IM300324506

SYBMS
30/3/24

Duration: 2.30 Hrs. **Full Marks: 75**

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Instructions: (1) All questions are compulsory.
(2) Numbers to the right indicate full marks.

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

1. …….. is "The study of People, Technology and organizations"
   a. MIS
   b. BPO
   c. KPO
   d. DBMS

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

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

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

5. Full form of DSS _____
   a. Decision Support System
   b. Decision Supply System
   c. Decision Support Service
   d. Decision Support Seva

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

7. _____ is an example of ERP.
   a. MS Dynamics
   b. Java
   c. HTML
   d. None of the above

8. _____ is a component of MIS.
   a. Management
   b. Cost
   c. Gateway
   d. Software

9. It is an example of E-CRM _____.
   a. MIS
   b. Software
   c. Graph
   d. Telesales

10. It has a _____ scope is small as well as big organizations.
   a. Small
   b. Big
   c. Huge
   d. None of the above.

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

1. Supply chain management flows can be divided into three main flows.
2. Table is combination of rows and columns.
3. Refreshing is the function of data warehouse.
4. E-Commerce is an example of business application of data mining.
5. Full form of KPO is Knowledge Processing Outsourcing.
6. Account management is feature of E-CRM.
7. Hardware is not the component of MIS.
8. Appointment scheduling is not the example of BPO Service.
9. India is not preferred destination for outsourcing.
10. Project system is not a module of SAP.

Q.2)

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

B) List and explain seven advantages of E-SCM. **(7)**

Or

C) Explain ERP life cycle. **(8)**

D) Write a difference between KPO and BPO. **(7)**

Q. 3)

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

B) Write all features of E-CRM. **(7)**

Or

C) Write a note on outsourcing in cloud environment. **(8)**

D) Explain DBMS concept in detail. **(7)**

Q. 4)

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

B) Write project management approach in BPO. **(7)**

Or

C) Explain all types of DSS. **(8)**

D) Explain Marketing system with MIS. **(7)**

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

A) Structure of MIS

B) ERP

C) Data Warehouse with DBMS

D) E-SCM

E) Data Mining

M0104245l4

SY BMS
1/4/24

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

Note: All questions are compulsory
Choice available within Questions

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

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

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

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

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

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

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

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

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

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

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

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

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

2.	A	What is Macro economics? State the importance of macro economics.	(8)
	B	What is circular flow of income? State various models of circular flow of income.	(7)
		OR	
	C	What is trade cycle? Explain its features and various phases of the same.	(10)
	D	Explain the concept of aggregate demand & aggregate supply.	(5)
3.	A	What is inflation? Explain the impact of inflation on Production.	(8)
	B	Explain the nature of inflation in developing economy.	(7)
		OR	
	C	What is Business Cycle? State the phases of Business cycle.	(8)
	D	Explain the instruments of fiscal policy.	(7)
4.	A	What is FDI? Enumerate various types of FDI.	(8)
	B	State the advantages of FDI with respect to Indian economy.	(7)
		OR	
	C	What is the concept of Balance of Payment? Explain the structure of the same.	(8)
	D	Explain in detail about'hedging' and 'arbitrage'.	(7)
5.	A	What is money supply? Explain various factors that affect velocity of circulation of money.	(8)
	B	What is fiscal policy? State the objectives of fiscal policy.	(7)
		OR	
	C	Write short notes on any three of the following.	(15)

1. BoT
2. BoP
3. Import quotas
4. Union budget
5. Fiscal deficit

SY BMS
24/4/24

M1020424522

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

Note: All questions are compulsory
Choice available within Questions

Q1A. Fill in the Blanks (Any 8) **8**

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

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

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

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

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

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

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

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

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

x). _____ report is meant for academic community
(technical/ interim/ popular)

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

1. Age, income and temperature are continuous variables and number of children and gender are discrete variables.
2. Causal research describes the "who, what, when, where and how" of a situation.,
3. Qualitative reserchers aim to gather an in depth Understanding of human behaviour.
4. In case of census survey, the entire universe is conducted to collect the data.
5. Observation is used for studying past events or activities.
6. Pure research is the research on past records and information..
7. Classification of data refers to transferring data in a tabular format for the purposes of analysis arid interpretation.
8. Data processing means a critical examination of the assembled and grouped data for studying the characteristics of the object under study.
9. The report must be drafted in an impersonal style and format.
10. Self-Plagiarism includes using your own material which was used earlier in some research papers

Q2A). Distinguish between qualitative and quantitative research. 8
Q2B). What are the characteristics of good research? 7

OR

Q2C). Discuss the various sources of developing hypothesis. 8
Q2D). What is research design? State it's important. 7

Q3A). What are the steps involved in research design? 8
Q3B). Explain in detail the methods of non-probability sampling. 7

