

Time: 2.5 Hr.

Marks: 75

- NB.: 1) All Questions are compulsory.
 2) Each Question has internal option.
 3) Figures to right indicate full marks.
 4) Working notes are part of your answer.

Q1A. State whether the following statements are true or false. (Any 8) ...8Marks

- Debt Service Ratio = EBIT/ Interest
- Gross Working capital refers to investment in current assets, while net working capital is the difference between current assets and current liabilities
- Liquidity and efficiency are used synonymously in ratio analysis
- Trend income statements recast each statement item as a percent of sales
- To determine the average cash conversion cycle, we must first compute the average production
- Using the common size income statement, a company's net income as a percentage of net sales
- Return on Capital Employed = NOPAT / Capital Employed x 100
- The gross profit ratio is a measurement of short-term liquidity
- High Proprietary Ratio indicates low risk for the creditors.
- High current ratios are usually a sign of efficient working capital management

Q1B. Match the Following (Any 7) ...7Marks

No.	Column A	No.	Column B
1	Loan Given	A	Deduct from Owners funds
2	Leverage ratio	B	Operating Ratio
3	Calls in arrears	C	Dividend pay-out ratio
4	Loss on sale of fixed assets	D	Investments
5	Activity Ratio	E	Capital Gearing Ratio
6	Liquidity Ratio	F	Stock Turnover
7	Not a Quick Liability	G	Advance tax
8	Profitability Ratio	H	Non-Operating expenses
9	Not a Quick Assets	I	Bank Overdraft
10	Coverage Ratio	J	Current Ratio

Q2. ...15 Marks

Finance Director of Smart Ltd intends to plan financial requirement for working capital of the company for the coming year 2003. It is expected that during coming year it will be 30,000 units. The estimated cost sheet is given below

Particulars	Rs	(Per Unit)
Raw material		60
Direct wages		10
Overheads		20
Profit		10
Selling price		100

You are further informed that

- Raw material will be in stock for half month
- Production cycle will take one month
- Finished goods will remain in godown for one month
- All sales will be on credit basis

5. Suppliers will enjoy three months credit
 6. Customers will enjoy four months credit
 7. Production and sales will be evenly spread throughout the year
 8. Time lag in payment of wages and overhead will be half month
- You are required to prepare the estimate of working capital.

OR

Q2 Briefly explain different types of ratios and names of ratios.

Q3. Prepare comparative Income statement & comparative balance sheet in vertical form and offer your brief comments: ...15 Mark

Profit & Loss A/cs. For the years ended.

Particulars	31-3-13 Amount	31-3-14 Amount	Particulars	31-3-13 Amount	31-3-14 Amount
To Opening Stock	44000	40000	By Sales	190000	200000
To Purchases	84000	72000	By Closing Stock	46000	44000
To Wages	40000	36000	By Interest Received	20000	--
To Factory Expenses	32000	28000			
To Establishment Expenses.	8000	6000			
To Management Expenses	2000	2000			
To Selling Expenses	6000	10000			
To Interest	6000	8000			
To Loss on sale of Assets	2000	2000			
To Provision for Taxation	22000	24000			
To Net profit transferred to Reserve	10000	16000			
Total	256000	244000	Total	256000	244000

OR

Q3 Following is the balance sheet of Pratikraj Ltd. as on 31st March, 2014

Balance Sheet as on 31st March, 2014

Liabilities	Rs.	Assets	Rs.
Equity Share Capital	3,00,000	Fixed Assets	4,00,000
8% Preference share Capital	2,00,000	Investments	1,50,000
General Reserve	20,000	Stock	25,000
Profit and Loss Account	50,000	Debtors	75,000
10% Debentures	1,00,000	Bills Receivable	30,000
Creditors	20,000	Cash	15,000
Bills payable	7,000	Preliminary Expenses	5,000
Outstanding Expenses	3,000		
	7,00,000		7,00,000

Prepare a Common – size Balance Sheet from the above in vertical form.

Q4. The following Trading and Profit and Loss Account of Fantasy Ltd. for the year 31-3-2000 is given Below: ..15 Marks

Particular	Rs.	Particular	Rs.
To Opening Stock	76,250	By Sales	5,00,000
" Purchases	3,15,250	" Closing stock	98,500
" Carriage and Freight	2,000		
" Wages	5,000		
" Gross Profit b/d	2,00,000		
	<u>5,98,500</u>		<u>5,98,500</u>
To Administration expenses	1,01,000	By Gross Profit b/d	2,00,000
" Selling and Dist. expenses	12,000	" Non-operating incomes:	
" Non-operating expenses	2,000	" Interest on Securities	1,500
" Financial Expenses	7,000	" Dividend on shares	3,750
Net Profit c/d	84,000	" Profit on sale of shares	750
	<u>2,06,000</u>		<u>2,06,000</u>

Calculate: 1. Gross Profit Ratio 2. Expenses Ratio 3. Operating Ratio 4. Net Profit Ratio
5. Operating (Net) Profit Ratio 6. Stock Turnover Ratio.

