

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: F.Y.BMS

Semester: II

Subject: Business Environment

Time: 2.5 hours

Total: 75 marks

Date: 4th April 2024

Time: 7:30 am to 10:00 am

Instructions for the candidate:

1. This question paper contains 2 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.

Q 1. A.	State whether True or False (any 8 out of 10)	8 marks
1.	Cultural factors have impact on business.	
2.	In Sole Trading Concern, the owners shares both profit and losses with his partners.	
3.	Ecological Environment reduce carbon Emissions.	
4.	Optimum use of resources is the objective of GATT.	
5.	Exporting is the process of selling goods and services produced in one country to other countries.	
6.	Low Political Risk is advantage of Franchising.	
7.	In FDI, the Inflation Rate will Decrease.	
8.	Technology influences managerial style.	
9.	Social Audit determines Social Performance.	
10.	Political uncertainty and economic prosperity go together.	
Q 1. B.	Match the Column (any 7 out of 10)	7 marks
	Column A	Column B
	(1) Executive	(a) Challenge
	(2) Strategic Alliance	(b)Religious Aspects, Traditions, Taste and Preference
	(3) Social Environment	(c) Banking & Insurance
	(4) Demographic Environment	(d) Cooperative Agreement Between Different Firms
	(5) Ethics	(e) Government Services
	(6) Public Sector	(f) Moral Principles
	(7) Family Business	(g) Size, Density and Growth Rate of Population
	(8) Micro Environment	(h) Aditya Birla Group
	(9) Service Industry	(I) Enforce The Law
(10) Poor Infrastructure	(j) Suppliers	

Q 2. A.	What is the importance of Business Environment?	8 marks
Q 2. B.	Explain different types of Industries.	7 marks
	OR	
Q 2. P.	Discuss National and Global trends which affect the business.	8 marks
Q 2. Q.	Write a note on SWOT analysis.	7 marks
Q 3. A.	What is Socialism? Explain its features.	8 marks
Q 3. B.	Discuss the Legal Framework in India.	7 marks
	OR	
Q 3. P.	What is mean Public Sector? Discuss its advantages.	8 marks
Q 3. Q.	Explain the challenges faced by Indian Economy.	7 marks
Q 4. A.	Discuss Corporate Social Responsibility with its features.	8 marks
Q 4. B.	Write a note on Porter's Five Forces.	7 marks
	OR	
Q 4. P.	Explain the concept of Corporate Governance in details.	8 marks
Q 4. Q.	What is Social Environment? and Discuss Internal and External Social Environment.	7 marks
Q 5. A.	Discuss the challenges faced by International Business for Indian Industry.	8 marks
Q 5. B.	Explain Uruguay Round of GATT.	7 marks
	OR	
Q 5. P.	Short Notes (any 3 out of 5)	15 marks
1.	Exporting	
2.	Features of Globalization	
3.	Turnkey Projects	
4.	Aids to trade	
5.	Advantages of Joint Ventures.	

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: FYBMS/FYBAF/FYBBI/FYBFM

Semester: II

Subject: Business Communication-II

Time: 2.5 hours

Total: 75 marks

Date: 5th April 2024

Time: 7:30 am to 10:00 am

Instructions for the candidate:

1. This question paper contains 2 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.

Q1A)	Fill in the Blanks	8 marks
1.	_____ charts involves each angle from "what-if" perspective. a) Table b) Pie c) Flow d) Organizational	
2.	Proficiency of an employee is judged through _____ interview. a) Exit b) Selection c) Grievance d) Reprimand	
3.	_____ interview is disciplinary action. a) Reprimand b) Grievance c) Appraisal d) Medical	
4.	_____ of meeting understand and note down what is discussed. a) Member b) Consensus c) Chairman d) Attendee	
5.	_____ gives hands – on experience for the participants. a) Workshops b) Seminar c) Symposiums d) Round table conference.	
6.	_____ give out certificate to participants. a) Inaugural session b) Technical Session c) Valedictory session d) Pre conference session.	
7.	_____ are the cuttings of articles. a) Films b) Press Clippings c) Press Releases d) Bulletins.	
8.	_____ letters request overdue payments. a) Complaint b) Inquiry c) Collection d) Order	
9.	In sales later _____ paragraph represents the hook. a) Introductory b) Middle c) Closing d) None	
10.	_____ reports are prepared and submitted at regular intervals in usual business routine. a) Periodic b) Informative c) Investigative d) Special	
Q1B)	State whether True or False	7 marks
1.	Report should be reader oriented.	
2.	RTI Act came in to being in 2006.	
3.	Rights of consumer are against business men.	
4.	Selling is the index of success in business.	
5.	You attitude is important in letters of adjustment and claims.	
6.	Government bodies are not part of the Publics.	
7.	Agenda is kept secret till the meeting begins.	
8.	Symposiums are the gatherings including refreshments and entertainment.	
9.	Appraisal interview should be conducted weekly.	
10.	Presentations require the speaker to memorise everything.	

Q2 A	Explain the process of Interview.	
Q2 B	Discuss the types of Crisis Management.	8 Marks
	OR	7 Marks
Q2 P	Discuss the steps to organize a conference.	
Q2 Q	Explain the preparation to be done by the interviewer before the interview.	8 Marks
		7 Marks
Q3 A	Draft a warning letter in Full Block format on behalf of Lakhani Stationary Store to Modern Company requesting remaining payment of a bill of Rupees 25000/- for stationary they bought some months ago.	8 Marks
Q3 B	Write a letter to Mantra Company ordering vacuum cleaners on trial basis for your store on account of upcoming Diwali Festival in Modified Block Format.	7 Marks
	OR	
Q3P	Singh Brothers from Delhi have placed order with Tech Craft company asking for credit period of three months. Write letter of credit inquiry in Semi Block Format to Ideal Private Limited as referred by Singh Brothers.	8 Marks
Q3 Q	Write a sales letter to promote sale of 'Healthy Ready to Cook Soup'	7 Marks
Q4 A	Write a letter of complaint in Full Block to Aroma Company for delivering bad quality flower bouquets ordered by your company for important seminar.	8 Marks
Q4 B	Write RTI application regarding prolonged road construction work in your area.	7 Marks
	OR	
Q4P	Write a promotional leaflet to promote Water Resort.	
Q4 Q	Draft the notice and agenda for a Annual General board meeting of Mehta Finance Company.	8 Marks
		7 Marks
Q5 A	The workers of a large factory have been asking for a rise in wages and housing accommodation. The management appoints a committee to investigate the demand. Draft a committee report with findings and recommendations.	8 Marks
Q5 B	Summarize the following passage What has leaves that are swords and fruits that are all eyes ? The pineapple, of course. The fruit varies considerably in size and colour and is found in most of the tropical countries. Besides being delicious and versatile and an excellent source of vitamins A, C and to a lesser extent, B, the pineapple is also an aid to digestion and relief for acid dyspepsia. In Taiwan and the Philippines, the peels discarded during the canning process are pressed to make vinegar. The shells, shredded and kiln-dried, make nutritious cattle food. The tough, sword-like leaves yield a fiber that is woven into a delicate, semi-transparent cloth in the Philippines. Mixed with straw and bamboo, the leaf fibers are also used to make paper for Chinese painting. By-products from the manufacture of juice include liquid sugar used in caning, ascorbic acid to keep frozen peaches from turning brown, and citric acid for beverage and medical applications.	7 Marks

	OR	
Q5	Write Short Notes On (any 3)	
1	Grievance Interview	15 Marks
2	Formal Reports	
3	Advice and Counselling	
4	Group Discussion	
5	Under Stress Interview	

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: FYBMS/FYBAF/FYBBI/FYBFM

Semester: II

Subject: Foundation Course --II

Time: 2.5 hours

Total: 75 marks

Date: 6th April 2024

Time: 7:30 am to 10:00 am

Instructions for the candidate:

1. This question paper contains 2 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.

Q1A)	State whether True or False (any 8 out of 10)	8 marks
1.	Migration means movement or shifting of people from one place to another.	
2.	Article 18 is related to Right to Freedom.	
3.	Corporate farming was introduced in the NAP 2000.	
4.	Choice between two negative alternative is known as Approach – Approach conflict.	
5.	In an ecosystem, the plants are primary producers.	
6.	Self-actualization is a fulfilment of basic needs.	
7.	Information technology has made communication expensive and complex.	
8.	Magna Carta was signed in 1216.	
9.	Environmental degradation does not affect marine life.	
10.	Psychological needs are the basic needs on human beings.	
Q1B)	Match the column (any 7 out of 10)	7 marks
1.	Globalization	Right to Freedom of Religion
2.	Natural environment	Teacher
3.	Privatization	Takes place within individual
4.	Article 25	Signing of WTO agreement
5.	Interpersonal Conflict	Auto of public sector
6.	Geosphere	Attack opponent openly
7.	Agent of Socialization	Four
8.	Article 19	Scope for tourism
9.	Up-front attackers	Right to Equality
10.	Article 15	Right to Freedom
Q2 A	Explain privatization and the benefits to the nation.	8 Marks
Q2 B	Briefly discuss the UDHR (Universal Declaration of Human Rights).	7 Marks
	OR	

Q2 P	What is ecology? explain its sub-division.	8 Marks
Q2 Q	Explain the following theories on Evolution of Human Rights: 1) Theology & Religion, 2) Theory of Natural Law	7 Marks
Q3 A	Write about the cause-and-effect relation of migration.	8 Marks
Q3 B	Describe Maslow's theory with Critical appraisal.	7 Marks
	OR	
Q3 P	Explain Conflict. What are the different strategies for coping with conflict?	8 Marks
Q3 Q	Why is environmental study important in the context of development?	7 Marks
Q4 A	What are the causes of aggression and violence?	8 Marks
Q4 B	What are the reasons for farmer suicides?	7 Marks
	OR	
Q4 P	What are the 8 restrictions on the freedom of speech & expression?	8 Marks
Q4 Q	Explain in detail about the growth of information technology and communication.	7 Marks
Q5 A	What are the causes of Environmental degradation?	8 Marks
Q5 B	Explain the sources of conflict.	7 Marks
	OR	
Q5	Write Short Notes On (any 3)	15 Marks
1	Corporate Farming.	
2	Organisational strategies to cope up with stress	
3	Strategies to avert conflicts created by prejudices.	
4	Causes of Environmental Stressors.	
5	Poverty & Environment.	

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: F.Y.B.M.S

Semester: II

Subject: Business Mathematics

Time: 2.5 hours

Total: 75 marks

Date: 8th APRIL, 24

Time: 7:30 am to 10:00 am

Instructions for the candidate:

1. This question paper contains 5 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.
5. Use of simple calculator is allowed.

Q 1.A.	Multiple Choice Questions (any 8 out of 10) (Please write only the answer against each question number)	8 marks
1.	The simple interest on a sum of money will amount to Rs. 2,904 in 4 years at 11% p.a. simple interest. The sum is Rs. _____ a) 5,500 b) 6,000 c) 6,600 d) 6,800	
2.	When number of rows is equal to number of columns in a matrix, it is called as _____ a) Conformable matrix b) Rectangular matrix c) Square matrix d) Diagonal matrix	
3.	Which of the following is a quadratic function? a) $f(x) = a + bx$ b) $f(x) = 8x^2 + 4x + 32$ c) $f(x) = x^{10}$ d) $f(x) = 12x^4 + 8x^3 + 6x + 4$	
4.	If a task can be done on 'm' ways and then another task can be done in 'n' different ways, then the first task or the second task can be done in _____ ways a) $m \times n$ b) $m + n$ c) m^n d) mP_n	