OR

Q3C). What is primary data and what are its advantages? 8
Q3D). Processing of data implies 'editing , coding , classification and tabulation'. Describe in brief these four operations pointing out the significance of each in the context of research study. 7

Q4A). Enlist the guidelines for interpreting data. 8
Q4B). What are the functions of research report. 7

OR

Q4C). Explain different types of Data Analysis 8
Q4D). Describe the types of scaling techniques . 7

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

a). Bibliography
b). Quota sampling
c). Chi-square test
d). Plagiarism
e). Census

M030424329A

SYBMS NCC
3/4/24

Time – 2 $^{1/2}$ hours | Marks–75

Note: Attempt **All** questions.
All questions carry **equal** marks.
For **Q.2,Q.3 and Q.4** attempt A and B **OR** C and D

Q.1 A) Fill in the blanks. **(08)**

1. NDMA is headed by the.....
2. RINGO stands for.....
3. ..... is the abuse of entrusted power for private gains.
4. At the national level, the ..... ministry is responsible for the civil Defence.
5. Alcohol level from blood is detected by.....
6. The term.....is commonly used to denote any odd man-made or natural event that brings about misery.
7. .....is the executive committee of the NDMA.
8. Forest fire is an example of... disaster.
   a) Natural b) Man-made c) Both

Q.1 B State true or false. **(07)**

1 Dowry is one of the most ancient practices of India.
2 India is non-vulnerable to any man made or natural disasters at all.
3 Don't drive after drinks under any circumstances.
4 Child abuse is not a violation of the basic human right of child.
5 NDA stands for Natural Disasters Academy which is located at Pune.
6 At the National level, the NDMA is the apex body for disaster management.
7 Metals are good conductors for transmitting heat.

Q.2 A) Give the causes and effects of dowry system. **(08)**

Q.2 B) Explain causes of female foeticide. **(07)**

OR

Q.2 C) Give the classification of disasters. **(08)**

Q.2 D) Explain fire fighting with respect to starvation, cooling and smothering. **(07)**

Q.3 A) Explain the groups of NCC cadets need to be created for providing assistance in disaster. **(08)**

Q.3 B) Define female foeticide. Give ill-effects of it. **(07)**

OR

Q.3 C) How NCC cadets can help traffic police during natural disasters? **(08)**

Q.3 D) Explain terms – Sight picture, Sight alignment and Group. **(07)**

Q.4 A) Discuss the prevention of corruption. **(08)**

Q.4 B) Define Drug. Explain its types in details. **(07)**

OR

Q.4 C) Explain, why things are seen? **(08)**

Q.4 D) Give role of NCC cadets in maintaining essential services after disaster. **(07)**

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

1. NDRF
2. Fire and its modes of spread.
3. Elements of good health.
4. Firing positions.
5. Measures to prevent dowry.

वेळ –2 1/2 तास

गुण-75

टीप: - सर्व प्रश्न सोडवा.
- सर्व प्रश्नांना समान गुण आहेत.
- प्र.2, प्र.3 आणि प्र.4 साठी A आणि B किंवा C आणि D सोडवा.

प्र.१ अ) **रिकाम्या जागा भरा .** (०८)

1. NDMA चे नेतृत्व ..... करतात
2. RINGO म्हणजे.....
3. ..... म्हणजे खाजगी फायद्यासाठी सोपवलेल्या अधिकाराचा दुरुपयोग आहे.
4. राष्ट्रीय स्तरावर, ... मंत्रालय नागरी संरक्षणासाठी जबाबदार आहे.
5. रक्तातील अल्कोहोलची पातळी .....द्वारे शोधली जाते.
6. .....हा शब्द सामान्यतः कोणत्याही विचित्र मानवनिर्मित किंवा नैसर्गिक घटना दर्शवण्यासाठी वापरला जातो ज्यामुळे दुःख येते.
7. ..... ही NDMA ची कार्यकारी समिती आहे.
8. जंगलातील आग हे..... आपत्तीचे उदाहरण आहे.
अ) नैसर्गिक ब) मानवनिर्मित क) दोन्ही

प्र.१ ब) **सत्य का असत्य सांगा.** (०७)

1 हुंडा ही भारतातील सर्वात प्राचीन प्रथा आहे.
2 भारत कोणत्याही मानवनिर्मित किंवा नैसर्गिक आपत्तींसाठी असुरक्षित आहे.
3 कोणत्याही परिस्थितीत दारू पिऊन गाडी चालवू नका.
4 बालशोषण हे बालकांच्या मूलभूत मानवी हक्काचे उल्लंघन नाही.
5 एनडीए म्हणजे नैसर्गिक आपत्ती अकादमी जी पुणे येथे आहे.
6 राष्ट्रीय स्तरावर, NDMA ही आपत्ती व्यवस्थापनाची सर्वोच्च संस्था आहे.
7 उष्णता प्रसारित करण्यासाठी धातू चांगले वाहक आहेत.

