

Max Time: 2½ hrs

FY-BMS sem-II
Marketing

Max Marks: 75

22/4/2022

Instructions:

1. All questions are compulsory.
 2. Mixing of sub questions are not allowed.
 3. Write in clear, legible, writing
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SECTION I

Answer the below given MCQs:

(35)

1. The type of product that results from applying human and mechanical efforts to people or objects is:
 - a) Service
 - b) Goods
 - c) An Idea
 - d) A concept

2. Which of the following is not the example of international product
 - a) Coco cola
 - b) IFB
 - c) LG
 - d) Samsung

3. _____ involves a direct interface with the customer and the coordination of business activities from end to end.
 - a) Retailing
 - b) Manufacturing
 - c) Wholesale
 - d) Private labels

4. Which of the following is not controllable marketing factor
 - a) Government
 - b) Packaging
 - c) Packing
 - d) Advertising

5. Which of the following creates Time and Place utility?
 - a) Physical Distribution
 - b) Sales promotion
 - c) Place and price
 - d) Non store

6. Which of the following is a process of dividing a Market into Segments?
 - a) Presentation
 - b) Segmentation

c) Competition

d) Atmospheric

7. Which of the following is not a category of consumer level income?

a) Power income

c) High income

b) Middle income

d) Low middle income

8. Which is the act of focusing the market segments?

a) Distribution

c) Positioning

b) Targeting

d) Segmentation

9. Which marketing means to promote products by mobile devices?

a) SMS Marketing

b) Online Marketing

c) New Marketing

d) RadioMarketing

10. The XKL Company wants to adopt the marketing concept. To be consistent with this move, it should adopt which of the following philosophies?

a) The customer is always Right

c) The company is always Right

b) The boss is always Right

d) Sell ! Sell ! Sell !!

11. _____ is not a part of marketing mix.

a) Product

c) Place

b) Purpose

d) Price

12. "Many people want BMW, only a few are able to buy" this is an example of _____

a) Want

c) Status

b) Demand

d) Need

13. Want for a specific product backed by an ability to pay is called _____

a) Need

c) Want

b) Demand

d) Status

14. Marketing is a process which aims at _____

a) The satisfaction of customer needs

c) Profit-making.

b) Production

d) Selling products

15. Today, marketing must be understood in a new sense that can be characterized as _____

- a) Get there first with the most.
 b) Satisfying customer needs
- c) Management of youth demand.
 d) Telling and selling
16. In the history of marketing, when did the production period end?
 a) In the late 1800s.
 b) In the early 1900s.
 c) In the 1920s.
 d) After the end of the Second World War.
17. _____ is not a type of Marketing Concept.
 a) The production concept
 b) The selling concept
 c) The societal marketing concept
 d) The Supplier Concept
18. Which of the following refers to marketing channel?
 a) Integrated Marketing Communication
 b) Distribution
 c) Marketing Myopia
 d) Retailing
19. Marketing segmentation is useful for _____
 a) Prospects Identification
 b) To target current clients
 c) To know the customer's tastes and preferences
 d) All of the above
20. Which one of the following is a key to build lasting relationships with consumers?
 a) Customer satisfaction
 b) Price of the product
 c) Need recognition
 d) Quality of product
21. If the focus is on social and ethical concerns in marketing' is characteristic of the _____ period.
 a) Production
 b) Societal marketing
 c) Sales
 d) Marketing
22. If the company's sales are slow down, and profits level off or decline. At which stage the company has reached?
 a) Maturity
 b) Introduction
 c) Decline
 d) Growth
23. Which one of the following sets represents 4C's of the marketing mix?
 a) Customer, cost, convenience, comfort
 b) Customer solution, cost, convenience, communication

- c) Convenience, communication, coverage, cost
- d) Cost, coverage, communication, consultancy

24. New product development starts with which one of the following steps of new product development?

- a) Idea screening
- b) Idea generation
- c) Test marketing
- d) Concept testing

25. A firm has decided to localize its products and services to meet local market demands. Which one of the following approaches is a good approach for this segmentation?

- a) Geographic
- b) Demographic
- c) Psychographics
- d) Behaviour

26. Which among the following is not related to E-Marketing?

- a) Catalogues
- b) Online Marketing
- c) Tele calling
- d) Email

27. MIS stands for _____

- a) Mass Information System
- b) Marketing Information System
- c) Mechanical Information System
- d) Modern Information System

28. Which factor doesn't affect Marketing mix?

- a) Commerce
- b) CRM
- c) Competition
- d) Customer

29. Which of the following helps to generate Employment opportunities

- a) Market
- b) Trade
- c) Money
- d) Marketing

30. What recognizes that "everything matters in Marketing"?

- a) Holistic Marketing
- b) Internal Marketing
- c) Product Marketing
- d) Integrated Marketing

31. which of the following is the non personal stimulation of the demand

- a) Promotion
- b) Publicity
- c) Loud shouting
- d) Advertising

32. Which of the following is controllable factor in marketing?

- a) Technological Advancement
- b) Packaging Policy
- c) Govt. control
- d) Customer taste

33. Which of the network is related to Twitter, Facebook etc.?

- a) Political media
- b) Social media
- c) Economical media
- d) Technical media

34. Which of the following is NOT a part of marketing communication mix?

- a) Telemarketing
- b) Public relations
- c) Sales promotion
- d) Retail Management

35. Aggressive selling is a characteristic of which of the following concept of marketing?

- a) Production concept
- b) Selling concept
- c) Marketing concept
- d) Product concept

SECTION II

Max marks 40

Q.1 Answer the following (**Attempt any two question**)

10 Marks

1. What is marketing? What are the characteristics of it?
2. What is the scope of marketing.
3. Explain in brief various marketing functions.
4. Write a note on 4 Ps and 4 Cs of marketing.

