity in the work place.
(a) staffing (b) planning (c) organizing (d) controlling

5. Employees desire _____ to be able to address work and non-work need and interest.
(a) efficiency (b) accessibility (c) acceptability (d) flexibility

6. The _____ Resource refers to the tools used to create and / or deliver an organisation's product.
(a) Technology (b) Techniques (c) Training (d) Transfers

7. The most extreme action to reduce a surplus is to _____ the employees.
(a) no-vacancy (b) re-appoint (c) lay-off (d) pay-on

8. HRD Strategies can be aimed at a attracting and _____ human-capital as well as developing it.
(a) retaining (b) repairing (c) recurring (d) renovating

9. Partnership Agreements are based on the concept of _____ Partnership.
(a) social (b) nation (c) zonal (d) region

10. Dissatisfaction with career prospects is a major cause of _____.
(a) preparation (b) presentation (c) planning (d) turnover

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Q.1 (B) Rewrite the statement and state whether they are true or false: (any 7) (7)

1. HRM basically focuses on an organisation's human resources.
2. SHRM takes the HRM model with its focus on strategy, integration and coherence.
3. 24 x 7 internet service culture has a lot of pressure on today's people.
4. Workforce diversity has no impact on labour supply.
5. Younger employees have no original outlook, lack of knowledge and absence of energy.
6. Strategic human resource planning must be viewed as a single act.
7. The impact analysis is included in the development of the strategic plans for each resource.
8. Dissatisfaction results if the jobs are rewarding in themselves.
9. Too much work can be fruitful to productivity.
10. A healthy and happy office will always reduces the productivity.

Q.2 **(A)** Explain the roles in Strategic Human Resources Management (SHRM). (8)
(B) Explain the features of Strategic HRM. (7)

OR

Q.2 **(C)** Explain the changing role of HR professionals. (8)
(D) Explain how SHRM can be linked with business performance. (7)

Q.3 **(A)** Explain the meaning and advantages of Strategic HR Planning. (8)
(B) Discuss the ways of managing HR Surplus. (7)

OR

Q.3 **(C)** Explain the meaning and importance of rewards strategy. (8)
(D) Explain the process of Strategic Human Resource Development. (7)

Q.4 **(A)** Explain the concept of Outsourcing and Retrenchment Policy. (8)
(B) What are the barriers to effective implementation of HR policies? (7)

OR

Q.4 **(C)** What are the areas of HR policies in an organization? (8)
(D) Explain the importance of strategic HR policies to maintain work harmony. (7)

Q.5 **(A)** What are the factors influencing employee engagement? (8)
(B) What are the contemporary approaches to HR Evolution? (7)

OR

Q.5 **Write Short Notes on: (any 3)** (15)

a) High Involvement Management Model.
b) Requisites of Sound HR policies.
c) Benchmarking
d) Employer branding
e) HR Score Card

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BMS – Sem VI

Time: 2 Hrs.30 Min. Max. Marks:75

Instructions:

1. All the questions are compulsory.
2. All the questions have internal choice.
3. Figures to the right indicate maximum marks.

Q.1 A. Fill in the blanks (ANY EIGHT) [8 marks]

i. _____ is a benefit of E-commerce.
a. Cost savings b. Touch and feel
c. Privacy issue d. Resistance to change

ii. Writing reviews on Google Play Store is _____ E-commerce.
a. C2B b. B2B
c. C2C d. B2G

iii. A consumer in search of a personal loan compares various quotations on website, is an example of _____E-commerce.
a. C2C b. B2B
c. C2B d. B2C

iv. There is a global business reach just by creating a _____ and uploading it on the server.
a. retail store b. computer cyber
c. website d. small business

v. _____ is the exchange of data or business documents between two or more businesses.
a. CRM b. EDI
c. ERP d. SCM

vi. _____ consists of various aspects like privacy, authenticity and message integrity.
a. payment gateway b. order processing
c. transaction security d. process linking

vii. _____means unauthorized access.
a. network security b. stealing
c. internet penetration d. hacking

viii. _____ Marketing consists of specific activities designed to promote a product, service or business by an organization.
a. Content b. Viral
c. Influencer d. Podcast

ix. _____ is a free service that allows internet users to pull audio files from a website to listen on their computers or mobiles.
a. Vodcasts b. Podcasts
c. Blog d. Press release

x. X (formerly Twitter) is a ____ micro blogging service that allows registered members to broadcast short posts.
a. free b. chargeable
c. costly d. paid

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B. **State whether the following statement is True or False (ANY SEVEN)** [7 marks]

i. E-commerce is a part of E-business.
ii. World Wide Web was created by British Scientist Tim Berners-Lee.
iii. A Domain Name is the website name. It is the address where Internet users can access a website.
iv. Unified Payments Interface (UPI) is a system that powers multiple bank accounts into a single mobile application.
v. E-auction consists of on-line buying and selling of shares and other financial instruments.
vi. E-Commerce law involves payment, delivery and e-signature for B2C transactions only.
vii. Search Engine Marketing (SEM) is an unpaid approach.
viii. A payment getaway is a service that gives a merchant the ability to perform real time credit or debit card authorization from a website over the internet.
ix. Electronic Clearing Service is a retail payment system that can be used to make bulk payments.
x. Spam is unsolicited email.

Q.2	a.	Define E-commerce. State and explain the features of E-commerce.	**[8marks]**
	b.	Bring out the difference between Traditional Commerce and E-commerce.	**[7 marks]**
		OR	
	c.	Explain the Environmental factors that affect E-commerce.	**[8marks]**
	d.	Discuss the advantages of E-commerce to Businesses and Consumers.	**[7 marks]**
Q.3	a.	What are the principles of web site design?	**[8marks]**
	b.	Which areas can EDI be implemented in?	**[7 marks]**
		OR	
	c.	What are the steps in launching an E-Business?	**[8marks]**
	d.	Explain the bricks and click business model in E-Business.	**[7 marks]**
Q.4	a.	Discuss the issues relating to Privacy and Security in E business?	**[8marks]**
	b.	Explain different types of Electronic Payment System.	**[7 marks]**
		OR	
	c.	Explain the features of Electronic Payment System.	**[8marks]**
	d.	Discuss Smart Cards? What are its benefits?	**[7 marks]**
Q.5	a.	What do you mean by Digital Marketing? Discuss its latest developments and strategies.	**[8marks]**
	b.	Explain the Advantages and Disadvantages of Digital Marketing?	**[7 marks]**
		OR	
Q.5		**Write note on the following (ANY THREE)**	**[15 marks]**
	i.	M-commerce	
	ii.	Supply Chain Management	
	iii.	E Money	
	iv.	Search Engine Optimization	
	v.	Content Marketing.	

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BMS Sem - V

Duration: 2.30 hours **Marks: 75**

NB: (1) All questions are compulsory having internal option.
(2) Figures to the right indicate marks allocated to each question.
(3) Simple calculator is allowed.

1 (A) Match the columns and rewrite the sentence. **(Any 8)** **(08 Marks)**

	Group - I		Group - II
i.	Equity share	a.	Controllable
ii.	Mutual Fund valuation	b.	Modern Portfolio Theory
iii.	Debenture	c.	Reducing the risk of loss
iv.	Post Office Saving Scheme	d.	Time factor
v.	Systematic Risk	e.	Own Fund
vi.	Expected Return	f.	NAV (Net Asset Value)
vii.	Unsystematic Risk	g.	Debt Funds
viii.	Risk-return trade-off	h.	Tax Saving Investment
ix.	Diversification	i.	Uncontrollable
x.	Portfolio revision	j.	Probability

1.(B) Give True or False: **(Any 7)** **(07 Marks)**

i. The maximum deduction which can be claimed under section 80C is Rs. 1,50,000.
ii. India is the highest consumer of gold in the world.
iii. The maximum maturity of Treasury bill is 3 years.
iv. Stock Market Index is the method of showing the overall performance of all the companies listed in Stock market with a single number.
v. NIFTY is the stock market Index of India's Bombay Stock Exchange.
vi. SML is a linear relationship between expected return and systematic risk.
vii. The Dow Theory consist of 3 types of market movement.
viii. An Oscillator is a technical analysis tool.
ix. The RSI was developed by J. Welles Wilder.
x. Charting helps to analyse and interpret the price trends of an underlying.

2. (A) What are the factors influencing for the selection of Investment Alternatives. Explain in brief. **(08 Marks)**

(B) Explain the types of Investors. **(07 Marks)**

OR

2. (C) The security return on stock of Multi Ltd. and Metal Ltd. under different status of economy are given below:

Particulars	Boom	Low Growth	Stagnation	Recession
Probability	0.35	0.25	0.20	0.20
Return on stock of Multi Ltd. (%)	50	45	30	25
Return on stock of Metal Ltd. (%)	45	50	40	30

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Calculate the expected return and standard deviation of return on both the stocks and advise to invest in one of them. (08 Marks)

2 (D) The security return of Koo Ltd. and market returns are given below:

Particulars	1	2	3	4	5	6	7
Return on security of Koo Ltd. (%)	10	13	15	14	15	18	20
Market Return (%)	14	16	18	20	22	24	26

Calculate Beta on security of Koo Ltd. (07 Marks)

3.(A) Distinguish between Fundamental Analysis and Technical Analysis. (08 Marks)

3.(B) Give a brief note on Systematic Risk and Unsystematic Risk. (07 Marks)

OR

3. The Balance Sheet of Livspace Pvt. Ltd. as on 31st March 2023 was as under:

Particulars	**Amount (Rs.)**	**Particulars**	**Amount (Rs.)**
6,000 Equity Shares of Rs. 100 each fully paid	6,00,000	Fixed Assets	8,70,000
10 % Preference shares	3,00,000	Investments	2,00,000
General Reserve	1,80,000	Inventories	1,80,000
9 % Debentures	2,50,000	Debtors	1,75,000
Bank Overdraft	90,000	Cash & Bank	45,000
Sundry Creditors	85,000	Advance Salary	40,000
Outstanding Expenses	55,000	Preliminary Expenses	50,000
Total →	**15,60,000**	**Total →**	**15,60,000**

Market Price per Share Rs. 230
Dividend per share Rs. 20

Calculate:

i. Liquid Ratio
ii. Earnings Per Share
iii. Price-Earnings Ratio
iv. Dividend Pay-out Ratio
v. Dividend Yield Ratio

(15 Marks)

OR

4.(A) Define Portfolio Management. Explain the steps in the process of Portfolio Management. (8 Marks)

(B) Explain Elliott Wave Theory in Brief. (7 Marks)

OR

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4.(C) The information for three portfolios is given below:

Portfolio	Average Return on Portfolio (%)	Beta	Standard Deviation
Pen India Ltd.	18	0.9	0.48
Balaji Telefilms Ltd.	19	1.4	0.38
Warner Bros.	22	1.1	0.28
Market Index	24	1.0	0.32

Compare these portfolios on performance using Sharpe and Treynor Measures. Risk free rate of return is 8%. **(08 Marks)**

4.(D) The following information the securities are as follows:

Securities	Expected Return (%)	Beta
Godrej Interio	22	1.5
Durian	21	1.2
Nilkamal Ltd.	23	0.8
Market Return	24	1.0

If the risk-free rate is 7%. Calculate returns for each security under CAPM. Identify the securities are undervalued or overvalued or at par and advise to Invest. **(07 Marks)**

5. Dr. Vinod Raina, aged 62 years a Practicing Senior Doctor. He is having Rs. 1,50,00,000 investible fund.
   (a) Advise him for Investment avenues available to him which will give maximum return?
   (b) Explain the advantages and disadvantages by investing in the specific avenues. **(15 Marks)**

OR

5.Give Short Notes on: **(Any Three)** **(15 Marks)**

i. Small Cap and Large cap
ii. NSDL and CDSL
iii. Portfolio Management Decision
iv. Technical Analysis
v. The Random Walk Theory

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Paper / Subject Code: 46003 / Elective : Finance : Investment Analysis & Portfolio Management

BMS [illegible] - V [illegible]

Duration: 2.30 hours Marks: 75

NB: (1) All questions are compulsory having internal option.
(2) Figures to the right indicate marks allocated to each question.
(3) Simple calculator is allowed.

1. (A) Select the right option and rewrite the sentence. **(Any 8)** **(08 Marks)**

i. _____ doesn't try to go for the biggest possible gains at all times.
   a. Active Investor
   b. Passive Investor
   c. Speculator
   d. Retirement Investor

ii. A _____ is a professionally managed income scheme.
   a. Equity Stock
   b. Mutual Fund
   c. Gold
   d. Real Estate

iii. SEBI Act was passed in the year _____ by the Parliament of India.
   a. 1990
   b. 1992
   c. 1980
   d. 1988

iv. The periodic payment on Bond is called _____ earning.
   a. Interest rate
   b. Coupon rate
   c. Dividend rate
   d. Required rate of return

v. _____ is the first step for Portfolio Management.
   a. Identification of objectives
   b. Develop and implement strategies
   c. Review and Monitoring
   d. Evaluation

vi. The Standard Quick Ratio is _____.
   a. 2:1
   b. 1:1
   c. 3:1
   d. 1:2

vii. Bank Loans are _____ fund.
   a. Own
   b. Debt
   c. Risky
   d. Dividend earning

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viii. _____ Charts help to identify the turning points to decide buy or sell the stock
   a. Head and Shoulder
   b. Triangles
   c. Pennants
   d. Wedges

ix. The Efficient Market Hypothesis is also called as _____.
   a. Dow Jones Theory
   b. Elliot Wave Theory
   c. Random Walk Theory
   d. Newton Theory

x. Sharpe's measure of portfolio performance is based on the _____.
   a. CAPM
   b. Beta
   c. Standard Deviation
   d. Risk free return

1.(B) Give True or False: **(Any 7)** **(07 Marks)**

i. Hedgers are long term Investors.

ii. Life Insurance premium is not Tax Saving Investments.

iii. Sensex Index is having 50 stocks.

iv. Online trading account investors have access to their accounts 24/7.

v. Large Cap Stocks are of usually large and well – established companies have strong market presence.

vi. Dynamic Asset Allocation is constantly adjusted the mix of assets as markets rise or fall.

vii. The standard Proprietary ratio is more than 65 %.

viii. SML represent the movement of one security.

ix. CAPM is the theory developed by the W. Sharpe.

x. Dow Jones Theory consists three types of Market Movement.

