

UNIVERSITY PAPER

S.Y.B.M.S.

SEM-III

OCT. -2018

Duration 2 ½ hours

25-10-18

Max marks: 75

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

Q1. Choose correct alternatives. (Any 8)

8 Marks

- A _____ monitors all of the traffic entering your computer networks.
 - Firewall
 - Antivirus
 - Phishing
 - None of these
- A _____ is defined as a "group of computers connected together to share the resources"
 - NIC
 - Modem
 - Network
 - None of these
- _____ is a type of internet fraud that seeks to acquire a user's credentials by deception.
 - Phishing
 - spam
 - virus
 - worm
- _____ Function returns the interest rate for an annuity.
 - IPMT
 - Rate
 - Sum
 - None of these
- _____ refer to the application of computes and communication technology to office functions.
 - Office automation system
 - Executive Information system
 - Processing system
 - None of these
- _____ is a collection of web pages maintained by a single person or organization that are linked with each other to form a single body of information.
 - Web page
 - website
 - Web server
 - web client
- _____ are the policies that govern the operation of a computer system.
 - Procedure
 - people
 - hardware
 - software
- _____ is the generic term for a collection of private computer networks within an organization.
 - Intranet
 - Extranet
 - Ultra net
 - None of these
- _____ are styles that can be applied to text to create a visual effect.
 - Alignment
 - Indent
 - WordArt
 - None of these
- _____ is basically a journal that is available on the web.
 - Web blog
 - m-commerce
 - Website
 - web page

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

7 Marks

- A business expert system is a basic information system based on data input.
- A Bridge helps to join two separates computer networks together.
- Gmail is Google's paid e-mail service.
- Facebook, simply a blog, is basically a journal that is available on the web.
- URL stands for universal resource locator.
- A pivot table is way to present information in a report format.
- Word press is world's most popular platform used by websites
- EPS is electronic payment system

9. Artificial intelligence is the area of computer science
10. The term open source refers to something people can modify and share because its design is publicly accessible.

- Q2.** A. Compare management information system with executive information system. **8 Marks**
B. What is Operating System? Explain different Operating Systems in detail? **7 Marks**

OR

- Q2.** A. explain the concept of database in detail. **8 Marks**
B. What is Information technology? Discuss any five reasons why IT is successful in India. **7 Marks**

- Q3.** A. What is IP Address? How is it assigned? **8 Marks**
B. Difference between B2B and B2C E-commerce with example. **7 Marks**

OR

- Q3.** A. Explain RATE, PPMT and PV financial functions with proper examples. **8 Marks**
B. Explain the difference Between VLOOKUP and HLOOKUP **7 Marks**

- Q4.** A. Explain in brief Business Model based on Revenue? **8 Marks**
B. Write a short note on bulk Email software. **7 Marks**

OR

- Q4.** A. Compare LAN, MAN and WAN in detail. **8 Marks**
B. Explain the Concept of Bridges & Routers **7 Marks**

- Q5.** A. What is Risk Mitigation? Explain its Strategies **8 Marks**
B. What is Hosting? What are types of Hosting? **7 Marks**

OR

- Q5. Write Short Notes (Any 3) **15 Marks****

1. Linux Operating System
2. Electronic payment system(EPS)
3. Trojan horse
4. Digital Organization
5. Hub

BMS Semester III

26-10-18

Time: 2 ½ Hrs.

Marks:75

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

1 A. Match the following: (Any 8)

(1×8=8)

- | | |
|--------------------------------------|---------------------------------|
| 1. Stratosphere | a. Geo thermal |
| 2. Non-Conventional source of Energy | b. Sikkim |
| 3. Sustainable Development | c. Microbial environment |
| 4. Carbon credit | d.1972 |
| 5. Organic farming | e. Solid waste management |
| 6. Kyoto Protocol | f. Certified emission reduction |
| 7. Wildlife Protection Act | g. Resource conservation |
| 8. Green House Effect | h. 1997 |
| 9. Decomposers | i. Atmosphere |
| 10. Incineration | j. Global Warming |

1 B. True or False: (Any 7)

(1×7=7)

1. Only 10 percent of net energy production is passed from one trophic level to another.
2. The practice of cultivating crops in alternative strips to prevent water movement is called Contour farming.
3. Methane gas destroys the ozone layer of earth.
4. Pitcher plant is one of the endangered species of plant.
5. Environment Impact Assessment enables local authorities to evaluate the environmental impacts of the projects.
6. Energy flow is the flow of chemical elements and compounds between living organisms and the physical environment.
7. Eco tourism works on the principle of minimising the adverse impact on environment, local culture and heritage.
8. Natural gas is used to produce nuclear energy.
9. Vermiculture is one of the practice followed in waste management.
10. Many interconnected food chains form the food web.