OR

Q4.

The Balance Sheet of Punjab Auto Limited as on 31-12-2002 was as follows:

Particular	Rs.	Particular	Rs.
Equity Share Capital	40,000	Plant and Machinery	24,000
Capital Reserve	8,000	Land and Buildings	40,000
8% Loan on Mortgage	32,000	Furniture & Fixtures	16,000
Creditors	16,000	Stock	12,000
Bank overdraft	4,000	Debtors	12,000
Taxation:		Investments (Short-term)	4,000
Current	4,000	Cash in hand	12,000
Future	4,000		
Profit and Loss A/c	12,000		
	<u>1,20,000</u>		<u>1,20,000</u>

From the above, compute (a) the Current Ratio, (b) Quick Ratio, (c) Debt-Equity Ratio, and (d) Proprietary Ratio.

Q5. Write Short Notes. (Any 3)(5Marks Each)

...15Marks

- Quick Liabilities
- Working Capital
- Current ratio
- 5 'C's
- Gross v/s Net working capital

Total Marks: 75

Duration 2 ½ hours

Note: 1. All questions are compulsory

2. Support your answers with relevant examples

Q.1 (a) State whether following statements are True or False (Any 8): (8)

1. Strategic Management helps the organization to be more proactive instead of reactive.
2. The Business level of strategic management consists of business level managers
3. Strategy Implementation is the Third step in Strategic Management Process
4. There are Four Levels of Strategy
5. There are Four types of Retrenchment Strategies
6. There are 4 types of Integration
7. Forward integration moves the organisation ahead, taking it nearer to the ultimate customer
8. Weaknesses are the qualities that prevent organization from accomplishing their mission and achieving full potential
9. In planning mode, the production manager makes the plan after analyzing the objectives and resources of the organization

Q.1 (b) Fill in the Blanks / Multiple Choice Questions (Any 7): (7)

1. There are ____ levels of Strategy (a) 2 (b) 3 (c) 4
2. Concentric Diversification is also known as _____ Diversification. (a) Related (b) Unrelated
3. Strategies are framed by the _____ management.
4. _____ analysis is the process of computing and presenting the relationships between the items in the financial statements.
5. _____ statement is the statement that describes why an organization is operating and thus provides a framework within which strategies are formulated. (a) Mission (b) Vision
6. _____ Strategy is a retrenchment strategy followed by an organization when it feels that the decision made earlier is wrong and needs to be undone before it damages the profitability of the company.
7. Vertical Integration is of ____ types (a) 2 (b) 3
8. In _____ mode, the production managers go on changing his plans according to the changes in the environment. (a) Entrepreneurial (b) Adaptive (c) Planning

Q.2 Read the following case let and answer the questions: (15)

Unique Chemicals is currently in the business in B2B segment & are involved in marketing & selling chemicals and equipments that are required for cleaning in the hospitality industry. Their major clientele comprises of 5 star & 3 star hotels, restaurants, hospitals & corporate. The Managing Director of the company is currently facing a challenge of sustaining the clients as there is cut throat competition. As a business consultant, you are required to:

1. Suggest suitable Grand strategies (whichever applicable) keeping in mind the competition in the market.
2. Conduct of SWOT Analysis for Unique Chemicals.

Q.3 Explain the BCG Matrix

(15)

OR

Q.3 Explain the following: a. No Change Strategy b. Vertical Integration.

(15)

Q.4 Explain McKinsey's 7S Framework with diagram

(15)

OR

Q.4 (a) Explain the concept of Horizontal Integration

(7)

Q.4 (b) Explain Transnational & Multidomestic Strategy

(8)

Q.5 Write Short Notes on (Any 3):

(15)

1. Mission & Vision
2. Social & Technological Analysis
3. Structural Implementation & Functional Implementation
4. Planning & Adaptive Mode

Time: 2 ½ Hours

SY-BMS Sem-III

Marks : 75

- N.B. :**
1. All questions are compulsory.
 2. Each question has internal options.
 3. Figures to right indicate full marks.
 4. Working notes are part of your answer.

Q.1 (A) Multiple Choice Questions (Any 8)**[8]**

1. Costs which are ascertained after they have been incurred are known as
 - a. Imputed costs
 - b. Sunk costs
 - c. Historical costs
 - d. Opportunity costs
2. Normal loss is equal to
 - a. Normal Output – Actual Output
 - b. Actual Output – Normal Output
 - c. Input x % of Normal Loss
 - d. None of the above
3. Process cost is very much applicable in
 - a. Construction Industry
 - b. Pharmaceutical Industry
 - c. Airline Company
 - d. None of these
4. The use by several undertakings of the same costing principles and/or practices
 - a. Unit costing
 - b. Uniform costing
 - c. Standard costing
 - d. Differential costing
5. Prime costs plus variable overhead is known as
 - a. Production cost
 - b. Marginal cost
 - c. Total cost
 - d. Costs of sales
6. Showroom Expense is recorded as
 - a. Factory cost
 - b. Selling & Distribution Overheads
 - c. Administrative Overhead
 - d. None of the above
7. When premises are owned, a charge in lieu of rent is
 - a. Opportunity costs
 - b. Imputed costs
 - c. Sunk costs
 - d. an avoidable cost
8. Which of the following does not use process costing
 - a. Oil refining
 - b. Distilleries
 - c. Sugar
 - d. Air craft manufacturing
9. In process costing, each producing department is a
 - a. Cost unit
 - b. Cost centre
 - c. Investment centre
 - d. Sales centre