Q.2 Answer the following (**Attempt any two question**)

10 Marks

1. Define Marketing Research. Explain its importance.
2. Explain MIS. What is the importance of it?
3. What is Consumer Behavior? Discuss the factors influencing Consumer Behavior.
4. Explain different types of Marketing Research.

Q.3 Answer the following (**Attempt any two question**)

10 Marks

1. Discuss the stages of Product Life Cycle.
2. What is pricing? What are the various pricing strategies?
3. What is Branding? Explain the features of Branding.
4. Write a note on levels of product.

Q.4 Answer the following (**Attempt any two question**)

10 Marks

1. Briefly explain Social Marketing.
2. What are the Product Positioning Strategies?
3. Explain the meaning and features of Market Segmentation.
4. Explain the meaning and types of targeting.

*****ALL THE BEST*****

FY BMS SEM 2

25/4/2022

Instructions:

- 1) All questions are **compulsory**.
- 2) Mixing of sub questions are not allowed.
- 3) Write in clear, legible, writing.
- 4) For SECTION I (MCQs) only write the question no. and the correct option. Eg. 1 a, 2 c, etc.
- 5) Write five question no. and their correct options in one line of the answer sheet.

SECTION I

Answer the below given MCQs:

(35)

- 1) _____ means cessation of work by a body of persons in any industry.
a) Lock-out b) strike c) refusal d) slowdown.
- 2) The decision of an authority in an industrial dispute is known as _____.
a) award b) settlement c) verdict d) judgment.
- 3) The industrial dispute act enacted in the year _____.
A) 1947 b) 1948 c) 1950 d) 1951.
- 4) First come last go and last come first go is the principle of _____.
a) lay-off b) closure c) retrenchment d) dismissal.
- 5) grievance handling machinery is given in _____.
a) Industrial dispute act b) factories act c) company's act d) gratuity act.
- 6) List of unfair labor practices on the part of the trade unions and employers was included in _____.
a) Factories act b) trade union act c) industrial dispute act d) companies act.
- 7) Which of the following is an illegal industrial action as per law _____.
a) gherao b) collective bargaining c) lock out d) mutuality.
- 8) _____ means any business trade or calling of employers in respect of certain activities.
A) industry b) controlled c) profession d) employees.

- 9) Application for registration of trade union shall be accompanied by copy of the _____.
- A) Orders b) rules c) guidelines d) norms.
- 10) An unregistered trade union is _____.
- a) not unlawful b) illegal c) unlawful d) legal entity.
- 11) The factory act enacted in the year _____.
- A)1948 b)1949 c)1950 d)1951.
- 12) As per the factories act 1948 manufacturing means any process for _____.
- a)repairing b)advertise c) trade d) retail.
- 13) _____ of a factory means the person who has ultimate control over the affairs of the factory.
- A) worker b) occupier c) manufacturer d) owner.
- 14) First aid box is to be provided for _____ of persons.
- A) 125 b)135 c) 160 d)150.
- 15) The provision for cooling water should be made if it employees _____ or more. A) 250 b)150 c) 200 } d) 300.
- 16) If any employee found violating the sec.20 of factories act 1948 shall be fine up to rupees _____.
- a)10 b) 5 c)15 d)20.
- 17) The ambulance room is to be provided if engaging employees more than _____
- a)400 b)350 c)450 d) 500.
- 18) Crèche is mandatory under the factories act where _____ workers are employed.
- a)35 b) 100 c) 250 d) 30 women
- 19) A weekly holiday was introduced in the factories for the first time in the year _____.
- A) 1948 b)1931 c)1931 d) 1923.
- 20) An employee who is injured by an accident must give a notice of it by _____
- a) writing b)verbally c)telephone d) fax.
- 21) The employee's compensation act 1923 applies to _____.
- a)railway b)armed forces c) private d)primary.

- 22) The medical benefit council is constituted by the _____ government.
A) central b) state c) parliament d) court.
- 23) The term of office of member of the corporation is _____ year.
A) 1 b) 2 c) 3 d) 4.
- 24) Minimum wage limit for physically disabled persons for availing ESIC benefits is _____.
A) 15000 b) 25000 c) 20000 d) 50000.
- 25) Employees' share of contribution under the ESI act is _____ percentage.
A) 2 b) 8.33 c) 0.75 d) 4.75.
- 26) The ESI scheme is administered by the _____ government.
A) central b) state c) corporation d) parliament.
- 27) The employees provident funds act enacted in the year _____.
A) 1953 b) 1952 c) 1954 d) 1955.
- 28) The maximum pay for coverage under EPF act is rupees _____. Per month.
A) 6580 b) 6500 c) 10000 d) 200.
- 29) The object of the provident fund act is to _____ benefit.
A) retirement b) work c) fault d) fight.
- 30) The employees provident fund money is invested in _____.
A) equity shares b) debentures c) government d) bonds.
- 31) The payment of wages act was enacted in the year _____.
A) 1945 b) 1936 c) 1938 d) 1939.
- 32) The present wage ceiling per month for the purpose of the payment of wages act is _____ rupees.
A) 10000 b) 15000 c) 20000 d) 25000.
- 33) The payment of bonus act was introduced in the year _____.
A) 1964 b) 1966 c) 1965 d) 1967.
- 34) The payment of gratuity act was passed in the year _____.
A) 1971 b) 1972 c) 1973 d) 1974.
- 35) What is the qualifying service to claim gratuity is _____ years.
A) 15 b) 5 c) 10 d) 20.

