

SKM's J. M. Patel College of Commerce, Goregaon, Mumbai

13/10/2022

Semester -End & ATKT Examination - _____ 2022

Program: FYBMS/BAF

Marks: 75

Course: Foundation Course-II

Duration: 2^{1/2} Hrs

Semester: II

Q. 1. Choose the correct alternative

(08)

1. The term refers to freedom to business enterprises from excessive government control

- a. Privatisation b. Liberalisation
c. Globalisation d. Disinvestment

2. What does integrating the national economy with the world economy mean?

- a. Privatisation b. Liberalisation
c. Globalisation d. Disinvestment

3. Economic liberation was adopted by Prime Minister.

- a. Mr. Manmohan Singh b. Mr. Rajiv Gandhi
c. Mr. Narasimha Rao d. Mr. Narendra Modi

4. The objective of Right to Freedom of Religion is to sustain the principle of

- a. Communalism b. Regionalism c. Secularism d. Casteism

5.factor is formed of all living organism.

- a. Biotic b. Abiotic c. Robotic d. none of the above

6. directly feed on producers.

- a. Herbivores b. Omnivores c. Carnivores d. none of the above

7. As per the new industrial policy, 1991, at present there are only industries reserved for public sector.

- a. 3 b. 4 c. 5 d. 6

8. In the state of, the number of farmers' suicides is the highest.

- a. Madhya Pradesh b. Karnataka
c. Maharashtra d. Kerala

1. b) State whether the statement is True or False.

(07)

1. The process of moving for a period of time in response of labour or climate conditions is called as seasonal migration.

2. In India, the concept of privatisation gained importance in the post reform period since 1991.

3. Magna Carta was signed in 1215.
4. Article 14 of Indian Constitution provides for equality before law.
5. Overuse of the renewable resources for short gain may shorten a country's long term economic future.
6. Degradation occurs when earth's natural resources are depleted.
7. Stress aggravates diabetes.

2. What is liberalisation? What are the benefits and limitations of liberalisation? (15)

OR

Explain the concept of globalisation. Examine the impact of Globalisation on employment.

3. Define Human Rights. What are the characteristics of human rights? (15)

OR

Briefly explain Fundamental Rights as enshrined in Indian Constitution.

4. What is environmental degradation? What are its causes? (15)

OR

Discuss the importance of ethics in an individual's development.

5. Explain various strategies for coping with conflict. (15)

OR

Write short notes on (any three)

- (i) Causes of Migration
- (ii) Magna Carta
- (iii) Need for Sustainable Development
- (iv) Causes of Stress
- (v) Types of Individual Conflicts

14/10/22

SKM's J. M. Patel College of Commerce, Goregaon, Mumbai
Semester - ATKT Examination – October 2022

Program: FYBMS

Marks:75

Course:Business Mathematics

Duration:2.5 hrs

Semester:2

- N.B:
1. All questions are compulsory
 2. In Q.1 attempt both the sub-parts A&B.
 3. Figures to the right indicate marks.
 4. Use of non-programmable calculator is allowed.

Q-1 A) Write the appropriate answer (Any Eight):

8

1. The simple interest on Rs 15,000 for 8 months at 10% p.a. is

- a)10,000 b)1,500 c)1,050 d)10050

2. The simple interest on Rs 6,000 for 4 years @ 5 % p.a. is ----- compound interest on Rs 6,000 for 3 years.

- a)more than b)less than c)equal to d) none of

3. The compound interest of an amount for one year @ 12% p.a. will be maximum if the compound interest is calculated

- a)yearly b)half-yearly c) quarterly d)monthly

4. Price is a ----- function of price.

- a) Increasing b) decreasing c) constant d)none of these

5. The point where 'there is no profit no loss' is called

- a) zero point b) breakeven point c) break odd point d)none of these

6. Price is a ----- function of price.

- a) Increasing b) decreasing c) constant d)none of these

7) The point where 'there is no profit no loss' is called

- a) zero point b) breakeven point c) break odd point d)none of these

8) The value of a determinant with two identical rows is

- a) one b) zero c) -1 d) none of these

9) The value of $0!$ is _____

- a) 1 b) 0 c) 2 d) -1

10) The relation between the operators Δ and E is

- a) $E = \Delta - 1$ b) $E = \Delta - 2$ c) $E = \Delta + 1$ d)none of these

B) State whether the following statements are true and False

7

1. In the analysis, output of one industry is required as inputs for other industries.
2. In input-output analysis, I-A is the technology matrix.
3. If B is inverse of a matrix A, then $A * B$ is an identity matrix of A.
4. The value of the determinant of an identity matrix is zero.
5. The inverse of a matrix obtained by adjoint method is slightly different than the inverse obtained by elementary row transformations.
6. The product of first n natural numbers is called factorial n.
7. Annuity in which payments are made at the end of period is called annuity due.
8. Only some industries require labour as an input.
9. The simple interest of 3 year at 9% p.a. Rs 5,000 is Rs 1,300
10. Two matrices can be multiplied only if their order are same.

