

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

Semester -End & ATKT Examination – October 2023

Program: SYBMS

Marks: 75

Course: Business Research Methods

Semester: IV

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.

Q 1. (A) Match the following – ANSWER (Any Eight)

(8)

Group 'A'	Group 'B'
1. Descriptive Research	a. Definite Question
2. Structured Questionnaire	b. Solves Practical Problems
3. Alternative Research	c. Flexible Question
4. Technique Report	d. Data Source
5. Applied Research	e. Relationship with variables
6. Unstructured Questionnaire	f. No relationship between Variables
7. Footnotes	g. Static Research
8. Research methodology	h. First Analysis Report
9. Bibliography	i. Academicians and Professionals
10. Null Hypothesis	j. Multipurpose activity

Q1) B) State whether the following statements are True or False: (Any Seven)

(7)

- 1) Social research is a type of applied research.
- 2) Technical report is primarily meant for non-academic or nonprofessional people
- 3) Hypothesis must be conceptually.
- 4) Research have no significance in accounting and finance.
- 5) Technical report is designed for executives.
- 6) Generally, lengthy questionnaire is advisable for collecting research data.
- 7) The scientific research is objective and local in nature
- 8) Research design should be rigid in nature.
- 9) Z test is used to test hypothesis when sample size is less 30.
- 10) Pilot study is conducted on a large segment of research universe.

Q2) A) What is research? Explain its nature and characteristics.

(08)

B) Describe the stages in research process.

(07)

OR

C) Explain the different types of Research?

(08)

D) Discuss the steps in formulating the research problem.

(07)

Q3) A) Define research design. State the need and importance of research Design.

(08)

B) What are the various types of Survey Methods? (07)

OR

C) Discuss the non –probability methods of sampling? (08)

D) What are the types of research design? (07)

Q4) A) Explain in Brief the Stages in data Processing. (08)

B) What are the advantages and limitation of secondary data? (07)

OR

C) What are the Essentials of Good samplings? (08)

D) Discuss the Use of computer and internet in data Collection and processing? (07)

Q5) A) what is data interpretation? What are the method/ techniques of data interpretation? (08)

B) What are the essentials of report writing? (07)

Q5) Write short notes on :(Any 3) (15)

1. Plagiarism
2. Methods of Tabulation
3. Graphic Presentation of data
4. Observation Method
5. Interim Report

SKM's JASHBHAI MAGANBHAI PATEL COLLEGE OF COMMERCE

GOREGAON WEST, MUMBAI – 104

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MARKS: - 75

COURSE: - PTQM

DURATION: - 2.5 hrs.

DATE:

Q.1 (A) State whether the following statements are True or False (Any 8) (8)

1. Simplification is opposite to that of diversification.
2. Normally Functional Design follows Form Design.
3. Line layout is also called as Product layout.
4. A good layout is one that involves backtracking.
5. Purchasing consists of sourcing and procuring.
6. MRP – I is a Materials Planning Technique.
7. ABC analysis is not based on any principle.
8. Inventory management techniques can make or break your business.
9. Inflation can be curbed by improving productivity.
10. Philip Crosby formulated Quality Management.

Q.1 (B) Choose the correct option and rewrite the statement (Any 7) (7)

Group A	Group B
A. Green Production.	1. 7 wastes.
B. Accessory equipment.	2. Continuous Improvement.
C. Weight.	3. Selective Criteria Seasonality.
D. Dam Construction.	4. Comfortable working conditions.
E. Contract Award.	5. Selection of appropriate Vendor.
F. Challenge of Material Management.	6. Chosen Bidder.
G. Ergonomics.	7. Stationery Layout.
H. SOS.	8. Transportation Model.
I. Kaizen.	9. Capital item.
J. Muda.	10. Environment friendly.