SECTION II

- Q1) Attempt any two: (10)
- A. What are the objectives of the industrial dispute act 1947?
 - B. Explain the industrial dispute amendment act 2010.
 - C. Define trade union and its benefits of registration.
 - D. Explain the term award and its provision.
- Q2) Attempt any two: (10)
- A. Explain the health measures as per factory act 1948.
 - B. Explain inspectors and its power.
 - C. Principles for employee compensation act 1923.
 - D. Write a note on types of disablement.
- Q3) Attempt any two: (10)
- A. Explain the constitution of employee's state insurance act 1948.
 - B. Write note on medical benefit council as per ESI Act.
 - C. Write note on employees deposit linked insurance scheme as per provident fund act.
 - D. Explain ESI benefits as per act 1948.
- Q4) Attempt any two: (10)
- A. What are the objectives of the payment of wages act 1936.and its applicability.
 - B. Explain the deductions to be made from wages.
 - C. Explain the minimum and maximum bonus as per bonus act 1965.
 - D. Explain the object and applicability of the payment of gratuity act 1972.

CLASS-FYBMS "
Max. Time : 2½ Hrs.

SUB-BUSINESS MATHEMATICS
Max. Marks : 75

Instructions :-

- 1) All questions are compulsory.
- 2) Attempt both the Sections I and II.
- 3) Use of non-programmable calculator is allowed.

SECTION I

Q.1 – CHOOSE THE CORRECT ALTERNATIVES FROM THE FOLLOWING (35)

1) The Future value of an amount is always _____ its present value'
a) greater than b) less than c) quarterly d) none of these

2) The Current Value of an annuity to be Paid at equal intervals at a specific rate of interest is known as _____
a) current value b) Present worth c) immediate value d) none of these

3) In EMI calculations the rate of interest is compounded
a) quarterly b) yearly c) monthly d) none of these

4) A fund formed by periodically setting for gradual repayment of a debt replacement of a depreciating asset is as _____
a) Resource fund b) emergency fund c) contingency fund d) sinking fund

5) If the simple interest on rs.30000 for 4 years is rs.9600 the rate of interest p.a. is
a) 6% b) 10% c) 8% d) none of these

6) Price is a _____ function of demand
a) increasing b) decreasing c) Constant d) none of these

7) Supply is a _____ function of demand
a) Increasing b) decreasing c) constant d) none of these

8) The Point Where there is no Profit no loss is called
a) zero point b) breakeven point c) both a and b d) None of these

9) The total cost function consists of
a) fixed cost b) variable cost c) both a and b d) none of these

10) The total revenue per unit is called
a) marginal revenue b) Modal revenue c) average revenue d) none of these

11) Find the numbers of all possible arrangements of the letter of the word TRIANGLE
1) 40320 2) 2880 3) 720 d) none of these

12) Each of the different arrangements which can be made out of a given number of things by taking some or all of them at a time is called a _____
a) Permutation b) Combination c) factorial d) none of these

13) How many four digit number can be formed from the digit 0 to 9 if number s of digits is repeated in the same number
a) 2688 b) 4536 c) 5040 d) 3024

14) how many four digit numbers can be formed from the digits 0 to 9 if repetition of digits is permitted
a) 9000 b) 10000 c) 6561 d) 5040

15) A Matrix with all elements of value zero is called _____
a) identity Matrix b) square matrix c) null matrix d) none of these

16) The matrix obtained from a given matrix by interchanging rows and columns is called _____
a) negative matrix b) transpose matrix c) unit matrix d) none of these

17) A Row matrix is of order
a) $1 \times n$ b) $n \times 1$ c) $n \times n$ d) none of these

18) A diagonal matrix of order
a) 5 rows, 5 columns b) all non-diagonal elements zero c) both a and b d) none of these

19) If transpose of a matrix is same as the matrix it is called
a) symmetric matrix b) Scalar matrix c) identity matrix d) none of these

20) The value of a determinant with two identical rows is
a) one b) zero c) -1 d) none of these

21) A set of simultaneous equations can be solved using
a) Cramer's rule b) Crompton's rule c) Graham's rule d) none of these

22) If B is inverse of A then
a) B is non singular matrix b) A is inverse of B c) both a and b d) none of these

23) The Inverse of a non singular matrix can be obtained by
a) elementary row transformation b) adjoint method c) both a and b d) none of these

24) The matrix of final demands of consumers is
a) final matrix b) demand matrix c) input matrix d) none of these

25) In the analysis the technology matrix must be
a) diagonal matrix b) non singular matrix c) null matrix d) none of these

26) If the elasticity of demand is between 0 and 1 the demand is said to be
a) constant b) inelastic c) elastic d) none of these

- 27) The product of price and demand is known as
 a) total revenue b) marginal revenue c) average revenue d) none of these
- 28) The following represents rate of change of revenue w.r.t x
 a) MR b) AR c) Both a and b d) none of these
- 29) The difference of successive values of y if where y is a function of equally spaced values of x is called
 a) finite difference b) forward difference c) absolute difference d) positive difference
- 30) Interpolation is the process of
 a) obtaining value of $f(x)$ at points between the tabular values b) obtaining value of $f(x)$ at points beyond either end of tabular values c) both a and b d) none of these
- 31) If third order difference of Y are zero y is a
 a) linear function of x b) quadratic function of x c) cubic function of x d) none of these
- 32) There are three nails on a wall and seven pictures. In how many ways can pictures be put on all the nails?
 a) 21 b) 42 c) 210 d) none of these
- 33) If rows and columns of a determinant are interchanged its value
 a) increases b) decreases c) remains interchanged d) none of these
- 34) The matrix of input coefficients is
 a) diagonal matrix b) technology matrix c) technical matrix d) none of these
- 35) The function $y=9$ is always
 a) increasing b) decreasing c) constant d) none of these

SECTION II

Q.2: Attempt any two. (10)

- A A car was bought at rs.5,40,000. find its resale price after 3 years by considering 8% depreciation p. a
- B Find the present value at 5% rate of interest of rs.7408.80 payable 3 years from now
- C There are 20 points in a plane of which 8 are collinear. Find the number of straight lines which can be obtained by joining these points.
- D In how many can the letters of the Word "FATHER" be arranged? How many of these words begin with A and with R?