प्र.2 अ) हुंडा पद्धतीची कारणे आणि परिणाम सांगा. (०८)

प्र.2 ब) स्त्री भ्रूण हत्येची कारणे स्पष्ट करा. (०७)

OR

प्र.2 क) आपत्तींचे वर्गीकरण द्या. (०८)

प्र.2 ड) स्टार्व्हशन, कूलींग आणि स्मोदरिंगच्या अग्निशमन संदर्भात समजावून सांगा. (०७)

प्र.3 अ) आपत्तीमध्ये मदत देण्यासाठी NCC कॅडेट्सचे कोणते गट तयार करणे आवश्यक आहे ते स्पष्ट करा. (०८)

प्र.3 ब) स्त्री भ्रूणहत्येची व्याख्या करा. त्याचे दुष्परिणाम द्या. (०७)

OR

प्र.3 क) नैसर्गिक आपत्तीच्या वेळी एनसीसी कॅडेट वाहतूक पोलिसांना कशी मदत करू शकतात? (०८)

प्र.3 ड) संज्ञा स्पष्ट करा - साईट पिक्चर, साईट अलैनमेंट आणि ग्रुप. (०७)

प्र.4 अ) भ्रष्टाचाराला आळा घालण्यावर चर्चा करा. (०८)

प्र.4 ब) ड्रगची व्याख्या करा. त्याचे प्रकार तपशीलवार सांगा. (०७)

OR

प्र.4 क) समजावून सांगा, वस्तू का दिसतात? (०८)

प्र.4 ड) आपत्तीनंतर अत्यावश्यक सेवा राखण्यासाठी एनसीसी कॅडेट्सची भूमिका सांगा. (०७)

प्र.5 **थोडक्यात टीपा लिहा.(कोणतेही तीन)** (१५)

1. एनडीआरएफ
2. आग आणि त्याच्या प्रसाराच्या पद्धती.
3. उत्तम आरोग्याचे घटक.
4. फायरिंग पोझिशन्स.
5. हुंडा प्रतिबंधासाठी उपाय.

SYBMS
3/4/24

M030424529

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

Note: All questions are compulsory
Choice available within Questions

Q1) A. Fill in the blanks (Any 8) **(8)**

1. Each contracted party is required to act _____ to the organization (responsibly, mechanical, standard)
2. _____ are the real owners of the organization. (Agency, shareholder, society)
3. Independence is the extent to which _____ mechanism. (Process, decision making, interest).
4. The Companies Act 2013 introduced major changes to _____ practices in India. (corporate governance, business ethics, efficiency)
5. _____ theory sets the purpose of the firm as the maximization of financial returns (shareholder, value, maximizing)
6. The _____theory provides the fundamental base of corporate governance (shareholder, agency, legal)
7. Implementing _____ organization are automatically prevented from illegal activities. (ethical, goodwill, loyalty)
8. _____ are at the center of internal governance structure. (empowerment, relationship, board of directors)
9. _____ conducts the core activities and operates in functional areas (organization, management, transparency)
10. _____ is example of a white collar crime. (Price fixing, pollution, embezzlement, false advertising)

B. State whether the following statement is true or false. (Any 7) (7)

1. There are ethical issues pertaining to the salaries, executive, annual incentive plans
2. The 2013 Companies Act introduced major changes to corporate governance practices in India.
3. Employee code of conduct guides individual as to how they should behave at the workplace.
4. The fundamental assumption of modern economic theory is view of the individual self.
5. Shareholder value theory sets the purpose of the firm as the maximization of financial return.
6. Employee code of conduct ensures career growth and also benefits the organization.
7. The Government state in the insurance companies to be brought down to 50%
8. The RBI reduce Cash Reserve Ratio (CRR) from its present high level.
9. Insider trading is a global phenomenon.
10. Employee is referred in the regulations for continual disclosure provisions.

Q2. Answer the following question.

A. Explain the issues and challenges in corporate social responsibility (8)

B. Discuss the social responsibility of business. (7)

OR

C. Describe the types of white collar crimes. (8)

D. Explain the responsibility of business towards stakeholder. (7)

Q3. Answer the following question.

A. Why should business be socially responsible? (8)

B. Explain the ethics for finance manager. (7)

OR

C. What are the ethical issues in Human Resource? (8)

D. Explain the characteristics of business ethics. (7)

Q4. Answer the following question.

