Code : 5022 BMS - Sem. V (Fresh) (New Course) Exam.-Nov. / Dec. - 2016

Date : 25-11-2016 **Brand Management** Marks - 75

Note : 1. **Q. 1 & Q. 8 is compulsory.**

2. **From Q. 2 to Q. 7 attempt any 5.**

Q. 1 Explain the following concepts. (any 6) 12

a) Brand Name

b) Brand Leverage

c) Brand Loyalty

d) Brand Equity

e) Brand Extension

f) Brand Porfolio

g) Product Extension

Q. 2 What is Brand Positioning ? Explain strategies used in Brand Positioning. 10

Q. 3 Explain Brand & various types of Brand. 10

Q. 4 Discuss below concepts of Brand Equity. 10

a) Cost Based

b) Price Based

c) Consumer Based

Q. 5 a) Brand Promotional Activities 10

b) Brand Building Stages

Q. 6 State the difference between Brand Extension & Line Extension. 10

Q. 7 State the characteristics / Importance of Brand Name. 10

Q. 8 Case Studies.

Hamam was launched in year 1978 as a toilet soap. The product became famous in the market due to its unique ingredient "Neem" (which is known for its medical properties) in their soap. The Product did wonderfully well for about a decade as it emphasized on "Acne free Skin".

Eventually many other toilet soap brands hit the Indian Market which emphasized on "Increased beauty" of users. These brands launched the products in attractive colours, contrasting neem which was in dark green colour. In addition to this attractive packaging of these new brands could attract more consumers & hamam strated losing its market share.

Hamam's growth stagnated for about 2 decades. Now recently "Hamam repositioned its soap in the market by making its packaging more attractive. In addition to this they have reduced the prices of the soap to cater the needs of more consumers. But this did not seem to have increased the sales.

1) Was "Price cut" an intelligent repositioning strategy of Hamam ? Why ? 5

2) What additional Brand promotional activities should the company do if they want to increase the sales. 5

3) Should company still produce Hamam Soap ? Why ? 3

SYBMS

Gokhale Education Society's

SMRK-BK-AK Mahila Mahavidyalay

Unit Test- I August 2016

Bachelor of management Science- II

Subject -: Cost & Management Accounting **Time -:** 11:00-12:00 noon
Date: 19/08/2016 **Marks-:** 25

Instructions –: All questions are compulsory
Figures to the right indicates marks

Q. 1 The accounts of ABC Manufacturers, Mumbai for the year ended 31-03-2016 shows the following. 15

Particulars	**Amount (RS)**
Stock of raw material as on 1-4-2015	67,200
Bad debts written -off	9,100
Raw materials purchased	2,59,000
Motive Power	320
Traveller's Commission	10,780
Depreciation on office equipments	420
Carriage Inwards	720
Interest on bank loan	380
Factory Taxes	11,900
Productive wages	1,76,400
Director's travelling expenses	8,400
Coal and Coke	560
General Overheads	4,760
Gas and water - Factory	1680
Packing charges	940
Sales of finished goods	6,00,000

Manager's salaries (Factory- 2/3,office-1/3)	15,000
Delivery van expenses	4,060
Depreciation on factory building	18,200
Publicity charges	2,000
Repairs to plant	6,340
Carriage Outward	7,120
Hire charges of special machinery	9,010
Office rent	2,800
Surveyor's fees	590
Legal charges	620
Stock of raw materials as on 31-03-2016	87,920

Prepare a cost – statement giving the following details for the year ended 31-03-2016:

1. Cost of material consumed
2. Prime cost
3. Works cost
4. Cost of production
5. Total cost
6. Net profit for the year.

OR

Q. 1 Give the graphical presentation of methods of classification of costs explaining each in detail. 15

Q. 2 Write short notes (any 2) (5×2)10

1. Division of costs
2. Need of cost classification
3. Types of costs

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Gokhale Education Society's

SMRK-BK-AK Mahila Mahavidyalay

Unit Test- I August 2016

<u>Bachelor of management Science- III</u>

Subject -: Integrated Marketing Communication **Time -:** 09:00-10:00 am
Date: 19/08/2016 **Marks-:** 25

<u>Instructions -:</u> All questions are compulsory
Figures to the right indicates marks

Q1. Define IMC. Explain process of IMC. 15

OR

Q1. Explain and elaborate various tools of Sales Promotion. 15

Q2. Short notes [Any -2] (5×2)10

1. Types of advertisement
2. Personal Selling
3. Types of Publicity

****

Gokhale Education Society's

SMRK-BK-AK Mahila Mahavidyalay

Unit Test- I August 2016

Bachelor of management Science- II

Subject -: Production & Operation Management **Time -:** 11:00-12:00 noon
Date: 20/08/2016 **Marks-:** 25

Instructions –: All questions are compulsory
Figures to the right indicates marks

Q1. Define Operation Management. Explain its Scope and Importance. 15

OR

Q1. Define Plant Location. Explain factors influencing selection of plant. 15

Q2. Short notes [Any -2] (5×2) 10

1. Factor Rating
2. Steps in Plant Location
3. Objectives of Operation management

****

Gokhale Education Society's

SMRK-BK-AK Mahila Mahavidyalay

Unit Test- I August 2016

Bachelor of management Science- III

Subject -: Advanced Quantitative Methods for Business **Time -:** 09:00-10:00 am

Date: 22/08/2016 **Marks-:** 25

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

Q1. Answer the following:

1. Define Hypothesis 03
2. Types of errors 06
3. Characteristics of good hypothesis 06

OR

Q1. From the given information, draw PERT diagram and find out Critical path of production. (5+10)15

Activities	Optimistic Time	Most Likely Time	Pessimistic Time
1-2	12	24	60
2-3	02	08	14
2-4	08	20	32
3-5	10	10	10
3-6	06	06	42
4-6	12	30	38
4-7	04	10	28
5-8	12	24	60
6-8	12	12	48
7-8	04	10	16

Q2. Short notes [Any -2] $(5\times2)10$

1. Advantages of PERT
2. Advantages of CPM
3. Difference between PERT & CPM

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Gokhale Education Society's

SMRK-BK-AK Mahila Mahavidyalay

Unit Test- I August 2016

Bachelor of management Science- III

Subject -: Human Resource Development **Time -:** 11:00-12:00 noon
Date: 20/08/2016 **Marks-:** 25

Instructions –: All questions are compulsory
Figures to the right indicates marks

Q1. Define Human Resource Development with its objectives and importance. 15

OR

Q1. Explain various tools and techniques of HRD. 15

Q2. Short notes [Any -2] (5×2)10

1. Evaluation of HRD Programme
2. Functions of HRD manager
3. HRD Process

****

Gokhale Education Society's

SMRK-BK-AK Mahila Mahavidyalay

Unit Test- I August 2016

Bachelor of management Science- III

Subject -: Industrial relations — **Time -:** 09:00-10:00 am

Date: 29/09/2016 — **Marks-:** 25

Instructions –: All questions are compulsory
Figures to the right indicates marks

