

SY BMS III

Nov 2017

Sem: III

**UNIVERSITY PAPER**

**S.Y.B.M.S**

**SEM-III**

**NOV -2017**

[Time: 2:30 Hours]

[ Marks:75]

Please check whether you have got the right question paper.

- N.B:**
1. Attempt all questions.
  2. Figures to the right indicates full marks

**Q1.A. State whether the following statements are True or False (Attempt any 8) (8 Marks)**

1. Political factors have no influence on entrepreneurship
2. Innovation and Invention mean the same thing
3. Scheduling involves preparation of time table
4. Technological changes can pose a risk to existing businesses
5. Working capital is required for payment of recurring expenses
6. Economic conditions do not have any impact on entrepreneurs
7. Fixed capital can be raised through public issue of shares
8. Research & development have no role to play in entrepreneurship development
9. Franchise and Merger mean one and the same thing
10. Letter of credit is the most popular method of payment in foreign trade

**Q1. B. Match the Column ( Attempt any 7)**

(7 Marks)

1. Fixed capital	a. McClelland
2. Manufacturer-Consumer	b. Management Information System (MIS)
3. Theory of High Achievement	c. Function of entrepreneur
4. Oldest form of business ownership	d. Promotes Creativity
5. Risk & Uncertainty	e. Women entrepreneurs
6. Milestones	f. Easy entry in overseas market
7. Dual responsibility	g. Direct channel of distribution
8. Market Research	h. Measurable
9. Support from top management	i. Long term capital
10. Acquisition	j. Sole proprietorship

**QII. A. Explain the need for Entrepreneurship Development.**

(8 Marks)

**B. Elucidate on the qualities of an entrepreneur.**

(7 Marks)

OR

**QII. C. Explain the 'Innovation Theory of Entrepreneurship'**

(8 Marks)

**D. Do socio-cultural influences have an impact on entrepreneurship?**

If so, Explain.

(7 marks)

QIII. A. Who is an Intrapreneur? How can companies encourage the development of intrapreneurs. (8 Marks)

B. Explain the problems faced by women entrepreneurs (7 Marks)

OR

QIII. C. What is social entrepreneurship? Explain its importance (8 Marks)

D. Write a note on *Business Process Outsourcing* as an option available to an entrepreneur (7 Marks)

QIV. A. How can business ideas be generated? (8 Marks)

B. Explain briefly the Entrepreneurship Development Cycle (7 Marks)

OR

QIV. C. What is the significance of a Business Plan? (8 Marks)

D. Explain briefly the steps in setting up a business venture (7 Marks)

QV. Write short notes (any 3) (15 Marks)

1. SWOT analysis
2. Methods of Marketing
3. Entrepreneurial Development Program
4. Self Help Groups
5. Creativity

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QP Code : 22114

[Time : 2½ Hours]

[Total marks : 75]

- N.B :** (1) All questions are **compulsory** subject to internal choice.  
(2) Figures to the right indicate full marks.

Q1. (A) Attempt any 8 from the following :

8

Multiple choice questions (**Rewrite the full sentence with correct option**).

- (1) Gross Profit is \_\_\_\_\_.
  - (a) Excess of sales over purchases
  - (b) Excess of sales over total cost
  - (c) Excess of sales over cost of Raw materials
  - (d) Excess of sales over cost of goods sold.
- (2) An asset which does not have physical identity is called as \_\_\_\_\_.
  - (a) Current asset
  - (b) Intangible asset
  - (c) Fixed asset
  - (d) Non current asset.
- (3) Current Ratio indicates \_\_\_\_\_.
  - (a) Long term solvency
  - (b) Operating efficiency
  - (c) Collection efficiency
  - (d) Short term financial position.
- (4) Borrowed funds does not include \_\_\_\_\_.
  - (a) Debentures
  - (b) Public Deposits
  - (c) Bank Overdraft
  - (d) Bonds.
- (5) In cash flow statement, Goodwill written off is \_\_\_\_\_.
  - (a) Added to Book Profit
  - (b) Deducted from Book Profit
  - (c) Treated as cash inflows
  - (d) Treated as cash outflows.
- (6) The excess current assets over current liabilities is called \_\_\_\_\_.
  - (a) Gross working capital
  - (b) Net working capital
  - (c) Permanent working capital
  - (d) Temporary working capital.
- (7) Shortage of working capital may result in \_\_\_\_\_.
  - (a) Poor credit standing
  - (b) Excess working capital
  - (c) Higher cash discount
  - (d) Higher trade discount.

[TURN OVER

- (8) In response to market expectations the credit period has been increased from 30 days to 45 days. This would lead to \_\_\_\_\_.
- Decrease in sales
  - Increase in cost of goods sold
  - Increase in average collection period
  - Decrease in Debtors.
- (9) Credit evaluation of customer includes approval of \_\_\_\_\_.
- Character
  - Capital
  - Capacity
  - All of the above.
- (10) \_\_\_\_\_ is an example of balancesheet ratio.
- Capital gearing ratio
  - Net profit ratio
  - Debtors turnover ratio
  - Average collection period.
- (B) State whether the following statements are true or false (Attempt any 7) :
- Authorised capital is the minimum capital that can be raised by a company.
  - Profit on sale of machinery is an operating income.
  - Liquid ratio indicates the company's ability to meet its long term liabilities.
  - High proprietary ratio indicates low risk for the creditors.
  - For purpose of the statement of cash flows, "Cash" includes cash on hand, cash in the bank and cash equivalents.
  - Higher Bank Overdraft means higher working capital.
  - The permanent working capital will remain in the business until the business is closed down.
  - The statement of cash flows shows not only the amount of cash used during a particular time, but also how the cash was used.
  - Credit period is the time allowed to customers to pay for their purchases.
  - In order to minimize the level of receivables, a firm should follow a strict and aggressive collection procedure.

