SY03BMS
18/10/23

M181023S06

MARKS: 75 TIME: 2 1/2 hrs.

Note: All questions are compulsory
Choice available within Questions

Q.1. A) Multiple choice question: (Attempt any 8) (8)

1. Which of the following gases occupies the largest percentage in the atmosphere.
   a) Nitrogen
   b) Oxygen
   c) Carbon dioxide
   d) Ozone
2. Biotic environment includes the following
   a) Producers
   b) Consumers
   c) Decomposers
   d) All of the above
3. ISO 14001 standard deals with
   a) Risk Management
   b) Disaster Management
   c) Pollution Management
   d) Environment Management
4. Who amongst the following defined "Ecology is the study of structure and function of ecosystem"?
   a) Odum
   b) Woodbury
   c) Elton
   d) Clements
5. Abiotic environment does not include
   a) Air
   b) Plants
   c) Water
   d) Soil
6. A predator is
   a) An animal that is fed upon
   b) An animal that is fed upon the other animal
   c) Animals that feed upon the plants and animals
   d) A primary consumer
7. Plants are green because of a pigment known as
   a) Glucose
   b) Nitrogen
   c) Chlorophyll
   d) Ozone

8. The organisms that directly feed on the producers are known as
   a) Herbivorous
   b) Carnivorous
   c) Decomposers
   d) Saprophytes
9. Which one of the following is the cleanest source of energy?
   a) Hydropower
   b) Fossil fuels
   c) Nuclear power
   d) Wind power
10. One carbon credit is equivalent to:
   a) 100 tons of carbon reduction
   b) 10 tons of carbon reduction
   c) None of the above
   d) 1 tons of carbon reduction

Q.1. B) State true or false (Attempt any7) (7)

1) Noise is loud sound.
2) Environmental protection act was enacted in 1989.
3) Ecology is the scientific study of the interactions that determine the distribution and abundance of organisms.
4) Ground water mining in coastal areas can result into increase in water table.
5) Resources are mainly raw materials.
6) Acid rain is formed due to oxygen and nitrous oxide.
7) Pollution started since human being started using fire.
8) The forest conservation act was formed in 1980.
9) The concept of sustainable development is a new concept for Indians.
10) The increase in the CO2 levels in the last 50 years have been 14%.

Q.2. A. Answer the following:

a) Define EIA. Explain the process of EIA. (8)

b) Write down the various types of environmental audits carried out along with its benefit. (7)

OR

B. Answer the following:

c) Explain the salient features of water act. (8)

d) Explain carbon credits along with emission allowance. (7)

Q.3 A. Answer the following:

a) Explain in brief the Kyoto protocol and also highlight whether it was a successful or not. (8)

b) How can we manage E-waste in today's time? Discuss. (7)

OR

B. Answer the following:

c) Global warming is a Global Warming- Elaborate with describing the causes and Effects of global warming. (8)

d) What do u mean by Disaster Management? Explain the Disaster Management Cycles with reference to an earthquake. (7)

Q.4 A. Answer the following:

a) Explain the concept of Consumerism as a cause of waste. (8)

b) Write a detailed note on Air (Prevention and control of pollution) Act 1981. (7)

OR

c) Write a brief note on Environmental Audit. (8)

d) Describe the silent features of ISO 14001. (7)

Q.5. A. Answer the following:

a) Explain the causes and remedies of Water pollution (8)

b) What are the advantages of using solar energy and wind energy? (7)

OR

B. Write short note on following (Attempt Any Three) (15)

1. Organic Farming
2. Food chain
3. Types of minerals
4. Bio fuel energy
5. Nuclear energy

SYBMS
19/10/23

M1910235 15

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

****

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

****

Q.1) A) Choose the correct alternative (Any 8) **(08)**

1) The term metadata can be understood as .....
A) Data vs data
B) Data about data
C) Data and data
D) Data to data

2) Find correct example of transaction processing system.
A) Robotics
B) Mobile App
C) Payroll systems
D) Share market systems

3) More than ..... of Indian people are below age 25.
A) 25%
B) 50%
C) 70%
D) 60%

4) Software can be classified into two parts.....
A) Application and System
B) Application and Mobile
C) Internet and System
D) Application and Web

5) .....is software with open source code that anyone can inspect, modify and enhance.
A) Close Source software
B) Open Source software
C) Embedded software
D) Free software

6) Find full for of TCP/IP?
A) Transfer Control Protocol/Internet Protocol
B) Transmission Cool Protocol/Internet Protocol
C) Transmission Control Protocol/Internal Protocol
D) Transmission Control Protocol/Internet Protocol