5.	A milkman makes 20 deliveries in his route. How many different sequences can he make to complete all 20 stops? a) 20^{20} b) 40 c) $20!$ d) ${}^{20}C_{20}$	
6.	The compound interest on Rs. 2,000 for 3 years @ 5% p.a. compounded annually is Rs. _____ a) 205 b) 306.25 c) 315.25 d) 345	
7	A matrix of order '1 x n' is called a _____ matrix a) Row b) column c) unit d) square	
8	The derivative of $5 \log x$ with respect to x will be _____ a) $5/x$ b) $5x$ c) 25^x d) 5	
9	$f(x) = 5x - 10$ is _____ a) Exponential function b) Not a function c) a linear function d) a quadratic function	
10	The accumulated amount after 3 years of an immediate annuity of Rs. 5000 p.a. with interest rate of 6% compounded annually is Rs. _____ a) 15,000 b) 15,900 c) 15,921 d) 15,918	
Q 1.B.	True or False (any 7 out of 10) (Please write only the answer against each question number)	7 marks
1.	$d/dx (x^n) = n x^{n+1}$	
2.	$6! = 6 \times 5 \times 4 \times 3 \times 2 \times 1$	
3.	The compound interest on Rs. 2,000 for 2 years at the rate of 5% p.a. compounded annually is Rs.200.	
4.	A matrix of order $n \times 1$ is called a column matrix	
5.	The extra revenue that an additional unit of a product will	

	earn is called average revenue.	
6.	Linear functions are those whose graph is a straight line.	
7.	At breakeven point, total demand quantity = supply quantity.	
8.	Compound interest will be always more than simple interest	
9.	At equilibrium, point, there is no profit and no loss.	
10.	Annuity means a sequence of payments made at successive time periods or intervals of time.	
Q 2.A.	A loan of Rs. 80,000 is to be repaid in 3 monthly installments at the rate of 12% p.a. (1% per month). Find EMI using interest on reducing balance method. Prepare an amortization table.	8 marks
Q 2.B.	A sum of Rs. 6,55,000 is invested in a FD giving 10% compound interest per annum. Find amount at the end of 4 years. Also find the interest amount for the 5 th year.	7 marks
	OR	
Q 2.P.	The demand function is given by $P = 30 + 6D - D^2$ where P = price and D = demand. i) Find total revenue, when demand is 4 ii) Find average revenue, when demand is 4 iii) Find marginal revenue when demand is 4.	8 marks
Q 2.Q.	In how many ways can a team of 11 cricketers be chosen from 9 batsman and 6 bowlers to give a majority of batsman, if at least 3 bowlers are to be selected.	7 marks
Q 3.A.	$x + y + z = 20$ $2x + y - z = 23$ $3x + y + z = 46$. Find the 3 numbers (x, y and z) using Cramer's rule.	8 marks
Q 3.B.	Find inverse of matrix A using formula method. Matrix A: $\begin{pmatrix} 8 & 4 & 2 \\ 2 & 9 & 4 \\ 1 & 2 & 8 \end{pmatrix}$	7 marks
	OR	
Q 3.P.	For the following 2 industries, find technology matrix.	8 marks

	Calculate the level of output, if the final demand is doubled for both the industries.							
	Industry	Consumption by industry 1	Consumption by industry 2	Final demand	Total output			
	1	40	50	110	200			
	2	100	80	120	300			
	Labour	60	170					
Q 3.Q.	Find inverse of matrix A by using elementary row operations. Matrix A: $\begin{pmatrix} 1 & 3 \\ 2 & 7 \end{pmatrix}$					7 marks		
Q 4.A.	Demand function is given by $P = 4 + 3D - 5D^2$. P = price. D = Demand. i) Find total revenue function. What will be the total revenue if demand is 2. ii) Find average revenue function. What will be the average revenue if demand is 2. iii) Find marginal revenue function. iv) What will be the marginal revenue if demand is 2?					8 marks		
Q 4.B.	Find dy/dx $y = x^3 \log x (-) x e^x$					7 marks		
	OR							
Q 4.P.	i) If $y = x^3$ show that 'y' is increasing for all non-zero 'x' ii) If $y = 1 / (x + 4)$ show that 'y' is decreasing for all positive values of 'x'					8 marks		
Q 4.Q.	Find dy / dx $y = \frac{3x^2 + 5x - 2}{5x + 3}$					7 marks		
Q 5.A.	$f(x) = x^4 + 3x^3 + 1$ Construct a forward difference table for $x = 1, 2, 3, 4, 5$					8 marks		
Q 5.B.	X	1	3	5	7	9	11	7 marks
	F(x)	0	8	24	48	80	To find	

