

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: S.Y.BMS

Subject: Foundation Course IV (Ethics and Governance)

Time: 2.5 hours

Date: 26th March, 2024

Semester: IV

Total: 75 marks

Time: 7:30-10:00 am

Instructions for the candidate:

1. This question paper contains 3 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.	State whether True or False: (any 8 out of 10)	8 marks
1.	Ethics is the broader term than morals.	
2.	Ethics and business cannot go together.	
3.	A company will be benefitted more by treating its customers fairly, truthfully and equitably.	
4.	Good corporate governance attracts the interest only of external stakeholders.	
5.	Meta-ethics is the study of moral thought and moral language.	
6.	Making minor changes and claiming it as completely new product is unethical practice followed by marketer.	
7.	Grey marketing is selling outdated and cheap domestic products.	
8.	Your Boss can be your best friend outside office as well as inside the office too.	
9.	Society and businesses are dependent on each other for overall development and sustainability.	
10.	Idea of 'Greenwashing' is ethical to follow by companies.	
Q 1.B.	Choose the correct option (any 7 out of 10)	7 marks
1.	Maintaining the confidentiality of documents is an example of following _____ ethics. a) Human b) Personal c) Professional d) Normative	

2.	Helping needy and poor with basic necessities and financial assistance comes under ____ ethics. a) Transactional b) Recognition c) Meta Ethics d) Participatory	
3.	____ ethics is used to analyze controversial issues like surrogacy and abortion, etc. a) Applied b) Cost-Benefit c) Descriptive d) Personal	
4.	The word 'Ethics' is derived from ____ word ethos, which means way of living. A) German b) Indian c) Latin d) Greek	
5.	Ethics cannot be managed is ____ about business. a) Myth b) Fact c) Assumption d) Estimation	
6.	It is unethical to follow ____ pricing strategy. a) Penetrating b) Skimming c) Psychological d) Predatory	
7.	Business should make positive ____ to the society. a) Consequence b) Contribution c) Compliance d) Cost-benefit	
8.	"We should do to others, what we would want other to do to us", is followed under ____ approach. a) Cost-Benefit b) Motivational c) Universalism d) Utilitarian	
9.	Products marketed without proper testing is an example of ethical issue with ____. a) Product b) Price c) Place d) Promotion	
10.	____ ethics describes how people should behave in particular situation. a) Applied b) Participatory c) Descriptive d) Normative	
Q 2.A.	What is ethics? State the importance of following ethics in day-to-day lives?	8 marks
Q 2.B.	State the scope of ethics in business.	7 marks
	OR	
Q 2.P.	What are the roles of government in ensuing ethics in business?	8 marks

Q 2.Q.	What are the ethical performances followed in businesses in India?	7 marks
Q 3.A.	What are the unethical marketing practices followed in India?	8 marks
Q 3.B.	Why it is essential to follow ethics at workplace?	7 marks
	OR	
Q 3.P.	What is the scope of ethics in field of Finance?	8 marks
Q 3.Q.	What are the ways to avoid Tax- Evasion?	7 marks
Q 4.A.	What is the role of SEBI in maintaining Corporate Governance?	8 marks
Q 4.B.	What is Corporate Governance? Why it is essential to follow?	7 marks
	OR	
Q 4.P.	Write brief note on 'Agency Theory' with labelled diagram.	8 marks
Q 4.Q.	Elaborate on the concept on 'Insider Trading'.	7 marks
Q 5.A.	Write brief note on "TATA CSR activities" in India.	8 marks
Q 5.B.	What are CSR Strategies?	7 marks
	OR	
Q 5.C.	Short Notes (any 3 out of 5)	15 marks
1.	Types of business ethics.	
2.	Ethics in HRM.	
3.	Ethical leadership	
4.	Issues in following Corporate governance	
5.	German Model	

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Semester: IV

Class: S.Y.BMS

Subject: Business Research Methods

Time: 2.5 hours

Date: 27th March, 2024

Total: 75 marks

Time: 7:30-10:00 am

Instructions for the candidate:

1. This question paper contains 3 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.

Q1A) Match the column any 8 out of 10)

8 marks

- | | | | |
|----|-----------------------|---|---------------------------------------|
| 1 | Historical Research | A | Time horizon |
| 2 | Empiricism | B | Source of hypothesis |
| 3 | Longitudinal research | C | Internal source of secondary data |
| 4 | Employee records | D | Null hypothesis is false but accepted |
| 5 | Questionnaire | E | Non parametric test |
| 6 | Analogy | F | Written at the bottom of page |
| 7 | Type 1 error | G | Relies on secondary data |
| 8 | Chi Square tests | H | Research tool for data collection |
| 9 | Footnotes | I | Source of references |
| 10 | Bibliography | J | Observation and Experimentation |

Q1B) State whether true (any 8 out of 10)

7 marks

1. Action research helps to solve practical problems.
2. Universe is drawn from the sample.
3. Pilot study is concerned with pre- testing of questionnaire.
4. Research report must be written in an impersonal style.
5. Telephonic survey is very economical.
6. Analysis and interpretation of data are closely connected.
7. Codes should be mutually exclusive.
8. Plagiarism can be reduced by paraphrasing.
9. Research report acts a reference document.
10. Kurtosis is measure of symmetry.

