S.Y.BM.S.

Oct-2024-25

Regular-Exam.

Sem-III.

S101024O6M

5YBMS
10/10/24

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

Note: All questions are compulsory
Choice available within Questions

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

a) The main goal of the _____ is to contain emissions of main anthropogenic greenhouse gases.
I. UNFCCC II. KYOTO protocol
III. EIA IV. All of the above

b) Which of the following waste is non degradable waste?
I. remains of fruits II. leftover food
III. insects and earthworms IV. polymers

c) The most important greenhouse gas is _____ whose percentage in the atmosphere is not directly influenced by human activities.
I. water vapour II. methane
III. CFC IV. carbon dioxide

d) In last 20 years our planet is warming at what rate per country?
I. 1 degree C II. 2 degree C
III. 3 degree C IV. 4 degree C

e) Which of the following type of pollution has now become a grave problem that needs our urgent attention?
I. Water pollution II. Noise pollution
III. Air pollution IV. Land pollution

f) Which of the following factors are responsible for environmental changes?
I. Economic growth II. Population growth
III. Urbanization IV. All of the above

g) Which of the following is the renewable resource only with efforts of man?
I. air II. water
III. sun IV. soil

h) Which of the following is not biotic factor in ecosystem?
I. plants II. animals
III. soil IV. climate

i) Which of the following is not a biogeochemical cycle?
I. Carbon cycle II. Nitrogen cycle
III. Water cycle IV. Lithological cycle

j) Which of the following source of energy is the main source of energy of everything on earth?
I. coal II. oil
III. solar IV. hydal

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

a) Salinity is the major problem in co ton producing areas of Maharashtra.
b) Government of India passed water (prevention and control of pollution) Act 1981.
c) Most of the environmental issues are not related to physical and environmental elements.
d) Traditional rural societies produce large quantity waste.
e) Future wars will be wars for wars for water and not for land.
f) Slash and burn type of agriculture destroys forest.
g) Developed countries are rich in endowments.
h) Largest volume of fresh water is in rivers.
i) Energy movement in ecosystem w ll take place without consumption of food by organisms.
j) Environment includes living and nonliving components which interact in very simple way.

2. **A. Answer the followings:**
   a) What is environment? Explain the composition of environment. **(8)**
   b) Climate is the most fundamental components of the environment. Explain. **(7)**

OR

B. Answer the followings:
   c) Explain energy flow, food chain and food webs. **(8)**
   d) What is water cycle? What are the components of water cycle? **(7)**

3. **A. Answer the followings:**
   a) What is land degradation? Explain the causes and remedies for land degradation. **(8)**
   b) What do you understand by resources? What are its types? **(7)**

OR

B. Answer the followings:
   c) What is water pollution? Suggest some measures to control water pollution. **(8)**
   d) What are the causes of global warming? **(7)**

4. **A. Answer the followings:**
   a) Define disaster. Explain the disaster management cycle in detail. **(8)**
   b) Explain Greenhouse Effect. **(7)**

OR

B. Answer the followings:
   c) Briefly explain the different ways of classification of waste. **(7)**
   d) What are the effects of consumerism on the environment? **(8)**

5. **A. Answer the followings:**
   a) What is sustainable development? State its importance. **(8)**
   b) What are the different types of environmental audit? **(7)**

OR

B. Write short notes: (Any 3) **(15)**

a) Green marketing
b) Functions of water cycle
c) Waste Audit
d) Solar energy
e) Challenges of Ecotourism

S1102415M

SYBMS
11/10/24

: 75 **Time: 2.5 hrs**

Note: - **All questions are compulsory.**
- **Figures to the right indicate marks.**

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

1. _____not a social media platform.
a. Pintrest b. Instagram
c. Linkedin d. Outlook Express

2. On the maps, current location of user is indicated by which color pointer?
a. Red b. Green
c. Yellow d. Blue

3. _____ is a real-time mobile payment system in launched by Government of India that allows users to transfer money between bank accounts.
a. PhonePe b. G Pay
c. Paytm d. BHIM

4. _____ is a potential cause of an incident that may result in loss or physical damage to the computer systems.
a. Non Physical threat b. Cyber threat
c. Phishing d. Physical threat

5. Which of the following provides the author with a tool to protect his / her original work from being used or taken by other without permission?
a. Trademark b. Patent
c. Copyright d. Digital watermark

6. _____ means that a business produces and markets a product for household consumption.
a. B2G b. B2B
c. B2P d. B2B

7. Which is the most accurate in determining a mobile device's position?
a. GIS b. GES
c. GMS d. GPS

8. MIS stands for _____
a. Micro Information System b. Macro Information System
c. Meaningful Information System d. Management Information System

9. When data is processed, organized structured it is known as _____.
a. Data b. Information
c. Knowledge d. Wisdom

10. Open Office in your mobile phone is a _____.
a. Free & Open Source Software b. Paid Software
c. Free Software d. Open Software

P.T.O.

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

1. Phishing is a designing a fake website that looks exactly like the actual website.
2. The secured site address starts from - ***https://***
3. Android 15.0 is the latest version of Android.
4. EDI stands for Electronic Data Interchange.
5. Digital economy refers to an economy that is based on digital computing technologies.
6. Forensics is a very stringent process of identifying what has happened.
7. Mozilla Firefox is a paid software.
8. MS Word allows you to analyze data using formulas.
9. In order to access Google chrome, the user has to pay charges to Google.
10. MS office is ERP software.