Q2. (A) A principal amounts to Rs 11,800 after 4 years and to Rs 14,040 after 7 years find the principal and the rate of simple interest 8

(B) Jay kept Rs 20,000 for 4 years in a bank as a fixed deposit. At time of maturity he received total amount of Rs 27,210, with compound interest. Find rate of interest. 7

OR

(A) Preeti kept a certain amount in a fixed deposit in a co-operative bank which offered 10% rate of interest, compounded annually. At the time of maturity, after 4 years, she received Rs 73,205. Find the principal amount. 8

(B) Mr. Shah bought a 1 ton A.c with a cash payment of Rs. 5000, and 4 monthly instalment of Rs. 2500 each. What is the cost of A.C. and if company charges 12% interest compound annually? 7

Q-3 (A) There are 8 professor and 12 students out of whom a committee of 2 professor and 3 students is to be formed. Find the no of ways in which the committee can be formed.? 8

(B) Solve equation using cramer's rule, 7

i. $2x+y+z=8$
 $3x-y+2z=11$
 $x-y+z=4$

OR

(A) Show that the function $y = x^2 - 2x + 3$ has a minima at $x = 1$. Find the minimum value of the function. 8

(B) The cost of producing x items is given by $x^2 + 10x + 25$. Find the average cost and the marginal cost functions. What is the marginal cost when $x = 10$? 7

Q-4 (A) The simple and the compound interest for 2 years on the same principle at the same rate are Rs. 7,200 and Rs. 7,632 respectively. Find the principle and rate of interest? 8

(B) From the following input – output table, find technology matrix and total output of the two industries. Find the total output, when final demand changes to 140 and 120 for industries X and Y respectively? 7

Industry	Consumption by Industry		Final demand	Total output
	X	Y		
X	30	60	110	200
Y	140	70	90	300
Labour	170	130		

OR

(A) The cost of manufacturing x items of a product is given by $C = 2x^2 + 3x + 10$. Find the total cost, average cost, marginal cost and the marginal average cost if 10 items are manufactured

(B) If $Y = F(x) = x^3 + x^2 + x + 1$, find the values of Y for $x = 0, 1, 2, 3, 4$. Form the Backward difference table and verify the third differences are constant.

OR

Q-5 (A) A loan of Rs 55,000 to be returned in 3 equal monthly instalments, the rate of interest being 12% p.a. Find the EMI using Reducing Balance method. Also find EMI using Flat Interest Rate method. 8

(B) The demand function for a commodity is given by $x = 200 - 6p^2$. Find the price elasticity of demand when $p = 5$. 7

OR

(C) Attempt any three of the following: 15

- (1) Types of Functions
- (2) Permutation and Combination
- (3) Difference between simple interest and compound interest.
- (4) Explain Newton's Interpolation.
- (5) Write a note on annuity and types of annuity.

18/10/2022

SKM's J.M. PATEL COLLEGE OF COMMERCE, GOREGAON (W), MUMBAI - 90

REGULAR EXAMINATION - ~~2021-2022~~ - ~~2021~~ Oct 2022

TIME : 2 ½ Hours

MARKS: 75

PROGRAMME : FYBMS/FYBAF SEM - II

COURSE : BUSINESS COMMUNICATION - II

Q1. (A) Match the columns: (Any Eight)

(08)

Column A	Column B
1. Appraisal interview	a. Online seminar
2. Presentation	b. President of Commission/Forum
3. RTI Act	c. PPT
4. Webinar	d. 2001
5. AIDA	e. Large gathering
6. Conference	f. 2005
7. External Public	g. Review performance of employee
8. Consumer complaints	h. Sales letter
9. Fliers	i. Helps in marketing
10. Last item in the agenda	j. Customers
	k. Vote of Thanks

Q1. (B) State whether the following statements are true or false: (Any Seven)

(07)

1. Quorum is the number of people present at a meeting.
2. The secretary participates in the discussion at a meeting.
3. Webinar is online seminar.
4. The mass media is used by the PR department of a company.
5. Advertising and public relations are the same.
6. A structure interview is unplanned.
7. A notice gives details of a conference.
8. Agenda is prepared after the meeting.
9. A structure interview is unplanned.
10. 'D' in AIDA stands for Direct.

Q2. (a) State the advantages and disadvantage of conferences.

(07)

(b) Explain different types of interview.

(08)

OR

(c) What is a grievance interview? Why should it be conducted?

(07)

(d) Define public relations. Mention any five measures to promote the external public relations of an organisation.