Q1. What do you mean by the term Industrial Disputes? Explain the major causes of Industrial Disputes in Indian industries. [15]

OR

Q1. Define Trade Union. What structures of trade unions exist in Indian industries? [15]

Q2. Provide remedies to strengthen position of Trade Unions in India. [10]

OR

Q2. Define grievances. Explain the model grievance procedure in detail. [10]

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Gokhale Education Society's

SMRK-BK-AK Mahila Mahavidyalay

Unit Test- II September 2016

Bachelor of management Science- III

Subject -: Brand Management | **Time -:** 11:00-12:00 noon

Date: 28/09/2016 | **Marks-:** 25

Instructions –: All questions are compulsory
Figures to the right indicates marks

Q1. Define Brand Equity. Explain various types of Brand Equity. 15

OR

Q1. Enlist and elaborate various tools of Brand building. 15

Q2. Short notes [Any -2] (5×2)10

1. Brand extension
2. Line extension
3. Product Extension

****

Gokhale Education Society's

SMRK-BK-AK Mahila Mahavidyalay

Unit Test- II September 2016

Bachelor of management Science- III

Subject -: Human Resource Development **Time -:** 11:00-12:00 noon
Date: 29/09/2016 **Marks-:** 25

Instructions –: All questions are compulsory
Figures to the right indicates marks

Q1. There are different types of Training methods used by Indian Industries. Explain. [10]

OR

Q1. What do you mean by Organizational Change? Explain how people resist changing. [10]

Q2. Define OD. Explain the characteristics and objectives of OD. [15]

OR

Q2. What are the methods/techniques of On the job and Off the job training programmes used by HR departments now a days. Explain any six methods. [15]

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Gokhale Education Society's

SMRK-BK-AK Mahila Mahavidyalay

Unit Test- I August 2016

<u>Bachelor of management Science- III</u>

Subject -: Advanced Quantitative Methods for Business **Time -:** 09:00-10:00 am

Date: 30/09/2016 **Marks-:** 25

<u>Instructions –</u>: Attempt any Five questions
All questions carry equal marks

Q1. Answer the following terms:

1. Statistical Hypothesis 2. Null Hypothesis 3. Alternative Hypothesis

Q2. In a simple random sample of 600 men taken from a big city 400 are found to be smokers. In another simple random sample of 900 men taken from another city are smokers. Do the data indicate that there is a significant difference in the habit of smoking in the two cities? (Z=1.96 at 5% level of significance)

Q3. A survey amongst women was conducted to study the family life. The observations are as follows:

	Family Life		
	Happy	Not Happy	Total
Educated	70	30	100
Not Educated	60	40	100
Total	130	70	200

Q4. Explain conditions for applying the Chi squire test

Q5. Answer the following terms:

1. Level of Significance 2. Two tailed test 3. Critical region

Q6. The sales data of an item in six shops before and after a special promotional campaign are as follows:

Shops	A	B	C	D	E	F
Before Campaign	53	28	31	48	50	42
After Campaign	58	29	30	55	56	45

Q7. A. What is meant by large sample?

B. What is Bivariate or paired sample?

C. What is meant by that Two samples are independent?

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Gokhale Education Society's

SMRK-BK-AK Mahila Mahavidyalay

Unit Test- II ~~August~~ 2016
Sept.

Bachelor of management Science- III

Subject -: Integrated Marketing Communication **Time -:** 09:00-10:00 am
Date: 28/09/2016 **Marks-:** 25

Instructions –: All questions are compulsory
Figures to the right indicates marks

Q1. Write benefits and Limitations of Digital Marketing. 15

OR

Q1. Write the process of Media management. 15

Q2. Short notes [Any -2] (5×2)10

1. Strategies in Media Management
2. Importance of Corporate Communication
3. Social responsibilities in IMC

****

Gokhale Education Society's

SMRK-BK-AK Mahila Mahavidyalay

Unit Test- II September 2016

Bachelor of management Science- II

Subject -: Cost & Management Accounting **Time -:** 11:00-12:00 noon
Date: 28/09/2016 **Marks-:** 25

Instructions –: All questions are compulsory
Figures to the right indicates marks

Q 1 . A. The accounts of X LTD , Mumbai shows the following information: 10

Particulars	**Amount (RS)**
Opening stock of direct materials	61,700
Work in progress at commencement	1,21,700
Purchase of direct materials	2,86,500
Direct wages	3,57,000
Factory on cost	1,99,500
Selling on cost	70,000
Management on cost	1,10,000
Sales	12,50,000
Closing stock of direct materials	75,400
Closing work in progress	1,35,600
Sale of scrap	1,350
Carriage on direct material	5,950

Prepare a cost – statement giving the following details for the year end :

1.Cost of materials consumed. 2.Prime cost 3.Cost of production
4.Cost of goods sold 5.Profit for the year

B. Write short note: (any one) 5

1.Contribution. 2.Prime cost.

OR

Q 1. A. A company produces and sells an article at Rs. 10 each. The marginal cost is Rs. 6 each and Fixed cost is Rs. 400 per annum. 10

Calculate: 1.Profit volume ratio. 2.Break even sales.
3.Sales to earn a profit of Rs.500. 4.Profit at sales of Rs.3000.

B: Write short note on any one: 5

1.Break even point. 2.Fixed cost.

Q. 2 : Solve any one of the following 10

A : The following figures are available from the regards of AB LTD as on 31st March 2008 and 31st March 2009.

Particulars	2008	2009
Sales	14,00,000	8,00,000
Profit	2,00,000	50,000

Calculate :

1.BEP. 2.P/V Ratio. 3.Fixed cost.
4.Profit or Loss if sales is Rs. 4,80,000.

OR

B : A manufacturing concern which has adopted standard costing has given the following information :

Calculate Material Variances. 10

Particulars	Standard	Actual
Output	100units	80,000 units
Material	80 kg	60,000 kgs
Rate (Rs)	10 per kg	12 per kg

****

S.Y. B.M.S

Gokhale Education Society's

SMRK-BK-AK Mahila Mahavidyalay

Unit Test- II September 2016

Bachelor of management Science- II

Subject -: Business Law **Time -:** 09:00-10:00 am
Date: 28/09/2016 **Marks-:** 25

Instructions –: All questions are compulsory
Figures to the right indicates marks

Q1. Define Partnership and explain the rights and duties of Partners inter selection. 15

OR

Q1. Define "Free Consent", when is consent said to be "Free Consent"? 15

Q2. Short notes [Any -2] (5×2)10

1. Contingent Contract
2. Explain to the rule "An agreement without consideration is void"
3. Stranger to contract and its exceptions.