2. Following is the Balancesheet of Tiger Ltd. as on 31st March, 2016.

15

Liabilities	₹	Assets	₹
Share Capital	3,00,000	Goodwill	40,000
Securities premium	10,000	Land	1,60,000
General Reserve	1,20,000	Plant	88,000
Profit and Loss A/c	34,000	Furniture	6,000
11% Debentures	1,00,000	Trade Investment	1,60,000
Bank loan	70,000	Debtors	1,40,000
Bank overdraft	40,000	Inventories	1,20,000
Sundry creditors	1,20,000	Prepaid expenses	10,000
Provision for taxation	20,000	Cash	80,000
		Preliminary expenses	10,000
	<b>8,14,000</b>		<b>8,14,000</b>

Present the above Balancesheet in vertical form and calculate the following.

- |                       |                            |
|-----------------------|----------------------------|
| (1) Fictitious assets | (4) Current assets         |
| (2) Net worth         | (5) Long term liabilities. |
| (3) Working capital   |                            |

OR

2. (A) You are furnished with the following Revenue statements. For the 3 years ended 10 31st March, 2016.

Particulars	(₹) 2014	(₹) 2015	(₹) 2016
Sales	50,50,000	70,00,000	80,00,000
Less : Cost of sales	32,00,000	38,00,000	46,00,000
<b>Gross margin</b>	<b>18,50,000</b>	<b>32,00,000</b>	<b>34,00,000</b>
Admin Expenses	3,00,000	3,50,000	4,00,000
Selling Expenses	5,00,000	6,00,000	7,20,000
Interest on Loans	2,00,000	5,00,000	7,00,000
Total Expenses	10,00,000	14,50,000	18,20,000
<b>Net Profit before Tax</b>	<b>8,50,000</b>	<b>17,50,000</b>	<b>15,80,000</b>
Less Depreciation	5,00,000	4,50,000	6,00,000
<b>Profit Before Tax</b>	<b>3,50,000</b>	<b>13,00,000</b>	<b>9,80,000</b>
Less : Income Tax	80,000	2,00,000	1,85,000
<b>Profit after Tax</b>	<b>2,70,000</b>	<b>11,00,000</b>	<b>7,95,000</b>

You are asked to prepare Trend Analysis

[TURN OVER

- (B) From the following information for year ending 2016. Prepare common size income statement in vertical form. 5

Particulars	2016 (₹)
Sales	7,50,000
Closing Stock	1,50,000
Opening Stock	1,25,000
Purchases	2,25,000
Wages	1,50,000
Manufacturing expenses	75,000
Administrative expenses	25,000
Selling & distribution expenses	37,500
Interest on debentures	5,000

3. The summarized accounts of Eagle Ltd. and Vulture Ltd. are as follows. Balancesheet

15

Liabilities	Eagle Ltd.(₹)	Vulture Ltd.(₹)	Assets	Eagle Ltd.(₹)	Vulture Ltd.(₹)
Share capital	88,000	88,000	Fixed assets	1,21,000	97,000
Reserves	42,000	35,000	Current Assets	1,25,000	1,03,000
8% Debentures	22,000	22,000			
Current Liabilities	94,000	55,000			
	<b>2,46,000</b>	<b>2,00,000</b>		<b>2,46,000</b>	<b>2,00,000</b>

Revenue statement for the year

Particulars	Eagle Ltd. (₹)	Vulture Ltd. (₹)
Sales	3,40,000	2,64,000
Less : Cost of sales	2,97,000	1,98,000
Gross profit	43,000	66,000
Less : Operating expenses	23,000	44,000
Net Profit Tax	20,000	22,000
Less Tax	12,000	9,000
Profit after Tax	8,000	13,000
Less : Dividend	1,000	7,000
Retained Earnings	7,000	6,000

[TURN OVER

You are required to calculate following ratios and comment on performance of the companies.

- (1) Net Profit after tax ratio
- (2) Operating Ratio
- (3) Capital Gearing Ratio
- (4) Return on proprietors equity ratio

Note :— Conversion of statements in vertical form not required.

**OR**

3. Calculate the Ratios for Leopard Ltd. from following information.

15

Liabilities	₹	Assets	₹
Equity Capital	24,00,000	Net Fixed Assets	12,10,000
10% Debentures	4,60,00	Cash	4,40,000
Sundry Creditors	3,30,000	Sundry Debtors	5,50,000
Bills Payable	4,40,000	Stock	16,50,000
Other Current Liabilities	2,20,000		
	<b>38,50,000</b>		<b>38,50,000</b>

Statement of profit for the year ended 31st March, 2016.

Particulars	₹	Total ₹
Sales		55,00,000
<u>Less : Cost of goods sold</u>		
Material	20,90,000	
Wages	13,20,000	
Factory overheads	6,49,000	40,59,000
<b>Gross Profit</b>		<b>14,41,000</b>
<u>Less : Selling Expenses</u>	5,50,000	
Admin Expenses	6,14,000	11,64,000
<b>Earnings Before Int. and Tax</b>		<b>2,77,000</b>
Less Interest		46,000
Earnings Before Tax		2,31,000
Less Tax (50%)		1,15,500
Earnings after tax		1,15,500



Ratios to be calculated :

- (1) Current Ratio
- (2) Liquid Ratio
- (3) Proprietary Ratio
- (4) Operating Ratio
- (5) Stock Turnover Ratio
- (6) Capital Gearing Ratio
- (7) Return on Capital Employed

Note : Conversion of statements in vertical form are not required.

4. Falcon Ltd. gives you following Balancesheets for the year ended 31st March, 2016 15 and 2017. Prepare Cash Flows statements for the year ended 31st March, 2017.

Balancesheet as on

Liabilities	31/3/16	31/3/17	Assets	31/3/16	31/3/17
Equity Capital	1,20,000	1,20,000	Land	2,10,000	2,70,000
Preference Capital	90,000	60,000	Building	2,85,000	2,70,750
General Reserve	30,000	39,000	Stock	27,000	36,300
Profit and Loss A/c	15,240	28,080	Debtors	43,560	39,480
Outstanding Expenses	9360	11,040	Prepaid expenses	8880	9000
Reserve for Bad Debts	3120	5100	Bank	15,840	3,240
Creditors	3,28,560	3,70,950	Miscellaneous Expenses	6,000	5400
	<b>596280</b>	<b>634170</b>		<b>596280</b>	<b>634170</b>

Other Information :

- (1) Preference shares were redeemed during the year @10% premium.
- (2) Income Tax paid during the year ₹15,000.