7) .....cause damage to computer systems hardware and infrastructure.
A) Physical threats
B) Logical threats
C) Physical virus
D) Logical virus

8) ..... is measured by the amount of volatility, that is, the difference between actual returns and average (expected) returns.
A) ATM
B) Risk
C) Hacking
D) Virus

9) ..... especially the type Trojans are dangerous to a user.
A) Firewall
B) Malwares
C) Software
D) Hardware

10) .....is one of the major concerns of a user.
A) Private
B) Hardware
C) Privacy
D) Software

Q.1) B) State whether the following is true or false. (Any 7) **(07)**

1) 192.66.55.33 is the correct example of an IP address.
2) Kernel is the core part of Linux operating system.
3) MAN means Metropolitan Area Network.
4) Text is a data type.
5) Carban black is a threat hunting software.
6) HTTP is a protocol used to provide security over the internet.
7) WAN means world area network.
8) We cannot use max() function in Excel.
9) DOS is not an operating system.
10) Hyperlink is not an option in MS-Word.

Q.2)

A) Explain different types of information systems. **(08)**
B) How can you use MS power point for business? **(07)**

OR

C) Write a note on cross border financial transactions. **(08)**
D) Explain C2B and B2B models. **(07)**

Q.3)

A) List and explain security requirements for safe E-payments. **(08)**
B) Write a mail to admission enquiry. **(07)**

OR

C) Explain firewall with its benefits. **(08)**
D) Write a note on digital organization. **(07)**

Q.4)

A) List and explain all networking devices. **(08)**
B) Explain information system with its major components. **(07)**

OR

C) List and explain all types of threats. **(08)**
D) Write a note on IT Risk. **(07)**

Q.5) **Write notes on the following. (Any 3)** **(15)**

A) Email
B) Threat Hunting Softwares
C) Physical threats
D) E-Governance
E) Real time systems

SYBMS
20/10/23

M201023525

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	Oldest form of Business ownership	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	Sole proprietorship
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 and evaluate the innovation theory of Schumpter. 8
Q2D). Discuss the external influence on entrepreneurial development. 7

Q3A). Explain the types of entrepreneurs in brief as per the classification. 8
Q3B). Illustrate some examples of intrapreneurship. 7

OR

Q3C). Discuss the problems faced by women entrepreneur. 8
Q3D). Explain the role of SHG in developing women entrepreneur. 7

Q4A). Explain in detail ancillary units. 8
Q4B). Explain the concept of Idea Generation in business. 7

OR

Q4C). Write a detailed note on the entrepreneurship development cycle. 8
Q4D). Describe the institutional support given to an entrepreneur. 7

Q5). Write short notes on:(any 3) 15
a).SIDBI
b). Entrepreneur v/s Entrepreneurship
c). Venture creation wheel model
d). Types of franchising
e). SSIB

SY B.M.S
21/10/23

M2110235533

Time :- 2 ½ Hours

Marks : 75

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

Q1) State whether the following statements are true or false. (Any 8) (8)

1. Unclaimed dividend is current liability.
2. Calls In arrears is calls in advance.
3. Floating assets are current assets.
4. Analysis is not must for interpretation.
5. Preference share capital is part of owned funds.
6. Bank overdraft is liquid liability.
7. Purchase of vehicles is an application of cash from investing activities.
8. Depreciation creates a cash flow.
9. Longer the production cycle larger will be the requirement of Working capital.
10. Temporary working capital is known as core working capital.

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

1. Quick current Asset	a. Liquid Current Asset
2. Reserves & Surplus	b. Bills Payable
3. Sources of Funds	c. Current Liabilities < Current Assets
4. Common size income statement analysis	d. Fixed Cost + Profit
5. Capital structure ratio	e. Inventory ratio
6. Efficiency ratio	f. Debt equity ratio
7. Contribution	g. Net sales = 100%
8. Working capital	h. Owned funds + Borrowed funds
9. Payables	i. Internal sources of finance
10. Bank	j. Bills receivable

Q2)A)Prepare comparative income statement in vertical form (15)

In the books of Saraswati Manufacturing Ltd.
Profit and loss A/c for the year ended 31st March

Particulars	2022	2023	Particulars	2022	2023
To Opening Stock	35000	50000	By Sales	150000	200000
To purchases	75000	80000	By Closing Stock	45000	50000
To Wages	15000	35000	By Interest Received	5000	-
To Factory Expenses	12000	15000			
To Office Expenses	8000	5000			
To selling Expenses	5000	8000			