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Gokhale Education Society's

SMRK-BK-AK Mahila Mahavidyalay

Unit Test- II September 2016

Bachelor of management Science- II

Subject -: Cost & Management Accounting **Time -:** 11:00-12:00 noon

Date: 28/09/2016 **Marks-:** 25

Instructions –: All questions are compulsory

Figures to the right indicates marks

Q 1 . A. The accounts of X LTD , Mumbai shows the following information: 10

Particulars	Amount (RS)
Opening stock of direct materials	61,700
Work in progress at commencement	1,21,700
Purchase of direct materials	2,86,500
Direct wages	3,57,000
Factory on cost	1,99,500
Selling on cost	70,000
Management on cost	1,10,000
Sales	12,50,000
Closing stock of direct materials	75,400
Closing work in progress	1,35,600
Sale of scrap	1,350
Carriage on direct material	5,950

Prepare a cost – statement giving the following details for the year end :

1.Cost of materials consumed. 2.Prime cost 3.Cost of production

4.Cost of goods sold 5.Profit for the year

B. Write short note: (any one) 5

1.Contribution. 2.Prime cost.

OR

Q 1. A. A company produces and sells an article at Rs. 10 each. The marginal cost is Rs. 6 each and Fixed cost is Rs. 400 per annum. 10

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B: Write short note on any one: 5

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Calculate :

1.BEP. 2.P/V Ratio. 3.Fixed cost.
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OR

B : A manufacturing concern which has adopted standard costing has given the following information :

Calculate Material Variances. 10

Particulars	Standard	Actual
Output	100units	80,000 units
Material	80 kg	60,000 kgs
Rate (Rs)	10 per kg	12 per kg

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Gokhale Education Society's

SMRK-BK-AK Mahila Mahavidyalay

Unit Test- II September 2016

Bachelor of management Science- II

Subject -: Human Resource Management **Time -:** 09:00-10:00 am
Date: 29/09/2016 **Marks-:** 25

Instructions –: All questions are compulsory
Figures to the right indicates marks

Q1. Define the term Manpower Planning/HRP. Explain various steps (process) involved in Human Resource Planning [15]

OR

Q1. What are HR Policies? List out the objectives of HR policies giving emphasis on the need of the policies. [15]

Q2. Define the term Job Analysis. State the purpose and use of Job Analysis. [10]

OR

Q2. Define Recruitment. What are the various internal sources of recruitment? [10]

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Gokhale Education Society's

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SMRK-BK-AK Mahila Mahavidyalay

Unit Test- II September 2016

Bachelor of management Science- II

Subject -: Human Resource Management **Time -:** 09:00-10:00 am
Date: 29/09/2016 **Marks-:** 25

Instructions –: All questions are compulsory
Figures to the right indicates marks

Q1. Define the term Manpower Planning/HRP. Explain various steps (process) involved in Human Resource Planning [15]

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Q1. What are HR Policies? List out the objectives of HR policies giving emphasis on the need of the policies. [15]

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Gokhale Education Society's

SMRK-BK-AK Mahila Mahavidyalay

Unit Test- II September 2016

Bachelor of management Science- II

Subject -: Production & Operation Management **Time -:** 11:00-12:00 noon
Date: 29/09/2016 **Marks-:** 25

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

Q1. Write Advantages and Disadvantages of JIT System. 15

OR

Q1. What are the factors determining Production Planning and Control. 15

Q2. Short notes [Any -2] (5×2) 10

1. Product Layout
2. Plant Layout
3. Routing, Scheduling and Gantt Chart

****

Gokhale Education Society's

SMRK-BK-AK Mahila Mahavidyalay

Unit Test- II September 2016

Bachelor of management Science- II

Subject -: Production & Operation Management **Time -:** 11:00-12:00 noon
Date: 29/09/2016 **Marks-:** 25

Instructions –: All questions are compulsory
Figures to the right indicates marks

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Q1. What are the factors determining Production Planning and Control. 15

Q2. Short notes [Any -2] (5×2) 10

1. Product Layout
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Gokhale Education Society's

SMRK-BK-AK Mahila Mahavidyalay

Unit Test- II September 2016

Bachelor of management Science- II

Subject -: Quantitative Techniques for Business **Time -:** 09:00-10:00 am

Date: 30/09/2016 **Marks-:** 25

Instructions –: All questions are compulsory
Figures to the right indicates marks

Q1. Attempt any one 10

1. A. What are the merits and demerits of standard deviation?

   B. Find the S.D. from the following data:

Marks	0-10	10-20	20-30	30-40	40-50
Frequency	10	16	30	32	12

2. What is correlation? Explain types of correlations with examples.

Q2. Attempt any three 15

1. Find the Quartile Deviation for the following data:.

Class	0-10	10-20	20-30	30-40	40-50
Frequency	4	15	28	16	7

2. Calculate Mean Deviation about median for the following distribution.

Class	15-25	25-35	35-45	45-55	55-65	65-75
Frequency	5	40	30	15	5	5

3. Calculate correlation coefficient from the following:
N=10, $\sum x=5$, $\sum y= 47$, $\sum xy= 93$, $\sum x^2 = 25$, $\sum y^2 = 251$

4. The runs scored by eleven cricketers in two tests matches M1 and M2 are as follows:

Cricketer	A	B	C	D	E	F	G	H	I	J	K
M1	82	82	85	35	55	33	52	73	55	50	50
M2	50	50	93	31	66	37	87	50	62	64	65

Compute Karl Pearson's coefficient of correlation between the runs scored by cricketers in the matches.

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Gokhale Education Society's

SMRK-BK-AK Mahila Mahavidyalay

Unit Test- II September 2016

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Bachelor of management Science- II

Subject -: Quantitative Techniques for Business **Time -:** 09:00-10:00 am

Date: 30/09/2016 **Marks-:** 25

Instructions –: All questions are compulsory

Figures to the right indicates marks

Q1. Attempt any one 10

1. A. What are the merits and demerits of standard deviation?

   B. Find the S.D. from the following data:

Marks	0-10	10-20	20-30	30-40	40-50
Frequency	10	16	30	32	12

2. What is correlation? Explain types of correlations with examples.

Q2. Attempt any three 15

1. Find the Quartile Deviation for the following data:.

Class	0-10	10-20	20-30	30-40	40-50
Frequency	4	15	28	16	7

2. Calculate Mean Deviation about median for the following distribution.

Class	15-25	25-35	35-45	45-55	55-65	65-75
Frequency	5	40	30	15	5	5

3. Calculate correlation coefficient from the following:
   N=10, $\sum x=5$, $\sum y= 47$, $\sum xy= 93$, $\sum x^2 = 25$, $\sum y^2 = 251$

4. The runs scored by eleven cricketers in two tests matches M1 and M2 are as follows:

Cricketer	A	B	C	D	E	F	G	H	I	J	K
M1	82	82	85	35	55	33	52	73	55	50	50
M2	50	50	93	31	66	37	87	50	62	64	65

Compute Karl Pearson's coefficient of correlation between the runs scored by cricketers in the matches.

