Subject Code: SBM|0|OCT24 Sem-III

SY-BMS
Subject : BPEM
Time.2.5 Hrs
Marks: 75

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

Q1.A) Fill in the blanks with correct option from the bracket: (Any 8) (8)

1._______ conducts entrepreneurship development programmes.
(NIESBUD, RBI,CARE)

2.Analysis of _____environment reveals strengths and weaknesses of the organisation.
(Internal, External, Local)

3.In 1985, Gifford Pinchot introduced the term ______.
(entrepreneur ,intrapreneur, social entrepreneurship)

4. _____ refers to some new creations which did not have any existence before.
(Innovation, Invention, Creativity)

5.______ is the contract whereby a firm transfers its processes along with the associated operational activities and responsibility to a third party.
(Ancillary,BPO,Merger)

6._______ innovation relates to the changes in underlying mental model about what the organization does .
(Process, Brand Positioning , Paradigm)

7._____ provides direct finance to small industries to set up new projects.
(ASCI,IRDA,SIDBI)

8.UGC has appointed ____ to develop a curriculum on Entrepreneurship.
(NIESBUD,SIDO,EDII)

9. Everett Hagen developed the 'Theory of ______.
(Social change,Uncertainty,Achievement)

10._____ is an indirect form of financing.
(Trade Credit,Commercial Paper, LC)

Q1.B) State whether the following statements are 'True' or 'False' . (Any 7) (7)

1. Entrepreneur fears taking risks.
2. Social Entrepreneur is driven by profit objective.
3. The focus of Social entrepreneurship of on profit maximization.
4. The women entrepreneurs face the problem of dual responsibility.
5. Innovation and invention mean one and the same.
6. Generally, franchise is a short term contract.
7. Working capital is requires for the payment of recurring expenses.
8. Environmental scanning only includes scanning of macro environment.
9. Follow up of EDP is important for its Success.
10. F.H.Knight states that 'newness' can create uncertainty.

Q2.A) Explain the characteristics of a successful entrepreneur. **(8)**

Q2.B) Explain Joseph Schumpeter's theory of Innovation. **(7)**

OR

Q2.C) Explain personal influences on entrepreneurship development. **(8)**

Q2.D) Discuss the importance and significance of entrepreneurship **(7)**

Q3.A) Explain the concepts of NGOs.What are its characteristics? **(8)**

Q3.B) Discuss the content and curriculum of EDPs? **(7)**

OR

Q3.C) Explain the process of development of intrapreneurs. **(8)**

Q3.D) What are the advantages of and disadvantages of BPO for an entrepreneur? **(7)**

Q4.A) Discuss the entrepreneurship development cycle. **(8)**

Q4.B) Discuss the value of a Business Plan. **(7)**

OR

Q4.C) What do you mean by feasibility study?What are the different types? **(8)**

Q4.D) What are the qualities of creative people? **(7)**

Q5.A) What are the factors influencing working capital? **(8)**

Q5.B) Discuss the method of marketing available to an entrepreneur **(7)**

OR

Q5.C) Write Short notes : (Any 3) **(15)**

1. Environmental Scanning
2. SWOT analysis
3. Indirect Marketing
4. Scheduling
5. Social entrepreneurship

Subject Code: SBM102 /Oct.24 Subject: Accounting for Managerial Decision

NB: (a) All questions are compulsory and carry equal marks
(b) Figures to the right

Marks: 75
Time 2.5Hr

Q.1 (A) Multiple Choice Questions [7]

1............. Are the end result of Accounting Process.

2. Goodwill is ....assets.

3. Vertical Format of balance sheet is prepared as per .... of Companies Act.

4. Director fees is .... expense

5. Common size and comparative are very useful to ....

6. Every item of a base year is slated as ....

7. Positive working capital =.................> current liability.

8. Gross working capital refers to total investment of firm in the.............

9. .... Is amount of working capital needed to meet the seasonal demand.

10. EOQ refers to ....

Q.1 (B) State whether the following statements are True or False [8]

1. Borrowed fund consist of short-term borrowings.
2. Depreciation is a non cash item.
3. Trend analysis is also termed as trend as trend percentage.
4. Standard quick ratio should be 1:1
5. Ratio analysis helps in inter firm as well as intra firm performance comparisons.
6. A cash flow statement is prepared in order to analyze the past movement of cash in an organization.
7. Purchase of fixed asset is an investing activity.
8. Peak working capital is the highest amount of the working capital required by a business organization.

