Paper / Subject Code: 46005 / Human Resource: Finance for HR Professionals & Compensation Management

Duration: 2.5 Hours **Marks: 75**

N.B 1) All questions are compulsory.

2) Figures to the right indicate the maximum marks.

Q.1 (A) Choose the correct answer and rewrite the statement. (Attempt any eight) (8)

1. ________ is also called as salary structures.

   (A) Accidental Insurance (B) Wage Levels (C) Cost of Living (D) Compensation

2. 3 P's of compensation does not include ________.

   (A) Pay for Position (B) Pay for Period (C) Pay to the Person (D) Pay for Performance

3. Job evaluation helps to assess the real ________ of the job.

   (A) Performance (B) Skills (C) Net Worth (D) Need

4. ________ have a great economic & social significance.

   (A) Wage Differentials (B) Wage Rate (C) Rewards (D) Compensation

5. ________ are the standards and benchmarks of pay packages to different groups or hierarchy of employees.

   (A) Compensation Plan (B) Compensation structure (C) Payout policy (D) Record Maintenance

6. As per Factories Act No adult worker shall be required to work in factory for more than ________ hours in any week

   (A) 45 Hours (B) 36 hours (C) 48 hours (D) 60 hours

7. ________ invites suggestions from the workers to reduce the reduction of cost of operation.

   (A) Profit sharing plan (B) combination plan (C) Scanlon Plan (D) Piece work plan

8. ________ values human resources on the basis of the economic concept of opportunity cost.

   (A) Historical cost approach (B) Replacement cost approach (C) Competitive bidding method (D) Future cost

9. ________ is also known as severance package or termination agreement.

   (A) Pension (B) Gratuity (C) Provident Fund (D) Golden Parachute

10. Employee's share to EPF is ________.

    (A) 12% of The Basic + DA (B) 12% of Basic (C) 10% of The Basic + DA (D) 10% of Basic

Q.1(B) State whether the following statements are True or False. (Attempt any Seven) (7)

1) Compensation management is an integral part of human resource management.
2) Job Based Compensation Plan is the traditional and widely used form of compensation plan.

3) The group incentive can be based only on piece rate.
4) Short term incentive is mostly given to senior general and functional area executives.
5) Golden parachute is linked to life insurance of the employees.
6) Merit pay consists of an increase in percentage of all the allowances.
7) The impact of Bargaining Theory of Wages is dependent on the involvement of trade unions and the profitability of the organization.
8) Profit sharing can never be on individual basis.
9) Human Resource Accounting is the process of estimating the cost benefit of investments on human resources with a view to assessing their value to the organisation.
10) Pay structures should be appropriate to the culture, characteristics and needs of the organization and its employees.

Q2) a) Define Compensation. Explain financial components of a compensation plan. [8]
Q2) b) Explain the internal factors that influence of compensation plan. [7]

OR

Q2) c) Explain various compensation models. [8]
Q2) d) Write a detailed note on 3 P's of compensation. [7]

Q3) a) Define Incentive plan. What are the various types in incentive plans? [8]
Q3) b) Write a detailed note on 'Technology and Incentives' [7]

OR

Q3) c) Describe in detail, 'Types of Wage Differentials' [8]
Q3) d) Write in detail about "Subsistence Theory of Wage" [7]

Q4) a) Who is a special group? What incentives are given to special groups. [8]
Q4) b) Elaborate 'Cafeteria Approach' with the help of an appropriate example. [7]

OR

Q4) c) Define Human Resource Accounting. Explain HRCA. [8]
Q4) d) Define 'Golden Parachute. How to make a Severance Agreement? [7]

Q5) a) Explain the Payment of Wages Act, 1936 in detail. [8]
Q5) b) Explain the Equal Remuneration Act 1976. [7]

OR

Q5.C. Write short notes: (any 3) [15]

1. Describe the primary objectives of compensation plan.
2. Explain 'Residual Claimant Theory'
3. Write a note on Human Resource Value Accounting (HRVA).
4. Write a note on Gratuity Act 1972.

****

TYBMM- HR

Paper / Subject Code: 46008 / Human Resource: Strategic Human Resource Management & HR Policies

($2^1/2$ Hours) Total Marks: 75

NB: (1) All Questions Compulsory Subject to Internal Choice
(2) Figures to the right indicates Full Marks

Q.1. (A) State whether the following Statements are True or False (Any Eight). (8)

a) Linking or aligning business, teams and individual objectives is HR integration.
b) CSR energizes, directs and sustains human behavior.
c) HR practitioners may act as the guardians of organizations values concerning people.
d) Strategic HRD promotes a learning culture.
e) An excellent compensation strategy just to differentiate one organization from other.
f) Written mode of communication must be promoted among the employees for better transparency.
g) Regular revival of policies is not required as to make them suitable in the changing business environment.
h) HRP refers to the knowledge, education, training, skills and expertise of firm workers.
i) Benchmarking is likely to be beneficial for an organization to improve its competitive performance.
j) Job satisfaction not always related to good pay structure.

(B) Choose the Correct Answers (Any 7) (7)

1. An ____________ Audit is conducted to obtain a score on the HR Scorecard.
   a. Finance, b. Operations, c. Marketing, d. HR.
2. ____________ measure generally involves output divided by input.
   a. Productivity, b. Cultural, c. Profit, d. Process.
3. ____________ is based on the stakeholders approach.
   a. Environment, b. Market, c. dividend, d. Balance Score Card.
4. Social Values and customs have to be respected; otherwise the employees may be ____________.
   a. Happy, b. offended, c. confident, d. none
5. Policies help managers to take prompt ____________.
   a. Decision, b. career, c. promotion, d. none
6. SHRM is to ensure that ____________ is fully integrate with strategic planning.
   a. HRP, b. HRD, c. HRIS, d. HRM
7. SHRM involves three steps namely forecasting strategy ____________ and implementation.
   a. Planning, b. organizing, c. formation, d. design.
8. The ____________ strategy is a steering wheel for getting the strategic employee.
   a. Training, b. development, d. recruitment, e. performance
9. A sound HR policy should not include ____________ information.
   a. Fair, b. clear, c. ambiguous, d. applied.
10. ______ is not a way to handle employee surplus.
   a. Freeze recruitment, b. Early retirement, c. lay off, d. recruit new employee.

Q2.	(a) Why should organizations have employee relations strategy?	(7)
	(b) What are the HR strategies used for enhancing work performance?	(8)
	OR	
	(x) Explain the advantages of strategic HRD.	(7)
	(y) Discuss the retention strategies used by organisation.	(8)
Q3.	(a) Define SHRM. Discuss the feature of SHRM.	(8)
	(b) Explain the difference between Traditional HRM and SHRM.	(7)
	OR	
	(x) Explain the Compensation Policy.	(7)
	(y) What are the components of Resourcing Strategy?	(8)
Q4.	(a) What is International HRM discuss the features of IHRM.	(8)
	(b) What is employee Competency? Explain the types of competencies.	(7)
	OR	
	(x) Explain Employer branding and benefits of Employer Branding.	(7)
	(y) Discuss the advantages of E-Recruitment.	(8)
Q5.	(a) What are the ways to manage HR Shortage and surplus?	(7)
	(b) Explain in brief the Involvement model of SHRM?	(8)
	OR	
Q5.	**Short Notes (Any Three)**	(15)

1. Types of HR policies
2. Strategic HRM and Business Performance
3. Strategic Recruitment and Selection
4. Reward Strategy
5. Components of the Business Strategy

TYBMS- HR

Paper / Subject Code: 46011 / Human Resource: Performance Management & Career Planning

Time: 2:30Hrs. **Marks: 75**

Q1 State whether true of false(Any 8) (8)

1. Performance ______ is a practical approach to share, compare and transfer internal functions and processes
a. Monitoring
b. benchmarking
c. review
d. issue

2. ____ drives organizational performance
a. change
b. development
c. culture
d. people

3. __________ is a sequence of position held by a person during the course of his working life.
a. Career
b. Goals
c. Hierarchy
d. structure

4. MBO technique of appraisal is a ____ approach.
a. Behavioural
b. Trait
c. Result
d. opinion

5. _______ is an ethical dilemma faced by employee
a. Value Conflict
b. Underperforming
c. Stress
d. politics

6. ______ based pay provides for pay progression to be linked to performance
a. Competence
b. Team
c. Result
d. behaviour

7. The _____ framework provides clarity up front to employees who will be evaluated against the goals.
a. SMART
b. PDCA
c. Competency
d. ISO

8. Performance _______ is the first step in performance management.
a. Planning
b. Monitoring
c. Appraisal
d. ethics

9. _________ should be considered as the foundation of performance evaluation.
a. ethics
b. value
c. culture
d. HR