(08)

Q3. (a) A Coaching Class requires 200 desks for its classrooms. Draft a letter of Inquiry addressed to KP Furniture Mart asking for a price-list and a catalogue. Use the Complete Block Layout. (07)

(b) You had ordered five mobiles from FlipHome – an online mobile company. Two of the mobile devices in the package received by you were in a damaged condition. Write a letter of complaint, asking for either a replacement or a refund. Use the Modified Block Layout. (08)

OR

(c) Prepare an individual report with recommendations on the declining sales of XYZ Television Sets in the Mumbai market. (10)

(d) Prepare a Notice and Agenda for a Board Meeting of Bisleri Industries, Andheri East, Mumbai. (05)

Q4 (a) Draft a sales letter to promoting “ECO FRIENDLY BOOKS” that has recently been launched in the market. Use the Semi Block Layout. (07)

(b) Sohan Lal had paid his telephone bill in time, yet his telephone line was disconnected on charges of non payment. This has happened for the third consecutive month. Draft a letter on his behalf addressed to the Consumer Redressal Forum seeking compensation for the harassment and immediate restoration of the connection. Use the Complete Block Layout. (08)

OR

(c) You have not received your passport for the past four month’s in spite of having fulfilled all formalities. Draft a letter under the RTI Act addressed to the Passport Officer, Passport Seva Kendra, Marol, Andheri East, Mumbai inquiring about the reason for the delay. (07)

(d) Summarize the following passage: (08)

Experts say that people (adults) need at least 6 hours of sleep every night. If they do not get enough sleep they will feel sleepy the whole day. Younger kids need at least 9 hours of sleep every night. After school – activities can take away from sleep time for kids. Also, parents with busy life styles stay up late and their kids do the same. Kids with little sleep have hard time sleeping at night and this will affect their daily routine and make them less active and productive through the day in school. Most parents are not aware of what goes on when their kids go to sleep and how the brain works when we are asleep.

Many people think that the brain shuts down when we go to sleep but it is the opposite. Experts say that the brain is very active when we are asleep and could be even more active than when we are awake.

Experts recommended at least 6 hours of sleep for adults and 9 hours of sleep for young children. They say that sleep is an essential not a comfort and it can increase your life expectancy.

Q5. Write Short Notes: (Any Three): (15)

1. Appraisal Interview
2. Video conferencing
3. Advantages of conferences
4. Agenda
5. Resolution

20/10/22

SKM's J.M. PATEL COLLEGE OF COMMERCE, GOREGAON (W), MUMBAI – 104

EXAMINATION – ATKT – OCT 2022

COURSE: INDUSTRIAL LAW

MARKS: 75

PROGRAMME: FYBMS SEM – II ATKT

TIME: 2 ½ Hours

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

(08)

COLUMN "A"	COLUMN "B"
a) Award	1) Powers of registrar
b) Registrar	2) Sec. (14) (6)
c) Health provision	3) sec. 21
d) Dependent	4) One Month
e) Medical Benefit	5) No Employee contribution
f) Employees' Pension Scheme	6) Insured person
g) Wage period	7) minor Legitimate
h) Bonus	8) Ventilations and temperature
i) Forfeiture of Gratuity	9) Certificate of Registration
j) Sec. 7	10) Decision by Authority

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

(7)

1. Lay off compensation is to be paid at the rate ___ of the average wages.
2. ___ means an interim relief granted by labour court.
3. Every registered trade union has ___ succession.
4. Payment of wages Act was passed in the year 1936
5. Closure means temporary closing down of place of work.
6. Welfare officer is appointed when there are 1000 or workmen is employed
7. Partial Disablement means disablement is permanent in nature.
8. Closure means temporary closing down of establishment
9. General funds in a trade union is optional
10. Marriage is pre condition for maternity benefit.

Q 2 a) Distinguish between Industrial dispute and Individual dispute.

(07)

b) What are the rights & liabilities of a registered trade union?

(08)

OR

Q 2 a) Explain registration of trade union?

(07)

b) Explain Health measures directed in factories Act 1948?

(08)

Q 3 a) What are the health measures under Factories Act, 1948?

(07)

b) Explain the doctrine of Contributory Negligence under workmen's Compensation Act 1924?

(08)

OR

Q 3 a) Explain benefits under ESI?