Q.2 Following is the summary balance sheet of Mishra Ltd as on 31st March 2018 [15]

Liabilities	Amount	Assets	Amount
Equity Share Capital	3,90,000	Cash in Hand	15,000

10% Preference Share Capital	2,00,000	Cash at Bank	90,000
9% Debenture	2,50,000	Preliminary Expenses	20,000
General Reserve	60,000	Goodwill	1,00,000
Capital Reserve	50,000	Building	3,00,000
11% Bank Loan	1,80,000	Investment	2,00,000
Creditors	1,25,000	Furniture	2,50,000
Bank Overdraft	1,35,000	Plant and Machinery	3,00,000
Provision for Tax	1,40,000	Debtors	1,50,000
Proposed Dividend	30,000	Prepaid Expenses	50,000
Profit and Loss A/c	1,40,000	Stock	2,00,000
		Discount on issue of shares	25,000
	17,00,000		**17,00,000**

Prepare the above Balances sheet in vertical form and calculate the following:

1. Net worth
2. Borrowed fund
3. Capital Employed
4. Working Capital
5. Fictitious Assets

OR

Q.2 B Prepare comparative income in vertical form **(15)**

Profit and Loss A/c for the year ended 31st March

Particular	**2017**	**2018**	**Particular**	**2017**	**2018**
To Opening Stock	44,000	40,000	By Sales	1,90,000	2,00,000
To Purchase	84,000	72,000	By Closing Stock	46,000	44,000
To Wages	40,000	36,000	By Interest Received	20,000	
To Factory Expenses	32,000	28,000			
To Establishment Expenses	8,000	6,000			

To Management Expenses	2,000	2,000			
To Selling Expenses	6,000	10,000			
To Interest	6,000	8,000			
To Loss on Sale of Assets	2,000	2,000			
To Provision for Taxation	22,000	24,000			
To Transfer to Reserves	10,000	16,000			
	2,56,000	**2,44,000**		**2,56,000**	**2,44,000**

Q.3 Following are the trading, Proft and Loss Account of Aakash Ltd, for the year ended 31st March 2023 and a balance sheet as on the date (15)

Trading and Profit Loss Account for the year ended 31/03/2023

Particulars	Rs	Particulars	Rs
To Opening	15,500	By Sales	75,000
To Purchase	61,000	By Closing Stock	16,500
To Gross Proft	15,000		
	91,500		**91,500**
To Administrative Exp	5,000	By Gross Profit	15,000
To Selling and Distribution Exp	2,000		
To Interest	1,000		
To Net Profit	7,000		
	15,000		**15,000**

Balance Sheet as on 31/03/2023

Liabilities	Amount	Assets	Amount
1200 Equity Shares of Rs50 each	60,000	Fixed assets	55,000

10% Debentures	10,000	Debtors	10,000
Reserves and Surplus	5,000	Bills Receivable	8,000
Profit and Loss for the year	7,000	Stock	16,500
Bank Overdraft	3,500	Cash	12,000
Creditors	16,000		
	1,01,500		**1,01,500**

Calculate following ratios and offer your comments:

1. Current Ratio
2. Quick Ratio
3. Capital Gearing Ratio
4. Gross Profit Ratio
5. Net Profit Ratio
6. Proprietary Ratio

OR

Q.3 Following is the summarized Balance Sheet and Revenue Statement Amol Ltd for the Year ended 2016,2017 and 2018: **(15m)**

Liability	**2016**	**2017**	**2018**	**Assets**	**2016**	**2017**	**2018**
Equity Share Capital	3,00,000	3,00,000	4,00,000	Fixed Assets	3,00,000	3,00,000	4,00,000
Preference Share Capital	2,00,000	2,00,000	2,50,000	Investment	1,00,000	1,00,000	1,00,000
General Reserve	50,000	1,00,000	1,00,000	Debtors	1,00,000	1,50,000	2,00,000
Secured Loan	1,00,000	1,00,000	50,000	Stock	50,000	1,00,000	50,000
Sundry Creditors	40,000	80,000	80,000	Advance Paid	50,000	50,000	50,000

Bills Payable	10,000	20,000	20,000	Cash	50,000	50,000	50,000
				Bank	25,000	40,000	45,000
				Discount on issue of shares	25,000	10,000	5,000
	7,00,000	**8,00,000**	**9,00,000**		**7,00,000**	**8,00,000**	**9,00,000**

Prepare vertical trend balance sheet and offer your comment on net worth and working capital

Q.4 A) You are required to prepare a statement showing the estimate of working capital required to finance the level of activity of 18,000 units per year from the following information, obtained from the basic Bajaj Auto Ltd. **(15M)**

Particulars	**Per unit**
Raw Material	12
Direct Labour	3
Overheads	9
Total Cost	24
Profit	6
Selling Price	30