10. An example of fixed cost is

- a. Material consumed
- b. Depreciation
- c. Factory power
- d. Packing Material

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

[7]

1. FIFO method means Last in First Out.
2. Rent received is only credited in financial accounts.
3. Abnormal loss is charged to costing profit and loss account.
4. Uniform costing is a distinct method of costing.
5. A Process means a distinct manufacturing stage.
6. In absorption costing both fixed and variable cost are allocated to cost units.
7. Depreciation on furniture is included in Office and Administrative Overhead.
8. A historical cost is a cost which is irrecoverable and which has already been incurred in the past.
9. Cost of Production + Selling Overheads = Cost of Sales.
10. The output of process 1 becomes the input of process 2..

Q.2 Mr. Mohan manufactures a product in two grades, Grade 1 and Grade 2 from common raw material.

Raw material is introduced in Basic Process the produce of which is dealt with as follows:

25% sold in open market.

25% transferred to Grade 1 process and the balance 50% transferred to Grade 2 process.

The details of Processes are as follows:

Particulars	Basic Process	Grade 1 Process	Grade 2 Process
Raw material	1000 unit	-	-
Cost per unit	Rs. 200	-	-
Other materials	Rs. 25,000	Rs. 30,000	Rs. 30,000
Labour	Rs. 60,000	Rs. 50,000	Rs. 50,000
Manufacturing Overheads	Rs. 75,000	Rs. 60,000	Rs. 60,000
Sale price per unit	Rs. 400	Rs. 1,400	Rs. 900

Prepare process accounts and determine total profit earned by Mr. Mohan.

[15]

OR

Q.2 The product of a company passes through three distinct processes to completion. These processes are known as X, Y and Z. From the past experience it is ascertained that wastage is incurred in each process as under : Process X – 2%, Process Y – 4%, Process Z – 10%.

The wastage at each process possesses scrap value as Rs. 2.50 per unit for Process X and Rs. 5.00 per unit for Process Y. The following information is obtained:

Particulars	Process X	Process Y	Process Z
Raw material	2,70,000	2,60,000	1,20,00
Labour	4,30,000	2,40,000	1,30,000
Manufacturing Overheads	1,37,500	1,45,000	1,80,000

50,000 units were put in process X at a cost of Rs. 10 per unit. The output of each process is as follows:

Process X – 48,750 units, Process Y – 47,000 units, Process Z – 42,000 units.

Prepare Process accounts, normal loss, abnormal loss and abnormal gain account. [15]

Q.3 (A) Keep stock record on FIFO basis from the following transactions:

Purchases : September 2019

Date	Units	Rate per unit (Rs.)
01	500	18
04	700	20
09	900	18
15	300	25
25	200	20
30	500	25

Sales : September 2019

02	200	22
07	500	25
11	400	21
18	800	28
27	500	25

Find out Cost of goods sold and profit. [10]

Q.3 (B) A manufacturer buys certain essential spares from a supplier at Rs. 40 per set. Total annual requirement are 90,000 sets. The annual cost of investment in inventory is 20% and cost like insurance, rent etc. per unit is Re. 1. Cost of placing an order is Rs. 10.

Calculate Economic Order Quantity. [5]

OR

Q.3 (A) A worker produced 200 units in a week's time, the guaranteed weekly payment for 45 hours is Rs. 405. The expected time to produce one unit is 15 minutes which is raised further by 20% under incentive scheme. What will be the earning per hour of that worker under Halsey (50% sharing) and Rowan Bonus Scheme ? [7]

Q.3 (B) Asmita company has five departments: A, B, M, R, and S. The actual cost for a period are as follows:

Particulars	Rs.
Repairs	2,000
Rent	2,500
Depreciation	1,200

Supervision	4,000
Insurance	1,500
Employer's Liability of Employee's Insurance	1,200
Light	3,600

The following data are also available regarding the five departments:

Particulars	Departments				
	A	B	M	R	S
Area(square feet)	140	120	110	90	40
Number of Workers	25	20	10	10	5
Total Wages Rs.	10,000	8,000	5,000	5,000	2,000
Value of Plant Rs.	20,000	18,000	16,000	10,000	6,000
Value of Stock Rs.	15,000	10,000	5,000	2,000	-

Apportion the costs to various departments on an equitable basis.