Q.2. **A)** Explain the non - physical security threats. **(08)**

B) State the physical security threats. **(07)**

OR

C) Explain the concepts - data, information, knowledge & wisdom with suitable examples. **(08)**

D) Explain in detail about use of MS office in business. **(07)**

Q.3. **A)** Explain in detail about Electronic Data Interchange. **(08)**

B) What is ERP? Enumerate how ERP plays crucial role in M Commerce. **(07)**

OR

C) State the reasons due to which E Commerce has progressed in India. **(08)**

D) What are the features of E Commerce? **(07)**

Q.4. **A)** What is database? State the various types of databases. **(08)**

B) What are the various types of information systems prevailing in an organization? **(07)**

OR

C) What is Open-source software? State the benefits of the same. **(08)**

D) What are the distribution criteria / terms of open-source software? **(07)**

Q.5. **A)** Explain in detail about PAN, LAN, WAN, MAN. **(15)**

OR

B) **Write short notes (Any three)** **(15)**

1. EDI
2. SPAM
3. Paid software
4. Anti-virus
5. Client & Server architecture

= = = = = = = = = = = = = =

5YBMS
14/10/24

S1410242 5M

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 place where joint efforts of land, labour, capital and management is undertaken for commercial gain is known as _____
a). town b). village c). city d). enterprise

ii). A person who buys factors of production at certain prices and combines them into a product with a view of selling it at uncertain prices in future is called _____
a). manager b). entrepreneur c). worker d). officer

iii). _____ is a process undertaken by a person which involves innovation and creativity.
a). Entrepreneurship b). Socialising c). Interaction d). Hobby

iv). _____ means the provision of new opportunities for paid employment.
a). job satisfaction b). job involvement c). job profile d). job creation

v). A _____ is a young company founded by one or more entrepreneurs.
a). establishment b). public limited c).start-up d). private limited

vi). A dynamic theory of entrepreneurship was first advocated by _____.
a). Webber b). Schumpeter c). McGregor d). Maslow

vii). _____ said that innovation indeed creates a resource.
a). Drucker b). Taylor c). Kotler d). Herzberg

viii). _____ developed the X-Efficiency theory
a). Ludwig von Bertalanffy b). Leibenstein c). Michael Porter d). Tom Peters

ix). _____ entrepreneurship is undertaken where all markets are not well established.
a). Deliberate b). Innovative c). Forced d). Casual

x). Risk bearing theory was put forward by _____
a). Robert Reich b). Alvin Toffler c). Prof.Knight d). Gary Hamel

Q1 B. Match the column (Any 7) 7

	A		B
1	NSIC	a	Entrepreneurship, Creativity, Organisation
2	Entrepreneur	b	Intellectual Property Rights
3	ECO	c	Manufacturer
4	Innovation	d	Government
5	Raw material	e	McDonalds
6	Economic policies	f	Risk bearer
7	IPR	g	Trait of successful entrepreneur
8	BPO	h	CSR
9	Business format franchising	i	1955
10	Social responsibility	j	Outsourcing

Q2A). Define entrepreneurship. Explain the need for entrepreneurship development. **8**
Q2B). What are the characteristics of an entrepreneur? **7**

OR

Q2C). Explain Leibenstein's X factor theory. **8**
Q2D). How do economic factors influence entrepreneurship development? **7**

Q3A). Describe the types of entrepreneurs on basis of business and motivation. **8**
Q3B). Describe the steps to develop your intrapreneurial skills. **7**

OR

Q3C). What are the steps taken by Indian government to develop women entrepreneurs in the seventh and eighth five-year plan? **8**
Q3D). Explain the role of SHG in developing women entrepreneur **7**

Q4A). How do socio-cultural factors influence entrepreneurship development. **8**
Q4B). What are the characteristics of intrapreneur. **7**

OR

Q4C). Write down the functions of entrepreneur. **8**
Q4D). Explain theory of social change by Everette Hagen. **7**

Q5A). Describe in detail 7 stages in entrepreneurial life cycle. **15**

OR

Q5B). Write short notes on:(any 3) **15**
a).SISI
b). Ajaita Shah
c). Business Idea
d). SIDO
e). Venture funding

SYBMS
15/10/24

Q.P CODE
S1510243 3M

Total Marks – 75

Duration: 2 Hours 30 Minutes

Notes: 1. Figures to the right indicate full marks
2. Show working notes wherever necessary

Q.1 A) Fill in the blanks with appropriate answer and rewrite the sentence (Any 8) **(8)**

1. _____ shows financial position of a firm.
2. Working Capital is excess of current assets over _____.
3. Fixed Assets= _____ Assets + Tangible assets.
4. Gross Profit is sales - _____.
5. Liquid ratio= _____.
6. Debtors is a _____ asset.
7. If Sales is Rs.5,00,000 and Gross Profit is Rs.2,00,000 then Gross Profit ratio will be ____ %.
8. _____ Capital is also known as Circulating Capital.
9. Bank Loan is a _____ Loan.
10. A Vertical Balance Sheet has two aspects namely, Sources of Funds and _____.