	Show that $f(x)$ is a polynomial of degree 2. Also find $f(11)$.	
	OR	
Q 5.P.	Solve (any 3 out of 5)	15 marks
1.	There are 7 men and 3 ladies. A committee of 6 is to be formed. Find the number of ways it is possible, if the committee should include at least 2 ladies.	
2.	You want to buy a house after 5 years, when it is expected to cost Rs. 50,00,000. How much should you save annually, if your savings earn a compound interest of 10% per annum.	
3.	Find values of x and y , if: $\begin{pmatrix} 2 & 0 & x \\ 1 & y & 3 \end{pmatrix} + 2 \begin{pmatrix} 1 & x & y \\ 0 & 2 & -1 \end{pmatrix} = \begin{pmatrix} 4 & -2 & 3 \\ 1 & 6 & 1 \end{pmatrix}$	
4.	How many 4 digit numbers can be formed out of the digits 1, 2, 3, 4, 7 and 8 if no digit is repeated in any number? How many of these numbers will be greater than 3,000?	
5.	A person is supposed to pay a company Rs. 5,000, Rs. 6,000 and Rs. 7,000 at the end of 1 st , 2 nd , and 3 rd year respectively. He asks the company if all the payments can be settled at the end of 3 years. If compound interest is 12% per annum, find the amount he should pay after 3 years.	

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: F.Y.B.M.S

Semester: II

Subject: Principles of Management

Time: 2.5 hours

Total: 75 marks

Date: 10th April, 2024

Time: 7:30 am to 10:00 am

Instructions for the candidate:

1. This question paper contains 2 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.

Q 1.A. State whether True or False (any 8 out of 10) **8 marks**

1.	Planning is the first step of the management process.	
2.	Contingency approach considers managerial actions depending upon situations.	
3.	MBO involves participation from both management and employees in defining objectives.	
4.	Management principles differ from country to country.	
5.	Delegation is surrender of authority.	
6.	Planning is a one-time event.	
7.	Decentralization is suitable for small organisations.	
8.	Directing is the only essential management function.	
9.	Activities are multiplied under department.	
10.	A good plan is guaranteed to be successful.	

Q 1.B. Match the Column (any 7 out of 10) **7 marks**

	Group A		Group B	
1.	Mental Revolution	a.	Code of conduct	
2.	Management as a profession	b.	Scientific management	
3.	Line structure	c.	Focus on social and environmental impact beyond just profit.	
4.	CSR	d.	Rights and Power	
5.	Authority	e.	Setting objectives and outlining steps to achieve them.	
6.	Planning	f.	Vertical Relationships	
7.	Green Management	g.	Considering environmental impact throughout business operations.	
8.	Democratic Leadership	h.	Leader encourages participation and involvement from followers in decision-making.	
9.	6M's of management	i.	Has expertise in a specific area and guides followers in accomplishing technical tasks	
10.	Functional Leader	j.	Methods and markets	