Q2 A Explain the significance of research in the modern-day context.

8 Marks

Q2 B Explain the steps in the research process.

7 Marks

OR

Q2 P What are the different methods used in sampling?

8 Marks

Q2 Q Explain the different types of hypotheses with examples

7 Marks

Q3 A Distinguish between Primary data and secondary data

8 Marks

Q3 B Explain the different types of observation methods.

7 Marks

OR

- Q3P Explain the different types of questions that can be used in the questionnaire 8 Marks
Q3 Q What are the sources of secondary data collection. 7 Marks

- Q4 A Explain the steps involved in data processing? 8 Marks
Q4 B Bring out the principles of tabulation 7 Marks

OR

- Q4P What are the essentials of a good interpretation? 8 Marks
Q4 Q What are the different ways of performing data analysis ?. 7 Marks

- Q5 A Explain the structure of research report. 8 Marks
Q5 B What are the different types of research report?. 7 Marks

OR

- Q5 **Write Short Notes On (any 3)** 15 Marks
1 Basic Research
2 Types of Interview
3 T test
4 Qualities of a good research report
5 Research design

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: S.Y.B.M.S

Semester: IV

Subject: IT in Business Mgmt-II

Time: 2.5 hours

Total: 75 marks

Date: 28th March, 2024

Time: 7:30 am to 10:00 am

Instructions for the candidate:

1. This question paper contains 3 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)	8 marks
1.	GDSS stands for _____. a) Group Decision Software System b) Group Decision Support System c) Ground Decision Support System d) Group Discussion Support System	
2.	MIS captures data from _____ sources. a) External Sources b) Cloud Sources c) Internal Sources d) Websites	
3.	Data about data is known as _____. a) Data Independence b) Tuple c) Metadata d) Field	
4.	_____ is a skeleton structure that represents logical view of entire database. a) Database integrity b) Key c) Database independence d) Database Schema	
5.	Data warehouse is a large storage of _____ data. a) Historical b) Current c) Sample d) Forecasted	
6.	Accuracy, correctness and validity of data can be related with _____. a) Data Independence b) Integrity Constraints c) Data Cleansing d) Database Schema	
7.	EDI stands for _____. a) Enterprise Data Interface b) Electronic Data Interchange	

	c) Electronic Database Interface d) Enterprise Data Internet	
8.	The Global Delivery Model is also called as _____ Outsourcing. a) Blended b) Hub and Spoke c) Onshore d) Offshore	
9.	In KPO Demand for quality, data security and compliance is _____ challenge. a) Customer Challenge b) Competitor Challenge c) Industry Challenge d) Internal challenge	
10.	HR, tax solutions are examples of _____ BPO services. a) Circular b) Diagonal c) Vertical d) Horizontal	
Q 1.B.	State whether True or False (any 7 out of 10)	7 marks
1.	To the managers, Management Information System is an implementation of the organizational systems and procedures.	
2.	The objective of the Inventory module is to manage entire life cycle of an employee in an organization.	
3.	Transaction Processing system is an extension of the MIS, which is a special kind of DSS.	
4.	Executive Support System refers to the application of computers and communication technology to office functions.	
5.	MIS is an information system, which process data and convert it into data mart.	
6.	A DSS used in medicine is called MDSS.	
7.	EDI system are designed to compile information on customers across different channels or points of contact between the customer and the company	
8.	HR module streamline procurement of required raw material.	
9.	ITO is typically serviced based focused on reducing the costs of operating expenditures of the IT budget.	
10.	Supply chain management is also called as "supply network" or supply web".	
Q 2.A.	Define MIS? Explain any four functional subsystem?	8 marks
Q 2.B.	Define DSS? Explain any applications of DSS?	7 marks
	OR	

Q 2.P.	Define DSS? Explain Classification of DSS?	8 marks
Q 2.Q.	Define DSS? Explain the Characteristics of DSS?	7 marks
Q 3.A.	What is E-CRM? Explain benefits of E-CRM?	8 marks
Q 3.B.	What is ERP? Explain ERP Architecture in detail?	7 marks
	OR	
Q 3.P.	What is e-SCM? Enlist benefits of e-SCM?	8 marks
Q 3.Q.	How does workflow automation help CRM?	7 marks
Q 4.A.	What is Data warehouse? Explain Advantages and Disadvantages of Data warehouse?	8 marks
Q 4.B.	What is Data Mining? Explain Techniques of Data Mining?	7 marks
	OR	
Q 4.P.	What is Data Warehouse? Explain Architecture of Data Warehouse?	8 marks
Q 4.Q.	What is DBMS? What is need for DBMS?	7 marks
Q 5.A.	What is Outsourcing? Explain need for outsourcing?	8 marks
Q 5.B.	What is BPO? Explain various Business Models?	7 marks
	OR	
Q 5.P.	Short Notes (any 3 out of 5)	15 marks
1.	Objective of MIS	
2.	Components of MIS	
3.	Information Systems	
4.	Cloud Computing Services	
	E-SCM Benefits	