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

1. Management accounting is recent development.
2. Balance sheet shows result of activities.
3. Arrears of preference dividend are a contingent liability.
4. In common size income statement, capital employed is considered equal to 100.
5. Excess of sales over cost of goods sold is gross profit.
6. Current ratio and acid test ratio are same.
7. Cash flow statement is prepared as per AS – 3.
8. Sources of cash must be equal to uses of cash.
9. Higher net working capital leads to higher liquidity.
10. Net working capital is excess of current liabilities over current assets.

Q.2) Solve ANY ONE of the following **(15)**

1)Following is the summary balance sheet of Akshay Limited as on 31st March,2018:

Liabilities	Amount	Assets	Amount
Share Capital	6,50,000	Goodwill	25,000
Capital Reserve	2,500	Land	1,29,000
General Reserve	1,20,410	Leasehold Premises	1,50,000
Leasehold Redemption Fund	42,500	Plant	2,34,395
Profit & Loss Account	18,777	Furniture	8,575
5% Debentures	1,57,500	3% G.P. Notes	71,400
Sundry Creditors	73,900	Stock	1,96,770
Proposed Dividend	75,000	Debtors	2,03,942
Provision for taxation	25,000	Cash and Bank	1,21,280

		Advance Tax	23,675
		Preliminary Expenses	1,550
	11,65,587		**11,65,587**

You are required to rearrange the above Balance Sheet in a Vertical form.

OR

2)Following is the Profit and Loss Account of Sapna Limited for the year ended 31st March, 2018

Particulars	Debit	Particulars	Credit
To Establishment Expenses	32,500	By Gross Profit b/d	1,53,350
To Rent and Taxes	3,000	By Dividend received	5,000
To Interest on Debentures	10,500		
To Audit fees	1,250		
To Director's fees	7,000		
To Sundry Expenses	350		
To Dep on Land and Building	8,750		
To Dep on Furniture	35,000		
To Remuneration to Managing Director	3,000		
To Provision for taxes	28,500		
To Net Profit c/d	28,500		
	1,58,350		**1,58,350**

You are required to convert the given Profit and Loss Account in a form suitable for analysis.

Q.3) Solve ANY ONE of the following **(15)**

1)From the following information for the year ending 31st March, 2018, Prepare common size income statement in vertical form.

Particulars	Amount (In Rs)
Sales	7,50,000
Closing Stock	1,50,000
Opening Stock	1,25,000
Purchases	2,25,000
Wages	1,50,000
Manufacturing Expenses	75,000
Administrative Expenses	25,000
Selling and distribution Expenses	37,500
Interest on debentures	5,000

OR

2) Following is the summarized Balance Sheet of Anmol Limited for the year ended 2019, 2020, 2021:

Liabilities	2019	2020	2021	Assets	2019	2020	2021
Equity Share Capital	300000	300000	400000	Fixed Asset	300000	300000	400000
7% Pref. Share Capital	200000	200000	250000	Investments	100000	100000	100000
General Reserve	50000	100000	100000	Debtors	100000	150000	200000
Secured Loan	100000	100000	50000	Stock	50000	100000	50000
Sundry Creditors	40000	80000	80000	Advance Payments	50000	50000	50000
Bills Payable	10000	20000	20000	Bank	50000	50000	50000
				Cash	25000	40000	45000
				Disc. on issue of Shares	25000	10000	5000
	700000	**800000**	**900000**		**700000**	**800000**	**900000**

Prepare vertical trend balance sheet.

Q.4) Solve ANY ONE of the following **(15)**

1)Following are trading,Profit and loss A/c of Surya Ltd. For the year ended 31st March, 2018 and Balance Sheet as on the date:

Dr. Trading and P&L A/c for the year ended 31/03/2022 Cr.

Particulars	Amount	Particulars	Amount
To opening stock	15500	By Sales	75000
To purchase	61000	By Closing Stock	21500
To Gross profit	20000		
	96500		**96500**
To Admin. Expenses	10000	By Gross Profit	20000
To Selling Expenses	1000		
To Interest	1000		
To Net Profit	8000		
	20000		**20000**

Balance Sheet As on 31/03/2022

Liabilities	Amount	Assets	Amount
Equity Share Capital	60000	Fixed Asset	55000
Reserves and Surplus	12000	Debtors	10000
10% Debentures	10000	Bills Receivables	8000
Bank Overdraft	2000	Stock	15000
Creditors	16000	Cash	12000
	100000		**100000**

Calculate following ratios:

a. Current ratio
b. Quick ratio
c. Debt Equity ratio
d. Gross profit ratio
e. Net profit ratio
f. Proprietary ratio
g. Stock-Working Capital ratio

OR

2)You are required to prepare a statement showing the estimate of working capital required to finance the level of activity of 18,000 units per year from the following information, obtained from the basics of Bajaj Auto Limited:

Particulars	Per Unit (In Rs)
Raw Material	12
Direct Labour	3
Overhead	9
Total Cost	**24**
Profit	6
Selling Price	**30**

i. Raw materials are in stock on an average for two months
ii. Materials are in progress on average for half a month
iii. Finished goods are in stock on an average for 2 months.
iv. Credit allowed by creditors is two months.
v. Credit allowed to debtors is three months.
vi. Lag in payment of wages and overhead is half months.
vii. Cash in hand and bank is expected to be Rs. 7,000.

