

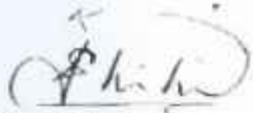
## PROFESSIONAL SECTION

### REGULAR EXAMINATION NOTICE


#### FY & SY SEM-II & IV

All the students of First Year & Second Year (BMS/BAMMC/BScIT/BScDS) are hereby informed that their Semester End Examination for Sem-II & IV (Regular) will be commencing from 27<sup>th</sup> March 2024.

Timetable will be displayed on notice board.



Prof. Shahid Pervez  
Chairman Exam Committee  
Professional Courses



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




Prof. (Dr.) Shaukat Ali  
Principal



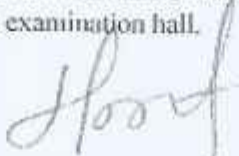
## Time Table - S. Y. B. M. S. Semester-IV (Regular) March-2024

Sr. No.	Date	Day	Name of the Subjects	Time	Duration
1	27-03-2024	Wednesday	IT in Business Management-II	11:30 am to 02:00 pm	2 ½ Hrs
2	28-03-2024	Thursday	Ethics & Governance ✓	11:30 am to 02:00 pm	2 ½ Hrs
3	30-03-2024	Saturday	Business Economics ✓	11:30 am to 02:00 pm	2 ½ Hrs
4	01-04-2024	Monday	Business Research Methods ✓	11:30 am to 02:00 pm	2 ½ Hrs
5	02-04-2024	Tuesday	Production & Quality Management ✓	11:30 am to 02:00 pm	2 ½ Hrs
6	03-04-2024	Wednesday	IMC OR Financial Institutions & Market ✓	11:30 am to 02:00 pm	2 ½ Hrs
7	04-04-2024	Thursday	Rural Marketing OR Auditing	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.



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**APCCE/SYBMS/SEM IV/REG/BUSINESS ETHICS/75 MKS/2.5 HRS**

**Q 1 a) Fill in the blanks. 10 marks**

- 1) The word ethics is derived from \_\_\_\_\_ word 'Ethos'.( Greek /Latin /American)
- 2) Laws are \_\_\_\_\_ statements passed by Government. (written /unwritten/practical)
- 3) SEBI was set up in. \_\_\_\_\_.( 1987/1992/1988)
- 4) Rules imposed on an employee by a company is \_\_\_\_\_ ethics. (personal/professional/philosophical)
- 5) \_\_\_\_\_ is concerned with generally accepted conducts.(morality/ethics/law)
- 6) Laws are passed by \_\_\_\_\_.( parents ,government ,society)
- 7) Western culture is \_\_\_\_\_.( orthodox,unorthodox,ancient)
- 8) Entrepreneur is the \_\_\_\_\_ of business. ( owner ,motivator ,manager)
- 9) There are \_\_\_\_\_ purusharthas. ( 2,3,4)
- 10) Teleological theory is supported by \_\_\_\_\_.(John Stuart Mill ,Alfred Marshall ,Adam Smith)

**b) True or False (5 marks)**

- a) Ethical behavior should not be the same inside and outside a business situation.
- b) A stakeholder is someone with a share or interest in a business enterprise.
- c) Not every stakeholder will be relevant in every business situation.
- d) Stakeholders include stockholders, employees, and the federal government.
- e) The interests of wholesalers in an organization include accurate deliveries of quality products on time and at a reasonable cost.

**Q2 a) Define ethics. Explain its importance? (8 marks)**

**b) Differentiate between ethics and moral? (7 marks)**

**OR**

- a) Explain the meaning and objective of Business Ethics? (8 marks)
- b) Explain the scope of business ethics? (7 marks)

**Q3 a) Explain the ethical issues at workplace? (8 marks)**

**b) What is marketing ethics. Explain the unethical marketing practices? (7 marks)**

**OR**

- a) Explain the benefit of Corporate Governance to all the parties? (8marks)
- b) Explain the concept of triple bottom line? (7 marks)

**Q4 Explain the responsibility of CSR towards different stakeholders? (15 marks)**

**OR**

- a) Explain CSR initiatives taken up by 2 companies with example? (8 marks)
- b) Explain the importance of employee code of conduct? (7 marks)

**Q5) Short Notes Any 3 (15 marks)**

- a) Ethical employment guidelines
- b) Professional ethics
- c) Ethical leadership
- d) Managerial ethics
- e) 3 C's of business ethics