(07)

- b) Write in detail employees Provident Fund Scheme? (08)
- Q 4** a) Explain different types of benefit under ESI act. (07)
b) Explain benefits under ESI act. (08)
- OR
- Q 4** a) Explain Sec. 6 of payment of Gratuity Act 1972? (07)
b) Write in detail Amalgamation of Trade Unions? (08)
- Q 5** a) Explain Factories amendment bill 2016? (08)
b) Explain employee's compensation Amendment Act 2017? (07)
- OR
- Q 5** Write short notes: (Any 3) (15)
- a. Award.
 - b. Certifying Surgeon
 - c. Employees insurance Court.
 - d. Doctrine of assumed risk.
 - e. Nomination under Gratuity Act

Scanned by Easy Scanner

SKM's J.M. PATEL COLLEGE OF COMMERCE, GOREGAON (W), MUMBAI – 104

EXAMINATION – APRIL – 2023

TIME: 2 ½ Hours

MARKS: 75

PROGRAMME: FYBMS SEM – II

COURSE: INDUSTRIAL LAW

DATE:

(08)

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

1. Lay off compensation is to be paid at the rate ____ of the average wages.
2. ____ means an interim relief granted by labour court.
3. Every registered trade union has ____ succession.
4. Any person who has attained the age of ____ can become the member of the trade union
5. Employee PF money is invested in ____ Bonds.
6. The person who has ultimate control over the affairs of the factory called ____.
7. ____ benefit is paid to the eldest surviving member of the family of the insured person.
8. According to payment of wages Act the wages cannot be paid in ____
9. Sum realized insured ____ shall be used for the benefit of the employees.
10. Max amount of gratuity payable is Rupees.

(7)

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

1. Strike is the weapon in hand of employer.
2. Registration of trade union is not compulsory under trade union Act.
3. Factories act 1948 governs working conditions of workmen in factory.
4. An injured employee need not to give accident notice in writing.
5. Maximum wages for covering under ESI Act is Rs. 15000/- p.m.
6. Providing social security is primary objective of employees PF Act.
7. Payment of wages can be paid in kind as per payment of wages of Act.
8. All payment of wages shall be made on working day.
9. Bonus is a cash paid to employees in addition to wages.
10. Gratuity is payable to employee and his wife.

(07)

- Q 2 a) Distinguish between strike and lockout. (07)
b) What are the roles of a registered trade union? (08)

OR

- Q 2 a) Explain registration of trade union? (07)
b) Explain Health measures directed in factories Act 1948? (08)

- Q 3 a) What are the provisions for welfare in factories act? (07)
b) Define employee compensation & explain its principles? (08)

OR

- Q 3 a) What are the Safety measures under Factories Act, 1948? (07)
b) Explain the doctrine of Contributory Negligence under workmen's Compensation Act 1924? (08)

- Q 4 a) Explain Employees' Pension Scheme 1995 Employees Provident Fund Act? (07)
b) What are the obligations of employer under Employees Insurance Act, 1948 (08)

OR

- Q 4 a) Explain Sec. 6 of payment of Gratuity Act 1972? (07)
b) Write in detail Amalgamation of Trade Unions? (08)

- Q 5 a) Explain Allocable surplus & Available surplus of payment of bonus act? (08)
b) Explain employee's compensation Amendment Act 2017? (07)

OR

- Q 5 Write short notes (Any 3)
- a Award
 - b Certifying Surgeon
 - c Define Employer, Employee, & factory
 - d Permanent Disablement
 - e Nomination under Gratuity Act

Scanned by Easy Scanner

SKM's J. M. Patel College of Commerce, Goregaon, Mumbai
Semester End & ATKT Examination –March 2023

Program: FYBMS/FYBAF
Course: Foundation Course
Semester: II

Marks: 75
Duration: 2 1/2 hrs

Note: 1. All questions are compulsory.
2. Figures to the right indicate full marks.

Q.1. (A) Choose the correct alternative (any eight).

8 marks

1. _____ conflict occurs within an individual.
(i) Intrapersonal, (ii) Interpersonal, (iii) Intragroup
2. _____ means integrating the national economy with the world economy.
(i) Globalisation, (ii) Privatisation, (ii) Socialisation
3. The Ministry of Environment & forest has created information system called _____.
(i) EIS, (ii) GIS, (ii) GPS
4. Economic liberalisation was adopted by Prime Minister _____.
(i) Mr. Manmohan Singh, (ii) Mr. Rajiv Gandhi, (ii) Mr. Narsimha Rao.
5. The movement or shift of a large group of people from one geographical area to another is termed as _____.
(i) mass migration, (ii) local migration , (ii) forced migration
6. _____ refers to a behaviour that is intended to cause harm or pain.
(i) Conflict, (ii) Violence, (iii) Aggression
7. School, workplace and religious institutions are _____ agents of socialization.
(i) primary. (ii) economic, (iii) secondary
8. _____ is the oldest known stress reduction Technique.
(i) Yoga, (ii) Exercise, (iii) Weight Control
9. _____ conflict occurs within an individual.
(i) Intrapersonal, (ii) Interpersonal, (iii) Intragroup
10. _____ means integrating the national economy with the world economy.
(i) Globalisation, (ii) Privatisation, (ii) Socialisation

Q.1.B. State whether the following statements are True or False.