2. (A) Differentiate between Investment and Speculation. **(08 Marks)**
   (B) What are the functions of Investment Bank? Explain in brief. **(07 Marks)**

OR

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2. (C) The security return on stock of Tabu Ltd. and Dabu Ltd. under different status of economy are given below. **(08 Marks)**

Particulars	Boom	Low Growth	Stagnation	Recession
Probability	0.40	0.20	0.20	0.20
Return on stock of Tabu Ltd. (%)	40	35	20	15
Return on stock of Dabu Ltd. (%)	35	40	20	20

Calculate the expected return and standard deviation of return on both the stocks and advise to invest in one of them.

2.(D) The security return of Axa Ltd. and market return are below: **(07 Marks)**

Particulars	1	2	3	4	5	6	7
Return on security of Axa Ltd. (%)	12	14	15	18	20	22	25
Market Return (%)	14	15	18	20	22	24	27

Calculate Beta on security of Axa Ltd.

3.(A) Explain the steps in the process of Portfolio Management. **(08 Marks)**

3.(B) Give a brief note on Fundamental Analysis. **(07 Marks)**

OR

3. The Balance Sheet of Urja Nagri Ltd. as on 31st March 2023 was as under: **(15Marks)**

Particulars	**Amount (Rs.)**	**Particulars**	**Amount (Rs.)**
50,000 Equity Shares of Rs. 10 each fully paid	5,00,000	Fixed Assets	10,70,000
8 % Preference shares	2,00,000	Investments	1,00,000
Profit & Loss Account	3,80,000	Inventories	80,000
10 % Debentures	1,50,000	Debtors	75,000
Bank Overdraft	70,000	Cash & Bank	25,000
Sundry Creditors	65,000	Advance Salary	20,000
Outstanding Expenses	35,000	Heavy Advertisement Expenses	30,000
Total →	**14,00,000**	**Total →**	**14,00,000**

Net Profit After Tax Rs. 2,80,000
Market Price per Share Rs. 28
Dividend per share Rs. 2

Calculate:

i. Current Ratio
ii. Earnings Per Share
iii. Price-Earnings Ratio
iv. Dividend Pay-out Ratio
v. Dividend Yield Ratio

4.(A) Explain the charting as a technical tool. **(8 Marks)**

(B) Explain Elliott Wave Theory in Brief. **(7 Marks)**

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OR

4.(C) The information for three portfolios is given below: **(08 Marks)**

Portfolio	Average Return on Portfolio (%)	Beta	Standard Deviation
AZB	23	0.92	0.45
CAM	18	1.45	0.35
SAM	21	1.12	0.25
Market Index	22	1.0	0.30

Compare these portfolios on performance using Sharpe and Treynor Measures. Risk free rate of return is 8%.

4.(D) The following information the securities are as follows: **(7 Marks)**

Securities	Expected Return (%)	Beta
EY Ltd.	18	1.25
KPMG Ltd.	20	1.92
PWC Ltd.	19	0.83
Market Return	22	1.0

If the risk-free rate is 7%. Calculate returns for each security under CAPM. Identify the securities are undervalued or overvalued or at par and advise to Invest.

5. Vijay Kediya, aged 62 years a Stock Market Advisor. He is having Rs. 50,00,000 investible fund. **(15 Marks)**
   (a) Advise him for Investment avenues available to him which will give maximum return?
   (b) Explain the advantages and disadvantages by investing in the specific avenues.

OR

5.Give Short Notes on: **(Any Three)** **(15 Marks)**

i. Gambling
ii. Depository Settlement
iii. Portfolio Strategy Mix
iv. Charting Techniques
v. Dow Jones Theory

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Paper / Subject Code: 46003 / Elective : Finance : Investment Analysis & Portfolio Management

BMS-Sem-V

Duration: 2.30 hours **Marks: 75**

NB: (1) All questions are compulsory having internal option.
(2) Figures to the right indicate marks allocated to each question.
(3) Simple calculator is allowed.

1. (A) Match the columns and rewrite the sentence. **(Any 8)** **(08 Marks)**

	Group - I		Group - II
i.	Bonus shares	a.	Controllable
ii.	Treasury Bill	b.	Efficient Market Hypothesis
iii.	Gilt Edged security	c.	Measure systematic risk
iv.	Market Index	d.	First step in Portfolio Management Process
v.	Life Insurance policy investment	e.	issued without consideration
vi.	Standard deviation	f.	Money Market Instrument
vii.	Unsystematic Risk	g.	gives risk free return
viii.	Random Walk Theory	h.	BSE
ix.	Beta	i.	Tax saving Investment
x.	Identification of objectives and constraints	j.	Fluctuation of market price

1. (B) Give True or False: **(Any 7)** **(07 Marks)**

i. Equity shareholders do not get fixed rate of dividend.
ii. India is the lowest consumer of gold in the world.
iii. NAV is declared every year ended for each Mutual Fund.
iv. Market Capitalization refers to the total market value of a Company's outstanding shares.
v. Standard deviation measures the dispersion of data from its expected value.
vi. Holding period return is the total return on asset or portfolio over a period during which it was held.
vii. The simple Moving Average is an arithmetic mean of price data.
viii. Technical Analysis provides short term view of security pricing.
ix. Efficient Market Hypothesis can be categorised into three basic levels.
x. CML is the basis of the Capital Market Theory.

2. (A) Define Investment and Explain the Investment Process. **(08 Marks)**
(B) Give a brief note on Market Capitalization. **(07 Marks)**

OR

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2. (C) The security return on stock of Camlin Ltd. and Apsara Ltd. under different status of economy are given below: **(08 Marks)**

Particulars	Boom	Low Growth	Stagnation	Recession
Probability	0.20	0.20	0.30	0.30
Return on stock of Camlin Ltd. (%)	30	35	30	20
Return on stock of Apsara Ltd. (%)	35	30	20	10

Calculate the expected return and standard deviation of return on both the stocks and advise to invest in one of them.

2. (D) The security return of Navneet Ltd. and market returns are given below: **(07 Marks)**

Particulars	1	2	3	4	5	6
Return on security of Navneet Ltd. (%)	12	14	18	20	21	23
Market Return (%)	10	13	16	18	19	20

Calculate Beta on security of Navneet Ltd.

3. (A) Explain the role of Portfolio Manager. **(08 Marks)**

3. (B) Give a brief note on Diversification of risk. **(07 Marks)**

OR

3. The Balance Sheet of Hathi Cement Ltd. as on 31st March 2023 was as under: **(15 Marks)**

Particulars	**Amount (Rs.)**	**Particulars**	**Amount (Rs.)**
1,00,000 Equity Shares of Rs. 10 each fully paid	10,00,000	Fixed Assets	14,90,000
8 % Preference shares	4,00,000	Investments	3,00,000
Profit & Loss Account	4,00,000	Inventories	2,80,000
10 % Debentures	2,50,000	Debtors	1,75,000
12 % Bank Loan	1,90,000	Cash & Bank	45,000
Sundry Creditors	85,000	Advance Salary	40,000
Outstanding Expenses	55,000	Preliminary Expenses	50,000
Total →	**23,80,000**	**Total →**	**23,80,000**

Net Profit After Tax Rs. 3,80,000

Market Price per Share Rs. 32

Dividend per share Rs. 2

Calculate:

i. Liquid Ratio
ii. Earnings Per Share
iii. Price-Earnings Ratio
iv. Dividend Pay-out Ratio
v. Dividend Yield Ratio

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OR

4.(A) Explain the CML and SML in brief. **(8 Marks)**

(B) Explain the Dow Jones Theory in Brief. **(7 Marks)**

OR

4.(C) The information for three portfolios is given below: **(08 Marks)**

Portfolio	Average Return on Portfolio (%)	Beta	Standard Deviation
Parker	21	0.9	0.38
Pentel	20	1.4	0.48
Faber –Castell	21	1.2	0.27
Market Index	22	1.0	0.30

Compare these portfolios on performance using Sharpe and Treynor Measures. Risk free rate of return is 10%.

4.(D) The following information the securities are as follows: **(7 Marks)**

Securities	Expected Return (%)	Beta
Johnson & Johnson	23	1.3
Pampers	22	1.1
Mothercare	20	0.9
Market Return	22	1.0

If the risk-free rate is 9%. Calculate returns for each security under CAPM. Identify the securities are undervalued or overvalued or at par and advise to Invest.

5. CS. Kumar Mangalam, aged 26 years a Practicing Senior Chartered Secretary. He is having Rs. 50,00,000 investible funds. **(15 Marks)**
   (a) Advise him for Investment avenues available to him which will give maximum return?
   (b) Explain the advantages and disadvantages by investing in the specific avenues.

OR

5.Give Short Notes on: **(Any Three)** **(15 Marks)**

i. On-line trading
ii. Speculation and Gambling
iii. Portfolio Strategy Mix
iv. CAPM
v. The Efficient Market Hypothesis

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BMS – Sem V

[Time: 2 ½ Hours] [Marks: 75]

N.B. 1) Q. 1 is compulsory.
2) Q.2 to Q.5 are compulsory with internal choice.
3) Figures to the right indicate full marks.
4) Workings should form part of your answer.
5) Use of simple calculator is allowed.

Q.1 (A) **Match the Columns: (Any 8)** **(8)**

	Column A		Column B
1.	Kalyan-Dombivli Municipal Corporation	a.	Does not satisfy basic condition
2.	Assessee	b.	Always taxable
3.	Thane sports club	c.	Finance Act
4.	Non-Resident	d.	Association of Persons
5.	Uncommuted Pension	e.	Local Authority
6.	Standard Deduction	f.	Person liable to pay tax
7.	Pre-construction interest on house	g.	Depreciation at 50% of normal rate
8.	Assets used by the assessee for less than 180 days	h.	Rs. 1,25,000
9.	Rate of Tax	i.	Allowed in five equal instalments
10.	Severely handicapped resident individual	j.	Rs. 50,000

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

1. The constitution of India empowers Central Government to levy tax on Income.
2. Adani Enterprises Ltd. is a person as per Income tax Act, 1961.
3. Income deemed to accrue or arise in India is taxable in case of all assessee.
4. Gratuity paid to government employees is always fully exempt from tax.
5. Entertainment allowance deduction is only allowed to Non-government employees.
6. Reasonable letting down value is higher of fair rent and municipal valuation.
7. Export incentives received by an assessee are exempt for tax.
8. Income from subletting shall be chargeable to tax under the head income form house property.
9. Total deduction u/s 80C and 80CCC cannot exceed Rs. 1,50,000.
10. Family pension received by a widow of a deceased employee is income from other sources.

Q.2 Mr. Mike Ross, a U.S.A. citizen, came to India for the first time on 1st May, 2018 and started business in India. He went back to his country U.S.A. on 2nd September 2022. He again came back to India on 16th December 2022 and returned to his country U.S.A., on 5th February, 2023. **(15)**

Determine the residential status of Mr. Mike Ross for the Assessment Year 2023-24.

OR

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Q.2 Mr. Dipen Parab has earned the following incomes during the financial year ended on 31st March, 2023. Compute his Gross Total Income for the assessment year 2023-24. (15)

a) Resident and Ordinary Resident

b) Resident but not Ordinarily Resident

c) Non-Resident

Particulars	Rs
1. Payments received in India, for services rendered in Dubai.	11,00,000
2. Income from business in Shanghai, controlled from India.	23,00,000
3. Interest on Debentures received from Indian Company	2,00,000
4. Amount brought to India, out of past untaxed profits earned in UK	2,75,600
5. Income from agriculture in Bangladesh.	2,75,000
6. Rent from House property in India, received in UK	3,00,000
7. Dividend from a Korean Company, received in India.	1,30,000
8. Salary earned and received in UK.	13,50,000

Q.3 Mrs. Sharen works as a manager with Nishtha Private Ltd. She gives you following information for the year ended 31st March 2023. (15)

Particular	Rs.
Basic Salary (Gross)	Rs.12,00,000 per annum.
Dearness Allowance	Rs.6,00,000 per annum.
House Rent Allowance (Exempt u/s 10 Rs.50,000)	Rs.90,000 per annum.
Entertainment Allowance (Amount spend on entertainment Rs.28,000)	Rs.30,000 per annum.
Conveyance Allowance (Amount spend on conveyance for official purposes Rs.65,000)	Rs.88,000 per annum.
Arrears of Salary (Not taxed earlier)	Rs.2,50,000
Profession Tax deducted from Salary	Rs.2,500 per annum.
Employees Provident Fund deducted from Salary	Rs.90,000 per annum.

Other Information:

Interest on Debentures received from Savita Chemicals Ltd. Rs. 60,000

Interest received from Government Securities Rs. 50,000

Royalty received for writing Management Books Rs. 40,000

(Expenses incurred for writing manuscript of this book Rs. 3,500)

He spent Rs. 34,000 on medical treatment of his dependent handicapped brother (60% disability).

He paid Mediclaim premium of Rs. 28,876 by cheque on health of himself, spouse and son.

Compute his Taxable Income for the Assessment Year 2023-24.

OR

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Q.3 Mr. Lala Patel owns two houses in Mumbai. The particulars of these houses are as follows for the previous year ended 31-3-2023 are as follows: **(15)**

	Particulars	House Property I (let out property)	House Property II (Self-occupied Property)
1.	Gross Municipal Valuation	4,50,000	6,00,000
2.	Fair Rent	5,00,000	7,00,000
3.	Actual Rent received	6,00,000	-
4.	Municipal Taxes – Due	50,000	60,000
	Paid	10,000	12,000
5.	Repairs	5,000	8,000
6.	Insurance Premium – Due	1,500	1,600
7.	Ground Rent due	500	700
8.	Interest on Funds borrowed for construction of house property	80,000	60,000

He also received the following income during the previous year 2022-23.

Accrued Interest on N.S.C. (VIII issue)	Rs.16,000
Winning from lottery	Rs.50,000
Interest on Saving Bank A/c.	Rs.16,000
Interest on Public Provident Fund	Rs.13,000

He had taken a loan from HDFC Bank for higher education of his daughter pursuing an Engineering degree course from IIT. During the year he had paid 1,40,000 as interest on this loan.

Compute his Taxable Income for the Assessment Year 2023-24.

Q.4 Following is Profit & Loss Account of Mr. Manoj Shinde who is physically handicapped (85% disability) for the year ended 31st March, 2023. **(15)**

Particulars	Rs.	Particulars	Rs.
To Salaries	19,20,000	By Gross Profit	85,74,000
To Printing & Stationery	3,00,000	By Interest on Bonds	1,80,000
To Conveyance	3,60,000	By Gift from friend	56,000
To Rent	2,88,000	By Dividend from Co-op. Bank	1,20,000
To Depreciation	3,84,000	By Interest on Government Securities	2,50,000
To Repairs & Maintenance expenses	1,80,000		
To Advertisement	5,40,000		
To Audit Fees	1,20,000		
To Embezzlement by Employee	24,000		
To Drawings	3,36,000		
To Selling Expenses	10,20,000		
To Income Tax	1,20,000		
To Net Profit	35,88,000		
	91,80,000		**91,80,000**

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Additional Information:

1) Depreciation allowable as per Income Tax Rules Rs 4,20,000.
2) Advertisement includes advertisement of Rs. 72,000 in a Souvenir published by a political party.
3) 1/3rd of the Rent is for her residential flat.

