



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001 : 2015 Certified

NOTICE

DATE - 26/08/2021

ATKT Internal Examination September, 2021

BMS (SEM. II & IV)

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. **Date of Submission of the Projects- upto 7th September, 2021 - 6 pm 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. Students have to write each question followed by the answer.
4. **Student has to scan atkt fee payment receipt as well as all the pages of his project answer sheets and mail to the id given below:**

Program and semester	Email id
BMS (SEM. 2)	manisha.j@dalmialionscollege.ac.in
BMS (SEM. 4)	poonamsharma@dalmialionscollege.ac.in

5. On 8th September, 2021, there will be a viva voce (Google meet link for the same will be sent in the Whatsapp group formed for ATKT) for which the student has to present himself, failing which he will be **marked absent**.
6. **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

DI/N-STD/GEN/00

Sunder Nagar, Swami Vivekanand Road, Malad (West), Mumbai – 400064.
Tel.: +912228725792 ♦28732270 ♦E-mail: dalmialionscollege@gmail.com
Website: www.dalmialionscollege.ac.in

ATKT Internal Examination September, 2021

BMS (SEM IV)

QUESTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

❖ <u>Name of the course (subject)</u>	<u>Roll no.</u>	<u>Name of the student</u>
Information Technology in Business Management- II	2134	BHATT BHAVIK DILIP

- 1) What are the advantages of e-CRM?
- 2) Write short note on BPO Business Model?
- 3) Discuss on internet security issues.
- 4) Explain the functional subsystem of MIS in detail.
- 5) Explain customer life cycle.

❖ <u>Name of the course (subject)</u>	<u>Roll no.</u>	<u>Name of the student</u>
Business Economics- II	2134	BHATT BHAVIK DILIP

- 1) Explain Open economy.
- 2) What is Green GNP?
- 3) What is meant by effective demand?
- 4) What is a trade cycle?
- 5) What is meant by aggregate supply?

❖ <u>Name of the course (subject)</u>	<u>Roll no.</u>	<u>Name of the student</u>
Foundation course - IV	2069	PRAJAPATI RAGHVENDRA NANDLAL

- 1) What is the need or objectives of corporate governance?
- 2) What are the ethical dilemmas in marketing?
- 3) What is unethical marketing?
- 4) What is meant by professional ethics?
- 5) What is meant by managerial ethics?

❖ <u>Name of the course (subject)</u>	<u>Roll no.</u>	<u>Name of the student</u>
Production & Total Quality Management	2132	PANCHAL URVISHA JAGDISH

- 1) What is Plant Layout? Explain the principles of a good layout.
- 2) Write a note on Inventory Management.
- 3) Explain the functions of inventory.
- 4) What are the tools used for production?
- 5) Explain the importance of Production Management.

ATKT Internal Examination September'2021

BMS (SEM II)

QUESTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS

SEM – II

BUSINESS MATHEMATICS

1005 KACHWALA SALMAN NURUDDIN

1	Solve the linear equations using Cramer's Rule $2x + y + 2z = 5, 3x - y - z = 11, 4x + 7y + 8z = 20$
2	Using Newton's backward difference interpolation formula find the polynomial $f(x)$ whose graph passes through the points (0,5) (1,4) ,(2,6)
3	Find dy/dx where $y = (x^4 + x - 1)/(6x^4 - 8)$.
4	Write down Minors and Cofactors of each element of the Matrix $\begin{matrix} 0 & 1 & 2 \\ 1 & 4 & 6 \\ 3 & 5 & 5 \end{matrix}$
5	Solve the Equation $\begin{matrix} 3 & 5 & 7 \\ 7 & 9 & 31 \\ 9 & 15 & 4X+1 \end{matrix} = 0$

1012 ARYA ABHIJEET GANESHLAL

1. Solve the linear equations using Cramer's Rule

$$x + y + z = 0, 2x + y + z = 2, 4x - y - 3z = 20$$

2. If $A = \begin{matrix} & 3 & -1 \end{matrix}$ find Matrix B such that $A+B = 0$. Define Triangular Matrix.

2 3

3 Write steps to find Inverse of Matrix using Ad joint Method with suitable example

4.Using Newton's backward difference interpolation formula find the polynomial $f(x)$ whose graph passes through the points $(0,5)$ $(1,4)$ $(2,6)$ $(3, 12)$

5.Explain the term Maxima and Minima in detail with suitable example.

1082 MALAKAR KHUSHBOOKUMARI MURARIKUMAR

1 .Explain Multiplication and Derivative rule of Derivable functions with example .

2.Explain Minors and Cofactors of 3 X 3 Matrix with suitable example.

3. Find $f(1.5)$ using Newtons interpolation formula.

$(0,1)$ $(1,0)$ $(2,1)$ $(3,10)$ $(4,33)$

4 .Explain Permutation and Combination with suitable example.

5. Explain all types of Annuity.

PRINCIPLES OF MANAGEMENT

1082 MALAKAR KHUSHBOOKUMARI MURARIKUMAR

1. Explain MBO. Explain the features of MBO.

2. Briefly point the difference between formal and informal organization.

3. State the main causes of conflict between line and staff officials in an enterprise. How can they be removed?

4.Mention the advantages and disadvantages of Departmentation by Product?

5. Define Decision-Making. Explain the characteristics of Decision Making.

PRINCIPLES OF MARKETING

1193 MURKI AMAN SHIRAJ

1. Discuss the stages in new product development.
2. Explain the role of branding in marketing.
- 3 . Discuss the importance of Marketing research.
- 4.What do you mean by consumer behaviour ? Explain its features.
5. Differentiate between Product research and consumer research.

