DBJ COLLEGE CHIPLUN 75marks

F. Y. A. T. K. T. Sem – II Examination, Oct - 2023

CLASS: FYBMS EXAM

SUB: Principles of Management

Instructions :- 1) All questions are compulsory.
2) Figures on the right side indicate full marks.

Q1 A) Fill in the blanks. (Any8) 8 Marks

1. Top Management consists of _____.

A)Board of Directors B)Branch In-Charge C)Departmental Heads D)Supervisor

2. _____ integrates the efforts of different employees to ensure that they work as a team.

A)Manager B)Company Secretary C)Shareholders D)Managing Director

3. In what order do managers typically perform the managerial functions?

A)Planning , Organizing , Leading , Controlling C)Planning , Organizing , Controlling , Leading

B)Organizing , Planning , Controlling , Leading D)Organizing , Leading , Planning , Controlling

4. What are the three interpersonal roles of managers?

A)Figurehead , Leader and Liaison C)Spokesperson , leader , Co-coordinator

B)Director , Co-coordinator , Disseminator D)Communicator , Organizer , Spokesperson

5. At what level of an organization does a corporate manager operate?

A)Top Level B)Functional C)Middle Level D)Operational

6. According to V. A. Graicunas , as the number of subordinates increases arithmetically the number of relationships which the superior has to control also rises almost _____.

A)Horizontally B)Vertically C)Geometrically D)Systematically

7. Henry Fayol suggested in total _____ principles of Management.

A)16 B)13 C)14 D)15

8. Birth place of Henry Fayol was _____.

A)America B)Germany C)France D)Britain

9. Fayol's original classic book 'Administration Industrielle Generale' was written in _____ and published in 1916.

A)English B)Danish C)French D)Portuguese

10. Henry Fayol was _____.

A)Social Scientist B)Production Engineer C)Mining Engineer D)Accountant

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

1. Management is what management does.
2. Professionals do not require expert knowledge and skills.
3. Planning is the secondary function of management.
4. Mission points out beliefs and philosophy of the management.
5. Rules are rigid and demand a specific action.
6. Formal organization spreads rumors.
7. A leader influences people to achieve their objectives.
8. Situational leader combines traits of all types of all leaders.
9. Business awareness of its social responsibility currently is sufficient.
10. According to Maslow , once a need is satisfied , it becomes a powerful motivation.

Q2) A) Is management an Art as well science? Illustrate your answer. 8 Marks
B) Explain importance of management in a business. 7 Marks

Or

C) Explain principles of Management by Henry Fayol. 15 Marks

Q3) A) Explain the levels of management & its functions. 8 Marks
B) Define decision making . Explain characteristics of it. 7 Marks

OR

C) What is planning? Write importance and limitations of Planning. 15 Marks

Q4) A) What is leadership? What are the qualities of good leader? 8 Marks
B) Explain POSDCORB 7 Marks

OR

C) What do you mean by direction and discuss the principles of Direction. 15 Marks

Q5) Write short notes. (Any 3) 15 Marks
A) Esprit de corps
B) Controlling
C) Green Management
D) Co-ordination
E) Difference between organizing and staffing

DBJ COLLEGE CHIPLUN 75marks

F. Y. A. T. K. T. Sem – II Examination, Oct - 2023

CLASS: FYBMS EXAM

SUB: Business Environment

Instructions :- 1) All questions are compulsory.
2) Figures on the right side indicate full marks.

Q. 1. **Fill in the blanks (Any Eight)** **(8)**

1. Child mortality rate is known as death of child before _____
   a) 1 year b) 2 yrs c) 3 years d) 4 years

2. McDonalds falls under _____
   a) Liberalization c) Privatization Partnering d) Globalization

3. _____ is known as creation of third independent company.
   a) Merger b) Acquisition c) Amalgamation d) Joint venture

4. _____ is regulation of world trade.
   a) NATO b) UN c) ASEAN d) GATT

5. Corporate governance is nothing but, _____.
   a) Value system c) Social audit
   b) Culture of the company d) Action plans & internal control

6. Public sector refers to any company that is owned _____ by the government.
   a) 41% b) 51% c) 61% d) 71%

7. LPG was introduced in the year_____
   a) 2021 b) 2011 c) 2001 d) 1991

8. _____is a community driven tool for transparency & accountability.
   a) CSR c) Corporate governance
   b) Charity d) Social audit

9. A business owed by government is called as _____.
   a) National corporation b) International corporation
   b) Private corporation d) Public corporation

10. _____ factors are determined by local legislation and national laws.
    a) Political b) Social
    b) National d) Legal

Q1. B **State True or False (Any seven).** (7)

1. A mixed economy is very similar to traditional market.
2. Social responsibility can b considered in the form of donation or charity.
3. GATT was replaced by WTO in 1996.
4. In order to boost FDI, inflation target must be 2.5%.
5. A joint sector enterprise is intended to be a form of partnership between the private and public sector.
6. Market economy is very similar to traditional market.
7. Liberalization policy is proved to be a boon for the economy.
8. Franchising is a business in which the owners sell their rights to the third party.
9. Social audit is a community driven tool for transparency & accountability.
10. WTO gives consumers more choices and a broader range of qualities to choose from.

