

Sy BMS

SEM-III

OCT-2019

QUESTION PAPER

S.Y.BMS

SEM-III

OCT. - 2019

Sub^o - Accounting for Managerial Decision

M.L.Dahanukar College of Commerce

S.Y.B.M.S

Semester III OCT 2019

Date: - 04/10/19

Time : 2.5 hrs

Marks : 75

- Q1) A Choose the correct alternative. (any 8 out of 10) (08)
- 1 Quick assets is equal to _____
A) CA-(Stock-Prepaid Expenses) B) CA-(Stock + Prepaid Expenses) C) CA+(Stock-Prepaid Expenses) D) CA+(Stock + Prepaid Expenses)
 - 2 LT Loans are shown in the vertical financial statement as _____
A) Current Assets B) Loan Funds C) Investments D) Current Liabilities
 - 3 In common size analysis, the items in the income statement are expressed as a % of _____
A) Total Assets B) Net Sales C) Total Expenses D) Gross Sales
 - 4 Advance received are shown in the vertical financial statement as _____
A) Part Of Investment B) Part Of Loans And Advances
C) Part Of CA D) Part Of CL
 - 5 Return on capital employed is _____
A) Balancesheet Ratio B) Revenue Statement Ratio C) Combined Ratio D) None Of These
 - 6 Return on equity is given as _____
A) NPAT/Proprietors Funds*100 B) NPAT-Preference Dividend/Paid Up Equity Capital*100
C) NPBT/Capital Employed*100 D) Retained Earning/Capital Employed *100
 - 7 Sources of credit information include _____
A) Track Checking B) Credit Bureau C) Bank Reference D) All of the Above
 - 8 Goodwill W/o is _____
A) Added to book profit B) Deducted from Book Profit C) Ignored D) Treated as cash out flow
 - 9 Capital Gearing Ratio consists of _____
A) Capital Employed B) Capital With Only Interest C) Capital With No Interest
D) Capital With Interest And Dividend
 - 10 Shortage of Working Capital results in _____
A) Poor Credit Rating B) More Cash Discount C) Gross Working Capital
D) None of These
- Q1) B State whether True or False (any 7 out of 10) (07)
- 1 Management accounting is analytical in nature.
 - 2 Balance sheet shows result of manual activities.
 - 3 Prepaid expenses are payment made in advance.
 - 4 Comparative statement includes comparative income statement and balance sheet.
 - 5 Current ratio and acid test ratio are the same.
 - 6 Debtors' turnover ratio shows the ability to pay debtors.
 - 7 Cash from operations can be determined from income statement.
 - 8 Depreciation creates a cash flow.
 - 9 Working capital finance is of long term nature.
 - 10 Trade credit is a source of working capital

- Q2 A The following are details of Smart Ltd. The revenue statement for the year ended 31st March 2003 to 2006. Prepare Trend Analysis for the same (15)

Particulars	2003	2004	2005	2006
Sales	5,00,000	6,00,000	7,20,000	8,64,000
COGS	3,20,000	3,80,000	4,60,000	5,60,000
Gross Margin	1,80,000	2,20,000	2,60,000	3,04,000
Office Expenses	30,000	35,000	40,000	45,000
Sales Expenses	50,000	60,000	72,000	86,400
Interest on LT borrowing	30,000	40,000	50,000	60,000
Total Expenses	1,10,000	1,35,000	1,62,000	1,91,400
NP before Depreciation and Tax	70,000	85,000	98,000	1,12,600
Depreciation	50,000	45,000	60,000	65,000
Profit Before Tax	20,000	40,000	38,000	47,600
Income Tax	8,000	20,000	18,500	24,000
Profit After Tax	12,000	20,000	19,500	23,600

OR

- Q2 C Prepare comparative balance sheet from the following information of Zootopia Ltd. (08)

Particulars	2013	2014	Particulars	2013	2014
Share Capital	9,25,000	9,75,000	Fixed Assets	9,50,000	8,75,000
General reserve	2,50,000	3,50,000	Investment	2,25,000	3,00,000
Current liabilities	2,50,000	3,31,000	Current Assets	4,50,000	7,25,000
13% Debentures	2,00,000	2,44,000			
	16,25,000	19,00,000		16,25,000	19,00,000

- Q2 D Prepare Common Size Statement for the following: (07)

Particulars	2013	Particulars	2013
To Cost of Sales	2,00,000	By sales	3,00,000
To salaries	20,000	By interest	10,000
To office rent	10,000		
To advertising Exp	30,000		
To travelling exp	15,000		
To income tax	5,000		
To Net Profit	30,000		
	3,10,000		3,10,000

Q3 A The following are the summarized final accounts of Gaitonde Ltd.