10. ______ is the first phase in the evolution of performance management
a. Annual Confidential Reports
b. Measuring Objectives & Goals
c. Holistic System Management
d. PMS

Q1 (B) Match the following: (Any 7)

	A	B
1	Halo Effect	a) Component of PMS
2	Underperformers	b) Unethical Performance management
3	Profit Sharing	c) Performance Monitoring
4	Fifth Phase of PMS evolution	d) Regular informal meeting
5	High Performance Team	e) Mentoring
6	Japanese Model	f) Rater bias
7	Check in meetings	g) Pay for performance
8	Regular Reviews	h) Life time employment
9	Managerial Malpractice	i) Shared Vision
10	GAP analysis	j) System and performance driven

Q 2. A. What is the difference between Performance Management and Performance Appraisal (8)
B. What is the Performance Management Cycle (7)

OR

Q2. A. Discuss the linkage of performance management with other HR functions (7)
B. What is Contribution based pay. Explain advantages and disadvantages (8)

Q3. A. Write a short note on High performance teams (7)
B. What are the strategies for effective implementation of performance management (8)

OR

Q3. C. What is performance benchmarking? Explain its importance (8)
D. What is the role of technology in Career Planning and development? (7)

Q4. A. What are the steps for setting Performance Criteria (8)
B. Elaborate on the Pyramidal model of career planning (7)

OR

Q4. A. Explain the benefits of career planning for the employee and organization (8)
B. 'An ethical work culture creates a positive work environment and increases productivity'. Discuss (7)

Q5. A. Discuss the role of mentor in managing underperformers (7)

Q5. B. Define Potential Appraisal. Explain the steps in Potential Appraisal (8)

OR

Q5. Short Notes (3 out of 5) (15)
a. Underperformer
b. mentoring
c. Performance Appraisal
d. BARS
e. Behaviour Based Approach

****

TYBMS- HR

Paper / Subject Code: 46014 / Human Resource: Industrial Relations

Time: 2:30 hours **Marks: 75**

Q.1) (A) Match the column(any eight) **(8)**

Column 'A'	Column 'B'
1. Employee Associations	a) External factor
2. Leadership Styles	b) Lockout
3. Social Factor	c) One party wins over another
4. Economic loss	d) Wages
5. Economic cause	e) Internal factor
6. Code of Discipline	f) Avoiding Litigations
7. Wage related issues	g) Educates Organisation
8. Conjunctive bargaining	h) 1928
9. ILO	i) 20 days
10. Leave	j) Financial perks

(B) State true or false: (any seven) **(7)**

a) Multiplicity of unions is one of the obstacles of collective bargaining.
b) Industrial relations can improve the morale of the employees.
c) Retrenchment is a temporary separation of the employees from the employers.
d) A registered trade union has a common seal.
e) Industrial relations are influenced by multiple factors.
f) Strike is declared by the employers to put pressure on management.
g) Collective bargaining is a natural and permanent process.
h) Wages must be paid in cash.
i) A workers cannot be employed for more than 60 hours in a week.
j) Living wages must not be provided for food and clothing.

Q.2) A) Discuss the essentials of good Industrial relations. (8)
B) State the principles of Industrial Relations. (7)

OR

C) Explain the impact of LPG on Industrial Relations. (8)
D) What are the challenges faced by Industrial Relations in India? (7)

Q.3) A) Explain the causes of Employee in discipline. (8)

B) Discuss the methods of settling Industrial disputes. (7)

OR

C) Explain the different types of strikes. (8)

D) What are the causes of Industrial Disputes? (7)

Q.4) A) What are the objectives of Trade Unions? (8)

B) State the right and privileges of a registered trade union. (7)

OR

C) What is the process involved in collective bargaining. (8)

D) Discuss the importance of collective bargaining. (7)

Q.5) A) Discuss Trade Union Act, 1926. (8)

B) Elaborate the Industrial Dispute Act, 1947. (7)

OR

C) **Write short notes: (Any Three)** (15)

I. Privatisation.

II. Strikes.

III. HMS.

IV. Retrenchment.

V. Industrial Tribunal.

****

TYBMS- 11/12/23 . Finance

Paper / Subject Code: 46001 / Logistics & Supply Chain Management

[Time: 2½ Hours] **[Marks:75]**

Please check whether you have got the right question paper.

N.B. 1. Answer **all** the questions.
2. The Marks are assigned on the R.H.S.
3. Draw Illustrations, **diagrams** and **Schedules** wherever necessary.
4. Use of **simple calculator** is allowed.

Q.1) A) Choose the Correct Alternative: **(any 8)** **(08)**

1. ___________ refers to supply chain practices that strive to reduce energy and environmental footprints in terms of freight distribution.
(Inbound Logistics, Green Logistics, Outbound Logistics, SCM)
2. The downstream supply chain is: ___________
(Exclusively inside an organization, involved with procurement of material from suppliers, the distribution of products or delivery of services to customers, buying raw materials)
3. RO-RO concept means: __________.
(Roll On-Ride Off, Ride On-Ride Off, Roll Off-Roll On, Roll On - Roll Off)
4. __________ is the disadvantage of Private Warehousing.
(Tax Benefits, Less Costly in long term, Flexibility, High start-up cost)
5. The _____________ Order should also be complete in terms of all aspects of service from order receipt to delivery coupled with error free invoicing.
(Quick, Perfect, Small, Imperfect)
6. __________is the cheapest mode of transportation over long distances.
(Water, Air, Rail, Road)
7. What does the acronym EDI stand for?
(Enterprise Data Information, Electronic Data Infrastructure, Enterprise Data Interchange, Electronic Data Interchange)
8. LASH means _____________.
(Lighter Aboard Ship, Last Aboard Ship, Lighter Aboard System, Last Aboard System)
9. ___________ is concerned with a firm's ability to satisfy customer's requirement in timely manner.
(Minimum Inventory, Rapid Response, Price stabilization, Quality)
10. Which of the following is not an area to responsibility for a logistics manager?
(Inventory, Marketing, Warehousing, Purchasing)

B. **State whether the following statement is TRUE or FALSE (Attempt Any 7 Questions)** **(07)**

1. Golden Quadrilateral refers to Highway network connecting four Metropolitan cities.
2. Containerisation provides ease of handling.
3. The primary purpose of logistical packaging is to prevent damage of the product.
4. Service quality is an internal measure of performance measurement

5. RFID Stands for Radio Frequency Inventory Distribution
6. Global SCM is only to do with International sourcing.
7. Recycling is not a part of Reverse logistics.
8. Birdy Back-is a combination of roadways and airways and is generally used in international shipments.
9. To prevent temporary storage in a warehouse, cross docking can be used.
10. ABC categorization is based on value and volume of the inventory

Q.2) a) Distinguish between Logistics and Supply chain management. **(08)**

b) Explain the concept of packaging also explain its functions and Advantages. **(07)**

OR

c) From the following data, calculate a 3 period weighted moving averages from 4 th Month to 8 th Month, with weights as 3, 2 and 1. The largest weight is being assigned to most recent period and current Demand Value. **(10)**

Period (Month)	1	2	3	4	5	6	7	8
Demand in Units	160	170	190	200	220	230	250	?

d) Explain in detail Role of IT in Logistics. **(05)**

Q.3) a) Define and explain the concept of customer service also explain its elements **(08)**

b) What is Global supply chain? Illustrate its objectives and advantages. **(07)**

OR

c) Explain any 8 principles for designing efficient material handling systems. **(08)**

d) Compare public warehouse with private warehouse. **(07)**

Q.4) a) Define Buffer Stock, Safety Stock, Lead Time and Re-Order Stock Level (ROL). Daily consumption of a raw material in the production process is 500 units. Lead time for delivery is 5 Days. Company's policy is to keep a safety stock equal to two day's daily consumption to guard against stock out. Calculate Re-Order Level. **(08)**

b) Distinguish between 3PL AND 4PL Logistics with suitable examples **(07)**

OR

c) Explain importance and Principles of Transportation. Also discuss Transportation functionality. **(08)**

d) What is logistical infrastructure? Explain Containerisation and its Benefits **(07)**

Q.5) A) Swayam Fabrics one of the leading brand in India for gents clothing, initially the company started marketing quality shirts and trousers for common man with reasonable pricing. The company adopted the policy of better products at affordable prices. Slowly and gradually company started catering middle and higher class gents' customers and also expanded their product range which included pants, suits and other men's accessories.

The philosophy of company is "Outsourcing". The cloth and thread are supplied by the company to garment factories and the labour is also outsourced. The quality control aspect of Swayam Fabrics is very careful, who ensures quality of finished products offered to the customers. The products are produced in standard size and in large quantities thereby availing the benefits of economies of scale.

