

20/10/2023

PROFESSIONAL SECTION
(REVISED)


Time Table - S. Y. BAMMC Semester-III (Regular) Oct-2023

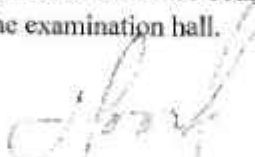
Sr. No.	Date	Day	Name of the Subjects	Time	Duration
1	01-11-2023	Wednesday	Media Studies	11:30 am to 02:00 pm	2 ½ Hrs
2	02-11-2023	Thursday	Electronic Media-I	11:30 am to 02:00 pm	2 ½ Hrs
3	03-11-2023	Friday	Film Communication-I	02:00 pm to 04:30 pm	2 ½ Hrs
4	06-11-2023	Monday	Corporate Communication & Public Relations	11:30 am to 02:00 pm	2 ½ Hrs
5	07-11-2023	Tuesday	Computers & Multimedia-I	11:30 am to 02:00 pm	2 ½ Hrs
6	08-11-2023	Wednesday	Int. to Photography	11:30 am to 02:00 pm	2 ½ Hrs

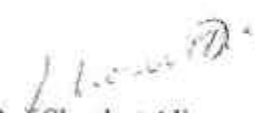
Time Table - S. Y. B. M. S. Semester-III (Regular) Oct-2023

Sr. No.	Date	Day	Name of the Subjects	Time	Duration
1	01-11-2023	Wednesday	Information Technology in Business Management-I	11:30 am to 02:00 pm	2 ½ Hrs
2	02-11-2023	Thursday	Environmental Management	11:30 am to 02:00 pm	2 ½ Hrs
3	03-11-2023	Friday	Bbs. Planning Entrepreneurial Management	02:00 pm to 04:30 pm	2 ½ Hrs
4	06-11-2023	Monday	Strategic Management	11:30 am to 02:00 pm	2 ½ Hrs
5	07-11-2023	Tuesday	Consumer Behavior OR Basics of Financial Services	11:30 am to 02:00 pm	2 ½ Hrs
6	08-11-2023	Wednesday	Advertising OR Equity Debt Market	11:30 am to 02:00 pm	2 ½ Hrs
7	09-11-2023	Thursday	Accounting for Managerial Decision	11:30 am to 02:00 pm	2 ½ Hrs

- Note:
- 1) Students without valid I-Card are not allowed to sit for the Semester End Examination.
 - 2) Seating arrangement will be displayed later on notice board.
 - 3) Mobile phones are not allowed in the examination hall.


Prof. Shahid Pervez
Chairman, Exam Comm.
Professional Courses


Prof. (Dr.) Hanif Lakdawala
Asst. Director
Professional Courses


Prof. (Dr.) Shaukat Ali
Principal



Q1. A Choose the correct answer from the following (any 8)

(8)

- i. _____ is a set of instructions that tells the hardware what to do.
 - a. Program
 - b. Software
 - c. Application
 - d. Operating system
- ii. The _____ contains shortcuts for Save, Undo and Repeat.
 - a. Ribbon
 - b. Bookmark
 - c. Quick access toolbar
 - d. Header
- iii. OLX is a good example of _____ e-commerce.
 - a. B2B
 - b. B2C
 - c. C2B
 - d. None of above
- iv. The _____ function is used to add up the values in cells in a selected range that meet certain criteria.
 - a. Sum if
 - b. Count if
 - c. Round up
 - d. Count
- v. Editing a file covers which basic areas: _____
 - a. Adding new text
 - b. Font formatting
 - c. Paragraph margins
 - d. All of above
- vi. DNS stands for
 - a. Data Naming system
 - b. Description name server
 - c. Domain name system
 - d. Domain name server
- vii. A _____ is a system which creates and makes use of knowledge from many resources.
 - a. Database
 - b. Knowledge based system
 - c. Hard disk
 - d. Television
- viii. Mechanism to protect private networks from outside attack is _____
 - a. Firewall
 - b. Anti-virus
 - c. Digital signature
 - d. Formatting
- ix. _____ is a type of fraud that seeks to acquire a user's credential's by deception.
 - a. Worm
 - b. Virus
 - c. Spam
 - d. Phishing