A. What is the role of important personal in corporate governance? (8)

B. Describe stakeholder theory of corporate governance. (7)

OR

C. What are the principles of business ethics. (7)

D. What are the types of unethical advertisements? (8)

Q5. Write notes on (Any 3) (15)

a. Role of SEBI

b. Agency theory

c. Cadburry Committee 1992

d. Unethical leadership

e. Insider Trading

OR

F. What are seven characteristics of Corporate Governance? (8)

G. Explain the role and responsibility of business towards society. (7)

SYBMS

04/04/2024

M0404245537

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

Note: All questions are compulsory
Choice available within Questions

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

1. A prototype is first piece of product under production.
2. Process type of production system has maximum production flexibility.
3. FMCG is a classification of products based on marketing view point.
4. Factory layout and plant layout is one and the same.
5. A good purchaser has to keep his eyes and ears open.
6. Materials can be stacked in any manner.
7. A simple definition of productivity is ratio of output to input.
8. Reliability relates to how fast a product when it fails can be repaired.
9. TQM is enhancement to the traditional way of doing business.
10. ABC analysis is based on the Pareto principle.

Q1B). Match the column (Any 7) **7**

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

Q2A). What are the characteristics of services? **8**
Q2B). What are the main objectives of production management? **7**

OR

Q2C). Describe the stages in product development. **8**
Q2D). Describe the three levels of a product. **7**

Q3A). What are the advantages and disadvantages of automation? **8**
Q3B). Distinguish between centralization and decentralization. **7**

OR

Q3C). List out the functions of integrated system approach to material management. **8**
Q3D). Explain the importance of productivity. **7**

Q4A). Describe the 8 building blocks of TQM. **8**

Q4B). Explain Deming's 14 key principle of management. **7**

OR

Q4C). Explain the concept of ISO 9000 along with its registration process? **8**

Q4D). What steps should be taken for Quality Assurance? **7**

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

a). Mura, Muri, Muda

b). Lean thinking

c). Kaizen

d). Ishikawa Fish bone diagram

e). Six sigma

SYBMS
5/4/24

M050424550

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

Note: All questions are compulsory
Choice available within Questions

Q1A. Fill in the blanks: (Any 8) **8**

a. _____ analysis focuses on the task or job regardless of the employee doing the job.
I. Operational II. Organisational
III. Person IV. Human

b. _____ type of training involves the movement of the trainee from one job to another .
I. Job rotation II. Coaching
III. Internship IV. Lecture

c. A needs _____ is the process of identifying the "gap" between required and current performance.
I. assessment II. teaching
III. learning IV. measuring

d. _____ implies addition of more functions and increasing the variety of the task.
I. Job enlargement II. Job enrichment
III. Job specification IV. Job analysis

e. _____career stage begins with the candidate getting the first job.
I. Exploration II. Decline
III. Establishment IV. Mild-career

f. A _____ is a meeting of several people to discuss the subject of common interest.
I. Coaching II. Job rotation
III. Conference IV. Simulation

g. _____ method is developed by Paul Pigours.
I. Role playing II. Incident method
III. Case study IV. Simulation

h. The three commonly used methods of ranking are alteration, _____, and forced distribution.
I. alternative II. paired comparison
III. forced distribution IV. alteration

i. _____ method concentrates on the behavioral traits displayed by the employees.

I. MBO
II.BARS
III. 360 degree
IV. Essay appraisal

j. Knowledge is stored organized in a _____.

I. Repository
II. Storage
III. Utilisation
IV. Sharing

Q1B. Match the followings: (Any 7) 7

I) Training	A) End goal of knowledge practice
II) Lecture method	B) Situation is duplicated
III) Role Playing	C) Strict in rating
IV) Succession Planning	D) Behavioural pattern of employees
V) Counselling	E) Barriers to knowledge management
VI) Simulation	F) Off the job method
VII) Sensitivity training	G) Inter personal skills
VIII) Knowledge utilization	H) Traditional and direct method
IX) Stringency effect	I) Developing future leaders
X) Cultural resistance	J) process

Q2A. Define training and it's importance. **8**

Q2B. Explain the different types of on the job training methods. 7

OR

Q2C. What are the methods for assessment of training needs ? **8**

Q2D. Define training program. Explain different criteria for effective training program. 7

Q3A. What is HRD? Explain its scope. **8**

Q3B. Explain the features of HRD. 7

OR

Q3C. Discuss the framework of performance improvement. **8**

Q3D. Explain the process of counselling in detail. 7

Q4A. What are stages in career development cycle? **8**

Q4B. Explain the concept of management development and discuss the process of management development. 7

OR

Q4C. Define performance appraisal and explain its objective. **8**

Q4D. What is talent management? Discuss the integration and features of talent management. 7

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

a. Vestibule Training.
b. Benefits of counselling.
c. Job enlargement
d. Succession Planning.
e. BARS

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

N.B. 1. All questions are compulsory.

2. Figures to the right indicate full marks.

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

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

Publicity	Marketing
Credibility	Media planning

b. Promotional materials can be presented in _____ ways.

Same	Different
Two	three

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

Press kits	E-mail
Website	hoardings

d. The encoding process leads to development of _____.