Liabilities	Rs	Assets	Rs
Equity capital (of Rs 10 each)	50,000	Fixed Assets	1,21,000
Reserves	50,000	<u>Net Working Capital</u>	
8% Debentures	22,000	Current Assets	1,25,000
10% Preference Capital	30,000	(-) Current Liabilities	94,000
	1,52,000		1,52,000

Particulars	Rs
Sales	3,40,000
(-) Cost of Sales	2,97,000
Gross Profit	43,000
(-) Operating Expenses	23,000
NPBT	20,000
(-) Tax	8,000
NPAT	12,000
(-) Preference Dividend	3,000
Retained Earning	9,000

The current market price of the share is Rs 20 and the company has declared a dividend of Rs 5 per share

Without preparing vertical financial statements calculate

- Return on capital employed
- Return on proprietors funds
- Return on Equity
- Dividend Payout Ratio
- EPS
- Price Earning ratio

Q3 B Present situation:

- Sales Rs 50 lacs
- Variable costs: Rs 40 lacs
- Fixed Costs : Rs 6 lacs
- Credit : 30 days
- The company expects pretax returns at 25%. (Assume 360 days a year)

Proposed Credit Policy	Average Collection Period	Expected annual sales (Rs lakhs)
I	45	56
II	60	60
III	75	62
IV	90	63

OR

Q3 C Dexter enterprise produces 84,000 units in a year and sells them @ Rs 10 pu. Various costs in terms of % of Selling Price are: (15)

Raw Materials	60 %
Labour	10%
Overheads	20%
	90%
Profits	10%
Selling Price	100%

The following is the additional information available:

- Raw Materials remain in store for 3 months
 - Production process takes 15 days
 - Finished goods remain in stock for 2 months
 - The 50% of total sales is on credit basis of which 50% is credit sales to customers who accept bills of exchange of 6 months period. Remaining enjoy 3 months credit period.
 - Creditors allow 1 month credit period
 - Time lag in payment of wages and overheads is 1 month
 - Bank has sanctioned overdraft limit @ 60% of Raw Materials
- Prepare forecast of Working capital requirement of the factory.

- Q4 A A new customer with 10% risk of non payment desires to establish business connections with you. He would require 1.5 months of credit and is likely to increase the sales Rs 1,14,000 pa. Cost of sales amounted to 85% of sales. The tax rate is 30%. Should you accept the offer if the required rate of return is 40%(after tax)? (08)

- Q4 B Calculate the cash from Investing activities from the following information: (07)

Particulars	2015	2016
Machinery	1,04,000	1,40,000
Land & Bldg	3,00,000	3,20,000
Investments	2,20,000	1,48,000

- i) Machinery for RS 60,000 was purchased and old m/c costing Rs 24,000 (accumulated depreciation Rs 12,000) was sold for Rs 8,000
ii) Investments were sold at book value

OR

- Q4 C From the following information, prepare a Cash Flow Statement as per AS-3 from the following Balance sheet of Wildlings Ltd (15)

Particulars	2015	2016	Particulars	2015	2016
Equity Capital	2,00,000	2,00,000	Land	50,000	50,000
9% Pref Capital	1,50,000	1,50,000	Building	1,50,000	1,35,000
General Reserve	1,00,000	1,22,500	Plant	1,50,000	1,35,000
10% Debentures	50,000	75,000	Furniture	50,000	70,000
Creditors	75,000	1,00,000	Stock	1,00,000	1,50,000
Bills Payable	25,000	37,500	Debtors	1,00,000	1,50,000
Tax Payable	50,000	75,000	Cash	50,000	70,000
	6,50,000	7,60,000		6,50,000	7,60,000

- Q5 A Explain the factors considered for debtors evaluation

- Q5 B What are profitability ratios? Explain its importance (08)

OR

- Q5 Write Short Notes (any 3) (07)

- 1 Cash flow from investing activity (15)
- 2 Limitations of ratio analysis
- 3 DSO
- 4 Operating Cycle
- 5 Common Size Statement