Q.5) a) Explain Receivable Management **(8)**
b) Example Common Size Statement with the help of an example. **(7)**

OR

Q.5) Write Short Notes on ANY THREE of the following: **(15)**

a) Owned Funds
b) Tangible and Intangible assets
c) Profit ratios
d) Limitations of ratio analysis
e) Capital employed

SYBMS
16/10/24

S16102440M

Time allowed: - 2 ½ Hours

Marks: - 75

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

Q.1.A] Multiple choice question (any 8) (marks 8)

1 Divisional Structure is used in _____ companies
1. Small, 2. Large, 3.Medium 4.modarate

2 _____ Matrix is referred to 3×3 matrix.
1. BCG matrix, 2.GE planning matrix, 3.SWOT 4.7s

3 Expansion Strategy is used in _____ stage of product life cycle.
1. Growth, 2.Decline, 3. Maturity 4.Exit

4 When a firm out performed it's competition by offering product at lower cost it is set used _____ strategy.
1. Cost leadership, 2. Differentiation, 3.Functional
4.retrechment

5 _____ are formed on the basis of co-operation.
1. Joint ventures, 2.Strategic alliances, 3.Mergers
4.Aquisition

6 _____ is a strategy to a convert loss making unit into a profitable one.
1. Turnaround, 2.Growth, 3.Stability 4. retrenchment

7 Product expansion is a _____ strategy.
1. Growth, 2.Stability, 3.Retrenchment 4.turn around

8 Information revolution is a result of change in _____ environment.
1. Social, 2. Legal, 3.Technical 4.Economical

9 _____ define the basic purpose of existence of firm.
1. Mission, 2. Goals, 3.Vision 4.strategy

10 _____ is an organizational framework that provides direction to achieve organizational goals.
1. SWOT, 2.Vision, 3.Strategic intent 4.mission

Q.1.B] State whether the statements are true or false: (any 7) (marks 7)

1 Rational model suggests that subordinates are passive apathetic and ill-informed
2 In-depth planning involves several functions like analysis, planning, arranging, testing, rearranging and re planning.
3 Internal environment includes factors that are controllable
4 Strategic management facilitate SWOT analysis
5 Strategic management is systematic process

6 There are 2 levels of strategic analysis
7 Strategic choice is a part of strategic process
8 Strategic evaluation helps to keep a check on validity of strategic choice
9 Time consuming process is misused by the manager
10 The nature of Strategies affect resource allocation

Q.2A Explain the concept of strategic management and its importance and benefits (marks 8)

B Explain the concept of business policy and factors determining business policy. (marks 7)

OR

C Explain the concept Strategic Management and brief down its process. (marks 8)

D Explain the term resource allocation and steps involved in resources allocation. (marks 7)

Q.3.A What is strategy implementation and steps in strategy implementation? (marks 8)

B Explain the concept of business environment and its internal factors. (marks 7)

OR

C Explain internationalization strategy, and explain the entry in international market. (marks 8)

D Explain how product Life Cycle is crucial in business environment. (marks 7)

Q.4.A What is business objectives and state down its features and importance? (marks 8)

B What is approach of turn around and steps of turnaround strategy? (marks 7)

OR

C Explain the concept of change management and process of change management. (marks 8)

D Enlighten the concept of SWOT analysis with examples. (marks 7)

Q.5.A Why people resist the change in management? And what are the factors impacts on industrial change. (marks 8) (marks 7)

B Explain in detail stability and growth level strategy with example

OR

Q.5] Short Notes(any 3) (Marks 15)

1 Explain the concept of porters 5 force model
2 BCG Matrix
3 Explain the McKinsey's 7s framework.
4 Maslow's need hierarchy theory
5 Integration strategy

S171024 50 M

SYBMS
17/10/24

Time allowed: - 2 ½ Hours Marks: - 75

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

Q1)A) Multiple choice questions. (any 8) (Marks 8)

1 _____ Method of recruitment helps in creating loyal employees.
1. Orientation, 2.Training, 3.Internal 4. Development

2 Outsourcing is normally done when an organization wants to focus on _____ business.
1. Core, 2. General, 3. Validity 4.Central

3 Bold headlines, copy, illustrations etc are a part of _____ advertisements.
1.Display, 2.Classified, 3.Methodology 4.Individual

4 Synthetic tests are used for _____ type of job.
1.Simple, 2.Complex, 3.positive 4.rigid

5 _____ Check is done to know the personal characteristics and family background of the candidate.
1. Medical, 2.Reference, 3.secondary 4. primary

6 _____ Interview is pre determined and well planned.
1. Structured, 2.Unstructured, 3. Medical4.secondery

7 _____ Interview is taken the employee leaves the organization.
1. Exit, 2. Stress, 3.Constant 4.conflict

8 Selection is a _____ process.
1. Positive, 2. Negative, 3.Direct 4. neglect

9 _____ helps new hires to integrate with organization.
1. On Boarding, 2. Orientation, 3.Decision Making4.precise

10 Providing Knowledge about job safety measures is a part of _____orientation.
1. Formal, 2. Informal, 3.stress 4.granted

(marks 7)

Q.1.B] State whether statements are true or false. (Any 7)

1 Bio data is the short form of basic data.
2 Video conference require special telecommunication arrangements and special room at each end
3 Reverse chronological resume, remain focus is given on the required skills sets for an organization.
4 Innovation in HR software will change the face of recruitment.
5 Develops a sense of belongingness and commitment is a merit of selection.
6 Job portals offers 24*7 assistance
7 Job enlargement involves increasing duties and responsibilities associated at same job level.