SYB.M.S
21/10/23

M211023533

Time :- 2 ½ Hours

Marks : 75

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

Q1) State whether the following statements are true or false. (Any 8) (8)

1. Unclaimed dividend is current liability.
2. Calls In arrears is calls in advance.
3. Floating assets are current assets.
4. Analysis is not must for interpretation.
5. Preference share capital is part of owned funds.
6. Bank overdraft is liquid liability.
7. Purchase of vehicles is an application of cash from investing activities.
8. Depreciation creates a cash flow.
9. Longer the production cycle larger will be the requirement of Working capital.
10. Temporary working capital is known as core working capital.

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

1. Quick current Asset	a. Liquid Current Asset
2. Reserves & Surplus	b. Bills Payable
3. Sources of Funds	c. Current Liabilities < Current Assets
4. Common size income statement analysis	d. Fixed Cost + Profit
5. Capital structure ratio	e. Inventory ratio
6. Efficiency ratio	f. Debt equity ratio
7. Contribution	g. Net sales = 100%
8. Working capital	h. Owned funds + Borrowed funds
9. Payables	i. Internal sources of finance
10. Bank	j. Bills receivable

Q2)A)Prepare comparative income statement in vertical form (15)

In the books of Saraswati Manufacturing Ltd.
Profit and loss A/c for the year ended 31st March

Particulars	2022	2023	Particulars	2022	2023
To Opening Stock	35000	50000	By Sales	150000	200000
To purchases	75000	80000	By Closing Stock	45000	50000
To Wages	15000	35000	By Interest Received	5000	-
To Factory Expenses	12000	15000			
To Office Expenses	8000	5000			
To selling Expenses	5000	8000			

To Interest	7000	7000			
To Tax Provision	18000	20000			
To Net Profit	25000	30000			
	200000	250000		200000	250000

OR

Q2)B)Following is the summary balance sheet of Bansuri Ltd. As on 3st March , 2023

Liabilities	Amount	Assets	Amount
Equity Share Capital	400000	Cash in hand	40000
7% Preference Share Capital	350000	Bank balance	110000
5% Debentures	500000	Patents and Designs	200000
9% Bank Loan	150000	Land & Building	350000
Trade Payables	50000	Furniture and fixtures	50000
Bank Overdraft	30000	Plant & Machinery	395000
General Reserve	40000	Trade Receivables	100000
P&L A/c	150000	Inventories	250000
		Investments in Govt. Securities	175000
	1670000		1670000

Present the above balance sheet in vertical form. (15)

Q3)A) Following are trading , Profit and loss A/c of Varad Ltd. For the year ended 31st March , 2018 and Balance Sheet as on the date :- (15)

Dr. Trading and P&L A/c for the year ended 31/03/2023 Cr.

Particulars	Amount	Particulars	Amount
To opening stock	125000	By Sales	300000
To purchase	175000	By Closing Stock	50000
To Gross profit	50000		
	350000		350000
To Admin. Expenses	12000	By Gross Profit	50000
To Selling Expenses	6500		
To Interest	1500		
To Net Profit	30000		
	50000		50000

Balance Sheet As on 31/03/2023

Liabilities	Amount	Assets	Amount
Equity Share Capital	100000	Fixed Asset	110000
Reserves and Surplus	50000	Debtors	25000
10% Debentures	15000	Bills Receivables	5000
Creditors	35000	Stock	50000

		Cash	10000
TOTAL	200000	TOTAL	200000

Calculate following ratios:-

a. Current ratio
b. Quick ratio
c. Capital gearing ratio
d. Gross profit ratio
e. Net profit ratio

OR

Q3)B)Following is the summarized Balance Sheet of Katyayani Limited for the year ended 2022, 2023:-

Balance Sheet as on 31st March

Liabilities	2022	2023	Assets	2022	2023
Equity Share Capital	500000	700000	Fixed Asset	500000	500000
7% Pref. Share Capital	200000	200000	Investments	50000	100000
General Reserve	100000	150000	Debtors	150000	200000
Secured Loan	100000	50000	Stock	80000	100000
Sundry Creditors	50000	30000	Advance Payments	25000	50000
Bills Payable	50000	20000	Bank	145000	150000
			Cash	25000	40000
			Disc. on issue of Shares	25000	10000
	1000000	1150000		1000000	1150000

Prepare Comparative vertical balance sheet. (15)

Q4)A) You are required to prepare a statement showing the estimate of working capital required to finance the level of activity of 48000 units per year from the following information in case of Madhav Ltd. (15)

Raw material Rs. 20 p.u.Direct LabourRs. 5 p.u.Overhead Rs. 5 p.u.Total Cost 30 p.u.