Sub^o - Business Planning & Entrepreneurial Management

M.L.Dahanukar College of Commerce

SYBMS

Semester III OCT 2019

Time : 2.5 hrs

Marks: 75

- Q1) A State Whether True or False (any 8 out of 10) (08)**
- 1 In conglomerate merger, firms are engaged in unrelated type of business activities
 - 2 When two or more firms come together is called as merger
 - 3 Environment scanning plays an important role in business.
 - 4 Size of the firm is an important factor while determining fixed capital requirements.
 - 5 Entrepreneurship is an intangible factor of production.
 - 6 Entrepreneur precedes entrepreneurship
 - 7 Growth entrepreneurs shows enormous growth of performance
 - 8 Working capital is needed for day-to-day capital.
 - 9 Environmental scanning is a process of monitoring and evaluating changes.
 - 10 Fixed capital is permanent in nature.
- Q1) B Match the following (any 7 out of 10) (07)**
- | | |
|-------------------------------|-------------------------------|
| 1 Horizontal merger | a) growth of entrepreneurship |
| 2 Oldest form of ownership | b) burger king |
| 3 Benefits of ancillarisation | c) Horizontal integration |
| 4 Franchising | d) proactive and risk taker |
| 5 Imitation entrepreneur | e) Sole proprietorship |
| 6 Intrapreneur | f) Acharya Vinoba Bhave |
| 7 Social entrepreneur | g) Brainstorming |
| 8 Sources of idea generation | h) unlimited liability |
| 9 Partnership firm | l) google.com, eBay.com |
| 10 E-entrepreneurship | j) Copycats |
- Q2 A Explain High Achievement theory by David McClelland (08)**
- Q2 B What are the features of an entrepreneur? (07)**
- OR**
- Q2 C Explain the role of an entrepreneurial culture in entrepreneurial development. (08)**
- Q2 D Explain attributes of an entrepreneur. (07)**
- Q3 A Explain advantages of franchising. (08)**
- Q3 B What are the factors influencing EDP? (07)**
- OR**
- Q3 C Explain disadvantages and type of Franchising. (08)**
- Q3 D Explain types and benefits of merger. (07)**
- Q4 A State types of innovation. (08)**
- Q4 B Explain importance of environmental scanning. (07)**
- OR**
- Q4 C What are the sources of idea generation? (08)**

- Q4 D Explain features of JHFB. (07)
- Q5 A Explain features of Fixed capital. (08)
- Q5 B Explain importance of working capital (07)
- OR**
- Q5 **Write Short Notes (any 3)** (15)
- 1 Need of entrepreneurship development
 - 2 Franchising
 - 3 Sources of fixed capital
 - 4 Ancillarisation
 - 5 Stages in product development

Sub^o - Strategic Management

M.L.Dahanukar College of Commerce

S.Y.B.M.S

Date^o - 07/10/19

Semester III OCT 2019

Time : 2.5 hrs

Marks : 75

Q.1 A. State True or False (Any 8) (8)

1. Strategic management minimizes the efficiency of the organization
2. The GE Planning Grid is complicated that the BCG Matrix
3. Strategy evaluation is the last step in the process of strategic management
4. Political environment encompass the social conditions of the country
5. The functional structure is the most complicated organization structure
6. SWOT Analysis is important to understand where the business stands amongst its competitors
7. Stability Strategy aims at reducing the activities of the business
8. Objectives should be time-bound
9. Plastic ban is a concern under ecological environment
10. Divisional Structure involves subordinates reporting to two bosses.

Q.1 B. Match the following: (Any 7) (7)

A	B
1. Business Policies	a. Policies of the government
2. SBU	b. Legislatives changes
3. Objectives	c. Combining Activities
4. Standing Plans	d. Foresightedness
5. Strategic Leadership	e. $2+2 = 5$
6. Synergy	f. Change Management
7. Vision	g. Ongoing Plans
8. Integration	h. SMART
9. Legal Environment	i. Multi Product Business
10. Political Environment	j. Broad Guidelines

Q.2 a) Define Strategic Business Unit. Discuss its features (8)

b) Explain the terms vision and mission with suitable examples. (7)

OR

c) Enumerate the significance of Strategic Business Unit (SBU) (8)

d) Discuss any two models of Strategic Management (7)

Q.3 a) Explain the concept of Liquidation and state reasons for the same (8)

b) Discuss the various functional strategies (7)

OR

c) Explain the concepts: (15)

i. Social Responsibility ii. Diversification iii. Business Ethics

iv. Benchmarking v. Strategic Intent

Q.4 a) Discuss the BCG Matrix (8)

b) Explain the problems in resource allocation (7)

OR

c) Explain McKinsey 7 S framework (8)

d) Explain the steps in strategy implementation

(7)

Q.5 a) What do you mean by budgeting? Discuss its advantages and limitations

(8)

b) State the features of change management

(7)

OR

Q.5 Write Short Notes on: (Any 3)

1. Retrenchment Strategy

(15)

2. Internationalization

3. Essentials of a Good Plan

4. Matrix Organization

5. Strategy and Structure

Sub^o - I.T. in Business Mgmt - I

Date^o - 09/10/2019

M.L.Dahanukar College of Commerce SYBMS

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Time : 2.5 hrs

Marks: 75

Q-1.A. Choose correct alternative. (Any 8)