Note : use Indirect Method as per AS3 (revised).

**OR**

[TURN OVER

4. (A) Dove Ltd. presents following information for 2016-17. Estimated yearly production and sales = 60,000 units. 8

Cost elements per unit	
Raw materials	₹ 5
Wages	₹ 3
Overheads	₹ 2
Selling Price	₹ 12

Further information :

- (1) The company extends 2 months credit to debtors.
- (2) The company maintains one month's stock of raw materials.
- (3) The company maintains one months stock of finished goods.
- (4) The processing period is one month.
- (5) The company is allowed two months credit by suppliers.
- (6) Wages and overheads are paid one month in arrears.
- (7) Cash Balance is expected to be ₹ 25,000.
- (8) During the production process wages and overheads accrue evenly.
- (9) 20% of the customers pay one month in Advance.

Prepare statement showing an estimate of working capital.

- (B) Stork Ltd. has a present annual sales of 10,000 units at ₹ 300 per unit. The variable cost is ₹ 200 per unit and fixed cost amount to ₹ 3,00,000 per annum. The present credit period allowed by the company is 1 month. The company is considering a proposal to increase the credit period to 2 months and 3 months and has made following estimates. 7

Particulars	Existing	Proposed	
		2 month	3 months
Credit Policy	1month	2 month	3 months
Increase in sales	—	15%	30%
% Bad Debts	1%	3%	5%

The company plans on Pre-Tax return of 20% on investment in receivables. You are required to calculate the most beneficial credit policy for the company.

5. (A) Explain In detail 5C's of credit evaluation. 7  
 (B) Distinguish between Contingent liability and current liability. 8

**OR**

5. Write short notes 15  
 Attempt any 3 out of five (5 marks each)

- (1) Fictitious Assets
- (2) Income Statement Ratios
- (3) Cash Flow from Investing Activities (As per Revised AS 3)
- (4) Working capital cycle (For Trader)
- (5) Limitations of Comparative Statements.

Q.P. Code :22041

[Time: 2:30 Hours]

[ Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All the questions are compulsory.
  2. Figures to the right indicate full marks.

Q.1 A) Fill in the blanks. (Any 8)

08

- 1) ----- level strategy is a long term strategy.
  - a) Corporate
  - b) Competitive
  - c) Functional
- 2) Vision is shared across entire -----
  - a) Organization
  - b) Nation
  - c) Society
- 3) ----- are time bound.
  - a) Mission
  - b) Vision
  - c) Goals
- 4) SWOT analysis is used at ----- intervals.
  - a) Frequent
  - b) Infrequent
  - c) Regular
- 5) Environmental ----- identified opportunities & threats affecting the business.
  - a) Control
  - b) Scanning
  - c) Evaluation
- 6) McKinsey's 7S framework includes -----
  - a) Systems
  - b) Stage
  - c) Signal
- 7) ----- mode deals with short term goals.
  - a) Planning
  - b) Adaptive
  - c) integrated

Q.P. Code :22041

- 8) Strategic choice determines the ----- strategy of firm.
  - a) Past
  - b) Present
  - c) Future
- 9) Standards can be either quantitative or -----
  - a) Numerical
  - b) Qualitative
  - c) Quota
- 10) Financial synergy puts capital to ----- use.
  - a) Future
  - b) Optimum
  - c) Perfect

B) True or false (any 7)

07

- 1) Strategic management does not raise efficiency.
- 2) Vision indicates achievable aspirations for the future
- 3) Functional level strategy is industry oriented.
- 4) Environmental analysis is an ad-hoc process.
- 5) Divestment strategy identified promising investments.
- 6) Strategic analysis is a component of strategic management.
- 7) BCG model is applicable to single business firm.
- 8) Functional strategies provide roadmap to achieve objectives of functional areas.
- 9) ROI is a measure of financial performance.
- 10) Resistance to change is mostly physical.

Q.2

- A. What is strategic management? Explain its features.
- B. What is business objective? Explain the importance of business objectives.

08

07

OR

- C. Explain the different levels of strategy with the help of diagram.
- D. Explain in brief the external business environment.

08

07

Q.3

- A. What is SWOT analysis? Explain with the help of corporate example.
- B. What is integration strategy? Explain the different types of it.

08

07

OR

- C. What is stability strategy? Explain the need & types of it.
- D. Explain in brief the different modes of market entry in international business.

08

07

Q.4

- A. What is BCG matrix? Explain with the help of diagram and with suitable example.
- B. What is strategy evaluation? Explain the different steps of evaluation.

08

07

OR

Q.P. Code :22041

- C. Explain GE planning grid (GE a cell) 08
- D. What is change management? Explain how to overcome or manage resistance to change. 07

Q.5 Short note: **(any three)**

- 1. Vision
- 2. Turnaround strategy
- 3. R & D strategy
- 4. Finance strategy
- 5. Synergy

15

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Information Technology Business Management

QP Code : 20748

Duration 2 ½ hours

Max marks: 75

- NOTE :**
- i. All questions are compulsory.
  - ii. Figures to the right indicate full marks.
  - iii. Draw neat and clean diagram whenever necessary.