[8]

Q.4 The following data have been extracted from the books of Alpha Ltd. for the year 2019.

Particulars	Rs.
Opening Stock of Raw Material	25,000
Purchases	85,000
Closing Stock of Raw Material	40,000
Carriage Inward	5,000
Wages	75,000
Indirect Wages	10,000
Other Direct Charges	15,000
Rent and Rates:	
Factory	5,000
Office	500
Indirect Consumption of Material	500
Depreciation on Plant	1,500
Depreciation on Office Furniture	100
Salary	
Office	2,500
Salesman	2,000
Other Factory Expenses	5,700
Other Office Expenses	900
Managing Director's Remuneration	12,000
Other Selling Expenses	1,000
Travelling Expenses of Salesman	1,100
Carriage Outwards	1,000
Sales	2,50,000
Advance Income Tax Paid	15,000
Advertisement	2,000

The Managing Director's Remuneration is to be allocated Rs. 4,000 to factory, Rs. 2,000 to the office and Rs. 6,000 to selling departments. From the above information prepare a statement of cost showing.

(a) Prime Cost (b) Works Cost (c) Cost Production (d) Cost of Sales (e) Net Profit.

[15]

OR

Q.4 Following is the Profit and Loss Account summary of Sun Enterprises Ltd. for the year ended 31st March, 2019.

Particulars	Rs	Particulars	Rs
To Opening Stock	1,00,000	By Sales	1,75,000
To Purchases	80,000		
To Wages	20,000		
To Factory Expenses	15,000		
To Office Salaries	10,000		
To Selling expense	15,000		
To Net Profit	15,000		

Closing records show the following:

- (a) Stock Ledger Closing balance Rs. 89,000
- (b) Direct Labour Rs. 23,000
- (c) Factory Overheads Rs. 13,000
- (d) Administrative overheads and selling expenses each are calculated at 8% of the selling price.

Prepare Costing Profit and loss Account and the statement of reconciliation [15]

Q. 5 (a) How is cost classified? [8]

(b) Discuss in detail Target Costing and Just in Time. [7]

OR

Q.5 : Write short notes on : (Any 3) [15]

- (a) Stock Levels
- (b) Cost Accounting
- (c) Fixed Cost and Variable Cost
- (d) Uniform Costing
- (e) Financial Accounting v/s Cost Accounting

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

Time: 2 ½ Hours

SY-BMS Sem-III

Marks : 75

- N.B. :**
1. All questions are compulsory.
 2. Each question has internal options.
 3. Figures to right indicate full marks.
 4. Working notes are part of your answer.

1. A. State whether the following statements are True or False (Any 7) (07)

1. Sociology is a science that seeks to measure, explain and change the behaviour of humans.
2. Downsizing means elimination of certain jobs in order to have greater efficiency.
3. Grapevine is a type of formal communication.
4. Elton Mayo is called the father of human relation management.
5. Friendship groups are Formal groups.
6. Career Planning is a continuous process.
7. Participants in the Assessment Centres learn by the process of Theoretical learning.
8. Fringe benefits are extra benefits given to an employee.
9. Performance monitoring means rating and evaluating employees.
10. Interpersonal Conflict means Conflict between two People.

1.B Match the Following.(Any 8) (08)

1.Cultural Diversity	a. Long term and short term
2.Retrenchment	b. Denial of employment
3. Autocratic Model	c. Permanent Termination
4.Lay off	d. Bonus
5.Financial Incentives	e. Orientation towards power
6. Non financial Incentives	f. Orientation towards use of behaviour
7.Custodial Model	g. Job Security
8.Job Rotation	h. Development of individuals latent abilities
9.Potential Appraisal	i. Movement from one job to another
10. Time Orientation	j. Exists on five dimension

2. A) Define OB. Explain the features and importance of OB (15)
 OR
 C) What are the factors affecting group behaviour? (07)
 D) Trace the Evolutions of OB? (08)
3. A) Define Learning Organisation. Explain the difference between Traditional and Modern Learning Organisation. Explain the 5 methods of creating learning organisations (15)
 OR
 C) Define Time Termination? Explain the various forms of separations. (07)
 D) Define Organisational Design. Explain the key factor affecting Organisational Design. (08)
4. A) Define HRD. Explain the characterises and functions of HRD (15)
 OR
 C) What are the internal factors affecting HRP? (07)
 D) Explain the Specific HR Strategies of HRM (08)
5. A) What are the various factors affecting wages? (07)
 B) Define Career Planning. Explain the Procedure of Career Planning (08)
 OR

Write Short Notes on (any 3) (15)

1. SOBC model
2. Communication Process
3. Process of HRP
4. KRA's
5. Limitations of Performance Appraisal

16/10/19

Time: 2.5 Hrs

SY-BMS SEM-III

Marks:75

Note:

1. All questions are compulsory
2. Each question has internal option
3. Figures on the right indicates full marks
4. Working notes are part of your answer
5. Use examples wherever required.