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Gokhale Education Society's

SMRK-BK-AK Mahila Mahavidyalay

Unit Test- II September 2016

Bachelor of management Science- II

Subject -: Production & Operation Management **Time -:** 11:00-12:00 noon
Date: 29/09/2016 **Marks-:** 25

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

Q1. Write Advantages and Disadvantages of JIT System. 15

OR

Q1. What are the factors determining Production Planning and Control. 15

Q2. Short notes [Any -2] (5×2) 10

1. Product Layout
2. Plant Layout
3. Routing, Scheduling and Gantt Chart

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Code : 3005 **Quantitative Techniques for Business** **Marks - 50**

BMS - Sem III (Fresh) (New Course) - Exam - 24-11-2016

Note : (1) **Q. No. 1 and Q. No. 8 are compulsory.**
(2) **Attempt any five from Q. No. 2 to Q. No. 7**
(3) **Simple calculator and statistical table can be used.**
(4) **Graph paper will be provided.**

Q. 1 Attempt any six. (12)

i) The weighted average of three item is 38. The weight of three items are 2, 3 and 4 respectively. If the second and third item have the value 30 and 40 find value of first item. 2

ii) The coefficient of Q.D for certain group of observation is 0.4. The sum of two quartiles is 100 find the value of two quartiles. 2

iii) Arithematic mean of the runs scored by three batsman in 10 inning are 50, 48, 12 respectively. The standard deviation of their runs are respectively 15, 12, 2. Who is the most consistent of the three ? If one will be selected in next test, who will be selected. 2

iv) The value of spearman's Rank correlation coefficient of certain number of pairs of observations was pound to be $\frac{2}{3}$. The sum of the square of the differences between corresponding ranks was 55 find the number of pairs. 2

v) The two regression coefficients $b_{xy} = \frac{5}{4}$ and $b_{yx} = \frac{9}{20}$. Find coefficient of correlation (r) 2

vi) If $P(A) = \frac{2}{7}$, $P(B) = \frac{3}{5}$, $P(A \cup B) = \frac{5}{7}$ obtain $P(A \cap B)$. 2

vii) Define time series and write user of time series. 2

viii) Given $\sum(x-\bar{x})^2 = 56$, $\sum(y-\bar{y})^2 = 318$, $\sum(x-\bar{x})(y-\bar{y}) = 125$, n = 6 find Karl pearsons coefficient of correlation. 2

Q. 2 A) (4)

Subjects	Marks of A	Marks of B	weight (w)
English	60	30	2
Maths	35	50	4
Science	40	50	3
History	45	40	1

Find who is a better students considering the weighted average of their marks. (6)

B) If $n_1 = 100$, $\bar{x}_1 = 60$, s.d. $\sigma_1 = 4$

$n_2 = 50$, $\bar{x}_2 = 90$, s.d. $\sigma_2 = 6$

Calculate combine mean and combine Standard deviation from above results.

Q. 3 A) (6)

Expanditure on cloth	$\bar{x} = 300$	$\sigma_x = 20$
Expenditure on Entertainment	$\bar{y} = 100$	$\sigma_y = 15$

Coefficient of correlation r = 0.78

P.T.O.

Find the regression of expenditure on Entertainment related to expenditure on cloth. Estimate the expenditure on entertainment of a person who spend Rs. 380 on cloth.

B) (4)

Adv Exp. (1,000 Rs.)	3	7	4	2	0	4	1	2
Sales (1,000 Rs.)	11	18	9	4	7	6	3	8

Find coefficient of correlation from choose data.

Q. 4 A) Fit a straight line trend by the method of least square to the following date and estimate the trend value for the year 1994. (5)

Year	1987	1988	1989	1990	1991
Sales (1,000 Rs)	58	79	110	121	142

B) Explain regarding different componetns of time series data. (5)

Q. 5 Attempt any two. (10)

i) Distinguish Primary data and secondary data.

ii) Questionnary method for collection of primary data.

iii) Why we are studing measure of dispersion and write characteristics of good measure of dispersion.

iv) Explain meaning of correlation with examples and write the uses of regression.

v) Write merits and demerits of mean and median.

Q. 6 A) Out of 100 students in hostel 80 take tea, 40 take coffee and 25 take both. Find the probability of students not taking either tea or coffee. (5)

B) Mean and variance of Binomial distribution are 3 and 2 respectively find parameter of the distribution. (5)

Q. 7 A) If $r_{12} = 0.45$, $r_{13} = 0.85$, $r_{23} = 0.5$ calculate $r_{12.3}$ and $R_{1.23}$. (5)

B) Income of 1000 persons following normal distribution with mean Rs. 3,500 and s.d. of Rs. 300. How many persons having income more than Rs. 3,000 and less than Rs. 2,500. (5)

Q. 8 A) Calculate quartile deviation and its coefficient from the data. (6)

Class	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Frequency	17	23	45	55	38	22	20

B) Calculate Arithmetic mean $(\bar{x})$, median (M) and mode (z) from the data. (6)

Class	10-15	15-20	20-25	25-30	30-35	35-40	40-45
Frequency	4	12	16	22	10	8	6

Code : 3003 - Human Resource Management BMS Sem-III (Fresh) (New Course) Exam - 19.11.2016 Marks: 75

Instruction:- **1) Q. No. 1 & Q. No. 8 is Compulsory.**
2) Attempt any 5 questions from Q. 2 to Q. 7

Q. 1 Explain the following Concepts (Any 6) (12)

A) HRM

B) Job Analysis

C) Placement

D) Job Specification

E) Executive Compensation

F) HR Planning

G) Induction

H) Selection

Q. 2 Describe the functions and objective of HRM (10)

Q. 3 What do you mean by selection? Explain the selection procedure in detail (10)

Q. 3 State the ethical practices in HRM. (10)

Q. 4 A) State the qualities of HR Manager (05)

B) Performance Appraisal (05)

Q. 5 What are the techniques of data collection for job analysis? (10)

Q. 6 Enumerate the functions of HRM. (10)

Q. 7 What is interview? Explain the different types of interview. (10)

Q. 8 The Selection Process at Vybhav largely follows competency based approach to hiring. When a job falls vacant for hiring, the hiring manager provides a job description. The hiring manager picks up the appropriate job descriptions & adds his comment on the role as per the competency Framework for his team. The manager updates the candidates details like experience, qualification & other professional requirements for the role.

The staffing team then picks up the checklist that is available for the role as identified by hiring manager it essentials consist of:-

A) Recommended hiring method as in online test, group discussion & interviews

B) A list of possible interviewers ideally required to interview for this role

C) Behavioural interview questionnaire that the role expects

This document acts as a guiding document for the staffing consultant as well as the Recruiting Executive. The staffing consultant review this with the hiring manager before the hiring process commences, to ensure that the expectations are in place. (13)

Questions:

1) The purpose of hiring process is to select the right person for the right job at the right time. How far the model suggested above serves the purpose.

2) As the hiring manager, what model would you suggest to serve the demand of the company.