**Q1. A. Choose correct alternatives. (Any 8)**

**8 Marks**

1. The software which can be easily modified and shared is called \_\_\_\_\_
  - a) Application Software
  - b) System Software
  - c) Gaming Software
  - d) Open source Software
2. Which of the following is not the correct method of editing the cell content?
  - a) Press the Alt key
  - b) Press the F2 Key
  - c) Click the formula bar
  - d) Double click the cell
3. SSL stands for
  - a) Secure Safe Learning.
  - b) Secure Socket Layer
  - c) Secure Surfing Layer
  - d) Socket Secure Layer
4. A computer system that permits multiple users to run programs at same time
  - a) Real Time System
  - b) Multi programming system
  - c) Time sharing system
  - d) Multi-tasking system
5. E-Bay is a good example to define
  - a) B2B
  - b) B2C
  - c) C2C
  - d) G2C
6. \_\_\_\_\_ is a collection of related data or information
  - a) Knowledge
  - b) Data
  - c) Database
  - d) Information
7. \_\_\_\_\_ is strategic level information systems that are found at the top of the pyramid model.
  - a) DSS
  - b) TPS
  - c) MIS
  - d) EIS
8. IP Address stands for \_\_\_\_\_
  - a) Interactive Protocol
  - b) Internet Protocol
  - c) Intelligent Protocol
  - d) Information Protocol
9. You can open the Sort dialog box by choosing Sort from the \_\_\_\_\_ menu
  - a) View
  - b) Format
  - c) Tools
  - d) Data
10. Mechanism to protect private networks from outside attack is
  - a) Firewall
  - b) Antivirus
  - c) Digital Signature
  - d) Formatting

**Q1. B State whether the following statements are True or False (Any 7) 7 Marks**

1. MS-Outlook is bulk email software.
2. Smart Art option is in Insert Menu of MS Word.
3. Communication by email is faster and costs less than sending a paper letter in the mail.
4. Bridge help to join two otherwise separate computer network
5. In ring topology, the systems are now connected to some central device.
6. Ubuntu is the paid Operating System.
7. SUM function provides a quick way to add numbers together in an Excel spread sheet
8. Transaction Processing System is used by middle level management.
9. Cyber vandalism means destroying or damaging the data.
10. CTRL+S is a shortcut to save document in MS Word

**Q2. A. What is the difference between data, information, and knowledge? 8 Marks**

**B. Explain difference between Decision Support System and Executive Information System.**

**7 Marks**

**OR**

**Q2. What is Operating System? Explain different Operating Systems in detail? 15 Marks**

**Q3. A. Explain the concept of EDI? Write advantage and disadvantages of it. 8 Marks**

**B. Explain the Concepts of Intranet and Extranet. 7 Marks**

**OR**

**Q3. A. What are Header and Footer? How to insert it in Word? Explain with example. 8 Marks**

**B. Explain different types of charts that can be drawn in MS Excel 7 Marks**

**Q4. A. Explain the concept of Email and steps to write professional email. 8 Marks**

**B. What are Benefits and drawback of M –Commerce? 7 Marks**

**OR**

**[TURN OVER]**

Q4. Explain the different types of Ecommerce.

15 Marks

Q5. A. Explain five types of threat to the computer system and measures to control them? 8 Marks

B. What are various security measures in Cross Border Financial transactions? 7 Marks

OR

Q5. Write Short Notes (Any 3)

15 Marks

1. Office Automation System
2. Rehearse Timing of Presentation
3. Hub
4. LAN
5. Shared Hosting



Sy BMS. 10/11/2017. BMS  
Foundation course. [Environment Management]

Q.P. Code :19974

[Time: 2 1/2 Hours]

[ Marks:75]

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory carrying 15 marks each.

Q.1 Multiple choice questions ( any 8)

08

- 1) Vermicomposting is done by
  - a) Fungus
  - b) Worms
  - c) Bacteria
  - d) Birds
  
- 2) Biotic Environment includes
  - a) Producers
  - b) Consumers
  - c) Decomposers
  - d) All of the above
  
- 3) Which of the following are problems associated with landfills?
  - a) Loss of soil fertility
  - b) Methane production
  - c) Contamination of ground wasters.
  - d) All of the above
  
- 4) Burning of which gas at landfills is responsible for Global Warming?
  - a) Ozone
  - b) Oxygen
  - c) Methane
  - d) Propane
  
- 5) The wildlife protection Act was enacted in year -----.
  - a) 1986
  - b) 1994
  - c) 1974
  - d) 1972
  
- 6) ISO-14000 standards deal with
  - a) Pollution management
  - b) Risk management
  - c) Environmental management
  - d) None of the above

Q.P. Code :19974

- 7) One carbon credit is equivalent to
  - a) 100 tons of carbon reduction
  - b) 10 tons of carbon reduction
  - c) None of the above
  - d) 1 tons of carbon reduction
- 8) The predominant source of energy on earth is
  - a) Electricity
  - b) Sun
  - c) Natural gas
  - d) Plants
- 9) Energy derived from hot spots beneath the earth is called.
  - a) Bio energy
  - b) Nuclear energy
  - c) Geothermal energy
  - d) Hydrogen energy
- 10) Which of the following is not a form of Non-conventional energy?
  - a) Tidal
  - b) Wind
  - c) Geo Thermal
  - d) Hydel

B) True or false ( any 7)

- 1) Flow of energy in the ecosystem takes place through food chain.
- 2) CFL and LED are examples of soft technology
- 3) The water (prevention and Control of pollution) was enacted in 1981.
- 4) Smog is the combination of smoke, fog and sulphur dioxide.
- 5) Geothermal is the non-conventional source of energy
- 6) Natural resources are evenly distributed on earth.
- 7) Over ninety seven percent of the earth's water is in the oceans.
- 8) Many integrated food chains interweave together to form complex food webs.
- 9) Composting of waste is an anaerobic process of decomposing solid wastes.
- 10) Bhopal gas tragedy took place in year 1984.