Q.3

Attempt any two.

(10)

- A. If technology matrix $A = \begin{pmatrix} 0.2 & 0.4 \\ 0.3 & 0.7 \end{pmatrix}$ and final demand $D = \begin{pmatrix} 300 \\ 500 \end{pmatrix}$, find total output matrix.
- B. If $A = \begin{pmatrix} 1 & 3 \\ 2 & 1 \end{pmatrix}$ find $A^2 - 2A + 3I$ where I is the identity matrix of order 2.
- C. Solve the following equations in 3 unknowns using Cramer's Rule.
 $5x + 3y - 2z = 6$, $3x - 3y + 4z = 2$, $8x + 2y - 3z = 7$
- D. Write a note on Algebra of Matrices.

Q.4

Attempt any two

(10)

- A. The cost of manufacturing x items of a product is given by $C = 2x^2 + 3x + 10$. Find the total cost, average cost, marginal cost and the marginal average cost if 10 items are manufactured.
- B. Divide 50 into two parts so that their product is maximum.
- C. Construct a difference table for $f(x) = 5x^2$, $x = 0$ to 4 . Hence find $f(1.5)$, $f(2.4)$ using Newton's Forward Difference formula.
- D. Write a note on ELASTICITY

Q.5

Attempt any two.

(10)

- a) Explain the Term Present Value and Future value.
- b) Difference between Simple Interest and Compound Interest.
- c) Write a Note on logarithmic, exponential and linear function.
- d) Difference between Permutations & combinations.

□□□□□□□□□□□□

Max Time: 2½ hrs

Max Marks: 75

BC - II

27/04/22

Instructions:

- 1) All questions are compulsory.
- 2) Mixing of sub questions are not allowed.
- 3) Write in clear, legible, writing.

SECTION I

Answer the below given MCQs:

(35)

1. Presentation is a combination of _____ and _____ communication.
 - a) Oral and Written
 - b) Verbal and Non Verbal
 - c) Body Language & Visual Display
 - d) Oral and Body Language
2. Before or while working on the content the presenter should identify the type and maturity level of the _____.
 - a) Audience
 - b) Organization
 - c) Firm
 - d) Corporate
3. Full Form of OHP
 - a) Over Head Projector
 - b) Optimum Head Project
 - c) Overall Head Projector
 - d) Outstanding High Perfect
4. LED is a _____ form of Presentation
 - a) Conventional
 - b) Modern
 - c) Traditional
 - d) Out-dated
5. A Group Discussion is a _____ communication
 - a) Interpersonal
 - b) Intrapersonal
 - c) Simple
 - d) Mass
6. A _____ Group Discussion is well planned, well designed and structured
 - a) Informal
 - b) Casual
 - c) Semi Formal
 - d) Formal
7. In a Group Discussion, the _____ also acts as a Leader, as an Observer
 - a) Director
 - b) Secretary
 - c) Delegate
 - d) Chairperson
8. If Group Discussion stretches for a longer period of time, it may take place into a _____
 - a) Suggestion
 - b) Debate
 - c) Conclusion
 - d) Recommendation
9. _____ is a question and answer session.
 - a) Group Discussion
 - b) Conference
 - c) Interview
 - d) Meeting
10. _____ Interview is where there are multiple interviewers and single interviewee.
 - a) Panel
 - b) Group
 - c) Individual
 - d) Exit
11. _____ Interview is conducted, during retirement/ voluntarily retirement/ or for employee who have resigned.
 - a) Group
 - b) Appraisal
 - c) Stress
 - d) Exit