M. L. DAHANUKAR COLLEGE COMMERCE
EXTERNAL FINAL EXAMINATION –March/April 2024
SYBMS/SYBFM/SYBBI SEM IV
SUBJECT: BUSINESS ECONOMICS – II

Marks:75

Date: 30/03/2024

Time:7:30-10:00

Q1A) True or False (any 8 out of 10)

8 marks

1. Services of housewives have to be included to calculate Net Economic Welfare.
2. Induced investments are profit oriented.
3. Less than full employment equilibrium is very rare in reality.
4. Inflation Targeting was first adopted by the Reserve Bank of New Zealand.
5. The term "the supply of money" is synonymous with "money supply."
6. Externalities affect resource allocation and result in less welfare.
7. Fiscal policy is formulated by the central bank.
8. The burden of a direct tax cannot be shifted.
9. Arbitrage takes place because of differences in the exchange rate at different places.
10. Quotas are more effective than tariffs.

Q1B) Multiple Choice Questions (any 7 out of 10)

7 marks

1. Says Law of market states that _____.
 - a) demand creates its own supply
 - b) supply creates its own supply
 - c) the normal state of economic affairs is recession
 - d) supply creates its own demand
2. Macro economics analysis is of paramount importance in getting us an idea of the functioning of an _____.
 - a) economic system
 - b) environment system
 - c) marginal product
 - d) total product
3. Money Supply M1 includes _____.
 - a) $M1 = C + DD + OD$
 - b) $M1 = C + DD + \text{Time Deposits with the banks}$
 - c) $M1 = C + DD + \text{Deposits with post offices}$
 - d) $M1 = C + DD + \text{Deposits with Non-Banking Finance Companies}$
4. In hyperinflation there will be _____.
 - a) 10 % increase in price per annum
 - b) 5 % increase in price per annum
 - c) 15 % increase in price per annum
 - d) No upper limit of price rise
5. Speculative demand for money depends upon _____.
 - a) Income
 - b) Investment
 - c) Rate of interest
 - d) Central bank
6. The canon of _____ implies that the burden of taxation must be distributed equally.
 - a) certainty
 - b) equality
 - c) convenience
 - d) diversity

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7. _____ is a one-time tax levied for debt redemption.
- Capital levy
 - Funded debt
 - Unfunded debt
 - Sinking fund
8. Commodity terms of trade is also known as _____.
- Net barter terms of trade
 - Gross barter terms of trade
 - Income terms of trade
 - Utility terms of trade
9. The balance of trade is given by _____.
- income receipts minus income payments on investments
 - the balance of unilateral transfers
 - merchandise exports and service exports minus the sum of merchandise imports and service imports
 - merchandise exports minus merchandise imports
10. Exchange rates are determined in _____.
- the money-market
 - the foreign exchange-market
 - the stock-market
 - the capital-market
-
- Q2 A Explain the circular flow of income and expenditure in a four-sector economy. 8 Marks
- Q2 B What are trade cycles? Discuss its features. 7 Marks
- OR
- Q2 P What are the various factors determining consumption function? 8 Marks
- Q2 Q Discuss the various concepts of national income. 7 Marks
-
- Q3 A What are the causes of inflation? 8 Marks
- Q3 B What are the quantitative instruments of monetary policy? 7 Marks
- OR
- Q3P Explain the classical approach to demand for money. 8 Marks
- Q3 Q Describe the determinants of money supply. 7 Marks
-
- Q4 A Explain the types of public debt. 8 Marks
- Q4 B What are the causes for the rapid growth of public expenditure. 7 Marks
- OR
- Q4P Examine the structure of Union budget. 8 Marks
- Q4 Q Explain the features of FRBM Act. 7 Marks
-
- Q5 A Discuss the merits and demerits of fixed exchange rate system. 8 Marks
- Q5 B Explain the Ricardian Theory of comparative cost. 7 Marks
- OR
- Q5 **Write Short Notes On (any 3)** 15 Marks
- Multiplier.
 - Velocity of circulation of money.
 - Sound finance.
 - Free trade vs Protection trade.
 - Devaluation.

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester IV SET 1

Class: S.Y.B.M. S

Semester: IV

Subject: Financial Institutions & Markets

Time: 2.5 hours

Total: 75 marks

Date: 1st April, 2024

Time: 7:30 am to 10:00 am

Instructions for the candidate:

1. This question paper contains 3 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.	Choose the most appropriate option. (any 8 out of 10)	8 marks
1.	_____ Is the central bank of US (Bank of Japan, Bank of England, securities exchange Commission, Federal Bank)	
2.	_____ Systems appear to have advantage in terms of providing long term, stable financial framework for companies. (Bank based, bank biased, market based, market oriented)	
3.	A chance possibility or uncertainty of loss is known as _____ (Peril, proximate cause, risk, hazard)	
4.	The combined underlying holding of the fund is also known as the _____ (Insurance, portfolio, mutual funds, FDI)	
5.	Diversification can reduce _____ (Risk, uncertainty, probability, security)	
6.	_____ Act as intermediaries in purchase and sale of securities in primary and secondary market. (Underwriters, merchant bankers, brokers, factors)	
7.	_____ Is an issuer of T bills and G- Secs. (EXIM, SEBI, central government, CCIL)	
8.	National Housing Bank caters to _____ sector in the country. (FMCG, agriculture, derivatives, housing)	
9.	The _____ Is the nodal department for overseeing the public financial management system in the central government and matters connected with the state finances. (Department of Economic Affairs, Department of Revenue, Department of expenditure, Department of disinvestment)	