There are about 40 company owned outlets in Mumbai. These outlets are fed by the company central store as per the orders received from the outlets. They use company owned tempos as a mode of transport for the inbound and outbound activities. Even though there are many brands of readymade garments available in the market, the company strongly believes that quality is their strength and don't want to compromise on this issue.

a) Bring out the factors contributing to the success of Swayam Fabrics (07)
b) What do you mean by 3PL? Explain its advantages and disadvantages. (08)

OR

B) Write short notes on: **(any 3)** **(15)**

a) Activity Based Costing
b) Green Logistics
c) Logistics park
d) Merits and Demerits of Air Transportation
e) Reverse Logistics

TYBMS- Finance- 02/12/23

Paper / Subject Code: 46002 / Corporate Communication & Public Relations

Duration: 2.5 hrs **Maximum Marks: 75**

Note:

1. **All questions are compulsory.**
2. **Draw well labelled diagrams where necessary.**
3. **Figures to the right indicate full marks.**

Q1. A. State whether the following statements are True or False: (Any 8) **(8)**

1. Corporate communication also incorporates corporate social responsibility.
2. Free speech encourages open communication.
3. Public relations division can act as image makers for the organisation.
4. Edward Bernays is considered as the founder of the modern public relations.
5. All people have the same idea of recreation.
6. Situational theory looked at the behavioural patterns of publics.
7. When company aims to attain sustainable growth media relations becomes very important.
8. Interactive video interviews facilitate two way communications.
9. Business partners cannot be called as financial public.
10. A blogpost need not have title.

Q1. B. Match the Column: (Any 7) **(7)**

A	B
1. Udata Punjab	a. Virtual Meetings
2. RTI	b. Facebook
3. Economic Issues	c. Cost and Benefit
4. Tele Conferencing	d. Meetings and Reports
5. Social Networking	e. Inflation
6. Social Exchange Theory	f. Quality Goods and Services
7. Internal Communication	g. Jargons and Dress Code
8. Corporate Image	h. Online Piracy
9. Corporate Identity	i. Access to Records
10. RSS	j. Uses XML Language

Q2.

a. Discuss the need of corporate communication. (8)

b. Explain various factors influencing corporate image (7)

OR

c. Explain Copyright Act and Law of Defamation in brief. (8)

d. Explain importance of ethics in corporate communication. (7)

Q3.

a. Discuss the significance of public relation. (8)

b. Discuss the legal and socio cultural issues in public relations. (7)

OR

c. Discuss Social Exchange theory of PR with relevant examples. (8)

d. Discuss the reasons for growth of public relations. (7)

Q4.

a. How can the management organize employee communication? (8)

b. Discuss in brief the impact of crisis. (7)

OR

c. Explain the various PR tools in financial communication. (8)

d. How will u build effective media relations if you are the PR manager? (7)

Q5.

a. What are the steps involved in making a business blog. (8)

b. Write a brief note on E Branding. (7)

OR

c. **Write short notes on (Any 3):** (15)

1. Corporate Identity
2. Digital Piracy
3. Trust Building
4. Web Conferencing
5. Types of Corporate Blogs

****

TYBMS- Finance - 04/12/23

Paper / Subject Code: 46003 / Finance:Investment Analysis & Portfolio Management

Duration: 2.30 hours **Marks: 75**

NB: (1) All questions are compulsory having internal option.
(2) Figures to the right indicate marks allocated to each question.
(3) Simple calculator is allowed.

1. (A) Match the columns and rewrite the sentence. **(Any 8)** **(08 Marks)**

	Group - I		Group - II
i.	Equity share	a.	Controllable
ii.	Mutual Fund valuation	b.	Modern Portfolio Theory
iii.	Debenture	c.	Reducing the risk of loss
iv.	Post Office Saving Scheme	d.	Time factor
v.	Systematic Risk	e.	Own Fund
vi.	Expected Return	f.	NAV (Net Asset Value)
vii.	Unsystematic Risk	g.	Debt Funds
viii.	Risk-return trade-off	h.	Tax Saving Investment
ix.	Diversification	i.	Uncontrollable
x.	Portfolio revision	j.	Probability

1. (B) Give True or False: **(Any 7)** **(07 Marks)**

i. The maximum deduction which can be claimed under section 80C is Rs. 1,50,000.
ii. India is the highest consumer of gold in the world.
iii. The maximum maturity of Treasury bill is 3 years.
iv. Stock Market Index is the method of showing the overall performance of all the companies listed in Stock market with a single number.
v. NIFTY is the stock market Index of India's Bombay Stock Exchange.
vi. SML is a linear relationship between expected return and systematic risk.
vii. The Dow Theory consist of 3 types of market movement.
viii. An Oscillator is a technical analysis tool.
ix. The RSI was developed by J. Welles Wilder.
x. Charting helps to analyse and interpret the price trends of an underlying.

2. (A) What are the factors influencing for the selection of Investment Alternatives. Explain in brief. **(08 Marks)**
(B) Explain the types of Investors. **(07 Marks)**

OR

2. (C) The security return on stock of Multi Ltd. and Metal Ltd. under different status of economy are given below:

Particulars	Boom	Low Growth	Stagnation	Recession
Probability	0.35	0.25	0.20	0.20
Return on stock of Multi Ltd. (%)	50	45	30	25
Return on stock of Metal Ltd. (%)	45	50	40	30

Calculate the expected return and standard deviation of return on both the stocks and advise to invest in one of them. **(08 Marks)**

2.(D) The security return of Koo Ltd. and market returns are given below:

Particulars	1	2	3	4	5	6	7
Return on security of Koo Ltd. (%)	10	13	15	14	15	18	20
Market Return (%)	14	16	18	20	22	24	26

Calculate Beta on security of Koo Ltd. **(07 Marks)**

3.(A) Distinguish between Fundamental Analysis and Technical Analysis. **(08 Marks)**
3.(B) Give a brief note on Systematic Risk and Unsystematic Risk. **(07 Marks)**

OR

3. The Balance Sheet of Livspace Pvt. Ltd. as on 31st March 2023 was as under:

Particulars	**Amount (Rs.)**	**Particulars**	**Amount (Rs.)**
6,000 Equity Shares of Rs. 100 each fully paid	6,00,000	Fixed Assets	8,70,000
10 % Preference shares	3,00,000	Investments	2,00,000
General Reserve	1,80,000	Inventories	1,80,000
9 % Debentures	2,50,000	Debtors	1,75,000
Bank Overdraft	90,000	Cash & Bank	45,000
Sundry Creditors	85,000	Advance Salary	40,000
Outstanding Expenses	55,000	Preliminary Expenses	50,000
Total →	**15,60,000**	**Total →**	**15,60,000**

Market Price per Share Rs. 230
Dividend per share Rs. 20

Calculate:

i. Liquid Ratio
ii. Earnings Per Share
iii. Price-Earnings Ratio
iv. Dividend Pay-out Ratio
v. Dividend Yield Ratio

(15 Marks)

OR

4.(A) Define Portfolio Management. Explain the steps in the process of Portfolio Management. **(8 Marks)**
(B) Explain Elliott Wave Theory in Brief. **(7 Marks)**

OR

4.(C) The information for three portfolios is given below:

Portfolio	Average Return on Portfolio (%)	Beta	Standard Deviation
Pen India Ltd.	18	0.9	0.48
Balaji Telefilms Ltd.	19	1.4	0.38
Warner Bros.	22	1.1	0.28
Market Index	24	1.0	0.32

Compare these portfolios on performance using Sharpe and Treynor Measures. Risk free rate of return is 8%. **(08 Marks)**

4.(D) The following information the securities are as follows:

Securities	Expected Return (%)	Beta
Godrej Interio	22	1.5
Durian	21	1.2
Nilkamal Ltd.	23	0.8
Market Return	24	1.0

If the risk-free rate is 7%. Calculate returns for each security under CAPM. Identify the securities are undervalued or overvalued or at par and advise to Invest.

(07 Marks)

5. Dr. Vinod Raina, aged 62 years a Practicing Senior Doctor. He is having Rs. 1,50,00,000 investible fund.
   (a) Advise him for Investment avenues available to him which will give maximum return?
   (b) Explain the advantages and disadvantages by investing in the specific avenues. **(15 Marks)**

OR

5.Give Short Notes on: **(Any Three)** **(15 Marks)**

i. Small Cap and Large cap
ii. NSDL and CDSL
iii. Portfolio Management Decision
iv. Technical Analysis
v. The Random Walk Theory

****

TYBMS - Finance - 05/12/23

Duration: 2 ½ Hrs. **Marks: 75**

NOTE: -1. All Questions are compulsory.