**APCCE/SYBMS/SEM IV/BUS ECO II/75 MKS/2.5 HRS**

**Q.1. A) Match the column: (Any 8)**

**(8 Marks)**

Group A		Group B	
1	Gross Domestic Product	a	Increase in money supply
2	Trade cycle	b	Public expenditure
3	Investment demand	c	Direct tax
4	Deficit financing	d	Absorption of liquidity
5	Inflation	e	Marginal Efficiency of capital
6	Reverse repo	f	C+I+G+(X- M)
7	Fiscal policy	g	Indirect tax
8	Income Tax	h	Official reduction in value of currency
9	GST	i	Fall in value of money
10	Devaluation	j	Wave like movement

**Q.1.B) State whether True or False: (Any 7)**

**(7 Marks)**

1. Flexible exchange rate is determined by the government.
2. Central bank does not deal in the foreign exchange market.
3. Quotas are more effective than tariffs.
4. Foreign capital helps us to promote economic development.
5. The government of India always has a surplus budget.
6. The burden of direct tax cannot be shifted.
7. Fiscal and monetary policies should be combined for economic stability.
8. During recession repo rate is increased.
9. Inflation is found only in developed countries.
10. Higher the CRR lesser will be the money supply in the economy.

**Q.2.A) Define National income. Explain the various concepts of National income. (8 Marks)**

**Q.2.B) Explain the factors determining consumption function. (7 Marks)**

**OR**

**Q.2.C) Discuss the various methods of measuring National income. (8 Marks)**

**Q.2.D) Explain the implications of consumption function. (7 Marks)**

**Q.3.A) Define velocity of circulation of money. Explain its influencing factors. (8 Marks)**

**Q.3.B) Define Inflation. Explain the causes of inflation.**

**OR**

**Q.3.C) Explain the determinants of money supply. (8 Marks)**

**Q.3.D) Explain the quantitative instruments of monetary policy. (7 Marks)**

**Q.4. A) Define fiscal policy and explain its objectives? (8 Marks)**

54

Q.4.B) Explain the economic effects of taxation.

OR

Q.4.C) Explain the factors determining shifting and incidence of taxation.

(8 Marks)

Q.4.D) Explain the types of budgets and types of deficit.

(7 Marks)

Q.5.A) Distinguish between portfolio investment and FDI.

(8 Marks)

Q.5.B) Explain the causes of Disequilibrium.

(7 Marks)

OR

Q.5.C) Write short notes on: (Any 3)

(15 Marks)

1. Dealers in foreign exchange market
2. Devaluation
3. Components of budget
4. Deflation
5. Net Economic Welfare

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30/3/24  
B.M. 10  
5-18-24

(2.5 Hours)

[Total Marks: 75]

- 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**
- |           |   |   |
|-----------|---|---|
| A         | Calculate Mean, Median, Mode, and Range of the following:<br>19, 20, 18, 22, 37, 19, 27, 20, 19 | 8 |
| B         | Explain Mode, Mean Median & Range   | 7 |
| <b>OR</b> |   |   |
| C         | Write a note on Attitude measuring scale  | 8 |
| D         | Write a note on Qualitative research  | 7 |
- Q 2 Answer the following**
- |           |   |   |
|-----------|---|---|
| A         | Explain Various types of questions in survey research | 8 |
| B         | Write detail note on projective techniques            | 7 |
| <b>OR</b> |   |   |
| C         | What are the various methods of observation           | 8 |
| D         | Short note on probability sampling                    | 7 |
- Q 3 Answer the following**
- |           |  |   |
|-----------|--|---|
| A         | Explain the various methods of Experimentation research    | 8 |
| B         | Explain Guidelines for Devising a Good Questionnaire       | 7 |
| <b>OR</b> |  |   |
| C         | Discuss Importance of Business Research and its importance | 8 |
| D         | Write a short note on Literature review                    | 7 |
- Q 4 Answer the following**
- |           |  |   |
|-----------|--|---|
| A         | Explain Descriptive research design              | 8 |
| B         | What is Survey? Explain various method of Survey | 7 |
| <b>OR</b> |  |   |
| C         | Explain causal research design                   | 8 |
| D         | Short note on depth interview                    | 7 |
- Q 5 Write short notes on any three of the following:** 15
- |   |                             |
|---|-----------------------------|
| a | Quantitative research       |
| b | Focus Group                 |
| c | Exploratory research design |
| d | Variable                    |
| e | hypothesis                  |