12. Identify the proper sequence in an Interview
- | | |
|--------------------------------------|--------------------------------------|
| a) Welcome, Parting, Supply, Acquire | c) Welcome, Acquire, Supply, Parting |
| b) Welcome, Acquire, Parting, Supply | d) Welcome, Supply, Parting, Acquire |
13. A _____ ended question, gives complete liberty to the respondents to answer in an Interview.
- | | |
|-----------|--------------------|
| a) Close | c) Open |
| b) Filter | d) Semi Structured |
14. A _____ meeting is conducted once in the life time of public limited company
- | | |
|-------------------|---------------------------|
| a) Annual General | c) Extra Ordinary General |
| b) Statutory | d) Board of Directors |
15. _____ Meeting is organized to deal with urgent matters
- | | |
|---------------------------|-----------------------|
| a) Extra Ordinary General | c) Statutory |
| b) Annual | d) Board of Directors |
16. A _____ is a written invitation send to the members to attend a formal meeting.
- | | |
|-----------|-----------|
| a) Proxy | c) Notice |
| b) Motion | d) Agenda |
17. _____ is the list of the items to be discussed in the meeting.
- | | |
|-----------|---------------|
| a) Notice | c) Resolution |
| b) Proxy | d) Agenda |
18. _____ is the minimum number of members to be present in the meeting, to consider the meeting as a valid one.
- | | |
|-----------|---------------|
| a) Quorum | c) Minutes |
| b) Proxy | d) Resolution |
19. A _____ is a substitute person who has been authorized to attend the meeting, in absence of an actual member.
- | | |
|-----------|---------------|
| a) Proxy | c) Quorum |
| b) Motion | d) Resolution |
20. A Motion once passed in the meeting becomes a _____.
- | | |
|-----------|---------------|
| a) Proxy | c) Agenda |
| b) Motion | d) Resolution |
21. _____ is derived from the word 'Confer', means to discuss.
- | | |
|---------------------|--------------------|
| a) Conference | c) Meeting |
| b) Group Discussion | d) Public Relation |
22. _____ are experts, invited to be a part of the Conference
- | | |
|----------------------------|----------------|
| a) Interviewer | c) Delegate |
| b) Public Relation Officer | d) Interviewee |
23. _____ is a type of conference, which is semi-formal in nature and gives more importance to casual gathering.
- | | |
|---------------------------|-------------|
| a) Round Table Conference | c) Workshop |
| b) Symposium | d) Seminar |
24. A _____ is where participants are allowed to present their papers
- | | |
|---------------------------|-------------|
| a) Round Table Conference | c) Workshop |
| b) Symposium | d) Seminar |
25. Under _____ hands On experience is provided along with theoretical knowledge
- | | |
|---------------------------|-------------|
| a) Round Table Conference | c) Workshop |
| b) Symposium | d) Seminar |

26. A _____ Conference is planned when there are limited number of participants
- a) Round Table
 - b) Symposium
 - c) Workshop
 - d) Virtual
27. Under Audio Conference emphasis is _____.
- a) Only on Oral Communication
 - b) Written and Body Language
 - c) Written and Oral
 - d) Verbal and Non Verbal
28. Video Conference is a combination of _____ and _____.
- a) Only on Oral Communication
 - b) Written and Body Language
 - c) Written and Oral
 - d) Verbal and Non Verbal
29. Identify the proper sequence of Public Relation.
- a) Create Relation, Maintain Relation, Retain Relation
 - b) Retain Relation, Maintain Relation, Create Relation
 - c) Maintain Relation, Create Relation, Retain Relation
 - d) Retain Relation, Create Relation, Maintain Relation
30. Organisation maintaining relation with _____, is termed as Internal Public Relation.
- a) Customer
 - b) Competitor
 - c) Employee
 - d) Society
31. _____ Management is where an Organisation deals with danger, unexpected situation.
- a) Public Relation
 - b) Human Resource
 - c) Inventory
 - d) Crisis
32. _____ Management is where an Organisation deals with danger, unexpected situation.
- a) Unsolicited
 - b) Casual
 - c) Informal
 - d) Solicited
33. A _____ letter is drafted, with the purpose of seeking information.
- a) Sales
 - b) Credit
 - c) Inquiry
 - d) Order
34. _____ letter is drafted either to request credit period or credit amount.
- a) Sales
 - b) Order
 - c) Credit
 - d) Inquiry
35. A _____ letter is drafted when a customer is not satisfied either with purchase of goods or on services provided, or on wrong/ defective delivery of goods.
- a) Inquiry
 - b) Credit
 - c) Grievance
 - d) Status to an Inquiry

SECTION II

- Q1) Attempt **any two**: (10)
- A) Write the steps in preparing the presentation.
 - B) List down the specification to be taken care of while preparing slide show.
 - C) Define Interview. What are the steps involved in interviewing process?
 - D) List down the advantages and disadvantages of conference.
- Q2) Attempt **any two**: (10)
- A) List down the advantages and disadvantages of Committee meeting.
 - B) What is Grievance Interview? Write and explain why it has to be conducted.
 - C) Explain the role of a convener and a chair person of a committee meeting.
 - D) Write down an agenda and a notice for monthly board meeting.
- Q3) Attempt **any two**:
- A) Shruti Desai want to purchase an Air Conditioner (AC) write a letter of enquiry on behalf of her to Vijay Sales. Dadar Mumbai. Enquiring about the various models, features and price. Use a block format.
 - B) You had ordered 5 Shoes from Amazon, India. When you received the shoes, two shoes torn because of the poor packaging. Draft a letter of complaint for the replacement of the damaged goods. Use a semi block format
 - C) Draft a sales letter to promote a new restaurant "KHAYAM RESTAURANT" in Mazgaon Mumbai.
 - D) Draw a sample promotional leaflet for the 10th anniversary offer on Baggit Bags.
- Q4) Attempt **any two**: (10)
- A) We are what we eat. The type of food we eat has both immediate and long-term effect on us, at all the three levels - the body, the mind, and the spirit. Food which is tamsik (i.e., stale or leftover) in nature is bound to generate stress as it tends to upset the normal functioning of the human body. Fresh food, whenever available, must be preferred. Excessive use of condiments should be avoided. Taking piping hot tea/milk or steaming hot food also disturbs one's usually calm attitude. Further it is mistaken belief that smoking and drinking, even in moderation, relieves stress. Simple meals with one or two food items, rather than too many dishes are advisable. Thus, vegetarian diet is preferable. Although it is customary to serve fruits with food, it is not the right thing to do. This is because different kind of digestive secretions are produced by the stomach for variant foods. Mixing up too many varieties of food items at one meal creates unavoidable problems for the digestive system.(Summarise the passage)
 - B) Write a report of the committee appointed by the directors of L'Oreal Cosmetics Limited on the declining sales of Cosmetics
 - C) Draft a report on the Cause of Dissatisfaction and unrest amongst the employees of Wardhman Mills.
 - D) Most video games present changing colourful visual effects and complicated sound effects. A video game is controlled by a microprocessor. All video games have a programme. They are connected to viewing screen or video screen, that is why these games are called video games. Video games are of two types, namely arcade games and home games. Arcade games are designed to play one kind of game while home games are programmable, i.e. they can be programmed to play different kind of games. Equipment for typical video game consists basically of a microprocessor module connected to a television set. A cartridge inserted into the module provides the programme for the games action. The cartridge contains a ROM chip. This chip has all the instructions for playing the game and its accompanying sound. The action circuit board connects the ROM to the game console. A keyboard, keypad, rotary knob or joystick controls the action. A home computer can also be used for playing these games.(Summarise the above passage)