Profit Rs. 10 p.u.Selling Price Rs. 40 p.u.

Additional Information :-

1. Raw materials are in stock on average for 1months.
2. Materials are in progress on average for 2 month.
3. Finished goods are in stock on average 2 months.
4. Creditors allowed us 1 ½ months credit.
5. Debtors are allowed 1 months credit.
6. Lag in payment of wages and overhead is 1 month.
7. Cash and bank balance is expected to be Rs. 50000

OR

Q4)B) From the following financial statements , prepare cash flow statements (15)

Liabilities	31/03/2022	31/03/2023	Assets	31/03/2022	31/03/202
Share Capital	200000	200000	Goodwill	50000	50000
Profit & Loss A/c	50000	80000	Land and Building	300000	270000
General Reserve	150000	150000	Plant & Machinery	75000	100000
Debentures	100000	100000	Furniture	30000	40000
Loan	80000	60000	Investments	115000	85000
Creditors	75000	100000	Debtors	90000	110000
Proposed Dividend	15000	20000	Bank Balance	40000	95000
Tax Provision	30000	40000			
	700000	750000		700000	750000

Depreciation is provided Rs. 5000 on opening balance of furniture , 10% on Land & Building & 15% on plant and Machinery.Tax of Rs. 30000 was paid during the year.

Q5)A) What are the characteristics of Financial Statements? (8)

B) Types of Working Capital. (7)

OR

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

a. Net Worth
b. 5C' in credit policy
c. Cost of materials consumed
d. Operating Cycle
e. Non- Current and Current Assets

M231023S40

SYB.M.S 8
23/10/23

Time allowed: - 2 ½ Hours

Marks: - 75

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

(marks 8)

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

1 Vision is share across the entire_____.
1. Organization, 2.Nation, 3. Society 4. culture

2 SWOT analysis is used at _____ interval.
1. Frequent, 2.Infrequent, 3.Regular 4.irregular

3 Mckinsey's 7s framework includes _____.
1.System, 2.Stage, 3.Signal 4.compititor

4 Strategic choice determines _____ strategy of firm.
1. Past, 2. Present, 3. Future 4. frequent

5 Financial synergy put's capital to _____ use.
1. Optimum, 2. Perfect, 3.Future 4.precise

6 Standards can be either quantitative or _____.
1. Quota, 2. Qua itative, 3. Enumerative 4.quatitative

7 _____ are guides to decision making and address repetitive situations.
1. Strategies, 2. Business policies, 3.Business Model
4.technique

8 Stability, Growth, Retrenchment are types of _____ level strategies.
1. Business, 2.Functional, 3.Corporate 4.operative

9 _____ developed the five force model that determined industry structure
1.BCG, 2.ensofe , 3.Michel Potter 4.SWOT

10 _____ are external factors over which the business is no control.
1. Strengths, 2.Opportunities, 3.Weaknesses 4.STRENGHTS

(marks 7)

Q.1.B] State whether true or false (any 7)

1 Production includes pricing Strategy, dividend, R and D, etc
2 Strategic management is systematic process
3 There are 5 levels of Strategies
4 Strategic management facilitate SWOT analysis
5 Strategy evaluation is last step of strategic management
6 Internal environment includes factors that are controllable

7 Political environment is divided into 6 parts
8 In-depth planning involves several functions like analysis, planning, arranging, testing, rearranging and re planning.
9 Functional Strategies and policies are made within the guidelines to set at higher levels.
10 Rational model suggests that subordinates are passive apathetic and ill-informed

Q.2.A Explain the concept of strategy with its features or characteristics. (marks 8)
B Explain the concept Turn Around with its need and essentials. (marks 7)

OR

C Elaborate the concept of Strategic management and its features and characteristics. (marks 8)
D What is business environment and explain political, economical, and natural environmental factors? (marks 7)

Q.3.A Enlighten the concept of SWOT analysis with examples. (marks 8)
B What do you mean by internationalization and explain the most of entry in international market? (marks 7)

OR

C What is approach of turn around and steps of turnaround strategy? (marks 8)
D Explain the concept of change management and process of change management. (marks 7)

Q.4.A Explain the term resource allocation and steps involved in resources allocation. (marks 8)
B What is strategy implementation and steps in strategy implementation? (marks 7)

OR

C Explain the concept of Strategic Management and brief down its process. (marks 8)
D What is business objectives? State down its features and importance. (marks 7)

Q.5 Short note (any three) (marks 15)
1 McKinsey's 7s framework.
2 concept of porters 5 force model
3 BCG Matrix
4 Steps of strategy evaluation.
5 Steps of strategy implementation.