1. Raw Material are in Stock on average for two months.
2. Material are in Process on average for half a month.
3. Finished goods are in stock on average for two months.
4. Credit allowed by creditor is two months
5. Credit allowed to debtors is three months
6. Lag in payment of wages and overheads is half months
7. Cash on hand and at bank is expected to be Rs7000

OR

Q,4 B) ABC Ltd. Is considering the revision of its credit policy with a view to increasing its sales and profit. Currently all its sales are on credit and the customers are given one

months' time to settle the des. It has a contribution of 40% on sales and it can raise additional funds at a cost of 20% per annum. The marketing manager of the company has given the following options along with estimates for consideration:

Particulars	**Current Position**	**Option I**	**Option II**	**Option III**
Sales (Rs in lakhs)	200	210	220	250
Credit period in months	1	1.5	2	3
Bad Debts(% of sales)	2	2.5	3	5
Cost of Credit Administration (Rs in lakhs)	1.20	1.30	1.50	3.00

You are required to Advise the Company for the best option

Q. 5 (a) Explain receivable Management. **[8]**

(b) Explain with example common size statement **[7]**

OR

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

a. Types of Working Capital

b. Income Statement ratios

c. Capital employed

d. Working capital cycle

e. Limitation of ratio Analysis

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

Subject Code: SBM103/OCT24

Subject : SM
Time: 2.5 Hours
Marks: 75

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

Q.1 A) Multiple Choice Questions: (ANY 8) **(8)**

a) When the organizations operate strategic control technique in a stable environment it is called as

a. Strategic Momentum b. Leap control technique c. Comprehensive d. Refreezing

b) According to Paul O'Neill____ means the new ideas and practices are accepted and learned.

a. Unfreezing b. Changing c. Project d. Refreezing

c) _____is a technique of decision making in which the possible impact of the environment on the organization is simulated.

a. Entrepreneurial b. Strategic field analysis c. Scenarios d. System modeling.

d) ____ deals with the actions and reactions of competing firms within an industry.

a. Strategic Control b. Industry Analysis c. Competitors Analysis d. Life Cycle Analysis

e) The ____ are also called as wild cats.

a. Stars b. Dogs c. Question Marks d. Cash Cows

f) In ____ integration, a company moves one step backwards from the current line of business.

a. Forward b. Diagonal c. Horizontal d. Backward

g) When a firm focuses on one or few segments, it adopts a ____ strategy.

a. Production b. Cost leadership c. Differentiated d. Focus

h) In case of ____ strategy, the firm offers standardized products in the world markets.

a. Transnational b. Internationalization c. Multi-domestic d. Global

i). A firm adopting____strategy may drop some of its functions, products or markets.

a. Divestment b. Retrenchment c. Growth d. Stable

j) ____ includes vision, mission, goals and objectives, and strategic plans of the company.

a. Strategy b. Strategic Intent c. Strategic Management d. Strategic Business Unit

B) State True or False: (ANY 7) **(7)**

a) Policies encourage disputes in the organization.

b) Strategies are not applicable to non business organizations.

c) Business growth helps to spread business risks.

d) Multi-domestic strategy is suitable when the customers are price sensitive.

e) An analysis of financial resources would reveal the level of financial soundness.

f) Value system of top management is an important objective factor influencing strategic choice.

g) Threats of new entrants is possible especially in a profitable and growing industry.

h) Strategic evaluation and control is a continuous process.

i) Organizations fail to succeed due to changes that take place in it.

j) Resistance to change can enhance the cohesiveness of the group.

Q. 2 A) Define strategy. Explain its nature and characteristics (8)
Q. 2 B) Explain the meaning of the mission statement and its essentials. (7)

OR

Q. 2 C) What do you mean by strategic intent? Explain its importance (8)
Q. 2 D) State and explain the advantages and limitations of SBUs. (7)

Q. 3 A) What are the strategic options to enter the international market. (8)
Q. 3 B) Discuss the reasons for adopting a growth strategy. (7)

OR

Q. 3 C) Explain different retrenchment strategies. (8)
Q. 3 D) Explain the steps in turnaround strategy. (7)

Q. 4 A) Discuss two main structural mechanisms to implement strategy. (8)
Q. 4 B) What is project implementation? Discuss its phases. (7)

OR

Q. 4 C) Explain Michael Porter's 5 Forces Model. (8)
Q. 4 D) Write a note on McKinsey 7s Framework. (7)

Q. 5 A) What is synergy? Explain the types of synergy. (8)
Q. 5 B) What are the factors/Causes of resistance to organizational change. (7)

OR

Q. 5 C) Write Short notes on (Any 3 out of 5) **(15)**

a. Organizational Culture
b. Cost Leadership Strategy
c. Differentiation Strategy
d Human Resources Strategy
e Strategic Plans

** ***********************************

Class : SYBMS Subject Code: SBM104 Oct 24 Subject: IT in Business Management-1

Time : 2hours 30minutes 75 Marks

Note : All the questions are compulsory.

