

Subject Code: FYBI 201

BACHELOR OF BANKING AND INSURANCE (BBI)

END OF SECOND SEMESTER EXAMINATION APRIL 2025

MAJOR: MANAGEMENT PROCES AND ORGANIZATIONAL BEHAVIOR

NB: (a) Attempt Any 4 out of 6

DURATION: 2 Hrs

(b) Figures to the right indicate full marks.

MARKS: 60

Answer the following: (Any 4/6)

(15 marks each)

1. How would you design a strategy to improve the way a manager executes their functions and roles within an organization? What innovative approaches could be applied?
2. Imagine you are in a leadership position. What new strategies or methods would you implement to enhance your leadership functions and positively impact your team or organization?
3. How do the advantages and disadvantages of group decision-making balance each other out in practice? What factors influence whether group decision-making is successful or problematic?
4. Can you explain the 5 Big Model of Personality and its components?
5. What are some common work-related attitudes that employees and organizations need to address?
6. Can you explain the different levels at which OB studies human behaviour within an organization?

FY B.COM (BANKING AND INSURANCE)**END OF SEMESTER EXAMINATION APRIL 2025****MAJOR II: FUNDAMENTAL ACCOUNTING II****DURATION: 1 Hr****Marks: 30****Note:** 1) Attempt any TWO questions out THREE

2) Each Question carries equal marks.

3) Figures to the right indicate full marks.

Q.1.A. the following particulars are available in respect of the business carried by Mr. Mathew.**[10]**

Capital Invested	Rs.50,000
Trading results	Profit [Rs.]
2020- 21	12,200
2021-22	15,000
2022-23	2,000 [Loss]
2023-24	21,000

- Normal Rate of Return 10%
- Remuneration from alternative employment of the proprietor Rs.3600 p.a.
- Compute the value Goodwill on the basis of 3 years purchase of super profit.

Q.1.B. Net profit of a company before providing for taxation at 30% for the past five years were Rs.80,000, Rs.85,000, Rs.95,000, Rs.92,000 and 1,00,000 capital employed in the business is 3,50,000 NRR is 15%. Calculate Average profit and Goodwill.

[05]**Q.2. Following is the Balance sheet extract of Vivek ltd. As on 31st March 2024.****[15]**

Particulars	Rs.
Equity shares of Rs.10 each fully paid	10,00,000
Reserves and surplus	6,00,000
15% Preference shares of Rs.100 each	2,00,000
Short term Borrowings	2,00,000
10% Debentures (60% redeemed before valuation)	2,00,000
Goodwill	1,80,000
Property Plant and Machinery	6,00,000
10% Investments (F.V. Rs. 1,60,000)	2,00,000
Current Assets	12,20,000

Additional information:

FA

Goodwill is valued at Rs. 2,40,000 property, plant & equipment are found undervalued by Rs.3,00,000

Of the investments 10% is trade and balance non trade. All trade investments are valued 10% below cost.

Provides for disputed claim Rs.58,000 settled at Rs. 38,000

Rs. 20,000 not recoverable from debtors.

Calculate intrinsic value per share.

Q.3. A Ltd. Company has 12,000 redeemed preference shares of Rs. 100 each fully paid. The company decide to redeem these shares at 10% premium. [15]

The company makes the following issues:

3,000 equity shares of Rs.100 each at 105 premium

2,000 debentures of Rs.100 each

The issue was fully subscribed and allotment was made. The redemption was carried out. The company has sufficient profit.

Journalised the following.

OR

Q.3 1000, 9% Redeemable debentures of Rs.100 each of X Ltd. Are due for redemption at 5% premium on 31st December, 2024. On the same date the balance on debenture redemption reserve was Rs. 50,000. On 1st December 2024 X Ltd. Issued 500 equity shares of Rs.100 each at 20% premium and 450, 85 redeemable preference shares of Rs.100 each at par. The issue has been fully subscribed and with this amount 1,000, 9% redeemable debentures of 100 are redeemed.

You are further informed that the company pays interest on these debentures on 31st December every year.

Pass necessary Journal entries in the books of the company.

