

**B.COM MANAGEMENT STUDIES**

**END OF THIRD SEMESTER EXAMINATION OCT OBER 2025**

**MAJOR: Introduction to Marketing Management**

**TIME:2 Hrs.**

**MARKS: 60**

**NB:a)Attempt any 4 out of 6**

**b) Figures to the right indicates full marks.**

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- Q1.A) Explain the meaning and features of marketing Management. 7  
B) Highlight the elements of Marketing Mix. 8
- Q2.A) Distinguish between Product Positioning and Brand Positioning. 7  
B) Enlist the merits and demerits of market segmentation. 8
- Q3. A) Describe in details essential of a good packaging? 7  
B) Explain "Price as an indicator of quality." 8
- Q4.A) Explain the importance of marketing audit to marketing organizations. 7  
B) Discuss the role of AI and data analytics in marketing. 8
- Q5.A) How can a firm reposition the products in the markets? 7  
B) Describe the process of consumer buying decision. 8
- Q6.A) Discuss the marketing mix for rural markets. 7  
B) Write about the elements of supply chain management. 8

**BACHELOR OF COMMERCE (MANAGEMENT STUDIES)**

**END OF THIRD SEMESTER EXAMINATION NOVEMBER 2025**

**MAJOR:** Introduction to Financial Services

**CLASS:** SYBMS (FIN)

**MARKS:** 60

**DURATION:** 2 Hrs.

NB: (a) Attempt Any 4 out of 6

(b) Figures to the right indicate full marks.

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**Q. 1. Answer the following: (15)**

(C) Discuss the scope and importance of Financial Services in India

(D) Describe major functions of the Financial System.

**Q. 2. Answer the following: (15)**

(C) Define financial markets and explain their main functions in the economy.

(D) Explain various types of bonds and their key features in the debt market.

**Q. 3. Answer the following: (15)**

(C) Discuss the objectives and role of development banks in economic development.

(D) Define small finance banks and payment banks. Explain their objectives and features.

**Q.4. Answer the following: (15)**

(C) Describe emerging trends in financial services with reference to Fin Tech, digital banking and mobile payments.

(D) Discuss the need for regulation of financial services and explain the role of RBI, SEBI, IRDAI.

**Q.5. Answer the following: (15)**

(C) Identify and explain the key participants in the financial system.

(D) Differentiate between the money market and the capital market with examples of their investment.

**Q.6. Answer the following: (15)**

(C) Explain the functions of Commercial Banks and discuss the types of banks in India with examples.

(D) Explain the working of peer to peer lending and crowd funding in the modern financial system.

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**B.COM MANAGEMENT STUDIES**

**END OF THIRD SEMESTER EXAMINATION OCTOBER 2025**

**MAJOR: MARKETING RESEARCH**

**TIME:2 Hrs**

**MARKS:60**

**NB:a)Attempt any 4 out of 6**

**b) Figures to the right indicates full marks.**

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**Attempt any 4 question from the following:**

Q1.A) What is international marketing? Highlight the challenges of international marketing research.	7
B) Elucidate the process of marketing research.	8
Q2.A) Discuss the criteria of a good research design.	7
B) Explain the research with the help of its scope.	8
Q3.A)Elaborate on the non-probability methods of sampling.	7
B) Describe the measure for reduce sampling errors.	8
Q4.A) Give in details the importance of online survey.	7
B) Explain the proforma of a market research report	8
Q5.A) Describe the various limitation of marketing research.	7
B) Define media research. What are the functions of media research?	8
Q6.A) Examine the criteria of good measurement of marketing research.	7
B) Discuss on the secondary sources of data collection.	8

**BACHELOR OF COMMERCE (MANAGEMENT STUDIES)  
END OF SECOND SEMESTER EXAMINATION OCTOBER - 2025**

Major: Financial Management

Duration: 2 Hours

Marks: 60

Note: (a) Attempt any 4 out of 6

(b) Figure to the right indicate full marks

**Q 1**

- A. A company intent to purchase machinery of Rs. 20 Lakh following are the cash inflow given below: (8)

Year	Cash inflow
1	200,000
2	400,000
3	300,000
4	300,000
5	800,000
6	5,00,000

Calculate NPV at 12% discounting factor.