Figures to the right indicate full marks

Q1.A. Choose the correct Option. (Any 8) 8 Marks.

1) ______Prevents either the sender or the receiver from denying that the message was sent or received respectively.
   a) Authenticity
   b) Privacy
   c) Copyright
   d) Non-repudiation
2) The ______should concisely convey your purpose for writing
   a) Greeting line
   b) Subject line
   c) Emotions
   d) All the above
3) The term _____refers to something people can modify and share.
   a) Open source
   b) Shareware
   c) Freeware
   d) Copyright
4) ______Returns the maximum value from a field of a list or database that satisfy specified conditions.
   a) Dmax
   b) Dget
   c) Dproduct
   d) Dsum
5) The ______view displays your presentation as an outline made up of the title and main text from each slide.
   a) Page view
   b) Outline view
   c) Print view
   d) Slide sorter
6) Do not include _____in a professional email.
   a) Greeting line

b) Subject line.

c) Emotions

d) All the above

7) _____means that it should possible for the receiver of a message to verify that the message has not been changed in any manner.

a) Confidentiality

b) Integrity

c) Availability

d) Authenticity

8) __________Refers to the permission granted to the correct person or a correct to do certain process.

a) Authenticity

b) Authorization

c) Copyright

d) Both a and b

9) The ____id the core of the system and manages the CPU memory and peripheral devices.

a) Domain

b) Shell

c) Kernel

d) Boot

10) DOS stands for _________.

a) Disk Operating Systems

b) Dual Operating Systems

c) Data Operating Systems

d) Both a and b

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

1) Information Technology deals with data and information stored in electronic form.
2) Bulk email software is software that is used to send email in large quantities.
3) Raw data is significant to a business.
4) LEN return the length of a supplied text string.
5) TCP is used to give name to the IP address.
6) Real time systems are those which must produce correct response within the specified or defined time limit.
7) Round top always round a number up.
8) DSS generally record and process data resulting from business transaction.
9) A hub is a networking device that forwards data packets between company networks.
10) Extranet is defined as private network of computers within an organization with it's own server and firewall

Q2.

A. Elaborate the difference between data and information. 7 marks

B. What are the main areas of IT management systems? 8 marks

OR

C. Write in detail the concept of LAN, MAN and WAN. 15 marks

Q3.

A. Discus in detail about MS PowerPoint. 8 marks

B. Explain the types of animations used in MS PowerPoint 7 marks

OR

C. Discus in detail about PowerPoint presentation and the various views used in MS PowerPoint

15 marks

Q4.

A. What is E-Commerce? Explain the advantages of E-commerce 8 marks

B. Explain the difference between traditional commerce and E-commerce 7 marks

OR

C. What is Email? Explain ho to write a professional mail. 15 marks

Q5.

A. Explain the different types of hackers. 8 marks

B. Explain the concept of virus 7 marks

OR

C. Write Short notes on. (Any 3) 15 marks

1. Extranet.
2. Hyperlink
3. Page layout
4. Digital economy.
5. MS Word

Subject Code: SBMA105 /Oct24

Subject: Consumer Behaviour

Time:2.5 Hrs

Marks: 75

N.B. 1. All the questions are compulsory.

2. Figures to the right indicate full marks.

Q1.A) CHOOSE THE CORRECT ALTERNATIVES: {ANY 8} (8)

1. For______Customers, there is a reciprocity.

(Institutional, wholesale, retail)

2.______ refers to marketing efforts that create a distinct image of the product in the mind of the customers.

(Positioning, Segmentation, Targeting)

3.Cusomer needs refers to the _____ of the customer.

(Requirement, motives, attitudes)

4.Achievement Motivation Theory was developed by _____.

(David McClelland, Abraham Maslow, Sigmund Freud)

5.________ is the tendency to behave in certain manner.

(Attitude, Personality, Behaviour)

6.______ is a retired person and stays all alone at home.

(Older Solitary, Old Adult, Senior Citizen)

7.______ plays a dominant role in purchase decision relating to day-to-day items.

(Mother, Father, Children)

8._____ class enjoys higher status in the society.

(Upper, Middle, Lower)

9._____ is the first step in buying process.