Code : 3004 - Fundamentals of Production & Operations Management BMS Sem - III (Fresh) (New Course) Exam - 22.11.2016 Marks: 75

Instructions : 1) Q. 1 to Q. 8 are compulsory
2) Attempt any 5 Questions from Q. 2 to Q. 7

Q. 1 Define the following (any 6) (12)

1) System Approach
2) Kanban
3) Routing
4) Loading
5) Predictive Maintenance
6) Production Control
7) Production Management
8) Gaitt Chart

Q. 2 What is the scope and importance of OM? (10)

Q. 3 Write advantages and disadvantages of Just-in-Time. (10)

Q. 4 Enlist various types of Plant Layout. Explain any two (10)

Q. 5 What are the factors determining production control? (10)

Q. 6 What are the elements of a good maintenance system? (10)

Q. 7 Explain the ethics in production and operations management. (10)

Q. 8 Case study :-

You are working as a production and operations manager in a Multi National Company producing automobiles spare parts, with the experience is above area, answer the following questions :-

1) As a P&O Manager, how will you categories Direct cost & Indirect cost of maintenance Activity? (07)
2) As a P&O Manager, do you see any difference between preventure and planned maintenance? if yes specify. (08)

Code : 3001 - Business Law - BMS - Sem-III (Fresh) (New Course) - Exam. 15-11-2016 Marks - 75

Note : a) **Q. 1 and Q. 8 is compulsory.**
b) **Attempt any five questions from question no. 2 to question no. 7.**

Q. 1 Explain the following concepts. (Any 6) (12)

a) Contract
b) Fraud
c) Partnership Firm
d) Bills of exchange
e) Promissory Notes
f) Prospectus
g) Memorandum of Association
h) Drawer

Q. 2 Define a contract. Explain essential elements of a valid contract. (10)

Q. 3 Explain in brief the duties and rights of partners. (10)

Q. 4 Define cheque. What are the different types for crossing of cheques? Explain. (10)

Q. 5 Briefly explain company, its features and kinds. (10)

Q. 6 What is consumer redressal forum? Discuss three tier systems of redressal forum. (10)

Q. 7 Explain the different kinds of agreements. Also distinguish between agreement and contract. (10)

Q. 8 Case study.

a) Yash and Ved are the best friends. They enter into a contract to start an agency without any consideration. But they share responsibility of agency in mutual understanding. Is this contract of Agency is valid? Why? Explain. (6)

b) Mr. A construct a house on the request of Mr. B against the consideration of 10 lakhs. Later on B refused to pay the consideration to Mr. A. Can B take a legal action against Mr. A. Justify your answer. (7)

Instructions: 1) Question No.1 and 8 is compulsory
2) Attempt any 5 questions from Q. No. 2 to Q. No. 7

Q. 1 Define the following terms. (Any 6) 12

1) Liquid Ratio
2) Standard Hours
3) Fixed Cost
4) Margin of Safety
5) Office and administrative overheads
6) Proprietors fund
7) Job Costing
8) Cost Accounting

Q. 2 From the following balances prepare the cost sheet showing prime cost, work cost, total cost of production, net profit, for the year.
Stock of work-in progress is valued at prime cost. (10)

Particulars	Rs.	Rs.
Opening Stock:		
Raw Materials	75,000	
Work in progress	28,500	
Finished Goods	54,000	1,57,500
Wages:		
Direct	52,000	
Indirect	2,750	54,750
Purchases and Raw material		66,000
Sales		2,11,000
Factory Rent and power		15,000
Depreciation on plant and machinery		3,500
Buying Expenses		1,500
Factory Expenses		10,000
Office Rent and Rate		2,500
Office Expenses		6,500
Carriage Outward		2,500
Commission and Advertising		10,000
Closing Stock:		
Raw Materials	91,500	
Work - in - progress	35,000	
Finished Goods	31,000	1,57,500

Q. 3 Two companies P Ltd. and Q Ltd. producing and selling similar products forecast their profit and loss a/c for the net year, which is as follows: (10)

Particulars	P Ltd.		Q Ltd.	
	Rs.	Rs.	Rs.	Rs.
Sales		3,00,000		3,00,000
less - variable cost	2,00,000		2,25,000	
Fixed Expenses	50,000	2,50,000	25,000	2,50,000
Estimated profit		50,000		50,000

Calculate:-

1) P/v Ratio, Break Even Point and Margin of safety for both the companies

2) Sales required to earn a profit of Rs. 30,000 for both the companies.

Q. 4 A) From the following data given below calculated the material variances. (5)

Raw Material	Standard	Actual
A	40 units @ 50 each	50 units @ 50 each
B	60 units @ 40 each	60 units @ 45 each

B) From the following particulars calculate labour cost, rate and efficiency variance. (5)

Particulars	Standard	Actual
Labour Hours	300 hrs.	320 hrs.
Rate Per Hour	Rs. 2.20	Rs. 2.00

Q. 5 From the following balance sheet of Star Product Ltd. You are required to compute the following ratios. (10)

1) Current Ratio 2) Liquid Ratio

3) Proprietory Ratio 4) Stock Working Capital Ratio

Liabilities	Rs.	Assets	Rs.
Equity Share Capital	5,00,000	Fixed Assets	13,00,000
General Reserve	3,00,000	Investments	4,00,000
Securities Premium	25,000	Stock	8,50,000
10% Debentures	7,50,000	Sundry Debtors	5,00,000
Profit and Loss A/c	7,40,000	Prepaid Expenses	40,000
Sundry Creditors	2,30,000	Advance	
Bank Overdraft	3,95,000	Income Tax	78,000
Provision for Taxation	1,80,000	Cash and Bank	62,000
Proposed Equity Dividend	1,50,000	Share Issue	10,000
		Expenses	
		Preliminary Expenses	30,000
	32,70,000		32,70,000

Q. 6 A) Explain the different types of Behaviour cost in detail. (5)

B) Define Marginal costing. Describe the main characteristics of marginal costing (5)

Q. 7 A) Explain various material variance (5)

B) Draw the formate of cash flow as per AS - 3 (5)

Q. 8 Following is the summary Balance Sheet of Abhijeet Ltd. as on 31.03.2016 (13)

Liabilities	Rs.	Assets.	Rs.
Equity share capital	3,90,000	Cash in hand	15,000
10% preference Share Capital	2,00,000	Cash at bank	90,000
9% Debenture	2,50,000	preliminary Expenses	20,000
General Reserve	60,000	Goodwill	1,00,000
Capital Reserve	50,000	Building	3,00,000
11% Bank Loan	1,00,000	Investment (Long Term)	2,00,000
Creditors	1,25,000	Furniture	2,50,000

Bank overdraft	1,35,000	Plant & Machinery	3,00,000
Provision for Tax	1,40,000	Debtors	1,50,000
Proposed dividend	30,000	Prepaid Expenses	50,000
Profit & Loss A/c	1,40,000	Stock	2,00,000
Depreciation Provision	80,000	Call in Arrears (Equity)	10,000
		Commission on issue of shares	15,000
	17,00,000		17,00,000

Present the above Balance Sheet in varitcal form

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BMS Department Unit Test-I (Term-II) February2017

Subject: **Strategic Management** **Marks: 25**

Date: 02/02/2017 **Time: 08:30-09:30 am**

Q 1: Attempt any 5 concepts given below: (5×3=15)

1. Vision of the company.
2. Distinctive competencies.
3. Mission of the company.
4. Strategic management.
5. Strategic role of Board of Directors.
6. Strategic Evaluation.
7. Ethical Strategy.