You are required to compute her Taxable income for the assessment year 2023-24.

OR

Q.4 Mr. Raghu acquired residential house property on 15.4.1995 for Rs.3,00,000. Additional information pertaining to property was as follows:

1. Fair market value as on 1.4.2001 was Rs.9,60,000
2. Cost of improvement made by him as follows:

1998-99	Rs.2,00,000
2010-11	Rs.4,80,000
2016-17	Rs.10,00,000
2020-21	Rs.5,40,000

3. He sold residential property on 27.12.22 for Rs.1,80,00,000
4. He acquired new residential house for Rs.93,00,000 on 29.3.2023
5. He also invested Rs.15,00,000 in Rural Electrification Corporation (REC) Bonds on 11.03.2023
6. Expenses on transfer amounted to Rs.3,00,000

Relevant Cost Inflation Indices are as follows:

Financial Year	Cost Inflation Index
2001-02	100
2010-11	167
2016-17	264
2020-21	301
2022-23	331

Compute the Capital Gains of Mr. Raghu for Assessment year 2023-24.

Q.5 (a) Explain different items eligible for deduction under section 80C (8)

(b) Explain Deduction U/s 80D. (7)

OR

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

1) Capital Assets.
2) Deduction U/s 16.
3) Residential Status of an Individual.
4) Pension
5) Gross Annual Value

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TYBMS - Sem V

[Time: 2 ½ Hours] [Marks: 75]

N.B. 1) Q. 1 is compulsory.
2) Q.2 to Q.5 are compulsory with internal choice.
3) Figures to the right indicate full marks.
4) Workings should form part of your answer.
5) Use of simple calculator is allowed.

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

1. The term 'Person' includes _____.
   a. HUF
   b. AOP
   c. BOI
   d. All of them

2. Income which accrues or arise outside India but received directly in India are taxable in case of _____.
   a. Resident only
   b. Non-Resident
   c. Both ordinary resident and NOR
   d. All the assesses

3. Gratuity received by the Government employee is _____.
   a. Fully taxable
   b. Fully exempt
   c. Partly Taxable
   d. 1/3rd is exempt

4. Maximum amount of deduction for entertainment allowance is Rs. _____.
   a. 1,500
   b. 2,500
   c. 5,000
   d. 10,000

5. Municipal tax is deducted from _____.
   a. Net Annual Value
   b. Gross Annual Value
   c. Municipal Valuation
   d. Actual Rent

6. Bonus paid to employee is allowed as deduction on _____.
   a. Accrual basis only
   b. Payment basis only
   c. Declaration
   d. Both accrual basis and Payment basis

X51Y2DCF19X51Y2DCF19X51Y2DCF19X51Y2DCF19

7. Capital gain arises from transfer of _____.
   a. an asset
   b. a capital asset
   c. any fixed asset
   d. house property only

8. CII refers to _____.
   a. Cost Inflation Index
   b. Cost Income Index
   c. Consumption Inflation Index
   d. Cost Improvement Index

9. Gift received by Mrs. Monica from her relatives shall be _____.
   a. Fully taxable
   b. Fully exempt
   c. Exempt upto Rs. 50,000
   d. Exempt upto Rs. 25,000

10. Deduction U/s 80 CCC is allowed to the extent of Rs._____.
    a. 1,00,000
    b. 1,50,000
    c. 2,00,000
    d. 2,50,000

Q.1 (B) State whether given statements are True or False: (Any 7) (7)

1. The Income Tax act is applicable to the whole of India.
2. For a newly set up business previous year can be of less than 12 months.
3. Past untaxed profits brought into India is always taxable.
4. Commuted pension means receipt of lumpsum amount in lieu of periodical income.
5. Professional Tax deduction is allowed on accrual basis.
6. Unrealised rent is deducted from Net Annual Value.
7. Provision for Doubtful Debts can be deducted from profits of business.
8. Capital Gain on transfer of depreciable asset is always long term capital gain.
9. Interest on Income tax refund is an income from other source.
10. Interest repayment on housing loan qualifies for deduction U/s 80C.

Q.2 Mr. Spectar is a U.S.A. citizen. He came to India on 10th October, 2022 for a visit and was in India till 31st March, 2023. In the earlier previous years, he is in India as under: **[15]**

Previous Year	No. of Days
2012-13	180 days
2013-14	198 days
2014-15	205 days
2015-16	180 days
2016-17	59 days
2017-18	285 days
2018-19	200 days
2019-20	100 days
2020-21	185 days
2021-22	192 days

Determine the residential status of Mr. Spectar for the Assessment Year 2023-24.

X51Y2DCF19X51Y2DCF19X51Y2DCF19X51Y2DCF19

OR

Q.2 Mrs. Radhika had the following income during the year ended on 31st March, 2023: **(15)**

		Rs.
1.	Income from business in Japan, being controlled from New York	14,00,000
2.	Rent from property in New York received in India	8,00,000
3.	Income earned in London in the past, but brought to India during the previous year	2,00,000
4.	Dividend from French Company received in London.	4,00,000
5.	Income from agriculture in Nepal, received in India	3,00,000
6.	Royalty from a German company, received in India	7,00,000
7.	Interest credited to Standard Chartered Bank, Dubai branch	6,00,000
8.	Income from profession in Sri Lanka, received in Bangladesh. (Profession was set up in India)	5,00,000
9.	Interest received from Bonds issued by an Indian Company	2,00,000

Compute her Total Income for the A.Y. 2023-24, if she is:
(i) A Resident; (ii) A Resident but Not Ordinarily Resident (iii) Non-Resident

Q.3 Mr. Narayan, a government employee, was retired on 31st October, 2022. Thereafter, he joined as a consultant in a private company from 1st January, 2023. He provided the following particulars for the previous year ended 31st March, 2023 **(15)**

Particulars	Amount (Rs.)
As Government Employee	
Basic Salary per month	1,20,000
Dearness Allowance per month	40,000
Gratuity received on retirement	12,00,000
Commuted pension received on retirement	10,00,000
Uncommuted pension received per month	60,000
Professional tax deducted per month	200
Employee's contribution to provident fund per month	25,000
As Private Employee	
Salary per month	80,000
Entertainment Allowance per month	10,000
Other information	
Dividend received from Indian companies	65,000
Annual Interest on 10% debentures issued by AB Ltd. of the nominal value Rs. 5,00,000	
Interest received on his saving bank account	15,000
Gift received from Spouse on his retirement	90,000

During the year, he paid Medical insurance premium of Rs. 24,000 for himself and spouse.
Compute his Taxable Income for the Assessment Year 2023-24.

OR

Q.3 Mr. Nidan owns two houses. The particulars of his income for previous year 2022-23 is as follows: **(15)**

Particulars	Mumbai House	Goa House
Fair rent	4,60,000	3,90,000
Municipal Valuation	4,70,000	3,60,000
Rent received	4,80,000	3,80,000
Municipal Taxes @ 10% of municipal valuation	Paid	Due but not paid
Fire insurance premium paid	22,000	20,000
Building maintenance charges	14,000	5,600
Interest paid on loan taken for construction of house property	1,20,000	60,000

During the year, he received interest of Rs. 60,000 on term deposits and interest of Rs. 16,000 on saving bank deposits. He has a dependent brother, who is physically disabled (85%) and Rs. 57,000 was incurred as expenses on his maintenance.

Compute his Taxable Income for the Assessment Year 2023-24.

Q.4 Following is Profit & Loss Account of Mr. Chaudhari, who is physically handicapped (60% disability) for the year ended 31st March, 2023. **(15)**

Particulars	Rs.	Particulars	Rs
To Printing & Stationery	1,20,000	By Gross Profit	20,08,000
To Salaries	5,00,000	By Interest on Saving bank account	12,000
To Advertisement	75,000	By Dividend from Indian Co.	90,000
To Gift to daughter	60,000	By Interest on Government Securities	95,000
To Electricity Charges	1,50,000	By Income tax refund	40,000
To Interest on Capital	1,25,000		
To Depreciation	2,25,000		
To Sundry expenses	25,000		
To Provision for Doubtful debts	80,000		
To Income Tax	85,000		
To Net Profit	8,00,000		
	22,45,000		**22,45,000**

Additional Information:

1) Depreciation allowable as per Income Tax Rules Rs 2,50,000.
2) Provision for doubtful debts include bad debts written off to the extent of Rs 10,000.

You are required to compute his Taxable income for the assessment year 2023-24.

OR

X51Y2DCF19X51Y2DCF19X51Y2DCF19X51Y2DCF19

Q.4 Mr. Dinkar Rajiwade acquired a residential property for Rs. 2,00,000 on 16th May 1992. Additional information pertaining to property was as follows. **(15)**

a) Fair market value as on 1-4-2001 was Rs. 21,00,000

b) Cost of improvement are as follows:

Financial year	Rs.
1997-98	75,000
2013-14	1,50,000
2018-19	5,50,000
2021-22	13,00,000

c) He sold residential property on 26th November, 2022 for Rs 1,95,00,000

d) He acquired new residential house for Rs. 95,00,000 on 10-03-2023.

e) Expenses on transfer amounted to Rs 3,50,000.

Relevant Cost Inflation Indices are as follows:

Financial Year	Cost Inflation Index
2001-02	100
2013-14	220
2018-19	280
2021-22	317
2022-23	331

Compute the Capital Gains of Mr. Dinkar Rajiwade for Assessment year 2023-24.

Q.5 (a) Discuss the provisions of Income Tax Act, 1961 regarding Residential Status of an Individual. **(8)**

(b) Explain Deduction U/s 16 from Salary Income. **(7)**

OR

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

1) Long term Capital Gain.
2) Deduction U/s 80D.
3) Any five items exempt U/s 10.
4) Income from Deemed to be Let out Property,
5) Perquisites

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X51Y2DCF19X51Y2DCF19X51Y2DCF19X51Y2DCF19

Paper / Subject Code: 46017 / Elective: Human Resource: Talent & Competency Management

BMS - sem - V

Time:2.5 hrs Marks:75

Note: i. All questions are compulsory.

ii. Figures to the right indicate full marks.

Q1. A. Fill in the Blanks (Any 8) 8 marks

1. Talent management is also known as _____. (Human Capital Management, Human Resource Management, Personnel Management).
2. The concept of value chain was introduced in _____. (1987, 1985, 1982, 1980)
3. _____ is a critical component of talent management and employee satisfaction. (performance management, leadership management, career management)
4. _____ is concerned with identification of potential talent that needs to be retained. (Talent development, Talent acquisition, Talent retention)
5. Succession planning deals with developing leadership plans for the _____. (present, past, future)
6. Talent management helps in improvising _____ practices. (Hiring, Employee orientation, performance)
7. Talent management is a _____ system. (information, inspirational, motivational)
8. _____ is an action plan made on the basis of management needs of the organization. (Management Plan, Data Flow Chart, Project Statement)
9. _____ identifies individual's strengths and weaknesses. (competencies, Competency mapping, competency management)
10. _____ management focuses on integration. (competency, human resource, performance)

Q1 B. State whether the following statements are True or False (Any 7) 7 marks

1. The basic foundation of talent management is hiring the right people.
2. Referrals are the best source for quality talent.
3. Inclusive approach to talent management is likely to develop a sense of inequality amongst the employees.
4. For developing a talent management strategy Pestle analysis needs to be conducted.
5. Online portals have led to the war between talent management and people.
6. Teamwork is the only pillar stone of talent management.
7. Competency management is treated as a HR process.
8. Competency is behavior based.
9. Competence are typically result centric.
10. Feedback loop builds a database to identify and track trends.

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Q2.A. Why is talent management needed? 8 marks
Q2 B. Discuss the role of HR in Talent management. 7 marks

OR

Q2C. State the benefits of Talent Management. 8 marks
Q2D. What are the strategies to fill the talent gaps? 7 marks

Q3A. Discuss the key elements of talent management systems. 8 marks
Q3B. Explain the approaches to talent management with its pros and cons. 7 marks

OR

Q3C. State the steps in talent management process. 8 marks
Q3D. What are the critical success factors to create talent management system? 7 marks

Q4A. Discuss the contemporary talent management issues. 8 marks
Q4B. State the best practices in talent management. 7 marks

OR

Q4C. State the current trends in talent management. 8 marks
Q4D. Write in brief about Talent Management information system. 7 marks

Q5A. Discuss the types of competencies. 8 marks
Q5B. Explain the features of Competency Mapping. 7 marks

OR

Q5C. Write Short Notes (Any 3) 15 marks

1. Principles of Talent management
2. Importance of talent management process
3. Ethical Practices in talent management
4. Iceberg model of competency
5. Objectives of competency management

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Paper / Subject Code: 46017 / Elective: Human Resource: Talent & Competency Management

BMS Sem V

Time:2.5 hrs **Marks:75**

Note: i. All questions are compulsory.

ii. Figures to the right indicate full marks.

Q1. A. Fill in the Blanks (Any 8) 8 marks

1. _____ is the primary step in the process of Talent Management. (Talent Acquisition, Talent Development, Talent Retention)
2. Talent gap is also called as _____. (skills gap, performance gap, competency gap)
3. Talent management philosophy and management metrics are all_____ blocks to talent management. (Destructive , Constructive , Building)
4. _____ attitude of management is required for success of effective talent management system. (Democratic, Autocratic, Beurocratic)
5. Developing a _____kind of network is essential for success of talent management. (social, emotional, functional)
6. ATS is _____. (Applicant Tracking System, Automated Tracking System, Application Tracking System)
7. _____ helps to develop the leaders accountable for the goals. (Performance, Motivation, Teamwork)
8. _____ sense of self image is false. (positive, negative, unconditional)
9. _____ are concerned with "what" has been accomplished. (Goals, Traits, Competencies)
10. Critical Incident Technique was developed in _____. (1950, 1952, 1954)

Q1 B. State whether the following statements are True or False (Any 7) 7 marks

1. Talent is a gift.
2. Compensation is one of the most important element of managing talent.
3. Exclusive approach believes that every employee is talented.
4. Designing success profile is an important part of effective talent management.
5. Identification of performance gap is a valuable strategic control measure.
6. Process of Talent Management Information strategy begins with framing a budget.
7. Management plan is developed at the last stage.
8. In competency standards are attained.
9. Competency the focus is on "how".
10. Competency management focuses on integration.