07

Q.2 What are Biogeochemical cycles? Explain the working mechanism of water cycle along with its diagrammatical representation. 15

OR

What do you mean by Ecosystem? What are its features? Explain the Energy Flow pyramid in brief. 15

**Q.P. Code :19974**

- Q.3 Define water pollution. Discuss the causes, effect and solution to control water pollution. 15  
**OR**  
Discuss the phenomena of Global warming What are its causes and effects on the living and non-living things? 15
- Q.4 Write a detailed note on Air (Prevention and control of pollution) Act, 1981. 15  
**OR**  
Discuss the Process of Environmental Impact Assessment followed in India. 15
- Q.5 Write short notes on : (any 3) 15
- a) Solar Energy
  - b) Organic Farming
  - c) ISO 14001
  - d) Noise Pollution
  - e) Solid Waste Management Techniques
- OR**
- a) Discuss the importance of Waste Management project. Cite a few examples. 08
  - b) Write the note on Green Marketing. 07

W.A

Q.P. Code: 22376

[Time: 2½ Hours]

[ Marks: 75]

N.B. All Questions are compulsory subject to options.

Q1. A. Multiple choice questions / Attempt any 8 out of 10

(08)

1. Pricing of an IPO is done by ....
  - a. Merchant bankers b. Underwriters c. Both A & B
2. The rate at which banks lend to RBI is known as.....
  - a. Repo rate b. Reverse repo rate c. Reserve rate
3. One of the methods to evaluate equity shares is.....
  - a. Dividend discount model b. CAPM c. Both A&B
4. CRR stands for....
  - a. Cash reference ratio b. Cash reserve ratio c. Credit reference rate
5. SLR stands for.....
  - a. Share lending rate b. Statutory lending rate c. Statutory liquidity ratio
6. Money market is controlled by.....
  - a. IRDA b. RBI c. SEBI
7. One type of long term loan is.....
  - a. Treasury bill b. Working capital loan c. Mortgage loan
8. Treasury bills are of the following durations.....
  - a. 364 days b. 91 days c. Both A&B
9. If the intrinsic value of a share is greater than its market value, which strategy would you generally prefer.....
  - a. Buy the share b. Sell the share c. Hold on to the share
10. Prospectus for issue of an IPO would contain which of the following information...
  - a. Board of management details b. Amount to be raised c. Both A&B

Q1. B. True or False / Attempt any 7 out of 10

(07)

1. Underwriters are responsible for pricing of the IPO, true or false?
2. Repo rate is the rate at which RBI lends to other banks, true or false?
3. In fixed price method, price is discovered every single day in the IPO, true or false?
4. Yield to maturity is one of the methods to evaluate bonds, true or false?
5. Corporate bonds are safer compared to government bonds, true or false?
6. Equity shares are part of source of funds, true or false?
7. Preference shares do not have fixed dividend, true or false?
8. Equity shares have to pay tax on long term capital gain, true or false?

**Q.P. Code: 22376**

- 9. Preference shares have voting rights, true or false?
- 10. Equity shares fall on asset side of balance sheet, true or false?

**Q2. A.** Explain in detail the different constituents of the financial market? (08)

**Q2. B.** Write a short note on money market & its instruments? (07)

**OR**

**Q2. P.** Define primary equity market & explain the various methods of raising funds in the primary market? (08)

**Q2. Q.** Explain the concept of government securities and its benefits? (07)

**Q3. A.** Explain the principal steps in an IPO? (08)

**Q3. B.** Explain the concept of bond and its various types? (07)

**OR**

**Q3. P.** Write a short note on merchant bankers? (08)

**Q3. Q.** Explain the difference between bonds & stocks? (07)

**Q4. A.** Define prospectus and explain the various types of prospectus? (08)

**Q4. B.** Write a short note on SEBI? (07)

**OR**

Q.P. Code: 22376

**Q4.P.** The balance sheet of XYZ Ltd. as on 31/3/2015 is given below; calculate the net asset value per equity share of the company using balance sheet method? (08)

Liabilities	Rs.	Assets	Rs.
2000 equity shares of Rs. 100 each	2,00,000	Land and building	1,25,000
General reserve	50,000	Machinery	75,000
Creditors	45,000	Investment value	45,000
Provision for taxation	20,000	Debtors	50,000
Provident fund	17,500	Stock	37,500
P/L account	25,000	Cash at bank	25,000
Total	3,57,500	Total	3,57,500

Note: Land and building are valued at Rs.1,37,500 in the market.

Machinery is valued at Rs.55,000 in the market.

Of the total debts Rs.2500 are bad.

Goodwill to be valued at Rs.25,500.

Investment market value is Rs.37,500.

**Q4. Q.** What is the value of a bond of Rs.10,000 with a 7% coupon rate, 5 years of maturity. The required rate of return is 8%. What is the current value of the debenture? If the current market price of the bond is Rs. 11,000 advice the investor? (07)

Year	1	2	3	4	5
PV @ 8%	0.926	0.857	0.794	0.735	0.681

Q.P. Code: 22376

**Q5. A.** The risk free rate of return is 14%. Calculate market returns & the expected return for various sector using capital asset pricing model? (08)

Investment sector	Initial Price	Dividend	Market price	Beta
Cement	25	2	50	0.8
Steel	35	2	60	0.7
Liquor	45	2	135	0.5
Govt. Bonds	1000	140	1005	0.99

**Q5. B.** The beta coefficient of XYZ Ltd. is 1.4. The company is maintaining 8% growth rate in dividend & earnings. The last dividend was Rs.4 per share. The risk free return is 10% while the return on market portfolio is 15%. The current market price of one share is Rs.36. Calculate returns using CAPM and using it Calculate the intrinsic value of the share using Dividend model. Would you advise the investor in purchasing the share? (07)

OR

**Q5 Write short notes on any 3 out of 5** (15)

1. RBI
2. Methods of pricing in an IPO
3. Stock Indices in India
4. ESOP
5. Equity culture & issues in India

\*\*\*\*\*

Q. P. Code: 23046

Time: 2:30 Hours

Marks: 75

**NOTE: 1. Q1 is compulsory.****2. Q2 to Q5 having internal options.****3. figures to the right indicate full marks.****4. State your assumptions clearly.****Q1.A Multiple Choice Questions ( any 8).****(08)**

1. The two objectives of Financial Management are Profit maximisation and \_\_\_\_\_ maximisation.

a) Wealth      b) Risk      c) Expense      d) Tax

2. \_\_\_\_\_ is a short term source of finance.

a) Trade credit      b) Preference shares      c) Equity shares      d) Debentures

3. Net Profit Before Tax is Rs.62,500 and tax rate is 40%, then Net Profit After Tax will be Rs. \_\_\_\_\_.

a) Rs.40,000      b) 50,000      c) Rs.37500      d) 37,000.