(Need Identification, Information Search, Evaluation of Alternatives)

10._____ stores refers to offline stores.

(Brick & Mortar, Online, Virtual)

Q1.B) **MATCH THE COLUMN [ANY 7]** (7)

	COLUMN A		COLUMN B
1.	Online Stores	a.	Brick and Mortar
2.	Direct purchase from store	b.	Traditional Bound
3.	Laggards	c.	24 X 7
4.	Personal Factors	d.	Lifestyle
5.	Person's own living pattern	e.	Self –Concept and Personality
6.	Cultural factors	f.	Customer Delighted
7.	Early stage of decision making	g.	Is acquired by learning
8.	Culture	h.	Social Class
9.	Exceeds customer expectations	i	EPS
10	Nicosia	j.	Consumer behaviour on the basis of four fields

Q2.A) What is Consumer behaviour? Discuss its features. (8)

Q2.B) What are the different types of consumer Behaviour? (7)

OR

Q2.C) What is consumer involvement? Explain the types of Consumer Involvement? (8)

Q2.D) What are the reasons for the diversity in consumer Behaviour? (7)

Q3.A) What is consumer motivation? Discuss the characteristics of consumer motivation. (8)

Q3.B) Explain the significance of personality traits in marketing decision. (7)

OR

Q3.C) Explain the Hierarchy of Needs theory propounded by Abraham Maslow. (8)

Q3.D) What are the reasons for change in the consumer attitude? (7)

Q4.A) Explain the relevance of family life cycle on consumer behaviour. (8)

Q4.B) Discuss the needs perceived by family members. (7)

OR

Q4.C) What are the evaluation rules for purchase decision by family members. (8)

Q4.D) Distinguish between in-group and out-group of consumers. (7)

Q5.A) Explain the Harvard Sheth- model of consumer decision-making (8)

Q5.B) What are the advantages and limitation of e-buying? (7)

OR

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

1.Innovation

2.e-buying behaviour of e-buyer.

3.Brand personality.

4.low Involvement products.

5.Value System in India.

Subject Code: SBMF 105 /Oct.24 Subject: Basics of Financial Services

NB: (a) All Questions are compulsory and carry equal marks
(b) Figures to the right

Marks: 75
Time: 2.5 Hours

Q-1A) Multiple Choice Questions (Answer any 08) – (8)

1. Which of the following is a function of the financial market?
   a) Capital formation b) Inflation control c) Currency circulation
   d) Providing loans to consumers
2. Unorganized financial markets consist of:
   a) Banks b) Stock exchanges c) Indigenous bankers and moneylenders
   d) Insurance companies
3. The liquidity position of commercial banks is managed by:
   a) Lending more b) Holding government bonds c) Maintaining reserves with the RBI
   d) Reducing deposits
4. The asset structure of a commercial bank mainly consists of:
   a) Loans and advances b) Stock market investments c) Real estate
   d) Pension funds
5. A development bank primarily provides:
   a) Short-term loans b) Long-term loans for industrial projects c) Consumer loans
   d) Insurance services
6. Life insurance products include all of the following except:
   a) Endowment plans b) Marine insurance c) Term insurance d) Whole life policies
7. Which of the following is a principle of insurance?
   a) Indemnity b) Liquidity c) Profitability d) Tax benefits
8. SEBI was established to:
   a) Manage public sector banks b) Regulate the stock market c) Oversee foreign trade
   d) Issue bonds and debentures
9. The performance of mutual funds is evaluated by:
   a) Profitability b) Asset value growth and returns c) Total number of schemes launched
   d) Increase in number of investors
10. A money market mutual fund primarily invests in:
   a) Long-term securities b) Short-term debt instruments c) Corporate bonds
   d) Real estate

Q.1 (B) State whether the following statements are True/False: (Answer any 07) (7)

1. Unorganized financial markets include institutions like stock exchanges.
2. Non-performing assets are loans that remain unpaid after 90 days.
3. The Reserve Bank of India regulates commercial banks and monetary policy in India.
4. Development banks provide short-term credit to businesses.
5. Reinsurance is the process of insuring an insurance company.
6. Mutual funds allow retail investors to invest in diversified portfolios of stocks, bonds, or other assets.
7. The Securities and Exchange Board of India (SEBI) oversees the insurance sector in India.
8. Bancassurance refers to banks selling insurance products.
9. Money market mutual funds primarily invest in equity securities.
10. Capital adequacy norms are designed to ensure that banks maintain sufficient capital reserves.