Q2.A. Discuss the sources of talent management. 8 marks

Q2 B. Discuss the principles of talent management. 7 marks

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BMS Sem -V

OR

Q2C. State the benefits and limitations of Talent Management. 8 marks

Q2D. Explain the activities performed by HR in talent management. 7 marks

Q3A. Discuss the building blocks for talent management systems. 8 marks

Q3B. Explain the things that can be practiced by an organization for effective talent management system 7 marks

OR

Q3C. State the Lifecycle of talent management system. 8 marks

Q3D. Explain the importance of talent management process. 7 marks

Q4A. Discuss the challenges of talent management. 8 marks

Q4B. State the best practices in talent management. 7 marks

OR

Q4C. State the current trends in talent management. 8 marks

Q4D. What are the steps of Talent Management information strategy? 7 marks

Q5A. Discuss the methods of competency mapping . 8 marks

Q5B. Explain in brief competency development. 7 marks

OR

Q5C. Write Short Notes (Any 3) 15 marks

1. Talent Gap
2. Self-Image
3. Essentials of Talent Management Process
4. Creating Business value through information Technology
5. Limitations of competencies

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41

BMS Sem - V

Time: 2:30Hrs. Marks: 75

Q.1.
(a) **Multiple Choice Questions: (any 8)** (08)

1) SIP stands for _____ .
(a) Systematic interest plan
(b) Systematic investment plan
(c) Systematic innovation plan
(d) Systematic inclination plan

2) Normal yield curve is _____
(a) Upward sloping curve
(b) Humped curve
(c) Downward sloping curve
(d) A line that plots interest rates

3) TDS means _____
(a) Tax deducted at source
(b) Tax deducted at start
(c) Tax deducted at sum
(d) Tax deducted at system

4) Credit risk applies to debt investments such as _____.
(a) Shares
(b) Bonds
(c) Mutual Funds
(d) Gold

5) Deduction u/s 80 D for senior citizens is Rs._____
(a) 20,000
(b) 25,000
(c) 50,000
(d) 75,000

6) Deduction for self disability can be claimed under _____
(a) Sec 80C
(b) Sec 80D
(c) Sec 80E
(d) Sec 80U

7) _____ Will is invalid in the eyes of law.
(a) Mutual
(b) Sham
(c) Duplicate
(d) Concurrent

8) _____ has direct impact on wealth creation.
(a) Economic outlook
(b) Income rate
(c) Interest rate
(d) Erratic cashflows

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9) _____ is one of the most preferred tax planning instrument in India as it's a Government scheme.
(a) PF
(b) PPF
(c) FD
(d) Life Insurance plan

10) _____ = Assets - Liabilities
(a) Balance Sheet
(b) Net Worth
(c) P&L
(d) Investment

(b) State whether the following statements are true or false: (any 7) **(07)**

1) TDS is based on the principle of pay as you earn.
2) Hostility is a code of ethic.
3) Hindu undivided family is not defined in Income Tax Act.
4) Life insurers are not health insurers.
5) Longetivity risk is the risk of outliving your savings.
6) Travel insurance is a type of general insurance .
7) Issue of new shares for cash results in Cash inflow.
8) Retirement planning takes into account all emergencies.
9) House property loss can be set off against salary income.
10) Unemployment is one of the most popular lagging indicator.

Q.2. Attempt A,B or C,D

(a) What is the scope of Wealth Management? **(08)**

(b) What are the leading economic indicators of the economy ? **(07)**

OR

(c) Mr.Guru is an individual submits the flowing information relevant for AY 2022-23 **(15)**
Find out the net taxable income of Mr.Guru for AY 2022-23 applying the provisions of set off and carry forward of losses.

Particulars	Rs.
Income from Salary computed	80,000
Income from House Property	
House I	25,000
House II	(35,000)
Income from Business	
Business I (Non-Speculative)	54,000
Business II(Non Speculative)	(14,000)
Income from Long Term Capital Gains	30,000
Income from Other sources	
Interest on debentures	1,000
Lottery winnings	8,000

You are also informed that:
He spent Rs.1,500 as collection towards interest on debentures allowed to be deducted u/s 57 as expenditure.
He has the following carry forward losses:
Business losses-Rs.10,000 (AY 2013-14)
Long term Capital losses –Rs.35,000(AY 2015-16)

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Q.3. Attempt A,B or C,D

(a) What are the principles of Insurance? (08)

(b) What is Passive Asset Management ?What are the advantages and disadvantages? (07)

OR

(c) Ms.Kaahini purchased a house property for Rs.5,00,000 on 27th September 1999.She made the following additions to it. (08)

Cost of construction of first floor in Financial Year 2002-03 is Rs.4,00,000

Cost of construction of second floor in Financial Year 2003-04 is Rs.6,00,000

Fair market value of property on April 1,2001 was Rs.7,00,000.

She sold the property on 25th September ,2022 for 1,00,00,000.She paid a brokerage of Rs.1,30,000 for the sale transaction.

The CII for financial year 2022-23 is 331, 2002-03 is 105, 2001-02 is 100 & 2003-04 is 109.

Compute the Capital gain of Ms.Kaahini for the Assessment Year 2022-23.

(d) Following is the Balance Sheet of Shrihan Ltd. Find out Debt Ratio, Debt Equity Ratio, Current Ratio and Liquid Ratio. (07)

Balance Sheet

Liabilities	Amount	Assets	Amount
Equity share capital	4,00,000	**Fixed Assets**	8,00,000
P&L a/c	8,000	**Debtors**	2,20,000
Mortgage Loan	3,20,000	**Stock**	2,20,000
Reserve	80,000	**Cash**	20,000
Bank Overdraft	92,000		
Creditors	3,60,000		
TOTAL	**12,60,000**	TOTAL	**12,60,000**

Q.4. Attempt A,B or C,D

(a) What is Ratio Analysis and what are its important advantages? (08)

(b) What is Passive Asset Management ?What are the advantages and disadvantages? (07)

OR

(c) Following are the details of Mr.Himalay for Assessment Year 2022-23. (08)

a) Salary =Rs.1,00,000 pm
b) Income from house property Rs.25,000 pm
c) Interest on savings a/c Rs.14,000
d) Interest on Fixed Deposit a/c Rs.42,000
e) Interest on PPF a/c Rs. 12,000
f) Insurance premium paid Rs.1,00,000
g) Mediclaim premium for himself and spouse Rs.30,000
h) Mediclaim premium of senior citizen parents Rs.35,000

Compute the net taxable income of Mr.Himalay after allowing deductions under chapter VI-A.

(d) Assuming the total tax liability of Sumit Ltd. is Rs.3,00,000 for PY 2021-22 . Calculate the advance tax due and instalments. (07)

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Q.5 Attempt A,B or short notes.

(a) What is Retirement Planning and what is its need and purpose?

(b) What is a Will? What are the types of wills?

OR

Q.5 Write Short Notes on (any three)

1) Yield Curve
2) Principle of Utmost good faith
3) Health Insurance
4) Public Provident Fund
5) HNWI

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BMS - Sem-V

Time : 2.30 Hrs Marks : 75

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

Q.1. (a) **Multiple Choice Questions: (any 8)** (08)

1) _____ Will is invalid in the eyes of law.
(a) Mutual
(b) Sham
(c) Duplicate
(d) Concurrent

2) Yield curve refers to _____
(a) Demand Curve
(b) Upward sloping curve
(c) Downward sloping curve
(d) A line that plots interest rates

3) Deduction for self disability can be claimed under _____
(a) Sec 80C
(b) Sec 80D
(c) Sec 80E
(d) Sec 80U

4) _____ applies to debt investments such as bonds.
(a) Credit risk
(b) Debit risk
(c) Planned risk
(d) Unplanned risk

5) TDS means _____
(a) Tax demanded statutorily
(b) Tax demanded subsequently
(c) Tax deducted at source
(d) Tax deducted at statute

6) _____ = Assets - Liabilities
(a) Balance Sheet
(b) Net Worth
(c) P&L
(d) Investment

7) Annuity in India is usually offered by _____
(a) Insurance companies
(b) Firms
(c) Government
(d) Association of Persons

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8) _____ involves an analysis of various choices you can make today to help provide for your financial future
(a) Retirement
(b) Cash flow
(c) Retirement planning
(d) Financial priorities

9) _____ is one of the most preferred tax planning instrument in India as it's a Government scheme.
(a) PF
(b) PPF
(c) FD
(d) Life Insurance plan

10) Deduction u/s 80 D for non senior citizens is Rs._____
(a) 20,000
(b) 25,000
(c) 50,000
(d) 75,000

(b) **State whether the following statements are true or false: (any 7)**
1) Horizon risk is the risk of outliving your savings.
2) Travel insurance is a type of general insurance.
3) Liquidity risk is being able to sell your investment at a fair price.
4) House property loss can be set off against salary income.
5) Cash flows are inflows and outflows of cash.
6) Networth is Assets + Liabilities.
7) Retirement planning should take into account all emergencies.
8) Life insurers are also known as health insurers.
9) Inflation risk is a loss in purchasing power.
10) Honesty is characteristic of a wealth manager.

Q.2.

(a) What are the components of wealth management?

(b) What is a yield curve and what are its types?

OR

(c) Mr. Konark an individual submits the flowing information relevant for AY 2023-24. Find out the net taxable income of Mr.Konark for AY 2023-24 applying the provisions of set off and carry forward of losses.

Particulars	Rs.
Income from Salary computed	90,000
Income from House Property	
House I	40,000
House II	(60,000)
Income from Business	
Business I (non-speculative)	60,000
Business II(non speculative)	(20,000)
Income from Long Term Capital Gains	50,000
Income from Other sources	
Interest on debentures	2,000
Lottery winnings	10,000

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(148)

You are also informed that:
He spent Rs. 1500 as collection towards interest on debentures allowed to be deducted u/s 57 as expenditure.
He has the following carry forward losses:
Business losses-Rs.10,000 (AY 2017-18)
Long term Capital losses –Rs. 20,000(AY 2018-19)

Q.3.

(a) What are the principles of insurance? (08)

(b) What is general insurance and its types? (07)

OR

(c) Mr.Ruturaj purchased a residential property on 1-2-2008 for Rs. 25, 00,000. (08)
Cost of improvement made by him:
2016-17 – Rs. 4,00,000
2017-18 - Rs. 3,80,000
He sold the property on 1-2-2023 for Rs. 85,00,000
He acquired a new house property for Rs. 55,00,000 on 19.02.2023
Expenses on transfer Rs.1,00,000
Compute the amount of taxable Capital gains for AY 2023-24.
[CII for 2007-08 is 129, CII for 2016-17 is 264, CII for 2017-18 is 272 , CII for 2022-23 is 331.]

(d) Following is the Balance Sheet of Sufal Ltd. Find out Current Ratio,Debt Equity Ratio,Quick Ratio. (07)

Balance Sheet

Liabilities	Amount	Assets	Amount
Equity share capital	10,00,000	**Fixed Assets**	7,50,000
8% Debenture	7,00,000	Goodwill	6,50,000
Current Liabilities		**Current Assets**	
Sundry Creditors	40,000	Stock	1,15,000
Bills Payable	50,000	Sundry debtors	1,26,000
Bank OD	10,600	Bills receivables	1,46,000
Outstanding Rent	40,400	Prepaid expenses	54,000
	18,41,000		18,41,000

Q.4.

(a) What is Asset Allocation? Distinguish between active and passive investment strategies. (08)

(b) What is a Will and what are its types? (07)

OR

(c) Following are the details of Mr.Shaunak for Assessment Year 2023-24 (08)
a) Income from Salary Rs. 6,00,000
b) Income from House Property Income Rs. 1,50,000
c) Won Lottery of Rs. 50,000
He has made the following payments:
a)Mediclaim premium of Rs. 5,000 paid in cheque for preventive health check –up of self.
b)Contribution to NSC Rs.10,000 and received interest on NSC Rs.5,000 for AY 2023-24.
Compute the taxable income of Mr.Shaunak after allowing deductions under chapter VI-A.

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(d) Assuming the total tax liability of Daivik Ltd. is Rs. 34,970 and TDS Rs. 2,000.Calculate the advance tax payable on the respective due dates.

Q.5.

(a) What is Retirement Planning and what is its need and purpose?

(b) What are the pre and post retirement strategies?

OR

(c) Write Short Notes on **(any three)**

1) Life cycle planning
2) Process of Wealth Management
3) 80C
4) Tax Deducted at source
5) Health Insurance

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A9

BMS - sem V

[Time: 2½ Hours] [Marks:75]

Please check whether you have got the right question paper.

N.B. 1. Answer **all** the questions
2. The Marks are assigned on the R.H.S.
3. Draw Illustrations, **diagrams** and **Schedules** wherever necessary.
4. Use of **simple calculator** is allowed.