- B. Modern LTD. Willing to invest in a machinery having a life of 4 years and the following are the profit before taxation given below: (7)

Years	Machine A
0	300,000
1	50,000
2	100,000
3	1,50,000
4	2,50,000

Tax applicable is 30%. calculate ARR.

**Q 2**

- A. From the following capital structure of Aarti Ltd. Calculate WACC of the companies as per Book Value and Market Value method. (8)

**Aarti Ltd.**

Source	Book Value (Rs.)	Market Value (Rs.)	After tax cost capital
Equity share capital	18,00,000	36,00,000	14%
Retained Earnings	6,00,000	---	13%
Preference share capital	4,00,000	4,00,000	10%
7 % Debentures	1,20,000	12,00,000	

(1)

B. A firm has sales of Rs. 20,00,000, Variable cost Rs. 14,00,000 and fixed cost Rs. 4,00,000, Has debt capital finance of Rs. 10,00,000 at 10%. (7)

Calculate:

- (i) Operating Leverage
- (ii) Financial Leverage
- (iii) Combined Leverage

Q 3

A. From the following particulars, prepare statement showing working capital needed to finance a level of activity of 12,000 units of output per annum. (8)

Particulars	Rs
Raw Materials	5
Labour	3
Overhead	<u>2</u>
Total Cost	10
Profit	<u>2</u>
Selling Price	12

Additional information:

- (a) Raw Materials are to remain in store on an average - one month.
- (b) Materials are in process, on an average - 2 months.
- (c) Finished goods are in stock on an average - 3 months.
- (d) Credit allowed to Debtors is 4 months.
- (e) Credit allowed by suppliers is 2 months.

Also calculate MFBF as per Tandon Committee recommendation, assuming that of the current assets 20% is Core Current Assets

B. S. K. Brothers wish to approach the bankers for temporary overdraft facility for the period from October 2010 to December 2010. During the period of this period of these three months, the firm will be manufacturing mostly for stock. You are required to prepare a cash budget for the above period. (7)

Month	Sales (Rs.)	Purchases (Rs.)	Wages (Rs.)
August	3,60,000	2,49,600	24,000
September	3,34,000	2,88,000	28,000
October	2,16,000	4,86,000	22,000
November	3,48,000	4,92,000	20,000
December	2,52,000	5,36,000	30,000

- (a) 50% of credit sales are realized in the month following the sales and remaining 50% in the second following month.

(2)

- (b) Creditors are paid in the month following the month of purchase
- (c) Time lag in payment of wages is 1 month.
- (d) Estimated cash as on 1-10-2010 is Rs.50,000.

**Q 4**

A. Calculate Economic Order Quantity and number of orders from the following details. (8)

- 1. Annual demand = 10,000
- 2. Cost of placing an order Rs. 8
- 3. Average carrying cost is Rs. 3

B. Prepare an analytical statement a Company from the following information. Output sales level 80,000 units: Selling Price Rs. 12: Variable Cost Rs. 5,60,000; Fixed Cost excluding interest Rs. 2,40,000; interest Rs. 60,000 and Tax Rate 50%. Calculate the degree of: (7)

- (i) Operating Leverage
- (ii) Financial Leverage
- (iii) Combined Leverage

**Q 5**

(8)

A. Suraj Ltd. has Equity Share Capital of Rs. 15,00,000 divided into shares of Rs. 100 each. It wishes to raise further Rs. 9,00,000 for expansion - *equi* - moderation scheme. The Company plans the following alternatives:

- i. By issuing Equity shares only.
- ii. Rs. 3,00,000 by issuing Equity shares and Rs. 6,00,000 through Term Loan @ 10% per annum
- iii. By raising Term Loan only at 10% per annum.
- iv. Rs. 3,00,000 by issuing Equity shares and Rs. 6,00,000 by issuing 8% preferences shares.

You are required to suggest the best alternative giving your comments assuming that the estimated operating profit after expansion is Rs. 4,50,000 and corporate tax rate is 25%.