8 Job description and job specification are an outcome of job analysis.
9 Advertisement is the most popular and common method of seeking recruits because of its wider reach.
10 E-recruitment turns out to be an in-expensive and time consuming source of recruitment

Q.2.A What is CV.? And what are the things to be remembered while making a CV. (marks 8)
B Elaborate the concept Induction and explain the types of induction Formal / Informal. (marks 7)

OR

C What is Orientation and Explain Process of orientation? (marks 8)
D Explain the concept of interview and types of interview. (marks 7)

Q.3.A Explain the concept of recruitment its objectives and its importance (marks 8)
B What is Job Design and Explain the Factors affecting job design? (marks 7)

OR

C Explain the concept of job analysis with job description and job specification (marks 8)
D Elaborate the term promotion and promotion techniques applied by companies. (marks 7)

Q.4.A How transfer process actually works for Business organization and what are the types of transfer (marks 8)
B Explain the concept Recruitment and what are the external sources or recruitment. (marks 7)

OR

C Explain the concept of selection and the process of selection (marks 8)
D Differentiate the Traditional and Modern sources of recruitment (marks 7)

Q.5. A Elaborate the term promotion and what are the promotion technique applied by business (marks 8)
B Explain the term Video conferencing with its advantages (marks 7)

OR

Q.5] Short Notes (Any 3) (marks 15)
1 Difference between Resume, CVs ,Bio data
2 Guidelines for the Interviewer and interviewees.
3 Hurdles in selection process and ways to overcome them.
4 Internal recruitment Advantages and Disadvantages
5 Placement consultancies and its duties towards client.

SYBMS
17/10/24

S171024149M

Time allowed: - 2 ½ Hours
Marks: - 75

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

(Marks 8)

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

1. _____ Need describes an individual's concern for socializing to gain friends, desire, for being accepted and for belonging.
1.achievement, 2.power, 3.affiliation 4.asertive

2. _____ is one of the basic human requirements.
1. Drive, 2. Need, 3. Goals 4.demand

3. _____ Profile divides the consumers into different categories based on social class, lifestyle and personality characteristics.
1. psychographic, 2.geographic, 3.behavorial 4.economical

4. When the consumer is highly involved in buying and there are significant differences between brands, then it is called _____ buying behavior.
1. Habitual, 2. Dissonance, 3.complex 4.easy

5. The costly products or luxurious goods like diamonds are stated to the category of _____.
1. High, 2. low, 3.enduring 4.moderate

6. _____ are deep rooted in People that they are generally not aware of and have problem in identifying them.
1. Culture, 2. Tradition, 3.values 4.dignity

7. _____ is customer oriented.
1. E-buyer 2. E-buying, 3. E-business 4.E.market

8. _____ is the last stage in diffusion process.
1. Social system, 2.innovation, 3. Time frame 4.end

9. John Howard and JagdishSheth in _____ presented their integrated model of buyer behavior.
1.1969, 2.1968, 3.1969 4.1966

10. _____ refers to general or specific goals impelling to action.
1.satisfaction, 2.Inhibitors, 3.motive 4.distinct

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

1. Email is most important and widely used online communication
2. Communication is between marketers and consumers
3. Intension is the brand which the buyer intends to buy
4. Opinion leaders promptly help others in right decision.
5. Upper class is growing enormously
6. There are 3 types of consumer
7. Lifestyle classifies a consumer's pattern of living
8. Low involvement products are not purchased often
9. Goals are the behavior aim to achieve
10. Consumer materialism is self-centered and selfish.

Q2)A) What is the meaning of family and how family influences on buyer behavior? (Marks 8)

B) Elaborate the term consumer behavior and its features or characteristics (Marks 7)

OR

Q2)C) Explain the term consumer profiling and its importance (Marks 8)

D) Explain the term consumer behavior and type of consumers (Marks 7)

Q3)A) Why it is important to measure consumer involvementand explain the levels of involvement (marks 8)

B) What are the Factors or determinants of buying behavior (marks 7)

OR

Q3)C) Explain "Freudian theory of personality"and trait theory of behavior. (marks 8)

D) Why consumer perception study is so crucial? explain its features or nature (Marks 7)

Q4)A) Define what is culture and cultural influences on consumer behavior (marks 8)

B) Explain the role of opinion leaders in purchase process (marks 7)

OR

Q4)C) Elaborate the term "custom and tradition "what are the key traditional values in consumer behavior reflection (Marks 8)

D) What is the meaning of diffusion and explain the diffusion process (marks 7)

Q5)A) Elaborate the Maslow's need hierarchy theory (marks 8)

B) Explain the term E-Commerce and features of E-buying (marks 7)

OR

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

1. Explain the term family life cycle
2. Process of E-Commerce
3. Maslow's need hierarchy theory
4. Nicosia model of consumer decision making
5. Social class influence on consumer behavior

S7BMS
17/10/24

S171024 48M

Time:2½Hrs. Marks : 75

1. All questions are compulsory.
2. Figures to right indicate full Marks

Q1)A)State whether the following are True or False. (Any8) **(8)**

1. Process costing is a method of costing.
2. Cost information is useless for price fixation.
3. Carriage on material increases cost of materials.
4. Job Costing is followed when mas scale production is undertaken.
5. FIFO Method of pricing of materials results in higher profits.
6. Purchase order is an order to Stores Department to issue materials.
7. Idle time is costly.
8. Bad Debts is factory overheads.
9. Factory Rent is included in administrative overheads.
10. Under absorption of overheads decreases costing profit.