Max Time: 2.5 hrs

Max Marks:75

FC-2

Instructions:

- 1) All questions are compulsory.
- 2) Mixing of sub questions are not allowed.
- 3) Write in clear, legible, writing.

SECTION I

Answer the below given MCQs:

[35M]

- 1 _____ are people who conceal their opinions and feelings and do not take any interest in conflict resolution.

a) Concealers	b) Attackers
c) Addressers	d) Confrontors
- 2 _____ is working with farmers by corporate firms and sharing the rewards.

a) Contract farming	b) Corporate farming
c) Government farming	d) Private farming
- 3 Human rights have _____ application.

a) limited	b) maximum
c) universal	d) most
- 4 The area near the surface of the earth can be divided into _____ interconnect geo-spheres.

a) three	b) four
c) five	d) six
- 5 _____ provide moral principles and rules of good conduct to be followed by individuals in a society.

a) Values	b) Behaviour
c) Ethics	d) Prejudice
- 6 The term _____ implies reduction in the role of public sector and increase in the role of private sector in business and non-business activities.

a) Privatization	b) Liberalization
c) Globalization	d) Disinvestment
- 7 _____ rights aim at personal good of an individual as well as that of the community.

a) Fundamental	b) Natural
c) Enforced	d) Religious
- 8 An ecosystem is a _____ environment consisting of all the living and non-living organisms in a particular area.

a) geographical	b) sociological
c) political	d) biological
- 9 _____ arises when goal directed behavior is blocked or thwarted.

a) Stress	b) Anger
c) Frustration	d) Violence

SECTION II

[40M]

(Attempt any five Questions)

- Q1. Globalisation and Changes in Agrarian Sector. (8 marks)
- Q2. Impact of IT and Communication. List Advantages & Disadvantages. (8 marks)
- Q3. Explain the concept of human rights? Elaborate its characteristics. (8 marks)
- Q4. Explain Right to Equality and Right to Freedom. (8 marks)
- Q5. Explain Sustainable Development along with principles and guidelines. (8 marks)
- Q6. Discuss the impact of environmental degradation on human life. (8 marks)
- Q7. What are the Causes of Aggression and violence? (8 marks)
- Q8. Explain the Significance of values in Individual Development. (8 marks)
- Q9. Elaborate on Maslow's Theory of Self-actualisation. (8 marks)
- Q10. What are the different methods of coping with stress? (8 marks)

Max Time: $2\frac{1}{2}$ hrs.

FY-BMS Sem-II

Max Marks: 75

Subject: BUSINESS ENVIRONMENT

29/4/2022

Instructions:

- 1) All questions are compulsory.
- 2) Mixing of sub questions are not allowed
- 3) Write in clear, legible writing.

SECTION I

Attempt the following MCQ

Max Marks: 35

1. Trade means -
(a) Buying of Gold. (b) Buying and selling of goods and services.
(c) Selling of real estate (d) Buying of Vegetables

2. _____ is a form of business organization in which a single individual owns and manages the business takes the profits and bears the losses himself.
(a) Private sector (b) Joint Stock Company
(c) Sole trading concern (d) Public Sector

3. A _____ works on the principle of self help and mutual help
(a) Co-operative society (b) Sole trading concern
(c) Internal environment (d) External environment

4. Business environment creates -
(a) Only opportunities for a firm (b) Opportunities as well as threats for a firm
(c) None of the above (d) All of the above

5. Regulatory environment refers to _____
a) Frameworks of government regulations and legal provisions within which the business firms have to conduct their activities.
b) Society and Culture it is a combination of social and cultural environment.
c) None of the above
d) All of the above

6. Corporate image means the Image of the firm in the mind of the society.
(a) Capital investment (b) D&G facilities.
(c) R & D facilities (d) Image of the firm in the mind of the society.

7. Technological environment includes
a) Money and credit
b) Banks
c) The techniques of production, innovations and inventions which affect the quality and quantity of production.
d) Traditional approach

8. The internal environment factors –

- (a) Cannot be controlled by the firm
- (b) Are generally considered as controllable factors. These factors can be controlled by the firm
- (c) Co-operative society
- (d) External in nature

9. Economic environment is _____.

- (a) always favorable to business
- (b) Is natural environment
- (c) May be favorable or unfavorable to business
- (d) Political environment

10. Natural or physical environment consists of _____

- (a) Natural resources like land, water, minerals, soil, geographic conditions, climate, rainfall, trees, river, animals, birds, coastlines and oceans, which have considerable influence on the working of the business.
- (b) Society and culture, client
- (c) None of the above.
- (d) All of the above

11. Liberalization means -

- (a) Loosening of restrictions on business by the government.
- (b) Imposing high taxes on the business.
- (c) Barter system.
- (d) All of the above

12. Regulatory (Legal) environment includes -

- (a) Demographic environment
- (b) Government policies on industrial growth, industrial licensing, foreign investment, public sector, monopolies, pricing and distribution of goods, imports and exports, small scale industries, control of pollution, etc.
- (c) None of the above.
- (d) All of the above.