10.	Under _____ model loans are provided for six months to one year duration, but repayments are made weekly. (Self-help Group, Grameen Bank, MFI, cooperative)	
Q 1.B.	State whether True or False (any 7 out of 10)	7 marks
1.	The German financial system has historically been a prime example of bank based system.	
2.	Increase in debt is directly related to increasing risk, especially the bankruptcy risk.	
3.	Surveyors inspect the property in question, examining and verify the causes and the circumstances of the loss	
4.	AMC of Mutual Fund must have a net worth of at least rupees 10 crores at all the times	
5.	The option contracts are the underlying future contract and not the commodity itself	
6.	Forward Market Commission is a regulatory body for the commodities market	
7.	The secondary market deals with only the eastern securities	
8.	Money market is a place where the demand for and the supply of the short term funds are made	
9.	SIDBI Was established as a wholly on subsidiary owned subsidiary of IDBI in the year 1988	
10.	The Ministry of corporate affair is a quasi-judicial body that exercises some of the quasi Judicial and judicial powers under the act previously exercised by the high court and the central government	
Q 2.A.	Elaborate the various constituents of the Indian financial system.	8 marks
Q2 B.	What are the various advantages and disadvantages of microfinance?	7 marks
	OR	
Q 2.P.	What are the characteristics of Indian financial services	8 marks
Q2 Q	Elaborate capital markets and its instruments	7 marks
Q 3.A.	What are the objective life insurance corporations	7 marks
Q 3 B	Explain the role and functions of IRDA?	8 marks
	OR	
Q 3.P.	Explain the Union Finance Ministry and its various departments	8 marks
Q 3.Q.	What are the functions of SIDBI?	7 marks
Q 4.A.	What are mutual funds? How are mutual funds classified	7 marks
Q 4 B	What are the various types of derivatives contracts?	8 marks

	OR	
Q 4.P.	Explain ADRs and its types	8 marks
Q 4.Q.	What is unorganized money market Explain its types	7 marks
Q 5.A.	Elaborate the various types of financial system	8 marks
Q 5.B.	What are the various principles of insurance	7 marks
	OR	
Q 5.P.	Short Notes (any 3 out of 5)	15 marks
1.	Financial system of UK	
2.	Close ended funds	
3.	Hedgers	
4.	MCX	
5.	Bombay Stock Exchange	

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: S.YBMS

Semester: IV

Subject: Integrated Market Communication

Time: 2.5 hours

Date: 1st April 2024

Total: 75 marks

Time: 7:30 am to 10:00 am

Instructions for the candidate:

1. This question paper contains 3 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. State whether True or False. (any 8 out of 10)			8 marks																						
1.	Integrated Marketing communication will involve an appropriate selection from the range of tools that are available for use as part of promotional mix.																								
2.	AIDA Model was presented by Elmo Lewis.																								
3.	Advertisement does not provide employment to all people concerned to every field.																								
4.	Radio is vehicle to which advertisers can reach children easily.																								
5.	Public relation is not an important part of IMC																								
6.	Advertise is asking actual sales.																								
7.	Publicity is highly credible.																								
8.	Newsletter is a type of commercial speech.																								
9.	Cognitive neuroscience provides a holistic view of dealer's responses.																								
10.	Scanner data is one of the best ways to get results quickly.																								
Q 1.B. Match the Column (any 7 out of 10)			7 marks																						
1.	<table><tr><th>Column A</th><th>Column B</th></tr><tr><td>(1) IMC</td><td>(a) time honoured technique</td></tr><tr><td>(2) Media Advertising</td><td>(b) Avoidance of clutter</td></tr><tr><td>(3) Word of mouth</td><td>(c) Consistent message</td></tr><tr><td>(4) Trade shows</td><td>(d) short term results</td></tr><tr><td>(5) Public relation</td><td>(e) specializes in purchase simulation</td></tr><tr><td>(6) Research</td><td>(f) 20 numerical digits</td></tr><tr><td>(7) Direct response media</td><td>(g) trade Association</td></tr><tr><td>(8) POPAI</td><td>(h) SWOT</td></tr><tr><td>(9) QR Codes</td><td>(i) B2B market</td></tr><tr><td>(10)Research system corporation</td><td>(j)specializes in purchase simulation</td></tr></table>	Column A	Column B	(1) IMC	(a) time honoured technique	(2) Media Advertising	(b) Avoidance of clutter	(3) Word of mouth	(c) Consistent message	(4) Trade shows	(d) short term results	(5) Public relation	(e) specializes in purchase simulation	(6) Research	(f) 20 numerical digits	(7) Direct response media	(g) trade Association	(8) POPAI	(h) SWOT	(9) QR Codes	(i) B2B market	(10)Research system corporation	(j)specializes in purchase simulation		
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Q 2.A.	What are the promotional tools of IMC?	8 marks
Q 2.B.	Explain the communication process.	7 marks
OR		
Q 2.P.	Discuss about Sales v/s Communication Objectives.	8 marks
Q 2.Q.	Explain DAGMAR? Discuss its characteristics.	7 marks
OR		
Q 3.A.	Describe in brief role of Advertising in IMC	8 marks
Q 3.B.	Discuss in brief the reason for growth of Sales Promotion	7 marks
OR		
Q 3.P.	Explain the types of Sales Promotion	8 marks
Q 3.Q.	Discuss the objectives of Direct Marketing.	7 marks
OR		
Q 4.A.	Describe in brief tools for Public Relations.	8 marks
Q 4.B.	Discuss the types Publicity.	7 marks
OR		
Q 4.P.	Explain the pros of Personal Selling.	8 marks
Q 4.Q.	Describe some Unethical Practices in Marketing Communication.	7 marks
OR		
Q 5.A.	Describe the objectives of consumer promotion	8 marks
Q 5.B.	Discuss in brief about Toll free Numbers.	7 marks
OR		
Q 5.P.	Short Notes (any 3 out of 5)	15 marks
1.	The Dissonance/Attribution Theory	
2.	Scope of sales promotion	
3.	Role of personal selling in IMC	
4.	Direct marketing on Internet	
5.	Reasons for evaluation of IMC	