S4BMS
25/10/23

9

P125023548

Time :- 2 ½ Hrs. Marks :- 75

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

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

1. Process costing is a method where cost of a product is ascertained at each stage in production.
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 Toyoto 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)A) Material M is used as follows :-

Minimum usage 400 units per week , Maximum usage 1600 units per week . Normal Usage 1000 units per week , Re-ordering quantity 5000 units , Delivery Period 2 to 4 Weeks . Calculate :- (A) Re-ordering Level (B) Minimum Level (C) Maximum Level (D)Average Level (8)

Q2)B) Calculate EOQ and No. of orders to be placed from the following information :-

1. Quantity required 5000 units per month
2. Ordering Cost Rs. 1,200 per order
3. Carrying cost 20%
4. Price Per unit Rs. 2,000

(7)

OR

Q2)C) 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 October 2023. 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. 4,000 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)A)There are 4 departments P, Q, R, and S inMalini 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
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 departments on the most equitable basis. (15)

OR

Q3)B) Calculate the total earnings and effective rate of earnings per hour 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)A) The following particulars have been extracted from the books of M/s Madhubala Manufacturing Company for the year ended 31st March2023 :-

Particulars	Amount	Particulars	Amount
Opening Stock (Raw Material)	235000	Salesmen's Salaries & Commission	42000
Closing stock (Raw Material)	250000	Productive Wages	70000
Raw Materials Purchases	1040000	Depreciation to Plant	35500
Drawing Office Salaries	48000	Depreciation on Office Furniture	3000
Royalty on Production	70000	Director's Fees	30000
Carriage Inwards	41000	Gas & Water Charges - Factory	7500

Cash Discount Allowed	17000	Gas & Water Charges - Office	1500
Repairs to Plants	83000	Manager's Salary	60000
Rent , Rates & Taxes (Factory)	15000	Cost of catalogues printing	10000
Rent , Rates & Taxes (Office)	8000	Loose tools written off	8000
Office Conveyance	15500	Trade fair Expenses	10000

Out of 48 hours in a week , Manager devotes 40 hours in factory and 8 hours for office per week for the whole year. The management has fixed the selling price @ 120% of cost. Prepare Cost sheet for the year ended 31/03/2023. (15)

OR

Q4)B) Jaymala Manufacturing Company gives you following particulars for the year 2023. 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 2023. The management has decided to increase production capacity to 15000 units for the year 2024 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 2023 and also prepare a statement showing estimated profit for 2024 taking into consideration the changes in 2023. (15)

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

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

OR

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

A. Cost of production
B. LIFO Method
C. Target Costing
D. Cost sheet
E. Benchmarking

54BMS
25/10/23

M2510235349

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. _____ Consumers purchase goods and services for systematic conduct of their manufacturing activities and also in order to run their institutions and organizations.
1. Institutional, 2. Retail, 3.Individual 4.Buyer

2. The costly products or luxurious goods like diamonds are called _____.
1. High, 2. low, 3.enduring 4.moderate

3. The low price products or inexpensive goods or daily use items are _____ involvement products.
1. High, 2.medium, 3. Low 4.fluctuate

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. In _____ buying behavior the consumer is highly involved in the purchase as there is few differences between the brands.
1. Variety seeking, 2.habitual, 3.dissonance 4.core

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

7. Before purchasing the _____ involvement products like breakfast cereals such as Kellogg, groceries, consumers spend very little time to think.
1. High, 2.situational, 3. Low 4. Moderate

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

9. _____ is caused by motives or needs and motivation is the process of including persons to experience needs for a certain goal or behavior.
1. Human requirement, 2. human behavior, 3.human satisfaction
4. human want

10. _____ 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

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

1. There are 3 types of consumer
2. High involvement products are high in value and are expensive
3. Low involvement products are not purchased often
4. The consumer make 3 type of purchase
5. Lifestyle classifies a consumer's pattern of living
6. Goals are the behavior aim to achieve
7. The product should be of low quality and disagreeable to large majority of consumer
8. Attitudes have direction
9. Learning can be observed directly
10. Consumer's materialism is self-centered and selfish.