7 marks

1. South Africa did not recognise the right to legal recognition.
2. Right to vote is universal.
3. Environmental refugee groups are legally recognised.
4. Ecology is the study of organisms in relation to their environment.
5. Ozone gas is depleting because of increasing consumption of fossil fuels.
6. Abiotic means non-living factors.
7. Biotic means living factors.
8. Sun is the ultimate source of energy.
9. An ecological pyramid is also known as energy pyramid.
10. Environment surrounding totality, both living & non-living.

Q.2. A) Write a note on Privatization.

15 marks

OR

B) What are the different causes of migration in detail.

15 marks

Q.3. A) Write a note on Human rights given by constitution of India.

15 marks

OR

B) Write a note on Fundamental rights given by constitution of India.

15 marks

Q.4. A) Explain the different components of environment.

15 marks

OR

B) Explain the impact of environmental degradation. Explain in detail.

15 marks

Q.5. A) What are the different causes of stress and conflicts.

15 marks

OR

B) Write Short note on (any three)

15 marks

1. Types of migration.
2. Components of ecosystem
3. Types of Migration
4. Agents of socialization
5. Aggression & Violence

12/04/23

SKM's J. M. Patel College of Commerce, Goregaon, Mumbai
Semester II Regular and ATKT Examination – ~~March~~, 2023
April

Program: FYBMS
Course: Business Environment
Semester: I

Marks: 75
Duration: 2 ½ Hrs

Note: All questions are compulsory subject to internal choice.

Q.1 (A) State whether statements are True or False (Attempt any eight):

(8)

1. Business firms lack control over external environment.
2. A niche market is a small market segment.
3. Opportunities and threats are often internal to an organization.
4. Market follower firms do not have specific and well-framed strategies.
5. Taxation is major source of government revenue.
6. Globalisation refers to a more integrated and interdependent world.
7. MNCs have no market access in other countries.
8. TNCs have subsidiaries in other countries.
9. Globalisation is not necessary for developing country.
10. FDI is one of the ways of globalisation

(7)

(B) Match the following (Attempt any seven)

A Column	B Column
1. WTO	a. PESTEL
2. GATT	b. Dynamic
3. IMF	c. Mandatory
4. TRIPs	d. Through internet
5. Technology	e. Eliminate defects
6. Six-Sigma	f. Complex set of knowledge
7. E-business	g. Protection of Intellectual Property
8. Financial Audit	h. International Monetary Fund
9. Business Environment	i. Multilateral agreement
10. Macro Environment Analysis	j. Trade Policy Review Mechanism

(8)

Q.2 a) Explain the features (nature) of Business

(8)

b) State meaning and characteristics of Business Environment

(7)

OR

c) State and explain various macro environmental factors influencing business in brief

(8)

d) Write a detailed note on Capitalism

(7)

Q.3 a) Discuss the sunrise sectors of the Indian economy.

(8)

b) What is the role of government in business

(7)

OR

c) Write a short note on Socialism

(8)

d) Explain the difference between Micro and Macro Environment

(7)

- Q.4** a) What is social audit? Explain its importance for business (8)
b) Explain the impact of technology on business (7)

OR

- c) What is the impact of traditional values on business (8)
d) Describe briefly the objectives and functions of WTO (7)
- Q.5** a) State the various merits of MNCs. (8)
b) Explain the functions of FDI in developing countries (7)

OR

- c) Write short notes on (Any Three) (15)**
- i) CSR
 - ii) Corporate Governance
 - iii) Competitive strategies
 - iv) Legislature
 - v) Socio cultural environment

Scanned by Easy Scanner

SKM's J. M. Patel College of Commerce, Goregaon, Mumbai
Semester -II Examination – March 2023

Program: FYBMS/FYBAF
Course: Business Communication.
Semester: II

Marks: 75
Duration: 2^{1/2} Hrs

Note: (1) All questions are compulsory subject to internal choice.
(2) figures to the right indicate full marks.

Q.1(A) Match the following : (Any Eight) 8

Column A	Column B
1. Motion	A. Open house
2. Conference	B. Group discussion
3. Promote sales	C. Video chat
4. Last items in agenda	D. Review of performance
5. Exit interview	E. Give latest developments
6. Bulletins	F. Outgoing employee
7. Appraisal interview	G. Vote of thanks
8. Skype	H. Discounts
9. Group communication	I. Exchange of views
10. External PR	J. proposal

Q.1(B) True and false: (Any 7) 7

1. An OHP is transportable.
2. Audience analysis gives you the basis for presentation
3. Interviewee must know the company in which he is seeking a job
4. Resolutions are recorded in the past tense.
5. Organizing a conference does not involve public relations.
6. A press release must be greatly detailed.
7. Final warning collection letter should have a mild tone.
8. Offering a discount is a bad sales strategy.
9. The RTI Act came into being in 2010
10. A report must be presented after the due date

Answer the question.