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: S.Y.BMS

Semester: IV

Subject: Human Resource Planning and Information Systems

Time: 2.5 hours

Total: 75 marks

Date: 1st April 2024

Time: 7:30 am to 10:00 am

Instructions for the candidate:

1. This question paper contains 3 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.	HRIS is not composite of database.			
2.	Globalisation has increased manpower cost.			
3.	HRP evaluation helps in prediction of future trends.			
4.	Career flexibility is a technique for employee flexibility.			
5.	HRP is a four-phased process.			
6.	Alternative work patterns allow employees to work on alternate months & seasons.			
7.	Information needs differ from company to company.			
8.	Research & innovation are also areas of HR Audit.			
9.	HRIS does not create administrative data.			
10.	Staffing the HRP department does not require specifying job requirements in HRP.			
Q1B)	Match the column (any 7 out of 10)			7 marks
1.	Work study	A	Ratio of production level	
2.	Delphi technique	B	Analyse quantitative variables	
3.	Skills inventory	C	Bottom-up approach	
4.	Managerial judgement	D	Summarizes skills	
5.	Replacement charts	E	Graphical view of jobs	
6.	HR policy	F	Contains guidelines	
7.	Regression analysis	G	Estimate of workload	
8.	Staffing tables	H	Internal movement from lower level of jobs	
9.	Ratio trend analysis	J	Potential replacements	
10.	Succession planning	I	Group of experts	
Q2 A	What are the contents of Job Description?			8 Marks
Q2 B	What are the features of HRIS?			7 Marks
	OR			
Q2 P	What is the need for HRP Evaluation?			8 Marks
Q2 Q	Name the different Levels of HRP in an enterprise.			7 Marks
Q3 A	What are the different reasons for Layoff?			8 Marks
Q3 B	What are the barriers in effective implementation of HRIS?			7 Marks

	OR	
Q3 P	What are the objectives of HR Policies?	
Q3 Q	What is the impact of Globalisation on HRP?	8 Marks
		7 Marks
Q4 A	What are the different factors affecting Recruitment?	
Q4 B	What is the scope of HRP/ Manpower planning?	8 Marks
		7 Marks
	OR	
Q4 P	Enumerate the different Employee Selection Tests.	
Q4 Q	Name the factors affecting HR Demand Forecasting.	8 Marks
		7 Marks
Q5 A	What are the objectives of Strategic HRP?	
Q5 B	What are the functions of HRIS?	8 Marks
		7 Marks
	OR	
Q5	Write Short Notes On (any 3)	
1	HR Audit.	15 Marks
2	Trends in HRIS.	
3	Barriers in effective implementation of HRP.	
4	Employee Resourcing.	
5	Contents & Usage of Data of HRIS data.	

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: S.Y.B.M.S

Semester: IV

Subject: Production and Total Quality Management

Time: 2.5 hours

Total: 75 marks

Date: 2nd April, 2024

Time: 7:30 am to 10:00 am

Instructions for the candidate:

1. This question paper contains 3 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.	State whether True or False (any 8 out of 10)		8 marks
1.	The flow of product in process layout will be in one line.		
2.	Continuous Production system is flexible.		
3.	Simplification is not an essential of product design.		
4.	Inspection is an inventory carrying cost.		
5.	Bad reputation is a cost of bad quality.		
6.	Energy Productivity is Total Output/ Capital Employed.		
7.	Quality improvement optimize the process.		
8.	ISO is Italian Organization for standardization.		
9.	The MBNQA awarded is presented by thy President of United States.		
10.	Six Sigma is a American concept.		
Q 1.B.	Match the Columns (any 7 out of 10)		7 marks
1.	Unit Price	a) For American Company	
2.	Investment	b) For Japanese Company	
3.	Source of Procurement	c) Appraisal Cost	
4.	Seasonality	d) Failure Cost	
5.	MBNQA	e) spare parts	
6.	Deming Prize	f) bread	
7.	Cost of good quality	g) HML	
8.	Cost of bad quality	h) XYZ	
9.	Consumer goods	i) GOLF	
10.	Industrial goods	j) SOS	