4. \_\_\_\_\_ are the creditors of the company.

a) Debenture holders      b) Equity shareholders      c) Preference Shareholders

d) All of them.

5. Fixed dividend is paid to \_\_\_\_\_.

a) Debenture holders      b) Equity shareholders      c) Preference Shareholders

d) none of them.

6. GDR means \_\_\_\_\_.

a) Global Depository Receipt      b) German Depository Receipt      c) Global Depression recession  
d) none of the above

7. Which of the following has the highest cost of capital?

a) Equity share capital      b) Loans      c) Bonds      d) Preference Share

8. If K is the cost of debt and t is tax rate, the after tax cost of debt is represented by the formula \_\_\_\_\_.

a)  $K/t$       b)  $K/(1-t)$       c)  $K(t)$       d)  $K(1-t)$

9. Net Present Value of a machine = \_\_\_\_\_.

a) PV of cash inflow less cost of investments      b) PV of cash inflow Divide cost of investments  
c) PV of cash inflow add cost of investments      d) None of the above.



**Q. P. Code: 23046**

10. FDI means \_\_\_\_\_.

- a) Fixed Deposit Interest Investment. d) Financing Deficit Investment
- b) Foreign Deposit Inward
- c) Foreign Direct

**Q1.B State whether True or False.(Any 7)**

(07)

1. Financial Management basically deals with the procurement of funds and their effective utilization in the business.
2. Debenture and Bonds are the two major parts of the Creditorship Securities.
3. Partly paid Preference shares can be redeemed.
4. EBIT is also known as operating profits.
5. Risk free Interest rate and cost of capital mean the same.
6. Retained earnings have no Market value.
7. Financial Leverage depends upon the fixed Financial Charges.
8. The NPV Method of evaluating projects considers time value of money.
9. IRR method does not take account of the time value of money.
10. Purchasing power risk is a part of systematic risk.

**Q2.A** Following are the details of two companies X and Y

(08)

Particulars	X	Y
Variable cost per unit (Rs)	10	20
Fixed cost per annum (Rs)	7,00,000	14,00,000
Selling Price per unit (Rs)	30	40
Output Per annum(units)	60,000	1,20,000
Interest on Debentures (Rs)	20,000	30,000

**Calculate: 1.Operating Leverage and 2.Financial Leverage of two companies****B** Following are the details of Capital Structure of Company A Ltd.

(07)

Sources Of Funds	Amount in Rs	Cost of Capital After Tax
Equity Capital	4,00,000	15 %
Preference Capital	3,00,000	8 %
Debentures	2,00,000	9 %
Retained Earnings	1,00,000	11%

**Calculate Weighted Average Cost of Capital.****OR****Q2.P** James Ltd has the following Capital Structure:

(15)

Source of Funds	Amount (Rs)
Equity Shares of Rs.100 each	20,00,000
Retained Earnings	10,00,000
9% Preference Shares	12,00,000
7% Debentures	8,00,000
Total	50,00,000

**Q. P. Code: 23046**

The company requires Rs.25,00,000 to finance expansion programme for which the following alternatives are available:

- i) Issue of 20,000 Equity Shares at a premium of Rs.25 per share.
- ii) Issue of 10% Preference Shares.
- iii) Issue of 8% Debentures.

The Earnings Before Interest and Tax(EBIT) is Rs.9,00,000 after expansion. Income Tax rate is 50%.

**Recommend the best alternative with suitable reason.**

Q3.A A bank promises to give you Rs.10, 000 after 3 years at the rate of 10% interest. How much should you deposit today? (07)

B Calculate the Expected Return and Standard Deviation from the following details Ben Ltd. (08)

Economic Conditions	Probability	Rate of Return
Boom	0.3	50 %
Normal	0.4	30%
Recession	0.3	20%

**OR**

Q3.P Speed Ltd is considering a project which cost Rs.5, 00,000. Tax rate is 55 %. The company uses Straight Line Method of Depreciation and the proposed project has cash inflows before depreciation and tax as Follows: (15)

Year	Cash Inflow	PV Factor @12%	PV Factor @14%
1	1,50,000	0.893	0.877
2	2,50,000	0.797	0.769
3	2,50,000	0.712	0.675
4	2,00,000	0.636	0.592
5	1,50,000	0.567	0.519

Calculate Internal Rate of Return

Q4.A. Following are the details of Lotus Ltd who require Rs.25,00,000 for a new Plant. Expected Earnings Before Interest and Tax (EBIT) Rs.5,00,000. It has three alternatives to Finance the Project:

- i) Debt Rs.2,50,000 and Balance by Equity Share .
- ii) Debt Rs.10,00,000 and Balance by Equity Share.
- iii) Debt Rs.15,00,000 and Balance by Equity Share.

The company's Equity share is currently being sold at Rs.150 per Share which is Expected to decline to Rs.125 Per share in case the borrowed fund exceeds Rs.10,00,000.

Interest on Debt:

Debt upto Rs.2,50,000 -10%

**Q. P. Code: 23046**

Debt Rs.2,50,001 to Rs.10,00,000 – 15%

Debt above Rs.10,00,000 – 20%

Tax Rate Applicable – 30%

Recommend the best alternative with suitable reason.

**OR**

Q4.P ZEN Ltd wants to invest in a Project. Two options available are Project A and Project B. Following are the details:

(15)

	Project A	Project B
Cost of Investment (Rs)	7,00,000	5,00,000
Cash flows: Year		
1	20,000	40,000
2	40,000	50,000
3	50,000	20,000
4	70,000	60,000
5	80,000	70,000

Discounting Factor 10%

Year	1	2	3	4	5
P.V 10%	0.909	0.826	0.751	0.683	0.621

Calculate Net Present Value for both the Projects and Recommend which Project should be selected.