2a. What do you understand by the term Environment? Discuss briefly about the abiotic components of the environment. (8)

2b. Explain the mechanism of Water Cycle. (7)

OR

2a. Define the term Ecosystem. Discuss various Trophic Levels of an ecosystem? (8)

2b. "Modern society is said to lack sustainability". How can we change it into a sustainable society? (7)

3a. Discuss the issues related with Environmental Degradation. (8)

3b. How can we manage E-waste in today's time? Discuss. (7)

OR

3. What do you mean by Disaster Management? Explain the Disaster Management Cycle with reference to an earthquake. (15)

4. Discuss the role of Central and State Pollution Control Boards under Water Act, 1974. (15)

OR

4a. Describe the salient features of ISO 14001. (8)

4b. Write a brief note on Environmental Audit. (7)

5. Write short notes on: (Any 3) (3×5=15)

a. Green Marketing

b. Solar Energy

c. Carbon Bank

d. Global Warming

e. Food Chain and Food Web

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Q1.A
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Q1.B
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QII A. E
QII B. E
QII C. W
QII D. V
MIL A. E
B. E
MIL C. W
D. V

BMS Semester III

29-10-18

Time: 2:30 hours

Marks: 75

Instructions

Attempt all Questions

Figures to the right indicate full marks

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

1. Entrepreneurs fear taking risks.
2. An intrapreneur is not the owner of the organization.
3. Social entrepreneur is driven by profit motive.
4. Brain storming is a method to generate business ideas.
5. In the growth stage of business, there may be a sharp increase in sales.
6. Entrepreneurship Development Programs aid in enhancing the quality of entrepreneurship.
7. McDonalds does not follow a franchise model.
8. Process innovation helps in improving product quality.
9. Changes in demographic environment can be seen as an opportunity by the entrepreneur.
10. Working capital is meant for long term.

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

1. Schumpeter	A. Joint stock company
2. Caste System	B. Analysis of external environment
3. Seed stage	C. Generation of idea`
4. Competitor's strategies	D. Influence on entrepreneurship development
5. Limited liability	E. Innovation Theory
6. Ancillary unit	F. Indirect Marketing
7. Mergers	G. Financial Innovation
8. Merchants	H. Solve consumer problems
9. Peer to Peer Lending	I. Manufactures parts & components
10..Business Idea	J. Combination of two companies

Q II A. Explain the economic influences on entrepreneurship development. (7 Marks)

QII. B. Explain the role of entrepreneurial culture in entrepreneurship development. (8 Marks)

OR

QII C. What is innovation? Explain its importance in entrepreneurship. (7 marks)

QII. D. 'An entrepreneur may find opportunities through changes in business environment' Explain. (8 Marks)

III. A. Explain briefly the concept of women entrepreneurship. (8 Marks)

B. Explain the steps in product / idea development. (7 Marks)

OR

QIII. C. What is SWOT analysis? (8 Marks)

D. What are Milestones? (7 marks)

QIV. A. What elements should a business plan incorporate?

(8 Marks)

QIV. B Explain the critical risks that a project manager may face

(7 Marks)

OR

QIV.C. Explain the institutional support to entrepreneurs in India?

(8 Marks)

D. Which factors influence the requirement of fixed capital?

(7 Marks)

QV A. What is 'Business Process Outsourcing'? What are its advantages?

(8 Marks)

QV B. What are the sources of working capital?

(7 Marks)

OR

Q5. Write short notes (any 3)

(15 Marks)

1. Feasibility analysis
2. Franchise
3. NGOs
4. Entrepreneurial Development Program
5. Intrapreneur

BMS Semester III

30-10-18

Time: 2 ½ hours

Marks: 75

Note: 1. All question are compulsory.

2. Figures to the right indicate full marks.

Q1. Objectives Question:

(15)

(A) State whether the following are true or false: (Any 8)

(8)

1. Borrowed fund consist of short term borrowings.
2. Depreciation is a non cash item.
3. Trend analysis is also termed as trend percentage.
4. Standard quick ratio should be 1:1.
5. Ratio analysis helps in inter firm as well as intra firm performance comparisons.
6. A cash flow statement is prepared in order to analyse the past movement of cash in an organisation.
7. Purchase of fixed asset is an investing activity.
8. Peak working capital is the highest amount of the working capital required by a business organisation.
9. The working capital cycle is also known as operating cycle.
10. Capital cost is the cost for arranging additional funds to support credit sales..