Q2. A Define Business. What are the activities and features of business? (8)
B State the economic and global objectives of business. (7)

Or

C State the human and national objectives of business. (8)
D Discuss in detail about public sector units. (7)

Q3. A What are the various types of business? (8)
B What is business? State the interrelation between business and environment. (7)

Or

C What are the various types of business environment? (10)
D State the characteristics of business environment. (5)

Q4. A What is the role of government in current business? (8)
B How Technology affects businesses? (7)

Or

C Discuss in detail about Sunrise sectors of Indian economy. (8)
D What are the various challenges of Indian economy? (7)

Q5. Write short notes on any three of the following. (15)
A World Trade Organization
B Globalization
C LPG model
D MNC
E FDI

Or

F Discuss in detail about Michael Porter's Five Forces analysis. (8)
G What are the various foreign market strategies? (7)

DBJ COLLEGE CHIPLUN 75marks

F. Y. A. T. K. T. Sem – II Examination, Oct - 2023

CLASS: FYBMS EXAM

SUB: Business Communication – II

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

Note: All questions are compulsory
Choice available within Questions

Q1A. Fill in the Blanks (Any 8) 8

i). A/An _____provides written intimation about the date, time and venue of a business meeting.
(Notice/ Resolution/ Agenda)

ii). A Structured Interview is _____
(pre-planned/ unplanned/ planned on the spot)

iii). _____ are based on the findings of a Business Report.
(Recommendations/ Terms of Reference/ Summary)

iv). The primary objective of a/ an _____Interview is to select the best candidate for the job.
(Selection/ Exit/ Appraisal)

v). Conferences provides a valuable base for _____
(Seminars/ Committees/ Symposia)

vi). Business meetings have a/ an _____ agenda.
(indefinite/ dynamic/ fixed)

vii). A Group Interview is similar to a _____
(Group Discussion/ Panel Interview/ Structured Interview)

viii). Suggestion Schemes are an example of _____ Communication.
(Upward/ Downward/ Zigzag)

ix). Catalogue, Price-list and Product Literature are sent by a seller in response to a Letter of _____
(Order/ Complaint/ Inquiry)

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

Q1 B. Match the column (Any 7) 7

A		B	
1	Motion	a	Vote of Thanks
2	Conference	b	Review of Performance
3	Promote Sales	c	Open House
4	Last Item in the Agenda	d	Outgoing Employee
5	Exit Interview	e	Give Latest Developments
6	Bulletin	f	Proposal
7	Appraisal Interview	g	Exchange of Views
8	Skype	h	Discounts
9	Group communication	i	Group Discussion
10	External PR	j	Video Chat

Q2A). How should be candidate prepare himself for a Job Interview? 8

Q2B). List and explain the factors that must be considered to organise a successful conference. 7

OR

Q2C). What is a Grievance Interview? Why should it be conducted? 8

Q2D). Define Public Relations. List and explain any five measures to promote the external Public Relations of an organization. 7

Q3A). An educational institution requires one hundred and fifty desks for its classrooms. Draft a Letter of Inquiry addressed to Famous Furniture Mart asking for a price-list andCatalogue. Use a Complete Block layout. 8

Q3B). Mr. Gupta bought two dozen fruit drink cans from Super Bazar. On checking the cans at home Mr. Gupta realised that the cans sold to him were 20 days past their expiry date. Draft a Letter of Complaint on his behalf. Use the Modified Block layout. 7

OR

Q3C). Draft an Investigative Report with recommendations about the unhygienic conditions in the canteen of Wonder Works Pvt Ltd. Chembur, Mumbai. 8

Q3D). Draft the Notice and Agenda for the Annual General Meeting of Phoenix Computers, Worli, Mumbai. 7

Q4A). Draft a Sales Letter to promote a 'Vedic Maths and Abacus Center'.Use the Semi Block layout 8

Q4B). Arnrit Lal had paid his telephone bill in time, yet his telephone line was disconnected on charges of non-payment. This has happened for the third consecutive month. Draft a letter on his behalf addressed to the Consumer Redressel Forum seeking compensation for the harressment and immediate restoration of the connection. Use the Complete Block layout. 7

OR

Q4C).Draft an RTI Letter Seeking information regarding your application for a driving licence that has not been processed in spite of having passed the Driving Test and havingsubmitted the required documents three months ago. 8

Q4D). Summarize the following passage: 7

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

Swami Vivekananda considered women to be the incarnation of power.