Q5.A Explain the Principles of Corporate Finance

(08)

B Explain the need for Foreign Capital

(07)

**OR**

Q5.A Write short note on. Any 3 out of 5.

(15)

1. Foreign Direct Investments
2. Over Capitalization
3. Types of Preference Shares
4. Protection of Depositors
5. Private Placement of Securities

\*\*\*\*\*

Q. P. Code: 22255

Time: 2 1/2 hrs

Max. Marks: 75

Q1. A) Fill in the Blanks: (Answer any 8) [08]

- a) \_\_\_\_\_ profiling consists of dividing the potential consumer base on the basis of territory.
- b) \_\_\_\_\_ is a relatively permanent change in a persons knowledge or behaviour due to experience.
- c) A \_\_\_\_\_ consists of two or more people living together in the same household connected by blood relation, marriage or adoption.
- d) \_\_\_\_\_ refers to those small groups of culture that exists within the complex big culture'
- e) The end user of goods and services is known as a \_\_\_\_\_.
- f) \_\_\_\_\_ needs include need for food, water, air, shelter and sunlight.
- g) According to Freud, the structure of human personality is made up of \_\_\_\_\_, the Ego and the Super Ego.
- h) There is inconsistency between actual self and \_\_\_\_\_ self.
- i) \_\_\_\_\_ is the family life cycle stage characterized by working couples having children below 6 years of age.
- j) \_\_\_\_\_ buyers purchase from physical stores.

Q1. B) State Whether following statements are true or false; (Answer any 7) [07]

- 1) The purchaser of goods and services is known as the consumer.
- 2) In complex buying behaviour, consumers are highly involved with the purchase.
- 3) McClelland identified need for Achievement.
- 4) Perception is a way of describing a consumer categorically so that they can be grouped for marketing.
- 5) A unconditional stimulus produces an unconditional response.
- 6) Learning is a relatively permanent change in a persons knowledge or behaviour.
- 7) Motivation has three components Affective, Behaviour and Cognitive.
- 8) Opinion leaders have high knowledge and play an active role in collecting and sharing information.
- 9) Nicosia model explain the concept from marketers point of view.
- 10) Late Majority consumers neither have information nor are influenced by social groups and keep no interest in new products.

Q2. a) Explain in detail the different types of consumers. [07]

b) Elaborate on the importance of consumer behaviour. [08]

OR

Q2. Explain in detail the determinants of buyer behaviour. [15]

Q3. a) Explain the features of Perception [07]

b) Discuss any one theory of consumer learning. [08]

OR

Q3. Explain the concept of Attitude and discuss in detail Attitude formation and change. [15]

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**Q. P. Code: 22255**

- Q4.** a) Explain the family influences on buyer behaviour. [07]  
b) Explain the influences of social class on consumers. [08]

**OR**

- Q4.** Discuss the concept of culture and sub-culture and its influences on consumer behaviour [15]

- Q5.** a) Discuss the Howard Sheth Model of consumer decision making. [08]  
b) Explain in detail the Adoption Process. [07]

**OR**

- Q5.** Write Short Notes on: (Answer Any 3) [15]  
a) Engel Blackwell Miniard Model of Consumer Decision Making.  
b) Need for Innovation.  
c) Adopter Categories.  
d) Advantages and Disadvantages of online shopping.  
e) Merits and Demerits of Brick and Mortar Shopping.

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SYBMS

16/11/17

M0133 / M0289 ADVERTISING

Q.P. Code :19956

[Time: 2:30 Hours]

[ Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. Attempt all Questions.
  2. Figures to the right indicate full marks.

Q.1 A) Fill in the blanks with an appropriate answer from the alternatives given below. (Any 8)

08

- 1) ----- is included in 5 Ms of advertising.  
(Media, Metaphor, Monogram, Motivation)
- 2) ----- advertising is basically for promoting corporate image.  
(Industrial, Consumer, Institutional, Classified)
- 3) ----- branding is a marketing practice which involves marketing many related products under a single brand name.  
(Co, Sub, Umbrella, Individual )
- 4) ----- department prepares layout for making attractive advertisements.  
( Arts, Copy, Finance, Research )
- 5) ----- agencies are prepared to perform only a part of advertising responsibility.  
(Modular, Full service, Global, Specialist)
- 6) ----- is an arrangement of various elements of an advertisement copy.  
( Layout, Slogan, Headline, Illustration)
- 7) ----- are musical messages written around the brand.  
( Slogan, Jingles, Taglines, Illustration)
- 8) In ----- method respondent has to judge two advertisements at a time.  
(percentage of sales, unit of sales, task, paired comparison)
- 9) ----- test is based on the memory of the respondent.  
(Reading, Recall, Inquiry, Check list)
- 10) Web based marketing is an example of ----- advertising.  
(consumer, digital, industrial, puffery )

Q.P. Code :19956

- B) State whether the following statements are true or false. (Any 7) 07
- 1) Weasel claim creates vague feelings.
  - 2) Advertising is a means of personal communication.
  - 3) At growth stage of PLC the company plans to create product awareness in the market.
  - 4) Publicity is paid form of personal presentation of ideas, goods and services.
  - 5) Brand image is not always favourable.
  - 6) A good copy should be elaborate.
  - 7) A layout is a picture or photograph used to convey advertising message.
  - 8) The term ambush marketing was coined by C.K. Prahalad.
  - 9) Viral marketing is a form of outdoor advertising.
  - 10) Post testing of advertisement helps to avoid possible printing or grammatical mistakes in the copy.