[15]

FY B.COM (BANKING & INSURANCE)

END OF SEMESTER EXAMINATION APRIL 2025

MINOR: E-COMMERCE

DURATION: 1 Hr.

MARKS: 30

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- Note:** 1. Attempt any 2 from Q1. – Q.3
2. Each question carries equal marks.
3. Figures to the right indicate full marks

Q.1 Answer the following: (15)

A. Define E-Commerce. Discuss its importance in today's digital economy.

OR

B. Discuss the service sector: offline and online.

Q.2 Answer the following: (15)

A. State & Explain the different phases involved in launching e-business and the challenges faced.

OR

B. Discuss how digital payments and logistics play a critical role in the success of E-Commerce.

Q.3 Answer the following: (15)

A. Read the following case carefully and the answer the questions given below:

XYZ Retail, a growing e-commerce company, was facing challenges in managing customer data and optimizing its marketing efforts. They had customer information scattered across various platforms, making it difficult to track customer preferences and purchasing history. After implementing a Customer Relationship Management (CRM) system, they integrated their data and were able to automate personalized email campaigns, improve customer support, and streamline sales processes. As a result, customer engagement and loyalty significantly improved, and their sales grew by 25% over the next quarter

Questions:

(a) How did the CRM system help XYZ Retail improve its business operations?

(b) Why is customer data centralization important in e-commerce?

OR

Subject Code: FYBI205

FY B.COM (BANKING AND INSURANCE)

END OF SEMESTER EXAMINATION NOVEMBER 2024.

OE 2 : Advance Excel

NB: (a) All questions are compulsory and carry equal marks

(b) Figures to the right

Marks: 24

Time: 1 hour.

Q1. Answer the following (Any 2) 12 Marks.

1. Describe in brief some of the excel functions
2. Discus the concept of OR function used in excel
3. Describe in detail the concepts of COUNTIF and COUNTIFS function

Q2. Answer the following (Any 2) 12 Marks.

1. Describe a scenario where you would use SUMPRODUCT instead of a simple SUM function.
2. Describe a scenario where the MATCH function would be more advantageous than using a simple lookup.
3. Elaborate in detail the concept of mean, median and mode functions used in excel

Q3. Write the formulas of the following 6 Marks

1. COUNTIF
2. INDEX
3. MATCH
4. AVERAGE
5. IF
6. VLOOKUP

FY B.COM (BANKING AND INSURANCE)

END OF SEMESTER EXAMINATION APRIL 2025

VSC: FOREX

DURATION: 1 Hr

Marks: 30

- Note:** 1) Attempt any TWO questions out THREE
2) Each Question carries equal marks.
3) Figures to the right indicate full marks.
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Q.1.A) Write difference between FERA & FEMA (8)

B) Evaluate the reason behind the failure of the Bretton woods system. (7)

OR

C) USD.SGD = 1.5430 / 1.5435 (8)
SGD.USD = 0.3340 / 0.3342

Calculate GBP.USD = ?

D) USD.GBP = 0.7196 / 0.7296 (7)

Calculate GBP = ?

Q.2. A) How would you explain the main features of FEMA. (8)

B) Explain FEDAI role in Foreign Exchange Management. (7)

OR

C) Solve the given table: (15)

	1 USD	1 GBP	1 CAD
USD	1	1.7779	0.9991
GBP	?	1	0.5551
CAD	?	?	1

Find: 1) USD. GBP

2) USD. CAD

3) GBP . CAD

Q.3 Write a short Note on: [Any Three] (15)

- Importance of Foreign Exchange Markets.
- Distinguish between Fixed Exchange Rate and Foreign exchange Rate
- FERA
- Structure of Indian Forex Markets

Subject code: FYBI207

FY B.COM (BANKING & INSURANCE)

END OF SEMESTER EXAMINATION APRIL 2025

SEC: INTRODUCTION TO DIGITAL MARKETING

DURATION: 1 Hr.