Q 2.A.	Explain the different features of management?	8 marks
Q 2.B.	Explain any 7 principles of management as given by Henry Fayol	7 marks
	OR	
Q 2.P.	Explain the Managerial grid as given by Blake and Mouton.	8 marks
Q 2.Q.	Bring out the different managerial roles to be played by manager in the modern day context.	7 marks
Q 3.A.	Why is planning important?	8 marks
Q 3.B.	Explain the limitations of planning.	7 marks
	OR	
Q 3.P.	Highlight the modern techniques of programmed decision making.	8 marks
Q 3.Q.	What is MBO? Explain the features of MBO.	7 marks
Q 4.A.	Distinguish between formal and informal organisations?	8 marks
Q 4.B.	Explain the different ways for departmentation in the organization.	7 marks
	OR	
Q 4.P.	Bring out the advantages and limitations of centralisation.	8 marks
Q 4.Q.	Explain the factors affecting span of control.	7 marks
Q 5.A.	Elaborate the essentials of good control system.	8 marks
Q 5.B.	Explain the features of directing.	7 marks
	OR	
Q 5.P.	Short Notes (any 3 out of 5)	15 marks
1.	Managerial skills	
2.	Single use plans	
3.	Factors affecting organizational structure	
4.	Corporate Social Responsibility towards Government	
5.	Green management	

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: F.Y.BMS

Subject: Industrial Law

Time: 2.5 hours

Date: 12th April, 24.

Semester: II

Total: 75 marks

Time: 7.30-10.00 am

1. This question paper contains 2 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.

Q1A)	True or False (any 8 out of 10)			8 marks
1.	Gratuity Payment Made in instalments to employee when he retires.			
2.	Wages means all annulment which are owned by employee on duty.			
3.	The bonus shall be paid within a period of 8 months from the close of accounting year.			
4.	Employee Provident Fund and Miscellaneous Provision Act came into existence in the year 1952.			
5.	The primary object of employee Provident fund actors to provide Social Security.			
6.	The main object of the Payment of Wages Act.is to avoid unnecessary delay in payment of wages and to prevent unauthorized deduction from the wages.			
7.	Whenever employees not working for a minimum day for any accounting year, the bonus payable will not be proportionately reduce.			
8.	Retrenchment includes voluntary retirement of a Workman			
9.	Canteen facilities available to the person engaging employee more than 250.			
10.	Application for the registration of trade union shall be made to the appropriate government.			
Q1B)	MATCH THE FOLLOWING (any 7 out of 10)			7 marks
1	Closure	A	pumping oil,water sewage,	
2.	Claim for damages	B	enclosed fences or wall	
3.	Fatal accident	C	arrived in course of conciliation proceeding	
4.	Wage limit	D	unfit for every type of work	
5.	Maternity benefit	E	2 years from date of occurrence	
6.	Permanent total disablement	F	sec 10a	
7.	Settlement	G	2100 /-per month	
8..	Trade dispute	H	70 days	
9.	Manufacturing process	I	permanent closing of place	
10.	Precincts	J	difference between the parties	
Q2 A	What do you mean by Unfair labour practices under Industrial dispute act.			8 Marks

Q2 B	Discuss in detail Amalgamation of trade union and notice of Amalgamation.	7 Marks
	OR	
Q2 P	Discuss in detail safety provision under Factories act.	8 Marks
Q2 Q	Discuss in detail doctrine of common employment.	7 Marks
Q3 A	Discuss in detail personal injury by accident.	8 Marks
Q3 B	Discuss in detail re -employment.	7 Marks
	OR	
Q3P	Who is family under Employee State Insurance act.	8 Marks
Q3 Q	Discuss in detail accident arising out of and in the course of employment.	7 Marks
Q4 A	Discuss in detail doctrine of Assumed risk.	8 Marks
Q4 B	Discuss wages under Payment of Wages act 1936.	7 Marks
Q4P	Discuss in detail when bonus is not given to employee.	8 Marks
Q4 Q	Discuss in detail penalties under Payment of gratuity act 1972	7 Marks
Q5 A	Who is dependent under employee compensation act?	8 Marks
Q5 B	Discuss in detail settlement under Industrial dispute act.	7 Marks
	OR	
Q5	Write Short Notes On (any 3)	15 Marks
1	Concept of last in first out	
2	Legal strike	
3	Dispute of trade under section 2(g) of Trade union act	
4	Drinking water facility under factories act	
5	Canteen facility under factories act	

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: F.Y.BMS

Subject: Principles of Marketing

Time: 2.5 hours

Date: 13th April, 24.