Q 2.A.	Discuss the classification of Products?	8 marks																						
Q 2.B.	What are the factors considered in plant location selection?	7 marks																						
	OR																							
Q 2.P.	What are the objectives of good plant layout?	8 marks																						
Q 2.Q.	What are the functions of Purchase department?	7 marks																						
Q 3.A.	Explain the concept and assumption of EOQ.	8 marks																						
Q 3.B.	i) Explain the meaning of Lead time and Re-order level. ii) Daily consumption of raw material in the production process is 1000 units. Lead time for delivery is 5 days. Company's policy is equal to keep safety stock equal to three day's daily consumption to guard against stock out. Calculate Re-order level.	7 marks																						
	OR																							
Q 3.P.	Explain the importance of Quality Management.	8 marks																						
Q 3.Q.	Explain the meaning and limitation of ABC analysis?	7 marks																						
Q 4.A.	Explain the product quality dimensions given by David Garvin.	8 marks																						
Q 4.B.	Calculate the Cost of Ordering and Cost of Inventory Carrying. <table border="1"><thead><tr><th>Particulars</th><th>Cost</th></tr></thead><tbody><tr><td>Floor space charges</td><td>3,00,000/-</td></tr><tr><td>Obsolescence and Spoilage</td><td>40000/-</td></tr><tr><td>Procurement Cost</td><td>1,50,000/-</td></tr><tr><td>Warehouse Personnel salary</td><td>75,000/-</td></tr><tr><td>Cost of material handling</td><td>50000/-</td></tr><tr><td>Inspection Cost</td><td>50000/-</td></tr><tr><td>Collection Cost</td><td>60000/-</td></tr><tr><td>Purchase department expense</td><td>2,50,000/-</td></tr><tr><td>Interest</td><td>10%</td></tr><tr><td>Insurance</td><td>20%</td></tr></tbody></table> The company has a total average inventory of 20 lakhs.	Particulars	Cost	Floor space charges	3,00,000/-	Obsolescence and Spoilage	40000/-	Procurement Cost	1,50,000/-	Warehouse Personnel salary	75,000/-	Cost of material handling	50000/-	Inspection Cost	50000/-	Collection Cost	60000/-	Purchase department expense	2,50,000/-	Interest	10%	Insurance	20%	7 marks
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Q 4.P.	Explain the P Crosby's philosophy on total quality management.	8 marks
Q 4.Q.	Explain the Concept of good and bad quality?	7 marks
Q 5.A.	What are the objectives of Six Sigma?	8 marks
Q 5.B.	Explain the ISO 9000 registration process.	7 marks
	OR	
Q 5.P.	Short Notes (any 3 out of 5)	15 marks
1.	DMADV	
2.	Juran Trilogy	
3.	Product layout	
4.	Lean Thinking	
5.	Quality Assurance	

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: S.Y.B.M.S

Semester: IV

Subject: Training & Development

Time: 2.5 hours

Total: 75 marks

Date: 3rd April, 2024

Time: 7:30 am to 10:00 am

Instructions for the candidate:

1. This question paper contains 3 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.

Q1.A	State whether True or False (any 8 out of 10)	8 marks
1.	Talent management is a one-time activity and doesn't require ongoing effort.	
2.	Identifying the training needs is the last step of training.	
3.	Organisational analysis is the first step in training need assessment.	
4.	Non-directive counselling focuses on helping clients explore their own feelings and develop their solutions.	
5.	A strong succession plan can help minimize disruptions during leadership transitions.	
6.	Training and development programs are only necessary for new hires.	
7.	Effective organizational development initiatives involve collaboration between employees and management	
8.	Ranking method of appraisal is the simplest and oldest method of performance.	
9.	Training programs should always be developed before conducting a needs assessment.	
10.	Performance appraisals are only for evaluating weaknesses of employees.	
Q 1.B.	Multiple choice questions (any 7 out of 10)	7 marks
1.	_____ method involves an assisting a senior manager to gain practical experience. a) Mentoring b) Coaching c) Understudy d) Sensitivity training	
2.	_____ statement is not true about knowledge management. a) It focuses on collecting and storing valuable organizational knowledge. b) It is a broader concept than just employee development. c) Its primary focus is on data and information. d) It facilitates knowledge sharing within an organization.	
3.	The primary objective of training and development programs is to _____. a) Reduce employee benefits costs b) Improve employee skills and knowledge c) Punish employees for poor performance	