B. Explain the relationship between risk and return in a portfolio. (7)

**Q 6**

A. Evaluate the importance of considering Time Value of Money when choosing between multiple investments. (8)

B. Evaluate the impact of systematic risk on a diversified investment portfolio. (7)

(3)

**BACHELOR OF COMMERCE (MANAGEMENT STUDIES)**  
**END OF SECOND SEMESTER EXAMINATION OCTOBER - 2025**  
**Minor**  
**Subject: Public Finance**

**Duration: 2 Hours**

**Marks: 60**

Note: (a)

(b) Figure to the right indicate full marks

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**Q 1: Attempt any 2 out of 3** **(15)**

- A. What role does the government play in correcting market failure?
- B. How would you explain the key differences between public finance and private finance?
- C. What are the basic functions of government in an economy?

**Q 2: Attempt any 2 out of 3** **(15)**

- A. Explain various Types of Public Budget
- B. What are the basic characteristics of a good tax system?
- C. What are the canons of taxation.

**Q 3: Attempt any 2 out of 3** **(15)**

- A. What is fiscal policy, write its objective.
- B. Explain Wagner's law of public expenditure.
- C. Explain the concept of fiscal deficit.

**Q 4: Attempt any 2 out of 3** **(15)**

- A. Explain fiscal federalism.
- B. Explain key features of union budget & its documents.
- C. Explain FRBM Act 2004, & its effective implementation.

**S.Y.BCOM MANAGEMENT STUDIES**

**END OF SEMESTER END EXAMINATION NOVEMBER 2025**

DE-1

**SEC: ENVIRONMENTAL CONSERVATION AND SUSTAINABLE DEVELOPMENT**

Duration : 1 hr

Marks: 30

NB-[a] Attempt any two out of three (15 m each)

[b] Figures to the right indicate full marks

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Q1a) Describe the different types of Pollution and its control measures

Q1b) Explain various practices and policies of Environmental conservation

Q2a) Write a note on Chipko Movement

Q2b) Give a brief description about loss of biodiversity and its conservation

Q3a) State the meaning of Sustainable Development and give an overview of Sustainable Development

Q3b) Elaborate the goal life on land and life below water

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**E.Com Management Studies**

**END OF THIRD SEMESTER EXAMINATION OCTOBER 2024**

**VSC: CONSUMER BEHAVIOUR**

**TIME: 1 Hr**

**MARKS:30**

**NB:a) Attempt any 2 out of 3**

**b) Figures to the right indicates full marks.**

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**Attempt any 2 question from the following:**

- Q1.A) In what ways does digital media affect consumer decision-making processes and involvement levels. 8
- B) Define Consumer perception. How does it impact marketing strategies 7
- Q2.A) Discuss the key privacy and ethical concerns in online shopping. 8
- B) Elaborate on consumer rights and the responsibility of marketers. 7
- Q3.A) Define targeting and positioning. How do they differ across global markets? 8
- B) Distinguish between Global Brands and Local Brands. 7

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**BACHELOR OF COMMERCE ( MANAGEMENT STUDIES)**  
**END OF FIRST SEMESTER EXAMINATION**

**SUBJECT: FINANCIAL STATEMENT ANALYSIS**

**Duration: 1 hr**

**Marks: 30**

**Note:**

- a. Attempt any 2 out of 3
- b. Figures to the right indicates full marks.

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Write any **TWO** questions from the following

**Q1. Answer the following**

**15 marks**

Q1A. What is vertical analysis of financial statements? Illustrate its format with a suitable example.

Q.1B. Define financial statement analysis and describe its main objectives.

**Q2. Answer the following**

**15 Marks**

**Q.2A. From the following balances of M/s Greenfield Ltd., prepare a Vertical Balance Sheet as on 31st March, 2025.**

**Liabilities (₹):**

- Equity Share Capital: 5,00,000
- Reserves & Surplus: 2,00,000
- 12% Debentures: 3,00,000
- Creditors: 1,20,000
- Bills Payable: 80,000
- Outstanding Expenses: 50,000

**Assets (₹):**

- Land & Building: 4,00,000
- Plant & Machinery: 3,00,000
- Furniture: 50,000

• Inventory: 1,50,000
• Debtors: 1,00,000
• Cash at Bank: 1,00,000
• Prepaid Expenses: 50,000

**Q.2B. From the following Balance Sheets of M/s Orion Ltd., prepare a Comparative Balance Sheet as on 31st March, 2024 and 31st March, 2025.**