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

1. Prime cost	a. Cost management tool
2. Depreciation on Plant & Machinery	b. Japan by Toyota Motors
3. Bonus System	c. Raw Material Consumed
4. Normal Loss	d. Finance Overhead
5. Actual Loss < Normal Loss	e. Selling And Distribution Overhead
6. Carriage Outward	f. Abnormal Gain
7. Bad Debts	g. Scrap Value
8. Direct Material	h. Halsey Premium Plan
9. Just in Time	i. Factory Overhead
10. Target Costing	j. Direct Cost

Q2) Solve ANY ONE of the following **(15)**

1) Prepare a Stores Ledger Account from the following transactions assuming that issues of stores have been made on the principle of First In First Out.

Date	Particulars
01/07/2022	Received 1000 units at Rs. 20 per unit
03/07/2022	Received 350 units at Rs. 21 per unit
05/07/2022	Issued 700 units
07/07/2022	Issued 400 units
12/07/2022	Received 550 units at Rs 22 per unit
16/07/2022	Issued 350 units
21/07/2022	Received 100 units at Rs. 23 per unit
24/07/2022	Issued 500 units
27/07/2022	Received 200 units at Rs. 20 per unit
31/07/2022	Issued 180 units

OR

2) An article has to undergo three different processes before it becomes ready for sale. From the following information find out cost of production per unit of that article, if 200 units of that article were manufactured upto 31st December 2021. Expenses of those 200 units of article are:

PARTICULARS	Manufacturing Process	Refining Process	Finishing Process
Material	2,000	1,000	750
Labour	1,500	2,500	1,000
Direct Expenses	400	200	300

The Indirect Expenses for the period amounted to Rs. 6,000 in the factory out of which Rs. 2,000 is attributable to this product. There was no stock at the end of any process. The indirect Expenses should be allocated to each process on the basis of labour.

(15)

Q3) Solve ANY ONE of the following

1) Calculate earnings of workers A, B and C under straight piece rate system and Merrick's differential piece rate system from the following particulars:

Normal rate per hour: Rs. 5.40 per hour
Standard time per unit: 1minute
Output per day is as follows:
A: 390 units, B:450 units, C: 600 units
Working hours per day are 8 hours.

OR

2) Calculate the total earnings of 3 operators Kashinath , Vishwanath and Jagannath , under Halsey Plan and Rowan Plan.

The standard time fixed for producing 200 articles is 50 hours.
The rate of wages is Rs. 3 per hour.
The actual time taken for producing 200 articles is as follows :-
Kashinath : 40 Hours
Vishwanath : 44 Hours
Jagannath : 35 Hours

(15)

Q4) Solve ANY ONE of the following

1) There are 4 departments P, Q, R, and S in Shalini Ltd. P, Q and R are production departments and S is service department. The actual cost for the period is as follows:

Particulars	Rs.	Particulars	Rs.
Rent	2,000	Employee insurance	300
Repairs to plant	1,200	Fire insurance (Stock)	1,000
Depreciation on Plant	900	Power	1,800

Lighting	240			
Supervision	3,000			

The following information is available in respect of the four departments :-

Particulars	Department P	Department Q	Department R	Department S
Area (Sq. ft.)	1500	1,100	900	500
No. of Employees	20	15	10	5
Total Wages	Rs.6,000	Rs. 4,000	Rs. 3,000	Rs. 2,000
Value Plant	Rs. 12,000	Rs.9,000	Rs. 6,000	Rs. 3,000
Value of Stock	Rs. 7,500	Rs.4,500	Rs. 3,000	-

Apportion the costs to the various departments on the most equitable basis.

OR

2) Keerti Manufacturing Company gives you following particulars for the year 2022. Production & Sales during the year was 5000 units.

Particulars	Rs.	Particulars	Rs.
Materials	300000	Factory OH (Fixed)	100000
Direct Wages	150000	Factory OH (Variable)	200000
Administration OH (Fixed)	100000	Selling & Distribution OH (Fixed)	80000
Sales	1500000	Selling & Distribution OH (Variable)	150000
Profit	420000		

The company has maximum capacity of 20000 units during 2022. The management has decided to increase production capacity to 15000 units for the year 2023 and it is estimated that:

A) All variable expenditures will be increased by 20%.
B) There is no change in fixed costs.
C) There will be no change in Selling Price per unit.

Prepare a statement showing total as well as unit cost and profit for 2022 and also prepare a statement showing estimated profit for 2023.