	d) Track employee attendance	
4.	_____ focuses on creating a system for capturing, storing, and sharing organizational knowledge. a) Talent management b) Information management c) Knowledge management d) Sensitivity training	
5.	When designing a training program, it's important to _____. a) Focus solely on theoretical knowledge b) Consider the specific needs of the trainees and the job requirements c) Deliver the training in a single, lengthy session d) Use a one-size-fits-all approach for all employees	
6.	The Paired Comparison Method of performance appraisal involves _____. a) Setting goals collaboratively with employees b) Comparing each employee to every other employee in the group c) Using a pre-defined scale to rate employees on various criteria d) Gathering feedback on an employee's performance from multiple sources	
7.	Sensitivity training is also known as _____. a) Performance appraisal training b) T-Group training c) Leadership development training d) Technical skills training	
8.	In the case study method of training, trainees are primarily given _____ to discuss and analyze in order to develop their critical thinking and problem-solving skills. a) A theoretical framework b) A lecture on best practices c) A case d) A pre-defined set of solutions	
9.	Self-assessment is an important tool for career development because it helps you _____. a) Overestimate your skills and experience. b) Identify your strengths, weaknesses, and career values. c) Focus solely on your negative attributes. d) Avoid taking responsibility for your career progress.	
10.	An employee consistently arrives late and misses' deadlines. However, the rater focuses on their recent improvement in communication and assigns a good overall rating. This exemplifies _____ error. a) Leniency bias b) Central tendency bias c) Self-serving bias d) Recency bias	

Q 2.A.	What is training? Explain the scope of training.	8 marks
Q 2.B.	Elaborate the steps for the training needs assessment process.	7 marks
	OR	
Q 2.P.	Explain in detail the off the job methods of training.	8 marks
Q 2.Q.	Highlight the features of training.	7 marks
Q 3.A.	What are the challenges faced in succession planning?	8 marks
Q 3.B.	Explain various techniques of counselling.	7 marks
	OR	
Q 3.P.	What is succession planning? What process should be followed for succession planning?	8 marks
Q 3.Q.	Elaborate the characteristics of organisational development.	7 marks
Q 4.A.	What is performance appraisal? Explain the features of performance appraisal.	8 marks
Q 4.B.	Analyze the modern methods of performance appraisal.	7 marks
	OR	
Q 4.P.	Explain ethics in performance appraisal techniques.	8 marks
Q 4.Q.	Explain in brief the problems of performance appraisal.	7 marks
Q 5.A.	Explain the characteristics of management development program.	8 marks
Q 5.B.	Explain off the job techniques of management development program.	7 marks
	OR	
Q 5.P.	Short Notes (any 3 out of 5)	15 marks
1.	Person analysis of training needs	
2.	Character categories of talent management	
3.	Human performance improvement	
4.	Global talent management	
5.	Note on job rotation and coaching	

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: S.Y.BMS

Semester: IV

Subject: Rural Marketing

Time: 2.5 hours

Total: 75 marks

Date: 3RD April, 24

Time: 7:30-10:00 am

Instructions for the candidate:

1. This question paper contains 3 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.	Rural market in India is a new horizon in marketing for both national and international traders.																							
2.	Only outdoor media is the medium to attract rural consumers.																							
3.	ITC revolutionized village lifestyle by starting E-Choupals.																							
4.	Rural markets have strong communication networking.																							
5.	It is studied that, TV covers 20% of rural population.																							
6.	The SHG Bank Linkage Project was developed by Indira Awaas Yojana was noteworthy micro financing projects at a global level.																							
7.	ISI is the quality certification mark for agricultural produce.																							
8.	The Mother dairy management was convinced to sell dairy products to farmers at reasonable cost.																							
9.	TAMASHA is a popular form of entertainment in South India.																							
10.	Rural markets are diverse and scattered.																							
Q 1.B. Match the Column (any 7 out of 10)		7 marks																						
	<table><tr><th>A</th><th>B</th></tr><tr><td>1) Demographic factor</td><td>a. Interactive games</td></tr><tr><td>2) Social factor</td><td>b. Fair Price Shop</td></tr><tr><td>3) Political factor</td><td>c. Small-Unit Packs</td></tr><tr><td>4) Economic factor</td><td>d. Expenditure pattern</td></tr><tr><td>5) Rural infrastructure</td><td>e. Traditional goods</td></tr><tr><td>6) Product mix</td><td>f. Puppetry Shows</td></tr><tr><td>7) Packaging strategy</td><td>g. Combo-unit</td></tr><tr><td>8) PDS</td><td>h. Rural housing</td></tr><tr><td>9) Recreation</td><td>i. Ruling parties influences</td></tr><tr><td>10) Personal selling</td><td>j. Family Life Cycle</td></tr></table>	A	B	1) Demographic factor	a. Interactive games	2) Social factor	b. Fair Price Shop	3) Political factor	c. Small-Unit Packs	4) Economic factor	d. Expenditure pattern	5) Rural infrastructure	e. Traditional goods	6) Product mix	f. Puppetry Shows	7) Packaging strategy	g. Combo-unit	8) PDS	h. Rural housing	9) Recreation	i. Ruling parties influences	10) Personal selling	j. Family Life Cycle	
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Q 2.A.	'Rural marketing is perceived as one of the potential markets by marketers' Explain.	8 marks
Q 2.B.	Define Rural marketing. State its features.	7 marks
	OR	
Q 2.P.	What is the nature of competition prevailing in rural markets?	8 marks
Q 2.Q.	Write a brief note on NABARD and its contribution for the development of rural markets.	7 marks
Q 3.A.	What problems are faced in rural marketing?	8 marks
Q 3.B.	Why it is essential for marketers to study demographic components of rural consumers?	7 marks
	OR	
Q 3.P.	Which strategies can be practiced to motivate rural consumers to buy products?	8 marks
Q 3.Q.	Technological factors have significant impact on rural consumer's buying behavior. Explain	7 marks
Q 4.A.	Which product strategies can be adopted for rural markets?	8 marks
Q 4.B.	State the importance of labelling product for marketers as well as consumers.	7 marks
	OR	
Q 4.P.	What is market Segmentation? On what basis rural consumers can be segmented?	8 marks
Q 4.Q.	Which effective promotional strategies can be adopted for rural marketing?	7 marks
Q 5.A.	Write a brief note on 'Rural Media for communication'.	8 marks
Q 5.B.	Which measures can be taken to solve the challenges related with physical distribution of goods?	7 marks
	OR	
Q 5.C.	Short Notes (any 3 out of 5)	15 marks
1.	Rural Housing	
2.	Rural Market Index	
3.	4 A's of Rural marketing	
4.	Geographical Segmentation	
5.	Grading	