**Balance Sheets (₹ in '000)**

**Liabilities**

Particulars	2024	2025
Share Capital	300	350
Reserves & Surplus	80	120
Secured Loans	250	200
Creditors	140	180
Outstanding Expenses	30	40
<b>Total</b>	<b>800</b>	<b>890</b>

**Assets**

Particulars	2024	2025
Fixed Assets	420	450
Investments	60	70
Inventory	110	140
Debtors	140	150
Cash at Bank	70	80
<b>Total</b>	<b>800</b>	<b>890</b>

**Q3. Answer the following**

**15 Marks**

**Q.3A Question (Common Size Balance Sheet)**

The following is the balance sheet of XYZ Ltd. as on 31st March 2025:

Particulars	Amount (₹)
Assets	
Cash	50,000
Accounts Receivable	1,00,000
Inventory	1,50,000
Fixed Assets	3,00,000
Total Assets	6,00,000

#### Liabilities & Equity

Accounts Payable	80,000
Long-term Loan	2,00,000
Share Capital	2,00,000
Retained Earnings	1,20,000
Total Liabilities & Equity	6,00,000

Required:

Prepare a Common Size Balance Sheet of XYZ Ltd., showing all items as a percentage of Total Assets.

#### Q.3B. Question (Trend Analysis of P&L Account)

The following is the Profit & Loss account of ABC Ltd. for three years:

Particulars	2022 (₹)	2023 (₹)	2024 (₹)
Sales	4,00,000	4,80,000	5,60,000
Cost of Goods Sold	2,40,000	2,88,000	3,36,000
Gross Profit	1,60,000	1,92,000	2,24,000
Operating Expenses	80,000	96,000	1,12,000
Net Profit	80,000	96,000	1,12,000

Required:

Prepare a Trend Analysis Statement taking the base year as 2022, showing trends for each item in percentages

**The End**

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द्वितीय वर्ष/सेमिस्टर - III / AEC- हिंदी भाषा व्यावहारिक प्रयोग  
(Hindi Language Practical Usage)

समय : 01 घंटे

अंक : 30

सूचना: 1) निम्नलिखित तीन प्रश्नों में से कोई भी दो प्रश्नों के उत्तर लिखिए  
2) दायीं ओर के अंक गुण दर्शाते हैं।

प्रश्न 1. निम्नलिखित प्रश्नों के उत्तर लिखिए

15

अ) शब्दभेद का सामान्य परिचय देते हुए सर्वनामों प्रकाश डालिए ?

आ) मौलाना आज़ाद स्कूल में सहायक कंप्यूटर शिक्षक पद हेतु आवेदन प्रस्तुत कीजिए?

प्रश्न 2. निम्नलिखित प्रश्नों उत्तर लिखिए

15

अ) राजभाषा हिंदी की संवैधानिक स्थिति एवं महत्व पर अपने शब्दों में प्रकाश डालिये ?

आ) कारक का अर्थ एवं प्रकार बताकर विराम चिन्हों पर प्रकाश डालिए ?

प्रश्न 3. निम्नलिखित प्रश्नों के उत्तर लिखिए

15

अ) स्वर एवं व्यंजन को परिभाषित करते हुए हिंदी वर्णमाला लिखिए ?

आ) राजभाषा विभाग में आर टी आई (RTI) के तहत हिंदी भाषा के प्रयोग एवं स्थिति के संदर्भ में जानकारी का प्रारूप बनाइये ?

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NA2325

SY SEM-III/AEC-URDU

Urdu Communication Skill- II

Timing: 01 hours

Marks: 30

Note:- Attempt Any Two

ہدایات:

1. تین سوالات میں سے کسی دو کے جواب مطلوب ہیں۔
2. تمام سوالات کے نمبر مساوی ہوں گے۔
3. ہر جواب سے پہلے متعلقہ سوال ضرور نقل کریں۔
4. ہر جواب نئے صفحہ سے شروع کریں۔

- 15 سوال نمبر 1): -اردو گنتی بندسوں اور عبارتوں میں بیس سے اسی تک لکھیے۔
- 15 سوال نمبر 2): -اردو ضرب الامثال کی وضاحت کرتے ہوئے اس کی چند مثالیں پیش کیجیے۔
- 15 سوال نمبر 3): -شکر و تائبیت کے اصول بیان کرتے ہوئے اس کی کم سے کم بچیس مثالیں دیجیے۔

NSS

251015

NATIONAL SERVICE SCHEME

NASL2325

SEMESTER III

Time: 1:00 Hours

Total Marks: 30

1. All questions are compulsory.
2. Figure to the Right indicates full marks.
3. Draw neat labeled drawings wherever necessary.