Message	Channel
Noise	barrier

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

Attention	Retention
Evaluation	promotion

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

Telemarketing	Coupons
Broadcast faxing	networking

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

Discount	Coupons
Credit	offers

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

Catalogue	Broachers
Magazines	pamphlets

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

Television	Newspaper
Radio	magazines

j. _____ is not a direct marketing approach

Retailing	Distributing
Promoting	selling

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

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

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

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

d. Consumer and trade promotion fails to generate consumer interest, which lead to trial.
e. Direct marketing results are more tangible and easier to track than typical advertising
f. Mail or telephone selling is not a method of direct marketing.
g. Couponing is used in print and digital media to elicit a response from the reader.
h. There is no much difference between publicity and public relations they are one and the same.
i. Sponsor doesn't pay money for promotion nor have any control over publicity materials.
j. Sales talks and presentation cannot be adjusted according to situation to suit individual nature, motives and problems

Q.2	A	Explain the concept of public relation and its features.	8
	B	Explain the concept of Integrated Marketing Communication and its features.	7
		OR	
	C	What is the promotional tools use in IMC process?	8
	D	What are the advantages and disadvantages of public relation?	7
Q.3	A	State the advantages and disadvantages of Interactive media	8
	B	Explain the consumer oriented sales promotion vehicles	7
		OR	
	C	How to evaluate the sales promotion campaign.	8
	D	Write a note on sponsorship and publicity.	7
Q.4	A	What are the objectives of direct marketing	8
	B	State the criteria to evaluate the marketing efforts	7
		OR	
	C	Explain the Integrated marketing planning process	8
	D	Define Advertising. Discuss the features of advertising	7
Q.5		**Write short notes.(Any three)**	15
	A	Event sponsorship	
	B	Challenges of public relations	
	C	Copy testing	
	D	Communication process.	
	E	Promotion mix	

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5/4/24

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Date:05/04/24

Duration: 2 Hours 30 Minutes

Marks:75

Note: 1.Show working wherever necessary
2. Use of simple calculator is allowed
3. Figures to the right indicate full marks

Q.no 1A) State whether the following statements are True or False (Any 8) **(8)**

1. Corporate Restructuring involves changing financial structuring.
2. Merger is form of restructuring.
3. The object of takeover is to reduce the cost.
4. Reverse takeover may be Horizontal or vertical.
5. Demerger reduces internal competition.
6. Demerger does not loose synergy.
7. Alliance increases competition.
8. New resultant company is formed in absorption.
9. Disinvestment is a strategic initiative from the point view of private sector enterprises.
10. In merger , all assets and liabilities are not transferred to transferee company.

Q.no 1B) Match the following (Any 7) **(7)**

1.A ltd. Takes over B ltd.	a. shown under reserves and surplus
2.Accounting for amalgamation	b. amount payable to shareholders
3.Goodwill / Capital reserve	c. arises under purchase method
4.Purchase consideration	d. governed by AS 14
5.General Reserve	e. Absorption
6.Plant and machinery	f. Current Liability
7.Patentes	g. Fictitious Asset
8.Cash and bank balance	h. Current asset
9.Preliminery expenses	i. Intangible fixed asset
10.Bank overdraft	j. Tangible fixed asset

Q.no 2) Solve ANY ONE of the following: **(15)**

1.Maya Ltd. of Thane gives following Balance Sheet

Liabilities	Amount	Assets	Amount
5% Preference Share Capital (Of Rs.10 each)	7,50,000	Goodwill	3,00,000
Equity Share Capital (Rs.10 each)	5,50,000	Land & Building	9,00,000
10% Debentures	4,00,000	Investments	5,00,000
Creditors	2,00,000	Publicity Campaign Expenses	2,00,000
Other Liabilities	7,00,000	Stocks	6,00,000
		Preliminary Expenses	1,00,000
TOTAL	26,00,000	TOTAL	26,00,000

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

1. Each existing equity shares will be written down from Rs. 10 to Rs. 6
2. Each existing 5% Preference share is written down from Rs. 10 to Rs. 4.
3. 10% debenture holders agree to waive 25% of right.
4. Assets were revalued as follows:-
   Stock Rs. 5,60,000/- , Land and Building Rs. 12,00,000/- and Investments Rs. 4,70,000/-
5. Creditors due are settled as :- 25% immediate payment , 35% amount cancelled and remaining part by issue of 16% debentures.

6. All fictitious and intangible assets were written off.

Pass necessary journal entries and prepare final Balance Sheet in the books of Maya ltd. , Thane.

OR

2. Prabha Ltd absorbed Prabha Ltd. WEF 1st April 2022 when their Balance Sheet as on 31st

6. All fictitious and intangible assets were written off.

Pass necessary journal entries and prepare final Balance Sheet in the books of Maya ltd. , Thane.