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

- a. The purchaser of Goods and Services is known as the Consumer.
- b. In complex buying behaviour, consumers are highly involved with the purchase.
- c. McClelland identified need for achievement.
- d. Perception is a way of describing a consumer categorically so that they can be grouped for marketing
- e. An unconditional stimulus produces an unconditional response.
- f. Learning is a relatively permanent change in a person's knowledge or behaviour.
- g. Motivation has 3 components - Affective, Behaviour and Cognitive.
- h. Opinion leaders have high knowledge and play an active role in collecting and sharing information.
- i. Nicosia model explained the concept from marketers point of view.
- j. Late majority consumers neither have information nor are influenced by social groups and keep no interests in new products.

Q1. B Match the Column. (Any 8) (8)

Column A	Column B
1. Family	a. Object, Direction and Structure
2. Demographic	b. Misuse of Information
3. Attitude	c. Lifestyles
4. SRIVALS	d. Bulk Buyers

5. Sub-Culture	e. Motive, Cues, Response and Reinforcements
6. E-Buying Issues	f. Dissatisfaction
7. Organizational Consumer	g. Tasks, Goals and Relations
8. Learning Elements	h. Sex, Age and Education
9. Consumer Complaints	i. Race, Religion and Nationality
10. Groups	j. Birth, Marriage and Adoption

Q2.

- a. Distinguish between Retail Buyers and Institutional Buyers (7)
- b. Explain in brief Maslow's theory of Hierarchy of needs. (8)

Or

- c. Role of opinion leader in diffusion of innovation. (7)
- d. Nicosia Model. (With Diagram) (8)

Q3.

- a. What do you mean by the term "Diffusion"? Explain the Concept of Diffusion of Innovation. (8)
- b. Explain in detail the features of Consumer Behaviour, (7)

Or

- c. **Write short notes on: (Any 3) (15)**
 - i. CRM
 - ii. Personality
 - iii. Data Mining and Warehousing
 - iv. Brand Personification
 - v. Super Ego

Q4.

- a. Explain family influence on Consumer Buying Behaviour. (7)
- b. Explain the roles of different family members in Buying Decision. (8)

Or

- c. Explain the Family life-cycle and discuss the stages of Family life-cycle. (8)
- d. Explain the different characteristics of Innovators (7)

Q5.

- a. Distinguish between E-Buying and Brick & Mortar Buying (7)
- b. Explain the various types and Levels of Consumer Involvement (8)

Or

- c. Explain the steps in the consumer decision making process. (7)
- d. What are the Advantages and Limitations of E-Buying. (8)

FC III (Environment Management)

Marks – 75

Duration – 2½ hours

All questions compulsory and carry 15 marks each. Internal choices / sub questions may be given.

Q1. A) True or False (Any 8)

8 marks

- a. Only 10% water on earth is freshwater.
- b. Only 10% water on earth is freshwater.
- c. Market mechanism in not include eco cost.
- d. The sun is not the main source of energy on earth.
- e. Environmental protection and conservation is not a fundamental duty under the constitution.
- f. Disaster management systems are predesigned plans of action.
- g. Protection of environment must become part of a business.
- h. composting of waste is an an aerobic process of decomposing solid wastes.
- i. Flow of energy in the ecosystem takes place through food chain
- j. to control global warming the simplest way is to preserve trees and plant more.

Q1. B) Match the following (Any 7)

7 marks

- | | |
|---------------------------|---|
| 1. Tidal energy | a. New technologies Earthquake |
| 2. Non - renewable | b. Lithosphere |
| 3. Abiotic | c. Petroleum |
| 4. Green house effect | d. Continual warming |
| 5. Floods | e. Recurring phenomena in India |
| 6. Smog | f. Review of activities |
| 7. Tsunami | g. Travels from deep ocean water to shallow water |
| 8. Audit | h. Cool humid climate |
| 9. Global warming | i. Increase in average temperature |
| 10. Steps for development | j. Rise and fall of water in the ocean |

Q2. Answer the following (any 2)

15marks

- a. Explain the term soil erosion its types and its agents.
- b. Mention the pollutants and their sources in the form of a table.
- c. Write a note on noise pollution.
- d. Elaborate on the components of the environment.

Q3. Answer the following (any 2)

15marks

- a. Give an account of environmental conservation.
- b. What is meant by environmental clearance?
- c. What do you mean by determining compliance status?
- d. Explain the food chain and the food pyramid.

Q4. Answer the following (any 2)

15marks

- a. Explain the renewable energy resources.
- b. What are the advantages of biogas?
- c. Write a note on organic farming.
- d. Explain in detail the 'Chipko Andolan'.