Q 2: Attempt any one of the following question: (10)

A) Explain the process of Strategic Management.

OR

B) What do mean by Business Policy? Explain the characteristics of Business Policy.

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57

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BMS Department Unit Test-I (Term-II) February 2017

Subject: Financial Management **Marks: 25**

Date: 02/02/2017 **Time: 10:30-11:30 am**

Q 1: Explain any **5** concepts given below: (5×3=15)

1) Cost of Capital
2) Debentures
3) Retained Earnings
4) Profit Maximization
5) Financial Management
6) Preference share Capital.
7) Weighted Average Cost Of Capital (WACC)

Q 2: Attempt any one of the following question given below: (10)

1A) ABC LTD have the following Capital structure:

1. 18% Debentures = Rs. 3, 00,000.	3. Equity shares Capital = Rs. 5, 00,000.
2. 15% Preference share Capital = Rs. 2, 00,000.	4. Cost of Equity = 20%
	5. Tax rate = 30%

Calculate: Weighted Average Cost of Capital (WACC).

1B) B LTD issues 8000, 10% Preference Share of Rs 100 each, cost of issue is Rs. 3/ share

Calculate Cost of Preference Share Capital if shares are issued:

1) At Par
2) At Premium of 10%
3) At Discount of 5%.

2). XYZ LTD has the following Capital Structure:

PARTICULAR	AMOUNT (RS)
Equity Share Capital (20,000 shares)	4,00,000
6% Preference Shares	1,00,000
8% Debentures	3,00,000
TOTAL CAPITAL	**8,00,000**

The market price of Equity share is Rs. 20. It is expected that the company will pay a current dividend of Rs. 2 per share which will grow @ 7%. Tax rate is 40%. Calculate Weighted Average Cost of Capital (WACC).

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BMS Department Unit Test-I (Term-II) February 2017

Subject: **Consumer & Buyer Behavior** **Marks:** **25**

Date: **03/02/2017** **Time:** **08:30-09:30 am**

Q. 1 Define Consumer Behavior. Explain factors influencing Consumer Buyer Behavior (15)

Or

Q. 1 Write the difference between Consumer & Organizational Buyer Behavior. (15)

Q. 2 Write short notes on any Two: (5×2=10)

A. Consumer Buying Motives
B. Organizational Demand derive
C. Steps in Consumer Buying process
D. Factors influencing Organizational Buyer Behavior

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BMS Department Unit Test-I (Term-II) February 2017

Subject: Quality Management **Marks: 25**

Date: 03/02/2017 **Time: 10:30-11:30 am**

Q1. What is ISO? Explain the evolution of ISO giving division of it. [10]

OR

Q1. Define TQM giving emphasis on customer focus. [10]

Q2. What is Quality? Explain Juran's contribution to Quality [15]

OR

Q2. What do you mean by TQM? Give principles of TQM. [15]

******

G. E. Society's
SMRK-BK-AK Mahila Mahavidyalaya, Nashik-05.

BMS Department Unit Test-I (Term-II) February 2017

Subject: ED & Event Management **Marks: 25**

Date: 04/02/2017 **Time: 08:30-09:30 am**

Q1. What do you understand by the term "Entrepreneur" and "Entrepreneurship"? Give the main characteristics of entrepreneur. [15]

OR

Q1. Explain the concept of Entrepreneur. How does an entrepreneur differ from a manager? [15]

Q.2 Define Entrepreneur. Explain factors contributing to Entrepreneurship development. [10]

OR

Q2. Give importance of an entrepreneur in today's scenario. [10]

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G. E. Society's
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BMS Department Unit Test-II (Term-II) March 2017

Subject: **Strategic Management** **Marks:** **25**

Date: **02/03/2017** **Time:** **08:30-09:30 am**

Q 1: Attempt any 5 concepts given below: (5×3=15)

1. Mission of the company.
2. Core competencies.
3. Business policies.
4. External environmental factors.
5. SWOT analysis.
6. Joint Venture.
7. Merger.

Q 2: Attempt any one of the following question: (10)

A) State and explain the various Growth Strategies.

OR

B) Explain in detail the Value Chain Analysis.

******

G. E. Society's
SMRK-BK-AK Mahila Mahavidyalaya, Nashik-05.

BMS Department Unit Test-II (Term-II) March 2017

Subject: Financial Management **Marks: 25**

Date: 03/03/2017 **Time: 08:30-09:30 am**

Q 1: Explain any **5** concepts given below: (5×3=15)

1) Working Capital.	4) Wealth maximization.	6) Accounting Rate of Return (ARR).
2) Pay Back Period.	5) Net present value.	7) Capital Budgeting.
3) Owned funds.		

Q 2: Attempt any one of the following question given below: (10)

A: From the following information of Z LTD, prepare a Working Capital Statement for 2016.

Cost structure is as follows:

Material = 60% of sales.	Overheads = 10% 0f sales.
Labor = 20% of sales.	Selling price per unit = Rs 50

a) Production made by the company 36000 units.
b) Raw material is in stock for an average period of one month.
c) Finished goods are to stay in warehouse for a period of two months.
d) Raw material will be in process for a period of one month.
e) Credit allowed by suppliers is one month.
f) Credit allowed to debtors is three month.
g) Provide 15% margin of safety on working capital requirement.
h) Production is carried out evenly throughout the year.

OR

B: ABC LTD is considering purchasing machine, cost of which is Rs.1, 00,000 with a life of 5 years. Company follows Straight Line Method for charging depreciation. Income tax rate is 50 %. The following are the Net Cash Flows before Depreciation and Tax (CFBDT) :

YEAR	CFBDT
1	60,000
2	30,000
3	20,000
4	50,000
5	50,000

: Calculate Pay Back Period.

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G. E. Society's
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BMS Department Unit Test-II (Term-II) March 2017

Subject: Consumer & Buyer Behavior **Marks: 25**

Date: 04/03/2017 **Time: 08:30-09:30 am**

Q. 1 Define CRM. What are the Loyalty Breakers? Suggest how to reclaim lost customers? (15)

Or

Q. 1 Being owner of an organization what ethics you should follow in your production and customer handling practices. (15)

Q. 2 Write short notes on any Two: (5×2=10)

A. Importance of CRM
B. Relationship Building Tools
C. How to sustain existing customers?
D. Importance of CSR

*****

G. E. Society's
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BMS Department Unit Test-I (Term-II) February 2017

Subject: **Quality Management** **Marks:** **25**

Date: **06/03/2017** **Time:** **08:30-09:30 am**

Q1. What is the importance of kaizen? Justify your answer by enumerating its functions. [10]

OR

Q1. Explain the structure of QC. [10]

Q2. Explain the following (Any 3) [15]

a. Structure of QC
b. Features of QC
c. Functions of Kaizen
d. Six Sigma Black belt
e. Six Sigma Master Black Belt

OR

Q2. "Six Sigma is a Quality measuring yardstick for breakthrough improvement in Manufacturing and service industries." Elaborate. [15]

