



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001 : 2015 Certified

NOTICE

DATE - 25/03/2022

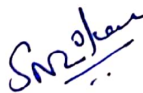
ATKT Internal Examination March/April, 2022


BMS (SEM. IV)

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. The viva voce will be conducted offline.
2. Date of Submission of the Project 31st March, 2022 - Venue - T12. Time - 09:00 am to 10:00 am. Reporting time - 08:45 am.
3. 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/her Complete Name, Program (Dept.), Semester, Roll no., Class and Contact No.
4. Student have to write each question followed by the answer.
5. Student has to attach an ATKT fee payment receipt along with his/her project.
6. On the date of submission there will be a viva voce for which the student has to present himself/herself, failing which he will be marked absent.
7. Submissions after the above mentioned date and time will not be accepted and entertained under any circumstances.
8. On the date of viva voce the dress code will be formal.


Prof. Durgesh Kenkre
Exam Convenor


Prof. Subhashini Naikar
Vice Principal, SFC


Dr. Kiran Mane
I/c Principal

DI/N-STD/GEN/00

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INTERNAL QUESTIONS

SEM IV

INFORMATION TECHNOLOGY- I

KINI KUNAL SANJAY - 2042

QUE 1 EXPLAIN THE FUNCTIONAL SUBSYSTEM OF MIS IN DETAIL.

QUE2 WHAT ARE THE ADVANTAGES OF e-CRM?

QUE 3 WRITE SHORT NOTE ON DATA MINING.

QUE4 DISCUSS ON e-SCM ARCHITECTURE WITH SUITABLE DIAGRAM.

QUE5 WRITE SHORT NOTE ON BPO BUSINESS MODEL.

BUSINESS ECONOMICS - II

KINI KUNAL SANJAY - 2042

- 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?

RAJPUROHIT KAILASH RAMESH - M-2046

- 1) Explain circular flow of income in a two sector model.
- 2) Examine the features of the trade cycle.
- 3) Examine the properties of the consumption function. Explain the working of multiplier.
- 4) Discuss the factors affecting velocity of circulation of money.
- 5) Discuss the objectives of monetary policy.

KHAN NAVED AKTHAR HUSSAIN - M-2150

- 1) What is aggregate demand? Explain.
- 2) Explain the three sector models in a closed economy.
- 3) Write short notes on:
 - a) Foreign Portfolio Investment
 - b) Balance of Payment
- 4) Explain demand pull inflation and cost push inflation.
- 5) Explain the concept of exchange rate.

BUSINESS RESEARCH METHODS

CHAUBEY SHUBHAM ASHOK - F-2013

- 1) Explain the different times of research.
- 2) Distinguish between primary and secondary data sources.
- 3) Importance of Bibliography and Webliography.
- 4) Analysis of data.

MISTRY ABID ARIF - M-2043

- 1) Explain qualitative and quantitative research.
- 2) What are the types of questions that can be asked while collecting data.
- 3) Write a note on confidentiality and anonymity in research.
- 4) Chi- Square test .

SHIVHARE SHREYANUSH NIRMAL - M-2055

- 1) Explain research design - Meaning, Need & Importance
- 2) Explain the various scaling techniques.
- 3) Write a note on ethics in research.
- 4) Z & T test

KHAN NAVED AKTHAR HUSSAIN - M-2150

- 1) Explain sampling as a research method.
- 2) Explain any two methods of collection of primary data.
- 3) Write a note on plagiarism.
- 4) Importance of processing data.

PRODUCTION TOTAL QUALITY MANAGEMENT

KINI KUNAL SANJAY - 2042

- 1) Define production management. Discuss the various components of production system.
- 2) What do you mean by product development? Discuss the scope of product planning and product development.
- 3) What are the various factors that affect the plant location?
- 4) Explain the concept of materials management and state its objectives.
- 5) Define materials handling. Discuss the various principles of materials handling.

FINANCIAL INSTITUTION & MARKETS

KINI KUNAL SANJAY - 2042

- 1) Explain the Financial System of India with the help of a chart.
- 2) Explain Role of RBI
- 3) Explain ICICI and GIC Role in Financial System of India
- 4) Types of Mutual Fund Schemes In India
- 5) Explain Model of Japan Financial System in short

STRATEGIC COST MANAGEMENT

KINI KUNAL SANJAY - 2042

1)EPL LTD shows the following detail find the, a)P/v ratio b) Break Even Point (unit) c) Margin of Safety d) profit e) Sales to earn a profit of RS 6000
Fixed cost 4500
variable cost 7500
Sales 15000
unit sold 500

2)BMS LTD furnishes you the following information

Particulars	FIRST HALF OF THE YEAR	SECOND HALF OF YEAR
SALES (Rs)	810000	1026000
PROFIT (Rs)	21600	64800

From the above you are required to compute the following assuming that the fixed cost remains the same in both the period.

- P/v ratio
- Fixed cost for the year
- Amount of profit or loss when sales are Rs 1648000
- The amount of sales required to earn a profit of RS 225000
- Margin of safety for the year.

3)Write a short note on BEP

4) Full form of C-V –P analysis and State 2 examples of Fixed cost

5)Explain the term Marginal costing and State 2 examples of semi variable cost

EVENT MARKETING

KHAN NAVED AKTHAR HUSSAIN - M-2150

- 1) Explain the 5C's of events.
- 2) Write a short note on event crisis management.
- 3) Explain event sponsorship with reference to its need.
- 4) What are the key elements of events?
- 5) Explain the networking components.

INTEGRATED MARKETING COMMUNICATION

KHAN NAVED AKTHAR HUSSAIN - M-2150

- 1) Define and explain IMC. Give its features.
- 2) Role of advertising in IMC - Also list advantages and disadvantages.
- 3) How will you use the internet or advertisement?
- 4) Types of PR and tools of PR in IMC.
- 5) Advantages of personal selling in IMC.**