MARKS: 30

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- Note:** 1. Attempt any 2 from Q1. – Q.3
2. Each question carries equal marks.
3. Figures to the right indicate full marks

Q.1 Answer the following:

- A. Distinguish between Traditional marketing and Digital Marketing. (7)
B. Describe the significance of Digital Marketing. (8)
OR
C. How does digital marketing influence Gen Y & Netizen's expectation? (7)
D. Explain the various digital marketing strategies. (8)

Q.2 Answer the following:

- A. State & Explain the different types of digital communities. (7)
B. Discuss how digital payments and logistics play a critical role in the success of E-Commerce. (8)
OR
C. Describe the phases in Consumer decision journey with respect to digital marketing. (7)
D. Describe the skills required to be an efficient digital marketer. (8)

Q.3 Answer the following:

- A. Read the following case carefully and the answer the questions given below: (15)

Questions:

Green Earth is a startup company that specializes in eco-friendly products such as reusable bags, bamboo toothbrushes, and refillable water bottles. The company wants to increase its online presence and sales through digital marketing.

1. What are the primary digital marketing objectives for Green Earth? How can Green Earth use SEO to improve its online presence?
2. What are the benefits of using PPC advertising for Green Earth?
3. How can Green Earth leverage social media influencers to promote its products?
4. What type of content should Green Earth create for its blog to attract and engage its target audience?

प्रथम वर्ष/सेमिस्टर - II / AEC- हिंदी भाषा : कौशल के आधार
(Language Skill in Hindi)

समय : 01 घंटे

अंक : 30

- सूचना: 1) प्रश्न क्रमांक 1 से 3 में से किन्हीं 2 प्रश्नों के उत्तर लिखिए
2) दायीं ओर के अंक गुण दर्शाते हैं।

प्रश्न 1. निम्नलिखित प्रश्नों में से कोई भी तीन प्रश्नों के उत्तर लिखिए 15

- अ) भाषा कौशल का अर्थ बताकर उनके प्रकारों पर चर्चा कीजिए ?
ब) भाषा कौशल का अर्थ समझाकर लेखन कौशल की विशेषताएँ लिखिए ?
क) भाषण कौशल का अर्थ समझाकर उनके तत्वों पर प्रकाश डालिये ?
ड) श्रवण कौशल की विशेषता बताकर उनके उपायों पर चर्चा कीजिए ?

प्रश्न 2. निम्नलिखित प्रश्नों में से कोई भी तीन प्रश्नों के उत्तर लिखिए 15

- अ) वाचन कौशल का अर्थ बताकर उसकी विशेषताओं को स्पष्ट कीजिए ?
ब) वर्तमान समय में भाषा कौशलों की उपयोगिता बताकर श्रवण कौशल की विशेषता बताइए ?
क) शिक्षा के क्षेत्र में भाषण कौशल और लेखन कौशल का महत्व बताकर उनकी विशेषताएँ लिखिए ?
ड) पढ़ने के कौशल का अर्थ समझाकर उसके महत्व पर प्रकाश डालिए ?

प्रश्न 3. निम्नलिखित प्रश्नों में से कोई भी तीन प्रश्नों के उत्तर लिखिए 15

- अ) भाषा कौशल का अर्थ बताकर भाषण कौशल की विशेषता लिखिए ?
ब) श्रवण कौशल का महत्व और उसकी उपयोगिता वर्णन कीजिए ?
क) वाचन कौशल का अर्थ बताकर उसकी विशेषताओं को स्पष्ट कीजिए ?
ड) शिक्षा के क्षेत्र में वाचन और श्रवण कौशल का महत्व बताकर उनकी विशेषता लिखिए ?

FY Sem-II AEC URDU Set-II

Urdu Communication Skill - I

Marks: 30

Time: 1 Hr

(۱۰ نمبرات)

سوال نمبر ۱۔ لہجہ کے کہتے ہیں مثال دے کر سمجھائیے۔

یا

تلفظ اور گفتگو پر اپنے خیالات کا اظہار کیجیے۔

(۱۰ نمبرات)

سوال نمبر ۲۔ فعل، فاعل اور مفعول کی تعریف لکھیے اور مثال بھی دیجیے۔

یا

صفت کسے کہتے ہیں؟ صفت کی اقسام کو مثال دے کر سمجھائیے۔

(۱۰ نمبرات)