- x. **FTP stands for** _____
- File transport protocol
 - File transmission protocol
 - File trap protocol
 - File transfer protocol

(7)

Q1. B Match the columns (any 7)

- | | |
|----------------|--------------------|
| 1. B2B | a. Flipkart |
| 2. B2C | b. Tours |
| 3. B2G | c. Indian railways |
| 4. C2C | d. Indiamart |
| 5. C2B | e. Taxes |
| 6. G2C | f. OLX |
| 7. Open source | g. organised data |
| 8. Kernel | h. Android |
| 9. Alexa | i. AI |
| 10. Database | j. Linux |

Q2. A List and explain the characteristics of Information. (8)

Q2. B What is Digital Economy. Explain the advantages of cashless transaction. (7)

Or

Q2. C What is an open source? Why do people prefer using open source software? (8)

Q2. D What is EIS. Explain the role and functions of EIS with examples. (7)

Q3. A What is mail merge? Explain the steps to use mail merge. (8)

Q3. B Explain Relative, Absolute and Mixed Cell References. (7)

Or

Q3. C Explain the following excel functions with its syntax. (8)

- | | | | |
|--------------|------------|------------|----------------|
| 1. Count() | 2. Round() | 3. SUMIF() | 4. If() nested |
| 5. HLOOKUP() | 6. AutoSUM | | |

Q3. D What is a website? Explain different types of Websites. (7)

Q4. A What is an email? Explain different parts of an Email. (8)

Q4. B Explain Client-server and Peer-to-peer network in detail. (7)

Or

Q4. C List and explain the advantages of E-commerce for customers and providers. (8)

Q4. D Explain Cyber threat management. List its tools and purpose of security. (7)

Q5. Short notes (any 3) (15)

- Virtual reality
- Firewall
- Themes in PowerPoint
- Advantages of Computer Network
- OAS

- 1) All questions are compulsory.
- 2) All Question Carry equal Marks.

(8m)

Q1 A) True or False (any 8)

1. The components of environments are inter related.
2. Flow of energy in the ecosystem takes place through food chain.
3. Forest provide a large number of commercial goods.
4. Environment is a set of relation between living and non living.
5. Beside carbon dioxide the other Green House are Argon and Nitrogen.
6. Methane is effective insulator of heat.
7. Disaster management is single discipline area.
8. Composting of waste is an anaerobic process of decomposing solid waste.
9. The first step in creating an EMS is responsibility of learning ISO.
10. CFL and LED are example of soft technology.

(7m)

Q1 B) Match the Following (any 7)

COLUMN A

1. Living Biotic
2. Troposphere
3. Circulation of nutrients
4. Tropic level
5. Global Warming
6. Tsunami
7. Barium
8. Areas identified for action
9. Harlem Brundtand
10. LCA

COLUMN B

- 0-11
- Biogeochemical Cycle
- Plants
- Carbon monoxide
- Transfer of food energy in hierarchical order
- Damage to liver and heart
- Travels from deep ocean to shallow water
- Our common future
- Alternate energy source
- Cardle to grave studies

Q2) What do you mean by Ecosystem? What are its features? Explain the energy flow pyramid in brief. (15m)

OR

Q2 A) Explain the abiotic components of the environment.

(7m)

B) Define Sustainable Development. What are the dimension of sustainable development?

(8m)

Q3 A) "Different waste require a different waste management treatment." Explain with the example of E-Waste and biomedical waste treatment and methods of managing them. (15m)

OR

Q3 B) Explain the meaning of the term resources. Give a classification of natural resources with example on suitable basis. Explain the relationship between economic development and exploitation of resources. (15m)

Q4 A) Explain the disaster management cycle with the help of a diagram. (7m)

B) What are the advantages of using solar energy and wind energy? (8m)

OR

Q4) What is pollution? What are its kinds? What causes Pollution? How can you prevent it? (15m)

Q5) Short notes (any 3)

1. Importance of Abiotic Components.
2. Ecological Balance.
3. Exploitation of Resources.
4. Land Degradation.
5. Acid Rain.