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

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

a).Advantages of Conferences

b).Role of a Chairperson in a Business Meeting

c).Appraisal Interview

d).Videoconference

e).Functions of the public Relations Department of an Organization

DBJ COLLEGE CHIPLUN 75marks

F. Y. A. T. K. T. Sem – II Examination, Oct - 2023

CLASS: FYBMS EXAM

SUB: Business Mathematics

Time :- 2 and ½ hrs Marks :- 75

Q1) A) State whether following statements are true or False.(Any 8) **(8)**

1. e^x is not an exponential function.

2. Order of a matrix is never zero.

3. An annuity in which the number of payment is fixed is called fixed annuity.

4. Two matrices can be multiplied only if order is same.

5. Second order derivative is derivative of derivative.

6. When transpose of a matrix is same , it is called symmetric matrix.

7. A breakeven point revenue is same as total cost.

8. $\frac{dy}{dx}$ of 2 is 2.

9. If two rows or columns of a determinant are interchanged , then the value of determinants remains same.

10. The simple interest of 3 years at 9% of 5000 is 1300.

Q1) B) Attempt any 8 of the following. **(7)**

1. A column matrix is of order _____. A. 1 x n b. n x 1 C. n x n D. m x n

2. The present value of an amount is always _____ its future value.

A. Greater than B. Less than C. Equal to D. Not equal to

3. For the function f(x) = 43 + x , the value of f(-2) is _____.

A. 41 B. 43 C. 50 D. 48

4. The value of 4! is _____. A. 25 B. 24 C. 30 D. 27

5. In EMI calculations , the rate interest is compounded _____.

A. Quarterly B. Yearly C. Monthly D. Half – yearly

6. The derivative of 5LogX with respect to X is _____. A.5/x B. 5x C. 5^x D.x/5

7. Given f(0) = 1 , f(1) = 0 , f(2) = 1 , f(3) = 10 , the values of are _____.

A. 2,4 B. 2.8 C. 4.8 D. 6.8

8. The demand function is $P = 60 + 2D - 10D^2$, the rate of change in price with respect to demand is _____. A. 60/D + 2 – 10D B. 2 – 20D C. 2 – 40D D. 2 80D

9. Simple interest is always _____ than compound interest.

A. Less than B. More than C. Equal to D. less than or equal to

10. A is an arrangement of all or part of a set of objects in definite order.

A. Permutation B. Function C. Combination D. Factorial

Q2) A) 1) Rs. 20,000 invested at 8% simple interest per year. Find the amount after i) 1 year , ii) 5 years , iii) 6 months and iv) 4 months (8)

2) $A = \begin{bmatrix} 1 & 2 & -3 \\ -3 & 7 & -8 \\ 0 & -6 & 1 \end{bmatrix}$ $B = \begin{bmatrix} 9 & -1 & 2 \\ -4 & 2 & 5 \\ 4 & 0 & -3 \end{bmatrix}$ Find matrix C such that A+B+C is Zero Matrix. (7)

OR

Q2 B) 1) A certain sum amounts to Rs. 57,600 in 2 years and to Rs. 65,536 in 4 years at compound interest. Find the rate and the sum. (8)

2) From 4 professors and 6 students , a committee of 3 is to be formed. In how many ways , this can be done , if the committee contains : i) exactly 1 professor , ii) at most 1 professor and iii) at least 2 professors. (7)

Q3) A) 1) $A = \begin{bmatrix} 1 & -4 \\ -2 & 3 \end{bmatrix}$, $B = \begin{bmatrix} -1 & 6 \\ 3 & -2 \end{bmatrix}$, $C = \begin{bmatrix} 4 & -5 \\ 2 & 1 \end{bmatrix}$ Verify that A(BC) = (AB)C (8)

2) Find dy/dx of the following :- (7)

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

2. $y = x^3 + e^x - 5.3^x + 15$

OR

Q3) B) 1) Prepare forward and backward difference table from the following data :-

x	0	2	4	6	8	10
f(x)	10	14	17	21	27	35

(8)

2) Find the principal if the compound interest payable annually at 10% p.a. for 2 years is Rs. 420 (7)

Q4) A) 1) Find the total profit function if the total cost function of 'x' items produced is $C = 20 + 10x - x^3$ and the demand function is $p = 400 - x2$.