سوال نمبر ۳۔ درج ذیل سوالوں میں سے کسی دو کے جواب دیجیے۔

(الف) زبانی مواصلات کی اقسام کا جائزہ لیجیے۔

(ب) غیر زبانی مواصلات (نان ور بل کمیونیکیشن) کیا ہے؟

(ج) زبانی اور غیر زبانی مواصلات سے آپ کیا سمجھتے ہیں؟

☆☆☆

N.B:

1. Attempt all questions.
2. All questions carry equal marks.
3. Figures to the right indicate full marks.

1. Fill in the blanks with the appropriate answer. (06Marks)

- I. _____ is not a performing art. (Painting/Dance/Music/Theatre)
- II. _____ exercise helps in voice modulation. (Lip Trills/Push - ups/Stretching/Jumping)
- III. _____ is an essential skill for a career in fine arts. (Programming/Financial analysis/Creativity/Legal drafting)
- IV. The folk dance of Madhubani is predominantly associated with _____ state in India. (Gujarat/Maharashtra/Bihar/Rajasthan)
- V. _____ emotion is most commonly explored in dramatic scenes. (Fear/Surprise/happiness/All of them)
- VI. _____ is a key feature of Indian tribal art. (Use of gold leaf/depiction of daily life and nature/Large-scale sculptures/Complex geometric patterns)

2. Attempt any two from the following questions. (06Marks)

- A. Discuss briefly the contribution of performing arts to Indian culture.
- B. How did performing arts in India grow historically?
- C. What are the basic elements of performing arts?
- D. Write a note on any performing art in India.

3. Attempt any two from the following questions. (06Marks)

- A. "Character development and analysis are integral to the performing arts". Explain in brief.
- B. "Emotional exploration and expression in performing arts involve using the medium of performance". Discuss few of them.
- C. Mention some career options in the performing arts in India.
- D. What are the key aspects of improvisation skills in performing arts?

4. Attempt any two from the following questions. (06Marks)

- A. Write a note on the art and craft of Indus Valley civilisation.
- B. What is the contribution of tribal art forms to Indian culture?
- C. Comment on chronicles of Indian artistry.
- D. Discuss the challenges involved in preservation of ancient Indian art forms.

P.T.O.

Time: 1 hrs
Subject: Extension Work
Note:

Total marks: 30
Semester II Examinations

1. Attempt all questions
 2. Figures to the right indicate maximum marks.
-

Q1. Rewrite the following statement by choosing the correct alternative: (06 Marks)

1. Dr. Sunita Williams has set records for the most _____ by a woman.
 - a. Flights
 - b. Missions
 - c. Spacewalks
 - d. Landings
2. Kiran Bedi was the first woman to join the Indian _____ Services.
 - a. Civil
 - b. Police
 - c. Administrative
 - d. Foreign
3. What is the primary definition of child labour?
 - a. Employment of children in safe and educational environments.
 - b. Employment that deprives children of their childhood and is harmful to their development.
 - c. Part-time jobs for teenagers during summers.
 - d. Apprenticeships for young adults.
4. According to the Consumer Protection Act 2019, who can be liable for misleading advertisements?
 - a. Only advertisers
 - b. Only endorsers
 - c. Both advertisers and endorsers
 - d. Neither advertisers nor endorsers
5. How do old age homes enhance safety for residents?
 - a. 24/7 monitoring and staff assistance
 - b. Allowing residents to live alone
 - c. Providing minimal medical support
 - d. Reducing medical access
6. The Equal Remuneration Act of 1976 ensures that women and men receive _____ for the same work, promoting gender equality at workplace.
 - a. Equal pay
 - b. Flexibility
 - c. Job security
 - d. Paid leaves

Q2. Write short notes on any TWO of the following: (06 Marks)

1. Different types of old age homes.
2. Two legal rights granted to women in India to promote gender equality.
3. Laws and regulations addressing child labour in India.
4. Any two women achievers' contribution towards the nation.