Q.2(a) What do you mean by interview? State the various types of interview. 15

OR

Q.2(b) What is a committee meeting? Explain the advantages and disadvantages of committee meetings. 15

Q.3(a) What do you understand by conference? Explain the various types of conference. 15

OR

Q.3(b) Draft a notice cum agenda for the first board meeting of Shah & Shah construction company Ltd. 07

Q.3(c) You want to have your office completely renovated. Write a letter of enquiry to Novelty Decorators, Mumbai, giving details of your requirements and asking them to submit an estimate of the cost (full block form). 08

Q.4(a) Draft the sales letter to promote the sale: 15

- (a) Air conditioner (b) Personal computer (c) Children's story book

OR

Q.4(b) You have ordered 5 cases of glassware from Crystal Stores, Malad, Mumbai. When received the case much of the glassware was chipped or broken because of poor packaging. Draft a letter of complaint and ask for replacement of the damaged goods. Use the modified block layout. 08

Q.4(c) Rashik purchased a file of sophacin tablets from ABC chemist for 100Rs. After she used a couple of tables, she found that the items did not have manufacturer's name and address printed on the packing. The chemist refused to take back the defective file of tablets. Write a petition to the consumer cell seeking refund on her behalf. 07

Q.5(a) What do you mean by report writing? State the types of business reports. 15

OR

Q.5(b) Write a short note on: (any three) 15

1. Advantages of conference
2. Appraisal interview
3. Videoconferencing
4. Types of groups
5. Crisis management

Scanned by Easy Scanner

SKM's J. M. Patel College of Commerce, Goregaon, Mumbai

Semester -End & ATKT Examination – April 2023

Program: FYBMS

Marks: 75

Course: Principles of Marketing

Semester: II

Duration: 2^{1/2} Hrs

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

- Q1. A State whether the following statement are True or false:(Any 8) 08**
1. Market development refers to entry of a product in new market.
 2. Marketing Research is general in Nature
 3. The direct channel of distribution is also known as zero level marketing channel.
 4. The selling concept is the oldest concept of Marketing.
 5. Marketing mix is not influenced by Environmental factors.
 6. Consumer Behaviour of all urban youth is universal in Nature.
 7. MIS helps managers to recognize market trends.
 8. Brand loyalty involves only repeat purchases by satisfied customers
 9. Internet Marketing is also referred to as online Marketing.
 10. Product positioning means placing the product in the market

- Q1. B Fill in the Blanks with the correct option from the bracket :(Any 7) 07**
1. _____ introduced the Holistic concept of Marketing.
a) William Stanton b) Jerome McCarthy c) Philip Kotler d) Prof. Theodore Levitt
 2. _____ environment studies human population with reference to its size, density, distribution, etc.
a) Socio –cultural b) Political c) Economic d) Demographic
 3. _____ is the act of Marketing goods or services to potential customers over the telephone.
a) Internet Marketing b) Relationship marketing c) Telemarketing d) Social Marketing .
 4. Cadbury's Dairy milk "Shubh Aarambh "campaign is based on the concept of positioning by _____.
a) Corporate image b) cultural symbols c) competitor d) emotional appeal
 5. The _____ concept is also known as customer – oriented concept.
a) Selling b) Societal c) Holistic d) Marketing
 6. _____ Research includes sales forecasting and sales analysis.
a) Sales b) Place c) Market d) Product
 7. A _____ pricing strategy aims at high profit margins in the early stages of product introduction.
a) Standard b) Skimming c) Penetration d) Flexible
 8. Market segmentation is the _____ activity of a marketer.
a) Secondary b) Primary c) Tertiary d) Random
 9. According to Philip Kotler there are _____ levels of product.
a) Five b) six c) four d) three
 10. _____ is provided through news and editorials by the mass media about a firm.
a) Publicity b) Public Relations c) Advertising d) Salesmanship

Q2	A. Define Marketing. Explain its Features?	08
	B. Explain 4PS and 4CS of marketing?	07
	OR	
	C. Distinguish between Marketing V/S Selling.	08
	D. Explain the Scope of Marketing?	07
Q3.	A. Discuss the various components of Macro Environment that influence marketing decisions of a firm?	08
	B. Define MIS. Explain its Features?	07
	OR	
	C. Define Marketing Research. Explain its features?	08
	D. Explain the steps in consumer buying process?	07
Q4.	A. Explain the different pricing strategies?	08
	B. Explain the meaning and features of market segmentation.	07
	OR	
	C. Discuss the different types of Marketing Channels?	08
	D. Explain the meaning and types of Targeting?	07
Q5.	Write short notes on:(Any 3)	15
	1. Social Marketing	
	2. Reasons for new product failure	
	3. Types of Marketing Research	
	4. Internet Marketing	
	5. Product life Cycle	