Q.1) Rewrite the following by choosing the correct options given below  
06 marks.

1. Who worked for the upliftment of widows and helped pass the Widow Remarriage Act?

- a) Swami Vivekananda
- b) Ishwar Chandra Vidyasagar
- c) Raja Ram Mohan Roy
- d) Jyotiba Phule

2. Who is known as the 'Mother of Indian Feminism'?

- a) Annie Besant
- b) Sarojini Naidu
- c) Savitribai Phule
- d) Pandita Ramabai

3. The Servants of India Society was founded by whom?

- a) Mahatma Gandhi
- b) Gopal Krishna Gokhale
- c) Dadabhai Naoroji
- d) Bal Gangadhar Tilak

4. Who founded the Theosophical Society in India?

- a) Annie Besant
- b) Sarojini Naidu
- c) Pandita Ramabai
- d) Tarabai Shinde

251015

Co-curricular

CC

NASC.2325

**Paper: Indian theatre: Classical roots and contemporary expression**

**Marks: 30**

**Time: 1 Hour**

**Q.1. Fill in the blanks**

**( 6 Marks)**

1. **Bharat Muni** has written an ancient text which is also known as fifth Veda,.....
2. **Bhayanak Rasa** is refers to..... Emotion.
3. "**Urubhanga**" famous drama is written by.....
4. National School of Drama is located in.....city.
5. **Nukkad Natak** is also known as .....play.
6. ....theatre is profit oriented.

**Q. 2. Descriptive questions (Attempt any two out of four) (6 Marks)**

1. Write a note on **Natyashastra**.
2. Describe eight **Rasa** in the detail.
3. Write a note on Contemporary Indian drama.
4. Explain the contribution of Sanskrit drama in the development Indian drama.

**Q.3. Descriptive questions (Attempt any two out of four) (6 Marks)**

1. Write a detail note on **Abhinaya**.
2. What are the major key sections of **Natyagriha**.
3. Write a note on structure of good play.
4. Explain impact of **Natyashastra** on Indian Performing Arts.

**Q.4. Descriptive questions (Attempt any two out of four) (6 Marks)**

1. Describe **Bhasa's** contribution in Indian drama.
2. Explain **Kalidasa's** drama writing style.
3. Write a note on folk Drama.
4. What is plot structure?

**Q.5. Descriptive questions (Attempt any two out of four) (6 Marks)**

1. What is commercial Theatre? Write in detail.
2. Write a note on **Nukkad Natak**.
3. Write characteristics of One act play.
4. Explain importance of children theatre.

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NASC 2325

Time: 1 hr

DLLE SEM-1

Total Marks: 30

Instructions:

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

**Q.1. Rewrite the following statement by choosing the correct alternative given below. (06 Marks)**

1. Nasha Mukti means freedom from \_\_\_\_\_.  
(a) Food Waste (b) Addiction (c) Discipline (d) Civic Sense
2. Civic sense mainly refers to \_\_\_\_\_.  
(a) Using digital tools  
(b) Responsible behavior in society  
(c) Stress management  
(d) Wasting food
3. The campaign "Digital India" was launched in the year \_\_\_\_\_.  
(a) 2005 (b) 2010 (c) 2015 (d) 2019
4. Stress can be managed effectively through \_\_\_\_\_.  
(a) Meditation and exercise  
(b) Food wastage  
(c) Lack of sleep  
(d) Irregular routine
5. The slogan "Stop Food Wastage. Start Food Sharing" promotes \_\_\_\_\_.  
(a) Discipline (b) Addiction (c) Civic sense (d) Stress management
6. A disciplined student is one who \_\_\_\_\_.  
(a) Avoids homework  
(b) Maintains punctuality and respect  
(c) Wastes resources  
(d) Encourages addiction

**Q.2. Write Short Notes on (Any Two out of Four):**

**(06 Marks)**

- a) Importance of Nasha Mukti in Youth Development
- b) Role of Discipline in Building Personality
- c) Food Wastage and its Impact on Society
- d) Benefits of Stress Management Techniques

**Q.3. Answer the following questions (Any Three out of Five):**

**(18 Marks)**

1. Explain the importance of Nasha Mukti Abhiyan in building a healthy nation.
2. Analyze how discipline and civic sense contribute to the progress of society.
3. Discuss practical measures to stop food wastage at home and in public functions.
4. Evaluate different ways to manage stress among students.
5. Explain the objectives and advantages of Digital India campaign.