Max Time: 1 hr

Semester II

Max Marks: 30

NSS (National Service Scheme)Instructions:

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

Q1) Rewrite the following by choosing the correct options given below: (6)

1. Which characteristic of a leader involves maintaining a positive attitude and motivating others to achieve goals?
 - A. Optimism
 - B. Arrogance
 - C. Negativity
 - D. Indifference

2. Decision-making ability in a leader is important because it helps to:
 - A. Delay important decisions
 - B. Make choices based on emotion
 - C. Make informed decisions that guide the team or organization
 - D. Avoid responsibility

3. World Cancer Day is celebrated on :
 - A. 24th March
 - B. 4th February
 - C. 1st May
 - D. 7th April

4. International Day of Non-violence is celebrated on :
 - A. 2nd October
 - B. 5th June
 - C. 1st December
 - D. 4th July

5. World Day of International Justice is celebrated on :
 - A. 8th September
 - B. 25th November
 - C. 21st December
 - D. 17th July

6. Integrity in leadership means:
 - A. Being honest and adhering to ethical principles
 - B. Focusing solely on personal goals
 - C. Avoiding accountability
 - D. Appearing successful despite unethical actions

Q2) Short Notes:- (Any two):

(6)

1. Shramadan and its scope
2. Rainwater Harvesting as part of Shramadan
3. Sorting Waste in Cleaning Activities
4. Awareness Rallies (purpose, activities and impact)

Q3) Answer the following questions:- (Any Three)

(18)

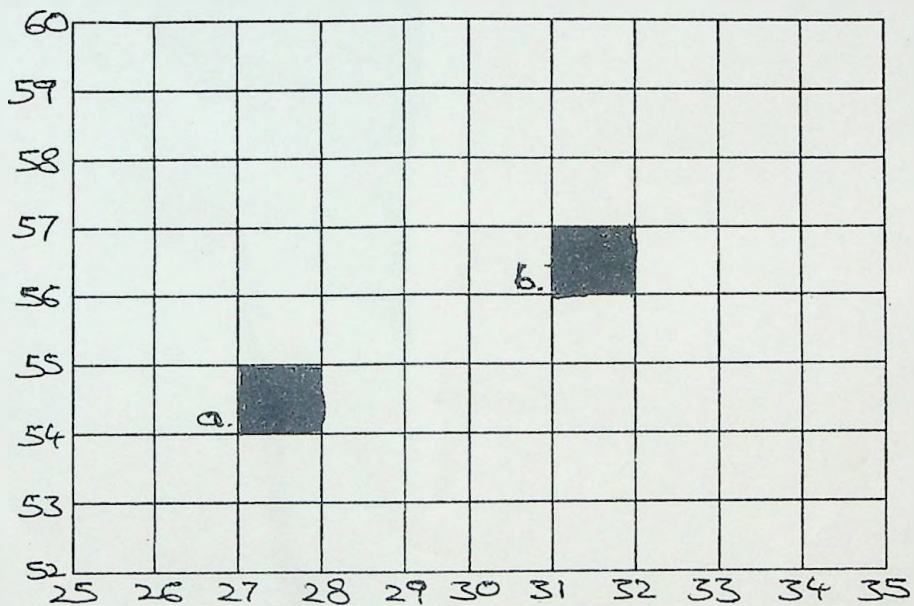
1. Why is the activity of Tree plantation important? What are the steps involved in Tree Plantation activity? Explain
2. What is the purpose and what are the key goals of Personality development programmes?
3. Explain the steps involved in organizing Blood donation camps? Explain
4. What is the purpose of organizing health camps? Give the guidelines of conducting an effective health camp
5. Explain the following in relation to conducting a Rally:-
 - a. Objectives and Theme of a Rally
 - b. Planning a Rally

[Time : One Hour]

[Marks : 30]

- NB :
1. Attempt any Three Questions
 2. All questions carry equal marks.
 3. Figures to the right indicate maximum marks.

1. Explain the different Cardinal points and all the major and minor directions in map reading ? [10]
2. Explain the types of North ? Give a four figure grid reference of the following diagram. [10]



3. What are the different types of leadership ? [10]
4. How will you use the training given in NCC in your real life ? [10]