Semester: II

Total: 75 marks

Time:

Instructions for the candidate:

1. This question paper contains 2 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.

Q 1.A.	True or False: (any 8 out of 10)	8 marks
1.	Holistic approach is profit oriented.	
2.	Consequences is one of the 'C' in marketing.	
3.	Suppliers is included in micro environment of business.	
4.	Market research is one-time process.	
5.	A container in which products reach to the ultimate customers is called as Packaging.	
6.	It is appropriate to use longest chain of distribution for perishable goods.	
7.	MIS helps marketing manager to recognize market trends.	
8.	Marketer can adopt same marketing mix strategy for all products.	
9.	Product positioning can help to command premium price.	
10.	Inappropriate marketing efforts can lead to failure of a product.	
Q 1.B.	Multiple choice question: (any 7 out of 10)	7 marks
1.	The purpose of CRM is to enhance _____ loyalty. a)Store b) Product c) Customer d) Services	
2.	The _____ concept is also known as customer-oriented concept. a)Selling b) Relationship c) Holistic d) Marketing	
3.	Promotion mix can be replaced by _____. a)Consumer b) Communication c)Cost d) Convenience	
4.	_____ introduced the holistic concept of marketing. a)William Stanton b) J. Mc Carthy c) Theodore Levitt d) Philip Kotler	
5.	_____ research includes reviewing product line. a)Product b) Consumer c) Dealer d) Manufacturer	
6.	_____ channel is also called as 'zero-level' marketing channel. a)Indirect b) Vertical c) Direct d) Horizontal	
7.	According to Philip Kotler, there are _____ levels of product. a)Three b) Four c) Five d) Six	

8.	Segmentation is dividing _____ population into similar groups. a) Heterogeneous b) Homogeneous c) Selected d) Standardized	
9.	Telemarketing can be done using _____ conversation. a) Mobile b) Telephone c) E-mail d) Brochures	
10.	Awareness of 'Save Girl Child' is an example of _____ marketing. a) Social b) Social Media c) Viral d) Mobile	
Q 2.A.	Write brief note on Evolution of marketing.	8 marks
Q 2.B.	What are the advantages of well-defined marketing?	7 marks
	OR	
Q 2.P.	Explain the components of Macro-environment.	8 marks
Q 2.Q.	What are the types of market research?	7 marks
Q 3.A.	What are the determinants affecting consumer buying behavior?	8 marks
Q 3.B.	Highlight the stages of product life cycle with valid illustrations.	7 marks
	OR	
Q 3.P.	HUL want to introduce new product in market. What stages company has to undergo before commercializing the product?	8 marks
Q 3.Q.	Explain various pricing strategies. Support your answer with present-day examples.	7 marks
Q 4.A.	What is physical distribution? Which factors contribute in selection of appropriate channels?	8 marks
Q 4.B.	Company 'ABC pvt ltd.' want to promote their product in market. Help marketing manager to discuss upon various tools available in promoting their product.	7 marks
	OR	
Q 4.P.	What are the determinants on which segmentation is carried?	8 marks
Q 4.Q.	What is product targeting? What are the types of targeting?	7 marks
Q 5.A.	What is internet marketing? State its advantages to customers?	8 marks
Q 5.B.	What is relationship marketing? What initiatives can be taken to build long-term relationship with customers?	7 marks
	OR	
Q 5.C.	Short Notes (any 3 out of 5)	15 marks
1.	Exchange and transfer concept	
2.	Experience marketing	
3.	5 components of brand.	
4.	Modern distribution channel	
5.	Social marketing	

FYBMS - OK