(15m)

(2.5Hours)

NB:

1. Read the questions carefully before answering
2. Figures to the right indicate the full marks
3. Give example when necessary

Q.1	Answer the following		08
A	Match the column (Any Eight)		
a.	An Entrepreneur	By mobilizing the idle saving of the public.	
b.	Knight identifies the entrepreneur as a	an Achievement Motivation Theory	
c.	David McClelland has developed	recipient of pure profit	
d.	Kakinada is an industrial town	These are the entrepreneurs who essentially work alone and, if needed at all, employ a few employees	
e.	An innovating entrepreneur is one who	Introduces new goods, inaugurates new method of production, discovers new market and reorganizes the enterprise.	
f.	Solo Operators:	One who creates a new business in the face of risk and uncertainty for the purpose of achieving profit in Andhra Pradesh.	
g.	Challengers		
h.	'Intrapreneurs'		
i.	Entrepreneurship promotes capital formation	a manager within a company who promotes innovative product development and marketing.	
j.	Business plan is a written document that describes.	These are the entrepreneurs who plunge into industry because of the challenges it presents	
	Say whether True or False (Any Seven)		07
a.	An Entrepreneur brings in overall change through innovation for the maximum social good.		
b.	Religious, social and cultural factors also influence the individual taking up an entrepreneurial career		
c.	The political system and also the political stability of a country influence the growth of entrepreneurship		
d.	Need for achievement is simply the desire to do well for the sake of an inner feeling of personal accomplishment		
e.	'Inner spirit' is also called the need for achievement		
f.	Entrepreneurs are moderate risk takers.		
g.	An entrepreneur gets into business or industry with a high level of self-confidence.		