8 marks

1. A _____ monitors all of the traffic entering your computer network.
a. Firewall b. Anti-virus
c. Phishing d. None of these
2. A _____ is defined as a "group of computers connected together to share resources"
a. NIC b. Modem
c. Network d. None of these
3. SET stands for
a. Secure Electronic Transaction b. Secure Email Transaction
c. Secure Encryption Transaction d. Secure external Transaction
4. SSL stands for
a. Secure socket layer b. Secure soft layer
c. Secure safe layer d. None of these
5. In HTTPS - 'S' means
a. http safe b. http secure
c. http soft d. None of thses
6. _____ Protocol is called as stateless protocol
a. http b. TCP
c. IP d. FTP
7. _____ type of encryption uses same key for encoding as well as decoding
a. Symmetric b. Asymmetric
c. Synchronous d. Asynchronous
8. _____ is collection of web pages maintained by single person or organization that are linked with eachother to form a single body information
a. Web page b. Website
c. Web server d. Web client
9. _____ is a generic term for collection of private computer network within an organization
a. Intranet b. Extranet
c. Ultra net d. None of these
10. _____ is type of internet fraud that seeks to acquire a user's credential by deception.
a. Phishing b. Spam
c. Virus d. Worms

Q-1.B. State whether following statements are TRUE or FALSE (Any 7) 7 Marks

1. A business expert system is a basic information system based on data input.
2. A bridge helps to join two separate computer networks together.
3. Gmail is Google's paid e-mail service
4. Facebook, simply a blog, is basically a journal that is available on the web
5. URL stands for universal resource locator
6. EPS is electronics payment system
7. IMPS stands for Intermediate Payment Service
8. RTGS there is no maximum fund transfer limit.
9. NEFT there is a maximum limit for 2 lakhs rupees
10. Amazon is an example of B-2-B type of commerce

Q-2. A. Compare MIS with EIS. 8Marks

B. What is OS? Explain different types of OS in detail. 7Marks

OR

Q-2. A. Explain the concept of Database in detail. 8Marks

B. What is IT? Discuss any five reasons why IT successful in India. 7Marks

Q-3. A. What is IP address? How is it assigned? 8Marks

B. Difference between B2B, B2C and C2B with example. 7Marks

OR

Q-3. A. Difference between E-commerce and M-commerce with example. 8Marks

B. Explain different types of Computer networks with suitable diagram. 7Marks

Q-4. A. Explain business model based on Revenue. 8Marks

B. Write a short note on bulk email software. 7Marks

OR

Q-4. A. What is DSS? Explain the characteristics of DSS. 8Marks

B. Explain the concept of Bridge and Router with diagram. 7Marks

Q-5. A. What is Risk Mitigation? Explain its strategies. 8Marks

B. What is Hosting? What are the different types of Hosting? 7Marks

OR

Q-5. Write short notes (Any 3) 15Marks

1. Open Source OS(Linux).
2. EPS.
3. Trojan Horse.
4. SET.
5. DNS.

10/10/2019

Sub-FC - III

M. L. Dahanukar College of Commerce
S.Y.BMS
Semester III OCT 2019

Time: 2.5 hrs.

Marks : 75

Q1) A State whether the following statement is true or false. (any 8 out of 10) (08)

- 1 Disaster management is single discipline area.
- 2 Biotic is non-living component of environment.
- 3 Earth is a giant ecosystem with only biotic components.
- 4 In sustainable development there is no protection to local environment.
- 5 For mining single stage projects is required.
- 6 Disaster management systems are predesigned plans of action.
- 7 The movement of energy through eco system is called energy flow.
- 8 Hydrological cycle is complex.
- 9 Biogeochemical cycle means series of cyclic path.
- 10 Transportation is one of the causes of noise pollution.

Q1) B Match the following (any 7 out of 10) (07)

1. Non renewable	a. Atmosphere
2. Hydrosphere	b. Faunal
3. Environment	c. Water
4. Renewable	d. A.G. Tansley
5. Ecosystem	e. Wind
6. Abiotic	f. Self-producing
7. Biotic	g. French word
8. Autotrophs	h. Coal
9. Omnivores	i. Feed on parts of dead animals
10. Detritivores	j. Feeding on both plant and animal

- Q2 . A Explain the concepts of ecosystem. Discuss the components of Ecosystem. (08)
Q2 B Write a note on exploitation of natural resources in Sustainable Manner. (07)

OR

- Q2 C What is Environment? Explain composition of Environment. (15)

- Q3 A What is Land degradation? Suggest some remedies to prevent land from degradation. (08)

- Q3 B Discuss the Causes and Remedies of Water Pollution. (07)

OR

- Q3 C Is the Globe Still warming today? What harm will it cause and how can we slow or reverse the effects of global warming? (15)

- Q4 A Write a detailed note on Water (Prevention and control of pollution) Act, 1974 (08)

- Q4 B Explain the Phases I of environmental clearance procedure. (07)

OR

- Q4 C Write a detailed note on Environmental Auditing. (08)

- D Define Sustainability. Explain the importance of sustainability. (07)

- Q5 A What are the disadvantages of using Solar and Tidal Energy? (08)

- Q5 B Write a note on Eco tourism. (07)

OR

- Q5 Write Short Notes (any 3) (15)