(B) Match the following: (Any 7)

(7)

A	B
1. Non quick current liability	a) Owners funds + borrowed funds
2. Retained earnings	b) Current liabilities are more than current assets
3. Capital employed	c) Liquid current asset
4. Common size income statement analysis	d) Internal sources of finance
5. Capital structure ratio	e) Creditors
6. Efficiency ratio	f) Bank overdraft
7. Contribution	g) Debt Equity Ratio
8. Negative working capital	h) Sales - Variable Cost
9. Payables	i) Net Sales is taken as 100%
10. Cash	j) Inventory turnover ratio

(15)

Q2. Following is the summary balance sheet of Akshay Ltd. as on 31st March, 2018

Liabilities	Rs.	Assets	Rs.
Equity shares 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	1,80,000	Investment (long Term)	2,00,000
Creditors	1,25,000	Furniture	2,50,000
Bank overdraft	1,35,000	Plant and Machinery	3,00,000
Provision for Tax	1,40,000	Debtors	1,50,000
Proposed Dividend	30,000	Prepaid Expenses	50,000
Profit and Loss A/c	1,40,000	Stock	2,00,000
		Discount on issue of Shares	25,000
	17,00,000		17,00,000

Present the above balance sheet in vertical form and calculate the following:

- Net worth
- Borrowed fund
- Capital Employed
- Working Capital
- Fictitious Assets

OR

(15)

Q2. Prepare comparative income in vertical form:

Profit and Loss A/c for the years ended 31st March

Particular	2017	2018	Particular	2017	2018
To Opening Stock	44,000	40,000	By Sales	1,90,000	2,00,000
To Purchases	84,000	72,000	By Closing Stock	46,000	44,000
To Wages	40,000	36,000	By Interest Received	20,000	-
To Factory Expenses	32,000	28,000			
To Establishment Expenses	8,000	6,000			
To Management Expenses	2,000	2,000			
To Selling Expenses	6,000	10,000			
To Interest	6,000	8,000			
To Loss on sale of Assets	2,000	2,000			
To Provision for Taxation	22,000	24,000			
To Transfer to Reserves	10,000	16,000			
	2,56,000	2,44,000		2,56,000	2,44,000

(15)

Q3. Following are the trading, Profit and Loss Account of Suraj Ltd. for the year ended 31st March, 2018 and a balance sheet as on that date.

Trading and Profit and Loss Account for the year ended 31-03-2018

Particular	Rs.	Particular	Rs.
To Opening Stock	15,500	By Sales	75,000
To Purchase	61,000	By Closing Stock	16,500
To Gross Profit	15,000		
	91,500		91,500
To Administrative Exp.	5,000	By Gross Profit	15,000
To Selling & distribution Exp.	2,000		
To Interest	1,000		
To Net Profit	7,000		
	15,000		15,000

Balance Sheet as on 31-03-2018

Liabilities	Rs.	Assets	Rs.
12,00 Equity Share of Rs.50 each	60,000	Fixed Assets	55,000
10% Debentures	10,000	Debtors	10,000
Reserves & Surplus 5,000			
Add: Profit for the Year 7,000	12,000	Bills Receivable	8,000
Bank overdraft	3,500	Stock	16,500
Creditors	16,000	Cash	12,000
	1,01,500		1,01,500

Calculate following ratios and offer your comments:

- i. Current Ratio
- ii. Quick Ratio
- iii. Capital Gearing Ratio
- iv. Gross Profit Ratio
- v. Net Profit Ratio
- vi. Proprietary Ratio

OR

2018
2,00,000
44,000
-
2,44,000

(15)

Q.3 Following is the summarized Balance Sheet and Revenue Statement of Amol Ltd for the year ended 2016, 2017 and 2018:

Liabilities	2016	2017	2018	Assets	2016	2017	2018
Equity share capital	3,00,000	3,00,000	4,00,000	Fixed Assets	3,00,000	3,00,000	4,00,000
Preference Share capital	2,00,000	2,00,000	2,50,000	Investment	1,00,000	1,00,000	1,00,000
General Reserve	50,000	1,00,000	1,00,000	Debtors	1,00,000	1,50,000	2,00,000
Secured loan	1,00,000	1,00,000	50,000	Stock	50,000	1,00,000	50,000
Sundry Creditors	40,000	80,000	80,000	Advanced Paid	50,000	50,000	50,000
Bills payable	10,000	20,000	20,000	Cash	50,000	50,000	50,000
				Bank	25,000	40,000	45,000
				Discount on issue of shares	25,000	10,000	5,000
	7,00,000	8,00,000	9,00,000		7,00,000	8,00,000	9,00,000

Prepare vertical trend balance sheet and offer your comments on net worth and working capital.

(15)

Q4. You are required to prepare a statement showing the estimate of working capital required to finance the level of activity of 18,000 units per year from the following information, obtained from the basics of Bajaj Auto ltd.