	h. Entrepreneurs are highly creative people.	
	i. The main motive of an entrepreneur is to start a venture by setting up an enterprise.	
	j. An entrepreneur does perform all the functions necessary right from the genesis of an idea up to the establishment of an enterprise	
Q 2	Answer the following	
A	Factors Determining the Growth of Entrepreneurship	8
B	Describe the key aspects of Schumpeter's views on innovation in entrepreneurship	7
	OR	
C	Describe Knight theory of Entrepreneurship and the role of uncertainty.	8
D	What are the various factors influencing Entrepreneurship	7
Q3	Answer the following	
A	What are the various characteristics of Entrepreneurship?	8
B	Role of Entrepreneur & his significance in the economy	
	OR	
C	What are the Causes of slow growth of Entrepreneurship in India	8
D	Explain the various types of Entrepreneurs	7
Q4	Answer the following	
A	What is a Business Plan? Explain the Contents of your Business Plan.	8
B	Describe the steps involved in starting a new venture	7
	OR	
C	What is a Project Report. Describe the contain of the good project report	8
D	Explain Project Implementation. Describe Key aspects of project implementation	7
Q 5	Write short notes on any three of the following: a. Problems faced by Women Entrepreneurship b. a project appraisal or feasibility study c. project formulation d. David McClelland's theory on entrepreneurship e. Your favorite entrepreneur	15
	~~~~~ ALL THE BEST ~~~~~	



**ALL QUESTIONS COMPULSORY**

**Q1 a) Fill in the blanks**

**(8 m)**

- 1) Every consumer is.....
- 2) .....has one of the largest consumer markets in the world.
- 3) Understanding.....helps in marketing of the product or services successfully.
- 4) The.....is the most important factor that influences the buying decision of an individual.
- 5) Personality of an individual greatly influences his .....behaviour
- 6) Attitudes may be .....or negative.
- 7) Family facilitates the process of.....
- 8) People as member of society or country share.....

**Q1 b) TRUE OR FALSE**

**(7m)**

- 1) Motivation is dynamic in nature.
- 2) Needs do not motivate buying behaviour.
- 3) An individual learns only through experience.
- 4) Consumer purchase those products that match their personal image.
- 5) Attitudes are directed towards an object.
- 6) The parents develop basic family values in their children.
- 7) Whatever an individual learns from his parents becomes his culture.

**Q2 a) Define Consumer Behaviour. Explain the types of Consumers?**

**(8m)**

**b) Explain the Consumer Decision Making Process?**

**(7m)**

**OR**

**Q2 a) Define Social Class. Explain its types?**

**(8m)**

**b) Explain the Trait Theory and Personality Traits?**

**(7m)**

**Q3 a) Explain the factors affecting Buyer Behaviour?**

**(8m)**

**b) Explain Maslow Need Hierarchy theory in detail**

**(7m)**

**OR**

**Q3 a) Explain the characteristics of Culture?**

**(8m)**

**b) What is E-Buying. Explain its Advantages?**

**(7m)**

**Q4 a) Explain the process of profiling the consumers**

**(8m)**

**b) Explain the features of Perception?**

**(7m)**

**OR**

**Q4 Explain in detail the family life cycle and its stages?**

**(15m)**

**Q5 Short Notes (any 3)**

**(15 m)**

- a) Need recognition
- b) Mc clellands theory
- c) Consumer Involvement
- d) Self image
- e) importance of goals

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

Q.1. (A) Match the following: (Any Eight)

(8)

Sr.No	Group A	Group B
1.	RBI	A Owned by Government
2.	Long term loan	B Equity holdings
3.	Proximate Cause of loss	C Stock exchange
4.	Recurring deposit	D Apex institution of monetary system
5.	Most financial institutions	E Long term borrowings
6.	Monthly income plan	F 1949
7.	Mutual Fund	G Regular savers of money
8.	Current account	H Pool of funds
9.	NSE	I Short term borrowings
10.	Money market	J Bank overdraft
		K Unbroken chain of event that cause a loss
		L Capital Expenditure

(B) State the following are True or False (Any Seven)

(7)

1. In India, investors prefer Investment in physical assets to investments in financial assets.
2. SEBI is given powers to regulate business of stock exchanges only and not of new issues market.
3. To counter the shortcomings and to regulate the capital market, the government of India set up the reserve Bank of India.
4. Impact of liberalisation on industries is the internal cause for creation of NPAs.
5. Due to NPAs, Capital Adequacy ratio of bank is positively affected.
6. RBI has no role to play in development of banking habits among the masses.
7. The concept of insurance is based on spreading the risk among large number of people involved in it.