Q2)A) Elaborate the term consumer behavior and its features or characteristics. (Marks 8)

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

OR

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

D) Define consumer involvement and levels of involvement. (Marks 7)

Q3)A) Explain in detail consumers decision making process. (Marks 8)

B) Write down in detail Factors or determinants of buying behavior. (Marks 7)

OR

C) Brief down the Maslow's need hierarchy theory. (Marks 8)

D) Explain Freudian theory of personality and trait theory. (Marks 7)

Q4)A) Elaborate the term consumer perception and its features or nature. (Marks 8)

B) Define concept of consumer attitude and its features. (Marks 7)

OR

C) What are the Factors affecting on consumer attitude formation? (Marks 8)

D) What is the meaning of family? and how family influences on buyer behavior? (Marks 7)

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

1. Howard Sheth model
2. Engel Blackwell and Miniard model
3. Nicosia model of consumer decision making
4. Importance of consumer behavior
5. Difference between retail consumers and institutional consumer

M2310235550

SYBMS
25/10/23

Time allowed: - 2 ½ Hours Marks: - 75

Note: All questions are compulsory
Choice available within Questions

Q1)A) Multiple choice questions. (Any 8) (Marks8)

1 _____ Method requires job holder to record in details activities of each day.
1. Critical Incidence Method 2. Dairy Method 3.Content 4.job method

2 _____ is also known as horizontal job loading.
1. Job enrichment. 2.Job enlargement. 3. job specification 4.description

3 Job Analysis is concerned with _____job requirement.
1. General. 2.Specific. 3. Internal 4.external

4 _____ helps to strike a balance between physical abilities of job holder with job demand.
1. Ergonomics, 2.Economics, 3.Remedial 4.coaching

5 Recruitment is a _____ process.
1. Positive, 2. Negative, 3. Direct 4.moderate

6 _____ helps in analyzing whether a candidate can apply for a specific job vacancy.
1. Job Description, 2. Job Specification, 3. Display 4.enrichment

7 Incase when a vast territory has to be captured _____method of recruitment is to be used.
1. Direct. 2. Indirect, 3.Traditional 4.modern

8 _____ Method of recruitment are cost effective and less time consuming.
1.Traditional, 2.Modern, 3.Ability 4.capability

9 Advertisement is a _____ source of recruitment.
1. Internal, 2. External, 3.reliability 4.ability

10 Niche recruitment is used to seek staff with _____ skill sets.
1. General, 2. Specific, 3. Primary 4.secondery

Q.1.B State whether the statement is true or false. (Any 7) (Marks7)

1 Job rotation is done to reduce monotony and boredom and to add variety to the job.
2 Scouting means sending the representatives to the organization to various sources of recruitment in order to stimulate the candidates to apply.
3 Interpersonal skills are also referred to as communication or people skills.
4 Behavioral interview asks the interviewee to describe how he would react in a

particular situation.

5 Penal transfer is made to correct the wrong selection and placement of the employee.

6 When jobs are broken down into sub-parts it is called as job modification.

7 Resignation letter should include the reason of your leaving the organization.

8 Ergonomics is an approach to job design which focuses on minimizing the physical demands and risks of works.

9 E-recruitment turns out to be an in-expensive and time consuming source of recruitment.

10 Advertisement is the most popular and common method of seeking recruits because of its wider reach.

Q2)A) Explain the concept of recruitment its objectives and its importance. (Marks 8)

B) Define the concept of job analysis with job description and job specification. (Marks 7)

OR

C) Elaborate the Methods of job analysis. (Marks 8)

D) Give details of the modern techniques of job design. (Marks 7)

Q3)A) What are the Factors affecting job design? (Marks 8)

B) Explain the promotion techniques applied by companies. (Marks 7)

OR

C) State the concept of transfer and types of transfer. (Marks 8)

D) Explain the external sources or recruitment. (Marks 7)

Q4)A) Explain the modern method of recruitment. (Marks 8)

B) Differentiate the Traditional and Modern sources of recruitment. (Marks 7)

OR

C) Explain the concept of selection and the process of selection. (Marks 8)

D) Explain the concept of interview and types of interview. (Marks 7)

Q5) Write short notes (Any 3) (Marks 15)

1. Job Advertisement
2. Difference between Resume, CVs ,Bio data
3. Guidelines for the Interviewer and interviewees.
4. Sources of outscoring.
5. Placement consultancies and its duties towards client.