Particular	Per Unit
Raw Material	12
Direct Labour	3
Overhead	9
TOTAL COST	24
Profit	6
SELLING PRICE	30

- i. Raw materials are in stock on average for two months.
- ii. Materials are in process on average for half a month.
- iii. Finished goods are in stock on average for two months.
- iv. Credit allowed by creditor is two months.
- v. Credit allowed to debtors is three months.
- vi. Lag in payment of wages and overhead is half months.
- vii. Cash on hand and at bank is expected to be Rs.7000.

OR

(15)

Q.4. From the following financial statements prepare cash flow statement of Sagar Ltd for the year ended 31st March, 2018.

Liabilities	31.06.2017	31.03.2018	Assets	31.06.2017	31.03.2018
Share capital	1,35,000	1,40,000	Goodwill	13,950	4,950
Profit & Loss A/c	30,000	35,000	Land & Building	32,400	45,000
General Reserve	10,500	19,000	Plant & Machinery	1,13,400	85,050
Debentures	45,000	22,000	Furniture	----	40,500
Loans	67,950	62,010	Investments	40,500	49,500
Creditors	71,650	43,940	Debtors	94,500	1,14,120
Proposed Dividend	13,500	16,200	Bank Balance	89,650	11,630
Provision for Taxation	10,800	12,600			
Total	3,84,400	3,50,750	Total	3,84,400	3,50,750

Other Information:

- i. Depreciation is provided @ 10% on furniture on opening Balance.
- ii. Depreciation on land and Building is Rs.5,000.
- iii. Investment costing Rs.8,000 were sold for Rs.10,000.
- iv. Tax of Rs.13,000 was paid in the year 2018.

Q.5. a) Explain Receivable Management. (8)

Q.5. b) Explain with example common size statement. (7)

OR

Q.5. Write short notes on: (any 3) (15)

- a) 5 C's in Credit Policy.
- b) Operating Cycle.
- c) Capital Employed.
- d) Limitation of Ratio Analysis.
- e) Types of working capital

BMS Semester III

01-11-18

Time : 2 ½ Hours

Max. 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).

8 marks

1. ADR means _____
a) Auto Deposit Receipt b) American Debit Record c) American Depository Receipt
2. Capital Budgeting deals with _____
a) Long term Decision b) short term decisions c) both (a) and (b)
3. _____ are shares which do not enjoy any preferential right in the matter of payment of dividend.
a) Equity Shares b) Preference Shares c) both (a) and (b)
4. _____ is also known as value maximization.
a) Profit Maximization b) Wealth Maximization c) both (a) and (b)
5. EVA means _____
a) Economic Value Added b) Economic Volume Added c) Economic Value Asset
6. CAPM means _____
a) Capital Added Pricing Model b) Capital Asset Pricing Model c) Capital Added Preference Model
7. Sales Less Variable Costs = _____
a) EBIT b) EPS c) contribution
8. If I make one deposit today and wish to know how much it will accumulate in the future, that value is called _____
a) Future Value b) Present Value c) compounding Value
9. If the NPV is positive, the rate of return is greater than the cost of capital, so the project is _____
a) Accepted b) Rejected c) none
10. Under _____ facility, customers are allowed to withdraw in excess of credit balance standing in their current Account.
a) Bank Overdraft b) Cash Credit c) both (a) and (b)

Q1.B State whether True or False. (any 7)

7 marks

1. Profit maximization and wealth Maximization are two objectives of financial management.
2. Operative leverage may be defined as contribution/EPS.
3. EBIT is also known as operating Profits.
4. The NPV method does not consider the time value of money.
5. MM model is difficult to be applied in practice.

6. Capital expenditure benefits accrue only in current period.
7. WACC is the overall cost of capital of the firm.
8. GDR means German Depository Receipt.
9. Financial leverage depends upon the fixed financial charges.
10. NBFC means Non – Banking Funding Company.

Q.2 A A company requires Rs.25 Lakhs to finance a new Project which would yield an EBIT of Rs.4, 50,000. The Company has three financial plans: **15 marks**

1. By issuing 40% debt and balance by equity
2. By issuing 50% debt and balance by equity
3. By issuing 60% debt and balance by equity

The companies' share are currently selling at Rs.150 but is expected to fall to Rs.125 in case the funds borrowed exceed rs.10 lakhs. Cost of borrowing

Up to rs.2, 50,000	5%
2, 50,000 to 10, 00,000	7%
10, 00,000 & above	10%

Tax rate at 30%. which option should be exercised?