Q5)A) Define Cost Accounting? Distinguish between Financial and Cost Accounting. **(8)**

Q5)B) What are the elements of Costs? **(7)**

OR

Q5)) Write short notes on (Any 3): **(15)**

1. Cost of production
2. FIFO Method
3. Target Costing
4. Cost sheet
5. Benchmarking

S18102461M

5YBMS
18/10/24

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). The term _____ relates to a body of person having a common purpose.
a). autocratic b). democratic c). collegial d). scattered

ii). _____ refers to the study of forces operating within a group.
a). Group dynamics b). Group task c). Group behaviour d). Group conflict

iii). _____ emerges voluntarily and spontaneously.
a). Formal groups b). Informal groups c). Small groups d). Medium groups

iv). Managers should monitor _____ systems to eliminate any win-lose conflicts among groups.
a). computer b). reward c). account d). personal

v). The final method to minimise the conflicts is to find _____ goals.
a). team b). individual c). super-ordinate d). public

vi). _____ between two groups is successful if both groups are comfortable with the agreement between them.
a). Persuading b). Bargaining c). Begging d). Opposing

vii). _____ means assigning responsibility for a task to someone else.
a). Introduction b). Induction c). Investigation d). Delegation

viii). _____ cannot be manipulated.
a). People b). Money c). Time d). Work

ix). The purpose of _____ is to reduce the financial burden.
a). retrenchment b). layoff c). pink slip d). termination

x). Unsatisfactory performance means _____ failure on the part of the employee to perform his assigned task.
a). intermittent b). static c). curtailing d). persistent

Q1 B. Match the column (Any 7) 7

A		B	
1	Meagre salary	a	Reasons for discharge
2	First come last go	b	Pension
3	Unsatisfactory performance	c	Right person at right job
4	Social security measure	d	On basis of one character
5	Availability of competent workforce	e	Middle range score assigned
6	Strength and weakness of employee	f	Direct monetary benefit
7	Halo effect	g	Principle of retrenchment
8	Central tendency error	h	Process of designing and implementing goals
9	Incentives	i	Performance appraisal
10	Career management	j	Reason for attrition

Q2A). Briefly describe 4 models of organizational behaviour. 8

Q2B). Define organisational behaviour and state its importance. 7

OR

Q2C). What do you mean by perception? State various processes of perception. 8

Q2D). What is personality explain the determinants of personality? 7

Q3A). Distinguish between formal and informal group. 8

Q3B). Define conflict and describe methods to solve intergroup conflict directly. 7

OR

Q3C). What are the reasons for poor time management? 8

Q3D). Define learning state its objectives and features. 7

Q4A). What are the factors determining organizational design? 8

Q4B). Briefly describe the functions of HRM. 7

OR

Q4C). Describe the global HRM strategies at the micro level. 8

Q4D). What are the disadvantages of individual incentive plan? 7

Q5A). Write the steps involved in man power planning process and state the factors affecting human resources planning. 8

Q5B). Describe the limitations of performance appraisal. 7

OR

Q5C). Write short notes on:(any 3) 15

a).M form of organization

b). BARS

c). Introversion and extroversion

d). KRA

e). Open and closed group

S181024 60M

SYBMS
18/10/24

MARKS: 75

TIME: 2 1/2 hrs.

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

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

1. A _____ is anything that can be offered to satisfy a need or a want.
   a. Product
   b. Price
   c. Promotion
   d. Physical evidence

2. _____ is developed through the brands user's imagery.
   a. Brand personality
   b. Brand equity
   c. Brand identity
   d. Brand imagery

3. _____ is the inventory to be maintained.
   a. Stock level
   b. Warehouse
   c. Distribution
   d. Transportation

4. _____ is a special design of the advertiser or its products which is used to facilitate identification.
   a. Logo
   b. Slogan
   c. Tagline
   d. Packing

5. _____ is a means of storing sound recording on transparent film.
   a. Optical sound track
   b. Jingles
   c. Slogans
   d. Taglines

6. _____ headlines tell customers what to do.
   a. Reason why
   b. News
   c. Command
   d. Informative

7. _____ is also called as Corporate advertisement.
   a. Institutional advertising
   b. Industrial advertising
   c. Consumer advertising
   d. Interpersonal advertising

8. Contests, rebates and discounts are part of _____
   a. Publicity
   b. Sales promotion
   c. Indirect advertising
   d. Direct advertising

9. Ads having similar theme are called _____
   a. Campaign
   b. Strategy
   c. Appeal
   d. Publicity

10. _____ is a picture, image or any graphical presentation used in an Ad.
   a. Body copy
   b. Slogan
   c. Illustration
   d. Production

B) Match the following. (Any Seven) (07)

Column A	Column B
1.Ad Agency	a. Long term perspective
2.Copy department	b. Creates high brand loyalty
3.Creative boutique	c. DDB Mudra
4.Brand personality	d. Commission
5.Publicity	e. Fluency of language
6.Maturity stage of PLC	f. Personality characteristics
7.Agency compensation	g. Free samples, coupons, contests, displays,
8.Sales Promotion	h. A person who prepares a layout of the ads which is later developed in to final layout
9.Visualizer	i. Creative services
10.Advertising	j. Free of cost

Q.2. **A)** Explain the benefits of advertising to the consumer. (08)
B) Define advertising. Discuss its importance. (07)