Also find the total profit when demand is x is 4. (8)

2) Find x if $\begin{vmatrix} x & 2 & 1 \\ 3 & 0 & 1 \\ 4 & -5 & 2 \end{vmatrix} = 0$ (7)

B) 1) Solve the following equation by using cramer's rule

$2x - y + 3z = 0$, $x + y + z = 2$, $3x + y - z = 2$ (8)

2) Calculate the following :-i) ${}^{7}C_4$ ii) ${}^{5}P_4$ iii) ${}^{10}C_8$ (7)

Q5) A) From the following information given below , find the total output of each of the production houses and corresponding Technology matrix and new total output , if new final demand is D = 120

240

Production	C1	C2	Final Demand
P1	100	80	20
P2	80	280	40

(8)

B) A machine purchased for Rs. 25,000 down payment and four equal instalments of 20,000 at the end of the next 4 years. If the compound interest charged is @ 12% p.a. Find the present cash price of such machine. (7)

OR

C) Attempt any 3. (15)

1. Elasticity of Demand
2. Types of Matrices
3. Simple Interest and Compound Interest
4. Permutation and combination
5. Depreciation

MARKS: 75 TIME: 2 1/2 hrs.

Note: All questions are compulsory
Choice available within Questions

Q. 1. Match the Following (8)

1.

	Group A	Group B
1	Sickness Benefit	a. Rs 2500/- per case
2	Extended sickness benefit	b. Hospitalization facilities for insured person
3	Enhanced sickness benefit	c. Maximum Rs 5000/-
4	Permanent disablement	d. Double the standard benefit.
5	Dependent benefit	e. 150% of the standard benefit rate
6	Disablement benefit	f. Depends upon the loss of earning.
7	Maternity benefit	g. 75% of the wages
8	Funeral expenses	h. Twice the standard benefit rate
9	Medical benefit	i. 140% of the standard benefit rate.
10	Confinement Expenses	j. 60% of the wages

1 B State True or False (7)

1. University of an industry and carpenter employed in such university is a workman.

2. The expression trade union under the trade union act includes both employers and worker organization

3. Providing sitting facilities for workers for workers is a safety provision

4. In case of temporary disablement, a half monthly payment of the sum equivalent to 25% of monthly wages of the workman has to be paid.

5. The employees compensation act 1923 does not apply to persons employed in plantations.

6. Dependent benefits is payment to the dependent of an insured person who dies as a result of employment injury.

7. The legal representative of a deceased owner is an employer under employees provident fund act.

8. No fine can be imposed on any employed person who is under the age of 15 years.

9. The bonus is to be paid out of the available surplus.

10. Gratuity is not required to be paid to employees working in seasonal establishment.

2. A What the various methods for the settlement of industrial disputes under the industrial disputes act.? (8)

B What are the rules of a trade union under the Trade Union act? (7)

Or

C What is the difference between strike and lockout? Explain the various provisions regarding strike and lockout under the Industrial Dispute Act? (8)

D What are the objects on which general funds of a trade union may be spent? (7)

3. A State the provision of the factories act. 1948 with regard to health provisions (8)

B Explain the rules regarding amount of compensation under the Workmen's Compensation Act? (7)

Or

C Define Factory. What are the general duties of occupier? (8)

D Explain the rules regarding employer's liability for compensation under the Workmen's Compensation Act? (7)

4. A What is the different benefits payable under the employee's state insurance act? (8)

B Discuss provision for non-refundable withdrawals from PF account as per PF act. (7)

Or

C What is contribution? Explain different provisions for dependent as per ESI Act? (8)

D Explain Employee deposit linked insurance schemes. (7)

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

A Forfeiture of Gratuity

B Retrenchment

C Manufacturing Process

D Employee State Insurance Corporation

E Employee's pension schemes

Or

F Discuss the provision of the payment of the payment of wages act, 1936 with regards to deductions which are permissible under payment of Wages Act. (8)

G Explain rules for the computation of available surplus and what is the minimum and maximum bonus allowed under the act. (7)

DBJ COLLEGE CHIPLUN 75marks

F. Y. A. T. K. T. Sem – II Examination, Oct - 2023

CLASS: FYBMS EXAM

SUB: Principles of Marketing

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

Note: All questions are compulsory
Choice available within Questions

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

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

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

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

Q2 a) Compare and contrast – Marketing and Selling. **8**
b) Define marketing. What are the advantages of marketing? **7**

OR

c) Explain the Product concepts and Marketing Concept **8**
d) Write a brief note on marketing channels. **7**

Q3. **a)** What is macro environment? What are the various factors affecting the macro environment? **8**
b) Explain the political factors affecting the growth of the business. **7**

OR

c). Explain the role and importance of the marketing research in the field of business. **8**
d). Explain in brief primary and secondary research methods. **7**

Q4. a) Explain the psychological and social factors affecting the consumer behaviour **8**
b) What is MIS? Explain the advantages of MIS in detail. **7**

OR

c) Explain the concept and all stages involved in New Product Development with the help of suitable diagram. 8

d) Explain the meaning, role and importance of branding. 7

Q5. Write short notes: (Any 3) 15

a. Branding
b. Levels of Product
c. Challenges of Internet Marketing
d. Relationship Marketing
e. Needs and Demands