OR

Q2.P Neel Textiles equity shares currently sells for Rs.23 per share. The company's Finance Manager anticipates a constant growth of 10.5% and at the end of the year dividend of Rs.2.50. what is the expected rate of return? **7 marks**

Q2.Q From the following particulars, Prepare Income Statement of ABC Ltd. **8 marks**

Particulars	
Degree of Combined leverage	6 times
Degree of Operating leverages	3 times
Variable cost as a % of sales	40%
Income Tax	35%
NPAT	Rs.1,30,000

Q3.A The rates of return on Stock X under different states of economy are given below. **7 marks**

Economic Conditions	Probability	Rate of Return (%)
Boom	0.35	20
Normal	0.50	30
Recession	0.15	40

Calculate the Expected Return and Standard Deviation

Q3.B

8 marks

- i. Mr. Anand wants to send his son to USA for MBA after 6 years. He would require Rs.20, 00,000 at that time. How much should he invest today if he bank offer interest rate at 14%?
- ii. Avinash has Invested Rs.3, 00,000 in bank FD for 3 years at 8 %. How much will be receive at maturity?

OR

Q3.P The rates of return on Stock Y under different states of economy are given below. Calculate the Expected Return and Standard Deviation. **7 marks**

Economic Conditions	Probability	Rate of Return (%)
Boom	0.30	40
Normal	0.40	30
Recession	0.30	20

Q3.Q Sangeeta had invested Rs.25,000 in a schemes @ 12% p.a. compounded quarterly. Find out what will be the amount at the end of 2 years. How will your answer change if interest rate compounded semi-annually? **8 marks**

Q4.A Mohan and Co is considering the purchase of a Machine. Two options available are Project A and Project B. Following are the details: **15 marks**

Particulars	Project A	Project B
Cost of Investment (Rs)	50,000	50,000
Useful life	5 Years	5 Years
Cost of Capital	10 %	10%
Earning after Taxation		
Years 1	15,000	5,000
2	20,000	15,000
3	25,000	20,000
4	15,000	30,000
5	10,000	20,000

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.

OR

Q4.P Reliance Ltd is considering project Y. It has useful life of 5 years and the cost of capital is 10%.The initial outlay is Rs.2,00,000. **15 marks**

Year	Cash Inflow	PV Factor @10%	PV Factor @20%
1	1,18,000	0.91	0.83
2	60,000	0.83	0.69
3	40,000	0.75	0.58
4	14,000	0.68	0.48
5	13,000	0.62	0.41

Calculate Internal Rate of Return.

Q5.A Explain the concept of Fixed Capital and Working Capital. **8 marks**

Q5.B Explain Types of Shares. **7 marks**

OR

Q5.P Write short note on. (any 3 out of 5)

15 marks

1. Bank Overdraft
2. Company Deposits & SEBI Regulations
3. Foreign Capital and Collaboration
4. Emerging Trend in FDI
5. Protection of Depositors

No

Q1

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Q1b

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BMS Semester III

01-11-18

Time: 2 ½ Hours

Marks: 75

Note 1 All questions are compulsory

2 Figures to the right indicate the marks

3 Answers should be brief and to the point

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

8

1. _____ Theory is also called as Process Theory.
(Equity, Vroom, Theory Z)
2. _____ is a personal developmental relationship in which a more experienced person guides a less knowledgeable person.
(motivation, self-leadership, mentorship)
3. _____ leadership style is employee centric.
(Democratic, free rein, autocratic)
4. _____ is an integration of Japanese and American management practices.
(Theory X, Theory Z, Expectancy theory)
5. The _____ transmits information about the organization to outsiders.
(Disseminator, spokesperson, leader)
6. _____ leadership style is also called participative style.
(Democratic, laissez faire, free rein)
7. _____ motivation is also referred to as drive for competency.
(Achievement, power, growth)
8. _____ is related to performance of employee.
(Retirement benefits, bonus, commission)
9. _____ leader attract followers with their personality.
(transactional, charismatic, online)
10. _____ is referred to as sandwich generations because they have to take care of their parents and their own children.
(Generation Y, veterans, Baby boomers)

Q 1 b Say true or False (any 7)

7

1. Theory X is an integrated model of motivation.
2. Intrinsic motivation deals with monetary rewards
3. Halo effect is one of the qualities of a charismatic leader
4. People look up to a leader as a person with authority and as a figure head.
5. Transformational leaders are bureaucratic in nature and follow laid down rules meticulously.

6. Flexi working arrangements like job sharing, flexi hours, shift help to maintain work life balance.
7. According to Vroom the strength of an individual's preference for a particular outcome is called valence.
8. Stock options are an example of performance based rewards.
9. According to the Behavioral theory of leadership, leadership qualities are in born.
10. The strength of American management system is social cohesion and group decision making.