Q -2 (A) Provide an overview of the financial system. (7)

(B) Explain the functions of financial markets. (8)

OR

Q -2 (P) Describe the asset structure of commercial banks. (7)

(Q)Discuss the importance of liquidity in banks. (8)

Q -3 (A) Explain the need for development financial institutions in India. (7)

(B) What are the characteristics of development banks? (8)

OR

Q -3 (P) Discuss the principles of insurance. (7)

(Q) Explain the concept of reinsurance. (8)

Q -4 (A) Explain the basic idea about fire insurance. (7)

(B) Discuss the basic idea about marine insurance. (8)

OR

Q -4 (P) Discuss the growth of mutual funds in India. (7)

(Q) Explain the importance of mutual funds in the Indian financial market. (8)

Q -5(A) Evaluate the functioning of mutual funds in India. (8)

(B) Discuss how do SEBI and RBI maintain stability in Financial System? (7)

OR

Short notes (Answer any 03): **(15)**

1. Interest rate reforms
2. Bancassurance
3. Money market mutual funds
4. Role of SEBI
5. Functions of financial intermediaries

Subject: Foundation Course **Marks**: 75

Subject Code: SBM106 **Time**: 2 ½ Hours

N.B. All questions are Compulsory

Q.1.(A) Multiple Choice Questions (Any 8): (8)

1) Which of the Following is not a form of Non - Conventional Energy?

(a) Tidal (b) Wind

(c) Geothermal (d) Hydel

2) Energy derived from hot spots beneath the earth is

(a) Bio energy (b) Nuclear energy

(c) Geothermal energy (d) Hydrogen energy

3) The predominant source of energy on earth is

(a) Electricity (b) Sun

(c) Natural Gas (d) Plants

4) One carbon credit is equivalent to

(a) 100 tons of carbon reduction (b) 10 tons of carbon reduction

(c) None of the above (d) 1 ton of carbon reduction

5) ISO 14000 standards deal with

(a) Pollution management (b) Risk management

(c) Environmental management (d) None of the Above

6) The Wildlife Protection Act was enacted in

(a) 1986 (b) 1994

(c) 1974 (d) 1972

7) Burning of which gas at landfills is responsible for Global Warming?

(a) Ozone (b) Oxygen

(c) Methane (d) Propane

8) Which of the following are problems associated with landfills?

(a) Loss of Soil fertility (b) Methane production

(c) Contamination of ground waters (d) All of the above

9) Biotic Environment includes

(a) Producers (b) Consumers

(c) Decomposers (d) All of the above

10) Vermicomposting is done by

(a) Fungus (b) Worms

(c) Bacteria (d) Birds

Q.1. (B) True or False: (Any 7) **(7)**

1) Bhopal gas tragedy took place in year 1984.

2) Composting waste is an anaerobic process of decomposing solid wastes.

3) Many integrated food chains interweave together to form complex food webs.

4) Over ninety seven percent of the earth's water is in the oceans.

5) Geothermal is the non- conventional source of energy.

6) Smog is the combination of smoke, fog and sulphur dioxide.

7) The water (prevention and control of pollution) was enacted in 1981.

8) CFL and LED are examples of soft technology.

9) Flow of energy in the ecosystem takes place through food chain.

10) Natural resources are evenly distributed on earth

Q.2. Define Environment and explain the composition of environment. (15)

OR

Q.2. (a) Explain the biogeochemical cycles. (7)

(b) Explain the Energy Flow Pyramid (8)

Q.3. (a) Explain the meaning and causes of Environmental Degradation (7)

(b) Explain the cause and remedies of degradation of land. (8)

Q.4. Define sustainability. Explain the process of Environmental Impact Assessment (EIA) (15)

OR

Q.4.(a) What are the Salient features of Water Act, 1974? (7)

(b) Explain how carbon bank and Kyoto Protocol would lead to reducing carbon foot print in the world. (8)

Q.5. (a) What are the advantages of using wind energy and solar energy? (7)

(b) Discuss the importance of Waste Management project. Cite a few examples. (8)

OR

Q.5. Write Short notes on: (Any 3) (15)

1) Autotrophs

2) Disaster Management

3) E- Waste

4) Food Web

5) Bio-diversity

Subject Code:- SBMA107.