Scanned by Easy Scanner

SKM's J. M. Patel College of Commerce, Goregaon, Mumbai
Semester -End & ATKT Examination – March 2023

Program: FYBMS

Course: Principles of Management

Duration: 2^{1/2} Hrs

Marks: 75

Semester: 02

Q.1.a: Match the Columns: (Any 08)

(08)

Group A	Group B
1. Budgetary Control	a. No Profit No Loss
2. Management Audit	b. Assesses the performance of the management
3. CPM	c. Highly complex projects
4. Self Control	d. Higher Level Executives
5. Break-Even Analysis	e. Principles of control by exception
6. MIS	f. Reduce, Reuse, Recycle
7. 4 Rs	g. Management Information System
8. Line & staff organisation	h. Hybrid Structure
9. Matrix Organisation	i. Obligation of the person to discharge the work assigned to him
10. Responsibility	j. Decision-makers & advisors

Q.1.b: State whether the following statements are True or False (Any 07)

(07)

1. Co-ordination multiplies individual contribution.
2. There should be a balance between centralization and decentralization.
3. The analysis of the internal environment reveals the strengths and weaknesses of the organization.
4. There must be a cost benefit analysis of every alternative plan.
5. Management is an activity that touches all walks of life.
6. Contingency approach is also referred to as situational approach.
7. Planning enables optimum utilization of resources.
8. Authority means the power & rights of the superior to command or to make decisions.
9. In MBO the superior and subordinates jointly define goals and frame plans.
10. Self-Control refers to self directed control.

Q.2a: What do you mean by management? Explain functions of Management in detail. (08)

Q.2.b: Explain in detail the characteristics of Management. (07)

OR

Q.2.c: Explain in detail Henry Fayol 14 principles of management. (15)

Q.3.a: Explain in detail Programmed Decision Making Techniques. (08)

Q.3.b: Explain in detail Steps in Decision making Process. (07)

OR

Q.3.c: Explain in detail advantages and disadvantages of Planning. (15)

Q.4.a: What is Organising. Explain in detail Process of Organising. (08)

Q.4.b: What do you mean by Organisation Structure? Explain in detail the factors affecting organisation structure. (07)

OR

Q.4.c: Distinguish between Formal v/s Informal Organisation. (15)

Q.5.a: Explain in detail various types of leadership style. (08)

Q.5.b: Discuss the importance of Co-ordination. (07)

OR

Q.5: Write Short notes on (Any 03) (15)

- a. Management Audit
- b. Green Management
- c. Corporate Social Responsibility
- d. Importance of Controlling
- e. Management By Objectives

Scanned by Easy Scanner

11/04/23

SKM's J. M. Patel College of Commerce, Goregaon, Mumbai

Semester – Regular and ATKT Examination – April 2023

Program: FYBMS

Marks: 75

Course: Business Mathematics

Duration: 2.5 hrs

Semester:2

- N.B:
1. All questions are compulsory
 2. In Q.1 attempt both the sub-parts A&B.
 3. Figures to the right indicates marks.
 4. Use of non-programmable calculator is allowed.

Q-1 A) Write the appropriate answer (Any Eight):

8

1. The simple interest on Rs 15,000 for 8 months at 10% p.a. is
a)1000 b)1,500 c)1,050 d)10050
2. The amount is always _____ the Principal.
a)more than b)less than c)equal to d) none of
3. The compound interest of an amount for one year @ 12% p.a. will be maximum of the compound interest is calculated
a)yearly b)half-yearly c) quarterly d)monthly
4. Price is a ----- function of price.
a) Increasing b) decreasing c) constant d) none of these
5. A matrix in which no of rows is always one is called _____ Matrix.
a) Zero b) Row c) Column d) none of these
6. The derivatives of $y = 2x^3 + 10$ is _____
a) $6x$ b) 6 c) 2 d) 10
- 7) The point where 'there is no profit no loss' is called
a) zero point b) breakeven point c) break odd point d) none of these
- 8)The value of a determinant with two identical rows is
a) one b) zero c) -1 d) none of these
- 9) The value of $0!$ is _____
a) 1 b) 0 c) 2 d) -1

10) The relation between the operators Δ and E is

- a) $E = \Delta - 1$ b) $E = \Delta - 2$ c) $E = \Delta + 1$ d) none of these

B) State whether the following statements are true and False

7

1. In the analysis, output of one industry is required as inputs for other industries.
2. In input-output analysis, $I-A$ is the technology matrix.
3. If B is inverse of a matrix A , then $A * B$ is an identity matrix of A .
4. The value of the determinant of an identity matrix is zero.
5. The inverse of a matrix obtained by adjoint method is slightly different than the inverse obtained by elementary row transformations.
6. The product of first n natural numbers is called factorial n .
7. Annuity in which payments are made at the end of period is called annuity due.
8. Only some industries require labour as an input.
9. The simple interest of 3 year at 9% p.a. Rs 5,000 is Rs 1,300
10. Two matrices can be multiplied only if their order are same.