Q.2 A) Write a note on AIDA model. 07

B) Describe the features of advertising. 08

OR

A) Bring out the importance of advertising. 07

B) Discuss advertising planning process. 08

Q.3 A) Which promotional tools would you suggest for marketing luxury products. Justify your answer. 07

B) Bring out the structure of advertising agency. 08

OR

A) What criteria would you apply while selecting a promising advertising agency? 07

B) Explain the essentials of OOH advertising. 08

**Q.P. Code :19956**

Q.4 A) Elaborate at length the methods of post testing advertising effectiveness. 07

B) What are the different careers in advertising? 08

OR

A) Highlight the steps in the creativity process. 07

B) Discuss the demerits of celebrity advertising. 08

Q.5 Design a layout using various elements of advertising for marketing of a health care product. 15

OR

Write a short note on (Any 3) 15

- a) Brand equity
- b) Types of advertising
- c) Types of copy
- d) Positioning strategies
- e) Digital Advertising

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BMS G.C.

SYBMS 16/11/2017 III

M0133 / M0292 MOTIVATION AND LEADERSHIP

Q.P. Code : 20884

[Time: Three Hours]

[Marks:100]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory subject to internal choice.
  2. Figures to the right indicate marks.

Q.1. A) Fill in the blanks : (any 8)

1. Motivation is derived from the Latin word \_\_\_\_\_. (motiv, movere, motto) (08)
2. High efficiency is the \_\_\_\_\_ of motivation. (feature, type, importance)
3. Extrinsic motivation deals with \_\_\_\_\_ of employees (monetary, rewards, pride in job, personalized need of the employees)
4. \_\_\_\_\_ leadership is explained through technology. (Self, charismatic, online)
5. Empowerment is a \_\_\_\_\_ motivator. (extrinsic, intrinsic, performance based)
6. \_\_\_\_\_ leader brings a change in the mindset of the organizational team members. (transactional, transformational, laissez faire)
7. Steve job is a \_\_\_\_\_ leader. (Charismatic, Spiritual, creative)
8. Achievement and enjoyment are two key concepts related to \_\_\_\_\_. (Work life balance, motivation, training)
9. \_\_\_\_\_ generation is strongly influenced by family and religion. (Baby boomers, traditionalists, Generation X)
10. According to Ouchi \_\_\_\_\_ is the most important ingredient of an effective organization. (trust, discipline, job rotation)

B) Say True or False: (Any 7)

1. Democratic leadership style is also called Participative style. (07)
2. Theory Z is also called the Process Theory.
3. Charismatic leaders attract followers with their personality.
4. Autocratic leadership style is employee centric.
5. The spokesperson transmits information about the organization to outsider.
6. Mentee is a more experienced person who guides a less knowledgeable person.
7. According to Henry Mintzberg, the disseminator transmits information internally.
8. According to Vroom's model of motivation, person's level of effort depends upon expectancy, instrumentality and valence.
9. Self-leadership is a self-developmental activity.
10. Innovation is the generating of new ideas and creativity is application of the new idea.

- Q.2. Explain the various tools and techniques of motivation. (15)  
**OR**  
Explain the four Drive Model of Motivation. (15)
- Q.3. What are the measures for work life balance adopted by employer and employees? (15)  
**OR**  
Write a note on Generation difference in work life Balance.
- Q.4. Discuss the Path Goal theory of leadership. (15)  
**OR**  
Differentiate between Transactional leader and Transformational leader.
- Q.5. Write short notes on (Any 3) (15)
1. Style and skills of Ratan Tata
  2. Servant leadership
  3. Positive and negative motivation
  4. Steps in Creative Process
  5. Strategic leader

\*\*\*\*\*

[Time: 2:30 Hours]

[ Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are Compulsory.
  2. Figures to the right indicate marks.

Q.1. A) Choose the correct alternative (write any 8)

(08)

- a) Managing cross cultural dynamics means learning how to Cope with cultural \_\_\_\_\_ (ethics, similarities, differences)
- b) Individual \_\_\_\_\_ data in their Own way and Come up with different meanings. (Interprets, writes, Avoids)
- c) \_\_\_\_\_ differs from person to person for the same situation. (Perception, Force, Group)
- d) \_\_\_\_\_ is translating the symbols for understanding by the receiver. (Channel, Decoding, Information)
- e) In \_\_\_\_\_ technique, individual withdraws from the Conflict. (Avoidance, Communication, Command)
- f) \_\_\_\_\_ is an informal Communication. (Rumor, Report, Notice)
- g) \_\_\_\_\_ improvement is aimed to achieve gradual innovation. (Fixed, Static, Continuous)
- h) Learning requires social \_\_\_\_\_ and interpersonal Communication Skills. (Conditions, interaction, structure)
- i) \_\_\_\_\_ intelligence is a person's Capacity to adapt effectively to new cultural. (Cultural, Artificial, Spiritual)
- j) \_\_\_\_\_ Communication is a pathway in which formal Communication travels in the organization (Grapevine, Rumor, Horizontal)

B) State True or False (Answer any 7)

(07)

- a) Study of Societies to learn about human beings and their activities is Known as Anthropology.
- b) OB is an applied behavioral Science.
- c) In autocratic model, the manager has the power to Command his Subordinates to do a specific job.
- d) HRM is a onetime activity.
- e) 360° degree appraisal refers to gathering performance information only from Boss.
- f) Lay-off may occur due to employee securing a better job.
- g) VRS refers to voluntary Resource Scheme
- h) Psychological distance is a barrier to Communication.
- i) Stock option is a non-financial incentive.
- j) In piece wage system, workers are paid according to the time spent on the job.

Q.2. a) Enlist the conflict management techniques adopted by managers.

(15)

OR

- a) Discuss the different types of separation in detail.
- b) How can an ethical culture be created in an organization.

(07)

(08)

Q.P. Code : 22006

Q.3. a) What are the various functions of Human Resource Management? (15)

OR

a) Explain the objectives of Human Resource Development. (07)

b) Discuss the career planning process in detail? (08)

Q.4. a) What are the problems and errors in performance appraisal? (15)

OR

b) What are the various factors that affect Compensation? (15)

Q.5. a) Explain the evolution of OB. (08)

b) What are the modern methods of performance appraisal (07)

OR

Short notes (write any 3) (15)

a) Organizational Design

b) MBO

c) Time Management

d) Negotiation

e) Employee welfare

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