OR

2. Aabha Ltd absorbed Prabha Ltd. WEF 1st April 2022 when their Balance Sheet as on 31st March 2022 were as under :

Balance Sheet as on

Liabilities	Aabha Ltd.	PrabhaLtd.	Assets	AabhaLtd.	Prabha Ltd.
7% Preference Share Capital	350,000	300,000	Land and Building	250,000	400,000
Equity Share Capital	350,000	200,000	Plant and Machinery	450,000	100,000
Revaluation reserve	50,000	-			
Export profit reserve	50,000	40,000	Stock	200,000	250,000
General Reserve	200,000	60,000	Sundry Debtors	100,000	150,000
10% Debentures	-	100,000	Bills receivables	100,000	50,000
15% Debentures	80,000	-	Bank Balance	100,000	50,000
Sundry Creditors	120,000	300,000			
Total	12,00,000	10,00,000	Total	12,00,000	800,000

Terms and conditions :

1. Aabha Ltd will issue 10 equity shares for 5 equity shares in Prabha Ltd.
2. 7% Preference Shareholders of Siddhi Ltd will be issued equal number of equity shares in Aabha Ltd.
3. 10% Debenture holders of Prabha Ltd shall be given equal number of 15% Debentures in Aabha Ltd.
4. All the assets and Liabilities of Prabha Ltd. Are taken over at book values except the following :
   Fixed Assets at 20% more than book values , Stock at Rs. 2,40,000 , Debtors at Rs. 1,25,000 , Bills Receivables at Rs. 45,000.
   You are required to :- 1) compute Purchase consideration 2)Ledger accounts in the books of Siddhi Ltd. And 3)Pass Journal entries and prepare balance sheet in the books of Aabha Ltd. After such absorption.

Q.no 3) Solve ANY ONE of the following: **(15)**

1. Following is the Balance Sheet of Revati Ltd. It is taken over by Ashwini Ltd.

Balance Sheet as on 31st March, 2022

Liabilities	Amount	Assets	Amount
Equity Share Capital (Rs.10 each)	3,50,000	Plant and Machinery	2,00,000
Reserves and Surplus	40,000	Land & Building	2,00,000
10% Debentures	1,00,000	Furniture	50,000
Creditors	50,000	Sundry Debtors	40,000
		Stocks	45,000
		Cash & Bank	5,000
Total	5,40,000	Total	5,40,000

2

Revati Ltd. Was taken over by Ashwini Ltd . Assets and Liabilities were taken over on following agreed values :- Land and building Rs. 3,50,000 , Plant & Machinery Rs. 1,50,000 , Furniture Rs. 40,000 , Sundry Debtors Rs. 28,000 , Stock Rs. 42,000 and 10% Debentures Rs. 1,50,000.Purchase consideration was settled by issue of equity shares of Rs. 10 each.

Prepare :- 1)Statement of Purchase consideration and

2) Prepare Final Balance Sheet

OR

2.The position of Rohini Ltd. Of Ujjain on 31st March 2022 was as follows:-

Rohini Ltd. Of Ujjain
Balance Sheet as on 31/03/2022

Liabilities	Amount	Assets	Amount
20000 Equity Share Capital (10 Each)	200,000	Land and Building	175,000
15000 , 7.5% Preference Share capital (10 Each)	150,000	Plant and Machinery	325,000
13000 , 9% Preference Share Capital (10 each)	65,000	Goodwill	80,000
12% Debentures	150,000	Patents and designs	54,000
11% Debentures	300,000	Furniture and Fixtures	15,000
Sundry Creditors	450,000	Investments	75,000
Interest due on debentures	19,500	Sundry Debtors	415,000
		Cash and Bank Balance	20,000
		P&L A/C (Dr. Bal.)	175,500
Total	13,34,500	Total	13,34,500

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

1. Equity shares of Rs. 10 each were reduced to the denomination of Rs. 5 each fully paid up.
2. 7.5% Preference shares of Rs. 10 each fully paid up were reduced to Rs. 7
3. 9% preference shares of Rs. 10 each were reduced to Rs. 5 per share.

In view of unsatisfactory state of affairs of the company , the debenture holders agreed to forego the interest due on debentures. The reconstruction expenses were Rs. 15,000.
Pass journal entries.