2. Figures to the right indicate full marks.

Q1. A. Fill in the blank. Answer any 8 out of 10 **(8 Marks)**

1. .... risk is a loss may occur from the failure of another party to perform according to the terms of a contract?
a) Credit b) Currency c) Market d) Liquidity

2. Financial derivatives includes?
a) Stock b) Bonds c) Future d) None of these

3. By hedging a portfolio; a bank manager
a) Reduces interest rate risk b) Increases re investment risk c) Increases exchange rate risk d) None of these

4. A long contract requires that the investor
a) Sell securities in the future b) Buy securities in the future c) Hedge in the future d) Close out his position in the future

5. Hedging by buying an option
a) Limits gain b) Limits losses c) Limits gain & losses d) Has no limit on losses

6. An option allowing the owner to sell an asset at a future date is a ....
a) Put option b) Call option c) Forward option d) Future contract

7. Composite value of traded stocks group of secondary market is classified as
a) Stock index b) Primary index c) Stock market index d) Limited liability index

8. .... is the minimum amount which must be remained in a margin account?
a) Maintenance margin b) Variation margin c) Initial margin d) None of these

9. The amount paid for an option is the
a) Strike price b) Discount c) Premium d) Yield

10. Futures contracts are more successful than interest rate forward contracts because they:
a) are less liquid b) have greater default risk c) are more liquid d) have an interest rate tied to the discount rate

Q1. B. True or false. Any 7 **(7 Marks)**

1. Derivative is a contract written on given underlying
2. Equity options are options on individual stocks.
3. Commodity future market in India is regulated by Forward Market Commission.
4. The difference between future and spot price is initial margin.
5. Insurance companies manage risk by risk pooling.
6. Binomial model breaks down the time to expiration into number of time intervals.
7. Option seller has no obligation but only right.
8. If a speculator is bearish, she will buy security.

9. Lot size is contract size.
10. Expiry date is the first date on which contract is traded.

Q2. Attempt a , b or c , d .

a. What is imperfect hedge? What are the reasons for imperfect hedge? 7.5
b. Differentiate between forwards and future. 7.5

OR

c. Calculate arbitrage free pricing of a 2-month contract of SBI if it is currently traded at 210.15/- and funds can be borrowed at 8 %. Is the future price contango or backwardation? 7.5
d. What will be the price of a 2-month forward contract of Fox ltd, if spot price is Rs 465/- per share and rate of interest is 11%, assuming no dividend is paid? 7.5

Q3. Attempt a, b or c, d.

a. Ms R is bullish on Timber Ltd. She purchased call option with strike price 820/- paying premium of Rs 30/-. Calculate her profit /loss in following situations and also draw pay off diagram if price on expiry is - 750, 700, 900, 820,850 7.5
b. Explain the following terms with the help of an example. 7.5
   1) Premium
   2) M2M
   3) Strike price

OR

c. What are the factors affecting option premium? 7.5
d. Why should one invest in Commodity Market? Explain the reasons. 7.5

Q4. Attempt a, b or c, d.

a. What are the different types of settlement? 7.5
b. What are the functions of NSCCL? 7.5

OR

c. What is VAR? Explain one method to measure VAR. 7.5
d. Explain the participants in commodity market. 7.5

Q5. a. Differentiate between hard and soft commodities traded in commodity market? 7.5
b. Explain clearing mechanism in derivative market. 7.5

OR

Q5. Short notes. (Any 3) 15

1. M2M Margin.
2. Limit order.
3. Call option.
4. Backwardation.
5. Contango.

****

TYBMS. Finance - 07/12/23

Paper / Subject Code: 46009 / Finance:Wealth Management

Time: 2:30Hrs.   Marks: 75

Q.1.

(a) **Multiple Choice Questions: (any 8)** (08)

1) SIP stands for ______ .
(a) Systematic interest plan
(b) Systematic investment plan
(c) Systematic innovation plan
(d) Systematic inclination plan

2) Normal yield curve is _________
(a) Upward sloping curve
(b) Humped curve
(c) Downward sloping curve
(d) A line that plots interest rates

3) TDS means ______
(a) Tax deducted at source
(b) Tax deducted at start
(c) Tax deducted at sum
(d) Tax deducted at system

4) Credit risk applies to debt investments such as ______.
(a) Shares
(b) Bonds
(c) Mutual Funds
(d) Gold

5) Deduction u/s 80 D for senior citizens is Rs.___________
(a) 20,000
(b) 25,000
(c) 50,000
(d) 75,000

6) Deduction for self disability can be claimed under ______
(a) Sec 80C
(b) Sec 80D
(c) Sec 80E
(d) Sec 80U

7) ________ Will is invalid in the eyes of law.
(a) Mutual
(b) Sham
(c) Duplicate
(d) Concurrent

8) ______ has direct impact on wealth creation.
(a) Economic outlook
(b) Income rate
(c) Interest rate
(d) Erratic cashflows

9) ________ is one of the most preferred tax planning instrument in India as it's a Government scheme.
(a) PF
(b) PPF
(c) FD
(d) Life Insurance plan

10) ________ = Assets - Liabilities
(a) Balance Sheet
(b) Net Worth
(c) P&L
(d) Investment

(b) **State whether the following statements are true or false: (any 7)** **(07)**
1) TDS is based on the principle of pay as you earn.
2) Hostility is a code of ethic.
3) Hindu undivided family is not defined in Income Tax Act.
4) Life insurers are not health insurers.
5) Longetivity risk is the risk of outliving your savings.
6) Travel insurance is a type of general insurance .
7) Issue of new shares for cash results in Cash inflow.
8) Retirement planning takes into account all emergencies.
9) House property loss can be set off against salary income.
10) Unemployment is one of the most popular lagging indicator.

Q.2. Attempt A,B or C,D
(a) What is the scope of Wealth Management? **(08)**
(b) What are the leading economic indicators of the economy ? **(07)**

OR

(c) Mr.Guru is an individual submits the flowing information relevant for AY 2022-23 Find out the net taxable income of Mr.Guru for AY 2022-23 applying the provisions of set off and carry forward of losses. **(15)**

Particulars	Rs.
Income from Salary computed	80,000
Income from House Property	
House I	25,000
House II	(35,000)
Income from Business	
Business I (Non-Speculative)	54,000
Business II(Non Speculative)	(14,000)
Income from Long Term Capital Gains	30,000
Income from Other sources	
Interest on debentures	1,000
Lottery winnings	8,000

You are also informed that:
He spent Rs.1,500 as collection towards interest on debentures allowed to be deducted u/s 57 as expenditure.
He has the following carry forward losses:
Business losses-Rs.10,000 (AY 2013-14)
Long term Capital losses –Rs.35,000(AY 2015-16)

Q.3. Attempt A,B or C,D

(a) What are the principles of Insurance? (08)

(b) What is Passive Asset Management ?What are the advantages and disadvantages? (07)

OR

(c) Ms.Kaahini purchased a house property for Rs.5,00,000 on 27th September 1999.She made the following additions to it. (08)

Cost of construction of first floor in Financial Year 2002-03 is Rs.4,00,000

Cost of construction of second floor in Financial Year 2003-04 is Rs.6,00,000

Fair market value of property on April 1,2001 was Rs.7,00,000.

She sold the property on 25th September ,2022 for 1,00,00,000.She paid a brokerage of Rs.1,30,000 for the sale transaction.

The CII for financial year 2022-23 is 331, 2002-03 is 105, 2001-02 is 100 & 2003-04 is 109.

Compute the Capital gain of Ms.Kaahini for the Assessment Year 2022-23.

(d) Following is the Balance Sheet of Shrihan Ltd. Find out Debt Ratio, Debt Equity Ratio, Current Ratio and Liquid Ratio. (07)

Balance Sheet

Liabilities	Amount	Assets	Amount
Equity share capital	4,00,000	**Fixed Assets**	8,00,000
P&L a/c	8,000	**Debtors**	2,20,000
Mortgage Loan	3,20,000	**Stock**	2,20,000
Reserve	80,000	**Cash**	20,000
Bank Overdraft	92,000		
Creditors	3,60,000		
TOTAL	**12,60,000**	TOTAL	**12,60,000**

Q.4. Attempt A,B or C,D

(a) What is Ratio Analysis and what are its important advantages? (08)

(b) What is Passive Asset Management ?What are the advantages and disadvantages? (07)

OR

(c) Following are the details of Mr.Himalay for Assessment Year 2022-23. (08)

a) Salary =Rs.1,00,000 pm
b) Income from house property Rs.25,000 pm
c) Interest on savings a/c Rs.14,000
d) Interest on Fixed Deposit a/c Rs.42,000
e) Interest on PPF a/c Rs. 12,000
f) Insurance premium paid Rs.1,00,000
g) Mediclaim premium for himself and spouse Rs.30,000
h) Mediclaim premium of senior citizen parents Rs.35,000

Compute the net taxable income of Mr.Himalay after allowing deductions under chapter VI-A.