8. To avoid fire loss, the construction of infrastructure should be followed under water resist method.
9. SBI and IRDA regulated all the factors that the type of banks and insurance companies that can couple together and the operation of bancassurance.
10. Close – ended mutual fund are those units can be freely sold and repurchased by the investors.



**Q.2. Answer the following**

- a) Explain the **fact-based banking Finance.** (8)
- b) Write a note on **Financial Instruments.** (7)

OR

- c) State the **different types of banks** in Indian financial Market. (8)
- d) Describe the **role and functions** performed by RBI (7)

**Q.3. Answer the following**

- e) List the **different types of Non-Performing Assets (NPAs)** (8)
- f) Explain the **different deposits** product by bank. (7)

OR

- g) Write a note on **SIDBI** (8)
- h) What are the **function of commercial banks** (7)

**Q.4. Answer the following**

- e) State the **different types of life insurance.** (8)
- f) Define the term **insurance** and explain the characteristics of insurance. (7)

OR

- g) Write in details the **procedure to settle claim under Fire insurance Policy.** (8)
- h) Write a note on **Barcassurance** (7)

**Q.5. Answer the following**

- a) What are the **Mutual funds?** Explain the **importance of mutual fund** in India. (8)
- b) Explain the **different types of Mutual fund.** (7)

OR

- c) State the **different Merits and demerits of Mutual Fund.** (15)

Time: 2.5 Hours

Max Marks: 75

Note:

- I. All Questions are compulsory.

Q1. Case Study –

Analyze Any one latest Television or Newspaper advertisement which is release in 2023 and answer the following:

- a. Describe the advertisement and the name of the brand and the company (02 Marks)
  - b. What is main headline of the advertisement (02 Marks)
  - c. What is the U.S.P its communicating (03 Marks)
  - d. Explain the AIDA Model with the help of the selected Advertisement (08 Marks)
- OR
- e. Explain in detail various elements of Integrated Marketing Communication? 8 Marks
  - f. Mention various Features of advertising 7 Marks

Q2. Attempt any two questions. (15)

- a. What are the different types of advertising? 8 Marks
  - b. Discuss the features of advertising? 7 Marks
- OR
- c. Explain the benefits of advertising for Manufacturer 8 Marks
  - d. Discuss the 5 M of Advertising? 7 Marks

Q3. Answer any two questions (15)

- a. With the help of example explain Industrial Advertising, Consumer Advertising and Institutional Advertising? 8 Marks
- b. Discuss Film advertising and product placement? 7 Marks

OR

- c. Advantages of Newspapers as an Advertising Medium 8 Marks
- d. Discuss various Television Advertising Formats. 7 Marks

Q4. Answer any two questions (15)

- a. Write short note on outdoor advertising 8 Marks
- b. Write short Notes on radio Advertising 7 Marks

OR

- c. Describe any one outdoor advertisement of your choice and explain why you like that advertisement. 8 Marks
- d. Explain with example National advertising, Classified advertising and genetic advertising 7Marks

Q5. Write short Note on Any three.

(15 Marks)

- a. Cinema advertising
- b. Benefits of Cinema Advertising?
- c. Slogan
- d. Mean End chain Theory
- e. Stimulus-response (S-R) theories

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

**Q.1. (A) Match the following: (Any Eight)**

(8)

Sr.No	Group A		Group B
1.	Primary Market	A	Upper and lower price bands
2.	Banks	B	Buys government securities
3.	Red hearing prospects	C	T-bill
4.	Nifty 50	D	New issue Market
5.	Zero coupon bond	E	Redeemable bond
6.	Government securities	F	Index
7.	Book building	G	Financial intermediaries
8.	NASDAQ	H	Speculative bond
9.	Primary dealers	I	First time issue
10.	Callable bond	J	Second largest stock exchange in world
		K	Book runner
		L	Tenure up to 30 years

**(B) State the following are True or False (Any Seven)**

(7)

- Equity shares are part of source of funds.
- T- bills are issued at a discount and are redeemed at face value on maturity.
- A certificate of deposit (CD) represents a negotiable receipt of funds deposited in a bank for fixed period.
- Debt markets are an integral part of the financial sector and effectively supplement the funds provided by the banking sector.
- The IPO process is ultimately regulated by AMFI since the end state is the sale of common stock in the company "going public".
- The BSE Sensex consists of a basket of 30 stocks.
- Money market is controlled by RBI.
- Borrowed capital is raised by issue of shares and ploughing back of profits.
- NSDL is the first depository in the country, with the objective of enhancing the efficiency in settlement systems as also to reduce the menace of fake and stolen securities.