Q.1) A) Choose the Correct Alternative: **(any 8)** **(08)**

1. _____ refers to supply chain practices that strive to reduce energy and environmental footprints in terms of freight distribution.
(Inbound Logistics, Green Logistics, Outbound Logistics, SCM)
2. The downstream supply chain is: _____
(Exclusively inside an organization, involved with procurement of material from suppliers, the distribution of products or delivery of services to customers, buying raw materials)
3. RO-RO concept means: _____.
(Roll On-Ride Off, Ride On-Ride Off, Roll Off-Roll On, Roll On - Roll Off)
4. _____ is the disadvantage of Private Warehousing.
(Tax Benefits, Less Costly in long term, Flexibility, High start-up cost)
5. The _____ Order should also be complete in terms of all aspects of service from order receipt to delivery coupled with error free invoicing.
(Quick, Perfect, Small, Imperfect)
6. _____is the cheapest mode of transportation over long distances.
(Water, Air, Rail, Road)
7. What does the acronym EDI stand for?
(Enterprise Data Information, Electronic Data Infrastructure, Enterprise Data Interchange, Electronic Data Interchange)
8. LASH means _____.
(Lighter Aboard Ship, Last Aboard Ship, Lighter Aboard System, Last Aboard System)
9. _____ is concerned with a firm's ability to satisfy customer's requirement in timely manner.
(Minimum Inventory, Rapid Response, Price stabilization, Quality)
10. Which of the following is not an area to responsibility for a logistics manager?
(Inventory, Marketing, Warehousing, Purchasing)

B. **State whether the following statement is TRUE or FALSE (Attempt Any 7 Questions)** **(07)**

1. Golden Quadrilateral refers to Highway network connecting four Metropolitan cities.
2. Containerisation provides ease of handling.
3. The primary purpose of logistical packaging is to prevent damage of the product.
4. Service quality is an internal measure of performance measurement

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5. RFID Stands for Radio Frequency Inventory Distribution
6. Global SCM is only to do with International sourcing.
7. Recycling is not a part of Reverse logistics.
8. Birdy Back is a combination of roadways and airways and is generally used in international shipments.
9. To prevent temporary storage in a warehouse, cross docking can be used.
10. ABC categorization is based on value and volume of the inventory

Q.2) a) Distinguish between Logistics and Supply chain management. (08)

b) Explain the concept of packaging also explain its functions and Advantages. (07)

OR

c) From the following data, calculate a 3 period weighted moving averages from 4 th Month th Month, with weights as 3, 2 and 1. The largest weight is being assigned to most recent period and current Demand Value. (10)

Period (Month)	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**
Demand in Units	160	170	190	200	220	230	250	?

d) Explain in detail Role of IT in Logistics. (05)

Q.3) a) Define and explain the concept of customer service also explain its elements (08)

b) What is Global supply chain? Illustrate its objectives and advantages. (07)

OR

c) Explain any 8 principles for designing efficient material handling systems. (08)

d) Compare public warehouse with private warehouse. (07)

Q.4) a) Define Buffer Stock, Safety Stock, Lead Time and Re-Order Stock Level (ROL). Daily consumption of a raw material in the production process is 500 units. Lead time for delivery is 5 Days. Company's policy is to keep a safety stock equal to two day's daily consumption to guard against stock out. Calculate Re-Order Level. (08)

b) Distinguish between 3PL AND 4PL Logistics with suitable examples (07)

OR

c) Explain importance and Principles of Transportation. Also discuss Transportation functionality. (08)

d) What is logistical infrastructure? Explain Containerisation and its Benefits (07)

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Q.5) A) Swayam Fabrics one of the leading brand in India for gents clothing, initially the company started marketing quality shirts and trousers for common man with reasonable pricing. The company adopted the policy of better products at affordable prices. Slowly and gradually company started catering middle and higher class gents' customers and also expanded their product range which included pants, suits and other men's accessories.

The philosophy of company is "Outsourcing". The cloth and thread are supplied by the company to garment factories and the labour is also outsourced. The quality control aspect of Swayam Fabrics is very careful, who ensures quality of finished products offered to the customers. The products are produced in standard size and in large quantities thereby availing the benefits of economies of scale.

There are about 40 company owned outlets in Mumbai. These outlets are fed by the company central store as per the orders received from the outlets. They use company owned tempos as a mode of transport for the inbound and outbound activities. Even though there are many brands of readymade garments available in the market, the company strongly believes that quality is their strength and don't want to compromise on this issue.

a) Bring out the factors contributing to the success of Swayam Fabrics **(07)**

b) What do you mean by 3PL? Explain its advantages and disadvantages. **(08)**

OR

B) Write short notes on: **(any 3)** **(15)**

a) Activity Based Costing

b) Green Logistics

c) Logistics park

d) Merits and Demerits of Air Transportation

e) Reverse Logistics

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TYBBMS - SEM V

[Time: 2½ Hours] [Marks:75]

Please check whether you have got the right question paper.

N.B. 1. Answer **all** the questions.
2. The Marks are assigned on the R.H.S.
3. Draw Illustrations, **diagrams** and **Schedules** wherever necessary.
4. Use of **simple calculator** is allowed.

Q.1 A) Match the right and closely related answer from Column Y with the terms given in Column X. (Attempt Any 7 questions) **(07)**

Column X	Column Y
1) 80 : 20 Rule	a) Containment and usefulness
2) Delivery of product from a single supplier to a multiple retailers	b) Selective Criteria Seasonality
3) Logistics function of Packaging	c) Upstream Logistics
4) Fixed Path Variable Destination Material Handling Equipment	d) ABC Analysis
5) SOS	e) Milk Run
6) Inbound Logistics	f) Golden Quadrilateral
7) Highway network connecting four Metropolitan cities	g) Downstream Logistics
8) Information functionalities – Transaction System, Management Control	h) Supply Chain Integrator
9) Outbound Logistics	i) Decision Analysis, Strategic Planning
10) 4PL	j) Auto Guided Vehicle (AGV)

Q.1 B) State TRUE or FALSE for the following statements. (Attempt Any 8 Questions) **(08)**

1. Inbound Logistics involves post production logistics activities.
2. Supply chain management is a narrower concept than logistics management.
3. Customers set service expectations -- not suppliers.
4. Transport services involve cargo transportation by rail only.
5. Warehouses enable storage of goods when their supply exceeds demand and by releasing them when the demand is more than immediate productions.
6. Materials Handling does not involve movement of Material, but involves only protection, and storage and control of materials.
7. Service benefits of warehousing are Spot Stock, Assortment, Mixing, Production Support and Market Presence.
8. Management Information System (MIS) is a part of Logistics Information system (LIS).
9. 8' x 8' x 30' (feet) is the size of a standard container.
10. Companies have to strike a balance between agile and lean to manage global supply chains as per requirements.

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Q.2)

a) What is Logistical infrastructure? Discuss in detail functions of Inland Container Depot (ICD) Container Freight Station (CFS).

b) What do you mean by Bull-whip effect in SCM? What are the causes of the Bull-whip ef

OR

c) From the following data, calculate a 3 period weighted moving averages from 4 th Mo 8 th Month, with weights as 3, 2 and 1. The largest weight is being assigned to most re period and current Demand Value.

Period (Month)	1	2	3	4	5	6	7	8
Demand in Units	190	200	220	230	250	270	290	?
Weightage for 3 period moving average					1	2	3	

d) Explain the concept of RO-RO and LASH (05)

Q.3)

a) What are the objectives of Material Handling function of Logistics? Discuss any 5 principle for designing efficient material handling system. (08)

b) Discuss the concept of Green Logistics and Reverse Logistics with suitable examples. (07)

OR

c) Discuss various global logistics trends. (08)

d) Discuss Total Cost Approach (TCA) of logistical costing & compare TCA with Traditional costing. (07)

Q.4)

a) Define Safety Stock, Lead Time (Re order Period) and Re-Order Stock Level (ROL Daily consumption of a raw material in the production process is 800 units. Lead time f delivery is 6 Days. Company's policy is to keep a safety stock equal to two day's dail consumption to guard against stock out. Calculate Re-Order Level. (08)

b) What is Logistics performance measurement? Explain the logistics Internal performance measurement system in an organization? (07)

OR

c) Discuss 7 R's of Customer Service with a suitable example. (07)

d) Define Packaging. Explain the different types of Packaging. (08)

Q.5)

A) Read the case and answer the questions given below:

Starbuck like many of the most successful worldwide brands, the coffee shop giant has beer through its periods of supply chain pain. In fact, during 2007 and 2008, Starbucks leadership began to have serious doubts about the company's ability to supply its 16,700 outlets. As in mos commercial sectors at that time, sales were falling. At the same time though, supply chain costs rose by more than $75 million.

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When the supply chain executive team began investigating the rising costs and supply chain performance issues, they found that service was indeed falling short of expectations. Findings included the following problems

- Fewer than 50% of outlet deliveries were arriving on time
- A number of poor outsourcing decisions had led to excessive 3PL expenses
- The supply chain had, (like those of many global organisations) evolved, rather than grown by design, and had hence become unnecessarily complex.

Starbucks' leadership had three main objectives in mind to achieve improved performance and supply chain cost reduction.

These were to:

1. Reorganize the supply chain
2. Reduce cost to serve
3. Lay the groundwork for future capability in the supply chain

In order to meet these objectives, Starbucks divided all its supply chain functions into three key groups, known as "plan" "make" and "deliver". It also opened a new production facility, bringing the total number of U.S. plants to four.

Next, the company set about terminating partnerships with all but its most effective 3PLs. The remaining partners were then managed via a weekly scorecard system, which was aligned with renewed service level agreements.

By the time Starbucks' supply chain transformation program was completed, the company had made savings of more than $500 million over the course of 2009 and 2010, of which a large proportion came out of the supply chain, according to Peter Gibbons, then Executive Vice President of Global Supply Chain Operations.

Questions:

I) What do you mean by Global Supply Chain? State disadvantages of a Global Supply Chain? **(05)**

II) What made Starbuck to reorganize its supply chain? **(05)**

III) How did Starbuck reorganize the supply chain? **(05)**

OR

Q.5

B) Write short notes on following. (Attempt Any 3 Questions out of 5) **(15)**

1) Intermodal Transportation
2) Private Vs. Public Warehouse
3) Mission Based Costing
4) Merits and demerits of transportation by Road.
5) 3PL Vs. 4PL

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Paper / Subject Code: 46004 / Elecitve : Marketing:Services Marketing

BMS - Sem V

Time:2 ½ hrs. Total Marks:75 marks

Instructions:- All questions are compulsory
Figures to the right indicate full marks

Q1. A) Match the column (any Eight) **(08marks)**

	Group A		Group B
1	Perishability	A	Keeping the promises
2	Interactive Marketing	B	Lack of ability to store the services
3	Medical services	C	Servicescape
4	High contact	D	Gap between desired and adequate services
5	Service recovery	E	Core product with supplementary services
6	TQM in services	F	People based services
7	Zone of tolerance	G	Quality Dimension
8	R-A-T-E-R	H	ISO participation
9	Flower of services	I	Handling customers dissatisfaction
10	Physical evidence	J	Hard to evaluate

B) Answer true or false (any seven) **(07 marks)**

1) When services do not have any accompanying goods they are called as pure services.
2) Employee training is an element of Physical evidence.
3) Customer gap is the difference between customer expectations and perceptions.
4) Banking can be characterised as pure services.
5) Evaluation of medical diagnosis service is mainly depends on high in credence quality.
6) Serviceplace is the physical surroundings or the physical facility where the service is produced, delivered and consumed.
7) Teaching is an example of intangible dominant.
8) Motivation is not an element of People.
9) Empathy is defined as the caring, individualised attention that the firm provides its customers.
10) Service blue print is a flowchart of service process.

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Q2. Answer the following questions

a) Define services. Explain the peculiar features of services. (08)
b) Distinguish between Goods and Services. (07)

OR

c) Explain Service marketing triangle with reference to insurance industry. (08)
d) Explain the different types of customer contacts in Service business. (07)

Q3. Answer the following questions

a) Explain the flower of service concept with reference to airline industry. (08)
b) Explain the regulatory and differential pricing mechanism adopted by service industry. (07)

OR

c) Explain in brief the extended P's of service marketing. (08)
d) Explain the concept of service blueprinting with the help of diagram. (07)

Q4. Answer the following questions

a) Explain Service Quality dimension with reference to education sector. (08)
b) What is Benchmarking? Explain the different levels of Benchmarking. (07)

OR

c) Explain the different strategies for improving service productivity. (08)
d) Explain how you will balance the gap between Demand and Supply in service marketing. (07)

Q5. a) What is Transnational Strategy? Explain its elements and also state the factors Favouring transnational strategy. (15)

OR

b) Write a note on (any three) (15)
i. Recent Trends in banking sector.
ii. Innovation in Services.
iii. Zone of tolerance.
iv. Branding in Services.
v. Service Recovery

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BMS - Sem - V

Paper / Subject Code: 46004 / Marketing:Services Marketing

Time: 2½ hrs Total Marks: 75

Instructions:- All questions are compulsory
Figures to the right indicate full marks

Q1. A) Choose the correct option from the multiple choices (any Eight) (08)

1) When services do not have any accompanying goods they are called,
a) Intangible goods b) Tangible services c) Pure services d) perishable services

2) _____ Qualities are difficult or impossible to evaluate even after consumption or usage.
a) Experience b) Credence c) Search d) none of the above

3) Internal marketing is also referred to as _____ the promise.
a) Setting b) delivering c) Enabling d) keeping

4) Service gap is the gap between expected service and _____ service.
a) Future b) desired c) adequate d) perceived

5) Zeithmal developed research tool called _____to measure customer satisfaction and understand how customer perceives value in a service.
a) Gap model b) Zone of tolerance c) service triangle d) SERVQUAL model

6) "Unused or underutilised services are economic waste" is a result of _____ characteristic of service.
a) Perishable b) heterogeneous c) Inseparable d) transferable

7) Which of the following is not a tangible dominant.
a) Soap b) automobile c) mobile phone d) investment banking

8) The service marketing triangle suggests that there are _____type of marketing that must be successfully carried.
a) 2 b) 3 c) 4 d) None of the above

9) When level of involvement is temporary in nature & is specific to a particular need it is called as _____ involvement.
a) Enduring b) Situational c) habitual c) continuous

10) _____pricing method encourages a customer to expand his dealings with the service provider.
a) Bundling b) Relationship c) benefit driven d) Flat rate

B) Answer true or false (any seven) **(07)**

1) Physical evidence is not an extended 'P' of service marketing.
2) Moment of truth is a service encounter where the customer interacts face to face with the service provider.
3) Spamming is not always considered an unethical practice in service marketing.
4) Two services are not the same that means they are Inseparable.
5) Services can be branded but cannot be patented.
6) Supplementary services provide the necessary differentiation and enhances value and appeal of the core service.

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7) Customers do not participate in the production process of the service.
8) A blue print should create a script for the employees as well as the customers that can help in identifying potential problems or failures.
9) Customer action takes place between line of visibility and line of interaction.
10) Car rentals, vending machines and telecommunications are highly tangible services.