13. Globalization means –

- (a) Expansion of business activities on a global scale.
- (b) Conducting business in local market.
- (c) Entering into partnership business.
- (d) Working at District level.

14. India is _____ country

- (a) Democratic
- (b) Autocratic
- (c) Monarch
- (d) None of the above

15. The public sector business is conducted for _____

- a) Providing service to public.
- (b) Providing service only to schools.
- c) Providing goods to banks.
- (d) Providing entertainment

16. Public sector means –

- a) The business owned and managed by private individuals or business organization
- b) The business which is owned and managed by the central or the state Government or jointly by both.
- c) None of the above.
- d) All of the above

17. The joint sector__
- Is also known as public sector.
 - Is also known as private sector.
 - Brings together the resources and expertise of both public and private sector.
 - All of the above
18. The private sector business is conducted with__
- Profit motive
 - Business environment motive
 - Liability motive
 - None of the above
19. Basic structure of Indian Constitution is based on_____
- Secularism
 - Hindu Law
 - Shariah(Muslim) Law
 - Catholic Law
20. Example of 2-Party Democratic system.
- USA
 - INDIA
 - CHINA
 - All of the above.
21. Example of Single Party Democratic system.
- USA
 - INDIA
 - CHINA
 - All of the above.
22. Social audit__
- Is a principle of economics
 - Is also known as marketing intermediaries
 - Is a technique used for finding out how the social responsibilities are being fulfilled by the organization
 - None of the above
23. Social audit benefits__
- No one
 - The organization as well as the public because it helps both of them evaluating the social performance of the organization
 - Only the organization
 - Only Public
24. Earlier jobs were handled by unskilled workers but now modern technology demands --
- Educated and skilled employees
 - Uneducated and unskilled employees
 - Orthodox employees
 - All of the above
25. McDonalds is an example of
- Capitalism
 - Socialism
 - Communalism
 - All of the above
26. According to Michael Porter's theory, competition in an industry is influenced by
- Five forces
 - Three force
 - None of the above
 - All of the above

27. _____, Weaknesses, Opportunities, Threats.
- a) Strength
 - b) Power
 - c) Politics
 - d) All of the above.
28. World trade organization agreements include
- a) Goods services and intellectual property
 - b) Goods only
 - c) None of the above.
 - d) All of the above.
29. WTO stands for –
- a) Work to Order
 - b) World Trade Organization
 - c) Wealth Trust Ordinance
 - d) World Tour Organization
30. GATT stands for –
- a) Get All the Trade
 - b) Great and Trusted Tricks
 - c) General Agreement on Tariffs and Trade
 - d) Get All the Tax
31. TRIPS stands for
- a) Technology Related International Programme
 - b) Trade Related Intellectual Property Rights
 - c) None of the above
 - d) All of the above
32. Multinational company (MNC) is an organization conducting business
- a) In more than one country
 - b) Only in domestic country
 - c) None of the above
 - d) All of the above
33. FDI refers to _____
- a) Investment only in local rural areas
 - b) Investment only in domestic market
 - c) Investment in a foreign country where the investor retains control over the investment.
 - d) All of the Above
34. MNC's use _____ technology for the purpose of production
- a) Outdated
 - b) Latest
 - c) None of the above
 - d) Traditional
35. One way to develop international outlook is to hire people with
- a) Global experience
 - b) No experience
 - c) None of the above
 - d) All of the above

*****ALL THE BEST*****

4

SECTION II

Max marks 40

Q.1 Answer the following (Attempt any two question)

10 Marks

- (A) What is Business Environment, explain internal and external environment?
- (B) Explain SWOT analysis and SWOT yourself?
- (C) Define Business and scope of Business?
- (D) What are the types of Business organization?

Q.2 Answer the following (Attempt any two question)

10 Marks

- (A) Explain Political environment and explain Judiciary in detail?
- (B) Elaborate Economical environment and explain capitalism?
- (C) What is legal frame work and regulatory environment?
- (D) What is Competition Act, 2002.?

Q.3 Answer the following (Attempt any two question)

10 Marks

- (A) Define Social Audit explain benefits of social audit?
- (B) Discuss in detail Michael Porter's Five Forces Analysis?
- (C) What are the different competitive strategies?
- (D) Elucidate the feature of Technological environment?

Q.4 Answer the following (Attempt any two question)

10 Marks

- (A) What are the objectives and functions of WTO?
- (B) Explain importance and limitation of FDI?
- (C) What is LPG model? Give details.?
- (D) Discuss the nature and stages of globalization?

*****ALL THE BEST*****

Max Time: 2½ hrs

FY-BMS sem-II

Max Marks: 75

POM

30/4/2022

Instructions:

- 1) All questions are compulsory.
- 2) Mixing of sub questions are not allowed.
- 3) Write in clear, legible, writing.