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NASC 2325

## SECOND YEAR SEMESTER III NEP EXAMINATION

**Subject: Introduction to Sports Training & Tests and Measurement**

Roll Number: \_\_\_\_\_ Sup Sign: \_\_\_\_\_

Class & Division: \_\_\_\_\_

Duration: 1 Hr.

Marks: 30

### Instruction:

- For MCQs, tick/mark the correct option in the paper.
- For True/False, write "True" or "False" in the box given.
- For Match the Column, draw arrows from Column A to Column B.

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### A. Multiple Choice Questions (Any 10 out of 12)

(10)

1. Off-season training mainly focuses on:  
a) Peak performance b) Fixing weaknesses  
c) Match tactics d) Competition preparation
2. Which of the following is NOT an objective of sports training?  
a) To improve technical skills b) To develop mental strength  
c) To promote laziness d) To prevent injuries
3. Who among the following helps athletes with injuries?  
a) Coach b) Nutritionist  
c) Physiotherapist d) Psychologist
4. Which is NOT a component of physical fitness?  
a) Strength b) Endurance c) Flexibility d) Reading skill
5. Interval training is used primarily to develop:  
a) Flexibility b) Speed endurance c) Balance d) Muscle mass
6. The principle of continuity in training means:  
a) Training randomly b) Training should be regular and consistent  
c) Training only once a week d) Training without rest

7. A training plan that considers a person's physical, mental, emotional, and lifestyle aspects is known as:
- a) A Person-Centred Approach b) A Holistic / Integrated Approach
- c) Periodization d) Training Load
8. Which component of physical fitness is measured using a push-up test or grip strength test?
- a) Cardio endurance b) Balance c) Strength d) Flexibility
9. The ability to change direction quickly is known as:
- A) Speed B) Strength C) Agility D) Balance
10. The principle that emphasizes the need to customize training for each athlete is called:
- A) Principle of Specificity B) Principle of Individualization
- C) Principle of Progression D) Principle of Overload
11. The key idea behind the Overload Principle is that you must:
- A) Always train at a low intensity to avoid injury b) Push your body beyond its normal limits to see progress c) Focus only on the skills of your sport d) Train alone without a coach
12. How many players are there in a standard basketball team on the court?
- a) 5 b) 6 c) 7 d) 11

**B. True / False (1 mark each × 10)****(10)**

1. Cricket is played with a round ball and a flat bat. [       ]
2. Overload means pushing the body beyond its normal limits. [       ]
3. Medical history is not important for designing safe training schedules. [       ]
4. A person-centered approach means using the same training plan for everyone. [       ]
5. Beginners should start with low-to-moderate training intensity. [       ]
6. Sports training is defined as a random and unplanned form of exercise. [       ]
7. Poor technique in a sport can lead to an increased risk of injury. [       ]
8. A cricketer practicing batting daily is an example of sports training. [       ]
9. If an athlete stops training, their muscular strength can begin to decrease in as little as 2-3 weeks. [       ]
10. Varying your training routine can help prevent boredom and reduce the risk of overuse injuries. [       ]

## C. Match the Column (1 mark each × 10)

(10)

1.

Column A	Column B
1. Sprint	a) Short, fast running race
2. Progression	b) Train gradually, build up slowly
3. Coordination	c) Timing movements
4. Hockey	d) National sport of India
5. Current Health	e) Person's present physical condition

2.

Column A	Column B
1. Medical History	a) Family illness, past injuries
2. Level of Fitness	b) Strength, Endurance, Flexibility
3. Person-Centred Approach	c) Customized training plan
4. Roger Federer	d) Tennis Legend
5. FIFA World Cup	e) Football Tournament