Q.no4)Solve ANY ONE of the following **(15)**

1. Following is the Balance Sheet of Ram Ltd. And Bharat Ltd.

Balance Sheet as on 31st March ,2022

Liabilities	Ram Ltd.	Bharat Ltd.	Assets	Ram Ltd.	Bharat Ltd.
Equity Share Capital (Rs.10 each)	1,00,000	1,50,000	Fixed Assets	200,000	1,50,000
Reserves and Surplus	50,000	40,000	Investments	100,000	50,000
P&L A/c	50,000	10,000	Stock	75,000	50,000
Investment Allowance Reserve	10,000	15,000	Debtors	25,000	50,000
Export Profit Reserve	10,000	15,000	Cash & Bank	100,000	100,000
12% Debentures	180,000	70,000			
Creditors	100,000	100,000			
Total	5,00,000	4,00,000	Total	5,00,000	4,00,000

3

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

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

OR

2.The Balance Sheet of Sujata Ltd as on 31st December,2014 stands as under:

Liabilities	Amount	Assets	Amount
8,000 equity shares of Rs 100 each	8,00,000	Fixed Assets	14,30,000
Debentures	13,80,000	Stock-in-trade	80,000
Liabilities for goods supplied	4,50,000	Sundry Debtors	30,000
Liabilities for income tax	10,000	Investments	17,000
		Cash at Bank	13,000
		Profit and loss account	10,70,000
	26,40,000		**26,40,000**

The company being in a bad way, an arrangement on the following lines has been mutually agreed upon:

1. The equity shareholders are prepared to have their capital reduced to 5 % of their present holding.
2. The debenture holders are agreeable to have their claims reduced to 50%.

3. The unsecured trade creditors are prepared to forego 20% of their dues in exchange for ordinary shares of like amount.
4. The assets are reduced to : Fixed Assets Rs.11,00,000, Stock-in-trade Rs.50,000, Debtors Rs.20,000 and Investments Rs.7,000.

Give Journal Entries for the completion of the scheme and prepare the Final Balance Sheet.

Q.no 5A) Distinguish between amalgamation and absorption . **(8)**

B) Write a note on contents of Vertical Balance Sheet of a company **(7)**

OR

Q.no 5) Write short notes on (Any 3) **(15)**

1. Takeover
2. Demerger
3. Hardware restructuring
4. Franchising
5. Licensing

4

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6/4/24

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

N.B. 1. All questions are compulsory.

2. Figures to the right indicate full marks.

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

1 Change always generates ----------
   i. Capacitance ii. Resistance
   iii. Performance iv. None of the above

2 People, structure and ---------- are referred to as change agents.
   i. Technology ii. Education
   iii. Organization iv. All of the above

3 Managers can stimulate ---------- and increase their organizational adaptability.
   i. Invention ii. Discovery
   iii. Innovation iv. All of the above

4 Change always impacts the ----------level
   i. Individual ii. Group
   iii. Organizational iv. All of the above

5 ---------- are the social principles held by the members of the organization
   i. Ethics ii. Values
   iii. Culture iv. None of the above

6 Levels of corporate culture include core values, expressed values and ---------
   i. Values ii. Ethics
   iii. Visible culture iv. None of the above

7 Cultural ---------- is to access the degree to which the planned change fits in the culture.
   i. Management ii. Risk
   iii. Assessment iv. None of the above

8 Kurt Lewin Change Model also called ----------
   i. Action research model ii. Lewin's force field model
   iii. A.J. Leavitt's model iv. Lewin's agents model

9 ---------- involves gathering appropriate information and analyzing it to determine the underline causes of organizational problems.
   i. Diagnosis ii. Evaluation
   iii. Planning iv. Entry

10 In order to achieve organizational change an ---------- model for change is necessary.
   i. Conceptual ii. Institutional
   iii. Individual iv. None of the above

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

1 Organizational change may be defined as the adoption of new idea or behaviour by an organization.

2 Change is an alteration of people, structure, an environment known as

change agents

3 Change occurs only on individual level.

4 The entrance of the new competitor into a market can cause a business to change its marketing strategy

5 The changes that are clearly in response to an event are termed as anticipatory change.

6 Operational change includes bringing in the new technology, re-engineering the work processes, quality management etc

7 Abrupt changes in organizational strategy and design represent transformational change.

8 Kurt's Lewin's model suggests multi stage process consisting of 3 core stages.

9 Role is the set of behaviour associated with a particular position within a group

10 Sensitivity training develops interpersonal competence

Q.2	A	Explain the concept of change and its importance	**8**
	B	Explain the leadership role in management of change	**7**
		OR	
	C	Explain effective implementation of Change strategies	**8**
	D	Elaborate the types of Change	**7**
Q.3	A	Elaborate the Principles of change management	**8**
	B	Explain the Stages of implementing change	**7**
		OR	
	C	What is team change? Explain its need and importance	**8**
	D	Explain the concept of Individual change	**7**
Q.4	A	Describe organizational culture and change and state the levels of corporate culture.	**8**
	B	State the Principals of team change	**7**
		OR	
	C	What are the Forces of change	**8**
	D	Explain the Level of change management	**7**