1 Energy Flow

2 Waste Generated by Humans

3 ISO14001

4 Bio fuels energy.

5 Green washing

M.L.Dahanukar College of Commerce
S.Y.B.M.S.
Semester III OCT 2019

Time : 2.5 hrs

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- Q1) A State whether True or False (any 8 out of 10) (08)
- 1 Return back policy is not there in online purchase
 - 2 Consumer behavior is dynamic
 - 3 Feedback comes under purchase decision
 - 4 Opinion leaders can be family member
 - 5 Upper class element comes under social class
 - 6 Online market works 24*7
 - 7 Self esteem comes under Maslow's hierarchy theory.
 - 8 Buying a 2.Rs chocolate candy under high involvement products.
 - 9 Innovators try new products.
 - 10 Brick & motor buyer is like buy products from physical stores
- Q1) B Match the Columns (any 7 out of 10) (07)
- | | | |
|----|---------------------|--------------------|
| 1 | Tata | a. Air conditioner |
| 2 | Reliance | b. Oreo |
| 3 | Apple | c. Marazzo |
| 4 | Mahindra n Mahindra | d. I watch |
| 5 | Zara | e. Lux soap |
| 6 | Coca cola | f. Croma |
| 7 | Cadbury | g. Tide detergent |
| 8 | HUL | h. Fashion |
| 9 | Procter n gamble | i. Thumsup |
| 10 | Hitachi | j. Jio fiber |
- Q2 A Describe the characteristics of retail customers. (08)
- Q2 B Explain the importance of consumer behavior to customer with reference to examples (07)
- OR**
- Q2 C Describe the market segmentation with reference to consumer. (08)
- Q2 D Explain the factors influencing high involvement products with examples. (07)
- Q3 A Describe the features of motivation with reference to consumer behavior. (08)
- Q3 B Define brand personality with relevant examples. (07)
- OR**
- Q3 C Define self concept and it's different types. (08)
- Q3 D Explain the factors which forms the consumer attitude. (07)
- Q4 A Describe the common types of product and service needs of customers. (08)
- Q4 B Describe the different types of families in India (07)
- OR**
- Q4 C Define social class and different types with respective examples. (08)

Q4 D Describe which are the celebrities act as opinion leader to promote the brand. (07)

Q5 A Define the term adoption & adopter categories (08)

Q5 B Difference between online and offline buyer. (07)

OR

Q5 Write Short Notes (any 3) (15)

1 Consumer decision making process.

2 Freudian theory of personality

3 Innovators

4 Subculture in India

5 Advantages of E-buying

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Q1) A Match the Coloumns (any 8 out of 10) (08)

Coloumn A	Coloumn B
1. Yield to Maturity	a. Premature redeem by issuer
2. Cost of Debt	b. Capital Structure
3. Bulls	c. PV of cashflow
4. IPO	d. Fresh Issue
5. Callable Bonds	e. Interest Rate
6. Liability Side	f. Issued by Commercial Banks
7. Market Capitalization	g. Treasury Bills
8. Government Bonds	h. Capital and Money Market
9. Certificate of Deposit	i. Rise in share price
10. Financial Market	j. Stock Market indicator

Q1) B State whether True or False (any 7 out of 10) (07)

- 1 OTCEI was established in 1994.
- 2 Issuance of Bonus Shares leads to Market Capitalisation.
- 3 Repo rate is the rate at which RBI lends to other banks.
- 4 Financial instrument are instruments issued by Governments of India.
- 5 T-Bills are issued at a discount and are redeemed at the face value on maturity.
- 6 ASBA stands for Application Supported by Blocked Amount.
- 7 The interest (coupon) on corporation bond are taxable.
- 8 Bearer bond on maturity is converted into equity shares.
- 9 Settlement of various trades is finally carried out through the SEBI.
- 10 Preference Shares holders are paid fluctuating rate od dividend.

Q2 A Who are the participants in the Equity Markets? (08)

Q2 B Define Money Market and explain the types of money market instruments. (07)

OR

Q2 C Elaborate the features of Debt Instruments (08)

Q2 D Write a note on Equity Markets. (07)

Q3 A Explain the role and functions of Stock exchanges. (08)

Q3 B What are the various methods of raising funds in Primary Market? (07)

OR

Q3 C Write a note on Merchant Bankers. (08)

Q3 D What are the various characteristics of Capital Markets? (07)

Q4 A What are Primary Dealers? Explain their core activities. (08)

Q4 B What is Bond? What are the features of Bonds? (07)

OR

Q4 C A bond of Rs 1,000 has a coupon rate of 8% per annum and maturity period of 3 years. The bond is currently selling at Rs 910. What is the yield to maturity in the investment of this bond? (08)