Q.2 (A) Define the Production System and write its characteristics. (8)

(B) Distinguish between Production management and operation Management.(7)

OR

(C) Explain the functions of Production Management. (8)

(D) Explain the characteristics of good product design. (7)

Q.3 (A) Explain the functions of Material Management. (8)

(B) Explain various types of Material Handling systems. (7)

OR

- (C) Explain ABC analysis in detail. (8)
- (D) What are the assumptions of the EOQ model? (7)
- Q.4 (A) Explain the ways through which one can improve productivity. (8)
- (B) Explain various challenges of Productivity Measurement. (7)

OR

- (C) Distinguish between Production and Productivity. (8)
- (D) Explain the objectives of Quality in detail. (7)
- Q.5 (A) Explain ISO 9001 and its process for registration. (8)
- (B) Explain ISO 14000 and its process for registration. (7)

OR

- Q.5 Write short notes on (Any 3) (15)
1. Product development.
 2. Plant layout.
 3. Return on Investment.
 4. H-M-L Classification.
 5. Dimensions of Product Quality.

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Q.1. A. Select the correct option from the options given below: (Any 8)

(08)

1. In a circular flow economy, firms supply
 - A. Labour
 - B. Goods and services
 - C. Land
 - D. Raw material
2. GNI in an open economy is equal to
 - A. $GDP + (X - M)$
 - B. $GDP + (X - M) + R - P$
 - C. $GDP + (R - P)$
 - D. None of the above
3. Transaction motive is further sub-divided into
 - A. Speculative and Precautionary
 - B. Profit and business
 - C. Income and business
 - D. Elastic and inelastic
4. At peak
 - A. Prosperity begins
 - B. Recession ends
 - C. Prosperity ends
 - D. Depression ends
5. Canon of taxation which recommends that unnecessary trouble to tax payers should be avoided.
 - A. canon of equality
 - B. canon of certainty
 - C. canon of convenience
 - D. canon of economy
6. External debt implies borrowing from
 - A. individuals
 - B. firms
 - C. foreign countries
 - D. domestic countries
7. Free trade leads to
 - A. increase in prices
 - B. better standard of living
 - C. decline in standard of living
 - D. deflation
8. The speculative demand for money is also called as
 - A. Income demand for money
 - B. Business demand for money
 - C. Liability demand for money
 - D. Asset demand for money
9. In a linear form consumption function can be expressed as
 - A. $Y = a + cY$
 - B. $A = a + c$
 - C. $C = a + cY$
 - D. $C = f(y)$
10. The interest rate on the loans that the central bank gives commercial bank is called
 - A. Bank rate
 - B. CRR
 - C. SLR
 - D. Margin

1. B. Match the column (Any 7)

(07)

1. Traditional Measure	a. Open market operations
2. Technique of credit control	b. Increase in profit margin
3. Demand-pull Inflation	c. Broad Money
4. Cost-push Inflation	d. Narrow Money
5. Modern Measure	e. Exports
6. GDP in an open economy	f. $M_d = kPY$
7. Linear consumption function	g. Financial deposits
8. Autonomous investment	h. Donations
9. Unilateral receipts	i. Independent of income
10. FPI	j. $C = a + cY$

Q. 2. Answer the following.

A. Explain the concept of circular flow of income in a two-sector economy. (07)

B. Explain phases of trade cycles. (08)

OR

C. Explain the concept of circular flow of income in a three-sector economy. (07)

D. What is consumption function? Explain the subjective factors affecting consumption function. (08)

Q. 3. Answer the following.

A. Explain in detail three motives for holding money. (07)

B. Define Inflation. Explain demand-pull inflation as a cause of inflation. (08)

OR

C. Define Inflation. Explain cost-push inflation as a cause of inflation. (07)

D. Define monetary policy and write qualitative techniques of credit control. (08)

Q.4. Answer the following.

A. What are the various canons of taxation? (07)

B. What is public debt? Explain various types of public debt. (08)

OR

C. Explain objectives of fiscal policy. (07)

D. What are the economic effects of taxation? (08)

Q.5. Answer the following.

A. What are the benefits of FDI to the host country? (07)

B. Explain the structure of balance of payments. (08)

OR

Q. 5. C. Short notes: (Any Three)

(15)

1. GDP

2. Transaction motive for holding money

3. Narrow money

4. Variable reserve requirements

5. Terms of trade