Subject: Advertising

Marks: 75

Time: 2.5 Hrs

N.B. 1. All questions are compulsory

2. Figures to the right indicate full marks

Q.1.A) Multiple Choice Questions: (Any 8) **(8 Marks)**

1) __________ are musical messages written around the brand.
   (a) Slogan (b) Jingles
   (c) Taglines (d) Illustrations

2) ___________ test is based on the memory of the respondent.
   (a) Reading (b) Recall
   (c) Inquiry (d) Checklist

3) _________ agencies are prepared to perform only a part of advertising responsibility.
   (a) Modular (b) Full service
   (c) Global (d) Specialist

4) ________ is included in 5Ms of advertising.
   (a) Media (b) Metaphor
   (c) Monogram (d) Motivation

5) __________ department prepares layout for making attractive advertisements.
   (a) Arts (b) Copy
   (c) Finance (d) Research

6) Web based marketing is an example of _________ advertising.
   (a) Consumer (b) Digital
   (c) Puffery (d) Industrial

7) _____________ branding is a marketing practice which involves marketing many related products under a single brand name.
   (a) Co (b) Individual
   (c) Sub (d) Umbrella

8) In_____________ method respondent has to judge two advertisements at a time.
   (a) Percentage of Sales (b) Task
   (c) Unit of Sales (d) Paired Comparison

9) ____________ advertising is basically for promoting corporate image.
   (a) Industrial (b) Classified
   (c) Consumer (d) Institutional

10) Ads having similar theme are called ________________
   (a) Campaign (b) Strategy
   (c) Appeal (d) Rebates

Q.1.B] State whether the following statements are true or false: (Any7) (7 Marks)

1) During introduction stage sales and revenue are highest and therefore no advertising is required.

2) In an advertising copy. Call of Action is an instruction to the audience to provoke an immediate response.

3) Brand images is not always favourable

4) Radio advertising is having audio visual appeal.

5) Publicity is non paid form of advertising and therefore it can be positive as well as negative.

6) USP stands for Unique Selling Proposition

7) Viral marketing is a form of outdoor advertising.

8) Check list is a method of pre-testing the advertising effectiveness.

9) The word subliminal means below the level of conscious awareness.

10) Lifestyle message execution style depicts average people using a product in an everyday setting.

2.A) Bring out the importance of advertising. **(8 Marks)**
2.B) Write a note on AIDA Model **(7 Marks)**

OR

2.C) What are the types of advertising? Discuss with example. **(8 Marks)**
2.D) Discuss advertising planning process. **(7 Marks)**

3.A) What is brand positioning? Explain the approaches to brand positioning with examples. **(8Marks)**
3.B) Explain methods of agency compensation. **(7 Marks)**

OR

3.C) Explain the factors to be considered while selecting an advertisement.. **(8 Marks)**
3.D) Explain the structure of advertising agency **(7 Marks)**

4.A) Explain the role of creativity in advertising **(8 Marks)**
4.B) Explain Copy research **(7 Marks)**

OR

4.C) Explain various positioning strategies **(8 Marks)**
4.D) What is USP **(7 Marks)**

5.A) What is the difference between concept testing and copy testing. **(8 Marks)**
5.B) Write a note on careers in advertising. **(7 Marks)**

OR

5.C) Write short notes on: (Any 3) (15 Marks)
1) Ambush Advertising
2) 5Ms of Advertising
3) PLC
4) Content marketing
5) Digital Advertising

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Subject Code:SBMFM7/Oct.24 Subject: Introduction to cost account

NB: (a) All questions are compulsory and carry equal marks
(b) Figures to the right

Marks: 75
Time: 2.5 Hours

Q 1 A. Choose the correct option: (Any 8) (08)

1. Service departments costs should be allocated to:
   (a) Only Service departments
   (b) Only Production departments
   (c) Both Production and service departments
   (d) None of the production and service departments

2. Most suitable basis for apportioning insurance of machine would be:
   (a) Floor Area (b) Value of Machines (c) No. of Workers (d) No. of Machines

3. Which one out of the following is not an inventory valuation method?
   (a) FIFO (b) LIFO (c) Weighted Average (d) EOQ

4. Elements of Cost of a product are:
   (a) Material only (b) Labour only (c) Expenses only (d) Material, Labour and expenses

5. Factory cost is
   (a) Fixed cost (b) variable cost (c) semi variable cost (d) semi fixed cost

6. The aggregate of all direct cost is termed as
   (a) Work (b) prime (c) total (d) production

7. Secondary packaging material is a part of
   (a) Direct cost (b) factory overheads (c) administrative overheads (d) selling overheads

8. Just in time technique are applicable to
   (a) Purchasing (b) production (c) accounting (d) all of these

9. Absorption means
   (a) Charging of overheads to cost Centre's
   (b) Charging of overheads to cost units
   (c) Charging of overheads to cost Centre's or cost units

10. FIFO stands for

(a) First in first out

(b) First in far out

(c) For in for out

(d) From in from out

Q 1. B. State whether True or False: (Any 7) (07)