54BMS 13
26/10/23

Marks: 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. Publicity is a _____ form of communication.
   a. Personal b. Non personal
   c. Formal d. Informal
2. _____ is the number of repetitions needed to put across the brand's message to consumers.
   a. Frequency b. Reach
   c. Ratings d. Value
3. _____ is also called as Corporate advertisement.
   a. Institutional advertising b. Industrial advertising
   c. Consumer advertising d. Interpersonal advertising
4. Advertising campaign plans are _____ in nature.
   a. Short term b. Medium term
   c. Long term d. Simple
5. _____ is art of writing. selling messages.
   a. Copywriting b. Jingles
   c. Slogans d. Illustrations
6. _____ in advertising is an art.
   a. Creativity b. Imagination
   c. Innovation d. Technical superiority
7. _____ test is based on the memory of the respondents.
   a. Inquiry b. Recall
   c. Reading d. Remittance
8. _____advertising aims at public welfare.
   a. Corporate b. Public service
   c. Surrogate d. Social
9. Advertising creates a _____ effects among potential buyers.
   a. Push b. Pull
   c. Single dimensional d. Multifaceted
10. _____ is a paid content in the form of editorial.
    a. Advertising b. Publicity
    c. Advertorial d. Story telling

D.T.O.

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

Column A	Column B
1.Ad Budget	a) Pupil dilation
2.Retail advertising	b) Exploratory focus
3.Concept testing	c) Jerry Welsh
4.Brain waves	d) Local merchants
5.Lab Tests	e) 250-600 participants
6.Affordable method	f) Alpha creativity
7.Portfolio test	g) An Ad that walks, talks, acts as an editorial
8.Theatre test	h) Fixed period of time
9.Advertorial	i) Suitable to small companies
10.Ambush advertising	j) Asks consumers to view or listen to a portfolio of advertisements

Q.2. **A)** Differentiate between advertisement vs personal selling. **(08)**
B) Discuss in detail about five M's of advertising. **(07)**

OR

C) Define advertising. What is the importance of advertising? **(08)**
D) Define creativity. What is a creative process? **(07)**

Q.3. **A)** What is advertising budget? Explain the features of advertising budget. **(08)**
B) What do you mean by global advertising? Explain the scope of the same. **(07)**

OR

C) Explain in detail about the structure of an Ad Agency **(08)**
D) State the various types of Ad Agencies and it's role. **(07)**

Q.4. **A)** Explain the role of OOH Advertising. **(08)**
B) What are the various basis of segmentation? **(07)**

OR

C) Explain Need – Hierarchy Model of Advertising. **(08)**
D) Discuss PLC in Advertising. **(07)**

Q.5. **A)** You have been appointed by your College to campaign about a social initiative - "Save Girl Child!" Design a media strategy that will help creating more awareness in Ratnagiri district. **(08)**
B) According to you, why Advertisers use kids in most of the ads? **(07)**

OR

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

C) Surrogate advertising

D) Brand ambassador

E) Influencer marketing

F) Weasel claim

G) Comparative advertising

SYBMS 14
26/10/23

[illegible]

Time :- 2½ 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)A) The following information is available is respect of Som Ltd. , Mangal Ltd. And Budh Ltd. Following amounts are given is Rs. Lakhs.

Particulars	Som Ltd.	Mangal Ltd.	Budh 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. (15)

OR

Q2)B) Guru Ltd. Has the following Capital Structure :-

The company requires Rs. 25,00,000 for which the following alternatives are available :-

A. Issue of 200000 Equity shares at Rs. 12.5 per share (FV Rs.10 + Premium Rs.2.5)
B. Issue of 100000 Equity Shares of Rs. 10 each and balance by Issue of 10% Preference Shares
C. Issue of 50000 Equity Shares of Rs. 10 each , Issue 8% Debentures Rs. 1250000 and balance by issue of 7% Preference Shares.