Q 2 A explain the Equity theory explained by J Stacy Adam. **15**

OR

Q 2 B What are the financial and non-financial incentives of motivation.

Q 3 A Differentiate between East and West approach of motivation. **15**

OR

Q 3 B Explain the components of work life balance.

Q 4 A Who is charismatic leader? Explain the types of charismatic leader. **15**

OR

Q 4 B Explain transactional leadership and transformational leadership.

Q 5 Write short note on (any 3) **15**

1. Self-leadership
2. Style and leadership skills of Dhirubhai Ambani
3. Mentoring
4. Leadership Roles according to Henry Mintzberg
5. Features of Motivation

BMS Semester III

01-11-18
Duration - 2.5hrs

Total Marks- 75

Note: 1. Attempt all the questions.

2. Figures to the right indicate full marks.

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

(1) _____ advertising uses the advertisement of a brand or product to convey a message which is related to another brand or product. (comparative, corporate, surrogate)

(2) When marketers use nudity, sexual suggestiveness or other startling images it is termed as _____ advertising. (false, shock, puffery)

(3) Advertising is a _____ communication. (non-personal, personal, provisional)

(4) Selecting the proper _____ vehicle for communicating the message goes a long way in the success of any kind of advertising. (media, channel, visual)

(5) _____ is the picture, image or any graphical presentation used in an ad. (Body copy, Slogan, Illustration)

(6) In _____ method, a percentage of the price per unit of items sold is allocated to advertising. (Percentage of sales, Unit of sales, Task objective)

(7) _____ headline tells the customers what to do. (Reason why, News, Command)

(8) Ads having similar theme are called _____. (Campaign, Strategy, Appeal)

(9) An advertising objective is classified by its primary purpose, which is to inform, persuade or _____ (encourage, remind, complement)

(10) Contests, Rebates and Discounts are part of _____. (Publicity, Sales promotion, direct advertising)

QI. B. State whether the following statements are true or false. (Any 7) (7)

(1) Viral marketing is a form of outdoor advertising.

(2) Brand image is not always favourable.

(3) USP stands for Unique Selling Proposition.

(4) Publicity is nonpaid form of advertising and therefore it can be positive as well as negative.

(5) During introduction stage sales and revenue are highest and therefore no advertising is required.

(6) In an advertising copy, Call of Action is an instruction to the audience to provoke an immediate response.

(7) Radio advertising is having audio-visual appeal.

(8) Check list is a method of pre-testing the advertising effectiveness.

(9) The word subliminal means below the level of conscious awareness.

(10) Lifestyle message execution style depicts average people using a product in an everyday setting.

- Q 2. A. How advertising is beneficial to manufacturers, retailers, consumers & society? (8)
B. Write a note on AIDA (7)
Or
- Q 2. C. Explain the following types of advertising: (8)
i. Generic advertising
ii. Industrial advertising
iii. Consumer advertising
iv. Public service advertising
- D. Explain with the help of features of advertising how it differs from publicity and salesmanship? (7)
- Q 3. A. What are the points that the advertiser must consider while selecting an advertising agency? (8)
B. Explain various types of advertising agencies. (7)
Or
- Q 3. A. What are the main functions of an ad agency? (8)
B. What are the prerequisites of a good copy? (7)
- Q 4. "Evaluating the effectiveness of advertising is very essential". – Justify by explaining various methods of pre-testing and post-testing advertising effectiveness. (15)
Or
- Q 4. A. Explain various methods of preparing an advertising budget. (8)
B. Create a layout showing different elements of copy to promote a fruit drink as a product. (7)
- Q 5. Writ short notes on: (15)
a. 5Ms of advertising
b. Role of packaging in advertising
c. PLC and advertising
Or
- Q 5. A. What are the impacts of advertising on women and children in society? (8)
B. "Advertising offers an array of exciting careers". – Elaborate (7)

BMS Semester III
 01 Nov-18
 [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 full marks.

Q1 A) Answer the following: (Any Eight)