Q5. Concept Questions (any 3)

15marks

- a. Surface water pollution
- b. Hydrosphere
- c. Acid rain
- d. Merits of hydroelectricity
- e. ISO

Subject Name	BUSINESS PLANNING AND ENTREPRENEURSHIP MANAGEMENT		
Class	SYBMS	Semester	III
Date:	23/10/2019	Marks : 75	Time : 2.5hrs

N.B.: 1) ALL QUESTIONS ARE COMPLUSORY.

2) EACH QUESTION HAS INTERNAL OPTIONS.

3) FIGURES TO RIGHT INDICATES FULL MARKS.

4) WORKING NOTES ARE A PART OF YOUR ANSWER.

Q1) Fill In The Blanks (Any 8)

(08 Marks)

- 1) _____ is an entrepreneur within an existing organisation.
- 2) Everett Hagen developed the theory of _____.
- 3) _____ is a training program for aspiring entrepreneurs.
- 4) _____ is the first step to the business planning process.
- 5) The founder of the famous washing powder brand Nirma is _____.
- 6) A _____ certificate is the initial registration for starting a small scale industry.
- 7) _____ of marketing is also known as zero-level marketing channel.
- 8) _____ is an alternative form of debt and equity financing.
- 9) _____ are decision making tools.
- 10) _____ is the owner and founder of the famous milk company Amul.

Q2) State whether the following statements are True or False (Any 7)

(07 Marks)

- 1) Merger and Franchise mean one and the same thing.
- 2) SIDBI is a locally owned subsidiary of IDBI.
- 3) Project report is a summary of Project plan.
- 4) Electronic Data Interchange is one of the most important functions of e-commerce.
- 5) Brainstorming is a method to generate business ideas.
- 6) Social entrepreneur is given by profit motive.
- 7) NABARD is an Apex body which looks after the financial needs of agriculture and rural development.

8) Schumpeter gave difference between innovator and inventor.

9) McDonalds does not follow a franchise model.

10) Sole proprietor is the oldest form of business ownership.

Q3) a. Define Entrepreneur. Explain the qualities of an Entrepreneur. (08)

b. What is the significance of growth of entrepreneurial activities? (07)

OR

c. Explain briefly the Theory of Innovation by Joseph Schumpeter with it's criticism. (08)

d. Explain the role of entrepreneurial culture in entrepreneurship development. (07)

Q4) a. Define a Social Entrepreneur and Elaborate on the importance of social responsibility of NGO's. (08)

b. Write a short note with examples on i) Intrapreneur and ii) EDP (07)

OR

c. Explain briefly the factors influencing EDP(Entrepreneurial Development Programme) (08)

d. Write a short note with examples on i) BPO and ii) Franchising (07)

Q5) a. Define Idea Generation and Explain the sources of Idea Generation (08)

b. Explain the Steps in the Business Planning Process (07)

OR

c. Write a short note on i) Entrepreneurship Development Cycle and ii) SWOT Analysis (08)

d. What is Feasibility Analysis? Describe the components of Feasibility Study. (07)

Q6) a. Explain the Steps involved in starting of a venture (08)

b. What are the channels of distribution? (07)

OR

c. Explain briefly the sources of fixed and working capital. (08)

d. Describe the New trends in Entrepreneurship (07)

IT

18/10/19

SYBMS

N.B. :

- 1) All questions are compulsory .
- 2) Each question has internal option .
- 3) Figures to right indicates full marks .

Q.1. A) Fill in the blanks . (Any Eight)

(8)

- 1) _____ chart very effectively shows the comparison of one or more series of data points.
a) bar chart b) pie chart c) column chart d) None of these
- 2) OLX is a good example of _____.
a) B2B b) C2C c) B2G d) None of these
- 3) A _____ is defined as a "Group of computers connected together to share the resources."
a) NIC b) Modem c) Network c) None of these
- 4) IP address stands for _____.
a) Interactive Protocol b) Internet Protocol c) Information Protocol d) None of these
- 5) _____ are styles that can be applied to text to create a visual effect.
a) Alignment b) Indent c) WordArt d) None of these
- 6) _____ function returns the text in upper case characters.
a) max b) min c) Sum d) upper
- 7) _____ example of system software.
a) Linux b) word c) Both d) None of these
- 8) _____ is an example of input device.
a) keyboard b) printer c) Processing system d) None of these

9) _____ is a private network that is contained within an enterprise.

a) intranet b) TPS c) MIS d) None of these

10) _____ is the generic term for a collection of private computer networks within an organization.

a) Intranet b) Extranet c) Ultranet d) None of these

Q.1. B) True or false . (Any Seven)

(7)

1) A LU is arithmetic logic unit.

2) A Bridge helps to join two separate computer networks together.

3) Data are plain facts.

4) MIS is management information system.

5) URL stands for universal resource locator .

6) MAX()is an excel function.

7) Robot is an example of artificial intelligence.

8)CPU is the brain of computer.

9)Artificial intelligence is the area of computer science .

10) The term open source refers to something people can modify and share because its design is publically accessible .