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G. E. Society's
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BMS Department Unit Test-II (Term-II) March 2017

Subject: **ED & Event Management** **Marks:** **25**

Date: **07/03/2017** **Time:** **08:30-09:30 am**

Q1. Define the following terms; (any 3) [15]

a. Project lifecycle
b. Sectoral project
c. Business plan
d. Financial analysis
e. Techno-economical analysis
f. Organizational plan

OR

Q1. Explain the Internal and External constraints in project formulation. [15]

Q.2. Explain steps in project formulation. [10]

OR

Q2. How project feasibility is determined? Explain any 3 concepts. [10]

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G. E. Society's
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BMS Department Unit Test-I (Term-II) February 2017

Subject: **Quality Management** **Marks:** **25**

Date: **06/03/2017** **Time:** **08:30-09:30 am**

Q1. What is the importance of kaizen? Justify your answer by enumerating its functions. [10]

OR

Q1. Explain the structure of QC. [10]

Q2. Explain the following (Any 3) [15]

a. Structure of QC
b. Features of QC
c. Functions of Kaizen
d. Six Sigma Black belt
e. Six Sigma Master Black Belt

OR

Q2. "Six Sigma is a Quality measuring yardstick for breakthrough improvement in Manufacturing and service industries." Elaborate. [15]

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G. E. Society's
SMRK-BK-AK Mahila Mahavidyalaya, Nashik-05.

BMS Department Unit Test-II (Term-II) March 2017

Subject: **Consumer & Buyer Behavior** **Marks: 25**

Date: 04/03/2017 **Time: 08:30-09:30 am**

Q. 1 Define CRM. What are the Loyalty Breakers? Suggest how to reclaim lost customers? (15)

Or

Q. 1 Being owner of an organization what ethics you should follow in your production and customer handling practices. (15)

Q. 2 Write short notes on any Two: (5×2=10)

A. Importance of CRM
B. Relationship Building Tools
C. How to sustain existing customers?
D. Importance of CSR

*****

G. E. Society's
SMRK-BK-AK Mahila Mahavidyalaya, Nashik-05.

BMS Department Unit Test-II (Term-II) March 2017

Subject: Financial Management **Marks: 25**

Date: 03/03/2017 **Time: 08:30-09:30 am**

Q 1: Explain any **5** concepts given below: (5×3=15)

1) Working Capital.	4) Wealth maximization.	6) Accounting Rate of Return (ARR).
2) Pay Back Period.	5) Net present value.	7) Capital Budgeting.
3) Owned funds.		

Q 2: Attempt any one of the following question given below: (10)

A: From the following information of Z LTD, prepare a Working Capital Statement for 2016.

Cost structure is as follows:

Material = 60% of sales.	Overheads = 10% 0f sales.
Labor = 20% of sales.	Selling price per unit = Rs 50

a) Production made by the company 36000 units.
b) Raw material is in stock for an average period of one month.
c) Finished goods are to stay in warehouse for a period of two months.
d) Raw material will be in process for a period of one month.
e) Credit allowed by suppliers is one month.
f) Credit allowed to debtors is three month.
g) Provide 15% margin of safety on working capital requirement.
h) Production is carried out evenly throughout the year.

OR

B: ABC LTD is considering purchasing machine, cost of which is Rs.1, 00,000 with a life of 5 years. Company follows Straight Line Method for charging depreciation. Income tax rate is 50 %. The following are the Net Cash Flows before Depreciation and Tax (CFBDT) :

YEAR	CFBDT
1	60,000
2	30,000
3	20,000
4	50,000
5	50,000

: Calculate Pay Back Period.

******

Instructions: **1) Question No. 1 & Q. 8 are compulsory**
2) Attempt any five questions Q. 2 to Q. 7
3) Simple Calculator and Statistical table can use.
4) Graph paper will be provided.

Q. 1 Attempt any six from the following (12)

i) In a moderatly asumetrical distribution on the mode and mean are 32.1 and 35.4 respectively calculate the medium. (02)

ii) The value of the Quartile deviation for certain data is 10.5. The value of upper quartile is given to be 72. Find the value of lower quartile. (02)

iii) Find co efficient of variation (C.V.) from the date 12, 17, 15, 11, 25. (02)

iv) The value of spearman's rank correction coefficient of certain number of pairs of observations was found to be $\frac{2}{3}$. The sum of the square of the differences between corresponding rand was 55. Find the number of pairs. (02)

v) The two regression coefficients bxy = $\frac{5}{4}$ and byx = $\frac{9}{20}$. Find coefficient of correlation. (02)

vi) If P(A) = $\frac{2}{7}$, PCB7 = $\frac{3}{5}$, P(A ∪ B) = $\frac{5}{7}$ obtain the probability P (A ∩ B) (02)

vii) Define time series? and state its difference components. (02)

viii) Given $\Sigma(x - \bar{x})2 = 56$, $\Sigma(y - \bar{y}) = 318$
$\Sigma(x - \bar{x})(y - \bar{y}) = 125$ and n = 6. Find karl pearson's coefficient of correlation (r) (2)

Q. 2 A) The mean weekly wages of the following frequency distribution is Rs. 560. Find the number of workers in the wage group (600-700)

Wage in Rs.	300-400	400-500	500-600	600-700	700-800	800-900
No. of Workers	10	20	40	-	8	6

B) Calculate standard deviation, mean and coefficient of variation from the data. (05)

Marks	0-10	10-20	20-30	30-40	40-50
No. of Students	11	15	25	12	7

Q. 3 A) Calculate Karl Pearson's coefficient of correlation from the date

X	10	8	7	9	6	3	2	4
Y	6	7	9	10	8	10	11	12

B) Given the following results find equation of two regression lines. (05)

Average marks in English $\bar{x}$ = 40
Average marks in Maths $\bar{y}$ = 75
Average marks in English 6x = 4
S. D. of marks in Maths 6y = 10
Coefficient of Correlation r = 0.4
Estimate y when x = 50.

Q. 4 A) Apply three yearly moving average and determine trend values. Also plot original date and trend value on same graph paper. (05)

Year	1991	1992	1993	1994	1995	1996	1997	1998
Production	86	88	89	87	90	88	92	93

B) Explain retarders different components of Five series data (05)

Q. 5 Attempt any two (10)

i) Distinguish Primary data and Secondary data.

ii) Explain Questionnary method for collection of primary data.

iii) Distinguish Positive Correlation and Regative Correletion.

iv) Scatter diagram to explain correlation between two variables.

v) Properties of normal distribution

Q. 6 A) A card is drawn at random from a pack of cards. What is the probability that the card drawn is a spade or an ace? (05)

B) If x is a Binomial variate, n = 5 and P(X = 4) = PCX = 2. Find the parameter of the distribution. (05)

Q. 7 A) A firm has 3000 accounts which are normally distributed with mean of Rs. 10,000 and standard deviation of Rs. 1000. Find

i) The number of Accounts with amounts lying between Rs. 8,000 and Rs. 11,000.