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2023-24

Semester End Examination

Class: S.Y.BMS

Semester: IV

Subject: Auditing

Time: 2.5 hours

Total: 75 marks

Date: 3rd April 2024

Time: 7:30 am to 10:00 am

Instructions for the candidate:

1. This question paper contains 3 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)		8 marks
1.	Internal audit is a part of _____.	
	(a) Internal control (b) Internal check (c) Statutory audit (d) Accounting system	
2.	Purchase returns can be verified with _____.	
	(a) Credit note (b) Debit note (c) Bills for purchases (d) Cheque book	
3.	Rate of dividend should be approved by _____.	
	(a) Director in AGM (b) Shareholder in AGM (c) Debentures in AGM (d) Auditors in AGM	
4.	Auditor should check whether the investments are subject to _____.	
	(a) Reservation (b) Obstacle (c) Charge (d) Fees	
5.	Auditor should ensure that cash receipts are _____.	
	(a) Kept in cash box only (b) Deposited in bank A/c at the earliest (c) Spent on purchase of Fixed Assets (d) Used to repay loans	
6.	Discount allowed will _____ the amount to be received from others.	
	(a) Reduce (b) Increase (c) Not change (d) Double	
7.	_____ defines Audit Sampling	
	(a) SA-200 (b) SA-530 (c) SA- 500 (d) SA- 570	

8.	Trial Balance is a part of _____ audit file.	
	(a) Current	(b) Permanent
	(c) Important	(d) Evidence
9.	In Secret Reserve, business projects are _____.	
	(a) More profits than the actual	(b) less profits than the actual
	(c) no profit	(d) no loss
10.	Employees are given _____ leaves so that frauds done by them can be detected.	
	(a) Medical	(b) Mandatory
	(c) Privilege	(d) Casual
Q 1. B.	State Whether the statement is True or False (any 7 out of 10).	7 marks
1.	There is no specific structure for preparing audit notebook.	
2.	Internal Auditor is appointed by Management.	
3.	Vouching includes valuation.	
4.	Developing the Internal Control System is Auditors responsibility.	
5.	Land is subject to depreciation.	
6.	Concurrent auditor has to be an external auditor only.	
7.	Audit Program is same for all business	
8.	Auditing can be done by the management.	
9.	Chances of bias are more in random sampling.	
10.	Auditor is required to be biased.	
Q 2. A.	Define Auditing and Explain basic Objectives of Auditing.	8 marks
Q 2. B.	What is mean by Window Dressing? And discuss the Harms of Window Dressing.	7 marks
	OR	
Q 2. P.	Discuss the qualities of Auditors	8 marks
Q 2. Q.	Explain different types of Errors.	7 marks
Q 3. A.	Discuss Advantages and Disadvantages of Continuous Audit.	8 marks
Q 3. B.	Explain the importance of Audit Working Papers.	7 marks
	OR	
Q 3. P.	Mention the Contents of Audit Working papers.	8 marks
Q 3. Q.	Elaborate Audit on the basis of Scope.	7 marks
Q 4. A.	What are the basic Principles of Internal Audit?	8 marks
Q 4. B.	What is mean by Internal Control and discuss the duties of auditor relating to internal audit.	7 marks

	OR	
Q 4. P.	Explain Test Check and state its advantages.	8 marks
Q 4. Q.	Suggest the Internal Control System for Sales.	7 marks
Q 5. A.	Write a note on Vouching with features.	8 marks
Q 5. B.	What procedure auditor should follow while auditing Travelling Expenses?	7 marks
	OR	
Q 5. P.	Short Notes (any 3 out of 5)	15 marks
1.	Intangible Assets	
2.	Vouching process of Bank Charges	
3.	Points to be considered for valuation	
4.	Audit Notebook	
5.	Verification of Creditors	