Q2. Answer the following questions

a) Evaluate the factors that have led to the growth of service sector in India (08)
b) Define services and explain the concept of Goods and Service Continuum (07)

OR

c) What are the major challenges faced in marketing of services with respect to its unique characteristics? (08)

d) Explain the service marketing triangle and how it is critical to successful service marketing. (07)

Q3. Answer the following questions

a) What are the different ways of distributing services? Evaluate the benefits and challenges of franchising as an option (08)

b) Discuss the different strategies and methods that can be adopted for effective pricing of services. (07)

OR

c) Explain the concept of the service flower used while conceptualizing a service product (08)
d) Bring about the importance of Human resource/people in a service industry especially with respect to the roles that they perform. (07)

Q4. Answer the following questions

a) Define service productivity and discuss the methods that organizations can adopt for managing productivity (08)
b) Explain the benefits of Benchmarking and state the different levels of benchmarking. (07)

OR

c) Explain the GAP model of service quality with the help of a diagram. (08)
d) State strategies that can be adopted to overcome demand and capacity constraints. (07)

Q5. a) What is Transnational Strategy and what are its features also state the factors favouring transnational strategy. (15)

OR

b) Write a note on (any three) (15)
   i. Recent Trends in Health care sector
   ii. Unethical Practices in Service Sector.
   iii. Impact of service recovery
   iv. Blueprinting
   v. Positioning strategy for services

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BMS Sem - V

hours Marks– 75

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

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

i) Customer Relationship Management is about
i) Acquiring the right customer ii) Instituting the best processes iii) Motivating employee's
iv) acquiring customers, instituting and motivating employees

ii) A consumer buying behavior is influenced by
i) personal & social factors ii) personal factors iii) cultural, social & personal factors
iv) organizational factors

iii) _____ is a component of CRM?
i) people ii) technology iii) information iv) all of the above

iv) Calls from customers regarding their queries, problems and suggestions are___calls.
i) inbound ii) outbound iii) directional iv) horizontal

v) _____ seller seeks to persuade the customer to purchase additional product or /and more expensive products in order to make a larger total sale.
i) Customer management ii) upselling iii) Cross-Selling iv) banc assurance

vi) _____ exists when perception> expectation.
i) Customer satisfaction ii) customer dissatisfaction Iii) customer delight iv) customerengagement

vii) _____ is a central point in an enterprise from which all customer contacts are maintained such as e-mails, newsletters, chats etc.
i) call center ii) contact center iii) customer care center iv) development center

viii) _____ refers to a technology that allow organization to identify the location of customers at a particular point in time.
i) near field communication ii) location based services iii) Augmented Reality
iv) artificial intelligence

ix) The process of forecasting contact center workloads and then scheduling agents to handle the workload is known as___.
i) CRM ii) call scripting iii) workforce management iv) relationship marketing management.

x) _____is a business statement that summarizes why a customer should buy a particularproduct.
i) customer value proposition ii) customer lifetime value iii) customer care value iv) companyprofit chain

Q1 B) State whether the given statements are true or false: - (answer any 7) (7)

1. Customer retention is the first step in CRM strategy cycle.
2. Service quality gap indicates the difference between the service expected by customers and theservice they actually receive.
3. Sales force automation involves converting manual sales activities to electronic processesthrough the use of various combinations of hardware and software applications
4. Personalization consists of tailoring a service or product to accommodate specific individualneeds.
5. Customer engagement is not a customer retention strategy.
6. Data reporting is a written script that has correct wordings and assist an agent in handling acontact.
7. Event based marketing is also known as trigger marketing.
8. Data profiling helps to plan and get qualitative information.
9. Customer lifetime value(CLV) is the result of cumulative net returns received over the lifetimeof customers

Q II

A. What is relationship marketing management? Explain various relationship development strategies

B. Briefly explain the different barriers in implementing effective CRM

(OR)

C. Define CRM. Explain the different profitability segments

D. Write a note on service level agreement

Q III

A. Discuss the customer profitability and value modelling.

B. Explain the concepts of event based marketing and web based self-service.

(OR)

A. Explain the different types of data.

B. What is call routing? Explain the different types of routing techniques.

Q IV

A. Describe the steps involved in implementation of CRM.

B. Discuss the objectives of CRM strategy.

(OR)

C. Explain the concept of knowledge management.

D. Explain B2B and sales in CRM.

Q. V

A. Explain the features of E-CRM

B. Explain the software App for Customer Service

(OR)

Write Short notes on the following (Answer Any 3)

1. E-mail response system
2. Social Networking and CRM
3. Levels of E-CRM
4. Ethical issues in CRM
5. Recent trends in CRM

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Subject Code: 46011 / Human Resource: Performance Management & Career Planning

BMS Sem V

(2½ Hours) Total Marks – 75

N.B: (1) All questions are compulsory subject to internal choice.
(2) Figures to the right indicate full marks.

Q.1 (A) State whether the following statements are True or False (Any Eight) **(08)**

1. Performance management is a continuous process of identifying, measuring and developing the performance of individuals and teams.
2. Performance is always measured in terms of results and not efforts.
3. A high performance team can complete a routine task faster than a management can assemble an ad hoc team to deal with the same task
4. Sometimes major understandings occur in performance review sessions due to basic differences in ethical orientation.
5. The quota system practice in certain organizations also create dissatisfaction among employees.
6. Underperformance is occasional failure to meet predetermined realistic objectives and performance standards.
7. A good career planning requires a development of single alternative.
8. The most influential model is the Japanese model of organizations and of careers.
9. Career development is the one time acquisition or refinement of skills and knowledge
10. Leadership is also sought after while trying to solve different work related issues.

Q.1 (B) Fill in the blanks with appropriate word from the brackets. (Any Seven) **(07)**

1. Performance management includes _____ employees to discuss their performance concern.
   a. poaching
   b. reprimanding
   c. coaching

2. _____ about employees performance and personality will help the manager build a rapport with employee.
   a. sympathy
   b. curiosity
   c. knowledge

3. There is not greater _____ you can do to a person than to let them stay in a job where they are not respected by their colleagues.
   a. disrespect
   b. confidence
   c. sacrifice

4. _____ Is the simplest and most popular technique for uprising employee performance.
   a. Graphic Ratings Scale
   b. MBO
   c. Comparison

5. Many causes of _____ performance can be seen such as attitude problems or lack of skill.
   a. better
   b. good
   c. poor

6. Ignoring ethics leads to _____ culture with low employee engagement.
   a. unethical
   b. toxic internal
   c. engaging external

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Multinational company : manager should design appropriate system to suit foreign operation [illegible] of the country

a. skill sets
b. cultural difference
c. economical position

9. Competency based and _____ pay have similar advantages and disadvantages

a. commercial based
b. skill based
c. flexible individual pay

9. _____ helps in reducing the turnover rate of high potential staff and absenteeism of all staff

a. culture
b. career planning
c. staff mobility

10. _____ pay may prove difficult because measurements of individual performance is a wide concept and lacks objectivity and hence may lack consistency.

a. performance related - pay
b. contribution - based pay
c. team based - pay

Q. 2 (A) Explain the pre-requisites of Performance management. [08]
Q. 2 (B) How does HR functions get aligned with Performance Management? Explain [07]

OR

Q. 2 (C) Explain Performance Management Cycle of a Graduate Trainee [08]
Q. 2 (D) Explain the objectives that need to be set before designing Performance Management System [07]

Q. 3 (A) Explain the concept of performance planning and explain the steps of setting performance criteria. [08]
Q. 3 (B) Explain Performance benchmarking. [07]

OR

Q. 3 (C) Explain approaches to Performance Appraisal. [08]
Q. 3 (D) Explain effective strategies to implement performance management. [07]

Q. 4 (A) Explain how ethical performance management significantly impact the performance of teams and sets a culture in the Company. [08]
Q. 4 (B) Explain steps to manage under performers [07]

OR

Q. 4 (C) Critically examine individual career planning and team career planning [08]
Q. 4 (D) Explain the role of Mentoring in Career Planning. [07]

Q. 5 (A) Compare Performance Appraisal and Performance Management [08]
Q. 5 (B) Explain different models of Career Planning and Development. [07]

OR

Q. 5 (C) Write Short Notes on (Any 3) [15]

a. Role of technology in Performance Management
b. Succession planning an important aspect of Career Planning
c. High Performance Teams
d. Competence Related pay
e. Performance Monitoring

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Paper / Subject Code: 46011 / Human Resource: Performance Management & Career Planning

BMS Sem- V

(65)

Time: 2:30Hrs. Marks: 75

Q1. State whether true of false(Any 8) (8)

1. Performance _____ is a practical approach to share, compare and transfer internal functions and processes
a. Monitoring
b. benchmarking
c. review
d. issue

2. _____ drives organizational performance
a. change
b. development
c. culture
d. people

3. _____ is a sequence of position held by a person during the course of his working life.
a. Career
b. Goals
c. Hierarchy
d. structure

4. MBO technique of appraisal is a _____ approach.
a. Behavioural
b. Trait
c. Result
d. opinion

5. _____ is an ethical dilemma faced by employee
a. Value Conflict
b. Underperforming
c. Stress
d. politics

6. _____ based pay provides for pay progression to be linked to performance
a. Competence
b. Team
c. Result
d. behaviour

7. The _____ framework provides clarity up front to employees who will be evaluated against the goals.
a. SMART
b. PDCA
c. Competency
d. ISO

8. Performance _____ is the first step in performance management.
a. Planning
b. Monitoring
c. Appraisal
d. ethics

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should be considered as the foundation of performance evaluation

a. ethics
b. value
c. culture
d. HR

10. _____ is the first phase in the evolution of performance management
a. Annual Confidential Reports
b. Measuring Objectives & Goals
c. Holistic System Management
d. PMS

Q1 (B) Match the following: (Any 7)

	A	B
1	Halo Effect	a) Component of PMS
2	Underperformers	b) Unethical Performance management
3	Profit Sharing	c) Performance Monitoring
4	Fifth Phase of PMS evolution	d) Regular informal meeting
5	High Performance Team	e) Mentoring
6	Japanese Model	f) Rater bias
7	Check in meetings	g) Pay for performance
8	Regular Reviews	h) Life time employment
9	Managerial Malpractice	i) Shared Vision
10	GAP analysis	j) System and performance driven

Q 2. A. What is the difference between Performance Management and Performance Appraisal
B. What is the Performance Management Cycle

OR

Q2. A. Discuss the linkage of performance management with other HR functions
B. What is Contribution based pay. Explain advantages and disadvantages

Q3. A. Write a short note on High performance teams
B. What are the strategies for effective implementation of performance management

OR

Q3. C. What is performance benchmarking? Explain its importance
D. What is the role of technology in Career Planning and development?

Q4. A. What are the steps for setting Performance Criteria
B. Elaborate on the Pyramidal model of career planning

OR

Q4. A. Explain the benefits of career planning for the employee and organization
B. 'An ethical work culture creates a positive work environment and increases productivity'. Discu

Q5. A. Discuss the role of mentor in managing underperformers

Q5. B. Define Potential Appraisal. Explain the steps in Potential Appraisal

OR

Q5. Short Notes (3 out of 5)
a. Underperformer b. mentoring
c. Performance Appraisal d. BARS e. Behaviour Based Approach

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BMS Sem V

Time: 2:30 hours

Marks: 75

Q.1) (A) **Match the column(any eight)** (8)

Column 'A'	Column 'B'
1. Employee Associations	a) External factor
2. Leadership Styles	b) Lockout
3. Social Factor	c) One party wins over another
4. Economic loss	d) Wages
5. Economic cause	e) Internal factor
6. Code of Discipline	f) Avoiding Litigations
7. Wage related issues	g) Educates Organisation
8. Conjunctive bargaining	h) 1928
9. ILO	i) 20 days
10. Leave	j) Financial perks

(B) **State true or false: (any seven)** (7)

a) Multiplicity of unions is one of the obstacles of collective bargaining.

b) Industrial relations can improve the morale of the employees.

c) Retrenchment is a temporary separation of the employees from the employers.

d) A registered trade union has a common seal.

e) Industrial relations are influenced by multiple factors.

f) Strike is declared by the employers to put pressure on management.

g) Collective bargaining is a natural and permanent process.

h) Wages must be paid in cash.

i) A workers cannot be employed for more than 60 hours in a week.

j) Living wages must not be provided for food and clothing.

Q.2) A) Discuss the essentials of good Industrial relations. **(8)**

B) State the principles of Industrial Relations. **(7)**

OR

C) Explain the impact of LPG on Industrial Relations. **(8)**

D) What are the challenges faced by Industrial Relations in India? **(7)**

Q.3) A) Explain the causes of Employee in discipline.

B) Discuss the methods of settling Industrial disputes.

OR

C) Explain the different types of strikes.

D) What are the causes of Industrial Disputes?

Q.4) A) What are the objectives of Trade Unions?

B) State the right and privileges of a registered trade union.

OR

C) What is the process involved in collective bargaining.

D) Discuss the importance of collective bargaining.

Q.5) A) Discuss Trade Union Act, 1926.

B) Elaborate the Industrial Dispute Act, 1947.

OR

C) Write short notes: (Any Three)

I. Privatisation.

II. Strikes.

III. HMS.

IV. Retrenchment.

V. Industrial Tribunal.

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Paper / Subject Code: 46016 / Elective: Marketing : Industrial Management.

BMS - Sem. V

(63)

Duration: 2 ½ Hrs

Marks: 75

Note: 1. Q.1. is compulsory
2. Q.2. to Q.5 are compulsory with internal choice
3. Figures to the right indicate full marks

Q.1. a) **Choose the correct options (Any 8)** **(08)**

1)	Sales cycle of Industrial marketing is _____	
	a. shorter	c. longer
	b. effective	d. limited
2)	_____ component describes the characteristics of society where an organization exists.	
	a. economic component	c. legal component
	b. social component	d. demographic component
3)	Which is the example of primary data?	
	a. journals	c. reports
	b. magazines	d. questionnaires
4)	EPO stands for _____ order.	
	a. electronic purchase	c. electronic performing
	b. electronic paying	d. electronic procurement
5)	_____ is example of manufactured part.	
	a. yarn	c. iron supplied
	b. cheese	d. ball bearing
6)	Advertisements in Industrial market are focused on _____	
	a. product application & benefits	c. trends
	b. needs of customers	d. type of market
7)	Post evaluation is done _____ purchase.	
	a. before	c. continuous
	b. after	d. steady
8)	Example of Operating supplies is _____	
	a. paint	c. notepads
	b. cranes	d. trucks
9)	_____ sending request for information and prices to supplies and receiving the responses using internet.	
	a. e-tendering	c. e-auction
	b. e-commerce	d. e-procurement
10)	In Industrial marketing buying decisions are made by _____.	
	a. individual	c. customer
	b. team	d. agents

Q.1. B) **Match the Following (Any 7)** **(07)**

	Column A		Column B
1.	Industrial material	a.	Direct Channel
2.	Networking	b.	Commercial Transactions
3.	Prospecting	c.	Online Buying & Selling
4.	Niche Market	d.	Prepaid account

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5.	One level marketing	e.	Market Research
6.	Studies Competitors	f.	Intermediary action
7.	E-wallet	g.	Personal Selling
8.	E-Commerce	h.	Direct
9.	E-procurement	i.	Connecting people
10.	End Consumer	j.	Raw

Q.2. a) Define Industrial Marketing. Classify the Industrial Products (08)
b) Elaborate the Industrial Buying Behaviour process. (07)

OR

Q.2. c) Explain the Three levels of Industrial Marketing Environment (08)
d) What is Vendor analysis? State the criteria for selecting the vendor (07)

Q.3. a) What is Market Research? State the importance of market research (08)
b) Explain the approaches for selecting the target market (07)

OR

Q.3. c) What is Product Positioning? Elaborate the product positioning strategies (08)
d) Explain Levels of Market segmentation (07)

OR

Q.4. a) Explain the role of advertising in B2B market (08)
b) Discuss the industrial marketing channels (07)

OR

Q.4 c) State & explain the types of Advertising (08)
d) Illustrate Product classification (07)

Q.5. What is E-Commerce? Explain the forms of B2B E-commerce (15)

OR

Q.5. Write Short Notes on: **(Any 3)** (15)
a) Sales Promotion
b) Business Networking
c) Personal Selling
d) E-Payments
e) Industrial Marketing Communication

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Paper / Subject Code: 46616 / Elective: Marketing : Industrial Management

BMS - Sem V

Duration: 2 ½ Hrs. Marks: 75

Note: 1. Q.1. is compulsory
2. Q.2. to Q.5 are compulsory with internal choice
3. Figures to the right indicate full marks

Q.1. a) Choose the correct options (Any 8) **(08)**

1) Industrial marketing is the marketing of _____ goods and services to industrial users
   a. industrial
   b. durable
   c. perishable
   d. Consumable

2) The _____ of industrial buyers are influenced by many factors.
   a. buying decisions
   b. selling decisions
   c. procurement decisions
   d. pricing decisions

3) _____ is part of industrial goods
   a. Banking
   b. insurance
   c. material parts
   d. None of the above

4) Advertisements in Industrial market is focused on _____
   a. product application & benefits
   b. needs of customers
   c. trends
   d. type of market

5) _____ sending request for information and prices to supplies and receiving the responses using internet.
   a. E-Tendering
   b. E-commerce
   c. E- auction
   d. E-procurement

6) If the company has large capital then revenue is also _____
   a. constant
   b. less
   c. large
   d. zero

7) _____ is part of product research
   a. Test marketing
   b. Pricing policies
   c. Media decision
   d.