**APCCE/SYBMS/SEM IV/PQM/75 MKS/2.5 HRS**

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

**(1) (A) Multiple Choice Question (Any 8)**

**(8)**

- 1) Batch production has \_\_\_\_\_ production runs.  
a) shorter    b) medium    c) longer
- 2) The \_\_\_\_\_ function employs more people than any other functional area.  
a) Information systems    b) operations    c) marketing
- 3) Under \_\_\_\_\_ process, 99.66699% of the products created are expected to be free from defects.  
a) Six sigma    b) Lean    c) Kaizen
- 4) \_\_\_\_\_ is a set of activities for ensuring quality in the processes by which products are developed and is a managerial tool.  
a) Quality Assurance    b) Quality Control    c) Quality Measurement
- 5) \_\_\_\_\_ analysis represents classification of items based on their criticality.  
a) VED    b) ABC    c) GOLF
- 6) ISO stands for \_\_\_\_\_ Organization for Standardization.  
a) Indian    b) International    c) Institutional
- 7) \_\_\_\_\_ Materials are delivered in bags for ease of handling and controlled use.  
a) Bagged    b) Loose    c) Packaged
- 8) Productivity is not influenced by \_\_\_\_\_.  
a) Previous capital    b) material    c) technology
- 9) \_\_\_\_\_ conveyors are flexible.  
a) Belt    b) Screw    c) roller
- 10) In capital productivity, the factor that is not considered due to inflation is \_\_\_\_\_.  
a) Working capital    b) material    c) machine

**(1) (B) True or False (Any 7)**

**(7)**

- 1) ISO 9000 is a series of 5 international standards on quality management. Purchasing is basically a clerical activity.
- 2) Six Sigma approach are mainly discipline driven project approach.
- 3) Materials can be stacked in any manner.
- 4) Tangibles refers to a services' look or feel.
- 5) Pareto's Law is also known as ABC analysis.
- 6) MRP-1 is a Materials Planning technique.
- 7) Philip Crosby formulated the PDCA cycle.



- 20
- 8) Training is essential indicator of TQM.
  - 9) Quality improvement optimizes the process.
  - 10) TQM requires management to reject change.

(2) (A) Deming's Principles of Management

(B) What are the 7 Principles of Purchasing?

(8)

(7)

OR

(C) Importance of suitable Plant Location

(D) Essential characteristics of a good Product Design

(8)

(7)

(3) (A) What is Six Sigma? Explain DMAIC and DMADV process of Six Sigma

(B) Explain any 7 Inventory Control Techniques

(8)

(7)

OR

(C) ABC Ltd. Purchase computer chips at the rate of Rs.75 each. The annual consumption of chip is 54000 units. If the ordering cost is Rs.250 per order and carrying cost is 25% p.a. What would be the EOQ and Total Cost of Inventory?

(8)

(D) Explain any 7 principles of Material handling

(7)

(4) (A) What is TQM? Explain the benefits of TQM

(B) What is Kaizen strategy? What are the benefits of Kaizen

(8)

(7)

OR

(C) Objectives of Material Handling

(D) What are different types of Plant Layout

(8)

(7)

(5) (A) Types of Purchase Management.

(B) Write a short note on Malcolm Baldrige Award.

(8)

(7)

OR

(C) Write a Short Note (Any 3)

(15)

- 1) Dimensions of Service Quality.
- 2) Explain Garvin's view of quality.
- 3) Juran's Trilogy Model.
- 4) Japanese 5 S.
- 5) Types of Materials Handling equipment.



(2)

**APCCE/SYBMS/SEM IV/IMC II/75 MKS/2.5 HRS**

**Q1) A) Fill in the blanks with appropriate answers: (Any 8)**

**(8)**

- 1) \_\_\_\_\_ creates a short-term increase in sales by motivating trial use.  
a) sales promotion    b) marketing mix    c) personal selling    d) none of the above
- 2) \_\_\_\_\_ is an important tool for the company whose products and services are targeted at mass consumer markets.  
a) advertising    b) research    c) purchase    d) none of the above
- 3) \_\_\_\_\_ word of mouth publicity tends to increase the publicity of the organization.  
a) positive    b) negative    c) neutral    d) all of the above
- 4) The \_\_\_\_\_ has brought media to a global audience.  
a) search engine    b) internet    c) personal selling    d) sales promotion
- 5) \_\_\_\_\_ are an excellent and risk-free way to induce trial.  
a) samples    b) coupons    c) campaign    d) none of the above
- 6) The promotional mix is the combination of different promotional channels that is used to \_\_\_\_\_ a promotional message.  
a) target    b) communicate    c) disseminate    d) none of the above
- 7) The ultimate goal of IMC is to affect the behavior of the \_\_\_\_\_.  
a) employee    b) supplier    c) distributor    e) target audience
- 8) Firm use a \_\_\_\_\_ strategy when they target final consumer with promotion.  
a) Pull    b) Push    c) skimming    d) penetration
- 9) The aim of \_\_\_\_\_ is to move a product through various levels of the marketing channel.  
a) advertising    b) promotion    c) personal selling    d) none of above
- 10) \_\_\_\_\_ appeal is directed to the consumer's sense of what is right and proper.  
a) physical    b) moral    c) psychological    d) emotional