Q-2

- A. A principal amounts to rs 11,800 after 4 years and to rs 14,040 after 7 years find the principal and the rate of simple interest. 8
- B. Jay kept rs 20,000 for 4 years in a bank as a fixed deposit. At time of maturity he received total amount of Rs 27,210, with compound interest. Find rate of interest. 7

OR

- A. Preeti kept a certain amount in a fixed deposit in a co-operative bank which offered 10% rate of interest, compounded annually. At the time of maturity, after 4 years, she received Rs 73,205. Find the principal amount. 8
- B. Mr. Shah bought a 1 ton A.c with a cash payment of Rs. 5000, and 4 monthly instalment of Rs. 2500 each. What is the cost of A.C. and if company charges 12% interest compound annually? 7

Q-3

- A. There are 8 professor and 12 students out of whom a committee of 2 professor and 3 students is to be formed. Find the no of ways in which the committee can be formed.? 8
- B. Solve equation using cramer's rule, 7

$$3x+2y+4z = 5$$

$$X+0y+z = 2$$

$$2x-y-4z = -1$$

OR

- A. Show that the function $y = x^2 - 2x + 3$ has a minima at $x = 1$. Find the minimum value of the function. 8
- B. The cost of producing x items is given by $x^2 + 10x + 25$. Find the average cost and the marginal cost functions. What is the marginal cost when $x = 10$? 7

Q-4

- A. The cost of manufacturing x items of a product is given by $C = 2x^2 + 3x + 10$. Find the total cost, average cost, marginal cost and the marginal average cost if 10 items are manufactured. 8
- B. From the following input – output table, find technology matrix and total output of the two industries. Find the total output, when final demand changes to 140 and 120 for industries X and Y respectively? 7

Industry	Consumption by Industry		Final demand	Total output
	X	Y		
X	30	60	110	200
Y	140	70	90	300
Labour	170	130		

OR

- A. Using the following table, find the interpolating polynomial $f(5)$ and $f(6)$ using Newton's interpolation formula, from the following data.

X	0	1	2	3	4
F(x)	1	3	11	31	69

- B. If $A = \begin{bmatrix} 2 & -1 \\ 1 & 3 \end{bmatrix}$ find the matrix $A^2 + 3A - 5I$

Q-5

- A. A loan of Rs 55,000 to be returned in 3 equal monthly instalments, the rate of interest being 12% p.a. Find the EMI using Reducing Balance method. Also find EMI using Flat Interest Rate method. 8
- B. The demand function is given by $p = 40 + 12D - 3D^2$ where p = price and D = demand. Find the total revenue, average revenue and marginal revenue when the demand is 5 units. 7

OR

- (A) Attempt any three of the following: 15

- (1) Types of Functions
- (2) Permutation and Combination
- (3) Bring out the difference between simple interest and compound interest.
- (4) Explain the applications of Derivatives in Business Management.
- (5) Write a note on annuity and types of annuity.

Q-4

- A. The cost of manufacturing x items of a product is given by $C = 2x^2 + 3x + 10$. Find the total cost, average cost, marginal cost and the marginal average cost if 10 items are manufactured. 8
- B. From the following input – output table, find technology matrix and total output of the two industries. Find the total output, when find demand changes to 140 and 120 for industries X and Y respectively? 7

Industry	Consumption by Industry		Final demand	Total output
	X	Y		
X	30	60	110	200
Y	140	70	90	300
Labour	170	130		

OR

- A. Using the following table, find the interpolating polynomial $f(5)$ and $f(6)$ using Newton's interpolation formula, from the following data.

X	0	1	2	3	4
F(x)	1	3	11	31	69

- B. If $A = \begin{bmatrix} 2 & -1 \\ 1 & 3 \end{bmatrix}$ find the matrix $A^2 + 3A - 5I$

Q-5

- A. A loan of Rs 55,000 to be returned in 3 equal monthly instalments, the rate of interest being 12% p.a. Find the EMI using Reducing Balance method. Also find EMI using Flat Interest Rate method. 8
- B. The demand function is given by $p = 40 + 12D - 3D^2$ where p = price and D = demand. Find the total revenue, average revenue and marginal revenue when the demand is 5 units. 7

OR

- (A) Attempt any three of the following: 15
- (1) Types of Functions
 - (2) Permutation and Combination
 - (3) Bring out the difference between simple interest and compound interest.
 - (4) Explain the applications of Derivatives in Business Management.
 - (5) Write a note on annuity and types of annuity.