(d) Assuming the total tax liability of Sumit Ltd. is Rs.3,00,000 for PY 2021-22 . Calculate the advance tax due and instalments. (07)

Q.5	Attempt A,B or short notes.		
(a)	What is Retirement Planning and what is its need and purpose?		(08)
(b)	What is a Will? What are the types of wills?		(07)

OR

Q.5	Write Short Notes on (any three)	(15)

1) Yield Curve
2) Principle of Utmost good faith
3) Health Insurance
4) Public Provident Fund
5) HNWI

****

[Time: 2 ½ Hours] [Marks: 75]

N.B. 1) Q. 1 is compulsory.
2) Q.2 to Q.5 are compulsory with internal choice.
3) Figures to the right indicate full marks.
4) Workings should form part of your answer.
5) Use of simple calculator is allowed.

Q.1 (A) Match the Columns: (Any 8) **(8)**

	Column A		Column B
1.	Kalyan-Dombivli Municipal Corporation	a.	Does not satisfy basic condition
2.	Assessee	b.	Always taxable
3.	Thane sports club	c.	Finance Act
4.	Non-Resident	d.	Association of Persons
5.	Uncommuted Pension	e.	Local Authority
6.	Standard Deduction	f.	Person liable to pay tax
7.	Pre-construction interest on house	g.	Depreciation at 50% of normal rate
8.	Assets used by the assessee for less than 180 days	h.	Rs. 1,25,000
9.	Rate of Tax	i.	Allowed in five equal instalments
10.	Severely handicapped resident individual	j.	Rs. 50,000

Q.1 (B) State whether given statements are True or False: (Any 7) **(7)**

1. The constitution of India empowers Central Government to levy tax on Income.
2. Adani Enterprises Ltd. is a person as per Income tax Act, 1961.
3. Income deemed to accrue or arise in India is taxable in case of all assessee.
4. Gratuity paid to government employees is always fully exempt from tax.
5. Entertainment allowance deduction is only allowed to Non-government employees.
6. Reasonable letting down value is higher of fair rent and municipal valuation.
7. Export incentives received by an assessee are exempt for tax.
8. Income from subletting shall be chargeable to tax under the head income form house property.
9. Total deduction u/s 80C and 80CCC cannot exceed Rs. 1,50,000.
10. Family pension received by a widow of a deceased employee is income from other sources.

Q.2 Mr. Mike Ross, a U.S.A. citizen, came to India for the first time on 1st May, 2018 and started business in India. He went back to his country U.S.A. on 2nd September 2022. He again came back to India on 16th December 2022 and returned to his country U.S.A., on 5th February, 2023. **(15)**

Determine the residential status of Mr. Mike Ross for the Assessment Year 2023-24.

OR

Q.2 Mr. Dipen Parab has earned the following incomes during the financial year ended on 31st March, 2023. Compute his Gross Total Income for the assessment year 2023-24. **(15)**

a) Resident and Ordinary Resident
b) Resident but not Ordinarily Resident
c) Non-Resident

Particulars	Rs
1. Payments received in India, for services rendered in Dubai.	11,00,000
2. Income from business in Shanghai, controlled from India.	23,00,000
3. Interest on Debentures received from Indian Company	2,00,000
4. Amount brought to India, out of past untaxed profits earned in UK	2,75,600
5. Income from agriculture in Bangladesh.	2,75,000
6. Rent from House property in India, received in UK	3,00,000
7. Dividend from a Korean Company, received in India.	1,30,000
8. Salary earned and received in UK.	13,50,000

Q.3 Mrs. Sharen works as a manager with Nishtha Private Ltd. She gives you following information for the year ended 31st March 2023. **(15)**

Particular	Rs.
Basic Salary (Gross)	Rs.12,00,000 per annum.
Dearness Allowance	Rs.6,00,000 per annum.
House Rent Allowance (Exempt u/s 10 Rs.50,000)	Rs.90,000 per annum.
Entertainment Allowance (Amount spend on entertainment Rs.28,000)	Rs.30,000 per annum.
Conveyance Allowance (Amount spend on conveyance for official purposes Rs.65,000)	Rs.88,000 per annum.
Arrears of Salary (Not taxed earlier)	Rs.2,50,000
Profession Tax deducted from Salary	Rs.2,500 per annum.
Employees Provident Fund deducted from Salary	Rs.90,000 per annum.

Other Information:

Interest on Debentures received from Savita Chemicals Ltd.	Rs. 60,000
Interest received from Government Securities	Rs. 50,000
Royalty received for writing Management Books	Rs. 40,000

(Expenses incurred for writing manuscript of this book Rs. 3,500)

He spent Rs. 34,000 on medical treatment of his dependent handicapped brother (60% disability).
He paid Mediclaim premium of Rs. 28,876 by cheque on health of himself, spouse and son.

Compute his Taxable Income for the Assessment Year 2023-24.

OR

Q.3 Mr. Lala Patel owns two houses in Mumbai. The particulars of these houses are as follows for the previous year ended 31-3-2023 are as follows: **(15)**

	Particulars	House Property I (let out property)	House Property II (Self-occupied Property)
1.	Gross Municipal Valuation	4,50,000	6,00,000
2.	Fair Rent	5,00,000	7,00,000
3.	Actual Rent received	6,00,000	-
4.	Municipal Taxes – Due	50,000	60,000
	Paid	10,000	12,000
5.	Repairs	5,000	8,000
6.	Insurance Premium – Due	1,500	1,600
7.	Ground Rent due	500	700
8.	Interest on Funds borrowed for construction of house property	80,000	60,000

He also received the following income during the previous year 2022-23.

Accrued Interest on N.S.C. (VIII issue)	Rs.16,000
Winning from lottery	Rs.50,000
Interest on Saving Bank A/c.	Rs.16,000
Interest on Public Provident Fund	Rs.13,000

He had taken a loan from HDFC Bank for higher education of his daughter pursuing an Engineering degree course from IIT. During the year he had paid 1,40,000 as interest on this loan.

Compute his Taxable Income for the Assessment Year 2023-24.

Q.4 Following is Profit & Loss Account of Mr. Manoj Shinde who is physically handicapped (85% disability) for the year ended 31st March, 2023. **(15)**

Particulars	Rs.	Particulars	Rs.
To Salaries	19,20,000	By Gross Profit	85,74,000
To Printing & Stationery	3,00,000	By Interest on Bonds	1,80,000
To Conveyance	3,60,000	By Gift from friend	56,000
To Rent	2,88,000	By Dividend from Co-op. Bank	1,20,000
To Depreciation	3,84,000	By Interest on Government Securities	2,50,000
To Repairs & Maintenance expenses	1,80,000		
To Advertisement	5,40,000		
To Audit Fees	1,20,000		
To Embezzlement by Employee	24,000		
To Drawings	3,36,000		
To Selling Expenses	10,20,000		
To Income Tax	1,20,000		
To Net Profit	35,88,000		
	91,80,000		**91,80,000**

Additional Information:

1) Depreciation allowable as per Income Tax Rules Rs 4,20,000.
2) Advertisement includes advertisement of Rs. 72,000 in a Souvenir published by a political party.
3) 1/3rd of the Rent is for her residential flat.

You are required to compute her Taxable income for the assessment year 2023-24.

OR

Q.4 Mr. Raghu acquired residential house property on 15.4.1995 for Rs.3,00,000. Additional information pertaining to property was as follows:

1. Fair market value as on 1.4.2001 was Rs.9,60,000
2. Cost of improvement made by him as follows:

1998-99	Rs.2,00,000
2010-11	Rs.4,80,000
2016-17	Rs.10,00,000
2020-21	Rs.5,40,000

3. He sold residential property on 27.12.22 for Rs.1,80,00,000
4. He acquired new residential house for Rs.93,00,000 on 29.3.2023
5. He also invested Rs.15,00,000 in Rural Electrification Corporation (REC) Bonds on 11.03.2023
6. Expenses on transfer amounted to Rs.3,00,000

Relevant Cost Inflation Indices are as follows:

Financial Year	Cost Inflation Index
2001-02	100
2010-11	167
2016-17	264
2020-21	301
2022-23	331

Compute the Capital Gains of Mr. Raghu for Assessment year 2023-24.

Q.5 (a) Explain different items eligible for deduction under section 80C **(8)**

(b) Explain Deduction U/s 80D. **(7)**

OR

Q.5 Write short notes on (any three): **(15)**

1) Capital Assets.
2) Deduction U/s 16.
3) Residential Status of an Individual.
4) Pension
5) Gross Annual Value

****

TY.BMS Marketing.