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

A. Minimizing resistance to change

B. Causes of change

C. Characteristics of change leader

D. Time and timing

E. Major sources of organizational resistance

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

Note: All questions are compulsory
Choice available within Questions

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

	Group A		Group B
1.	Test checking	i.	Decides the size of sample
2.	Audit history	ii.	To form an opinion about financial statements
3.	Audit objective	iii.	Audit of less than 100% of items
4.	Audit sampling	iv.	Audit sampling
5.	SA530	v.	Method of selecting sample
6.	Random selection	vi.	Saves times
7.	Lottery method	vii.	Non-random sampling
8.	Cluster sampling	viii.	Restricted Random method
9.	Stratified sampling	ix.	Reliable information
10.	Internal control	x.	Simple random sampling

B. State whether the following statement is true or false. (Any 7) (7)

1. Internal Audit Report should suggest remedial action.
2. Shareholders are the users of Internal Audit report.
3. Repairs to building in debited to building A/c is an error of omission.
4. The external auditor should evaluate risk of material mis-statement.
5. Professional care is the basis of evaluation of internal audit function.
6. Complete commission of a transaction does not affect agreement of a Trial Balance.
7. In a small organization there are less chances of frauds than a bug organization.
8. Agreement of a Trial Balance indicates that the books are error free.
9. Remuneration of internal auditor is fixed by management.
10. SA315 suggest that the auditor should prepare a written audit programme.

Q2. Answer the following question.

A. What is the purpose of financial statements? (8)

B. Describe the factors of sample size (7)

OR

C. Distinguish between Internal Audit, Statutory audit and Company Audit (15)

Q3. Answer the following question.

A. Explain the concept of fraud? What are the types of frauds? (8)

B. What is window dressing? Explain the duties of auditor regarding window dressing. (7)

OR

C. Discuss the qualities possessed by an auditor to be successful? (8)

D. What is the responsibility of auditor for errors and frauds? (7)

Q4. Answer the following question.

A. Explain the advantages and disadvantages of continuous of audit (15)

OR

B. What are the principles of Auditing? (7)

C. What is Interim Audit? What are its advantages and disadvantages? (8)

Q5. Write notes on (Any 3) (15)

a. Balance Sheet Audit

b. Continuous Audit

c. Special audit

d. Audit in depth

e. Test Check

OR

F. Explain the methods of selecting sample items? (8)

G. Explain the concept of audit note book. (7)

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

Note: All questions are compulsory
Choice available within Questions

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

1. _____ heads the ministry of tourism in India.
   a. President
   b. Prime Minister
   c. Minister of Tourism
   d. Chief Minister of the State

2. National strategy for promotion of tourism was drafted in the year _____
   a. 1991
   b. 1992
   c. 1996
   d. 1988

3. UNWTO was founded in the year _____
   a. 1970
   b. 1975
   c. 1980
   d. 1985

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

5. Jobs created by tourism are considered as _____ type of job
   a. Part time
   b. Full time
   c. Seasonal
   d. All of the above

6. _____ who stays at least one night in collective accommodation in the country visited.
   a. Visitor
   b. Excursionist
   c. Tourist
   d. None of these

7. M in MICE stands for_____
   a. Mission
   b. Maximum
   c. Meeting
   d. Middle East

8. ---------- Tourism is the type when an individual can do what he likes to refresh.
   a. International
   b. Leisure
   c. Recreational
   d. Adventure

9. Economic approach of tourism is _____
   a. Industry oriented
   b. Guide oriented
   c. Tourist oriented
   d. Population oriented

10. _____ was the founder of inclusive tour.
   a. Thomas Cook
   b. Dennis
   c. Woods Brothers
   d. None of the above

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

1. Flat beds in business class are not an example of physical evidence.
2. Internal marketing is used to place and gain acceptance of new system necessary for business enhancements.
3. Tourism is an assembled product.
4. Blueprinting reinforces customer oriented focus among employees.
5. All employees are not potential brand ambassadors.
6. Sea ways and inland waterways first paved way to international tourism
7. America as a continent is roughly divided into 2 regions for i.e. South and North America.
8. TAAI is a nodal association of South East Asia.
9. Destination advertising is usually handled by the local country government.
10. A tourist attraction is a place of interest where tourists visit.

2. A Explain in detail about 7 P's of marketing wrt Tourism. (8)

B Explain in detail about tourism service blueprinting. (7)

OR

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

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

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

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

OR

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

D Explain the concept of Tourism advertising. (7)

4. A Explain in detail about the importance of segmentation in tourism. (8)

B What is tourism planning? Explain in detail about tourism planning process. (7)

OR

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

D Discuss in detail about business tourism. (7)

5. A State the essential qualitiesof a guide at forts in Maharashtra. (8)

B Explain the techniques that you will employ to increase Tourism in Konkan region. (7)

OR

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

1. Religious Tourism
2. Incredible India
3. Demographic segmentation
4. Adventure tourism in Maharashtra
5. Economic impact model