1. In absorption costing both fixed and variable cost are allocated to cost units.

2. A historical cost is a cost which is irrecoverable and which has already been incurred in

3. The output of process 1 becomes the input or process 2.

4. Normal loss is shown on the credit side of process account.

5. Danger level is normally a level below the minimum stock level.

6. Under FIFO method, stock purchased first is deemed to be issued first.

7. Labour turnover can be reduced.

8. Debenture interest is excluded from cost sheet.

9. Rent received is only credited in financial accounts.

10. Uniform costing helps in cost control.

Q. 2. A Product K is obtained after it passes through three distinct processes. you are required to prepare process accounts from the following information. (15

Particulars	Process J	Process M	Process D
Sundry materials (RS)	5.200	3,960	5,924
Direct wages (Rs)	4,000	6,000	8,000
Production overheads (Rs)	4,000	6,000	8,000

1,000 Units @ RS 6 per unit introduced in process J.

Particulars	Actual output	Normal loss	Scrap per unit
Process J	950	5%	Rs4
Process M	840	10%	Rs 8
Process D	750	15%	Rs 10

OR

Q. 2. B. From the following particulars work out the earnings for the week of a worker under

(a) Straight piece rate. (b) Differential piece rate

(c) Halsey premium system. (d) Rowan system **(15)**

Number working hours per week -48

Wages per hour -RS 3.75

Normal time per piece -20 minutes

Normal output per week -150 pieces

differential piece rate -80%of the piece rate when output is below standard and 120 %above standard.

Q. 3. A. From the following statement prepare cost sheet of Khan Ltd. **(15)**

Particular	Amount
Raw Material	66000
Production Wages	70000
Direct Expenses	6000
Factory Rent and Taxes	15000
Unproductive Wages	21000
Motive Power	4400
Factory Heating	3000
Factory Maintenance	8800
Office Stationery	1800
Factory Rent	6000
Director's. Fees (Work)	2000
Director's Fees (Office)	4000
Factory Cleaning	1000
Sundry Office Expenses	400
Factory Lighting	1600
Factory Stationery	1500
Water Supply	1400

Office Salary	1000
Factory Insurance	2200
Office Insurance	1000
Office Stationery	800
Rent of Warehouse	600
Depreciation on Plant and Machinery	4000
Depreciation on Office Building	2000
Depreciation on Delivery Vans	400
Salesmen Commission	200
Advertising	600
Sales Department Salaries	3000
Repairs of Delivery Van	1400
Rent and Taxes (Office)	1000

OR

Q. 3. B. The stock in hand of material as on 1-1-2016 was 250 units @ RS 10 per unit. The following receipts and issues were made. **(15)**

Date	Receipt	Date	Issue
8-1-16	150 units @ Rs 11	9-1-16	250 Units
12-1-16	400 units @ Rs 12	15-1-16	250 units
18-1-16	450 units @ Rs 13	21-1-16	250 units
22-1-16	300 units @ Rs 14	25-1-16	250 units
27-1-16	300 units @Rs 15		

Prepare store ledger account of materials under FIFO methods & weighted average method.

Q. 4. A. From the following data prepare reconciliation statement. **(15)**

Particulars	Amount
Net Profit as per Financial Accounting	155000
Under Absorption of Works Overheads	13000
Over Absorption of Selling Expenses	50000
Rent received during the year	45000
Provision for Tax	25000

Profit on Sale of Plant and Machinery	16000
Over valuation of Opening Stock	17000
Over valuation of Closing Stock	25000
Interest earned during the year	21000
Dividend on Investment	18000
Debenture Interest Paid	18000
Bank Interest Paid	17000
Bad Debts written off in Financial Accounting only	33000
Under Absorption of Administration Overheads	12000
Net Profit as per Cost Accounting	115000

OR

Q. 4. B. The following information is supplied from the costing records of a company. **(15)**

Particulars	Rs
Rent & Rates	20000
Maintenance charges	12000
Depreciation on machine	9000
Electricity & Lightings	2000
Insurance of stock	10000
Employers contribution to P.F	3000
Cleaning charges	10800
Supervision	30000

Particulars	A	B	C	D
Floor Space(sq.mtr)	150	110	90	50
Number of workers	24	16	12	8
Wages	8,000	6,000	4000	2,000
Cost of machinery	24,000	18000	12,000	
Stock of goods	15,000	9,000	6,000	6,000

Prepare of statement showing apportionment of cost to various departments.

Q 5. A. Classify the various types of cost. (08)

Q5.B. Explain benchmarking in details. (07)

OR

Q 5. C. Write Short Notes on: (Any 3) (15)

1. Target costing
2. Stocks level
3. Cost sheet
4. FIFO method
5. Uniform costing

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