Paper / Subject Code: 46001 / Logistics & Supply Chain Management 1/12/2023

[Time: 2½ Hours] [Marks:75]

Please check whether you have got the right question paper.

N.B. 1. Answer **all** the questions.
2. The Marks are assigned on the R.H.S.
3. Draw Illustrations, **diagrams** and **Schedules** wherever necessary.
4. Use of **simple calculator** is allowed.

Q.1) A) Choose the Correct Alternative: **(any 8)** **(08)**

1. ____________ refers to supply chain practices that strive to reduce energy and environmental footprints in terms of freight distribution.
(Inbound Logistics, Green Logistics, Outbound Logistics, SCM)
2. The downstream supply chain is: ____________
(Exclusively inside an organization, involved with procurement of material from suppliers, the distribution of products or delivery of services to customers, buying raw materials)
3. RO-RO concept means: __________.
(Roll On-Ride Off, Ride On-Ride Off, Roll Off-Roll On, Roll On - Roll Off)
4. ___________ is the disadvantage of Private Warehousing.
(Tax Benefits, Less Costly in long term, Flexibility, High start-up cost)
5. The _____________ Order should also be complete in terms of all aspects of service from order receipt to delivery coupled with error free invoicing.
(Quick, Perfect, Small, Imperfect)
6. __________ is the cheapest mode of transportation over long distances.
(Water, Air, Rail, Road)
7. What does the acronym EDI stand for?
(Enterprise Data Information, Electronic Data Infrastructure, Enterprise Data Interchange, Electronic Data Interchange)
8. LASH means _____________.
(Lighter Aboard Ship, Last Aboard Ship, Lighter Aboard System, Last Aboard System)
9. ___________ is concerned with a firm's ability to satisfy customer's requirement in timely manner.
(Minimum Inventory, Rapid Response, Price stabilization, Quality)
10. Which of the following is not an area to responsibility for a logistics manager?
(Inventory, Marketing, Warehousing, Purchasing)

B. **State whether the following statement is TRUE or FALSE (Attempt Any 7 Questions)** **(07)**

1. Golden Quadrilateral refers to Highway network connecting four Metropolitan cities.
2. Containerisation provides ease of handling.
3. The primary purpose of logistical packaging is to prevent damage of the product.
4. Service quality is an internal measure of performance measurement

5. RFID Stands for Radio Frequency Inventory Distribution
6. Global SCM is only to do with International sourcing.
7. Recycling is not a part of Reverse logistics.
8. Birdy Back-is a combination of roadways and airways and is generally used in international shipments.
9. To prevent temporary storage in a warehouse, cross docking can be used.
10. ABC categorization is based on value and volume of the inventory

Q.2) a) Distinguish between Logistics and Supply chain management. **(08)**

b) Explain the concept of packaging also explain its functions and Advantages. **(07)**

OR

c) From the following data, calculate a 3 period weighted moving averages from 4 th Month to 8 th Month, with weights as 3, 2 and 1. The largest weight is being assigned to most recent period and current Demand Value. **(10)**

Period (Month)	1	2	3	4	5	6	7	8
Demand in Units	160	170	190	200	220	230	250	?

d) Explain in detail Role of IT in Logistics. **(05)**

Q.3) a) Define and explain the concept of customer service also explain its elements **(08)**

b) What is Global supply chain? Illustrate its objectives and advantages. **(07)**

OR

c) Explain any 8 principles for designing efficient material handling systems. **(08)**

d) Compare public warehouse with private warehouse. **(07)**

Q.4) a) Define Buffer Stock, Safety Stock, Lead Time and Re-Order Stock Level (ROL). Daily consumption of a raw material in the production process is 500 units. Lead time for delivery is 5 Days. Company's policy is to keep a safety stock equal to two day's daily consumption to guard against stock out. Calculate Re-Order Level. **(08)**

b) Distinguish between 3PL AND 4PL Logistics with suitable examples **(07)**

OR

c) Explain importance and Principles of Transportation. Also discuss Transportation functionality. **(08)**

d) What is logistical infrastructure? Explain Containerisation and its Benefits **(07)**

B9EAC3297E8D354CAC0A4DDB918D4582

Q.5) A) Swayam Fabrics one of the leading brand in India for gents clothing, initially the company started marketing quality shirts and trousers for common man with reasonable pricing. The company adopted the policy of better products at affordable prices. Slowly and gradually company started catering middle and higher class gents' customers and also expanded their product range which included pants, suits and other men's accessories.

The philosophy of company is "Outsourcing". The cloth and thread are supplied by the company to garment factories and the labour is also outsourced. The quality control aspect of Swayam Fabrics is very careful, who ensures quality of finished products offered to the customers. The products are produced in standard size and in large quantities thereby availing the benefits of economies of scale.

There are about 40 company owned outlets in Mumbai. These outlets are fed by the company central store as per the orders received from the outlets. They use company owned tempos as a mode of transport for the inbound and outbound activities. Even though there are many brands of readymade garments available in the market, the company strongly believes that quality is their strength and don't want to compromise on this issue.

a) Bring out the factors contributing to the success of Swayam Fabrics **(07)**

b) What do you mean by 3PL? Explain its advantages and disadvantages. **(08)**

OR

B) Write short notes on: **(any 3)** **(15)**

a) Activity Based Costing

b) Green Logistics

c) Logistics park

d) Merits and Demerits of Air Transportation

e) Reverse Logistics

T.Y.B.M.S. Marketing.

Paper / Subject Code: 46002 / Corporate Communication & Public Relations 2/12/23.

Duration: 2.5 hrs **Maximum Marks: 75**

Note:

1. **All questions are compulsory.**
2. **Draw well labelled diagrams where necessary.**
3. **Figures to the right indicate full marks.**

Q1. A. State whether the following statements are True or False: (Any 8) **(8)**

1. Corporate communication also incorporates corporate social responsibility.
2. Free speech encourages open communication.
3. Public relations division can act as image makers for the organisation.
4. Edward Bernays is considered as the founder of the modern public relations.
5. All people have the same idea of recreation.
6. Situational theory looked at the behavioural patterns of publics.
7. When company aims to attain sustainable growth media relations becomes very important.
8. Interactive video interviews facilitate two way communications.
9. Business partners cannot be called as financial public.
10. A blogpost need not have title.

Q1. B. Match the Column: (Any 7) **(7)**

A	B
1. Udata Punjab	a. Virtual Meetings
2. RTI	b. Facebook
3. Economic Issues	c. Cost and Benefit
4. Tele Conferencing	d. Meetings and Reports
5. Social Networking	e. Inflation
6. Social Exchange Theory	f. Quality Goods and Services
7. Internal Communication	g. Jargons and Dress Code
8. Corporate Image	h. Online Piracy
9. Corporate Identity	i. Access to Records
10. RSS	j. Uses XML Language

Q2.

a. Discuss the need of corporate communication. (8)

b. Explain various factors influencing corporate image (7)

OR

c. Explain Copyright Act and Law of Defamation in brief. (8)

d. Explain importance of ethics in corporate communication. (7)

Q3.

a. Discuss the significance of public relation. (8)

b. Discuss the legal and socio cultural issues in public relations. (7)

OR

c. Discuss Social Exchange theory of PR with relevant examples. (8)

d. Discuss the reasons for growth of public relations. (7)

Q4.

a. How can the management organize employee communication? (8)

b. Discuss in brief the impact of crisis. (7)

OR

c. Explain the various PR tools in financial communication. (8)

d. How will u build effective media relations if you are the PR manager? (7)

Q5.

a. What are the steps involved in making a business blog. (8)

b. Write a brief note on E Branding. (7)

math Aata Haina Tuje

OR

mUje nhi AmaHai

c. **Write short notes on (Any 3):** (15)

1. Corporate Identity
2. Digital Piracy
3. Trust Building
4. Web Conferencing
5. Types of Corporate Blogs

****

TY BMS - Marketing - 4/12/23

Paper / Subject Code: 46004 / Marketing:Services Marketing

Time : 2½ hrs **Total Marks: 75**

Instructions:- All questions are compulsory
Figures to the right indicate full marks

Q1. A) Choose the correct option from the multiple choices (any Eight) **(08)**

1) When services do not have any accompanying goods they are called,
   a) Intangible goods b) Tangible services c) Pure services d) perishable services

2) __________ Qualities are difficult or impossible to evaluate even after consumption or usage.
   a) Experience b) Credence c) Search d) none of the above

3) Internal marketing is also referred to as ________ the promise.
   a) Setting b) delivering c) Enabling d) keeping

4) Service gap is the gap between expected service and ________ service.
   a) Future b) desired c) adequate d) perceived

5) Zeithmal developed research tool called ________ to measure customer satisfaction and understand how customer perceives value in a service.
   a) Gap model b) Zone of tolerance c) service triangle d) SERVQUAL model

6) "Unused or underutilised services are economic waste" is a result of ________ characteristic of service.
   a) Perishable b) heterogeneous c) Inseparable d) transferable

7) Which of the following is not a tangible dominant.
   a) Soap b) automobile c) mobile phone d) investment banking

8) The service marketing triangle suggests that there are ______ type of marketing that must be successfully carried.
   a) 2 b) 3 c) 4 d) None of the above

9) When level of involvement is temporary in nature & is specific to a particular need it is called as ________ involvement.
   a) Enduring b) Situational c) habitual c) continuous

10) __________ pricing method encourages a customer to expand his dealings with the service provider.
   a) Bundling b) Relationship c) benefit driven d) Flat rate

B) Answer true or false (any seven) **(07)**

1) Physical evidence is not an extended 'P' of service marketing.
2) Moment of truth is a service encounter where the customer interacts face to face with the service provider.
3) Spamming is not always considered an unethical practice in service marketing.
4) Two services are not the same that means they are Inseparable.
5) Services can be branded but cannot be patented.
6) Supplementary services provide the necessary differentiation and enhances value and appeal of the core service.