Q.2. A) Explain bulk email software?

(8)

B) explain parts of the computer.

(7)

OR

Q.2 A) Explain types and levels of information system .

(8)

B) Explain the success and failure of Information Technology in detail. (7)

Q.3. A) What is IP system software?

(8)

B) Differences between LAN ,MAN,WAN.

(7)

OR

Q.3 A) Explain IT resources.

(8)

B) Explain the difference between min() and max()function (7)

Q.4. A) Explain the difference between Intranet and Extranet. (8)

B) Explain the concept of Electronic Data Interchange ? Write advantages and disadvantages of it. (7)

OR

Q.4 A) what is sorting of data? (8)

B) What are the benefits and drawbacks of M-Commerce ? (7)

Q.5. A) What is application software?give examples (8)

B) Explain data,information,and knowledge. (7)

OR

Q.5 Write short notes ,(Any Three) (15)

1) ALU

2) EMAIL

3) mail merge

4) E-COMMERCE

5) OUTPUT DEVICE

SYBMS-HR/Paper/Subject Code:

SEM-III

Recruitment and Selection.

Q. P. Code:

Time: 2.Hrs. 30 Mins.

75 Marks

- N.B. 1. All the questions are compulsory
2. Figures to right indicate full marks

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

1. _____ means adding a few more motivators in an existing job to make it more rewarding. (Job Engineering, Job Rotation, Job Enrichment)
2. _____ is a common method for short listing the candidate. (Panel Interview, Stress Interview, Group Discussion)
3. _____ is the movement of an employee from one job to another without involving any substantial change in employee's duties, responsibilities and status. (Notification, Transfer, Promotion)
4. _____ means sending the representative of the organization to various sources of recruitment in order to persuade or stimulate the candidates to apply for jobs. (Campus recruitment, Scouting, Placement Agencies)
5. Develops a sense of belongingness and commitment towards and organization _____. (selection, induction, recruitment)
6. _____ is a process of bargaining in which two parties interact to resolve a conflict jointly. (Discussing, Negotiating, Scouting)
7. _____ interview is held to determine a person's reason for leaving the organization. (Exit, Stress, Personal)
8. _____ is a lie detector test. (Dexterity, Graphology, Polygraph)
9. _____ is the most common form of upward mobility of an employee for better position. (promotion, selection, transfer)
10. _____ interview is conducted by a group of interviewers. (Personal, Walk-In, Panel)

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

- 1) Selection is a positive process.
- 2) Job design is also referred to as work design or task design.
- 3) A video conference requires special telecommunication arrangements.
- 4) Aesthetic skills are important in every profession.
- 5) Investiture Orientation seeks to accept the characteristics that an employee brings to the new job.
- 6) Dairy Method requires the job holders to record in detail their activities each day.
- 7) Job rotation means moving an employee from one job to another.
- 8) Multi National Organizations follows formal induction.
- 9) Bio data means "Biographical data" is defined as one's life and work experiences.
- 10) Exit interview is held to find out the reason why an employee is leaving the company.

Q. P. Code:

Q-2 A. State the meaning of Job Analysis? Explain following concepts:

(i) Job Description

(ii) Job Specification

7 Marks

Q-2 B. State the meaning of Recruitment. Discuss the importance of Recruitment.

8 Marks

OR

Q-2 C. Explain the Internal and External sources of Recruitment.

15 Marks

Q-3 A. State the guidelines for an interviewee.

7 Marks

Q-3 B. Discuss barriers under selection process.

8 Marks

OR

Q-3 C. Explain the process of Selection.

15 Marks

Q-4 A. State the meaning of Induction. Explain the purpose of Induction.

7 Marks

Q-4 B. Explain Collective and Individual as type of Socialization.

8 Marks

OR

Q-4 C. Explain Orientation Program.

7 Marks

Q-4 D. Explain Formal and Informal, as type of Orientation.

8 Marks

Q-5 A. Explain the concepts:

7 Marks

(i) Bio-Data

(ii) Resume

(iii) Curriculum Vitae

Q-5 B. Explain the concept and advantages of Tele Conferencing.

8 Marks

OR

Q 5. Short Note (Any 3)

15 Marks

1) Etiquettes

2) Socialization

3) Presentation Skills

4) Screening

5) Application Blank

Total Marks: 75

Duration 2 ½ hours

- Note: 1. All questions are compulsory
2. Support your answers with relevant examples

Q.1 (a) State whether following statements are True or False (Any 8) (8)

1. Professional advertising is directed toward people who are not the final consumers
2. After completion & approval of the copy, layout, illustrations & mechanical specifications, the ad is handed over to the production department.
3. An account planner is a type of planner who gathers all available intelligence in the market & consumers & acts as the voice of the consumer
4. Advertising is an unpaid form of communication
5. Recognition Test is also known as Readership Test
6. In Inquiry test, ad effectiveness is evaluated on the basis of number of inquiries generated in response to advertisement.
7. The Account Management department acts as liaison between the client & the agency
8. Cost Plus Method is also known as performance based compensation
9. In Portfolio Test method, respondents are given dummy portfolio of ads and asked to take as much time as they want to read them