1082 MALAKAR KHUSHBOOKUMARI MURARIKUMAR

1. Discuss the 4P's of marketing.
2. What is the distribution channel explain with example.
3. Explain the concept of Needs and Exchanges in detail.
4. What is segmentation explain Geographic and demographic segmentation.
5. Discuss on challenges of Internet Marketing.

1001. ADBAL SHWETA SANTOSH

1. Discuss the importance of Target marketing.
- 2.Discuss on Marketing using Social media.
3. What is the distribution channel explain with example.
4. Explain the need of Relationship Marketing.
5. Discuss the stages in new product Development.

INDUSTRIAL LAW

1082 MALAKAR KHUSHBOOKUMARI MURARIKUMAR

1. What is strike ?.What are the procedures for strike.?
2. What is the role of trade union?
3. Explain the term retrenchment in detail.
4. What are the rights and liabilities of a registered trade union?
- 5.Explain the term factory. What are the procedures for registration of a factory?

1193. MURKI AMAN SHIRAJ

1. What is strike. State when the strike is illegal ?
- 2.What are the conditions for retrenchment of workers under Industrial dispute Act?
3. What are the health measures under Factories Act 1948?
- 4.Write short note on Employees Deposit Linked Insurance
5. State and explain employees Pension scheme 1995 under employees provident Fund Act.

1136. SHARMA CHAITANYA VARUN

1. Write short note on Political fund under trade union.
2. Discuss on Nomination Under Gratuity Act.
- 3 Distinguish between Individual and Industrial dispute.
- 4 Give an overview on payment of Bonus under Payment of Bonus Act.
- 5 State the rules of fixation of wage period under the payment of Wages Act 1936?

1001 ADBAL SHWETA SANTOSH

1. What is the role of trade union?
2. Discuss on Nomination Under Gratuity Act.
3. State the rules of fixation of wage period under the payment of Wages Act 1936?
4. Write short note on Political fund under trade union.

5. What is strike? State when the strike is illegal?

BUSINESS ENVIRONMENT

1082 MALAKAR KHUSHBOOKUMARI MURARIKUMAR

- 1 What is technological environment? Explain its features.
- 2 What are the functions of WTO?
- 3 Explain briefly the different foreign market entry strategies.
- 4 Explain the demerits of MNCs.
- 5 Explain the need of FDI in Developing countries.

1001 ADBAL SHWETA SANTOSH

- 1 What are the different investment opportunities for Indian industry?
- 2 Write short note on LPG model
- 3 What is the role of private sector in business? Explain
- 4 Discuss on social responsibilities of Business.
- 5 . Explain the challenges faced by Indian economy.

1136 SHARMA CHAITANYA VARUN

1. Discuss on SWOT analysis.
- 2 Discuss on legal Environment in detail.
- 3 . Do core traditional values have an impact on business? Comment.
- 4 . What is social audit explain its importance for business.
- 5 . Explain the role of Government in business.

FOUNDATION COURSE-II

1082 MALAKAR KHUSHBOOKUMARI MURARIKUMAR

- 1 Explain the concept of migration and its causes and effects.
- 2 Briefly describe the role of corporate farming in India
 - 3 Define Human Rights .describe Characteristics of Human Rights.
 - 4 Write short note on significance of values.
 - 5 Discuss on Right to freedom of religion.

1162 THAKUR SHUBHAM RAJNISH

- 1” Environments is a natural capital ,connected to the quality of human life “ comment.
- 2 What are the agents of socialization.
- 3Discuss the causes of Individual’s stress.
- 4.Explain types of Ecosystem.
5. Write short note on liberalization.

1189 LADDHA DEEP NITIN

- 1 Enumerate on strategies for coping with conflicts.
- 2what are the agents of socialization.
- 3 Explain advantages of privatization.
 - 4 Critically evaluate Maslow’s theory of self actualization.
 - 5 Write short note on impact of environmental degradation.

1001 ADBAL SHWETA SANTOSH

- 1 Write short note on civil rights.
- 2 Explain the concept of sustainable development and examine its basic components.
- 3Elaborate the provisions which guarantee “Rights of Freedom “ under Indian Constitution.
 - 4 Write short note on significance of ethics in individual development.
 - 5 . Discuss on types of conflicts.

BUSINESS COMMUNICATION – II

1082 MALAKAR KHUSHBOOKUMARI MURARIKUMAR

- 1 A committee has been appointed to investigate the possibility of starting a photocopy cum stationary shop in your college

premises . Draft a feasibility report with suitable recommendations.

2 Draft a notice cum agenda for the monthly board meeting of Anita travels Pvt.LTd. Mahalaxmi ,Mumbai

3 . Write different kinds of Business reports

4 Explain Do's and Don'ts of a group discussion.

5 Explain video conferencing in detail.

1136 SHARMA CHAITANYA VARUN

1 Draft a sales letter to promote the sales of a tourist agency in Alibag . Use the semi block layout.

2 . Rajesh Shaha purchased an AZ washing machine for MANISHA sales ,however ,within the warranty period of One year the washing machine stopped operating and MANISHA sales failed to rectify the defect the manufacturer AZ Ltd were also unable to repair the washing machine . Draft a letter address to the consumer redresses forum seeking compensation .Use the full block letter.

3. Write functions of a sales letter.

4. Write short note on internal measures to promote public relations.

5. Discuss the functions of the public relations Department in an Organisation.

1025 DHARMADHHIKARI ADITYA SUNIL

1.Discuss the process of conducting a selection interview.

2 Discuss the role of chairperson in meeting.

3 A committee has been appointed to investigate the possibility of starting a photocopy cum stationary shop in your college premises . Draft a feasibility report with suitable recommendations.

4. Draft a notice cum agenda for the monthly board meeting of YUKTA TRAVELS Pvt. LTd.Santacruz ,Mumbai

5 .Explain the advantages and Disadvantages of conference.