7) Customers do not participate in the production process of the service.
8) A blue print should create a script for the employees as well as the customers that can help in identifying potential problems or failures.
9) Customer action takes place between line of visibility and line of interaction.
10) Car rentals, vending machines and telecommunications are highly tangible services.

Q2. Answer the following questions

a) Evaluate the factors that have led to the growth of service sector in India **(08)**
b) Define services and explain the concept of Goods and Service Continuum **(07)**

OR

c) What are the major challenges faced in marketing of services with respect to its unique characteristics? **(08)**

d) Explain the service marketing triangle and how it is critical to successful service marketing. **(07)**

Q3. Answer the following questions

a) What are the different ways of distributing services? Evaluate the benefits and challenges of franchising as an option **(08)**

b) Discuss the different strategies and methods that can be adopted for effective pricing of services. **(07)**

OR

c) Explain the concept of the service flower used while conceptualizing a service product **(08)**
d) Bring about the importance of Human resource/people in a service industry especially with respect to the roles that they perform. **(07)**

Q4. Answer the following questions

a) Define service productivity and discuss the methods that organizations can adopt for managing productivity **(08)**
b) Explain the benefits of Benchmarking and state the different levels of benchmarking. **(07)**

OR

c) Explain the GAP model of service quality with the help of a diagram. **(08)**
d) State strategies that can be adopted to overcome demand and capacity constraints. **(07)**

Q5. a) What is Transnational Strategy and what are its features also state the factors favouring transnational strategy. **(15)**

OR

b) Write a note on (any three) **(15)**

i. Recent Trends in Health care sector
ii. Unethical Practices in Service Sector.
iii. Impact of service recovery
iv. Blueprinting
v. Positioning strategy for services

T.Y.B.M.S Marketing.

Paper / Subject Code: 46004 / Marketing:Services Marketing 4/12/2023

Time : 2½ hrs Total Marks: 75

Instructions:- All questions are compulsory
Figures to the right indicate full marks

Q1. A) Choose the correct option from the multiple choices (any Eight) (08)

1) When services do not have any accompanying goods they are called,
   a) Intangible goods b) Tangible services c) Pure services d) perishable services

2) __________ Qualities are difficult or impossible to evaluate even after consumption or usage.
   a) Experience b) Credence c) Search d) none of the above

3) Internal marketing is also referred to as ________ the promise.
   a) Setting b) delivering c) Enabling d) keeping

4) Service gap is the gap between expected service and ________ service.
   a) Future b) desired c) adequate d) perceived

5) Zeithmal developed research tool called ________ to measure customer satisfaction and understand how customer perceives value in a service.
   a) Gap model b) Zone of tolerance c) service triangle d) SERVQUAL model

6) "Unused or underutilised services are economic waste" is a result of ________ characteristic of service.
   a) Perishable b) heterogeneous c) Inseparable d) transferable

7) Which of the following is not a tangible dominant.
   a) Soap b) automobile c) mobile phone d) investment banking

8) The service marketing triangle suggests that there are ______ type of marketing that must be successfully carried.
   a) 2 b) 3 c) 4 d) None of the above

9) When level of involvement is temporary in nature & is specific to a particular need it is called as ________ involvement.
   a) Enduring b) Situational c) habitual c) continuous

10) __________ pricing method encourages a customer to expand his dealings with the service provider.
   a) Bundling b) Relationship c) benefit driven d) Flat rate

B) Answer true or false (any seven) (07)

1) Physical evidence is not an extended 'P' of service marketing.
2) Moment of truth is a service encounter where the customer interacts face to face with the service provider.
3) Spamming is not always considered an unethical practice in service marketing.
4) Two services are not the same that means they are Inseparable.
5) Services can be branded but cannot be patented.
6) Supplementary services provide the necessary differentiation and enhances value and appeal of the core service.

7) Customers do not participate in the production process of the service.
8) A blue print should create a script for the employees as well as the customers that can help in identifying potential problems or failures.
9) Customer action takes place between line of visibility and line of interaction.
10) Car rentals, vending machines and telecommunications are highly tangible services.

Q2. Answer the following questions

a) Evaluate the factors that have led to the growth of service sector in India **(08)**
b) Define services and explain the concept of Goods and Service Continuum **(07)**

OR

c) What are the major challenges faced in marketing of services with respect to its unique characteristics? **(08)**

d) Explain the service marketing triangle and how it is critical to successful service marketing. **(07)**

Q3. Answer the following questions

a) What are the different ways of distributing services? Evaluate the benefits and challenges of franchising as an option **(08)**

b) Discuss the different strategies and methods that can be adopted for effective pricing of services. **(07)**

OR

c) Explain the concept of the service flower used while conceptualizing a service product **(08)**
d) Bring about the importance of Human resource/people in a service industry especially with respect to the roles that they perform. **(07)**

Q4. Answer the following questions

a) Define service productivity and discuss the methods that organizations can adopt for managing productivity **(08)**
b) Explain the benefits of Benchmarking and state the different levels of benchmarking. **(07)**

OR

c) Explain the GAP model of service quality with the help of a diagram. **(08)**
d) State strategies that can be adopted to overcome demand and capacity constraints. **(07)**

Q5. a) What is Transnational Strategy and what are its features also state the factors favouring transnational strategy. **(15)**

OR

b) Write a note on (any three) **(15)**

i. Recent Trends in Health care sector
ii. Unethical Practices in Service Sector.
iii. Impact of service recovery
iv. Blueprinting
v. Positioning strategy for services

T.Y. B.M.S Marketing 5/12/2023

Paper / Subject Code: 46007 / Marketing: E-Commerce & Digital Marketing

Time: 2 Hrs.30 Min. **Max. Marks:75**

Instructions:

1. **All the questions are compulsory.**
2. **All the questions have internal choice.**
3. **Figures to the right indicate maximum marks.**

Q.1 A. Fill in the blanks (ANY EIGHT) **[8 marks]**

i. __________ is a benefit of E-commerce.
   a. Cost savings b. Touch and feel
   c. Privacy issue d. Resistance to change

ii. Writing reviews on Google Play Store is __________ E-commerce.
   a. C2B b. B2B
   c. C2C d. B2G

iii. A consumer in search of a personal loan compares various quotations on website, is an example of __________ E-commerce.
   a. C2C b. B2B
   c. C2B d. B2C

iv. There is a global business reach just by creating a __________ and uploading it on the server.
   a. retail store b. computer cyber
   c. website d. small business

v. __________ is the exchange of data or business documents between two or more businesses.
   a. CRM b. EDI
   c. ERP d. SCM

vi. __________ consists of various aspects like privacy, authenticity and message integrity.
   a. payment gateway b. order processing
   c. transaction security d. process linking

vii. __________ means unauthorized access.
   a. network security b. stealing
   c. internet penetration d. hacking

viii. __________ Marketing consists of specific activities designed to promote a product, service or business by an organization.
   a. Content b. Viral
   c. Influencer d. Podcast

ix. __________ is a free service that allows internet users to pull audio files from a website to listen on their computers or mobiles.
   a. Vodcasts b. Podcasts
   c. Blog d. Press release

x. X (formerly Twitter) is a ____ micro blogging service that allows registered members to broadcast short posts.
   a. free b. chargeable
   c. costly d. paid

B. State whether the following statement is True or False (ANY SEVEN) **[7 marks]**

i. E-commerce is a part of E-business.
ii. World Wide Web was created by British Scientist Tim Berners-Lee.
iii. A Domain Name is the website name. It is the address where Internet users can access a website.
iv. Unified Payments Interface (UPI) is a system that powers multiple bank accounts into a single mobile application.
v. E-auction consists of on-line buying and selling of shares and other financial instruments.
vi. E-Commerce law involves payment, delivery and e-signature for B2C transactions only.
vii. Search Engine Marketing (SEM) is an unpaid approach.
viii. A payment getaway is a service that gives a merchant the ability to perform real time credit or debit card authorization from a website over the internet.
ix. Electronic Clearing Service is a retail payment system that can be used to make bulk payments.
x. Spam is unsolicited email.