Q4 D P&G has been growing at the rate of 18% in the recent years. This abnormal growth rate is expected to continue for another 4 years and then likely to grow at normal rate of 6%. Dividend paid last year was Rs 3 per share. Find out the intrinsic value if the required rate of return is 12%. (07)

Q5 A A company paid dividend of Rs 20 in the first year and they have promised for the growth as 10% for the 3 years; 12% growth for another 3 years; 15% growth for indefinite future. If the required rate of return is 20%, what will be the value of share? If the share is quoted at Rs 850 in the market, also suggest whether share should be bought? (08)

Q5 B Sundar Pichai is considering investment in one of the following Bonds: (07)

Bond	Coupon rate	Maturity	Price/ Rs 100 Par Value
M	11%	10 years	Rs 76
N	12%	7 years	Rs 69

Recommend which bond should be purchased. Will answer change if the required rate of return is 21%

OR

Q5 Write Short Notes (any 3) (15)

- 1 WDM
- 2 Certificate of Deposit
- 3 Distinguish between ESOP and Sweat Equity
- 4 CDSL
- 5 Interest rate risk

M.L.Dahanukar College of Commerce
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- Q1) A State Whether True or False (any 8 out of 10) (08)
- 1 There should not be strong bond between organisation and its employees.
 - 2 Charismatic leadership involves a sense of style, flair and confidence.
 - 3 Veteran generation was born before World War II.
 - 4 West culture is more task specific.
 - 5 Negative motivation helps to develop team work in the organisation.
 - 6 Autocratic style is employee centered.
 - 7 Negative leaders are better to overcome obstacles.
 - 8 The concept of "us" is very strong in eastern countries.
 - 9 Millennial are those who are born before 1980s.
 - 10 Employees gets bored by performing monotonous job.
- Q1) B Match the following (any 7 out of 10) (07)
- | | |
|---------------------------|----------------------------------|
| 1 Work life balance | a) Fear and social |
| 2 Motivation | b) lack of confidence |
| 3 Positive motivation | c) Drive to acquire and achieve |
| 4 Drive A | d) Stress management |
| 5 Drive B | e) Being confident |
| 6 Negative motivation | f) Drive to bond |
| 7 Drive C | g) Drive to defend |
| 8 Drive D | h) Drive to learn and comprehend |
| 9 Strategic leaders | I) Connect with people |
| 10 Charismatic leadership | j) Developing leaders |
- Q2 A Explain tools and techniques used to motivate the employees. (08)
- Q2 B Explain William Ouchis Z theory. (07)
- OR**
- Q2 C Explain Valency-Four Drive Theory. (08)
- Q2 D Explain benefits of Organisation to individual and and business. (07)
- Q3 A What are the measures for Work Life Balance (08)
- Q3 B Write a note on generation difference in work life balance (07)
- OR**
- Q3 C Give tips for effective Work Life Balance. (15)
- Q3 D How to manage work life balance. Give examples.
- Q4 A Explain any 4 leadership styles. (08)
- Q4 B What are the attributes of strategic leader? (07)
- OR**
- Q4 C Explain qualities of Charismatic leader. (08)
- Q4 D Explain characteristics of Charismatic leader. (07)

- Q5 A What are the contemporary issues in leadership? (08)
Q5 B Explain great leader styles and skills with the help of an example. (07)

OR

- Q5 Write Short Notes (any 3) (15)
- 1 Online leader
 - 2 Mentoring
 - 3 Creative leaders
 - 4 Types of motivation
 - 5 Steps in Creative Process

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Q1) A Match the column : (any 8 out of 10) (08)

Column A	Column B
1) Assets	a) Profit after tax + Depreciation
2) Replacement of Equipment	b) Ordinary Share Capital
3) Cash Profit	c) Equities + Liabilities
4) Investment in Inventory	d) Highest
5) Common stock	e) Lowest
6) WACC	f) Working capital decision
7) Cost of Equity	g) Dividend payable at fixed rate
8) Time value of money	h) Overall cost of capital
9) Cost of Debt	i) Capital Budgeting Decision
10) Preference Share Capital	j) Present Discounted Value

Q1) B Fill in the blank : (any 7 out of 10) (07)

- 1 IRR stands for _____.
- 2 Investments are shown in the _____ side of the Balance sheet.
- 3 When the bonds are purchased at a _____, the investor pays less than the face value upfront
- 4 _____ costs are irrelevant in determining the cash flow of the project.
- 5 The cost of Loan is considered _____ tax.
- 6 Interest on debt is calculated on _____ value.
- 7 $NPV = PV \text{ of Cash Inflow less } \underline{\hspace{2cm}}$.
- 8 The growth rate _____ the cost of capital.
- 9 Retained Earnings belongs to _____ shareholders.
- 10 A Debenture is a type of _____ instrument.