1. _____ are factors that have been shown to affect consumer behavior.
 - A) Brand name, quality, newness, and complexity
 - B) Advertising, marketing, product, and price
 - C) Outlets, strategies, concept, and brand name
 - D) Quality, advertising, product positioning, and strategy.
2. A person's _____ consist(s) of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behavior.
 - A) subculture
 - B) family
 - C) social class
 - D) reference groups
3. Identify an economic circumstance that can greatly affect any product or brand choice.
 - A) retirement
 - B) values
 - C) lifestyle
 - D) borrowing power.
4. Consumers often choose and use brands that have a brand personality consistent with how they see themselves, also known as the _____.
 - A) actual self-concept
 - B) ideal self-concept
 - C) others' self-concept
 - D) prohibitive self-concept
5. _____ portrays the "whole person" interacting with his or her environment.
 - A) Attitude
 - B) Personality
 - C) Lifestyle
 - D) Self-concept
6. Marketers who target consumers on the basis of their _____ believe that they can influence purchase behavior by appealing to people's inner selves
 - A) core values
 - B) sophistication
 - C) money constrain
 - D) social class
7. At the top of Maslow's hierarchy of needs comes.
 - A) esteem
 - B) self-actualization
 - C) social
 - D) safety.
8. Which of the following also includes a situation-specific component?
 - A) personality
 - B) self-concept
 - C) involvement
 - D) demographics
9. Which of the following is a situation in which consumer behaviour occurs?
 - A) communications situation
 - B) purchase situation
 - C) usage situation
 - D) All of the above
10. Understanding of consumer needs and then develops a marketing mix to satisfy these needs.
 - A) The marketing concept
 - B) The strategic plan
 - C) The product influences
 - D) The price influences

B) Match the column: (Any Seven)

Column 'A'	Column 'B'
1. Online Stores	a) Brick-and-Mortar
2. Direct purchase from store	b) Traditional Bound
3. Laggards	c) 24X7
4. Personal factors	d) Lifestyle
5. Person's own living pattern	e) Self-concept and personality.

6. Cultural factors	f) Customer delighted
7. Early stage of decision making	g) Is acquires by learning
8. Culture	h) Social Class
9. Exceeds customer expectations	i) EPS
10. Nicosia	j) Consumer behavior on the basis of four fields

- Q.2 a. What is the diversity of consumers? Discuss. 07
 b. Define consumer behavior and discuss its features. 08
OR
- Q.2 a. Define Motivation. Discuss its characteristics. 07
 b. What is brand personification? Elucidate in detail. 08
- Q.3 a. Explain "Mc. Clelland's theory of needs" 07
 b. Discuss in detail Maslow's needs Hierarchy theory. 08
OR
- Q.3 a. Explain in detail Trait and Freudian theory of personality in detail with examples. 15
- Q.4 a. What is self-concepts? Discuss in detail. 07
 b. Define Attitude. What are its functions? 08
OR
- Q.4 a. Define consumer learning. What are the features of consumer learning? 07
 b. Write a note on family decision making. 08
- Q.5 a. Explain factors that affects reference group influences 07
 b. Discuss the Nicosia model of consumer Decision making? 08
OR
- Q.5 Answer the following (Any Three) 15
 a. Features of E- buying 08
 b. Cultural influence on consumer
 c. Self-concept
 d. Features of organizational consumers
 e. Stages in adoption process

BMS Semester III

Marks: 75

01 Nov-18

Time: 2 ½ Hrs.

NOTE: All questions are compulsory.
 Figures on the right indicate full marks.

Q1A) True or False (Write any 8)

8 Marks.

- 1) Sociology has contributed significantly to OB.
- 2) Perception is the unique way in which each person interprets things.
- 3) An organization is a system consisting of many sub systems.
- 4) Rumor and grapevine are formal channels of communication.
- 5) While managing conflicts through compromise, both parties give up something of value.
- 6) In bureaucratic organizations, there are no formalized rules and regulations.
- 7) In organizations with team structures, teams are used to coordinate work activities.
- 8) KRA refers to Key Resource Area.
- 9) Conflict which relates to content and goals of work is called Relationship Conflict.
- 10) Appraisal of subordinates is known as peer appraisal.

Q1B) Match the following (Answer any 7)

7 Marks.

1.	Grapevine	a.	Two boss managers.
2.	Dr. Stephen Covey	b.	Modern method of Performance Appraisal
3.	Anthropology	c.	Informal communication.
4.	Individual difference	d.	F.W.Taylor
5.	Scientific Management	e.	Human beings are unique.
6.	Matrix Structure	f.	Study of societies
7.	MBO	g.	Time management matrix
8.	Piece wage system	h.	Paid as no. of units produced.
9.	Fringe benefits	i.	Supplementary Compensation
10.	HRD	j.	Training & Development.

Q2.A) What are the various levels in which OB studies behavior of People? **15 Marks.**
How does OB help managers to meet challenges in modern organization.