Q.1 (b) Fill in the Blanks / Multiple Choice Questions (Any 7) (7)

1. Identify the correct sequence of steps in the communication process from the given sequences
 - a. Sender -- Encoding -- Medium -- Receiver -- Response -- Decoding -- Feedback
 - b. Sender - Encoding -- Medium -- Receiver --Decoding -- Response -- Feedback
 - c. Sender - Encoding -- Medium -- Response -- Receiver -- Decoding --Feedback
2. _____ is an unplanned disturbance which can distort the message sent.
(a) Noise (b) Encoding (c) Sender (d) Receiver
3. A company that cannot advertise its product directly is known as:
(a) Institutional advertising (b) Non product advertising (c) Surrogate advertising (d) Professional advertising
4. Selecting the proper _____ for communicating the message is important
(a) Media Vehicle (b) Media Budget
5. In _____ budget method, managers allocate the resources based on their experience and judgment of market conditions and competitor moves (a) Arbitrary (b) Competitive Parity
6. _____ budget method works on the premise that competitor's spending reflects the collective wisdom of the industry. (a) Arbitrary (b) Competitive Parity
7. _____ department is responsible for internal control & tracking of projects to meet deadlines

8. Service Advertising is classified under _____ advertising. (a) Product (b) Non Product

9. In _____ format, the advertisement features the functioning of the product.

Q.2 Read the following case & answer the question given: (15)

Shoppers Stop is planning to shut or relocate the unprofitable outlets & redesign some. The objective is to spur growth by attracting young consumers. The company feels that it has failed to resonate (connect) with young consumers. It is planning to launch a brand new campaign.

Questions:

1. As an advertising manager, plan a communication campaign
2. State the advertising Objective for Shoppers Stop
3. Which medium of communication should Shoppers Stop select (include media vehicles)

Q.3 Explain modes of agency compensation (15)

OR

Q.3 (a) Explain Affordable, Arbitrary & Competitive parity method of advertising budget. (8)

Q.3 (b) Explain Media Planning & Buying, Account planning & research & Internal agency department of an advertising agency (7)

Q.4 Explain Response Hierarchy models of communication (15)

OR

Q.4 (a) Explain Recall & Recognition test in measuring the effectiveness of advertising (8)

Q.4 (b) Explain any three creative formats (7)

Q.5 Write Short Notes on: (Any 3 out of 4) (5 marks each) (15)

1. History of Advertising
2. Components of Creative strategy
3. Testing process for advertising effectiveness
4. Communication Process.

Note: 1) All questions are compulsory and carry equal marks

2) Each sub question carries marks as indicated towards the right

Q.1.A) State whether following statements are True or False (Any 8) (08)

- A Company offers GDRs to reward its key employees for their contribution.
- The Indian Equity market follows T+1 settlement cycle.
- An open – ended mutual fund allows investors to withdraw money at anytime.
- The major objective of SEBI is Capital Formation.
- Gilt-edged Securities are issued by Government.
- NBFCs consist of insurance companies.
- Call money market is also called Inter-Bank market
- Junk Bonds have low credit-rating.
- Futures & options are instruments of Derivative market.
- Certificates of Deposits are issued by Banks.

Q.1.B) Match the Columns (Any 7) (07)

- | | |
|-----------|-------------------------|
| 1) NCDEX | a. Banking sector |
| 2) AMFI | b. Insurance sector |
| 3) RBI | c. Commodity market |
| 4) SEBI | d. Mutual Funds |
| 5) IRDA | e. Capital market |
| 6) CCIL | f. Fund manager |
| 7) AMC | g. Clearing corporation |
| 8) T-BILL | h. Discount House |
| 9) DFHI | i. Seller's right |
| 10) PUT | j. Auctioned |

Q.2.A) Write a note on Evolution of Indian Financial System (08)

Q.2.B) Explain the weaknesses of the Indian Financial System (07)

OR

Q.2. Explain the role and structure of Indian Financial System in growth of economy (15)

Q.3.A) Write a note on Foreign Exchange market in India (08)

Q.3.B) Who are the participants in Forex market? (07)

OR

Q.3. Define Derivatives and explain on detail the types of derivatives (15)

Q.4.A) What is the role of RBI in India? (08)

Q.4.B) Explain the functions of SEBI (07)

OR

Q.4. Explain the significance of money market in India. Discuss the types of money markets and explain any 2 money market instruments issued by the government (15)

Q.5.A) What are the different types of commodity instruments traded in India? (08)

Q.5.B) What are the duties & responsibilities of IRDA (07)

OR

Q5. Write short notes on (any three) (15)

- Certificates of Deposit
- Debt markets
- Bills discounting
- IPO
- Stock exchanges in India.