B) If $r_{12} = 0.45$ $r_{12} = 0.85$ $r_{23} = 0.5$

Calculate $r1_{2.3}$ and $R_{1(23)}$ (05)

Q. 8 A) Calculate Arithmetic man $(\bar{x})$, Median (M) and Mode from the data. (07)

CI	10-30	30-50	50-70	70-90	90-110	110-130
Frequency	4	10	14	12	8	6

B) Complete Quartile deviation & its coefficient. (06)

Age in year	20-25	25-30	30-35	35-40	40-45	45-50
No. of Person	70	80	180	100	50	20

Q.8 Case Study. (13)

Starbuck's is known around the world for the unique blends of coffee, it serves its customers through its coffee service outlets in 35 countries. Along with coffee, the Co. also sold a line of premium tea, cookies, snacks, espresso machines, & coffee brewers. Starbucks' service strategy encompassed providing a good product accompanied by customer friendly service & attractive ambience. The caselet speaks about the kind of customer relations starbucks followed, which was one of the reasons that so many customers of Starbucks went in for repeat purchases. This caselet also indicates how starbucks developed godwill among the public by bonding with the local community.

1. What are the reasons that make consumers loyal to an organisation. (4)

2. In what ways an organization tries to enhance value for the customer during the purchase porcess. (4)

3. Why organizations take care of good purchase experience rather than just focussing on the purchase product/service. (5)

Code: 4003 Consumer & Buyer Behavior (BMS Sem-IV-March-April 2017-Fresh & Repeater-New Course) 27-3-2017 **Marks-75**

Note: A) Q.1 and Q.8 compulsory.
B) Attempt any 5 from Q.2 to Q.7.

Q.1 Explain the following concepts. (Any 6) (12)

a) Buyer

b) Personal Factor

c) Business Ethics

d) Social Responsibility

e) Loyalty Breakers

f) CRM

g) Derived Demand

h) Consumer Learning

Q.2 Discuss the factors that influence buying behaviour. (10)

Q.3 State the difference between Consumer Buying & Industrial Buying. (10)

Q.4 How to reclaim lost consumers. (10)

Q.5 What are the ethical practices with respect to buyer behaviour. (10)

Q.6 Illustrate methods of sales forecasting. (10)

Q.7 Write short notes on:- (10)

a) Public Relation Management

b) Corporate Social Responsibility

Code - 4015 - Entrepreneurship Development & Event Management BMS Sem - IV (Fresh - Repeater) (New Course) Exam 01.04.2017 — **Marks: 35**

Instructions: **1) Q. 1 is compulsory**
2) Attempt any 3 out of Q. 2 to Q. 5
3) To be attempted on a separate answer sheet.

SECTION - II

Q. 1 Define the following (Any 5) (05)

a) Budget of event
b) Ethics
c) Organization effectiveness
d) Sponsership
e) Marketing Planning
f) Microfinance

Q. 2 What factors influences the number and type of staff. (10)

Q. 3 What code of ethics has to be consider while checking the feasibility of an event. (10)

Q. 4 Give any four schemes available for women entrepreneur for her business. (10)

Q. 5 As an event manager you are asked to organize an event at a orphan's in your city. List out minimum 5 events. (10)

Code - 4015 - Entrepreneurship Development & Event Management BMS Sem - IV (Fresh - Repeater) (New Course) Exam 01.04.2017 **Marks: 50**

Instructions: **1) Q. 1 is compulsory**
2) Attempt any 3 from the remaining
3) Section I and Section II to be answered on the separate answer sheet.

SECTION I

Q. 1 Explain the following concepts (Attempt 5) (10)

a) Break Even Analysis
b) Market Analysis
c) Project
d) DIC
e) Entrepreneur
f) Project Report

Q. 2 Why are entrepreneurs important to the present day Indian economy? (10)

Q. 3 a) Explain the term "Women Entrepreneurs" Give relevant examples. (05)

b) State the various institutions giving support and assistance to women entrepreneurs in various fields. (05)

Q. 4 What is project? Explain the various steps in project formulation. (10)

Q. 5 Write short notes (Any 2) (10)

a) Project classification
b) SIDBI
c) Network Analysis

Code : 4002 | Financial Management, BMS - Sem - IV (Fresh/Repeater) (New Course) - Exam - 24/03/2017 | Marks

Note : (1) Q. 1 and Q. 8 are compulsory.
(2) Q. 2 to Q. 7 solve any 5.

Q. 1 Clarify the concept. (Any 6) (12)

i) Preferance Share Capital
ii) Positive Working Capital
iii) Weighted Average cost of Capital
iv) Profit Maximization
v) Average rate of return
vi) Working Capital
vii) Capital budgeting
viii) Cost of Debt.

Q. 2 Classify the Different Source of Finance. (10)

Q. 3 Define cost of Catial and its Importance in Financial Management. (10)

Q. 4 a) Calculate payback period from following information. (05)

Investment = Rs. 10,00,000/-
Estimated life = 10 years
Tax Rate = 50%

Year	Profit before depreciation
1	4,00,000/-
2	6,00,000/-
3	5,00,000/-
4	5,00,000/-

b) Define payback period & its Disadvantages. (05)

Q. 5 What are the factors Responsible for working capital. (10)

Q. 6 ABC Ltd issues 10,000, 10% irredeemable preferance share at Rs. 100 each flotation charges a 5%, tax rate is 35%. Calculate the cost of preferane share capital when shares are issued.

i) at par
ii) at 10% premium
iii) at 10% Discount

Q. 7 Board of Directors of Sandya Ltd request you to prepare a statement showing the requirements of working capital for forecast level of activity of 52000 units in the ensuing yar (52 weeks) from the following information made available. (10)

Particular	Cost per unit
Raw Material	400
Direct Labour	150
Direct Over head	300
Sales	1000

(P.T.O)

Additional Information :

1) Raw material in stock = 4 weeks.
2) Work in progress = 4 weeks
3) Finished goods in stock = 4 weeks.
4) Credit allowed to customers = 8 weeks
5) Credit allowed by suppliers = 4 weeks
6) Cash at bank is expected Rs. 1,00,000/-
7) Time lag in the payment of wages for 2 weeks.

All the activities are evenly spread out During the year.

Q. 8 a) The Aroha Company has following Capital Structure. (7)

Equity Share Capital	=	8,00,000/-
6% preferance Share Capital	=	2,00,000/-
8% Debenture	=	6,00,000/-

Company paid Dividend to equity share holder = 17% during the year.

Calculate weighted average cost of Capital. (ignore tax)

b) XYZ company wants to purchase one machinery but company have to select one machinery from two option as financial manager. Company request you to give suggestion which machinery purchase by company. Calculate through pay back period method.

Following are cash inflow after tax.

Particulars	Machine A	Machine B
Cost of machine	1,40,000	1,40,000
Estimated life	5 yrs	5 yrs

Cash inflow after tax

1	20,000	30,000
2	40,000	30,000
3	45,000	30,000
4	50,000	30,000
5	25,000	30,000