OR

a) Enlist the various forces affecting individual and group behavior. **8 Marks.**

b) Discuss individual and group behavior in an organization, **7 Marks.**

Q3.A) Discuss in detail the various types of organizational communication **15 Marks**

OR

a) Enlist few techniques to manage conflicts effectively **8 Marks**

b) What is negotiation? Discuss few tactics to negotiate successfully **7 Marks**

Q4.A) Discuss in detail the types of separation. **15 Marks**

OR

a) Discuss rewarding through promotion. **8 Marks**

b) What is the scope of HRM? **7 Marks**

Q5.A) Discuss the modern methods of performance appraisal. **8 Marks.**

B) What are the importance of Human Resources Planning? **7 Marks.**

OR

Q5.A) Short notes (Write any 3) **15 Marks.**

1) Human Resources Development

2) Fringe Benefits

3) Career Stages

4) Learning Organizations

5) Time Management

BMS Semester III

03-Nov-18

Time: 2:30 hours

Marks: 75

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

1. (A) Multiple Choice question (Any Eight) 8

1. The _____ was introduced by the Bombay Stock Exchange on January 1, 1986.
(Nifty, Sensex, BSE-30)
2. CRR stands for _____.
(Current rate of return, Cash reserve Ratio, Current reserve ratio)
3. _____ is the price that the issuing company pays to the investor at the time of maturity.
(Intrinsic Value, Redemption Value, Market Value)
4. Bonds issued by corporations for relatively longer term are classified as _____.
(short term bonds, corporate bonds, Federal Reserve bond)
5. _____ have residual claim in case of liquidation.
(Equity shares, Preference shares, Debentures)
6. When intrinsic value is lower than the market value, the share are _____.
(Over Priced, Under Priced, Fairly Priced)
7. The rate at which banks lend to RBI is _____.
(Reverse Repo rate, Repo rate, Current rate)
8. Credit rating is an expression through the use of _____ symbols.
(Alpha, Numeric, Alpha numeric)
9. Issuer of a Bond may be unable to make timely payment of interest or principal on a debt security is known as _____ risk.
(Interest rate, Default, Inflation)
10. FPO means _____.
(Fixed price offer, Floating price offer, Follow on public offer)

1. (B) State whether True or False : (any seven) 7

1. A primary dealer is a person who buys government securities from the government with the intention to sell it in the market.
2. If the share is under priced, investor should sell the share/security.
3. YTM is the rate which discount all the future cash flow of that bond which equates its current market price.
4. Preference shareholders have voting rights.
5. The rate of interest for bonds is fixed.
6. IPO is the process of selling the shares in the primary market.
7. Merchant bankers also do underwriting.
8. Money market instruments are mainly used to raise short term capital.

9. In debt security investment, the returns are guaranteed.
 10. Debenture holders are creditors of the company.

2. (A) What is IPO. Explain the steps of IPO process.
 (B) Define money market and explain types of money market instruments.

OR

- (C) Write a short note on equity shares.
 (B) Explain the Meaning of Merchant Banker. Explain the various services offered by Merchant Bankers

3. (A) Explain the meaning of Equity culture. Why Equity culture in India is weak
 (B) What do you mean by Stock Exchange? Explain the functions of Stock Exchange.

OR

- (C) Explain the difference between corporate bonds & government bonds?
 (D) What is primary market? Explain the features and functions of Primary Market.

4. (A) What are Primary dealers. Explain their core activities.
 (B) Explain the meaning of Bond and types of Bond.

OR

(C) REC Ltd. is expecting a dividend for next year of Rs. 1.80 per share. Dividends are expected to grow at a rate of 12% for indefinite future. The required rate of return and the current market price are 14% and Rs. 100 respectively.

- a) Calculate Intrinsic Value per share. 5
 b) Is the share fairly priced? 1
 c) Will you buy this security at current market price? 1

(D) Suresh wants to invest in one of the following bonds having face value Rs. 100 maturing at par:

Bond	Coupon Rate	Maturity	Market Price
Bond P	14% p.a.	8 years	Rs. 80/-
Bond Q	12% p.a.	6 years	Rs. 50/-

- Find YTM of each bond. 7
 Recommend which bond should be purchased. 1

5. (A) A bond with face value Rs. 10,000 and a coupon rate of 7% matures after 5 years at par. The required rate of return is 8% and current market price of bond is Rs. 96000. Find the present value of Bond. Will you buy the bond at current market price? 7

Year	PV @ 8%
1	0.93
2	0.86
3	0.79
4	0.74
5	0.68

(B) The following data pertain to the value of underlying factors of ABC Ltd's and PQR Ltd's shares.

	PQR Ltd.
Risk-free rate	6%
Market Rate of return	12%
Beta	1.5
Expected growth rate in Dividend	10%
Previous dividend	Rs.2
Current Market Price	Rs. 40

Calculate K_e by using CAPM approach and using it calculate intrinsic value of share using dividend model.

Would you advise the investor to buy the share?

8

OR

5. Write Short Notes (Any 3)

- Equity Market vs Debt Market
- ESOP
- NSE
- Book Building
- Stock indices in India

15