SECTION I

Answer the below given MCQs:

(35)

1. Henri Fayol is known as _____.
 - a) The father of general management
 - b) The father of shop floor management
 - c) The father of scientific management
 - d) The father of Contingency Management
2. To manage is to forecast and plan, to organize, to compound, to co-ordinate and to control. This definition was given by _____.
 - a) Peter F. Drucker
 - b) Henry Fayol.
 - c) Louis Allan.
 - d) Terry.
3. Luther Gullik classifies the function of management as _____.
 - a) POSDCORB
 - b) POSTCARD
 - c) POSDCORB.
 - d) POSDORB
4. Henry Fayol laid down _____.
 - a) 12 principles
 - b) 13 principles.
 - c) 14 principles.
 - d) 15 principles.
5. Espirit de corps means _____.
 - a) Team Spirit
 - b) service motto
 - c) buyer beware
 - d) Seller Beware
6. F.W. Taylor is associated with _____.
 - a) Scientific Management
 - b) Future management
 - c) Modern management.
 - d) Principles of management.
7. Management is _____.
 - a) an art
 - b) a science.
 - c) an art and a science
 - d) an art not science
8. Henry Fayol was a French _____.
 - a) Industrialist
 - b) Writer
 - c) Manager
 - d) Actor
9. Every subordinate should receive orders from and be accountable to only one superior is _____.
 - a) Unity of direction.
 - b) Unity of command
 - c) Centralization
 - d) Scalar chain.
10. Which organizational relationship gives a greater job satisfaction and results in maximum Production?
 - a) formal organization
 - b) informal organization.
 - c) business or organization.
 - d) strategic organization

11. Supply of human and material resources and helps to achieve the objective of business is _____.
- a) Planning
b) Organization
c) Management
d) Control.
12. A system of co-operative activities of two or more persons is called _____.
- a) Department
b) Co-ordination
c) Organization
d) Control
13. Steps to be taken for selecting salespersons are an example of _____.
- a) Rules
b) Procedures
c) Policy
d) Methods.
14. Employees will be promoted on the basis of seniority is an example of _____.
- a) Rules
b) Procedures
c) Policy
d) Methods
15. The assumptions about future derived from forecasting and used in planning are known as
- a) Planning premises
b) Freehold premises.
c) Business premises
d) Corporate premises
16. Strategic planning is _____.
- a) long term planning.
b) medium term planning.
c) short term planning
d) annual planning.
17. A study relating to the fixing of the working hours with rest periods to recoup the energy while performing in a job is called _____.
- a) fatigue study.
b) time study.
c) motion study.
d) Work-study.
18. Control system of an organization has no influence over the _____.
- a) internal environment
b) external environment.
c) Customers
d) Government.
19. Management is a creative and _____ process.
- a) Continuous
b) Technical
c) Democratic
d) Social
20. Management exists at the ____ level of the organization.
- a) Lower
b) Middle
c) ToP
d) Every level
21. What articulates the long-term goals of an enterprise?
- a) Policies
b) Vision statement
c) Mission statement
d) Objectives
22. The internal environment factor(s) that influence management is
- a) Labor
b) Government
c) Suppliers
d) Competitors
23. Horizontal coordination takes place ____ .
- a) Upwards
b) Downwards
c) Sideways
d) Diagonal
24. Which of the following is not a part of POSDCORB
- a) Communication
b) Organising
c) Co-ordinating
d) Reporting
25. Thinking about environment, creating ecofriendly products and sustainable development is a part of _____.
- a) Green Management
b) CSR
c) TQM
d) Six Sigma
26. Which of the following is an action is placing the right person on the right job?
- a) Staffing
b) Organizing
c) Planning
d) Directing

27. Means influencing and building followers to achieve a vision.
- a) Leadership
 - b) Motivating
 - c) Directing
 - d) Controlling
28. Which of the following is the managerial function followed immediately after Organizing?
- a) Directing
 - b) Staffing
 - c) Controlling
 - d) Co-ordinating
29. Which of the following structure has a pyramid shape in an organization.
- a) Organization Structure
 - b) Plan Structure
 - c) Decision Structure
 - d) Employee Structure
30. Full form of MBO
- a) Management by Organizing
 - b) Management by Objectives
 - c) Managerial by Objection
 - d) Management by Offense
31. What Refers to completion of a certain task or job on time.
- a) Assistance
 - b) Effectiveness
 - c) Objectives
 - d) Organization
32. Which of the following is not the feature of management?
- a) Intangible
 - b) Pervasive
 - c) Dynamic
 - d) Static
33. Full Form of CSR
- a) Corporate Social Responsibility
 - b) Consumer Social Responsibility
 - c) Customer Social Responsibility
 - d) Consumer Society Responsibility
34. The managerial Grid was started by
- a) Blake and Muoton
 - b) HenryFayol
 - c) Peter Drucker
 - d) Mark Demming
35. Efficient and efficiency both are terms
- a) Inter relate
 - b) Opposite
 - c) Same
 - d) Social

SECTION II

(10 Marks)

QI Attempt any 2 questions

- A. Is Management a Profession? Justify your answer.
- B. With the help of a diagram, explain Blake and Mouton's Managerial Grid.
- C. What are the Intra-Personal and Interpersonal roles laid down by Henry Mintzberg.
- D. Explain POSDCORB in detail.

(10 Marks)

QII Attempt any 2 questions

- A. What is planning? Explain its process.
- B. Write a note on the two different types of plans.
- C. Define MBO. Explain its Process.
- D. Explain the process of Decision Making.

(10 Marks)

QIII Attempt any 2 questions

- A. With the help of a diagram explain Matrix organization in details
- B. What is Span of control? Write down its features.
- C. Distinguish between Delegation of Authority and Decentralization.
- D. Define Departmentation. Explain in detail any 5 Types of Departmentation.

QIV Attempt any 2 questions

(10 Marks)

- A. Explain the Statement "Coordination an Essence of Management"
- B. Write down the steps involved in Directing.
- C. Explain any 5 types of leadership styles in detail
- D. Mention any 5 company's CSR activities. (Companies names and the activities in detail.)