- Certificate of deposit (CDs) are short -term instruments issued by commercial banks.

**Q.2. Answer the following**

- What are the functions of RBI? (8)
- Explain the Structure of Indian money market. (7)

**OR**

- Write a note on money market instruments. (8)
- Explain the difference between Capital market and Money market. (7)

**Q.3. Answer the following**

- a) Write a note on book building. (8)
- b) Discuss the function of stock exchanges in India. (7)
- OR
- c) Explain major stock exchange in India. (8)
- d) Write a note on Employee stock ownership plan(ESOP) (7)

**Q.4. Answer the following**

- a) Elaborate role of various participants or players involved in call money market. (8)
- b) Brief about role of primary dealers in government Securities. (7)
- OR
- c) What are the various types of bonds? (8)
- d) Explain the feature of corporate bonds. (7)

**Q.5. Answer the following**

- a) The balance sheet of Handi chaz Ltd, as on 31/3/2022 is given below. Calculate the net assets value per equity shares of the company using balance sheet method. (8)

Liabilities	₹	Assets	₹
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
	<b>3,57,500</b>		<b>3,57,000</b>

- 1) Land building is valued at ₹1,15,000 in the market
- 2) Machinery is valued at ₹ 42,000
- 3) Out of total debt ₹2,500 are bad
- 4) Investment market value is ₹36,500
- b) The risk-free rate of return is 15%. Calculate market return and the expected return for various sector using capital Assets pricing model? (7)

Investment Sector	Initial Price	Dividend	Market Price	Beta
Coal	32	5	40	0.80
Silver	35	5	45	0.70
Oil	58	6	60	0.50
Investments	95	100	105	0.99

OR

- c) What are the factors affecting the determination of interest rates? (8)
- d) Explain the different models for the valuation of securities. (7)

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

(8 Marks)

1. Budgets contain plans of management.
2. The focus of management accounting is on external reporting
3. In common size balance sheet the base is taken as current assets and current liabilities for calculation of percentages.
4. Gross profit is Net sales minus cost of goods sold.
5. Revenue profit means the profit arising from the normal operations and activities of concern.
6. The ideal debt to equity ratio is 2:3.
7. Working capital refers to the firm's long term capital.
8. Net working capital can be positive as well as negative.
9. Profit and loss account shows financial position of the company.
10. Depreciation is a non- cash expenditure.

Q1. (B) Match the following.**(any 7)**

(7 Marks)

Group A	Group B
Patents	Current asset
Long term Debentures	Earliest year as a base year
Gross profit	Stock turnover ratio
Revenue statement ratio	Useful for decision making
Non quick liability	Trading profit
Short term investments	Working capital
Trend analysis	Intangible asset
Management accounting	Sources of funds
Current asset less current liabilities	Fictitious asset
Test of liquidity	Bank overdraft

Q. 2.(A) Following is the Balance Sheet of Pratikraj Ltd. as on 31st March, 2017.

(15 Marks)

Balance Sheet as on 31st March, 2017

Liabilities	Rs	Assets	Rs
Equity Share Capital	3,00,000	Fixed Assets	4,00,000
8% Preference Share Capital	2,00,000	Investments	1,50,000
General Reserve	20,000	Stock	25,000
Profit and Loss Account	50,000	Debtors	75,000
10% Debentures	1,00,000	Bills Receivable	30,000
Creditors	20,000	Cash	15,000
Bills Payable	7,000	Preliminary Expenses	5,000
Outstanding Expenses	3,000		
	7,00,000		7,00,000

Prepare a Common-size Balance Sheet from the above in vertical form

OR

Q.2.(B) Following is the summarized financial position of Jayesh Ltd. as at 31st March. (15Marks)

Liabilities	2016 Rs	2017 Rs	Assets	2016 Rs	2017 Rs
Share Capital	80,000	80,000	Fixed Assets	60,000	75,000
Reserves and Surplus	15,000	20,000	Investment	10,000	20,000
12% Debentures	30,000	24,000	Current Assets	50,000	40,000
Current Liabilities	30,000	15,000	Misc. Exp.	5,000	4,000
	1,25,000	1,39,000		1,25,000	1,39,000

From the above information prepare Comparative Balance Sheet in vertical form.

Calculate: 1. Gross profit ratio, 2. Operating ratio, 3. Net operating profit ratio, 4. Net profit ratio, 5. Expenses ratio.

Particulars	Rs
Sales	10,57,000
Closing stock	4,60,000
Purchases	8,35,000
Loss on sale of assets	45,000
Advertising	32,750
Rent	18,750
Profit on sale of shares	25,000
Provision for taxation	1,00,000
Salaries	35,750
Salesman's salaries	14,250
Depreciation	36,000
Sales return	57,000
Depreciation on delivery van	8,000
Printing and stationery	17,500
Audit fees	12,000
Opening stock	2,25,000
Dividend received on shares	15,000