**B) Match the column: (Any 7)**

**(7)**

'A'	'B'
1. Publicity	a) Face to face interaction
2. Corporate sponsorship	b) AGMARK
3. Blogging	c) Published by technical media
4. Quality standard	d) Prospects are identified
5. Tools of public relations	e) Non-profit events
6. Pre approach	f) Financial publicity
7. Cause sponsorship	g) Dissemination of information
8. Personal selling	h) News
9. Annual meetings	i) Society benefits
10. Business feature articles	j) Brand building

8

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Q2) A) Explain sales v/s communication objectives (15)

OR

B) Write a note on: Setting objectives for the IMC program (15)

Q3) A) What are the types of sales promotion activities used to increase sales? (15)

OR

B) Explain the steps involved in sales promotion campaign (15)

Q4) A) What are the tools of Direct marketing? (15)

OR

B) Explain the role of P.R in IMC. (15)

Q5) A) Elaborate the evaluation process of IMC. (8)

B) Explain the term 'Test market' (7)

OR

Q5) Short notes: (Any 3) (15)

- a) Stereotyping
- b) Sales promotion on internet
- c) Fraud
- d) Redemption Rate
- e) Direct marketing on internet

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**APCCE/SYBMS/SEM IV/ FINANCIAL INSTITUTIONS & MARKETS/ REGULAR EXAM/75MKS**

- N.B.:**
1. All Questions are compulsory
  2. All Questions carry equal marks.
  3. Figures to the right indicate full marks.

**Q.1. A. Fill in the blanks with appropriate options (Any 8)**

(8)

1. CRISIL provides \_\_\_\_\_ services.
 

(a) Banking	(b) Custodian
(c) Credit rating	(d) Counselling
2. \_\_\_\_\_ is the regulatory for money markets in India.
 

(a) RBI	(b) SEBI
(c) FMC	(d) FED/1
3. \_\_\_\_\_ is a group of banks which acts as a self-regulatory body for foreign exchange
 

(a) NAFED	(b) SHG
(c) BPL	(d) IPO
4. \_\_\_\_\_ commodities are mined from the ground.
 

(a) hard	(b) soft
(c) liquid	(d) gas
5. SEBI was established in \_\_\_\_\_.
 

(a) 1992	(b) 1982
(c) 1947	(d) 1956
6. Credit creation is \_\_\_\_\_ function of commercial banks
 

(a) optional	(b) primary
(c) secondary	(d) territory
7. \_\_\_\_\_ is the regulator for capital markets in India.
 

(a) SEBI	(b) AMC
(c) RBI	(d) IRDA
8. \_\_\_\_\_ are also known as time deposits.
 

(a) Current deposits	(b) Savings
(c) Fixed deposits	(d) Recurring deposits
9. \_\_\_\_\_ market is one of the oldest markets in human history.
 

(a) Commodity	(b) derivatives
(c) stock	(d) agriculture
10. EOU stands for \_\_\_\_\_.
 

(a) Exports Oriented Units	(b) Export on units
(c) Export Orientation units	(d) Export off units

**B. State whether following statements are True or False: (Any Seven)**

(07)

1. Money market is a market for short term Instruments.
2. The Ministry of finance Comprise of Five departments.
3. LIC of India gives policies for theft, burglary and property insurance.
4. Closed ended mutual funds does not have a fixed number of units, and fixed tenure.
5. Call money is a promissory note issued by the RBI to meet the short-term requirement of fund.
6. Financial institution act as middlemen between savers and borrowers.
7. Certificate of deposit were originally issued in the multiple of 25 lakhs
8. Shares are unit of ownership in an organisation.
9. Closed ended mutual funds does not have a fixed number of units, and a fixed tenure.
10. Loan syndication is a process where many bank come together to finance a single big project.

10  
3/4/2024

- Q.2. (A) Write a note on NBFC (8)  
Q.2. (B) Explain the structure of Indian Financial system. (7)  
OR  
Q.2. (C) Explain several functions of financial system of India. (8)  
Q.2. (D) What is microfinance? Explain advantages of microfinance in India. (7)
- Q.3. (A) Write a Note on History of RBI (8)  
Q.3. (B) Explain in details the different type of financial institutions. (7)  
OR  
Q.3. (C) Explain the different types of Financial Market (8)  
Q.3. (D) Write a note on NABARD (7)
- Q.4. (A) Write a note on organised money market (8)  
Q.4. (B) Explain the different stock indices in India (7)  
OR  
Q.4. (C) State the different types of commodities traded in Indian market. (8)  
Q.4. (D) Explain the features of Insurance. (7)
- Q.5. Write short notes on (Any Two) (15)  
1. Feature of Mutual fund  
2. Characteristic of Commodity Market  
3. Strategy for dealing with conflicts

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