OR

C) Briefly describe advertising planning process. (08)
D) Explain the elements of marketing mix. (07)

Q.3. **A)** Discuss the role of advertising in PLC. (08)
B) Briefly describe the main departments of advertising agencies. (07)

OR

C) What are the advantages of Inhouse agencies. (08)
D) Define creativity. Explain its importance (07)

Q.4. **A)** Briefly describe the execution styles of presenting Ads. (08)
B) What are the essentials of good copy. (07)

OR

C) Describe the needs and importance of measuring advertising effectiveness. (08)
D) Enlist the topmost advertising agencies and the famous advertisement designed by them. (07)

Q.5. **A)** Explain the career options in advertising. (08)
B) Discuss the creative process. Explain the process of creative strategy development. (07)

OR

Write short notes (Any three) (15)

C) Fear appeal advertising.
D) Ambush Advertising
E) OOH advertising
F) 5 m's of advertising
G) Unique selling proposition

5YBMS3
18/10/24

S181024S9M

Time :- 2 ½ Hours Marks :-75

1. All questions are compulsory.
2. Figures to the right indicate Full Marks.

Q1)A) Match the following. (Any 8) **(8)**

1	Book Value	a.	Capital Structure
2	Objectives of Financial Accounting	b.	Equity Shares
3	At indifference point , EPS is	c.	Regulates Capital Market
4	Chit Funds	d.	Optimization of Risk
5	Combined Leverages	e.	Accounting period
6	Accrual Concept	f.	Contribution / EBT
7	Risk return trade off implies	g.	FDI Prohibited
8	SEBI	h.	Same
9	Higher Cost of Capital	i.	Wealth Maximization
10	Combination of Debt and Equity	j.	Accounting Value

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

1. Capital budgeting decisions are long term investment decisions.
2. Capital budgeting decisions need not to be taken carefully.
3. Long term decision involve heavy risk.
4. Long term decisions can be easily reversed.
5. Debt is cheaper than equity.
6. Cost of retained earnings can be calculated separately.
7. Interest on debentures reduces tax liability.
8. Dividend on preference shares is adjusted for taxes to get their cost.
9. Debentures may be converted in equity shares.
10. Rate of dividend on equity is fixed.

Q2) Solve ANY ONE of the following **(15)**

1) Kangaroo Company needs Rs 20,00,000 for installation of a new factory, which would yield annual EBIT of Rs.4,00,000. The company has the objective of maximizing the earning per share. It is consisting the possibility of issuing equity shares plus raising a debt of Rs.5,00,000 or Rs. 10,00,000 or Rs. 15,00,000. The current market price per share is Rs. 50, which is expected to drop to Rs. 40 per share if the market borrowings were to exceed Rs. 10,00,000. Costs of borrowings are indicated as under:

Particulars	Interest
Upto Rs. 7,50,000	10% p.a

Between Rs. 7,50,001 and Rs. 12,50,000	14% p.a
Above Rs. 12,50,000	16% p.a

Assuming the tax rate to be 50% work out the EPS and the scheme which would meet the objective of the management.

OR

2) The following information is available is respect of Ganga Ltd. . Yamuna Ltd. And Saraswati Ltd. Following amounts are given is Rs. Lakhs.

Particulars	Ganga Ltd.	Yamuna Ltd.	Saraswati Ltd.
Sales	500	1000	1000
Less :- Variable Cost	(200)	(300)	(250)
Contribution	300	700	750
Less :- Fixed Cost	(150)	(400)	(350)
EBIT	150	300	400
Less :- Interest	(50)	(100)	(200)
EBT	100	200	200

You are required to calculate Operating Leverage , Financial Leverage and Combined Leverage in case of each company.

Q2) Solve ANY ONE of the following **(15)**

1) Mr. Anil invested Rs. 1,00,000 for 2 years at 16% p.a.. Calculate the accumulated value of the above investment in following scenarios:

a) Interest is compounded annually
b) Interest is compounded semi-annually.
c) Interest is compounded quarterly.

OR

2) Redemption Ltd issued Rs. 100 Lakhs , 14% Debentures of Rs. 100 each at par redeemable at par. Floatation cost 10%, Tax rate 40%. Calculate cost of Debentures if the debentures are redeemed each year beginning with the end of year 1 in the proportion of 10%, 20%, 30%.

Q.4) Solve ANY ONE of the following **(15)**

1) A project needs an initial investment of Rs.50,000. Tax rate is 55%. The Company follows straight line depreciation and the proposed inflows (before tax and depreciation) over its expected useful life are:

Year	1	2	3	4	5
Inflows (In Rs)	10,000	10,000	15,000	15,000	25,000

Determine Pay-Back Period using the above data.

OR

2) Following are the details of Capital Structure of Company X Ltd.

Sources of funds	Book Value	Market Value	Cost of Capital after Tax
Equity Capital	40,000	38,000	5%
Preference Capital	10,000	11,000	8%
Debentures	60,000	1,20,000	13%
Retained Earnings	20,000	------	9%

Q5)A) What are the Features of Corporate Finance? **(8)**

B) What is Financial Management? Explain its importance. **(7)**

OR

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

1. Profit maximization and wealth maximization
2. Features of Corporate Finance
3. Equity shares and Preference shares
4. Break Even Point
5. Time value of Money