Q2 (15)

Surabhi Ltd. has currently, an Ordinary Share Capital of Rs. 25 Lakhs, consisting 25,000 shares of Rs. 100 each. The management is planning to raise another Rs. 20 Lakhs to finance major programme of expansion through one of four possible financing plans. The plans are

- 1) Entirely through ordinary shares.
- 2) Rs. 10 Lakhs through ordinary shares and Rs. 10 lakhs through long-term borrowing at 8 per cent interest per annum.
- 3) Rs. 5 lakhs through ordinary shares and Rs. 15 lakhs through long-term borrowing at 9 percent interest per annum.
- 4) Rs. 10 Lakhs through ordinary shares and Rs. 10 lakhs through preference shares with 5 per cent dividend.

The company's expected earnings before interest and taxes (EBIT) will be

Rs. 8 lakhs. Assuming the corporate tax rate of 50%, determine the earnings per share (EPS) in each alternative.

OR

Q2 Calculate Operating Leverage, Financial Leverage and Combined Leverage from the following information under situations A, B and financial plans I and II respectively. (15)

Installed Capacity (No. of Units)	4,000
Actual production and sales	75% of capacity.
Selling price per unit (Rs.)	30
Variable cost per unit (Rs.)	15
Fixed cost – Situation A (Rs.)	15,000
Fixed Cost – Situation B (Rs.)	20,000

Financial Plans

	I	II
Equity (Rs.)	10,000	15,000
20% Debt (Rs.)	10,000	5,000

Q3 Sultan Ltd has the following Capital Structure as on 31st march 2018 (15)

Ordinary Shares (4,00,000 Shares)	Rs. 80,00,000
6% Preference Shares	Rs. 20,00,000
8% Debentures	<u>Rs. 60,00,000</u>
	<u>Rs.1,60,00,000</u>

The Ordinary Shares of the company are presently selling at Rs. 20 per share. It is expected that the company will pay next year dividend of Rs. 2 per share which will grow @ 7% forever. Assume tax rate of 35%. You are required to

- 1) Compute the weighted average cost of capital based on existing capital structure.
- 2) If the company raises an additional Rs. 40 Lakhs debt by issuing 10% debentures, the expected dividend at year end will be Rs. 3, the market price per share will fall to Rs. 15 per share, the growth rate remaining unchanged. Calculate the new weighted average cost of capital.

OR

Q3 Happy Ltd. is considering two mutually exclusive projects. The finance director considers the project with higher NPV should be chosen; whereas the Managing Director thinks that one with higher rate of return should be considered. Both the projects have got an useful life of 5 years and the cost of capital is 10 %. The initial outlay is Rs. 2 lakhs. (15)

The future cash inflow from Project X and Y are as under :

Year	Project X	Project Y	PV Factor @ 10%	PV Factor 20%
1	35,000	1,18,000	0.91	0.83
2	80,000	60,000	0.83	0.69
3	90,000	40,000	0.75	0.58
4	75,000	14,000	0.68	0.48
5	20,000	13,000	0.62	0.41

You are required to evaluate the projects on the basis of IRR and explain the inconsistency, if any, in the ranking of the projects.

- Q4 A a) Given below are the likely returns in case of shares of Black Ltd. and Blue Ltd. in the various economic conditions. Both the shares are presently quoted at Rs. 10 per share. (08)

Economic Conditions	Probability	Returns of Black Ltd.	Returns of Blue Ltd.
High Growth	0.3	15	10
Low Growth	0.4	13	11
Stagnation	0.2	9	12
Recession	0.1	6	14

- 1) Which of the two companies are risky investments?
- 2) Mr. Desai is planning to invest Rs. 20,000. Which of the following options is the best? Why
Option 1) invest only in shares of Black Ltd.
Option 2) invest only in shares of Blue Ltd.

Advise him.

- Q4 B b) Amin 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. (07)

- i) What is the expected rate of return?
- ii) If the investor requires 17% return, should he purchase the stock?

OR

- Q4 X Company has to select one of the two alternative machinery MLX 944 or PLX 449. The particulars of which are given below : (15)

Particulars	Machine MLX 944	Machine PLX 449
Initial Outlay	Rs. 1,20,000	Rs. 1,10,000
Scarp value at the end of useful life	Rs. 2,000	Rs. 3,000
Working Capital required	Rs. 1,00,000	Rs. 90,000
<u>Profit after depreciation and tax (Rs.)</u>		
Year 1	70,000	20,000
Year 2	50,000	40,000
Year 3	30,000	50,000
Year 4	1,20,000	40,000
Year 5	1,10,000	20,000
Year 6	NIL	10,000

Company X can arrange the funds @ 15%, PV of Rupee 1 @ 15% is given

below:

Year	1	2	3	4	5	6
PVF @ 15%	0.870	0.756	0.658	0.572	0.497	0.432

Calculate NPV and comment on the same

- Q5 A Explain the Types of NBFCs (08)
Q5 B What are the sources of International Finance? (07)

OR

- Q5 Write Short Notes (any 3) (15)
1 Earnings Theory of Capitalization
2 Floation Cost
3 Importance of Leverage
4 Debentures
5 Capital Investment Decisions

M. L. Dahanukar College of Commerce

S.Y.BMS

Semester III OCT 2019

Time: 2.5 hrs.