OR

Q.3 (B) From the following particulars prepares a Vertical Balance Sheet and calculates the following ratios. (15 Marks)

1. Current ratio 2. Quick ratio 3. Proprietor's ratio 4. Stock to working capital ratio 5. Debt equity ratio 6. Capital gearing ratio.

Particulars	Rs.
Equity share capital	8,00,000
General reserve	1,60,000
Profit and loss account (cr balance)	2,40,000
Unsecured loan	4,00,000
Secured loan	2,40,000
Goodwill	4,80,000
Land	4,80,000
Plant and machinery	6,40,000
Cash	44,000
Stock	5,96,000
Debtors	1,60,000
Outstanding expenses	2,40,000
Creditors	3,20,000



**Q.4(A)** Modelstar Ltd. gives you the following Summary Balancesheets for the Year ended 31st March, 2016 and 2017. Prepare a Cash Flow Statement for the Year ended 31st March, 2017 as per AS- 3 by indirect Method. (15 Marks)

Liabilities	Rs	Rs	Assets	Rs	Rs
Equity share capital	120000	120000	Land	210000	270000
5% Preference share capital	90000	60000	Building	285000	270000
General reserve	30000	42330	Stock	27000	36300
Profit and loss A/c	15240	28080	Debtors	40440	38460
Provision for tax	17000	8000	Prepaid Expenses	25880	17000
Creditors	337920	381990	Bank Balances	15840	3240
			Misc. Expenditure	6000	5400
<b>Total</b>	<b>610160</b>	<b>640400</b>	<b>Total</b>	<b>610160</b>	<b>640400</b>

OR

**(B)** The Marketing Manager of XY Ltd. is giving a proposal to the board of Directors of the company that an increase in credit period allowed to customers from the present one month to two month will bring a 25% increase in sales volume in the next year from 90000 to 112500. The following operational data of the company for the current year are taken from the records of the company: (15 Marks)

Rs.

Selling Price	21 p.u
Variable cost	14 p.u
Fixed cost	270000
Sales Value	1890000

The Board, by forwarding the above proposal and data requests you to give your expert opinion on the adoption of the new credit policy in next year subject to a condition that the company's required rate of return on investment is 40%.

**Q. 5 (A)** Write a short notes (any 3)

(15 Marks)

- Component of Financial Statement
- Conventional Balance sheet
- Working Capital
- Analysis of Financial Statement
- Ratios useful for Management

OR

**(A)** Explain : Uses of Ratio Analysis.

(8 Marks)

**(B)** Explain in brief – Uses of Trend Analysis.

(7 Marks)

**ALL QUESTIONS COMPULSORY**

**Q1 a) Fill in the blanks**

**(8m)**

- 1) In large organisations, there is a .....of policies.  
(rigidity, vagueness, hierarchy)
- 2) .....can also be referred as strategic planning. ( strategy formulation, strategy implementation, strategy evaluation)
- 3) Strategic management is concerned with.....planning (long term, medium term, short term)
- 4) The.....strategy is also called as expansion strategy. (retrenchment, growth, stable)
- 5) .....are set for a definite period of time. (objectives, goals, target)
- 6) .....management philosophy relies on outdated techniques or practices (traditional, personal, professional)
- 7) The .....environment consists of all those factors in the firms immediate environment.  
(internal, micro, macro)
- 8) .....strategy is a strategy to convert a loss making unit into a profitable one. (turnaround, disinvestment, liquidation)

**Q1 b) TRUE OR FALSE**

**(7m)**

- 1) Policies are applicable to all functional areas.
- 2) Policies encourage disputes in the organization.
- 3) The focus of the strategy is to know the current position.
- 4) SBU facilitate innovation in product and market development activities.
- 5) Strategic intent does not clarify the purpose of the organization.
- 6) The vision statement must be worded in future tense.
- 7) A good plan should facilitate control.

**Q2 a) Explain the different levels of strategy?**

**(8m)**

**b) Explain the advantages of SBU?**

**(7m)**

**OR**

**Q2 a) Define Business policy. Explain its characteristics?**

**(8m)**

**b) Explain the steps in strategic evaluation process?**

**(7m)**

**Q3 a) Define Plan. Explain the essentials of a good plan?**

**(8m)**

**b) Explain the external environment in brief?**

**(7m)**

**OR**

**Q3 a) What are the different modes available to enter international business?**

**(8m)**

**b) Define Mission. Explain its Characteristics?**

**(7m)**

**Q4 a) Explain BCG Matrix with Diagram**

**(8m)**

**b) Explain Michael Porters Five Force theory in detail**

**(7m)**

**OR**

**Q4 a) Define Goals. Explain the importance of Goals.**

**(8m)**

**b) Explain GE Planning Grid?**

**(7m)**

**Q5 Short Notes (any 3)**

**(15m)**

- a) SWOT Analysis
- b) Vision and mission
- c) Synergy
- d) Turnaround Strategy
- e) Human resource Function Strategy