8) The demands for industrial goods & services are _____.
   a. Increasing
   b. Decreasing
   c. fluctuating
   d. constant

9) _____ analysis can be defined as the assessment of weaknesses & strengths of prospective & current suppliers
   a. Vendor
   b. Value
   c. Future
   d. costs

10) Using _____ approach an organization directs marketing efforts towards a single market segment through a single marketing mix.
   a. Concentrated
   b. unique
   c. Undifferentiated
   d. differentiated

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BMS Sem-V

Q.1. b) Match the Following (Any 7) (07)

	Column A		Column B
1.	Direct Channel	a.	Studies Competitors
2.	Segmentation	b.	Influencer
3.	E - Procurement	c.	End Consumer
4.	Product positioning	d.	Image building for the product
5.	Niche Market	e.	Commercial Transactions
6.	Buying roles	f.	Dividing the market
7.	Market Research	g.	Personal Selling
8.	MIS	h.	Broker
9.	middlemen	i.	Connecting people
10.	Networking	j.	Market information system

Q2. a. Define Industrial Marketing. State its characteristics. (08)
Q2. b. Discuss in detail the channels for industrial marketing (07)

OR

Q2. c. Discuss in detail the organization buying process (08)
Q2. d. List down the criteria for evaluating a potential vendor (07)

Q3. a. Define Research. Explain the steps in Industrial marketing research (08)
Q3. b. state the advantages and limitations of Industrial Marketing (07)

OR

Q3. c. List down the various approaches for target market selection (08)
Q3. d. What is segmentation? Explain the criteria for market segmentation. (07)

Q4. a. List down the different types of pricing (08)
Q4. b. What is Industrial Advertising? List down the types of industrial Advertising. (07)

OR

Q4. c. Describe in detail Personal Selling process. (08)
Q4. d. List down the sales promotion methods in Industrial Marketing. (07)

Q5. a. What is E-procurement? Explain the benefits of e-procurement process. (08)
Q.5. b. What is E-commerce? Explain its advantages and disadvantages. (07)

OR

Q.5. Write Short Notes on: (Any 3) (15)

i. Vendor Analysis
ii. Industrial Product Life Cycle
iii. Market Information System
iv. Product Levels
v. E-Security

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Paper / Subject Code: 46010 / Marketing: Sales & Distribution Management

BMS - Sem V

(72)

Time: 2 1/2Hrs Marks: 75

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

(A) Select the most appropriate answer from the option given below (Any 8) **(8)**

1. _____ department generates revenue to the organisation.
   a. Accounts b. Sales c. Marketing d. Customer care

2. _____ has presented many new opportunities along with new challenges.
   a. Globalisation b. Trade c. Management d. Orientation

3. Advantage of CRM _____.
   a. customized business b. improves overall relationship with customers
   c. software based d.one on one

4. Forecasting method widely used by collecting questionnaire from potential buyers is called as _____ method.
   a. customer survey b. Delphi Sales c. hierarchy d. user expectation

5. There are _____ types of channel conflicts.
   a. three b. four c.five d. six

6. Five style of conflict resolution developed by _____.
   a. Peter Drucker b. Kenneth Thomas c. Joseph Luft d. Philip Kotler

7. Distribution audit is _____ and fair evaluation identifying key areas for improvement in channel control.
   a. biased b. unorganised c. unbiased d. organised

8. _____ reflects the performance of the distribution channel.
   a. Reports b. Budgets c. Target d. Profile

9. _____ is called as zero level distribution channel.
   a. Direct marketing b. indirect marketing c. vertical marketing d. horizontal marketing

10. KRA stands for
   a. Key result area b. Keep reward area c. Key revenue area d. Keep result area

(B) Select whether the following statements are True or False. (Any 7) **(7)**

1. MIS operates with speed and accuracy.
2. Distribution ensures that products reach consumers as wanted by them at the right time and at the right place.

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3. The first step in selling process is objection handling.
4. Collaboration refers to ignoring the issues that gave rise to the conflict.
5. Sales quota is also called as sales target.
6. Approach is a step in selling process.
7. Wholesalers and distributors are the same.
8. Delphi method maintains confidentiality.
9. Digital communication is without accountability.
10. Sales people do not face ethical dilemma.

2a. What is meant by Sales Management and explain its roles. (08)

2b. What is meant by CRM and Discuss its features. (07)

OR

2c.Discuss any three structures of sales organisation (08)
2d. Discuss the role of intermediaries (07)

3a. Explain the various reasons for unsuccessful closing. (08)
3b. Write a note on sales quota (07)

OR

3c. What is meant by Sales forecasting .Explain the methods of Sales forecasting. (08)
3d. Discuss the steps involved in the process of selling? (07)

4a. Enumerated the functions of wholesalers. (08)
4b. What are the factors affecting distribution strategy? (07)

OR

4c. What is meant by channel policy? Explain the various areas it covers. (08)
4d. What are the methods to resolve conflicts? (07)

5a. Elaborate on indirect methods of supervision and control of sales force. (08)
5b. Bring out the new trends in sales and distribution management. (07)

OR

5c. Write Short Notes (Any 3) (15)

1. Selling skills
2. Ethics in sales management
3. Sales Management Audit
4. Win –Win Strategy
5. Communication process

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BMS SEM V

Duration – 2.5 Hrs Total marks – 75

Note : 1. Attempt all questions with internal choice
2. Figures to the right indicate full marks

Q 1 A. Fill in the blanks with the appropriate answer form the alternatives given. (Attempt any Eight) **(8)**

1. There are _____ types of sales organsiation structure. (a. three b. four c. five d. six)
2. Giving sales targets to sales man is called as _____.
(a. sales quota b. sales territory c. sales forecast d. sales management)
3. Wholesalers buy goods in _____.
(a. bulk b. small unitsc. single unit d. customised unit)
4. _____ type of selling strategy uses pull strategy.
(a. Win- Win b. Soft selling c. Hard selling d. Customer centred)
5. _____ perform the role of salesmanship. (a. Channel partners b. Channel policy c. Objectives d. Plan)
6. _____ provides competitive advantage. (a. AIDA b. CRM c. Competition d. FMCG)
7. Clash in opinion is called as channel _____. (a. partners b. conflict c. opinion d. damage)
8. KRAs are given in the form of _____ (a. percentage b. ratio c. percentile)
9. _____ means estimation of sales.
(a. Sales frequency b. Sales quota c. Sales territory b. Sales forecast)
10. _____ in the selling process means resolving queries.
(a. Demonstration b. Objection handling c. Closing of sales d. Prospecting)

Q 1 B. State whether the following statements are true or false. (Attempt and Seven) **(7)**

1. Sales department is not an income generating department.
2. Sales forecast represents geographic grouping of customers.
3. KRA stands for Key Revenue Area.
4. Channel of distribution starts with the consumers.
5. Supervision on salesforce is required for efficient execution of sales plan.
6. Soft Selling strategy is one of the methods of closing sales.
7. Niche distribution is also called mass distribution.
8. Direct marketing involves a direct interface with the customers.

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9. There are four types of channel conflicts.

10. Ethics refers to code of conduct.

Q 2 a. Diagrammatically explain the types of sales organisation structure. (15)

OR

Q 2. p . Elaborate the functions of the sales department. (8)

Q 2. q. Explain the role of intermediaries in facilitating smooth distribution. (7)

Q 3. a. Bring out the steps involved in the selling process. (8)

Q 3. b. Discuss various selling strategies. (7)

OR

Q 3. p. Describe the qualitative and quantitative techniques of sales forecasting. (15)

Q 4. a. List the functions of retailer. (8)

Q 4. b. Point out the causes for channel conflicts. (7)

OR

Q 4. p . Elaborate at length the need for management of distribution channel. (8)

Q 4. q. Describe the areas covered in channel policy. (7)

Q 5 a. Explain the direct and indirect methods of supervision and control of salesforce. (15)

OR

Q 5. Write short note on the following. **(Attempt any Three)** (15)

a. KRAs
b. Methods for successful closing of sales
c. Sales territory
d. Intensive distribution
e. Reasons for unsuccessful closing of sales

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Duration: 2.5 hrs Maximum Marks: 75

Note:

1. All questions are compulsory.
2. Draw well labelled diagrams where necessary.
3. Figures to the right indicate full marks.

Q1. A. State whether the following statements are True or False: (Any 8) (8)

1. Corporate communication also incorporates corporate social responsibility.
2. Free speech encourages open communication.
3. Public relations division can act as image makers for the organisation.
4. Edward Bernays is considered as the founder of the modern public relations.
5. All people have the same idea of recreation.
6. Situational theory looked at the behavioural patterns of publics.
7. When company aims to attain sustainable growth media relations becomes very important.
8. Interactive video interviews facilitate two way communications.
9. Business partners cannot be called as financial public.
10. A blogpost need not have title.

Q1. B. Match the Column: (Any 7) (7)

A	B
1. Udata Punjab	a. Virtual Meetings
2. RTI	b. Facebook
3. Economic Issues	c. Cost and Benefit
4. Tele Conferencing	d. Meetings and Reports
5. Social Networking	e. Inflation
6. Social Exchange Theory	f. Quality Goods and Services
7. Internal Communication	g. Jargons and Dress Code
8. Corporate Image	h. Online Piracy
9. Corporate Identity	i. Access to Records
10. RSS	j. Uses XML Language

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Q2.

a. Discuss the need of corporate communication. (8)

b. Explain various factors influencing corporate image (7)

OR

c. Explain Copyright Act and Law of Defamation in brief. (8)

d. Explain importance of ethics in corporate communication. (7)

Q3.

a. Discuss the significance of public relation. (8)

b. Discuss the legal and socio cultural issues in public relations. (7)

OR

c. Discuss Social Exchange theory of PR with relevant examples. (8)

d. Discuss the reasons for growth of public relations. (7)

Q4.

a. How can the management organize employee communication? (8)

b. Discuss in brief the impact of crisis. (7)

OR

c. Explain the various PR tools in financial communication. (8)

d. How will u build effective media relations if you are the PR manager? (7)

Q5.

a. What are the steps involved in making a business blog. (8)

b. Write a brief note on E Branding. (7)

OR

c. **Write short notes on (Any 3):** (15)

1. Corporate Identity
2. Digital Piracy
3. Trust Building
4. Web Conferencing
5. Types of Corporate Blogs

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TYBMS - Sem-V

Time – 2.5 Hours Marks – 75

Q 1 A. Choose the correct answers from the given alternatives: (Any Eight) 8

1. Corporate ----------identity plays a significant role in the way an organization presents itself to both internal and external stakeholders
   a) Visual b) brand c) image d) economic
2. Digital or online piracy is the term used to elucidate the illegal act of duplication of licensed or copyright material from----------
   a) Internet b) social media c) e-commerce d) newspaper
3. Today public relations have emerged as a---------- communication network
   a) Global b) national c) regional d) multinational
4. ---------- theory uses the economic metaphor of cost and benefit to predict behavior
   a) Social exchange b) situational c) systems d) conditional
5. Today most social conflicts are caused by changing values and higher expectations from the ---
   ----
   a) Superiors b) subordinates c) owners d) entrepreneurs
6. The basic purpose of arranging a---------- is to obtain publicity in connection with the important news
   a) Press conference b) press release c) meeting d) online meeting
7. The media shapes our ----------
   a) Opinion b) attitude c) plan d) interest
8. An---------- blog is a publicly available weblog where company employees, teams or spokespersons share their views
   a) External b) internal c) universal d) employees
9. ----------has become a standard form of business communication, especially for short messages that require action
   a) E-mail b) cell phones c) computers d) satellite
10. ---------- is not an audience for financial communication
    a) Psychologists b) individual stakeholder c) financial institutions d) financial analysts

B. Match the following: (Any Seven) 7

A	B
1. Media relations	a. "a turning point for better or worse"
2. Invasion of privacy	b. Behaviour, Symbolism, Communication
3. Corporate identity	c. Invasion of solitude
4. Press release	d. Linkedin, Twitter
5. Crisis	e. overall estimation of the company
6. Diffusion theory	f. CEO, HR, Product
7. Corporate reputation	g. brief and precise
8. Corporate blog	h. Spread of information
9. Social networking	i. I-pod
10. Podcast	j. maximize positive coverage

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Q2 a) What do you mean by corporate communication? Describe its need and relevance in the contemporary scenario. 8

b) Define corporate reputation. Bring out the advantages of corporate reputation 7

OR

c) What is invasion of privacy? Describe different types of invasion of privacy. 8

d) Enumerate on Right to Information and its scope 7

Q3. a) Define public relation. Describe its essentials. 8

b) Explain the economic issues in public relations environment 7

OR

c) Explain Systems Theory with an appropriate diagram 8

d) Explain the legal issues in public relations environment 7

Q4. a) Describe the importance of media relations 8

b) What are the various steps in organizing the employee communication? 7

OR

c) Explain the different guidelines for handling the crisis 8

d) Explain the advantages of financial advertising 7

Q5. a) Describe the technological tools of communication used by corporates? 8

b) Define corporate blogging and bring out its characteristics 7

OR

c) Write short notes (Any **Three**) 15

1) Copyright Act
2) Significance of public relations in business
3) Audiences for financial communication
4) Wireless Communication Technologies
5) Defamation

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Duration: 2 HRS Marks: 75

Q1) A) Fill in the blanks (answer any 8) [08]

1. _____ is also called as salary structures.

