



PRAHLADRAI DALMIA LIONS COLLEGE OF
COMMERCE & ECONOMICS
ISO 9001 : 2015 Certified

NOTICE

ATKT Internal Examination December, 2021, SEMESTER VI

BMS (BACHELOR OF MANAGEMENT STUDIES)

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. **Date of Submission of the Projects-** up to 2nd December, 2021 - 10.00 am only.
2. Students must write their internal atkt project in their own handwriting on A4 size foolscap paper. On top of every page a student has to write his Complete Name, Program (Dept.), Semester, Roll no., Class and Contact No.
3. **Student has to mail pdf of atkt fee payment receipt, questions allotted to him as well as all the project answer sheets to durgesh.k@dalmialionscollege.ac.in**
4. **On 3rd December, 2021, there will be a viva voce.** The timing for the same will be mailed to students when their project is received. Student has to present himself for the viva voce failing which he will be marked absent.
5. **Submissions after the above mentioned date and time will not be accepted and entertained under any circumstances.**

Prof. Durgesh Kenkre
Exam Convenor

Prof. Subhashini Naikar
Vice Principal, SFC

Dr. Kiran Mane
I/c Principal

DATE - 20th November, 2021

DI/N-STD/GEN/00

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TYBBI
INTERNAL ATKT QUESTIONS SEMESTER VI

1) BRAND MANAGEMENT:
MS. KOMAL WALVE:

- a) Define brand and branding. What is the importance of branding to consumers?
 - b) Explain the quantitative research techniques in measuring brand equity.
 - c) Explain the concept of brand extension in detail.
 - d) Write short notes on:
 - i) Pricing strategy for brands
 - ii) Promotion strategy for brands
 - iii) Brand Hierarchy
 - e) Explain any two approaches under holistic methods of measuring outcomes of brand equity.
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2) INTERNATIONAL FINANCE:

MS. ROSHNI PANDEY:

- a) Define international finance and give the scope of international finance.
 - b) What do you mean by Balance of payment? List the accounting principles in Balance of payment.
 - c) Explain the Bretton woods system.
 - d) Write short notes on:
 - i) Direct and indirect rates
 - ii) Cross currency
 - iii) Tax Havens
 - e) Distinguish between FDI and FPI
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3) OPERATIONS RESEARCH:

MR. BHENWAL MAYUR:

- a) In a hospital, 4 patients need the services of a private room on a certain day. There are 5 rooms available to the patient. The room charges differ according to their location and services available inside the room and the class of the patient. How should the rooms be allotted so that the hospital earns maximum total room rent?

Following table gives the room charges in rupees per day:

Rooms	patients			
	1	2	3	4
P	280	390	580	220
Q	450	550	630	400
R	380	390	820	530
S	730	420	400	450
T	580	350	570	560

b) Factories

	markets					Avail.
	M1	M2	M3	M4	M5	
x	2	11	10	3	7	4
y	1	4	7	2	1	8
z	3	9	4	8	12	9
reqd.	3	3	4	5	6	

(cost per unit Rs.)

Determine the initial feasible solution using LCM

- c) Construct the network diagram comprising activities B,C,, Q and N such that the following constraints are satisfied:
B < E, F; C < G, L; E, G < H; L, H < I; L < M; H < N; H < J; I, J < P; P < Q
The notation X < Y means that the activity X must be finished before Y can begin.

- d) Distinguish between CPM and PERT

- e) Solve the following linear programming problem using simplex method:

$$\begin{aligned} \text{Maximize } Z &= 10A+8B \\ \text{Subject to constraints: } & 6A+4B \leq 720 \\ & 2A+4B \leq 400 \\ & A, B \geq 0 \end{aligned}$$