Q.2
a. Define E-commerce. State and explain the features of E-commerce. **[8marks]**
b. Bring out the difference between Traditional Commerce and E-commerce. **[7 marks]**

OR

c. Explain the Environmental factors that affect E-commerce. **[8marks]**
d. Discuss the advantages of E-commerce to Businesses and Consumers. **[7 marks]**

Q.3
a. What are the principles of web site design? **[8marks]**
b. Which areas can EDI be implemented in? **[7 marks]**

OR

c. What are the steps in launching an E-Business? **[8marks]**
d. Explain the bricks and click business model in E-Business. **[7 marks]**

Q.4
a. Discuss the issues relating to Privacy and Security in E business? **[8marks]**
b. Explain different types of Electronic Payment System. **[7 marks]**

OR

c. Explain the features of Electronic Payment System. **[8marks]**
d. Discuss Smart Cards? What are its benefits? **[7 marks]**

Q.5
a. What do you mean by Digital Marketing? Discuss its latest developments and strategies. **[8marks]**
b. Explain the Advantages and Disadvantages of Digital Marketing? **[7 marks]**

OR

Q.5 Write note on the following (ANY THREE) **[15 marks]**

i. M-commerce
ii. Supply Chain Management
iii. E Money
iv. Search Engine Optimization
v. Content Marketing.

4A200F3A17E7C68AB1CD4CE978840F2E

T.Y.B.M.S Marketing. 7/12/2023

Paper / Subject Code: 46010 / Marketing: Sales & Distribution Management

Time: 2 1/2Hrs

Marks: 75

NB (1) All questions are compulsory.
(2) Figures to the right indicate full marks.

(1)(A)Select the most appropriate answer from the option given below (Any 8) (8)

1. ______department generates revenue to the organisation.
   a. Accounts b. Sales c. Marketing d. Customer care

2. _____has presented many new opportunities along with new challenges.
   a. Globalisation b. Trade c. Management d. Orientation

3. Advantage of CRM ________.
   a. customized business
   b. improves overall relationship with customers
   c. software based
   d. one on one

4. Forecasting method widely used by collecting questionnaire from potential buyers is called as __________method.
   a. customer survey b. Delphi Sales c. hierarchy d. user expectation

5. There are ______types of channel conflicts.
   a. three b. four c. five d. six

6. Five style of conflict resolution developed by _______.
   a. Peter Drucker b. Kenneth Thomas c. Joseph Luft d. Philip Kotler

7. Distribution audit is ________ and fair evaluation identifying key areas for improvement in channel control.
   a. biased b. unorganised c. unbiased d. organised

8. ______reflects the performance of the distribution channel.
   a. Reports b. Budgets c. Target d. Profile

9. ______is called as zero level distribution channel.
   a. Direct marketing b. indirect marketing c. vertical marketing d. horizontal marketing

10. KRA stands for
   a. Key result area b. Keep reward area c. Key revenue area d. Keep result area

(1)(B)Select whether the following statements are True or False. (Any 7) (7)

1. MIS operates with speed and accuracy.
2. Distribution ensures that products reach consumers as wanted by them at the right time and at the right place.

3. The first step in selling process is objection handling.
4. Collaboration refers to ignoring the issues that gave rise to the conflict.
5. Sales quota is also called as sales target.
6. Approach is a step in selling process.
7. Wholesalers and distributors are the same.
8. Delphi method maintains confidentiality.
9. Digital communication is without accountability.
10. Sales people do not face ethical dilemma.

2a. What is meant by Sales Management and explain its roles. **(08)**

2b. What is meant by CRM and Discuss its features. **(07)**

OR

2c.Discuss any three structures of sales organisation **(08)**
2d. Discuss the role of intermediaries **(07)**

3a. Explain the various reasons for unsuccessful closing. **(08)**
3b.Write a note on sales quota **(07)**

OR

3c.What is meant by Sales forecasting .Explain the methods of Sales forecasting. **(08)**
3d.Discuss the steps involved in the process of selling? **(07)**

4a. Enumerated the functions of wholesalers. **(08)**
4b. What are the factors affecting distribution strategy? **(07)**

OR

4c. What is meant by channel policy? Explain the various areas it covers. **(08)**
4d. What are the methods to resolve conflicts? **(07)**

5a. Elaborate on indirect methods of supervision and control of sales force. **(08)**
5b. Bring out the new trends in sales and distribution management. **(07)**

OR

5c. Write Short Notes (Any 3) **(15)**
1. Selling skills
2. Ethics in sales management
3. Sales Management Audit
4. Win –Win Strategy
5. Communication process

****

T.Y.B.M.S Marketing.

Paper / Subject Code: 46013 / Marketing: Customer Relationship Management 8/12/2023

Duration – 2 ½ hours **Marks– 75**

NOTE- 1) All the questions are compulsory.

2) Figures to the right indicate full marks.

Q.1 (A) Multiple choice questions:(any 8) (8)

1. Customer Relationship Management is about
 i) Acquiring the right customer ii) Instituting the best processes iii) Motivating employee's
 iv) acquiring customers, instituting and motivating employees

2. A consumer buying behavior is influenced by
 cultural & social factors ii) personal factors iii) cultural, social & personal factors
 iv) organizational factors

3. _________ is a component of CRM?
 i) people ii) technology iii) information iv) all of the above

4. Calls from customers regarding their queries, problems and suggestions are___calls.
 i) inbound ii) outbound iii) directional iv) horizontal

5. In _________ seller seeks to persuade the customer to purchase additional product or /and more expensive products in order to make a larger total sale.
 i) Customer management ii) upselling iii) Cross-Selling iv) banc assurance

6. ______exists when perception> expectation.
 i) Customer satisfaction ii) customer dissatisfaction Iii) customer delight iv) customerengagement

7. ___________ is a central point in an enterprise from which all customer contacts are maintained as e-mails, newsletters, chats etc.
 i) call center ii) contact center iii) customer care center iv) development center

8. ________ refers to a technology that allow organization to identify the location of customers at a particular point in time.
 i) near field communication ii) location based services iii) Augmented Reality
 iv) artificial intelligence

9. The process of forecasting contact center workloads and then scheduling agents to handle the workload is known as__.
 i) CRM ii) call scripting iii) workforce management iv) relationship marketing management.

10. ______is a business statement that summarizes why a customer should buy a particularproduct.
 i) customer value proposition ii) customer lifetime value iii) customer care value iv) companyprofit chain

Q.1. B) State whether the given statements are true or false: - (answer any 7) (7)

1. Customer retention is the first step in CRM strategy cycle. ✗
2. Service quality gap indicates the difference between the service expected by customers and theservice they actually receive. ✓
3. Sales force automation involves converting manual sales activities to electronic processesthrough the use of various combinations of hardware and software applications ✓
4. Personalization consists of tailoring a service or product to accommodate specific individualneeds. ✓
5. Customer engagement is not a customer retention strategy ✗
6. Data reporting is a written script that has correct wordings and assist an agent in handling acontact. ✗
7. Event based marketing is also known as trigger marketing. ✓
8. Data profiling helps to plan and get qualitative information. ✓
9. Customer lifetime value(CLV) is the result of cumulative net returns received over the lifetimeof customers

Q.II

A. What is relationship marketing management? Explain various relationship development strategies. (8)

B. Briefly explain the different barriers in implementing effective CRM (7)

(OR)

C. Define CRM. Explain the different profitability segments (8)

D. Write a note on service level agreement (7)

Q.III

A. Discuss the customer profitability and value modelling. (8)

B. Explain the concepts of event based marketing and web based self-service. (7)

(OR)

C. Explain the different types of data. (8)

D. What is call routing? Explain the different types of routing techniques. (7)

Q.IV

A. Describe the steps involved in implementation of CRM. (8)

B. Discuss the objectives of CRM strategy. (7)

(OR)

C. Explain the concept of knowledge management. (8)

D. Explain B2B and sales in CRM. (7)

Q. V

A. Explain the features of E-CRM (8)

B. Explain the software App for Customer Service (7)

(OR)

Write Short notes on the following (Answer Any 3) (15)

1. E-mail response system
2. Social Networking and CRM
3. Levels of E-CRM
4. Ethical issues in CRM
5. Recent trends in CRM

****

115993D39B10C814BB631A6EDB4B4846