The EBIT is Rs. 900000 after expansion. Income Tax is 50%. Recommend the best alternative with suitable reason. (15)

Q3)A) Narmada wants to invest in a project. Two options are available :- i) Gangotri Ltd and ii) Yamnotri Ltd. Following are the details :-

Particulars	Discounting Factor @ 12%	Gangotri Ltd.	Yamnotri Ltd.
Cost of Investment	1	70000	80000
Cash Inflows			
Year 1	0.893	30000	40000
Year 2	0.797	40000	50000
Year 3	0.712	50000	60000
Year 4	0.636	60000	80000
Year 5	0.567	90000	90000

Calculate Net Present Value for both projects and recommend which project should be selected. (15)

OR

Q3)B) Prayag Ltd. Has an investment proposal of Rs. 5000000. The expected cash flows are as follows :-

Particulars	Discounting Factor @ 10%	Prayag Ltd.
Cost of Investment (Year 0)	1	5000000
Cash Inflows		
Year 1	0.909	700000
Year 2	0.826	700000
Year 3	0.751	800000
Year 4	0.683	900000
Year 5	0.621	900000
Year 6	0.564	1000000
Year 7	0.513	1000000
Year 8	0.467	1000000
Year 9	0.424	800000
Year 10	0.386	600000

You are required to calculate :- i) NPV @ 10% and ii) Profitability Index @ 10% (15)

Q4)A) Calculate simple interest , compound interest and future value of an amount of Rs. 200000 borrowed at interest of 10% p.a. for (i) 6 Months (ii) 1 Year (8)

Q4)B) The probability distribution of annual returns on a security are given below :-

Return on security	Probability
-0.35	0.04
-0.25	0.08
-0.15	0.14
-0.05	0.17
0.05	0.26
0.15	0.18
0.25	0.09
0.35	0.04

Compute the expected return on a security. (7)

OR

Q4)C) The return of Stocks P and Q under different states of economy are presented below along with the probability of the occurrence of each state of the economy.

Economic Condition	Probability	Return % P	Return % Q
Boom	0.3	20	50
Normal	0.4	30	30
Recession	0.3	50	20

1. Calculate the expected rate of return and standard deviation of return for Stock A and Stock B.
2. If you could invest in either Stock P or Stock Q , but not in both , which stock would you prefer? (15)
3.

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

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

OR

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

1. Fixed Capital and Working Capital
2. Over – capitalization
3. Weighted Average cost of Capital
4. Break Even Point
5. Time value of Money

SYBMS 16
26/10/23

M2616023959

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). Organisations are now being challenged to be more _____ to their stake holders.
a). amiable b). re-actable c). accountable d). sceptical

ii). A strong culture is a system of _____ rules that spells out how people have to behave most of the time.
a). formal b). Informal c). casual d). legal

iii). _____, the father of scientific management, put forward the idea of selecting right workers for the right job.
a). Henry Fayol b). Freidman c). Maslow d). F.W.Taylor

iv). Managing cross-cultural dynamics means learning how to cope with cultural _____.
a). similarities b). differences c). autonomies d). ethics

v). Human relations received increasing importance as an indirect _____ effect of the depression.
a). positive b). negative c). defensive d). neutral

vi). Good _____ within the organisation influences the organisational behaviour in a great manner.
a). human relations b). planning c). controlling d). manners

vii). Modern day employees are far more _____ than the old ones
a). rigid b). flexible c). dull d). durable

viii). Human resource planning is an _____ process
a). ongoing b). outgoing c). onetime d). rare

ix). The forecasting methods are highly dependent on _____ methods.
a). quantitative b). qualitative c). comparative d). superlative

x). In paired comparison system, each employee is compared with every other _____
a). group b). unit c). individual d). section

Q1 B. Match the column (Any 7) 7

A		B	
1	1929	a	Importance of OB
2	Language Skills	b	Extroverts
3	Understanding interpersonal behaviour	c	Membership group
4	Sociable and Lively	d	Interruption
5	Institute of Income Tax	e	Prioritisation
6	Exertion of authority	f	Activity log
7	Drop in visitors	g	Cognitive dimension
8	Defining one's priorities	h	Benefits of learning organisation
9	Evaluation of Time	i	Domination of management
10	Creative employee	j	Great depression

Q2A). Explain the organizational behaviour and its importance. 8
Q2B). Describe the organizational Behaviour model in detail. 7

OR

Q2C). What are the reasons/causes for group formation? 8
Q2D). Explain scope of HRM. 7

Q3A). Explain the process of performance Appraisal with steps involved. 8
Q3B). What is compensation management & Explain its objectives. 7

OR

Q3C). What are the steps involved in career planning 8
Q3D). Briefly describe the features of HRM. 7

Q4A). Describe the characteristics of Human Resource Planning. 8
Q4B). Describe the nature and characteristics of HRD. 7

OR

Q4C). Explain Human Resource planning, what are the factors affecting it? 8
Q4D). What is career planning? Explain its needs and advantages. 7

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

a). Career stages
b). Types of fringe benefits
c). Direct monetary benefits
d). 360-degree Appraisal
e). Organisational Downsizing