(A) Accidental Insurance (B) Wage Levels (C) Cost of Living (D) Compensation

2. 3 P's of compensation does not include _____.

(A) Pay for Position (B) Pay for Period (C) Pay to the Person (D) Pay for Performance

3. Job evaluation helps to assess the real _____ of the job.

(A) Performance (B) Skills (C) Net Worth (D) Need

4. _____ have a great economic & social significance.

(A) Wage Differentials (B) Wage Rate (C) Rewards (D) Compensation

5. The piecework plan is often called _____.

(A) Individual Pay Plan (B) Group Pay Plan

(C) Extrinsic Rewards (D) Intrinsic Rewards

6. Minimum _____ year's contribution service is required for entitlement to pension.

(A) 8 (B) 5 (C) 20 (D) 10

7. HRCA stands for _____.

(A) Human Resource Cost Accounting (B) Human Resource Credit Accounting

(C) Human Resource Cost Auditing (D) Human Resource Credit Accounting

8. Golden Parachutes make it easier to hire and _____ executives.

(A) Fire (B) Dismiss (C) Retain (D) Motivate

9. The payment of gratuity act was passed in the year _____.

(A) 1975 (B) 1976 (C) 1965 (D) 1972

10. The _____ said be paid within a period of eight months from the close of the accounting.

(A) Gratuity (B) Pension (C) Bonus (D) Provident Fund

Q1) B) True or False (answer any 7) [07]

1) Compensation management is an integral part of human resource management.
2) Job Based Compensation Plan is the traditional and widely used form of compensation plan.
3) The group incentive can be based only on piece rate.
4) Short term incentive is mostly given to senior general and functional area executives.
5) The commission is difficult to calculate and understand.
6) Stock option plan is a non-tradable long-term incentive available to the managers.

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7) HRA is statutory in the country
8) Standard Costing method is not time consuming.
9) COBRA cover plans that provide both life insurance and disability benefits.
10) The Payment of Wages Act 1936 emphasises timely payment of wages.

Q2) a) Define Compensation. What are the secondary objectives of a compensation plan? [8]

Q2) b) Explain the external factors that influence of compensation plan. [7]

OR

Q2) c) Write a short note on 3 P's of compensation. [8]

Q2) d) What are the various factors to be considered for a sound pay structure? [7]

Q3) a) Define Incentive plan. What are the various types in incentive plans? [15]

OR

Q3) b) What are the pre-requisites for an effective incentive system? [8]

Q3) c) Write in detail about "Subsistence Theory of Wage" [7]

Q4) a) Elaborate the compensations given to special groups. Any 5. [8]

Q4) b) Explain Cafeteria Approach with the help of an appropriate example. [7]

OR

Q4) c) Define Human Resource Accounting. Explain its features. [8]

Q4) d) Explain "Golden Parachute". How to write a Golden Parachute Severance Agreement? [7]

Q5) a) Explain the Bonus Act 1965 in detail. [8]

Q5) b) Explain the Equal Remuneration Act 1976. [7]

OR

Q5) Short Notes (Any 3 out of 5) [15]

a) Write a note on "The Distributive Justice Model".
b) What are the different types of wage differentials?
c) Write a note on Human Resource Value Accounting (HRVA).
d) Write a note on Gratuity Act 1972.
e) Write in brief about, Adjudication.

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BMS-Sem - V

Subject Code: 46005 / Human Resource: Finance for HR Professionals & Compensation Management

Duration: 2.5 Hours Marks: 75

N.B 1) All questions are compulsory.

2) Figures to the right indicate the maximum marks.

Q.1 (A) Choose the correct answer and rewrite the statement. (Attempt any eight) (8)

1. _____ is also called as salary structures.

   (A) Accidental Insurance (B) Wage Levels (C) Cost of Living (D) Compensation

2. 3 P's of compensation does not include _____.

   (A) Pay for Position (B) Pay for Period (C) Pay to the Person (D) Pay for Performance

3. Job evaluation helps to assess the real _____ of the job.

   (A) Performance (B) Skills (C) Net Worth (D) Need

4. _____ have a great economic & social significance.

   (A) Wage Differentials (B) Wage Rate (C) Rewards (D) Compensation

5. _____ are the standards and benchmarks of pay packages to different groups or hierarchy of employees.

   (A) Compensation Plan (B) Compensation structure (C) Payout policy (D) Record Maintenance

6. As per Factories Act No adult worker shall be required to work in factory for more than _____ hours in any week

   (A) 45 Hours (B) 36 hours (C) 48 hours (D) 60 hours

7. _____ invites suggestions from the workers to reduce the reduction of cost of operation.

   (A) Profit sharing plan (B) combination plan (C) Scanlon Plan (D) Piece work plan

8. _____ values human resources on the basis of the economic concept of opportunity cost.

   (A) Historical cost approach (B) Replacement cost approach (C) Competitive bidding method (D) Future cost

9. _____ is also known as severance package or termination agreement.

   (A) Pension (B) Gratuity (C) Provident Fund (D) Golden Parachute

10. Employee's share to EPF is _____.

    (A) 12% of The Basic + DA (B) 12% of Basic (C) 10% of The Basic + DA (D) 10% of Basic

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

1) Compensation management is an integral part of human resource management.
2) Job Based Compensation Plan is the traditional and widely used form of compensation plan.

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3) The group incentive can be based only on piece rate.
4) Short term incentive is mostly given to senior general and functional area executives.
5) Golden parachute is linked to life insurance of the employees.
6) Merit pay consists of an increase in percentage of all the allowances.
7) The impact of Bargaining Theory of Wages is dependent on the involvement of trade unions and the profitability of the organization.
8) Profit sharing can never be on individual basis.
9) Human Resource Accounting is the process of estimating the cost benefit of investments on human resources with a view to assessing their value to the organisation.
10) Pay structures should be appropriate to the culture, characteristics and needs of the organization and its employees.

Q2) a) Define Compensation. Explain financial components of a compensation plan. [8]
Q2) b) Explain the internal factors that influence of compensation plan. [7]

OR

Q2) c) Explain various compensation models. [8]
Q2) d) Write a detailed note on 3 P's of compensation. [7]

Q3) a) Define Incentive plan. What are the various types in incentive plans? [8]
Q3) b) Write a detailed note on 'Technology and Incentives' [7]

OR

Q3) c) Describe in detail, 'Types of Wage Differentials' [8]
Q3) d) Write in detail about "Subsistence Theory of Wage" [7]

Q4) a) Who is a special group? What incentives are given to special groups. [8]
Q4) b) Elaborate 'Cafeteria Approach' with the help of an appropriate example. [7]

OR

Q4) c) Define Human Resource Accounting. Explain HRCA. [8]
Q4) d) Define 'Golden Parachute. How to make a Severance Agreement? [7]

Q5) a) Explain the Payment of Wages Act, 1936 in detail. [8]
Q5) b) Explain the Equal Remuneration Act 1976. [7]

OR

Q5.C. Write short notes: (any 3) [15]

1. Describe the primary objectives of compensation plan.
2. Explain 'Residual Claimant Theory'
3. Write a note on Human Resource Value Accounting (HRVA).
4. Write a note on Gratuity Act 1972.

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'14 BMS Sem V

(2½ Hours) **Total Marks: 75**

N.B: 1) All questions are compulsory

2) Figures to the right indicate marks

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

1. The ……. strategy refers to a company's activities aimed at attracting customers from its competitors rather than trying to attract customers who are new to the product category.
   a) Differentiation
   b) steal share strategy
   c) market leader
   d) loss leader

2. ……..are entities with offerings that target the same customers and aim to fulfill the same customer need.
   a) customer
   b) competitor
   c) collaborator
   d) company

3. ……..starts with a customer analysis that seeks to identify a need that has not been fulfilled by the competition.
   a) bottom up business model
   b) top down business model
   c) SBU
   d) Basic model

4. Velcro is an example of _____model
   a) bottom up business model
   b) top down business model
   c) SBU
   d) Basic model

5. The approach is to develop the same offering for both customers is called as….
   a) One for all strategy
   b) One for each strategy
   c) fighting strategy
   d) market development strategy

6. …….reflects the worth of the information provided by customers.
   a) Product line value
   b) scale value
   c) communication value
   d) information value

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7. ..... involves tensions among entities in multiple distribution channels (e.g., a manufacturer and two retailers
   a) Vertical channel conflict
   b) Horizontal channel conflict
   c) multichannel conflict
   d) hybrid conflict

8. .....involves creating a separate brand for each product or product line.
   a) Individual branding
   b) Brand Hierarchy
   c) Umbrella branding
   d) No branding

9. .....calls for setting prices based on customers' willingness to pay for the benefits afforded by the company's offering.
   a) penetration pricing
   b) Demand pricing
   c) Competitive pricing
   d) Cost-based pricing

10. .....strategy aims to attract customers who are new to the category.
    a) Steal share strategy
    b) Similarity strategy
    c) Differentiation
    d) market growth

Q.1 B. STATE WHETHER TRUE OR FALSE(ANY 7) (7)

1. Marketing is a Science because it is often driven by a manager's creativity and imagination.
2. Brand involves a set of unique marks and associations that identify the offering and create value beyond the product and service aspects of the offering.
3. Horizontal channel conflict depicts tensions between entities in a single distribution channel (e.g., a manufacturer and a retailer).
4. Collaborator power refers to the ability of a given company to exert influence over another entity.
5. Brand identity includes the identifying characteristics of the brand, such as brand name, logo, symbol, character, slogan, jingle, product design, and packaging.
6. Brand salience is a comprehensive analysis of a brand, most often to determine the sources of brand equity.
7. Sandwich strategy involves introducing a two-tier product line comprising a high-quality offering and a low-priced offering, effectively sandwiching low-priced competitors
8. BDI stands for Brand Development Index.
9. prices ending in "9" often create the perception of a discount, whereas prices ending in "0" might create the perception of quality. Such strategy is called as Reference price effect.
10. Apple targeting Windows users (rather than aiming at customers who have never had a computer) is an example of Steal share Strategy

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Q2)

a) Explain the Five Cs of Marketing with the help of a relevant example (7)
b) Explain the 7 tactics of Marketing. Support your answer with a relevant example. (8)

OR

c) Describe marketing as (i) Art (ii) Science (iii) Business discipline (iv) Value creation process. (8)
d) Explain the Bottom Up Business Model Generation. Support your answer with examples (7)

Q3)

a) Briefly explain the strategic positioning options. (8)
b) Explain One for all strategy and One for each strategy (7)

OR

c) How can a company strategically manage profits? (7)
d. Explain Collaboration and levels of strategic collaboration (8)

Q4)

a) Explain Factors affecting product and service decisions. (8)
b) Write a note on Moore's model of Adoption of new technology. (7)

OR

c) Write a note on Product Line Cannibalization (7)
d) Explain 1. Brand extensions 2. Brand Equity (8)

Q5)

a) List and explain the various Collaborator Incentives that can help business grow. (7)
b) Explain the various strategies to gain market position (8)

OR

Q5) ATTEMPT ANY 3 SHORT NOTES (15)

1. Psychological Pricing effects
2. Push and Pull promotion
3. Hybrid Channel of Distribution
4. Channel Structure
5. Strategies to defend market position

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BMS - sem V

(2½ Hours) Total Marks: 75

N.B. 1) All questions are compulsory

2) Figures to the right indicate marks

Q.1 A. Choose the correct answer from the given alternatives. **(Any 8)** **(08)**

1. Brand hierarchy is called as .....

   A. Brand equity

   B. Brand architecture

   C. Umbrella branding

   D. Brand divergence

2. ..... are refunds given to customers after they complete purchase.

   A. Rebate

   B. Price reduction

   C. Discount

   D. Offer

3. Moore's model visionary is nothing but early adopters in ..... theory.

   A. Rogers diffusion

   B. Gabriel Tarde

   C. Friedrich Ratzel

   D. Leo Frobenius

4. The term strategy comes from the Greek word ..... meaning generalship.

   A. Strategic

   B. Strategia

   C. Strategio

   D. Stratic

5. ..... is the first stage of product development.

   A. Business analysis

   B. Product Development

   C. Idea Generation

   D. Implementation

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6. Joint ventures, contractual agreements are examples of ..... collaboration.

A. Explicit

B. Implicit

C. Explicit and Implicit

D. Partially

7. To achieve business goal, manager must consider ..... framework.

A. 5C's

B. 7-S

C. 4P's

D. 7C's

8. ..... collaboration does not involve any contractual agreement.

A. Explicit

B. Implicit

C. Deficient

D. Partially

9. ..... channel is a distribution model in which manufacturer and customer interact with multiple channel as well as each other.

A. Direct

B. Indirect

C. Hybrid

D. Composite

10. ..... pricing involves setting prices that use cost as a major benchmark.

A. Cost based

B. Psychological

C. Deceptive

D. Honest

B. State whether the following statements are true or false. **(Any 7)** **(07)**

1. Brand do not evolve throughout time.
2. Return on sales is net income as a percent of sales.
3. Differentiation strategy refers to attracting and stealing share of competitor.
4. Collaboration never leads to loss of control.

5. Business models are Tangible in nature.
6. Channels vary in term of breadth & depth of assortment.
7. Goal identifies ultimate criteria for success.
8. Umbrella branding is nothing but enjoys leverages of existing brand.
9. Monetary value is monetary costs associated with the offering
10. NPD stands for New Provision Development.

Q.2 A. Explain the nature of strategy with its five dimension. **(07)**
B. How does marketing create value? **(08)**

OR

C. In detail, explain the GSTIC framework for marketing planning. **(15)**

Q.3 A. What is the role of strategic positioning? **(07)**
B. Explain advantages and drawbacks of collaboration. **(08)**

OR

C. Explain Targeting Compatibility. **(07)**
D. What are the strategic positioning options? **(08)**

Q.4 A. Which factors affect product and service decisions? **(07)**
B. Explain new product development process. **(08)**

OR

C. Explain Moore's model of new technology. **(07)**
D. Explain competitive product line strategy. **(08)**

Q.5 A. Describe factors effecting strategy decision in promotion mix. **(07)**
B. What are the benefits of being pioneer in the market? **(08)**

OR

C. Write short notes. **(Any 3)** **(15)**
1. Market Growth Strategy
2. Vertical Integration
3. Product Life Cycle
4. Channel Coordination
5. Psychological Pricing.

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