Marks : 75

- Q1 A State whether the following statements are true or false (Any 8) (08)
- Training is waste of time to employees.
 - Internal communication is equally important as external communication.
 - HR manager handles salary , holidays ,welfare of the employee .
 - Full form KRA (key result of assessment)
 - Human resources planning is use for material planning.
 - Self appraisal evaluates employee performance himself.
 - Time management technique is use for the work should be on time.
 - Organizational behavior reads only individual not group
 - Career planning is use for to build career from initial age till u are 60
 - Conflict occurs between superior to superior.

- Q1 B Match the following (Any 7) (07)

A	B
i. Salary	a. Mobile phone
ii. HRD	b. Other benefits
iii. Upward communication	c. Monthly
iv. Wages	d. Human resource development
v. Training	e. While leaving the organization
vi. Monetary	f. 15 days
vii. Commission	g. Employee of the month
Viii Non monetary	h. Daily
ix. Exit interview	i On sales.
x. Travelling allowance	j. Subordinates to superior

- Q2 a Define OB & its features. (08)
- b Define groups & its types. (07)

OR

Q2 p Explain the knowledge of organizational behavior in management of business. (8)

Q According to you, how to create ethical culture in organization. 7

Q3 a Explain the steps of communication process with the help of diagram. (08)

b Describe the strategies that help us effectively time management (07)

OR

Q3 p Describe the difference between the traditional and learning organization

Q Explain the reasons of layoffs by employee in organization. (8)

Q4 a Describe the objectives of Human resources management 7 (08)

b Describe the process of Human resources planning (07)

OR

Q4 p Describe the features of Human resources development. (8)

q Describe the need for HRP in organization 7

Q5 a Explain the purpose of performance appraisal in the organization (08)

b Describe monetary and non-monetary incentives to motivate employees (07)

OR

Q5 p Write Short Note on (Any 3) (15)

i. Autocratic model

ii Downward communication

iii Elements of punishment

iv Conflict management

v Fringe benefits

Advertising

M.L.Dahanukar College of Commerce
SYBMS

Semester III OCT 2019

Time : 2.5 hrs

Marks : 75

- Q1) A State whether True or False (any 8 out of 10) (08)**
- 1 Advertising is paid form of communication.
 - 2 At growth stage of PLC, the company plans to create product awareness in the market.
 - 3 Marketing starts with understanding consumer needs and wants.
 - 4 Emotional appeal is logic based appeal.
 - 5 Advertising involves one to one communication.
 - 6 Sales promotion includes various techniques such as discounts and free gifts.
 - 7 Jingles are short phrases that communicate descriptive information about brand.
 - 8 Words such as “fights”, “virtually” are weasel words.
 - 9 Advertising budget sets a limitation of advertising expenditures.
 - 10 Advertising is an element of marketing mix.
- Q1) B Match the Columns (any 7 out of 10) (07)**
- | | |
|------------------------------|----------------------------------|
| 1 Thums Up | a) evaluation of the ad campaign |
| 2 SMS advertising | b) Fresh and Juicy |
| 3 Print advertising | c) AIDS awareness |
| 4 Social media ads | d) Express Yourself |
| 5 Measurement | e) Brochures |
| 6 Frooti | f) Taste the thunder |
| 7 Cognitive dissonance | g) Facebook |
| 8 Public Service advertising | h) mislead |
| 9 Weasel claim | I) Conflicting attitudes |
| 10 Airtel | j) Mobile advertising |
- Q2 A Explain the importance of advertising. (08)**
- Q2 B What are different types of advertising? (07)**
- OR
- Q2 C What are the features of advertising? (08)**
- Q2 D Explain Hierarchy effects model in detail. (07)**
- Q3 A Distinguish between Advertising and Publicity. (08)**
- Q3 B Explain functions of Ad agency. (07)**
- OR
- Q3 C What are the different departments in ad agency? (08)**
- Q3 D Explain scope of advertising in PLC. (07)**
- Q4 A Explain importance of Creativity. (08)**
- Q4 B Explain role of different elements of ads. (07)**
- OR

Q4 C How to create a TV commercial? (15)

Q5 A Explain features of Advertising Budget. (08)

Q5 B Explain topmost promising career options in media and supporting Career Industry. (07)

OR

Q5 Write Short Notes (any 3) (15)

- 1 Ambush Advertising
- 2 Examples of digital advertising
- 3 Impact of ads on kids
- 4 Benefits of advertising
- 5 Types of Advertising Appeals